

REAL ESTATES INVESTMENT IN MOUNTAIN TOURIST CENTERS AND NEW WAYS OF LIFE

The role of existential amenity migrants in the Municipality of Pucón, Chile

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During the last years the Municipality of Pucón has experienced remarkable transformations in its territorial structure, which are related to real estate investment directed to tourist visiting the city as to the population that have make Pucón its residency. Within this last group the analytical attention is placed on what we call existential amenity migrants (EAM), given that they constitute potential agents of social and cultural change. Using a methodology that combines the quantitative analysis of social and spatial patterns with an interpretative approach centered on the characteristics of the EAM, we examine recent territorial changes in Municipality of Pucón and interpret the capacity of the EAM to trigger changes in the existing social system. In the final section we discuss the challenges faced by a municipality in Chile where different interests and visions of the world coexist.

KEY WORDS: amenity migration, mountain tourist centers, social change, Pucón.