

THE IDEA OF TOURISM IN SAN CARLOS DE BARILOCHE THROUGH TWO GUIDES (1938)

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Tourism has been present at San Carlos de Bariloche, Argentina, since before the 1930s, although it was only when the National Parks Bureau was founded in 1934 that this activity became the centre of a public policy designed in Buenos Aires. The implementation of this plan reflected the careful intervention of the National Parks Bureau in local matters and supported by several spreading procedures that fed the idea that tourism was the only activity to which the city of Bariloche was meant to develop. In this context, the role played by the tourist guidebooks edited and published by the mentioned Bureau was crucial. It is reflected in them the clear message of which identity was the national government trying to build in the region. However, the guidebooks published by National Parks were not the only ones in existence. Private authors that travelled to the South making use of the facilities provided by the Bureau also wrote guides to aid other travellers. The similarities and differences on content, audience and perception of Bariloche that appear in these publications show both the message the Bureau aimed to reach and its impact of tourists. This paper will compare two tourist guidebooks, an 'official' one and a 'private' one, both published in 1938, in order to better understand the complexity of the message of the National Parks Bureau.

KEY WORDS: S. C. de Bariloche, tourist guides, national parks