

ANNEX 16
TOURISM REPORT

**TABLE OF
CONTENTS**

1	INTRODUCTION	3
2	METHODOLOGY	5
2.1	FIRST STAGE: DESK TOP STUDY 1	5
2.2	SECOND STAGE: FIELD VISIT	5
2.3	THIRD STAGE: DESK TOP STUDY 2	5
3	DEFINITION OF THE AREA OF INFLUENCE	6
4	CONCEPTUAL FRAMEWORK	8
5	FINDINGS	9
5.1	GENERAL BACKGROUND	9
5.2	PROVINCIAL-LEVEL TOURISM	10
5.3	COMMUNAL-LEVEL TOURISM	10
5.4	CHARACTERIZATION OF LOCAL TOURISM SUPPLY	14
6	IMPACT IDENTIFICATION AND ASSESSMENT	17
6.1	CONSTRUCTION AND OPERATION STAGE	17
7	CONCLUSIONS	19
8	REFERENCES	20

1 INTRODUCTION

This study is the tourism baseline survey conducted in the study area of the Project, which will be located in the Colorado River Canyon, commune of San José de Maipo.

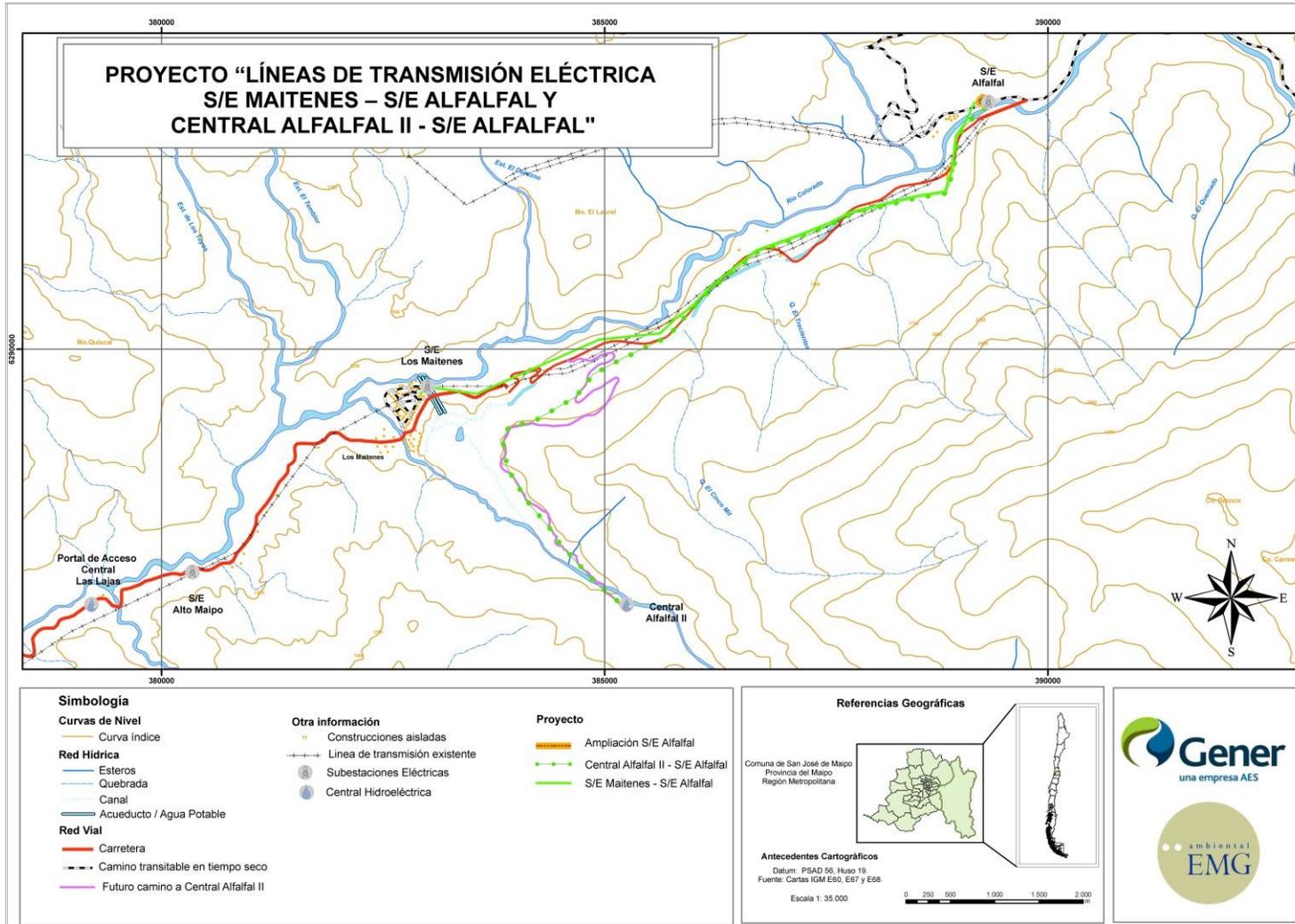
Based on a review of the literature on the subject, the commune of San José de Maipo exhibits a well-known, consolidated tourism supply at the regional level.

