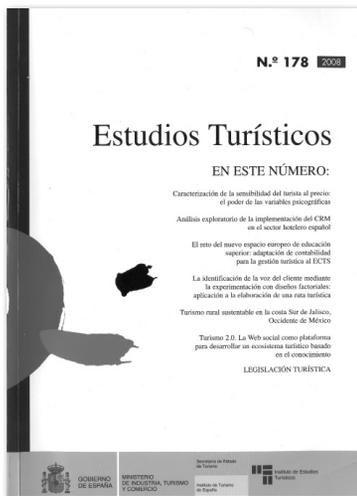


# journal review

## Estudios turísticos

No. 178/2008.



The organization of tourism at state level is of the utmost importance for every country attempting to develop this industrial sector. This was certainly the case in post-war Spain, where the strong involvement of the government in tourism, especially in its infrastructure (and backed by enormous foreign investments), treated tourism from several departments that formed the state tourism authorities. The Ministry of Information and Tourism (MIT) was established already during Franco's reign, after which tourism was incorporated into the Ministry of Economy, and then into the *Ministerio de Industria, Turismo y Comercio*, a joint ministry for industry, tourism and commerce. This department includes a separate government secretariat for tourism (*Secretaría de Estado de Turismo*) which has direct jurisdiction over tourism, a pillar of Spain's national economy.

A network of permanent, lower-level institutions has been established throughout the country in all 52 provinces. Within the aforementioned secretariat is the national tourism institute, *Instituto de Turismo Español*, a state institution that also includes the *Instituto de Estudios Turísticos*.

It is a research institute under the patronage and authority of the highest government body for that sector. For more than forty years, this institute has been publishing the renowned quarterly ESTUDIOS TURISTICOS. As the journal's impressum indicates, it is intended for universities, national and international bodies, professionals, and for all who are interested in tourism, its economic, political, educational, environmental, psychological, anthropological, urbanistic and geographical aspects. It accepts equally theoretical and methodological articles, which is proven by its 178 issues that have been published to date.

Reviewing the issues of 2008, we noticed the variety of articles (6) preceded by an introductory presentation of the respective issues, which have no common subject matter.

Thus, J.L. Nicolau from Alicante University, writes about the influence of psychological factors on prices in tourism especially when choosing the destination and services, with application of mathematical models.

Authors Morena and Melendez from the same university, analyze the so-called customer relationship management (CRM) in the Spanish hotel sector, which is evaluated as a key management instrument in the modern business environment.

Perez and Gallardo from Seville University focus on high education in European tourism, primarily in regard to practical adjustment of the ECTS system, a topical issue in other European countries as well.

The following article by Garcie and Segura from the Polytechnic University, Catalonia, deals with tourist satisfaction with regard to the tour chosen, its complex quality subjected to factor analysis with the use of a series of variables and table presentations.

From yet another renowned Spanish university, that in Guadalajara, come three authors, Gerritsen, Estrada and Arce, who write about sustainable rural tourism in the state of Jalisco (Mexico), emphasizing the regional aspects of this relatively new type of tourism in this Central American country. Their schematic diagram of the constituents of successful rural tourism is quite useful. The last article by authors William and Martell deals with social networking as the basis for developing a tourism ecosystem, which represents a novel approach using specific internet models (so-called Model 2.0).

On 147 pages of 20 x 21 format, the edition offers a wide variety of topics, with the use of mathematical or statistical research methods, a comprehensive list of relevant referenced literature, as well as suitable graphic design (tables, diagrams, etc.). Apart from one English article, all the other articles are in Spanish and mostly written by Spanish academic authors.

The last section of the Journal entitled *Tourism Legislation* lists numerous laws and regulations, international treaties on tourism cooperation, as well as separate regulations that apply only to certain autonomous territorial units (Andalusia, Balearic Islands, Canary Islands, Catalonia, etc.). The legislation is not quoted in full but rather reference is made to BOA (Spain's official gazette), and refers to the preceding quarter of the current year. This section is a regular part of the journal and is especially useful to all who apply these regulations in daily practice.

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