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BRAZIL: A PROSPECTIVE TOURISM DESTINATION

Miguel Seguí Llinás

Brazil is an important country in many aspects; its influence however is not significant in the arena of international tourism. Although the country currently has a negative international image, this situation is changing slowly and Brazil enjoys huge tourism potentialities, not only as regards the traditions sun and sea tourism, but also in the light of the new trends of alternative tourism. Therefore, it can be assumed that the country may become a major player as regards international tourism flows.

KEY WORDS: Brazil, image, tourism potentialities

BIO ECONOMIC MODELS

A new tool in order to evaluate environment impacts in natural areas

Alfredo Ascanio

Economists and biologists should work together in order to apply tourism-recreational areas appraisal models from the users' point of view, which are used to assess the benefits a given project may bring about by improving or saving the natural environment. The analysis of case studies is a useful tool to improve public policies related to the protection of nature and to the sustainable development of new outdoor tourism and entertainment projects.

KEY WORDS: bioeconomic models, assessment of recreational benefits, economy and environment.

MODERN TOURISM ECOLOGIC ORIENTED

A case study from Colombia

Manual Gurría Di-Bella

This paper seeks to outline a conceptualization of an ecology oriented tourism based on a sustainable system. Three components of this kind of tourism, which are considered different expression of ecological tourism, are described: ecotourism, rural tourism, and agricultural tourism. The areas where the different forms of tourism take place are also classified. The theory developed states that all kinds of ecology focused tourism activities must be part of sustainable tourism system in order to protect not only the environment but the local cultures as well.

KEY WORDS: ecology oriented tourism, ecotourism, rural tourism, agricultural tourism, sustainable tourism, Quindio, Colombia.

VISITORS IMPACTS ON AN INTERETATION PATH

Galapagos National Park, Ecuador

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The impact of visitors on a interpretation path. In October-November, 1995 the Faculty of Tourism of the Comahue National University carried out a survey in the Land Visiting Site nº 24 “Interpretation area/ breeding area” al the Galapagos National Park, Ecuador. The aim of the study was to describe the negative impacts the arrival of visitor had on the turtles (nature), to describe the main causes of such impacts and to suggest management guidelines aimed at reversing the negative impacts describes and preventing new ones from taking place within the general framework of the Park’s overall objectives.

KEY WORDS: impact cause by the visitor, carrying capacity, interpretation path, sustainable tourism, protected areas.

TOURISM AND INTERNATIONAL POLICY IN THE CARIBBEAN

Stella Maris Arnaiz Burne

This article emphasizes the importance of tourism in the word, and particularly in the Caribbean and Mexico. It also refers to the impact of this activity on the various destinations.

KEY WORDS: Caribbean, Mexico, incomes through tourism, development, social and environmental coast.