This commune has historically been a leisure and recreation spot for the city of Santiago, a status it has maintained to the present day. This role has come about due to its closeness to the regional capital, to formal roads that provide easy access to the area, landscape wealth and, lastly, diversified tourism supply.

It should be noted that despite these conditions, public and private entities have not been capable of fostering a planned and coordinated development; this has resulted in a dispersed tourism development, with a large number of informal activities prevented from creating basic tools that would facilitate organizing and integrating tourist activities. Basic tools are understood to be listings of attractions, overall tourist facilities and services, as well as formal registries of tourism activities in the zone that would provide information based on an analysis of supply and demand. At the present time, only partial registries of formal activities are available at the communal and local level.

On the other hand, the commune of San José de Maipo was declared a Zone of Tourist Interest pursuant to the provisions in Resolution No. 1138 of 2001.

Figure 1 Project Location Map



Source: In-house preparation.

2 METHODOLOGY

The methodology used to conduct the baseline survey consists of three stages: desk top study 1, field visit, and desk top study 2. Each of these is described below.

2.1 *First Stage: Desk Top Study 1*

A review of the literature and cartographic material compiled from well-known entities and institutions in the realm of tourism was carried out.

The main sources were studies and publications by SERNATUR (National Tourism Service), Municipality of San José de Maipo, Metropolitan GORE (Regional Government), specifically through the study of Environmentally Sustainable Land Use Planning (OTAS, as per its Spanish acronym), and the Chamber of Tourism and Commerce of San José de Maipo.

2.2 *Second Stage: Field Visit*

The area where the Project will be located was traveled through, and the main access roads and localities involved in the development of tourist activity were acknowledged on site. Visits were made to entities that were not covered in the bibliographic compilation, such as the Chamber of Tourism and Commerce of San José de Maipo, the Planning Secretariat (SECPLA) of the Municipality of San José de Maipo, and the Tourism Office of San José de Maipo.

The purpose of the field visit was, on the one hand, to compile missing information from local entities and, on the other, to validate and recognize in the field the main aspects or milestones related to the tourism component.

2.3 *Third Stage: Desk Top Study 2*

Once all the information required for the analysis of the component was reviewed and compiled, the structure and manner of presenting the information was established. Three scales of analysis were defined:

- Regional Scale: this makes a general analysis of the development of tourist activity in the region, thus providing a theoretical framework and general scope.
- Communal Scale: this level deals with an analysis of the communes involved. This chapter makes an overall review and analysis in order to establish priority sites and get closer to the area of more direct influence of the Project. An analysis was made of the development policies contained both in the communal development plans (PLADECO) and tourism development plans (PLADETUR), and of the implications of tourism on a communal scale, in the context of tourism supply; in addition to an overall economic approach.
- Local Scale: this involves an analysis at the local level, i.e. specifically of the area of influence. This chapter presents a registry of tourist attractions (according to SERNATUR, PLADECO and OTAS), and of tourism facilities (accommodation, food and beverage, and services). The purpose of the analysis on this scale was to develop a registry of the current situation, mainly with reference to local supply, and development alternatives.

3 DEFINITION OF THE AREA OF INFLUENCE

Two strategies were developed to determine the Project's area of influence. The first is based on the close direct relationship that exists between tourism development in the zone and the landscape, which allows for initially defining an area of indirect influence (AII). By contrast, the second corresponds to the direct relationship between the existing tourism supply in the main localities and the Project.

In connection with the landscape, its relationship with tourism and the visual perception of the territory, the AII is defined as the visual field of the landscape component, that is, that portion of the territory in which the Project is visible to an observer from any road or access, whether distant or near.

On the other hand, the area of direct influence (ADI) is defined as the territory that has an established tourism supply that is located near the Project. In this context, all the localities that have some kind of supply are considered to be within the ADI.

