

Numbers 3 & 4 - July / October 2003**THE WEB AS A MARKETING STRATEGY FOR HOTELS IN CURITIBA, BRAZIL**

*Gustavo Da Cruz
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Due to an increasing competition in the national hotel market, it is necessary to get a competitive advantage through the web. This perspective of using and consuming in the hotel sector should have a significant increase during the next years. The best policy for the hotels that want to make available products and services on-line is developing and establishing marketing on the web. Only so it will be possible to create tools and strategies to be adopted by the hotel so that it can get a better relationship and interaction with customers, which will possibly result in their loyalty.

KEY WORDS: web, hotel marketing, relationship and commercialization.

**VALUE CHAIN PROPOSALS FOR THE SEARCH OF COMPETITIVE
ADVANTAGES IN AIRLINES**

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This present paper is part of the final report of the Master Thesis "The Superior Gifted Value through the Value Chain applied to the sector of Regional Air Transportation" carried out by the author in the city of Neuquen, Argentina. Her objective was to contribute to the marketing management of the air companies with deeper reach, through an implementation proposal of value chain.

KEY WORDS: competitively, value chain, superior value, airlines.

**ACTUAL MODELS OF ANALYSIS AND STRATEGIC MANAGEMENT OF TOURISM
RECREATIVE DESTINATION OF HIGH MOUNTAINS**

Luis Carús Ribalaygua

The importance of the mountain tourism destination (DTRAM) within the Mountain Tourism Industry is ratified through new proposals of conceptual organization models for strategic analysis and management, that not only reveal a deep insight of the forces that have an

influence on the reality and competitiveness of the mountain tourism destination but also are valuable methodological devices that appear to fill a gap that greatly interests many researchers on this issue.

KEY WORDS: mountain tourism destination, sustainable value creation, strategic management, organizational structure.

STRATEGIES FOR THE INTEGRATION OF THE TOURIST GIS TO THE TOURISM SATELLITE ACCOUNT – ZULIA, VENEZUELA

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This article presents the strategies definition to integrate the pilot project SIGTUR-Maracaibo that belongs to the Geographical Information System for Tourism Planning research program in Zulia State (SIGTUR-ZULIA), along with the Tourism Satellite Account (TSA) project for Venezuela. These strategies result as a consequence of a documental research following the World Tourism Organization theoretical basis, as well as interchanged opinions with representatives of regional and national institutions involved in the topic. The integration of both projects generates an added scientific value for all institutions related in the development of tourism through the definition of those strategies. Strategies referring the Institutional features, the theoretical and methodological aspects of SIGTUR-ZULIA together with the Tourism Satellite Accounts international project are stated among others.

KEY WORDS: integrating strategies, Zulia - Venezuela, Tourism Planning, Tourism Satellite Accounts (TSA).

CARRYING OUT A REGENERATIVE DEVELOPMENT OF COASTAL TOURISM IN THE PROVINCE OF CADIZ THROUGHOUT THE ANTHROPOLOGY, THE TALASSOTHERAPY AND THE MEMORY

Antonio Miguel Nogués Pedregal

The article references the Santa Maria Harbor (Cadiz, Spain). Shows the conformation of distinct spheres where confluences, by one side, the world of the materialists needs in the therapeutically utilization of the marine salts and, by the other side, the expressive and communicative world demonstrated through the aesthetic and emotive action of the ludic and the festive. Coming from “the conversion of the place through the tourism space” as a theoretical-

methodological method to approach since the anthropology to the comprehensive study of the tourism contexts, the article describes by one side the potentiality of the talassoterapy as a cultural practice that permits to break down the season dependence of the coast tourism and, by the other side, keep awake the value of the memory as an endogenous resource for the strategic planning of punctual actions of local development.

KEY WORDS: anthropology, tourism, talassoterapy, development.

THE LIFE QUALITY OF THE GASTRONOMY PROFESSIONALS

Movements of dreams, limitations and pleasure

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This article presents a qualitative study which objective was to know the meanings of the workers life quality in the gastronomy area in Florianopolis city (Brazil), Santa Catarina's state capital. The data was collected in field using semi-structure interviews and had analyzed in a synthesis-reflection movement. The theoretical reference focuses the life quality, tourism, culture and gastronomy. It describes the day-by-day reality in the gastronomy area, aggregating the city tourism activity and culture. The subject that emerged expresses since the individual construction process in the conception of the "intelligent tourist" identifying the gastronomy tourism as a promoter of the cultural heritage (or cultural identity) valorization, encouraging the maintenance of the productive systems and stimulating better social-economic conditions for the native population which contributes with the life quality, individual or collective.

KEY WORDS: life quality, gastronomy, tourism and culture.

YOUTH TOURISM, FAMILY OR INDEPENDENT HOLIDAY?

Conduct, Expectations and Purchase

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Youth is a rather unattractive segment for tour operators, due to its reduced income, incompatibility with other customers, and lower profitability. Yet there is doubt as to whether the market is offering suitable tourism products and services for young people, as there is little information about the length of their holidays, the amount they spend, where they go, how they buy products and services and what it is that they are looking for. Here, youngster's conduct,

habits, and form of purchasing are explored. A statistical survey was applied, with a non-proportional stratified sampling by class and age.

KEY WORDS: conduct of youth tourism, social class, purchasing centre.

TOWARDS THE CONSTRUCTION OF THE TOURISM RESEARCH OBJECT FROM A CRITICAL MATERIALISTIC PERSPECTIVE

Maribel Osorio García

Based on the recent theoretical-methodological configurations of critical materialism, this article proposes first to characterize the use value and the change value of tourism as a way of building its research object, making references to some concrete studies and researches that exemplifies the explanation potentialities of analyzing it from this perspective.

KEY WORDS: tourism, methodology, study object, critical theory, Marxism, materialism.

THE EFFECTS OF NINE ELEVEN ON THE MEXICAN HOTEL INDUSTRY

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This article presents the results of a research whose aim was to find out the consequences September 11th had on Mexican hotel industry. It starts with a short review of the literature related to tourism and terrorism. The six main Mexican tourist destinations were analyzed. The variables under study were the occupancy percentage, the average fee and the effective fee.

KEY WORDS: terrorism, hotel industry, Mexico, North American market.