

VOLUME 10 – ABSTRACT

Numbers 1 & 2 - January / April 2001

TOURISM IN RURAL SPACE

The Spanish case

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Spanish rural tourism experienced important growth in the last decade of the 20th century. However, tourism development in a rural space is different from other tourism models, such as sun and beach. Sustainability constitutes a basic reference point for this kind of tourism and modes of craft production have primacy, displacing models of mass production. At the same time the different levels of tourism administration whether regional, state or the European Union, perform important roles. These themes, as well as the introduction of management systems for service quality, are themes that this article will analyze.

KEY WORDS: tourism in a rural space, sustainable development, rural accommodation, tourism polity, service quality.

POLITICS OF RURAL TOURISM

A critical analysis applied to the Spanish case

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Experts and number of institutions from different countries, principally the European Union and the various Administrations of Spain, have defended objectives of sustainable rural development over the last few years. Given that they use income generated by tourism, they are able to contribute to the creation of rural areas subject to critical considerations. Theoretical reflection about co-ordination problems between tourist agents and the establishment of the different kinds of behavior of alternative tourists allow for the anticipation of problems of ineffectiveness in rural tourism polities. In recent years, Spain has decentralized competition related to tourist polities, and an evaluation of autonomous polities in rural tourism reveals a new case in which certain errors might militate against initial objectives.

KEY WORDS: tourism polity, rural tourism, alternative tourism, Spain, evaluation.

THEMATIZATION OF RURAL TOURISM

Italian Circuit in the State of Paraná, Brazil

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Rural tourism is being established in a number of regions in Brazil with the objective of minimizing the socio-economic problems of those communities living in the countryside. Government, entrepreneurs and local residents detect in this activity a strong economic support, so long as it is planned professionally and takes into account social, cultural, environmental and spatial considerations. The objective of this article is to look at the most important concerns when undertaking the implementation, organization and marketing of rural tourism products, highlighting the first initiatives in the State of Paraná.

KEY WORDS: rural tourism, thematization, local community, tourism considerations, planning.

ART AND GASTRONOMIC ROUTES

An unexplored proposal

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This article analyses those routes developed on the State of Oaxaca (Mexico). The search for new and interesting tourism products has led to the rediscovery of cultural tourism in all its aspects. However, gastronomy, which reflects ancestral culture, history, geography, elements of daily life, religion, and social and economic activity has not been exhaustively explored. This article sets on to be a guide to the development of these new tourism products, highlighting tourism.

KEY WORDS: cultural tourism, gastronomy, tourist routes.

THE ARCHITECTURAL HERITAGE OF TIERRA DEL FUEGO'S

COUNTRY ESTATES AS A TOURISM RESOURCE

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New tourism demands have impelled the rural sector to incorporate these services in their establishments. This article will analyze the characteristics of the rural architectural heritage in

livestock-breeding establishments in the Province of Tierra del Fuego. As well as appraising their potential as tourism resources given that their geographical diversity and wealth of flora and fauna enable the possibility of economic diversification within a context of sustainable development.

KEY WORDS: rural tourism, country estates, heritage, diversification, development.

RURAL ECOTOURISM AND THE SUSTAINABLE DEVELOPMENT OF THE NATURAL AND HISTORIC-CULTURAL HERITAGE

Diana Salciccia

The objective of this article is to make a theoretical contribution to the new kinds of alternative tourism which are springing up in the Province of Buenos Aires, justifying the use of the rural ecotourism concept in a sense that is more comprehensive and geographically relevant with respect to the use of soil in the Province. Also considered is the influence of external transformation processes (economy, tourism markets and reasons for demand) on the local culture. As a conclusion, this study proposes a regional accommodation between conservation and development for ecotourism activities.

KEY WORDS: ecotourism, rural tourism, the Pampa Region, Argentina.

GAUCHO POSTCARDS AS CREATORS OF IMAGES IN TOURISM

Juana Norrild

The Gaucho as Argentina's Symbolic Identity. The objective of this article is to study the impact of gaucho postcards on the establishment of images of identity, showing that the original gaucho who settled in the Pampas has remained in the collective imagination, acting as a symbolic representative of the Argentine identity; and that this fact has transcended national boundaries as a result of postcards.

KEY WORDS: gaucho postcards, creation of images, national identity, gaucho, rural tourism.

MAJORCA AS A TOTAL TOURISM SPACE AS A CONSEQUENCE OF THE LIMITING OF TOURIST GROWTH IN COASTAL AREAS

Miguel Seguí Llinás

When it was considered that saturation point had been reached in tourism, very strict laws were enacted in the Balearic Islands. These laws related to standards of quality and the limiting of growth. Given that the only available space was in the interior of the archipelago, this was intensively occupied, in as much as legislation permitted, this generating a number of unforeseen problems. The future of Balearic tourism depends on the resolution of these problems.

KEY WORDS: Majorca, interior tourism, agritourism, tourism legislation, secondary residences, social impacts of tourism.