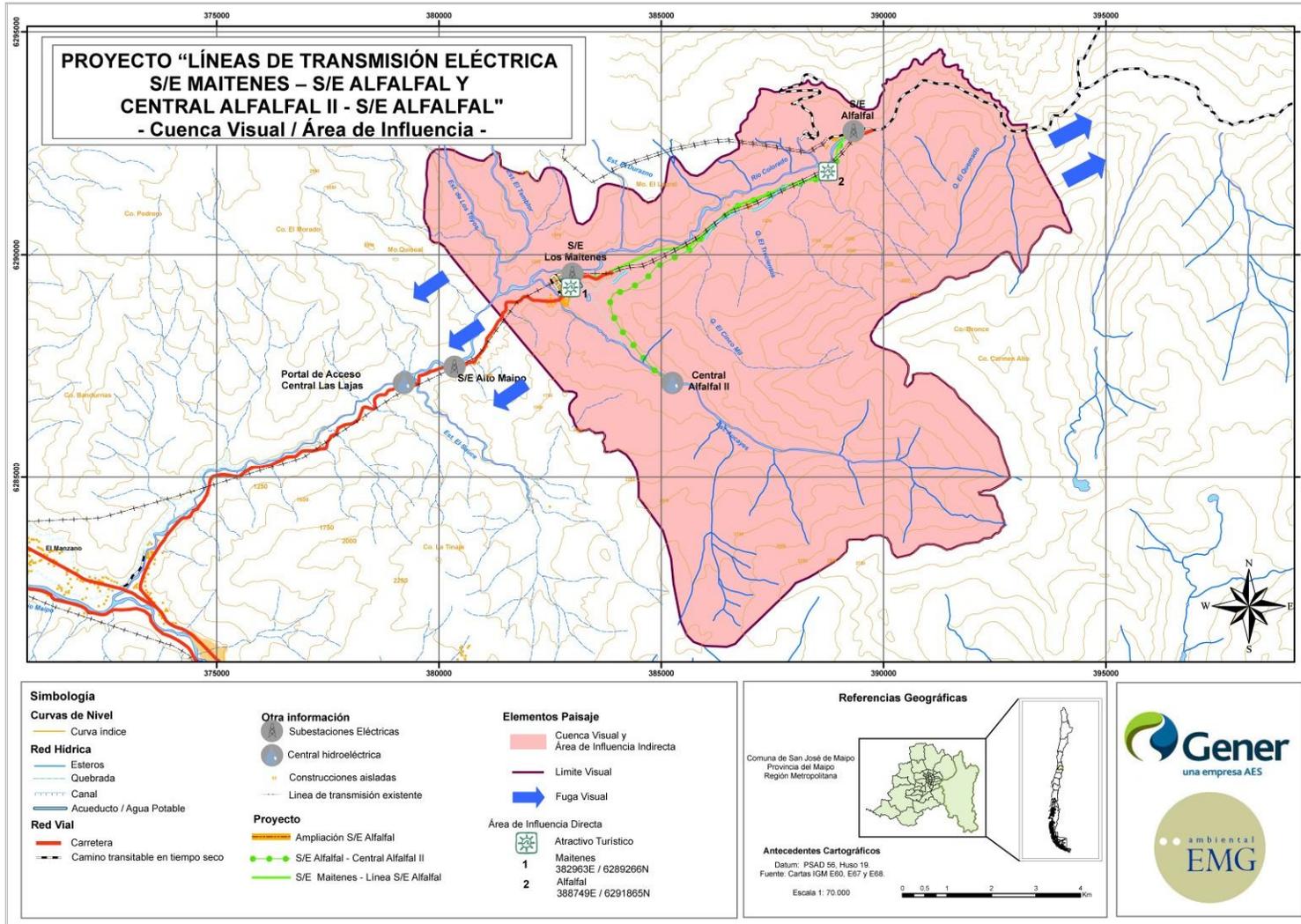
Tourism supply is available in the following localities:

Table 1 Localities that have tourism supply

Communes	Associated Localities
San José de Maipo	Los Maitenes
	El Alfalfal

Source: In-house preparation.

Figure 2 Areas of Influence



Source: In-house preparation based on IGM maps E60, E67 and E68, scale 1:50,000.

4 CONCEPTUAL FRAMEWORK

To facilitate an understanding of the technical vocabulary associated to the Tourism component, below is a definition of some of the basic terms for understanding the analysis and the criteria used in the baseline survey of the component:

Commune-based Tourism Supply: includes three basic elements: Tourist Attraction, Tourism Facilities, and Infrastructure.

Tourist Attraction: attractions are classified into natural, cultural, and scheduled events. Their characteristic is that they motivate tourists to visit. Tourist attractions are rated according to their capacity to attract tourist flows. To that end, three hierarchical levels of tourist attractions are defined: international, national and/or local.

International Hierarchy Level (3): an exceptional attraction of great significance that draws a flow of current and potential international visitors, by itself or together with other attractions of a lower hierarchy level.

National Hierarchy Level (2): an attraction with exceptional features capable of drawing current or potential flows of national or foreign visitors, by itself or together with other similar attractions.

Regional / Local Hierarchy Level (1): the attraction draws regional or local tourist flows.

Tourism Facilities includes the amenities available (accommodation, food and beverage, leisure and other services, as well as tourist conveniences). It is characterized by the fact that it enables visitors to stay at the place of destination.

Amenities: they include accommodation, food and beverage, leisure and other services.

Accommodation: hotels, boarding houses, camping, etc.

Food and Beverage: restaurants, ice cream shops, sale of traditional dishes, etc.

Leisure: discos, casinos, movie theaters and theaters, theme parks, etc.

Other Services: travel agencies, tourist information, convention center, money exchange, etc.

Infrastructure: includes transportation, communications, electric energy, drinking water, sewage, garbage collection, and health. It is characterized by the fact that it renders possible the operation of tourism facilities and is the link between these and local attractions. Infrastructure is classified into: air, water and land transportation, communications, health, and electric energy.

5 FINDINGS

5.1 *General Background*

Tourism in the Metropolitan Region is characterized by being highly concentrated in Santiago. Although there is an ample tourism supply, it is highly concentrated in the winter sports resorts, in city tours of the capital and to a lesser extent in the zone of the Cajón del Maipo. As a result, unless tourists arriving in the region take a personal initiative to seek alternative things to do, they have scanty information about the various tourist activities in the zone (Martínez, 2005).

