

Numbers 3 & 4 - July / October 1998**THE THEMING OF LEISURE ATTRACTIONS***Salvador Antón-Clavé*

This study points out the increasing importance of theme contents and theme facilities in contemporary societies. It also makes reference to the progressive shortening of the distance that separates the traditional concept of cultural communication currently followed by certain heritage interpretation centres. Even though the development of theme facilities is a recent phenomenon in Spain, the consideration and study of situations, experiences and perspectives may become a contribution to a field of thought that has not been widely approached yet.

KEY WORDS: tourism, recreation, theme parks, heritage, theming.

ECOLOGICAL RESERVE JURÉIA-ITATINS, BRAZIL**Carrying capacity of the Paraiso waterfall area***Doris van de Meene Ruschmann*

The aim of this study was to determine the ideal number of people who may visit simultaneously, or in one day period, in the area of Paraíso waterfall and surrounding Ecologic Reserve of Juréia-Itatins in the southern coast of the State of São Paulo, Brazil. The results, despite being partial, appear as a starting point to use a specific theoretical methodology to study the carrying capacity in fragile environmental area, and establish a parallel line to its application in other conservation areas in the country.

KEY WORDS: sustainable tourism, carrying capacity, environment, conservation areas, Paraiso waterfall, Itinguçu area, São Paulo, Brazil.

TOURISM AND ESOTERISM**An approach to the subject***Juana A. Norrild*

This article shows that there is a new thriving tourism trend: esoteric tourism. Its origins are analyzed and its characteristics are described. Finally, a recommendation is made about the need to foresee changes in the curricula and in some activities related to tourism services.

KEY WORDS: tourism, esoteric, initiation rites, services.

MYSTICAL AND ESOTERIC TOURISM IN MEXICO*Alicia Bernard-Mena
Esteban Burguete*

This article analyses the phenomenon of mystical and esoteric tourism focusing on three areas in Mexico. The purpose of the study is to determine the potential of this type of tourism as to generate travel alternatives. The three sites chosen, although diverse, all offer the opportunity to experience different perceptions of reality, either individually or in small group. The results of a study of 188 volunteers indicate that the principal attractions of these places were the magic found there and the energy transmitted. Respondents averaged between 20 and 50 years of age and generally had a high educational level.

KEY WORDS: esoteric tourism, mystical tourism, Mexico.

EXTRATERRESTRIAL TOURISM AND HOSPITALITY**The fourth dimension***Peter E. Tarlow
Allan S. Mill*

This paper builds on the theories of Alvin Toffler and examines how tourism can move beyond “postmodern theory” and become an important factor in post-third-wave society. The authors argue that although this type of “fourth dimensional” tourism has always been historically present, it is most prevalent in advanced societies. The basic concepts of fourth dimensional tourism are: the trip becomes an adventure into the unreal, the trip may involve a visit to “plausible facts” or “fictional facts”, the traveller sees or experiences something that is a plausible fact based on a fictional event, and the purpose of the trip is to see or experiences

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KEY WORDS: tourist attractions, extraterrestrial, postmodernism, aliens, third wave.

ASSESSMENT OF THE ECONOMIC IMPACT OF TOURISM

*Marcelo Manzini
Luis Armando Pérez
Alejandra Pérez*

This article tries to emphasize the increasing need to carry out studies of the economic impact of the tourism activity, and describes the general use of these studies by the public and private sector. It also provides a brief summary of the various approaches used to measure and assess the economic impact, and addresses the possibility of applying studies of economics impact in regional or local economies, illustrated by the case of San Martín de los Andes, a small city in the Argentinean province of Neuquén.

KEY WORDS: economic impact, tourism, regional economies.

WEAKNESS OF SMALL AND MEDIUM SIZE RESTAURANTS OF THE CITY OF PUEBLA, MEXICO

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Patricia Domínguez
Esteban Burguete*

This research analyzed a random sample of restaurants in the city of Puebla so as to study their weaknesses. A modified previously introduced in Bernard et al (1996). Eight important areas were covered with a total of 38 questions. Chi-square tests were performed to make comparisons among segments. Some weaknesses and differences were detected, and some solutions are proposed.

KEY WORDS: enterprises, restaurants, weaknesses, Puebla.

RECOMMENDATIONS FOR TOURISM DEVELOPMENT OF THE SPANISH RURAL AREAS

Rosa María Yagüe-Perales

In most countryside and rural regions in Spain, tourism holds high expectations as a social and economic activity. These regions are facing a progressive loss of economic and demographic weight, largely explained by the decline of their industrial and agricultural sectors. Fortunately, new opportunities emerge in these territories, most of them related to the reasonable exploitation for tourism purpose of their natural, cultural, build and landscape resources, an activity broadly known as rural tourism. This study propounds a tourism development plan for Spanish rural areas organized around six strategic lines.

KEY WORDS: rural areas, economic development, tourism, Spain.