

TOURIST AND CULTURAL PROFILE OF THE COASTAL BORDER TOURISM ENTREPRENEURS OF LA ARAUCANIA, CHILE

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This research characterizes the tourist offer and sociocultural profile of the tourist businessmen of La Araucania Coastline. The tourist offer was analyzed according to proposal of Lewis (1997), making emphasis on the four municipalities that are part of this territory and have significant natural and cultural attractions reaching a total of 140. Along with this, the socio-cultural profile was examined through the notion of habitus proposed by Bourdieu and Waquant (2005) that allowed recognizing two profiles of tourism businessmen, one of them with a low level of expertise in the business (given the education and poverty indicators) whose choice of activity rests in the efforts made by the Government and by others which from the ethno-tourism perspective have built a tourism offer of international level associated with other tourist providers in La Araucania region.

KEY WORDS: *tourism, cultural profile, coastline, Araucanía.*