

MUNICIPAL TOURIST MANAGEMENT IN THE CHILOE ARCHIPELAGO

Amparo Martínez Calderón
Miguel Escalona Ulloa
Universidad Católica de
Temuco – Chile

Chiloe is defined by SERNATUR (national government organization dedicated to tourism) as one of the touristic destinations in the greater-southern region of our country. It is also promoted internationally under the slogan "Chiloe, the island that Amazes" created by Chile's Tourism Corporation. At the provincial level there are several cooperation agreements in the matter concerning inter-communal tourism. Nevertheless, tourism has not been able to transcend as an economic activity, despite the great tourism potential of the archipelago. Therefore, the main objective of this study is to make a first evaluation of Chiloe's archipelago municipal tourism management, through comparisons between theoretical and actual skills in planning and management activity in order to orient local tourism management towards a greater territorial competitiveness. The present study will be focused in exploratory and descriptive research (Hernández et al, 1994) pose for which five phases: problem definition, theoretical model building, determination of the study population and corresponding sample, coding and data collection and analysis of results. The method Van Dijk (1996) was used for the analysis of responses to the interview, focusing on the attributes of "text" and "context". As a result is expected to know and evaluate, according to defined parameters, various activities and procedures developed by the Tourism Unit to enable refute or validate the hypothesis.

KEY WORDS: *tourism, municipal management, community, tourist manager, tourism department.*