

Numbers 3 & 4 - July / October 2002**THE INFLUENCE OF LEISURE EXPERIENCE AND TRAVEL BACKGROUND ON THE
TOURIST EVOKED SET COMPOSITION***Raúl Valdes*

Research efforts in tourist behavior state that tourist experience influences the choice of particular leisure sites. Leisure experience is integrated by the gradual accumulation of incidents experienced by the tourist during each trip. Thus, this accumulated experience greatly influences the choice of destinations. By means of descriptive and longitudinal research, this study assesses: a) if leisure experiences experienced and perceived by the tourist change in time; b) if the pleasant or unpleasant leisure experience of the tourist exert a significant influence on his destination choice; and c) if the tourists travel background exerts a significant influence on his evoked set composition. Results show that the whole perception of the tourist's leisure experience stabilize for short periods of time. It was also found that the pleasant or unpleasant character of travel experiences does not influence significantly the choice of leisure destinations by the tourist. Finally, the time and the tourist level travel background do not seem to exert a vital influence on the composition of the tourist evoked set.

KEY WORDS: choice set, evoked set, leisure experiences, travel background.

**STRATEGIC PLANNING OF COMPANIES RELATED TO TOURISM AND THE
SUSTAINABLE DEVELOPMENT OF THE SECTOR
Proposal of a model***G. Luciano Toledo
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This article sets on to analyze, from a systemic perspective, the process of strategic planning of tourism related companies within a context of globalization. It pays reference to the impact of strategic planning of companies with regard to the sustainability of the development of tourism in the region. At the same time, it proposes a theoretical model, which aims to provide a complex of methodological tools enabling for the necessary synergy between the companies in question and the environment in which it operates. The proposed model consists of four modules: the first highlights the variables, which impact on the process of strategic planning by agents for the sustainable development of the sector; the second proposes a planning methodology for tourism agents; the third interrelates the indicators of the efficiency of

management models of companies jointly with the perspective of the sustainability of the tourism destination; the final module offers criteria for an audit of quality when supervising the whole process.

KEY WORDS: strategic planning, tourism sector, sustainability, tourism clusters.

QUALITY, COMPETITION AND CLIENT SATISFACTION IN THOSE ORGANIZATIONS OFFERING TOURIST SERVICES

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In the constantly changing and demanding markets of today, organizations are beset by a constant pressure that “obliges” them to adopt a culture based on a permanent flexibility as the only means to adapt themselves to the challenges of the environment. Only in this way can these companies ensure their survival and development. There are three different aspects that enable these organizations to confront these challenges: quality, client satisfaction and competition. Any of these need to exist in a strong and inextricable relation, especially in those organizations providing clients services. This work sets out to offer a description of the aspects already pointed out, attempting both to facilitate their understanding and creating an awareness of their strategic importance for those organizations operating in the context of current markets.

KEY WORDS: quality, competitiveness, satisfaction, perception, expectations, flexibility of adaptation, new contexts.

LEADERSHIP IN THE HOSPITALITY INDUSTRY A case study of five star hotels in Turkey

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This study presents the findings of a research conducted among five star hotels in the city of Antalya, Turkey. It consisted in identifying the leadership needs of the front office supervisors.

KEY WORDS: leadership, supervisors, hotels, tourism.

PROVIDING SAFETY FOR TOURISTS**A comparative study of law enforcement agencies attitudes towards tourism in a selected sample of tourist destinations in the USA and Brazil**

*Peter E. Tarlow
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Scholars and practitioners alike have assumed that tourism security professionals play a key role in the success a tourism industry. This paper seeks to compare three US tourism cities with three Brazilian cities to determine what role culture plays in the way that police departments work with the tourism industry. Through the use of comparative taxonomies, the authors introduce the notion of a safety continuum. They argue that the classical notion held by safety experts that tourists seek a secure environment may be only one side of a business continuum. Another possibility is that tourism and law enforcement seek to deny any problems of violence. This paper builds on a previous study published in the Journal of Travel Research by Pizam, Tarlow, and Bloom (1997).

