

VOLUME 8 – ABSTRACT

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THE IMPACT OF TOURISM AS PERCEIVED BY THE HOST POPULATION

The case of Villa La Angostura, Argentina

Alejandra Pérez

The aim of this study was to find out the stand of the resident population of Villa La Angostura vis-à-vis tourism, based on what they perceive the social impact of tourism to be. For this study social impact was defined as the set of wanted or unwanted as well planned or unplanned changes which result from the development of tourism and which affect the host population's quality of life and the general conditions in the area (Muñiz Picardo 1993).

KEY WORDS: tourism impacts, perception, growing tourism destinations.

IMPACT OF TOURISM ON SEASIDE AREAS

The role of Lighthouses in environmental protection schemes

Regina G. Schlüter

Tourists have a marked preference for coastal areas. It is there where century old lighthouses that still guide vessels can be found. Lighthouses strongly attract visitors but are rarely considered as tourism attractions. This paper includes two case studies showing the positive relationship between lighthouses and tourism in the Argentine coastal areas.

KEY WORDS: coasts, impact, tourism, lighthouses, Argentinas' Atlantic coastal areas.

ARCHAEOLOGICAL HERITAGE AS TOURISM ATTRACTIONS IN TIERRA DEL FUEGO (ARGENTINA)

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The archaeological heritage is analysed in order to preserve it. Tourism could be a way to achieve that goal. In the case of heritage as a basic motivation in the design of alternative tours. This is an answer to the request of the growth of special interest tourism.

KEY WORDS: heritage, tours sustainable tourism, culture.

THE ROL OF GOVERNMENT IN THE MANAGEMENT OF THEME PARKS

Juana Norrild

The rol of government in the management of theme parks. Based on a comparative analysis of the theme parks Port Aventura (Spain) and Mundo Marino (Argentina), this article intends to show how government can help, through various intervention mechanisms, to develop a specific tourism space, thereby affecting the urban and productive dynamics of the whole geographic area.

KEY WORDS: theme parks, tourism, impact, government, Mundo Marino.

STRATEGIS FOR SUSTAINABLE TOURISM DEVELOPMENT IN LATINA AMERICA

Anaida Meléndez U

The aim of this paper is to examine the possibilities of sustainable tourism in Latin America and to provide some suggestions for ecotourism planning schemes. The socio-economic situation that prevents the full deployment of the principles of sustainable development and therefore impairs the region's positioning in the international tourism markets is also considered. The strengths, weaknesses and opportunities of the region should be taken into account in a planning process to be jointly undertaken by neighbouring countries. Such process should entitle the participation of municipalities, and its aim should be to foster the development and consolidation of nature related tourism. The planning which have the necessary qualification so as to continue being interesting in the future both for the domestic and the global markets. The importance of investments in training and education of human resources for correct environmental management practices to be applied is also stressed in this paper.

KEY WORDS: sustainable development, Latin American tourism, ecotourism, community development, municipalities.

MARKETING OF TOURISM IN THE CARIBBEAN

Eros Salinas-Chávez

This article describes the main characteristics of ecotourism and analyses the possibilities of marketing this kind of tourism in the islands of the Caribbean. It also provides some considerations on sustainable development in the region.

KEY WORDS: ecotourism, Caribbean, sustainable development.

STRATEGIC DESIGN OF COMPANIES PROVIDING CATERING SERVICES

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The aim of this paper is to set forth a methodology for the development of companies providing catering services, so that the resulting project includes all the elements for its success in the market. The study develops the strategy for a feasible project. The result is a methodology for strategic design that considers the following stages: possible location of the business, specific needs of the market it serves development of a marketing strategy, development of an organizational chart and definition of the financial strategies.

KEY WORDS: development of enterprises, catering services, strategy, methodology.

DEFINITION OF THE TOURISM BUSINESS. CUSTOMERS, FUNCTIONS AND TECHNOLOGIES

The case of recreational tourism in mountain areas

Luis Carús-Ribalaygua

Even though excessively wide definitions of industrial sectors must be useful for generic purposes, they are not very helpful from a strategic viewpoint due to the fact that both quality of competition and sources of competitive advantage greatly differ among segments. Therefore, broad industrial sectors are generally divided into sub sectors, branches of an activity for segments of an industry. This is the case of the tourism industry. The aim of this is to provide a

general view of the tourism business and eventually make concrete reference to tourism resorts in mountain areas.

KEY WORDS: industry, segment, business, mountain recreational tourism resort.