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A MULTI-DISCIPLINARY APPROACH TO PEDAGOGY IN THE FIELD OF TURISM

Keila Mota

This paper considers a multi-disciplinary approach to the teaching of tourism as a higher education discipline in an age of information. The professional demands of today's society are also taken into account. The paper not only looks at the importance of a multi-disciplinary approach to the teaching of tourism but also takes into account its insertion within a curriculum. It discusses the history of the teaching of tourism and evidences some study models that exemplify this multi-disciplinary approach. At the same time, it analyzes the training, identity and performance of professionals working in the field of tourism pedagogy.

KEY WORDS: higher education, tourism, tourism pedagogy, a multi-disciplinary approach.

TOURISM AND HERITAGE

Social conflict and models of urban development in Valencia, Spain

Javier Gómez Ferry

Tourism has become an economic development factor in many regions. But it has also led to an increase in cross-cultural contact between individuals of different national and cultural groups. Both considerations are a potential cause of social conflict. Underlying many of these conflicts is the material and symbolic appropriation of specific locations. The native population and the visitor, those working in real estate, and local politicians, are the main social agents involved in the struggle over this territory and its organization. The recent rise in action to protect specific spaces demonstrates the importance of the symbolic dimension. In this connection, the cultural appropriation of certain environments by local communities is not necessarily aimed to militate against the success of tourist development. In fact, it demonstrates a more sustainable and local development model, and this is what will be analyzed in this case study of the maritime district of Cabañal in Valencia, Spain.

KEY WORDS: tourism resources, heritage, new social movements, tourism, urban anthropology, urban sociology, Valencia, Cabañal.

THE TYPICAL GASTRONOMY OF THE SANTA CATARINA ISLAND, BRAZIL

Its identity as a cultural tourism attraction

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Bianca Oliveira Antonini*

This paper sets out to show that, after 250 years, it is no longer possible to use the term Azorean gastronomy as an element of differentiation in the tourist, cultural and gastronomic marketing of the capital of the Santa Catalina State. The objective is to identify the typical gastronomy of the ethnic races that constitute the island's population.

KEY WORDS: gastronomy, island of Santa Catalina, tourism, culture.

COMPETITION AMONG AIR TRANSPORT COMPANIES

An analysis of the city of Neuquén, Argentina

Lorena Lombardo

This paper presents a proposal for the analysis and deeper understanding of problems linked to strategic marketing in commercial air-transport companies in the city of Neuquén, Argentina. In this province it is clear that there are problems directly linked to the lack of analysis and appropriate proposals for the improvement of competition in a sector characterized by dynamism.

KEY WORDS: competitiveness, potential competitors, suppliers, substitutes, buyers and competitors within the sector.

ECONOMIC ANALYSIS OF DOMESTIC TOURISM DEMAND IN BRAZIL

Theoretical aspects and verification

José Roberto Lima Andrade

Tourism has become one of the most important economic activities throughout the world, encompassing the disparate elements of the journey and its motives. The selection process of a tourism product by the consumer is considered by theoreticians from a diverse number of viewpoints. This paper stresses the economic viewpoint of tourism demand and its practical consequences within the Brazil's domestic tourism market.

KEY WORDS: tourism, demand, consumer behavior, Brazil's domestic market, econometric model of tourism demand.

QUALITY OF ECOTURISTIC SERVICES IN ENVIRONMENTAL PROTECTION AREAS**The case of Jericoacoara, Ceara, Brazil**

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The purpose of this paper is to analyze the quality of ecotourism services in the Environmental Protection Area of Jericoacoara. In 2001, fieldwork was carried out that involved 253 national and foreign tourists. It was observed that the tourists had high expectations with respect to services and that these expectations were enhanced as a result of living in harmony with a nature that was protected and preserved intact.

KEY WORDS: sustainable tourism, service quality, area of environmental protection, Jericoacoara, Brazil.

**ASSESSMENT OF THE IMPORTANCE OF ENVIRONMENTAL VARIABLES IN TOTAL
TOURISM DEMAND IN LATIN AMERICA**

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In the 1990's and early 2000's, Latin American countries have had the unique opportunity to simultaneously capitalize on and to protect their rare ecosystems. Ecotourism is an attractive industry for Latin American countries because it provides the possibility of combining economic development and environmental protection. The region is suited to ecotourism because it is rich in unique ecosystems that offer one of the most promising environments in the world for the development of tourism. Latin American countries are at different levels of development and different stages in the life-cycles of their ecotourism industries but all are actively pursuing ecotourism. This paper examines the role of ecovariables in the way they impact on total tourism demand in the region. A sample of 18 Latin American countries has been used. Results indicate that environmental variables are not as yet significant in affecting the total tourism demand.

KEY WORDS: Latin America, sustainability, economic development, ecotourism.

ENVIRONMENTAL MANAGEMENT FOR A SUSTAINABLE MODEL
The rehabilitation and tourist revitalization of the Mar Azul spa in Cuba

Manuel González Herrera

The environmental management of tourist plans guarantees the promotion of sustainable development models. In this regard, the investigative results of this problem are presented and are derived from the case study of the Mar Azul Spa in central Cuba. The study is based on the interpretation of a documentation plan for the rehabilitation and revitalization of the beach for tourism. Based on this information, both planned and unplanned environmental studies were carried out. Environmental analysis has led to management recommendations to deal with environmental impact.

KEY WORDS: tourism, environmental management, sustainable development, tourism rehabilitation and revitalization, environment, environmental impact.

HOW HUMAN RESOURCE MANAGERS OF 5 STAR HOTELS
EVALUATE THEIR SELF-DEVELOPMENT NEEDS
Research carried out in the Antalya region, Turkey

A. Akin Aksu

Personalized service and labor-intensive aspects are leading to a greater focus on the human element in the tourism sector. Whatever work methods may be used, and whatever the technology levels, the work force mainly determines the productivity of the service sectors. This paper aims to obtain information about the applications of human resource managers in the Antalya region of Turkey and to help them evaluate their development needs. Sampled human resource managers generally mention problematic areas like relations with trades unions, persuading boss /partner /management, career planning/promotion, defining the development needs of personnel, giving advice to personnel and priority to self-development.

KEY WORDS: tourism. hotels, human resource managers.

SUSTAINABILITY, POVERTY AND TOURISM
Opportunity or necessity?

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This paper offers some reflections with regard to sustainability, poverty and tourism, three phenomena inseparable in Latin America. This paper also seeks to provide a general response that will address the reality of emerging countries. The concept of sustainable development and the impact that tourism activity has on the environment and host society are studied. Also provided is a comparison of Calviá in the Balearic Islands (Spain) and Cancún in Mexico.

KEY WORDS: sustainable development, tourism, poverty, Calviá, Cancún.