



Tourism in South America

Gui Santana

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Develop the untapped possibilities of this potential tourist El Dorado! Given its size, location, cultural attractions, and natural beauty, South America gets far less of the international tourist dollar than it deserves. This valuable book identifies and explores the major issues that influence and shape tourism in South America. Tourism in South America includes original empirical research into the image people have of this varied continent, the factors that draw people to visit South America, and the fears, lack of knowledge, and negative images that can keep tourists away. Tourism in South America examines current practices and suggests alternative models of development. Its informative discussions range from cultural tourism to sustainable tourism to developing human resources. The original empirical research in this volume offers unique insights, and reference notes are included. The reader will encounter varied points of view in Tourism in South America. You can expect to:

- view Australian travel industry perspectives on Latin American tourism
- explore the impact of tourism on the Argentina's Patagonian Coast
- examine the environmental tactics that Mexican and Jamaican hotel companies employ
- survey the recreation preferences of hikers in a Colombian National Park
- ponder the implications of performing traditional dances for modern tourists in the AmazonTour operators, hotel managers, local tourism boards, and others seeking the attention of tourists will profit from the new strategies and original research presented in *Tourism in South America*.

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