

TRANSPORT IMPACT ON THE TOURIST DEVELOPMENT OF URUGUAY
The case of ONDA (1935-1980)

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The bus company ONDA (National Organization of Buses) was established in 1935 after the State opened the strategic route linking Montevideo with Colonia, destination of the tourists crossing the Rio de la Plata from Buenos Aires. The fledgling company combined its frequencies with aircrafts and steamboats, practice connected from the beginning with the transport of tourists and nationals from Uruguay. The article analyzes the strategy of the company that allowed mobility between a place of origin and a destination providing regional travel addressing also their complex multi-faceted entrepreneurship: the impulse to tourist enterprises, their contribution in expanding the imperfect road network, the modernization of transportation to the Uruguayan coast and southern Brazil, as well as the opening of agencies in neighboring countries. It refers to its contribution during the late development of thermal tourism by expanding lodging services. It highlights the success of the enterprise as a result of the complex network of activities related to transport associated to tourism and state involvement.

KEY WORDS: *communications, tourism, buses, tourist ventures.*