



REVISTA BRASILEIRA DE PESQUISA EM TURISMO

EDITORIAL

EDITORS' PAGE

This is the last issue in 2008 and we wish to acknowledge all those people who have helped us with this e-journal and wish a good 2009 for all of us both in professional and personal life.

The articles in this issue are outcomes of researches focusing several subjects in tourism: teaching, economics, new market trends and heritage. All of them have different approaches and some present antagonistic points of view, which evidences how contradictory tourism as a social fact is.

Costa's article is on education. He studied the interests tourism students attending a program in Fortaleza City (Ceara State) have in entrepreneurial activities. The author unveils that the emphasis given to entrepreneurship by tourism programmes have little effect in students and that those who prone to entrepreneurial activities do so because of natural preferences or familiar entrepreneurial background. Even this is a case study and thus cannot be generalized, may be indicative of a tendency and should alert other programs mainly those who privilege teaching entrepreneurial abilities.

Meanwhile tourism programs keep on trying to build new entrepreneurs and teaching planning abilities for tourism planning, public sector seems not to see the need of that kind of manpower, nor capital investors. That is the conclusion of Roque Pinto's research for the Ilheus (Bahia State) case. Ilheus was a very rich city when cocoa monoculture was an economic success and got to be known best through Jorge Amado's novels. Ilheus had spontaneous tourism growth, with no planning, either public or private. So public sector does not care for infra structure and private investors are in tourism trade either

waiting for cocoa business to flourish again or as an entertainment while enjoying retirement by the seaside. The author thinks the main problem is that neither businessmen nor the Estate see tourism as an economic possibility.

Paradoxally, Mónica Lacarrieu, also an anthropologist as Roque Pinto himself, emphasizes that the problem with tourism has always been to be seen as an economic issue. The author stresses the need to focus political uses of tourism thus bringing an important innovation in the studies not only in Latin America but in the world because besides Linda Richter few researchers have addressed the relationship between tourism and politics. She studies de case of Buenos Aires, where stereotyped historic issues turn into tourist attraction, thus concealing social problems. Also social problems are turned into touristic attractions such as poverty due to former president Menem neoliberal project and social protest sometimes conducted from other decision centers.

How two people with the same academic background and the same theoretical frame offer two opposite explanations? It is no mystery. Tourism does not have the same characteristics, effects or causes everywhere. And as it has been written ten years ago, tourism is a rhizomatic phenomenon, thus very hard to build theories about.

As products and services, Kushano and Almeida's article shows the contradiction between practice and discourse, as well as conceptual and understanding limitations. They analyze hotels adjustment to attend handicapped peoples' needs and unveil that deaf people are quite not considered in hotels. Even it is also a case study in Curitiba City, Parana State, empirical data suggest that it may be a tendency in the whole country and neighbours too and it is also a problem in cultural and educational institutions.

Berdasco, Afonso and Medeiros, directed by Rejowski show another paradox in tourism. Their research in San Paulo City evidences that some hotels are investing in infra estrutura to host dogs and cats, alone or with their owners. The authors also avoid generalizations and state that humanization of pets is not only happening in tourism area but also in others.

Pets' spaces are expanding, in consuming market and at home due to loneliness of contemporary world about which the authors call for reflection.

This issue encloses with the cronique of the yearly ANPTUR meeting, wich was held in Belo Horizonte (Minas Gerais State), written by its President, Mirian Rejowski and a review of a quite unknown book in Brazil, not translated "The business of Tourism Management," where readers can have in eight pages the abstract of six hundred, a real masterpiece by Alexandre Panosso Netto.

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Editoras