

TOURISM IN URUGUAY

Evolution from 1990

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The present article will try to give an account of the evolution of tourism in Uruguay taking as starting point that in the first volume of the Magazine "Studies and Perspectives in Tourism" an interesting article by Monica Vasconi was published on the conceptualization of tourism from the perspective of the geography taking as a case study areas of the Department of Colonia (Uruguay). After thirty years, it seems opportune to analyze what have been the continuities and what the changes that occurred in this period? and how they have contributed to the concept of "Uruguay, a tourist country". There fore, the definition of policies / actions that involved starting to diversify the tourist offer – focused strongly on the modality of "sun and beach" - and how from the case of Colonia, other regions have been slowly incorporated and with different degree of development to the Uruguayan tourist system.

KEY WORDS: *tourism, politics, diversification offer, Uruguay.*