

TOURISM ENTERPRISES AND THEIR EFFECTS
The Case of the Hotel and Casino in Victoria, Entre Ríos, Argentina

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This article analyzes the installation of a large hotel-casino in Victoria, province of Entre Ríos, where tourism is growing markedly. Drawing on materials from anthropological fieldwork, the paper looks into local perceptions of this large enterprise. By reconstructing the process through which the hotel-casino was installed, the active nature of specific social actors is accounted for. This, along with the analysis of diverse perceptions regarding the consequences of the arrival of the hotel-casino and the existence of different classification criteria regarding 'tourists', complicates our appreciation on host societies and on the effects of large enterprises.

KEY WORDS: *Anthropology, tourism, hotel and casino, Entre Ríos.*