

Numbers 3 & 4 - July / October 1997**BUILD HERITAGE AND TOURISM**

*Dallen Timothy
Geoffrey Wall*

This paper discusses contemporary issues on heritage tourism. Terms are defined and attributes of the market are presented. The roles of interpretation, economic dimensions and spatial variations in heritage are examined and issues relating to the identification of heritage and authenticity of experience are presented.

KEY WORDS: authenticity, economics, heritage, interpretation, marketing.

INTERPRETATION CENTRES IN PROTECTED AREAS**The Tremen case in Argentina**

Ana María Boschi de Bergallo

There are very few interpretation centres in natural protected areas in Argentina to provide some background information to the tourists visiting the area. Interpretation centres are a very important educational tool as they provide a global environmental view of the conservation and therefore contributing to enhance the quality of the tourist's experience. Some general conclusions as regards their internal structure, their functionality and their architecture have been drawn after analyzing some interpretation centres in Patagonia (Argentina) and comparing them with the situation in other Latin American countries (the Costa Rican case).

KEY WORDS: tourism, interpretation, global understanding, conservation.

INDICATORS FOR A HISTORICAL ANALYSIS OF TOURISM

Rafael Rodríguez-Acevedo

This paper describes a theoretical model that allows for an objective abstraction of indicators distributed according to historical ages based on the geographical locations that have been analyzed. The indicators were in turn correlated to the integral processes of society and a definition and a description of tourism were developed. The model is made up of three stages,

and when applied to the international and domestic arenas it is a useful tool, which has been identified in the history of tourism.

KEY WORDS: indicators, historical analysis of tourism, summary, comparative chronology.

TOURISM FLOW GENERATED BY CONFERENCE AND CONVENTIONS IN CHILE

Pablo Szmulewicz-Espinosa

Conferences, conventions and trade fair has grown significantly in the last few years. As a result of some external factors as well as of some factors resulting from the development of this sub-sector an increase in the supply and demand of items related to international meetings has been recorded in Santiago de Chile. It is necessary to quantify the supply of services for this kind of tourists and to analyze the characteristics of international fairs and meetings in order to prepare a development strategy to meet the new challenges in this sub-sector so that it becomes one of the strongholds of tourism in the country.

KEY WORDS: conferences, conventions and trade fairs tourism, conventions market, Chile.

AIR TRANSPORT AND TOURISM

Alfredo Ascanio

Air transport services are part of a whole range of services offered to the travelers by several different suppliers. In an environment full of structural changes, where market shares are gained and lost, airlines should join efforts through a total quality network of services in order to be profitable in the future. The price wars and the penetration into new markets for which they are not well adapted from the operational point of view are decisions which, in the long term and for airlines.

KEY WORDS: airlines economics, marketing of services, competitiveness among airlines.

REMARKS ABOUT THE DEVELOPMENT OF ECOTOURISM IN CUBA

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There has been a significant rise in the number of international arrivals to Cuba in the last few years. Although the country is basically positioned as a sun and sea destination it has

enough elements to expand its “product range” and attract tourist who have an interest for nature and the country’s rich heritage. This paper describes some issues related to the management of ecotourism products in Cuba.

KEY WORDS: ecotourism, Cuba, tourism policies.

TOURISM IN THE REPUBLIC OF GUINEA

Current situation and prospects for its future development

Abou Camara
Eros Salinas

This paper describes the economic, social, political and environmental characteristics of the Republic of Guinea and sets some general guidelines for the development of tourism in this country. A functional division into tourism zones is introduced and a short and mid term investment strategy is also defined. Finally, the authors suggest a marketing plan to position the Republic of Guinea in the regional and European markets.

KEY WORDS: Republic of Guinea, development strategies, tourism.

ECONOMIC IMPORTANCE, SEASONAL PATTERNS AND OUTLOOK

OF BRAZILIAN TOURISM

Manuel Enriquez-García

With an economic approach, this article briefly analyses the growth possibilities of the tourism activity its importance for the Brazilian economy and the characteristics of this sector’s supply and demand. One of these characteristics –seasonality of the demand in the short term– is also quantitatively analyzed, and the limitations of the sector to achieve higher productivity patterns are also discussed.

KEY WORDS: tourism, economy, characteristics of supply and demand, seasonality of demand, economic importance of tourism.

PROFILE OF TOURISTS VISITING ANTALYA, TURKEY

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The region of Antalya is one of the most important tourist destinations in Turkey. The present study was carried out based on the idea that a better knowledge of the characteristics of the tourists who visit the region and, therefore, of their needs and expectations may be a useful tool to increase the number of arrivals.

KEY WORDS: Antalya, Turkey, tourists, profiles, needs, expectations.

TROPICAL ISLANDS AS TOURISM DESTINATIONS

*Eros Salinas-Chávez
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Tropical islands have become important tourism destinations in the second half of the 20th century. This paper describes the main attributes of such islands and archipelagos as well as the problems they face due to the large numbers of tourists they receive.

KEY WORDS: tropical islands, resources, impact, tourism.