

**THE CHARACTERIZATION OF THE TOURIST OFFER AND ITS ZONING
IN LAKE RANCO, SOUTH OF CHILE
A Nature Destination**

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This study characterizes the tourist offer and proposed zoning for the Lake Ranco. For this purpose, attractions and tourism facilities were identified. With the latter, the “tourism offer” was characterized according to the proposal of Lewis (1997) as amended by Peña-Cortés et al (2001), which add the component of spatial planning. Units were defined with the support of experts and based on different criteria, which in turn allowed the identification and proposal of different zoning types. The results showed 101 attractions, with the identification of nine units and seven types of areas, ranging from geographical areas of tourist development, to those branded as “of restricted usage”. The study concludes that it is necessary to improve tourism facilities, proposing new initiatives that are fully consistent with the potentials and constraints present in the territory.

KEY WORDS: *nature tourism, tourism, zoning, tourism units, Chilean tourist offer.*