

TERRITORIAL APTITUDE EVALUATION FOR RURAL AND NATURE

Tourism in La Campana – Peñuelas Biosphere Reserve, Chile

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The land suitability evaluation in natural areas is a key factor in designing a strategy to ensure the sustainability of development of the metropolitan area of Santiago and its area of influence. The application of paradigm multicriteria decision-making has opened an interesting way to treat methodological problems of territory management, determining the most suitable places for the location of activities like services for rural and nature tourism. The GIS model applied to spatial analysis allowed to quantify the degree of the ability of the territory for tourism that would allow consolidating the offer less sensitive to seasonal condition and helping to position the Biosphere Reserve La Campana Peñuelas as an emerging tourist destination. This will guide the development in terms of capabilities use of the territories and local aspirations, and allow co-construction of legal instruments that ensure the people more sustainable development.

KEY WORDS: land suitability, multicriteria evaluation, nature tourism, biosphere reserve, territorial management.