

Number 4 – October 2005**ANTHROPOLOGY, COMMUNICATION AND TOURISM****Cultural mediation in developing an environment for tourism in an artisan fishing community in Laguna, SC, Brazil***Rafael José dos Santos*

Based on ethnography of an artisan fishing community in Laguna , SC , this paper interprets the tourism destination as a culturally constructed environment. It reflects the twofold impact of visitors and native practices – simultaneously social and symbolic- mediated by modern imaginary representations which include those that constitute a web of fictional genres transmitted by the mass media. By emphasizing the symbolic dimension that is the formative role of language and signs it moves to a critique of substantive approaches towards tourist and tourism as well as of the underlying utilitarian assumptions concerning the attractiveness of nature or culture.

KEYWORDS: imaginary and tourism, communication, Anthropology, Semiotics.

**THE LANDSCAPE AND ITS REPRESENTATIONS AS A SOURCE OF
TOURIST REVENUES****Core values of the concept of “National Parks”***Norberto Fortunato*

This paper focuses on an analysis of the core values of the “national park” concept during the early years of the national park movement and its later institutionalization in the context of national government policy efforts in the USA as well as the growing awareness of the specifically Argentine dimension of this topic.

In describing the historical development of the ideas, public policies and practices associated with the concept of “national parks” this paper's main objective is to identify the cluster of values associated originally with these undertakings, preparatory to a discussion of the present and future meaning of the term “national parks”.

KEYWORDS: landscape, national parks, conservation, tourism, natural and cultural values.

RECLAIMING CULTURAL HERITAGE FOR TOURISM USE
The pottery town of La Atalaya – Grand Canary Island – Spain

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La Atalaya de Santa Brígida on Grand Canary Island , Spain , retains all the personal touches of a cultural heritage which gave rise to pottery as a way of life or livelihood and where the housing is most unusual, being comprised of house-caves and which in times past was one of the favored tourist destinations for visitor to Grand Canary Island. As this thumbnail sketch shows, there is potential here for parlaying this rural community into a tourism resource that would enhance the quality of life of local inhabitants.

KEYWORDS: cultural heritage, hose-caves, pottery, identity, tourism.