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MASS STUDENT TOURISM IN BARILOCHE (MST) ARGENTINA

Recreational strategies of the discos

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Discotheques have a remarkable symbolic importance in teenage culture, contributing to reduced physical recovery by those students who are visiting Bariloche. Discotheques trigger and control behaviors, emotions and sensations by means of their facilities and staff. They create “freedom” images, group identifications, and students experience “exclusiveness” in “their” night in “their” disco during “their” trip. Alcohol is a landmark of nightlife and the student’s trip. “Undesirable” behaviors were kept to minimum.

KEY WORDS: massive student tourism, discotheques, recreation, control.

ARCHAEOLOGY, ROCK ART AND TOURISM IN THE COMARCA ANDINA DEL PARALELO 42, ARGENTINA

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This paper is based on the results of an archaeological research project focused upon the Comarca Andina del Paralelo 42, Argentina. The cases of Cerro Pintado (Cholila), Paredón Lanfré (Valle del Río Manso Inferior), Escuela de El Radal (Lago Puelo), Gran Paredón de Azcona (El Bolsón) and Risco de Azócar 1 (El Hoyo) are presented. Research in the Comarca Andina has helped to showcase archaeological rock art sites as heritage resources, inasmuch as stakeholders have embraced and gave new meaning to those sites by incorporating them into the tourist circuit. In this paper it is argued that to achieve this goal, the archaeologist has to go far beyond a management plan proposal and mediate among the various transactors involved.

KEY WORDS: Patagonia, Comarca Andina del Paralelo 42, archaeology, rock art, archaeology tourism, uses of the past.

THE ARCHEOLOGICAL HERITAGE AS A TOURISM RESOURCE

The case of the lower valley of the Manso River, Argentina

Darío Xicarts

The use of archaeological heritage as a tourist resource is explored in this paper. In particular, the repercussions deriving from such use, as observed in a case research study, where an archaeological site with rock art was included in a tourist circuit in Argentine North Patagonia.

KEY WORDS: sustainable tourist development, impacts, conservation, heritage use, appraisal.

TOURISM ZONING IN PROTECTED AREAS

The case of the Anden North Patagonia

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The environmental zoning prescribed by the Argentine Protected Areas Administration includes tourism and has resulted in a patchwork quilt of land that is geographically extensive, with multiple vantage points, limited coordination between the various attractions of the area, ever-increasing deterioration and other problems.

This situation calls for a change in the general zoning policy that takes account of tourism zoning in particular, and for this reason it is necessary to redefine concepts, action and coordination so as to achieve greater efficiency in the quality of environmental services and the tourist's own experience.

KEY WORDS: integration of the tourism space, tourist zoning, conservation.