

RELEVANCE OF SOCIAL IMAGINARIES IN THE CONSTRUCTION OF TOURIST TERRITORIAL VALUE

Analysis of a Case Study Compared

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It seeks to publicize the relevance that can have for a territorial tourism planning strategy, the study of social significance through the theory of social imaginaries. For this, the present work is based on theoretical reflection and content analysis based on qualitative interviews with expert sources in Tourism, based on a comparative case carried out with fieldwork in Spain and Chile. The above leads to try to visualize the components that would allow to give life to a social / territorial tourist / cultural / heritage imaginary, in Galicia- Spain and in the province of Arauco, Biobío-Chile region, specific sites of comparative analysis.

With a view to the foregoing, elements present in both analyzed territories are described. That is, components linked to the re-signification of social processes and their imaginaries with diverse projections.

KEY WORDS: *territories, social imaginaries, strategic tourism planning, Galicia-Spain, Biobío- Chile Region.*