

**ENVIRONMENTAL GOVERNANCE AT THE ATLANTIC COAST OF THE PROVINCE OF
BUENOS AIRES, ARGENTINA**

The Case of Mar de las Pampas, Argentina

*Javier Martín Ordoqui
Universidad Nacional de
Mar del Plata - Argentina*

The impact of sun and sea tourism on the Atlantic coast of the Province of Buenos Aires needs to be characterized, described and analyzed in order to understand the land development and the changes on the landscape and the environment. This article focuses on Mar de las Pampas, a resort villa South of the older and more important beach resort of Villa Gesell State. The main objective is to establish the most relevant problems of the area, its urbanization, the risk of the seaside erosion due to human actions, the constructions of buildings at the front coastline and the tourism and land management policies related to the coastal environment. This situation creates a relation between tourism and the environment allowing the environmental governance and the abilities for participants to solve problems.

KEY WORDS: *sun and sea tourism, environmental governance, territory, Mar de las Pampas, front coast.*