

CULTURAL CONSTRUCTIONS
The Image of Chilean Tourists in Buenos Aires

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Argentina became a very important tourist destination in the region after the financial crisis of the year 200. The variety of its landscapes and the low costs of fares and services attracted people from different parts of the world. The aim of this paper is to describe the perceived image that professionals working in the tourist sector have of visitors and in which way these images are associated to the most common stereotypes. Finally, the findings are compared with a control group who has no contact with tourists from abroad.

KEY WORDS: *tourism, stereotypes, Chilean tourists.*