

BEYOND TOURISM MAR DEL PLATA.

Contribution to the 'New Tourist Map of Argentina' from Local Rural Space

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The article aims to demonstrate and characterize the existence of an alternative tourist area in the General Pueyrredon District, which contains to Mar del Plata as capital city. An application to the formation of the new tourist map of Argentina is developed from the creation of maps for different modes of cartographic Implementation. Points symbolizing establishments and lines representing tourist paths are put under qualitative analysis individually and after overlap for drawing polygons, or circles, which synthesize the provision adopt different fragments of rural areas for the satisfaction of leisure and tourism practice.

KEY WORDS: *Rural space revaluation, alternative tourism, new tourist map, General Pueyrredon District.*