

Numbers 3 & 4 - July / October 2000**TOURISM AND DEVELOPMENT IN SOUTHERN BRAZIL***Hoyedo Nunes-Lins*

The expansion of tourism is generally considered an important development factor, especially at the local and regional levels. This article focuses on tourist growth in Santa Catarina, a Southern Brazilian state where tourism, including international tourism, has existed since the 1970's. The main purpose of this paper is to treat the tourist sector in Santa Catarina considering the relationship between tourist growth and local-regional development. The study is based on the analysis of concrete experiences, specifically that referring to Santa Catarina Island, where most of the state is located.

KEY WORDS: tourism, local-regional development, Santa Catarina, planning.

THE COSTA BRAVA AND L'ESTARTIT**An example of the transition between different tourist models***Lluís Mundet-Cerdan*

The main objective of this paper is not the reconstruction of the history of tourism on the Costa Brava, but the analysis of different tourist models, which have characterized it in a wider context. The analysis will look at the prefordist and fordist model of mass tourism centered on sun, sand and sea in the fifties and the postfordist model in the nineties, characterized by the primacy of local initiatives and the recovery of the territory and the landscape as a tourist asset, exemplifying this on the case study of l'Estartit and the Marine Park of Medes Islands.

KEY WORDS: Costa Brava, l'Estartit, Medes islands, prefordism, fordism, postfordism, scuba diving.

LEARNING FROM A SUCCESSFUL REGION**Mass tourism and local development in the Community of Valencia (Spain)***José María Nácher
Juan Tomás Carpi*

Tourist destinations depend on their ability to be flexible with regard to the environment. This paper attempts to demonstrate the extend to which the previous mode of development

perform a vital function in the current flexibility of these destinations. It analysis five local case-studies in coastal tourist destinations in Valencia (Spain) which are currently well or very well positioned in the regional, national and international markets. It describes different models of tourist development, highlighting the primacy of the behavior and learning processes of local participants. It finally proposes normative conclusions, which can illuminate contemporary local development strategies, based on tourist activity.

KEY WORDS: coastal tourism, local development, Spain, the Community of Valencia.

THE PLANNING AND MANAGEMENT OF IMPACTS ON CAMPING AREAS OF INTENSIVE USE

*Rodrigo C. González
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The aim of this research is to generate lines of management in recreational tourist activities in those areas considered critical, subject to intensive use, in two case-studies: the camping areas of Brazo Rincón and Lago Falkner, both located within the jurisdiction of the Nahuel Huapi National Park. Based on the conclusions of this research, proposals for the planning and control of impact for camping areas of intensive use are outlined, evaluating in each case the feasibility of implementation, bearing in mind the possible restrictions which could hinder this.

KEY WORDS: tourist impacts, protected areas, intensive use, planning and management of environmental impacts.

ECONOMIC GLOBALIZATION AND THE TOURIST MARKET Analysis of the Spanish case

Elies Furió-Blasco

Economic globalization is one of the most important economic landmarks of the end of last century. It presupposes the symbiosis of markers, redefining the competitive positions of different companies and economies. The tourist market is dependent on this globalization phenomenon as is the Spanish tourist economy. This paper analyses some of the most important aspects of Spanish tourism within a context of the globalization of tourist markets, focusing on the advantages and problems this implies for Spanish tourism.

KEY WORDS: tourism, Spain, tourist demand, tourist offer, competition.

THE IMAGE OF URBAN ENVIRONMENTAL QUALITY AS A TOURIST ATTRACTION**The case of Curitiba, Brazil***José Manoel Gonçalves-Gândara*

Both the local government and the inhabitants of Curitiba have been concerned with the environmental quality of the city over the last thirty years. At first they considered the quality of the life of the local population to be their unique objective but they now see that the “differential” resulting from their efforts is an enormous attraction of their city. The image of environmental quality with Curitiba has acquired has led to it attracting a healthy influx of both tourists and investors.

KEY WORDS: image, environmental quality, tourist attractions, urban tourism.

SPA HOTEL TOURISM AND ITS COMMERCIALIZATION IN CUBA*Eros Salinas-Chávez**Pedro Palet-Rabaza**Boris Luis-Alonso*

The analysis of tourism in spa centres, current international tendencies, the details of commercial management, economic social and environmental importance in the search for sustainable development and Cuba's participation in this important market segment in full expansion are all themes treated by this article.

KEY WORDS: health tourism, spa, spa therapy, seawater therapy, ecological marketing.

THE HYGIENIC QUALITY OF SERVICE AS A FOOD SAFETY FACTOR IN TOURISM*Inés Teresa Añez-González*

Tourism, as social phenomena includes different areas such as: transport, entertainment, transportation, social events, housing, food, etc. At the same time, each of these areas entails related activities in the social, economic, and recreation fields. Among these activities, food services and especially food safety is a main consideration in the avoidance of health risk for the tourist. The main objective of this study, therefore, is to avoid any possible risk of transmission of diseases to the client, three main aspects: personnel, food, ambience. A survey elaborated by the research. The results show that with regard to personnel, the level of results were 56.6% and 38.5% respectively. The main findings of the work was that the C.H.S was

satisfactory in all restaurants included in this study because the effective rate percentage was higher than 50% in the three variables.

KEY WORDS: hygiene, food safety, quality, hygienic foodservice.