

Number 3 – July 2005**(ECO)TOURISM IN CONSERVATION UNITS OF BRAZIL****The case of the Serra de Itabaina – SE, Brasil***Luiz Carlos de Menezes*

This study analyses the potential and outlook for the practice of ecotourism at the Serra de Itabaiana in Brazil , taking into consideration the institutional, legal, economic, ecological, and cultural dimensions of its sustainability. It is a Conservation Unit currently being implemented to function as an Ecological Station and, as such, its use is restricted to preservation, scientific research, and environmental education, which cause conflicts and dissatisfaction among the local communities due to the prohibition of its use for other purposes. In the last few decades, ecotourism has been portrayed as an activity with the potential to combine development and nature conservation as well as to minimise the socio-cultural and ecological impacts in the communities that are affected by the creation of these protected areas.

KEYWORDS: ecotourism, sustainability, conservation unit, Serra de Itabaiana, Sergipe , Brazil .

TOURISM AND SUSTAINABILITY**Theory and practice***Marcos Aurélio Tarlombani da Silveira*

This paper focuses on the meaning of the concept of sustainability in tourism and its indiscriminate and widespread use. In many cases, this concept has been transformed into a slogan for justifying certain developmental proposals in the tourism agenda of developed countries. Moreover, attempts are being made to counter the naïve conclusion that the mere inclusion of sustainable development in tourism development is sufficient to counteract the harmful social and environmental effects at tourism destinations. In this paper some recent initiatives highlight that foster the development of sustainable tourism in some areas and also the use of some environmental management tools and methodologies in the planning of tourism activity are highlighted.

KEYWORDS: tourism, sustainable development, environmental planning.

MISMATCHES BETWEEN THE THEORY AND PRACTICE OF ECOTOURISM**The case of Itacaré, Brazil***Adriana Meinking Guimarães**Alexandre Schiavetti**Salvador dal Pozzo Trevisian*

This paper analyzes ecotourism by focusing on its definitions, practices and distortions. It refers to the relationship between human beings and the natural environment and presents the conclusions of research carried out in Itacaré, Brazil.

KEYWORDS: ecotourism, ecotourists, pathways.

DEVELOPMENT OF CATEGORIES FOR TOURISM IN RURAL AREAS*Luiz Carlos Leonardo Bricalli*

Over the last few years a number of initiatives in Brazil have been developed in rural areas as a counterweight to traditional tourism based on the sun and beach paradigm. This new form of tourism has been variously designated, reflecting the different realities of distinct geographical locations and the products on offer. In an effort to achieve a more thorough understanding of categories, this subject is presented as a case study.

KEYWORDS: rural tourism, categories, management.