

PUBLIC AND PRIVATE PROTECTED AREAS IN SOUTHERN CHILE
A Visitors Profile

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This study investigates and contrasts socio-demographic characteristics and travel expenditures for visitors to Puyehue National Park administered by the Government and Huilo-Huilo Biological Reserve a private protected area. The results indicate considerable differences between the visitors to both areas regarding travel expenditures, as well as socio-demographic characteristics. Using an analysis of variance, we found that visitors to Huilo-Huilo were significantly younger, with higher income and education levels than visitors to Puyehue. The differences between the visitors' profiles can be attributed to the characteristics of each area and the services offered.

KEY WORDS: tourism demand, protected areas, Valdivian Ecoregion, parks management