

GOVERNANCE FOR THE SUSTAINABLE DEVELOPMENT OF TOURISM IN THE CHILEAN PATAGONIA

From de Macrovisión of the Master Plans to Focusing in Tourist Interest Zones

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The sustainable development of tourism is today a central objective of local administrations, especially in destinations that have a clear vocation for nature tourism and ecotourism. This article analyzes the experience of Chile in the implementation of tourism planning instruments in the Region of Aysén - Chilean Patagonia - based on a review of the process promoted by the State in the last 30 years. This territory has witnessed an accelerated growth of tourism activities linked to fragile natural resources and high landscape value that have generated unprecedented mechanisms of public-private coordination for the management of the territory. In this scenario, governance structures have emerged, led by local communities, which have helped to focus the allocation of regional financing for the tourism sector.

KEY WORDS: *governance, destination management, tourism planning, sustainability, local development, municipal management.*