

Numbers 3 & 4 - July / October 2001**TOURISM AS A REGENERATIVE FACTOR OF HISTORIC CENTRES
IN LATIN AMERICA AND THE CARIBBEAN
A case study in Venezuela**

*Mercedes Anato
Miguel José Pérez*

A wide vision of tourist utilization of historical centres identifying social and economic benefits coming from the recovery of such historical centres with a very active participation of different groups involved, on the basis of a contentious study of relationship between tourist space and heritage is offered. Some events in Latin America and the Caribbean, and particularly the historical centre of La Guaira in Venezuela because of the great changes in this historical centre after the natural phenomenon occurred to the end of 1999 are reviewed.

KEY WORDS: cultural tourism, historical centres, stakeholder groups, recovery of historical centres, historical centre of La Guaira.

**ECONOMIC ANALYSIS AND TOURISM
Tourism as a Menger's good of first order**

Elies Furió Blasco

This paper proposed a conceptual framework for an economic analysis of tourism. Firstly, it looks at some definitions of tourism. Later, it analyses some aspects of goods from the perspective of Carl Menger's ideas, moving on to consider the characteristics of goods in an advanced industrial society. Finally, these ideas are applied to tourism both its production and its product.

KEY WORDS: economic analysis, tourism, Menger, goods of first order.

IMAGE, SAFETY AND RISK MANAGEMENT IN TOURIST DESTINATIONS**Case study: San Cristobal de las Casas***Patricia Dominguez**Alicia Bernard**Esteban Burguete*

The aim of this study was to investigate the image and perception of risk on the part of samples of visitors, and non-visitors, when considering the tourist destination of San Cristobal de Las Casas. At the same time, existing differences were identified and the fluctuations of perceptions in both samples were determined. To obtain information, a questionnaire with 32 questions was drawn up. This took the format of four different sections which evaluated the image, and perceptions of safety and risk in San Cristobal de Las Casas. The study showed that for visitors there existed a significant correlation between image and safety. The image of this destination improved after a visit whereas those who had not visited the city considered it to be an uncertain destination.

KEY WORDS: image, safety, risk, San Cristobal de Las Casas.

CRIMINALITY, SAFETY AND TOURISM**The image of Brazil's Camboriú beach resort from the perspective
of tourists and the host community***Guillermo Santana*

This paper analyses the image of the Camboriú beach resort, looking at the concepts of safety and tourism from the perspective of residents and tourists alike. The results suggest that there are no great differences with regard to the perceptions subjects have of the destiny in question, thus allowing for generalizations about the results. It has been possible to highlight a number of points which provide an abundant source of material regarding decision-making by official tourism and public safety organizations.

KEY WORDS: safety, criminality, tourism, image of destiny, perception.

VIOLENCE AND TOURISM**The case of Venezuela***Carolina Núñez Salazar*

Violence has devastating effects on tourism. Political instability, wars, recession, delinquency and criminality have an adverse effect on tourism. In countries in which extreme poverty lives alongside imported wealth, the violence generated by criminal aggression bears on society, converting tourists into a victim of the situation. This study analyses cases within a context of what are considered events of political and social violence, registered in Venezuela between 1989-1999 with the objective of determining their influence on the slow growth of tourism within the country.

KEY WORDS: violence, tourism, reduction of tourist flows, tourists, Venezuela.

PROBLEMS IN PARADISE**Tourism and environment in Bali, Indonesia***Geoffrey Wall*

This paper examines the development of tourism in Bali, Indonesia. It is argued that the culture of Bali has been resilient in the face of rapid tourism growth but that the environment is suffering degradation particularly in the south of the island. Since the culture is ultimately rooted in the environment, deteriorating environmental quality raises questions with respect to the sustainability of both tourism and culture.

KEY WORDS: Bali, culture, tourism, sustainable development.

**AN ANALYSIS OF THE XPLOITATION OF TOURIST ENTERPRISES IN THE
ENVIRONMENTAL PROTECTION AREA OF JERICOACOARA - CEARA, BRASIL***Danielle Miranda de Oliveira Arruda**Mônica M. Bezerra Farias**Sandra M. Moteiro Holanda*

The aim of this article is to analyze the administration of marketing in the tourist enterprises of the Protected Environmental Area (APA) of Jericoacoara, based on the Instruction Rules governing the APA. The results will show that legislation dictates the marketing efforts of local businesses although there is also a register of cases of infringement. It also demonstrates that

businessmen fail to attract a satisfactory number of suitable clients to the Protection Area, being unable to take full advantage of marketing strategies.

KEY WORDS: tourism, sustainable development, marketing, protected areas.

SERVICE QUALITY ON ARGENTINA'S PATAGONIAN AIRLINES **A proposal for its measurement**

Marina Zanfardini

This paper offers a methodological proposal for the measurement of service quality as perceived by users of commercial air transport in Patagonia. This proposal is based on the results of the findings of recompilation and bibliographical interpretation as well as a methodological study carried out within the context of the research project "marketing and quality in commercial air transport - the Patagonian case". This article first considers a number of existing methodologies used to measure service quality. It then offers a methodological proposal adapted to particular features of aviation services and the contextual characteristics of the region in question. Finally, the paper offers some conclusions, giving recommendations for the implementation of proposals.

KEY WORDS: service quality as perceived, SERVQUAL, air transport quality, expectations, performance, gap methodology.

THE TRANSFORMATION OF AIR TRANSPORT IN ARGENTINA IMPLEMENTED **AFTER THE REFORM OF THE STATE**

Noemí Wallingre

The reform of the Argentine State, implemented in 1989, generated a number of transformations, which affected many different sectors, including transport. This paper shows the effects of these transformations on commercial flights within Argentina, analyzing the possible increase in the offer and demand of domestic air transport, as a result of these transformations brought about by the implementation of the return of the State. It also considers fluctuations in prices for air travel and whether this transformation contributes to the decentralization of domestic air transport. Finally, the paper looks now national tourist destinations stand to benefit from a greater number of services.

KEY WORDS: the reform of the Argentine State, air transport, airline deregulation, airline flexibility.