

Numbers 3 & 4 - July / October 2004**FORMATION PROCESS OF GUEST LOYALTY****Theory and empirical test***Jorge Zamora González et al*

This study examines guest decision-making processes when electing hotel lodging. It seeks to explain why a hotel guest can be satisfied and, at the same time, withhold loyalty from the product, brand or company. Because understanding guest behavior has become important to the development of the hotel business, the determination of customer decision-making processes in hotel services is important.

KEY WORDS: tourism, hotel choice decision-making, guest loyalty, commitment, trust, satisfaction.

TECHNOLOGICAL STATE OF A REGIONAL TOURISM SECTOR*Luis Carús Ribalaygua*

This paper includes the results of an empirical analysis that was conducted in the hotel industry of Valle de Arán (Spanish Pyrenees), about issues related to level of awareness, implementation of technological management solutions, and the managers' outlook on the hotel's technological innovation strategy. The analysis highlights local hotels and acknowledges the importance of technology as a tool leading to competitive advantages.

KEY WORDS: technological contents, value chain, competitive advantage, functional analysis.

STRATEGIC MARKETING**Segmentation and positioning of Sao Paulo, Brazil, travel agencies***Maria Aparecida Gouvea
Fanny Mori Niño*

The process of strategic positioning in travel agencies was the focus of this study. The methodology of qualitative research has been applied by investigating the presence or absence of the concept and the implementation of marketing positioning efforts. Additionally, an attempt to describe how these companies are developing this process was carried out. This research

has yielded some interesting conclusions in all segments of the sample. A result that should be noticed is the fact that the travel agencies are still rank beginners in the field of market positioning.

KEY WORDS: tourism marketing, strategic marketing, marketing positioning.

RELATIONAL MARKETING

A Response to new management challenges in tourism destinations

Fabricio Massari

Experience in the tourism field demonstrates that public sector destination planning and management are handled very differently from private sector planning and management. A popular but perhaps worthwhile idea is that destinations could apply methodology used by private sector research to internally improve their own planning and management processes. In particular, we are referring to the use of relationship marketing with its theories. This is the focus of the report. The report will try to establish linkages between destinations and the company, and the public and private sector. It will highlight the important role that citizens and local populations are playing.

KEY WORDS: tourist destinations, relationship marketing, management, planning.

TOURIST DEVELOPMENT ON ITAPARICA ISLAND IN BRAZIL

Life-cycle analysis

Claudia Mesquita Pinto Soares

This report analyzes the development of Itaparica as a tourist destination. The growth in tourism, which dates back to 1939, helped to increase resident income levels and speed the process of urbanization. However, as the report indicates, although tourism played the principle role in increasing incomes of residents, other factors affected incomes as well.

KEY WORDS: domestic tourism, life cycle, Itaparica, Brazilian North East.

TOURISM AS AN HISTORIC PHENOMENON

Carlos Alberto Cioce Sampaio

This paper is based on bibliographical references to Humanities, Environmentalism and Applied Social Sciences. Its objective is to make proposals that enlarge the understanding of Tourism. Methodologically, it incorporates scientific debate pertaining to types of rational behavior and knowledge connected with life-enhancing experiences that need not necessarily have an individualistic, utilitarian and rational focus, given that the tourism economy yields benefits for target communities.

KEY WORDS: tourism's sociology; tourism's history; rational behavior.

GLOBALIZATION AND TOURISM: A DOUBLE-EDGED SWORD?

*Alfredo César Dachary
Stella Maris Arnaiz Burne*

This study examines the relations between tourism and the dominant globalization model, a new form of coordinated structure in which tourism activity plays a fundamental role in the proliferation of globalization. Nowadays, tourism has run up against two paradigms that are in conflict with one another, on the one hand globalization and on the other hand sustainability. This challenge is difficult to reconcile in emerging countries. These economic activities replicate the internal contradictions inherent in each society, deepening them or diminishing them according to each specific case, but always giving them a noticeably tangible dimension.

KEY WORDS: globalization, large-scale tourism, modernization, sustainability.

DYNAMIC TOURISM IN THE UNA NATIONAL ECOPARK RESERVE IN THE CACAO REGION, BRAZIL

Alexandre Schiavetti et al

Tourism at this site specifically consists of coming into close contact with the wilderness and protected areas. In this connection, a study was carried out in 2001, in the Una Ecopark in the South Cocoa Region of Bahia, Brazil.

KEY WORDS: Atlantic flora, private reserve, buffer zone, eco-tourism.

EVALUATING THE POTENTIAL FOR INCENTIVE TOURISM
Research in the Antalya region

A. Akin Aksu

This study examines the current trends in demand for incentive tourism. Although there is a considerable demand for incentive tourism, there is only limited research on this subject. In this context, this research can be seen as a starting point for investigating the incentive tourism potential of the Antalya region of Turkey.

KEY WORDS: tourism, incentive tourism, travel agencies, hotels.

EVALUATION OF INFRASTRUCTURE AND TOURISM SERVICES IN PROTECTED AREAS
Case-study of Mexico and Central America

Marta Nel-lo Andreu

This study looks at tourist infrastructure and equipment in protected areas of Mexico and Central America. It also describes useful methods for developing ecotourism.

KEY WORDS: ecotourism, equipment, protection areas, planning, Mexico, Central America.