According to Martínez (2005), the tourism sectors developed at the regional level are as follows:

- Rural tourism (agrotourism, cattle ranch tourism wine routes).
- Ecotourism (observation of flora and fauna).
- Adventure tourism (horse riding, trekking, hiking, rafting, kayaking).
- Health tourism
- Industrial tourism.

According to the records of the National Statistics Institute (INE) (2006), incoming tourist flows into the region, by province, center in the city of Santiago, with the Cordillera and Maipo provinces following in the second and third place, respectively. A detailed record of incoming tourists is shown in Table 2.

Table 2 Tourist inflows by province (2006)

Provinces	Totals	Domestic	Foreign
Cordillera (San José de Maipo)	14,4910	13,417	1,074
Maipo	4,688	4,686	2
Melipilla	2,095	2,063	32
Santiago	1,211,495	369,683	841,812
Talagante	604	604	0

Source: INE (2006)¹.

The inflow of tourists exhibits a concentration of visitors in the Santiago province, given that it is the economic hub and capital city of the country; the Cordillera province ranks second, with the tourist hub of the commune of San José de Maipo with its high connectivity with the center of Santiago, the scenic beauty of its Andean foothills, and its rural character.

¹ Statistics on tourist occupancy by commune. Year 2006. Sernatur-INE.

5.2 Tourism at the Provincial Level

This level of analysis is of interest in that there is a Strategic Provincial Plan for the Cordillera province, where the Project will be located. The plan is based on a particular spatial (territorial) notion of development that leads public and private actions to deal with the core themes of a territory, i.e. the advancement of production activities, extreme poverty, social development and environmental protection.

The Strategic Plan involves the communes of Puente Alto, Pirque and San José de Maipo through strategic guidelines regarding tourism, such as:

- Changing the province into a gateway to “Andean Santiago,” publicizing its natural attractions, enhancing and fostering ecotourism related activities.
- Developing and fostering ecotourism in Pirque and San José de Maipo.
- Defining the benefits and support for entrepreneurs wishing to invest in the Cajón del Maipo.
- Negotiating long term soft loans to improve tourism infrastructure.

5.3 Tourism at the Communal Level

As a result of its Andean character, the commune of San José de Maipo has a tourist connotation and has comparative advantages associated to its extensive territory, which features valleys and mountains of great landscape value and suitable for practicing sports and leisure (PLADECO, 2000).

This is the commune that shows the highest level of tourism development mainly on account of its Andean connotation, which allows for carrying out a number of activities, its rural character, and its closeness to the city of Santiago.

According to SERNATUR’s listing (2007), the commune features 38 attractions pertaining to various categories, as shown in Table 3.

Table 3 Tourist attractions in the commune of San José de Maipo

Hierarchy	Category	Name of Attraction	Locality / Sector
National	Museum or Cultural Manifestation	Chapel and Manor House, former El Manzano Farm (HM)	El Manzano
Regional	Natural Site	Cascada de Las Animas Estate (NS)	San Alfonso
National	Museum or Cultural Manifestation	San José de Maipo Railway Station (HM)	San José de Maipo
National	Museum or Cultural Manifestation	San José de Maipo Church and Parish House (HM)	San José de Maipo
National	Museum or Cultural Manifestation	Former Laennec Sanatorium Building (HM)	San José de Maipo
Regional	Natural Site	Lagunillas Ski Center	Lagunillas

Hierarchy	Category	Name of Attraction	Locality / Sector
Regional	Natural Site	Baños Morales	Baños Morales
Regional	Natural Site	MN El Morado	El Morado
Regional	Natural Site	Baños Colina	Lo Valdés
Regional	Natural Site	Volcán Maipo	San José de Maipo
Regional	Natural Site	Volcán San José	El Morado
Regional	Folklore	San Alfonso	San Alfonso
Regional	Technical, Scientific or Artistic Achievement	El Yeso Reservoir	Embalse El Yeso
Regional	Natural Site	Purgatorio Hill	La Obra
Regional	Folklore	El Volcán	El Volcán
Local	Folklore	El Romeral	El Romeral
Regional	Folklore	San Gabriel	San Gabriel
Regional	Folklore	El Melocotón	El Melocotón
Local	Folklore	Los Maitenes	Los Maitenes
Local	Natural Site	El Alfalfal Sector	San José de Maipo
Regional	Folklore	El Canelo	El Canelo
Regional	Folklore	El Manzano	El Manzano
Regional	Folklore	El Guayacán	El Guayacán
Regional	Folklore	Las Vertientes	Las Vertientes
Regional	Folklore	La Obra	La Obra
Regional	Folklore	El Ingenio	El Ingenio
Local	Natural Site	Termas del Plomo	Embalse El Yeso
National	Technical, Scientific or Artistic Achievement	San José de Maipo	San José de Maipo
Local	Natural Site	Olivares River	Los Maitenes
Regional	Natural Site	Volcán Tupungatito	San Gabriel
Regional	Natural Site	Puerta de Los Sapos	San José de Maipo
Local	Natural Site	Pozas Los Azules	San José de Maipo
Local	Natural Site	La Gringa and El Puma pools in El Toyo Farm	San José de Maipo
Regional	Natural Site	Las Melosas Sector	Las Melosas
Regional	Natural Site	Maipo River Valley	Río Maipo
Local	Natural Site	Colorado River Valley – Las Monjas Stream	San José de Maipo
Local	Natural Site	Picos Negros Hill	San José de Maipo
National	Natural Site	Puntiagudo & La Plancha Hills	Lo Valdés

Source: 2007 Listing of Tourist Attractions, SERNATUR.