KEY WORDS: police, tourism safety, tourism security, security continuum, violence.

A PERCEPTIVE ANALYSIS OF THE ENVIRONMENTAL QUALITY OF PUERTO MADRYN, ARGENTINA, AND ITS LIND TO TOURISM ACTIVITIES

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Pablo Montecinos Ongini*

The city as designed for tourists is a space that is experienced and valued in a different way from the mental images, which exert an influence on the behavior of a tourist centre. Moreover, the perceived analysis of its environmental problems and the extent of this connection with tourism activity are necessary in order to understand the behavior both of tourist and residents. In this way it will be possible to manage the sustainable development o a tourism centre. This article pays reference to a study completed in the city of Puerto Madryn, Argentina.

KEY WORDS: perceived analysis, environmental quality, resident population, simultaneous tourism demand, economic structure, tourism role.

COMMUNITY PARTICIPATION IN THE SUSTAINABLE DEVELOPMENT OF ECOTOURISM IN THE MEXICAN CARIBBEAN

Arturo Carballo-Sandoval

This article analyses the role of community participation in the development of sustainable ecotourism in the Mexican Caribbean, with particular reference to the Mayan communities of San Juan, Punta Allen and Xcalak in the state of Quintana Roo. It also examines the role that ecotourism plays in the promotion of sustainable rural livelihoods and the likely future development of this form of economic activity in the region. It is important to define here what is meant by "community involvement" and "sustainable ecotourism" and how the "Mexican Caribbean Area" has interpreted this. This article is the result of a field research visit to the Mayan communities at the end of 1998.

KEY WORDS: sustainable ecotourism, community participation, Mayan communities, Mexican Caribbean.

REGIONAL CUISINE. A HERITAGE ENDANGERED

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The objective of this article is to identify the cuisine most frequently offered in Cholula, Puebla (Mexico) during the family celebrations associated with the life cycle. Whether they are baptism, first communions, weddings, deaths and funerary altars. At the same time, the information obtained concerning the way of celebrating these family events fifty years ago has allowed for an observation of the changes that have taken place in customs and traditions as well as in ritual gastronomy.

KEY WORDS: ritual gastronomy, festive dishes, family celebrations, regional cuisine, tourism and gastronomy.

TOURISM AND LOCAL DEVELOPMENT

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This article presents the results of an exploratory study conducted in Rancho Quemado (Santa Catarina, Brazil). The main objective here was to determine the possibilities for the development of tourism with regard to its sustainability. The results show the need to divide the market into a number of different segments with a view to attracting a specific kind of tourist. In

this case, ecotourism, represented by natural and cultural attractions, is an important option. With respect to indicated segments, ecotourism is recommended to tourist motivated by esoteric aspects, health or therapeutic considerations and scientific tourism.

KEY WORDS: sustainable development, tourism, local development, environment.

MARKETING OF RURAL TOURISM

Painefilú – El Malleo community, Province of Neuquén, Argentina

Carlos Espinosa

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This article presents the characteristic and results of a marketing study related to rural tourism involving the Mapuche community of Painefilú, Province of Neuquén. This study is part of a broader one aimed to revitalize the community old traditions and to enhance the life standards of their member by means of tourism. The article ends with thoughts related to rural tourism based on cultural heritage and the challenges this activity will face in the future.

KEY WORDS: Mapuche communities, economic diversification, rural tourism, cultural differences.

DANCES AS TOURIST ATTRACTIONS

The case of the Bolivian immigrants in Comodoro Rivadavia, Argentina

Graciela Ciselli

The article analyses the dances - saya, tinku and tobas - that the Bolivian Resident Centre - shows in the Foreign Communities Fair as a part of the process of construction of social identities in the migration. The dances constitute a valuable tourist show in which the setting in scene of the suits and rhythms are part of the adaptation from the migrants to the new society and they even allow to overcome certain tensions trying to combine suits of one with rhythms of the other one.

KEY WORDS: dances, Bolivia, foreign communities, Chubut (Argentina).