

PREVENTIVE MANAGEMENT OF ENVIRONMENTAL IMPACTS
The Case of West Santa Maria Key. Kings Gardens, Cuba

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This paper presents the results of the research process relative to the management of impacts of new tourist developments, based on the case of study of Santa María Key, belonging to “Archipiélago Jardines del Rey”, at the Central part of Cuba. It assumes as strategic position the integrated study of the environmental situation with project and without tourist project, as premise to design a plan of handling of potential impacts. The obtained results served as a base of the making decision process related to formation of the new tourist destination, at the same time they have constituted the base line for the management of the impacts of tourism on phase of operation of the new tourist development.

KEY WORDS: environment, tourism, sustainable development, environmental impacts, environmental management.