

SOCIAL ENVIRONMENTAL PERCEPTIONS

Values and Attitudes towards the Conservation of the Biosphere Reserve

“Parque Atlántico Mar Chiquita”, Argentina

Marcela Bertoni
María José López
Universidad Nacional de
Mar del Plata - Argentina

The declaration of the Biosphere Reserve in Mar Chiquita supposes the continuation of the traditional life in intimate union with the environment that surrounds the inhabitants of the area. The changes required to reach the sustainability can affect substantial aspects of the local community, reason for which consents and social commitments are needed for the achievement of these objectives. In this context the problem question is to what extent it is possible to defend the use option and conservation of the nature in a community keeping in mind the different perceptions socio-cultural regarding what, how and when it should be conserved. The aim is to investigate the environmental perception, the values assigned to the reservation and the residents environmental attitudes of Mar Chiquita. For it, part of the results obtained of a survey to the resident population is presented. The results show a positive assessment of the place's environmental quality in which they live and a committed attitude pro environmental of the residents. It settles down a significant potentiality for consolidation of the identity and the environmental conscience of the community of Mar Chiquita.

KEY WORDS: *environmental perceptions, perceived environmental quality, value and environmental attitudes, Biosphere Reserve, Mar Chiquita.*