Out of the total number of attractions (38 have been identified), fifty-two percent (52%) are attractions under the Natural Site category and 32% are Museums or Cultural Manifestations. Attractions in the

Folklore and Technical, Scientific or Artistic Achievement account for lower proportions, with 11% and 5%, respectively.

With regards to hierarchy levels, sixty percent (60%) of the attractions are of a Regional nature, twenty-four percent (24%) are Local and 16% are National. This means that only 16% are Hierarchy Level 2 attractions, i.e. a country's attractions with exceptional features, capable of creating a flow of (current or potential) visitors; that more than half of the attractions are Hierarchy Level 1 (Regional) as they exhibit a particularly appealing feature capable of drawing in visitors coming from long distances; and that 24% are Hierarchy Level 0 attractions, that is, they lack sufficient merit to be considered in the higher hierarchy levels, but which are nevertheless part of the tourist heritage as supplementary elements.

5.3.1 Public Tourism Development Policies

i) San José de Maipo PLADECO (2000-2006)

In the context of tourism development, the Communal Development Plan (PLADECO) for San José de Maipo postulates that in order for the existing potential for tourism exploitation to be sustainable over time, the following actions should be taken:

- Strengthen tourism awareness in the local population, both in the private and public sector.
- Raise the levels of environmental awareness in visitors from neighboring communes.
- Enhance the Municipal Tourism Office, acknowledging its advisory and planning role regarding tourism activity.
- Improve tourism facilities services in the commune.
- Raise the levels of tourist information and signage in the commune.
- Improve the current infrastructure and lead future infrastructure investments so as to foster tourism development in the commune.
- Improve current safety levels in the commune.
- Lead tourism development in each zone of the commune in line with their fitness and potential.
- De-seasonalize tourism demand in the commune by diversifying tourism supply.
- Maintain or improve the quality of tourist attractions in the commune.

ii) Terms of Reference for Drafting a Land Use ZOIT Plan (SERNATUR, 2001)

The process for the commune of San José de Maipo to be declared a Zone of Tourist Interest (ZOIT), pursuant to D.L. No. 1224 and D.S. No. 515, was undertaken in January 2001.

Concerning this issue, a recommendation was made to declare the commune of San José de Maipo a Zone of National Tourist Interest (ZOIT), considering that this is the best way to protect, project, and support tourism activity in said area.

A ZOIT is understood as a vast area with essentially rural features where relevant tourism resources are available side by side with other compatible uses or activities. Such a zone has a wide range of generally unexploited tourist attractions with a potential for becoming tourist circuits and/or areas. However, an extensive Land Use Plan is required that adequately safeguards and channels tourism development to ensure that said tourism resources are preserved and given prominence.

iii) Overall Tourism Quality Management Plan – San José de Maipo ZOIT (Regional Metropolitan Office – Planning Department and SERNATUR, 2001)

To manage to implement the concept of overall destination management, the following five strategic actions are proposed as theme programs for the Plan:

- Human resources development strategies.
- A quality management strategy for tourist services.
- A sustainable management strategy for tourist destinations.
- A development strategy for tourism products.
- A strategy for positioning destination quality image.

iv) Private and Public Stakeholders in the Commune of San José de Maipo (Agulló, 2000)

The private and public stakeholders analyzed for the commune of San José de Maipo include the Cajón del Maipo Chamber of Tourism and Commerce and the Río Colorado Institute Research Center.

Cajón del Maipo Chamber of Tourism and Commerce

Created in 1995, this entity is currently formed by twelve tourism entrepreneurs whose common interest is to create a synergy to develop tourism and get organized vis-à-vis institutions. To this end they regularly meet at dialogue tables, whereby they gave rise to the idea of setting up tourist information offices in the Cajón Maipo by mutual agreement with SERNATUR and the Municipality of San José de Maipo.

Río Colorado Institute Research Center

A not-for-profit private corporate entity established in 1968 and geared to preserving the environment through ecologic research on species, flora and fauna in natural ecosystems; teaching, and environmental education.

5.3.2 Economic Importance of Tourism at the Commune Level

In the last forty years, the population concentration has changed by approximately 30%. Between 1972 and 1982, agricultural activity fell by 3.4 %, and mining by 8%.

Concurrently with this process, services grew by 8% and construction by 7.2% (Agulló, 2000). Therefore, it may be perceived that, over time, the commune of San José de Maipo has become an eminently tourist commune.

It is estimated that by 2008, the national market participants visiting the Cajón del Maipo will amount to between some 50,000 visitors per month during the autumn season, to 400,000 visitors per month in winter, with an overall demand of 1,650,000 people estimated for spring-summer, including one-day visitors and tourists. This, in addition to foreign demand, leads to estimating that San José de Maipo would receive nearly 1,740,000 visitors per year (OTAS, 2000).

