

THE BARILOCHE TOURIST PROJECT BEFORE BUSTILLO
Between the Prehistory of the Nahuel Huapi National Park and the Local Development

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This article tries to contribute evidences related to the significant and determinant actions of the process of territorial formation and of touristification of the area of San Carlos de Bariloche that began at least two decades before the hegemonic role that the historiography usually assigns to Bustillo and the creation of the Nahuel Huapi National Park. By means of historical analysis of scientific and technical reports, management reports and official projects of the period, can be concluded that the representations and senses that controlled the tourist restructuring of the image of the “Argentine Switzerland”, as well as the actions to enhance its attractiveness, investment in equipment and tourist infrastructure, would be more related to an endogenous development and therefore, to a project of tourist development substantially different from the one that established itself in the middle of the decade of 1930.

KEY WORDS: *Argentine Switzerland, local development, representations, touristification*