

PARTNERSHIP AND AGRITOURISM.

Assessment of Associative Skills in Agrotourism Networks in Southern Chile

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The emergence of agritourism and other forms of rural tourism provides a productive option for families and farmers, but especially for tourism organizations. The development of these farmer groups in tourism requires joint work and a significant degree of chains even for service delivery and development of tourism products. The main objective of this research was to evaluate the development level of associative skills of entrepreneurs responsible for agritourism initiatives in the regions of Los Ríos and Los Lagos in southern Chile and propose guidelines in order to strengthen their skills associations, contributing to the success and sustainability of individual businesses and especially the generation of a cooperative-type deal. The results indicated that the main weaknesses in terms of association are: poor communication, both internally and externally; low level of cohesion and sense of belonging; lack of a common project vision in long term, limited capacity about decisions making and shortcomings in leadership and organizational skills.

KEY WORDS: *agritourism, associativity, organizational diagnosis, social capital, rural tourism.*