5.4 Characterization of Local Tourism Supply

The commune is divided into four tourist zones, according to PLADECO classifications; out of these, those relating with the area of direct influence are detailed below.

- **ZONE 1 AREA 2 - Los Maitenes - El Alfalfal:** Both villages are located in the Colorado River Canyon, and came about as a result of the establishment of the hydropower plants. Access is by an asphalt surfaced road surrounded by mountainous landscapes, where a warm wind called “El Raco” blows. The main activities practiced are mountaineering, hiking, and geological and archaeological research (PLADECO, 2000-2006).
- **ZONE 2 AREA 2 – Colorado River Canyon:** In geographical terms, this unit is the uppermost part of the Colorado River Canyon, where tourism is relatively undeveloped but has a great potential for reaching higher levels of growth. In this unit, given its geographical characteristics, the fragility of the ecosystems and the ecological risk factors, only some areas are suitable for establishing hiking camps, as some of its attractions require visits longer than one day (PLADECO, 2000-2006).

5.4.1 Tourist Attractions

Tourist attractions are considered to be all those included in SERNATUR’s listing (2007), and located in the area of influence defined for the Project. Both the area of indirect influence (AII), which relates to the landscape component and the visual perception of the territory (views and visual scopes) and the area of direct influence (ADI), which deals with the Project and its closeness to the attractions, have been considered.

For this zone, the listing includes two tourist attractions which are shown in Table 4, with particulars and the overall descriptive characterization. Figure 2 (p. 7) shows the location of the tourist attractions identified.

Table 4 Tourist attractions in the AI, commune of San José de Maipo

No.	Hierarchy	Category	Name of Attraction	Locality / Sector	Description
1	Local	Folklore	Los Maitenes	Los Maitenes	This attraction operates in the Colorado River and is one of the power plants that supplies energy to Santiago and Valparaíso, with a power of 30.8 MW. It was commissioned in 1923 and re-built in 1987 after a landslide on the Colorado River in November 1987.
2	Local	Natural Site	EI Alfalfal Sector	EI Alfalfal	This is the main hydropower plant in the Maipo River basin, with a power of over 180 MW, and is located in the Colorado River Canyon, near the Los Maitenes Hydropower Plant.

Source: 2007 Listing of Tourist Attractions, SERNATUR.

There are only two tourist attractions in the area, both defined in the hierarchy as local: Los Maitenes, under the folklore category, and the EI Alfalfal sector, under the natural site category. Both sites are related to the existing substations, and are described as attractions related to existing facilities.

In any case, although no other attractions are listed by SERNATUR in the sector, the Colorado River Canyon is a sector where informal activities take place, including hiking, trekking, horse riding, photography, climbing, picnicking, bathing, and cycling. These are mainly associated to the scenic beauty of the place and the presence of natural resources (flora and fauna) of interest.

A similar thing happens in the sector of the Aucayes Stream. Although no attractions are listed here, the territory is a site of great landscape beauty that features resources of interest such as flora, fauna, geomorphology, and scenic backgrounds.

5.4.2 Tourist Activities

Some minor, specifically localized activities are carried out in the zone, mostly related to a particular space or natural site (special interests).

The activities recognized by the PLADECO are those mentioned below:

- Hikes and Excursions: excursions in medium and high mountain areas are conducted; these should preferably be guided by more specialized operators.
- Mountaineering: this activity is carried out in the upper part of the Colorado River Canyon; due to great physical effort required, it is mostly practice by people with basic mountaineering notions.
- Visits to Rivers: tourists arrive in the zone sporadically and spontaneously.
- Picnicking: although no picnic sites are in place, there are some informal spots.
- Camping: this activity takes place spontaneously wherever there is an inflow of tourists inspired by the mountain atmosphere.

- Observation of flora and fauna: due to the landscape characteristics of this zone, this activity is recurrent throughout the tourist space and involves photography and contemplation.
- Horse riding tours: in some specific places horse riding tours are conducted by informal operators located in the El Alfalfal sector.

5.4.3 Tourism Infrastructure and Connectivity

According to the PLADECO (2000) for San José de Maipo, tourism infrastructure and connectivity in the area of influence corresponds to the following scopes:

- Lookout Points: although no lookout points have been identified, it should be mentioned that there are optimal zones for setting them up.
- Trails: there is a large number of trails in the zone that provide access to the various attractions.
- Bridges and Footbridges: none have been identified in the zone.
- Shelters: none have been identified in the zone.
- Tourist Information Offices: none have been identified in the zone.
- State of Roads: Route-345 is quite good and paved as far as El Alfalfal; then it continues as a gravel road, which makes it difficult to access the area, mostly during wintertime on account of the mud.
- Road and Tourist Signage: road signage is insufficient, in poor condition and poorly located; tourist signage is non-existent.
- Parking and Standing Places: the zone features no authorized or well-established parking and standing places.
- Types of Transportation: public transportation is non-existent.
- Nearby Urban Center: the closest urban centers are Puente Alto and La Florida. However, due to the level of infrastructure and to safety levels, San José de Maipo may be highlighted as the closest center featuring basic emergency services.

