

COMMUNITY TOURISM AS A STRATEGY OF SURVIVAL, RESISTANCE AND INDIGENOUS CULTURAL CLAIM OF MAPUCHE COMMUNITIES IN THE LOS RÍOS REGION (CHILE)

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The recovery of ancestral territories, the cultural strengthening and the recuperation of traditional knowledge are priorities for indigenous peoples of Chile. Among this weave of demands, tourism transcends its conventional role as a dynamizing agent of local economies and becomes, from the indigenous imaginary, an alternative to enhance the value of their culture in face of the dominant hegemonic national society. This is the case of Mapuche communities in the municipality of Panguipulli, located in the Los Ríos Region (Province of Valdivia), in south-central Chile, where community tourism is positioned as a survival strategy in which resistance; worldview and the generation of opportunities converge. In this context, using a qualitative approach that is complemented with some quantitative techniques the imaginaries and experiences of these communities are explored. The analysis identifies elements that contribute to the construction of a of tourism development model relevant to the most pressing needs of local realities in territories that, as in our case study area, progressively reflect the effects of globalization.

KEY WORDS: *Tourism, territory, mapuche communities, survival.*