

Numbers 3 & 4 - July / October 1999
Special Issue International Master in Tourism

PAST ACTIVITIES AND FUTURE PROJECTS

Mariano Chirivella-Caballero
Andrés Herrera-Trujillo

This article touches upon the most outstanding features of the International Master in Tourism organized by the Universidad de Las Palmas de Gran Canaria in Spain. The University has a postgraduate course in tourism that is international in nature and attended by a large number of students from Latin America. The Master in Tourism also collaborates proactively with the Canary community in order to improve tourism organization in the area, which is one of the most important tourist resorts in the world.

KEY WORDS: postgraduate training, tourism, international cooperation.

PEACE IN GUATEMALA
A new opportunity for tourism

Rosa Vettorazzi-Mencos

A peace treaty was signed between the government and the guerrilla in December 1996. For this historical event to alter substantially the situation in Guatemala, a new image and the possibilities in the promotion of tourism, of great potential for development, in the country.

KEY WORDS: peace, Guatemala, economic development, tourism.

A MODEL FOR TOURIST DEVELOPMENT IN THE HINTERLANDS OF GRAN CANARIA
A case study of Santa Brígida

María del Pino Rodríguez-Socorro

Tourism in rural areas is one of the alternatives open to the traditional sun and sand resorts. This article looks at the natural resources and great possibilities of Santa Brígida (Gran Canaria – Spain) and proposes a new tourist product. Three thematic programmes are proposed in an attempt to break the exodus from rural areas via a greater diversification of the local economy.

An attempt is also made to restore the natural and cultural heritage off the area in order to attract a different profile of tourist.

KEY WORDS: rural tourism, impacts, Gran Canaria, Spain.

AN OVERVIEW OF ECOTOURISM IN VENEZUELA

A case study of the Henri Pittier National Park

Marisela Ascanio-Lara

This analysis gives a brief overview of the most important aspects of the author's Postgraduate research into ecotourism in National Parks, with particular reference to the Henri Pittier National Park that is in the state of Aragua in Venezuela. It can be seen that reliable information, high quality and productivity are required in order to offer the services of ecotourism in National Parks, and that such can only be achieved via a wise combination of research, regulations, able management, technology, flexibility and innovation.

KEY WORDS: ecotourism in National Parks, administration of fragile natural areas, Venezuela.

AN ANALYSIS OF THE FOREIGN TOURISM PROMOTION OF CHILE IN SPAIN

Dolly Giacaman-Ahues

This article is a synthesis of the various strategies and types of foreign promotion of the tourist product on offer in Chile as carried out in Spain. Reference is also made to the image of the country and its brand marking on the international market.

KEY WORDS: tourism, image, Chile.

TRAINING OF HUMAN RESOURCES IN TOURISM

One way to differentiate tourism products. The case of Porto Seguro, Bahia, Brazil

Domira Fernandes de Araújo

One of the tools designed to increase the competitive advantage and productivity of tourism in any region is the training of the local workforce. Professionalisation of quality human resources reflects positively upon the image of any destination.

KEY WORDS: Human resources in tourism, competitive advantage, productivity, Brazil.

**THE INCIDENCE OF TRAINING AND EDUCATION OF HUMAN RESOURCES ON THE
QUALITY OF SERVICE IN TOURIST ACCOMODATION**

An analysis of four and five-star hotels in Gran Canaria, Spain

Carolina Chávez-Oropeza

The perspectives for growth in tourism on a local, national and international level are highly optimistic which is a direct incentive for further investment in this healthy economic activity. The ever-growing importance of tourism makes it a matter of urgency that there should be efficient human resources trained to a level that is adequate to the demands of the market. The author has drawn upon the valuable experience of the tourism sector in Gran Canaria, Canary Islands to focus on the importance of education and training of human resources and its incidence on the quality of the service on offer in four and five-star hotels.

KEY WORDS: training of human resources, hotel accommodation, Gran Canaria, Spain.

TOURISM IN BOLIVIA

A blueprint for regulation of the profession of tour guides

Jenny Ivonne Vera-Mendia

This article is an analysis of the present situation of tourism in Bolivia. Given the characteristics of tourism in this country, there is a clear need to regulate the activity of the tour guide. Correct classification and training of this professional category is the key factor in the projection of a positive image of tourism in the destination visited.

KEY WORDS: tourist guide, Bolivia, ecotourism, ecological tourism.