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NEW TECHNOLOGIES IN THE TOURISM SECTOR

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Because of their characteristics, tourist activity and products are information intensive. Changes in lifestyle have modified consumer's expectations giving, nowadays, a vital importance to information. Consequently, the application of information technologies to the tourist sector is a vital part of strategy for obtaining competitive advantages for firms. In this article, the tourist sector is analyzed from the viewpoint of how it is responding to changes in demand through the use of information technologies.

KEY WORDS: technology, information, tourism.

ETHECAL TRAINING IN TOURIST PROFESSIONS

Manuel Gurría Di-Bella

This paper process the problem presented by the lack, in general terms, of studies related to professional ethic in professional courses in higher education, particularly in those related to tourism. This work has as its objective the justification of the inclusion of a course of ethics in the curriculum in professional courses, being validated on the antisocial behavior, both in individual and group expression, which can be witnessed nowadays as a result of a loss of moral and spiritual values both in private life and within organizations.

KEY WORDS: ethics, profession, deontology, tourism.

A METHODOLOGY FOR NATURAL LANDSCAPE AS AN ECOTOURISM RESOURCE

Maria Laura Borla

This article deals with a new classification and inventory of tourist resources from the ecotourism approach. It takes the landscape as the tourist asset 'par excellence' by virtue of its biotic, biotic and anthropic components. In accordance with this principle a new methodology is developed for the inventory of the components of the landscape adapted to the characteristics of the study area (Department Ushuaia, Tierra del Fuego, Argentina), setting its division into sectors along the transects defined by the roads and taking the plant community "forest" as an indicator. The examples of the inventory forms are presented.

KEY WORDS: ecotourism, Tierra del Fuego, inventory, natural landscape.

REFLECTIONS ON THE MANAGEMENT OF NATURE PROTECTED AREAS IN ARGENTINA'S PATAGONIA

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In the Argentine Patagonia, there are several National Parks in the mountain range area, which receive an ever-increasing number of domestic and foreign tourists. The current approach the National Parks Agency uses for the management of tourism, which is centralized, and not integrated and does not include any interaction with the various social agents involved in the activity, is not providing good results as regards a sustainable tourist approach. Therefore, environmental problems are becoming more serious.

KEY WORDS: protected areas, joint management, tourism environmental management.

REFLECTIONS ON THE PRACTICE OF ANTHROPOLOGY IN THE DEVELOPMENT OF TOURIST PROJECTS

Ana Maria Dupey

This article looks at the practice of anthropology and its development, and also studies a tourist project related to aboriginal number of reflections on the function of anthropology on all those groups taking part, including the anthropologist himself. At the same time it evaluation of a tourist project taking into account the theoretical transformation of Anthropology, the contributions from other fields of knowledge.

KEY WORDS: Aboriginal population, tourism, Anthropology.

TOURISM IN AMAZON'S COMMUNITIES

Festivities and rituals on the island of Marajó, Brazil

Silvio Lima-Figueiredo

The cultural changes resulting from exploration of tourist activities, on the communities themselves are rarely studied but are analyzed in conjunction with the impacts of tourism on the receiving centres. The case study presented herein demonstrates such changes in the festivities and rituals in the municipality of Soure, on Marajó Island, in the State of Para, Brazil, based on a description of these rituals, their consistent parts and strategies for survival.

KEY WORDS: tourism, cultural change, festivities, rituals, cultural impacts of tourism, communities, structures.

TECHNOLOGICAL STRATEGY IN THE HOTEL SECTOR

Luis Carús-Ribalaygua

As organizations respond to the challenge of global competition, there is a growing recognition of the main role of technology in determining their success. As a result of this recognition, companies have increased their adoption of new technologies and, also, their introduction of technological sophisticated products in order to ensure the successful deployment of a company's technological capabilities and resources, so as to build a sustainable competitive advantage that enhances its performance. In the light of such circumstances, the present article aims to review the state of the industry, referring to technological possibilities applicable to the hospitality industry, and to the conception of a technological strategy that, consistent with the general strategy of the firm, helps to gain competitive advantage.

KEY WORDS: technologies, strategy, hotel industry.

INTERNAL MARKETING

A challenge for tourist service companies

Gabriela Donoso

The contribution of this article is to define an encouraging proposal for work in tourist service companies and to explain the necessity of developing a directive system in which the employment satisfactions for the labor force proves the most effective means to achieve commitment of the employees, and the key to charge in management. At the same time are proposed indicators to measure the principal actions of internal marketing, which generate work satisfaction of possible application to companies of tourist services.

KEY WORDS: international marketing, work satisfactions, client satisfaction, empowerment, corporate culture.

AN ANALYSIS OF THE PERCEPTIONS AND EXPECTATIONS OF USERS OF AIR TRANSPORT COMPANIES

Lucía Tamagnni

This paper analyses, from the point of view of marketing strategy, the process of perceptions and expectations of the users of those air transport companies, which provide a client service in the International Airport of Neuquén, Argentina. From a conceptual point of view a study was made of perceived attributes and the link between the expected service and the service received by clients through the level of satisfaction achieved. The results will enable companies concerned to have access to up-to-date information, which will facilitate management and the making of strategic marketing decisions.

KEY WORDS: Valued attributes, perceptions of attributes, expectations, level of satisfaction.

AN EVALUATION OF THE ECONOMIC IMPACT OF TOURIST ECONOMIES vs. NON- TOURIST ECONOMIES

Marcelo Mancini
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This article is an approximation to an evaluation of the economic impact produced by tourism comparing specific indicators found both in localities with a tourist economy and in a non-tourist economy. While the results are not conclusive, all the analysis sustains the hypothesis that the greater dimension demonstrated by areas with a base of economic tourism,

as opposed to those without a base of economic tourism results from one constant factor: tourism itself.

KEY WORDS: tourism, economic impact, tourist economies, non-tourist economies.