

VOLUME 7 – ABSTRACT

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T-SHIRTS THEIR ROLE IN CREATING TOURISM DESTINATION IMAGES

Regina G. Schlüter

In the last few years T-shirts have come to play a very important role as tourist souvenirs for several reasons: they are available in souvenir stores, they are rather inexpensive, they are easy to carry about and they have a practical application even after the tourism experience is over. This paper describes the designs of the images printed on T-shirts sold as a product of the "industry of memories". Finally, their role in creating tourism images is analyzed.

KEY WORDS: T-shirts, souvenirs, destination images, tourism.

FOLKLORE AND TOURISM

Ana Maria Dupey

The aim of this paper is to analyze some systematic relationships between the conceptualizations of tourism on one hand and the folkloric behavior on the other, in order to study the interrelations between them and processes through which they impact one another. Some theoretical perspectives of tourism are described and the activity's links to the folkloric phenomenon, considered as a behavior, which has a strong meaning of identification those sharing it, are analyzed.

KEY WORDS: folklore, tourism reciprocal relationships, community.

THE IMPACT OF LARGE EXHIBITIONS ON TOURISM

The consequences of Seville 1992

Manuel Marchena-Gómez

In the tourism field in Seville, Spain, there is a “before” and “after” the 1992 Universal Exhibition. The exhibition has brought about structural changes in the city’s supply both as regards competitiveness and size. The image of the city has also changed from a domestic and international perspective. Large amounts of public money were invested to build infrastructure, which therefore improved significantly. However, the post-exhibition tourism expectations have not been fully met.

KEY WORDS: mega-events, impacts, tourism, Seville.

ENVIRONMENTAL IMPACT ON THE TRAIL TO THE CASCADE CHACHÍN

Lanín National Park, Argentina

Ana María Boschi de Bergallo

In order to assess the environmental impact of an increasing number of visitors on the trail a survey was carried out. The aim of the survey was to gather information to be used in the design of an integrated management plan. Physical-biological and anthropological parameters were taken into account for the survey.

KEY WORDS: sustainable development, integrated management, visitors' satisfaction.

MAJORCA AS AN EXAMPLE OF NATURE’S TOURISM POTENTIAL

Miguel Seguí-Llinás

Majorca has been an important tourism destination since the 19th century, but it is in the sixties that the tourism industry reaches its highest point with the advent of mass tourism. A quick and unmanaged growth process took place and the term “balearization” was later coined to describe this growth model. A deep crisis started to evolve in 1988. However, through the cooperation of the private and the public sector the situation was reversed and in 1996 the Balearic Island had 8,500,000 arrivals. This new process was carefully managed and monitored. Nevertheless, sociological and cultural problems are expected to arise anyway.

KEY WORDS: Balearic Islands, Majorca, balearization, image recovery, tourism sociology, nature and tourism.

ENVIRONMENTAL THRESHOLDS FOR TOURISM DEVELOPMENT

The case of Lanín National Park, Argentina

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This paper describes the use of a methodology of environmental thresholds as a tool to solve the usage conflicts that arise among recreational and tourist activities in the Huechulafquen area at the Lanín National Park. Trekking, camping (as an activity and as a form of lodging) and fishing are analyzed.

KEY WORDS: environmental thresholds, functional zoning, intensive usage, landscape analysis, analysis of tourism activities, management strategies.

COASTAL ECOSYSTEMS AND TOURISM DEVELOPMENT

Alfredo César Dachary

The development models used in the Caribbean region in the second half of the twentieth century caused a disfigurement of the environment and the cultural identity in the region. This paper describes the main problems in the area and outlines some ideas that could be useful to tackle the main problems faced by the region.

KEY WORDS: coastal ecosystems, tourist resorts, environmental disfigurement, development policies.

TOURISM IN CUBA

Development, challenges, outlooks

Eros Salinas-Chávez

This paper summarizes the development of tourism in Cuba. The main achievements and failures of the last 100 years are described and the challenges for the tourist industry in the short term are analyzed.

KEY WORDS: Cuba, tourism development, social and political changes.