

VOLUME 6 – ABSTRACT

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TOURISM AS THE SAVOIR OF CUBA

Capitalism brings economic recovery

Elaine Davies

The Cuban economy and the Cuban people have suffered since the gradual withdrawal of the Soviet Union (1989-1993). Imports and exports fell dramatically, unemployment rose sharply and Castro asked Cubans to wait out this “special period”. As the Cuban economy slowly improves, tourism is playing a key role in the recovery and is the testing ground for capitalist techniques.

KEY WORDS: Cuba, special period, Fidel Castro, role of tourism in economic recovery, testing capitalist techniques.

EMPOWERMENT AS A LEADERSHIP STRATEGY TO REDUCE SPONTANEOUS STAFF TURNOVER

*Patricia Domínguez-Silva
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This study analyses the variables that spontaneous staff turnover when empowerment, a leadership strategy, is applied. The population studied is made up by employees currently working at a full service luxury hotel in the city of Puebla, Mexico.

KEY WORDS: empowerment, motivation, power, performance, turnover.

TOURISM AND ENVIRONMENT

A case study in Valencia, Spain

Elies Furió-Blasco

The environment plays a key role in tourism. As a matter of fact, the natural resources are one of the essential elements of the tourism product. However, for natural resources to be used

in tourism a territorial transformation must take place, and such transformations sometimes have a negative influence on the environment. This paper analyses the mechanisms that trigger those negative processes. The analysis includes a theoretical description and a case study of tourism in Valencia (Spain) and its relationship with the environment.

KEY WORDS: Economy, tourism, natural tourism resources, tourism product, tourism area.

THE PSYCHOLOGICAL ACCESS AND THE NOTION OF POSITIONING IN THE TOURISM DOMAIN

Raul Valdes M.

The paper describes a model for the strategic positioning of tourism services. The model, based on the relational role played by the employees who are in direct contact with the customer, is derived from the synergetic integration of the notions of perception, psychological access and positioning. The Strategic Model for the Relational Positioning of Tourism Services is a management toll to be used by any organization rendering or marketing tourism services in order to adequately develop and apply successful competitive strategies.

KEY WORDS: perception, psychological access, relational positioning, marketing of services.

TOURISM DEVELOPMENT IN CHINA

D. Horace Sogar

This paper examines areas relevant to the development of sustainable and profitable tourism for China. The management of inbound tourism in specific environments while maintaining the quality and integrity of sensitive Chinese endemic resources is examined. The Chinese visitor is also assessed as a potential tourist in the Chinese outbound market.

KEY WORDS: Chinese tourism, sustainable tourism management, international tourist.

A CHANCE FOR ANTARCTICA Tourism

Juana Inés Negro

This paper describes the history of the development of Antarctic tourism as well as the current situation and the future prospects within a framework of environmental protection.

KEY WORDS: impact, environmental protection, cruises, IAATO.

RURAL TOURISM IN CHILE Analysis of domestic demand

*Pablo Szmulewicz-Espinosa
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Rural tourism is a new trend in Chile, with huge possibilities and special characteristics. Assessing the possible demand for rural tourism products among the middle / high class population in Santiago de Chile is one of the first steps that must be taken in order to consolidate this kind of tourism. Only a very small sub-segment of these social groups have ever enjoyed rural tourism. The general results of the survey are highly positive, although it is important to obtain additional information on travel agencies specializing in rural tourism as well as on prospective destinations.

KEY WORDS: rural tourism, demand, domestic tourism survey, Chile.

RURAL TOURISM IN ARGENTINA

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Rural tourism in Argentina. The results of a survey carried out in order to gather information about the overall situation of rural tourism in Argentina are discussed in this paper. Ten travel agencies, which sell this kind of tourism product, were surveyed (all of them are in Buenos Aires, Argentina). Based on the results of the interviews, a profile of the consumers of this specific product was outlined. The ranches where lodging and outdoor facilities are provided were also classified.

KEY WORDS: rural tourism, Argentina, profile of the ranch tourist, activities in ranches.

LODGING FACILITIES FOR RURAL TOURISM IN VENEZUELA

Alfredo Ascanio

This paper deals with tourism in rural areas of Venezuela. Families or small partnerships unique facilities provide Lodging and services: inns and native lodging facilities are located in ideal environments for ecotourism and adventure tourism.

KEY WORDS: inns, native lodging facilities, intermediate service technology, low impact tourism lodging facilities, rural tourism in Venezuela.