5.4.4 Tourism Facilities

With regard to tourism facilities, i.e. food and beverages, accommodation, and other services, the supply in the sector between Los Maitenes and El Alfalfal is quite restricted, with only one hostel located in the sector of Los Maitenes, as shown in Table 5.

Table 5 Tourism facilities on a local scale (AI)

Name	Address & Phone	Locality	Location in the Tourist Space	Services	Owned by Tourism Chamber
Los Maitenes Manor House	Camino El Colorado	Los Maitenes	Zone 1 - Area 2	Hostel	NO

Source: In-house preparation.

Generally speaking, there are no tourism facilities in this zone, except for the hostel in the sector of Los Maitenes and some informal businesses, apart from some private lands that offer the possibility of camping, picnicking, leisure spots close to the river, hiking or horse riding tours.

6 Impact Identification and Assessment

6.1 Construction and Operation Stage

The study area comprises the sector of the Colorado River, set in the commune of San José de Maipo, which has been declared a ZOIT by SERNATUR pursuant to Exempt Resolution (R.E.) No. 1130/01 of November 2001. According to this resolution, the commune of San José de Maipo, Metropolitan Region:

- Has quality tourist attractions of a permanent nature, suitable for intensive tourism development.
- Provides for the development of tourist, recreational and/or cultural activities compatible with the supply of tourist resources, as the area in question is specially fitted for the development of current and potential tourism products.
- Exhibits appropriate conditions to meet current and potential tourism demand.
- Exhibits appropriate conditions for current and potential access.
- Has resources that, in case of intensified demand, are susceptible to vulnerability² as it lacks appropriate conditions to receive visitors; hence, measures to ensure that they are duly preserved and/or given prominence are required.
- Lacks a physical (territorial) use planning instrument in accordance with the potential for tourism development identified for the area in question.
- Requires coordination measures for the implementation of infrastructure and basic services geared to the development of tourism in the area.
- Was considered by the National Tourism Service as a priority area for tourism development in the region.

²A “tourism resource” is understood as the existence of tourist attractions that motivate people to visit the area. Sernatur (2008) Glosario de turismo. Boletín técnico N° 1/2008. Departamento de Planificación.

In particular in the area of influence of the Project, i.e. in the Colorado River Canyon and Aucayes Stream, the existence of two tourist attractions was identified according to SERNATUR's Listing (2007)³. The first is the locality of Los Maitenes, categorized as a folklore location mainly identified with the Los Maitenes Power Plant, which dates from 1923; the second is associated to El Alfalfal. Both sites are related to the power facilities already in place. On the other hand, the Colorado River is the scenario for as yet beginning and informal tourist activities such as horse riding, climbing, hiking, etc. In particular, mountaineering activities, mainly occurring in the upper sector of the river, and horse riding in some specific sites have been identified, organized by informal operators located in the El Alfalfal sector. From the standpoint of tourism facilities, the area of influence features only one hostel in the locality of Los Maitenes.

The Communal Development Plan (PLADECO)⁴ defines the Colorado River Canyon as a tourism attraction zone, giving emphasis to the activities currently carried out and encouraging their growth in the future. This Plan states that there is low tourism development in the zone, but a great potential for reaching higher levels of growth.

In sum, the findings of the baseline survey are that the main characteristic is the low tourism supply (in connection with attractions, activities and tourism facilities), the incipient demand and the potential for growth, expansion and consolidation of some initiatives.

From this perspective, the Project does not cause any alteration of existing tourist activities in the Colorado River sector as the works will conform to the existing power facilities. It is worth noting that the Project facilities will form part of the landscape of the commune where the hydropower plants and transmission lines are currently set up, which have been in place since the first half of the 20th century.

In the sector of the Aucayes Stream, there are plans for building an access road to the PHAM that has already been environmentally assessed. The road layout will also be used for the construction of the high-voltage line. In this context, tourist development of the Aucayes Stream sector is enhanced with the availability of said road infrastructure. This means that although the tourism potential of the zone was originally envisaged for developing tourist activities in harmony with natural attractions that have not been intervened, the presence of the road does modify this situation by refocusing it towards activities that would make use of the accessibility of this area and its environment. Here we consider potential activities such as visits to the stream, picnics, walks, hikes and excursions associated to non-specialized tourism.

In this regard, it is expected that the construction of the Project, especially the construction of the high-voltage towers by the roadside would have a negative effect on the landscape. This factor was already assessed in Annex 15.

In sum, the activities and works associated to this Project should not cause impacts on tourist activity in this zone.

³ Servicio Nacional de Turismo (2007). Catastro atractivos turísticos comunales 2007, SERNATUR. Chile, Santiago.

⁴ Consultores Urquieta y Domínguez (2004). Plan comunal de desarrollo San José de Maipo, Ilustre Municipalidad San José de Maipo. Santiago, Chile, 7 v.

7 CONCLUSIONS

Tourist activity in the Metropolitan Region is characterized by being a concentrated hub around the urban center of the city of Santiago. To a lesser but still relevant extent, based on the analysis of tourism demand performance, the commune of San José de Maipo stands out as a current and potential development hub that receives a significant number of both domestic and international visitors.

It should be noted that the Project will be located in a commune that holds the status of a ZOIT; this means that it is a large area with essentially rural features, where relevant tourist resources are available side by side with other compatible uses or activities. There is a wide range of generally unexploited tourist attractions with a potential for becoming tourist circuits and/or areas, although an extensive Land Use Plan is required that adequately safeguards and channels tourism development to ensure that said tourism resources are preserved and given prominence.

The study area lies in a sector of the Maipo River Canyon currently characterized by the location of large-scale anthropic activities such as mining and power substations. In general terms, the zone is currently devoid of tourism activity, but is set in a framework of potential development and consolidation in the context of the Maipo River Canyon as a ZOIT.

Throughout this stretch, both territorial and aesthetic features provide for the potential development of a wide range of tourist activities such as hiking, mountain climbing, ecotourism and adventure tourism, which are beginning to be developed on an informal basis. In general terms, the study area exhibits a large variety of opportunities for developing tourism activities in connection with the landscape, natural and cultural attractions. In this regard, the PLADECO defines the fitness of the overall territory for tourism as related to “special interest” activities such as hiking, guided tours, and the observation of flora and fauna.

The area features two tourist attractions defined on the basis of SERNATUR’s listing (2007), the fitness of the overall territory for tourism in connection with “special interest” activities such as hiking, guided tours, and the observation of flora, which correspond to Los Maitenes and El Alfalfal; both of these are defined in the hierarchy as local, which means that they lack sufficient merit to be considered in the higher hierarchy levels, but which are nevertheless part of the tourist heritage as supplementary elements. Both attractions are closely related to the hydropower plants and neighboring villages, although they are fall under different categories: Los Maitenes is under the Folklore category, while El Alfalfal sector is a Natural Site.

The good accessibility and connectivity, mainly based on the existence of El Volcán Road (Route G-25) and the junction thereof with Route G-345 (road to El Alfalfal), should be noted.

There is only one site with tourism facilities in the area listed in the PLADECO, i.e. a hostel in the sector of Los Maitenes.

Based on the compiled information and the analysis made within the framework of the baseline survey for the tourism component in this sector, the findings reveal that tourism activity is currently relatively undeveloped. At present there is no established supply in the sector, except for some isolated private initiatives of an informal nature.

At any rate, this sector has a great potential and has been defined as an area of interest in the PLADECO for the commune, apart from the fact that its relationship with the rest of the territory of the Maipo River Canyon gives it a special connotation.

8 BIBLIOGRAPHIC REFERENCES

Agulló B., Gina. 2000, Diagnóstico turístico participativo y una propuesta de un modelo de ordenamiento del espacio turístico de la comuna de San José de Maipo Chile, Santiago, 2 v.

Consultores Urquieta y Domínguez, 2004, Plan comunal de desarrollo San José de Maipo, Ilustre Municipalidad San José de Maipo. Santiago, Chile, 7 v.

Crisostomo L., Teanni. 1998, Análisis de la oferta turística de la comuna de San José de Maipo. Proyecto de título. Chile, Santiago, 151 p.

Domeyko P., Jorge, Luz Cárdenas. 1990, Plan regulador de la comuna de San José de Maipo. Memoria explicativa, I. Municipalidad de San José de Maipo, Chile, Santiago, 247 p.

Espinoza Saavedra, Paula. 2001, Anteproyecto plan de desarrollo turístico comunal de San José de Maipo. Chile, Santiago, 2 v.

Lazo A., Ángel. 1987, Reconocimiento general y diagnóstico de la situación forestal de la comuna San José de Maipo, con recomendaciones y sugerencias. CONAF, Chile, Santiago, 134 p.

Bravo A., Carlos. Desarrollo Turístico - Sector Cajón del Río Maipo Región Metropolitana, Chile, Santiago.

García, Luis Rodrigo. “Actualización de diagnósticos ambientales de la comuna de San José de Maipo para proponer un sistema de gestión ambiental”, Universidad de Santiago de Chile, Facultad de Ingeniería, Departamento de ingeniería geográfica. Chile, Santiago.

Gobierno regional – Universidad de Chile, Instituto de asuntos públicos. 2002, Informe final del proceso de áreas piloto, estratégicas (APE) Comuna san José de Maipo. Chile, Santiago.

Ilustre Municipalidad de San José de Maipo. Guía de Turismo San José de Maipo cámara de Turismo. Frecuencia de buses. Catastros de empresas privadas que prestan servicios turísticos. Circuitos turísticos. Resumen de Monumentos Nacionales. Chile, Santiago.

Servicio Nacional de Turismo. 2007, Catastro atractivos turísticos comunales 2007, SERNATUR. Chile, Santiago.

Servicio Nacional de Turismo. 2007, Estadísticas de alojamiento turístico según comunas departamento de planificación, SERNATUR. Chile, Santiago.

Servicio Nacional de Turismo. 2007, Programa Nacional de Turismo Municipal Informe de Gestión, SERNATUR. Chile, Santiago.