

International Journal of Human Sciences Research

THE TOURIST DEVELOPMENT OF ROSARIO DE LA FRONTERA: ANALYSIS OF THE MAP OF LOCAL TOURIST ACTORS

Carolina Mercado Echazú

Professor and researcher Mg
Catholic University of Salta
Professor and researcher
ORCID:0000-0001-5866-4457

Graciela Walter

Catholic University of Salta
ORCID: 0000-0001-7191-8247

Gonzalo Moya Romero

Catholic University of Salta
ORCID: 0000-0003-0246-6050

All content in this magazine is licensed under a Creative Commons Attribution License. Attribution-Non-Commercial-Non-Derivatives 4.0 International (CC BY-NC-ND 4.0).



Abstract: Rosario de la Frontera is a town located 180 km south of Salta and 135 km north of Tucumán, surrounded by more than 10,000 ha of hills and forests. It is called The Thermal City, for its hot springs with nine types of water, one of them, the sulphurous water slope, reaches 90°C, although it is not the only significant thing it has. Its national fame was obtained by becoming the first thermal spa in Argentina and the first casino in South America. It was founded by the Spanish doctor based in Argentina Antonio Palau in 1880. “The Baths of Salta, well deserve the name, because according to the connoisseurs, they comprise the most unique, varied and strange collection of mineral waters, from cold to cooking eggs introduced in a handkerchief, and with solutions of iron some, of sulfur others, of salt, or of several salts baptized and analyzed, Vichy, Seltz, etc.” On these words, published in the newspaper *El Censor*, Domingo Faustino Sarmiento described the site that received him on July 9, 1886. The thermal waters are located 7km from the homonymous town and the tourist development has historically positioned the town as a thermal center, leaving aside other tourist potentialities such as its great avifaunistic natural wealth and its cultural heritage, in addition to the town itself, to which very little tourism arrives, because the center of attention is the thermal hotel. Rosario de la Frontera, began the tourist activity in the late nineteenth and early twentieth centuries, in the geographical space of the Sierras de La Candelaria, where the thermal waters that gave rise to the construction of primitive baths and then a hotel complex promoted by Dr. Antonio Palau emerge. The heyday lasted about half a century and then by different situations the activity was radically affected despite the efforts to recover the local development of the first epochs. It is worth mentioning that the emblematic hotel is based

on a property of around 800ha (Cerro Terma) where the thermal resource emerges with very little maintenance and channeling. Currently and for some time now, attempts have been made to articulate joint actions from various sectors (public and private) to recover the development of tourism, benefiting not only the Hot Springs and their surroundings, but also the town of Rosario de la Frontera. But so far, it is not possible to identify strategies that enhance the integration, inclusion and harmonious development of tourism. A study that gives a fundamental answer to historically implemented questions and proposals for change is necessary to get out of the stagnation and become a tourist destination again and with a projection of sustainability. That is why this research work proposes to identify the different actors or agents (stakeholders) that intervene in the tourist activity, carrying out a approach to the definition and descriptive analysis of these actors and their implications for development. To this end, different criteria were addressed from a holistic perspective, determined by historical-cultural, political, economic and social indicators that allowed to visualize and deepen, the knowledge about the implications in the local tourism development and to glimpse strategies of change that allow the synergy of tourism in Rosario de la Frontera, as a tourist pole of the Region. The preliminary results of this research show us a disjointed map, with uncontracted views between the actors, legal and management gaps that are long-standing, but with a shared purpose that is to want to develop tourism in the town and the southern region of the Province, not only hand in hand with the thermal resource that is invaluable but also with the natural and cultural wealth; taking advantage of the strategic positioning that Rosario has since it is located on National Route 34 (main corridor of Argentina and International).

Keywords: Tourism, local actors, Rosario de la Frontera.

INTRODUCTION

Rosario de la Frontera is a town located 180 km south of Salta and 135 km north of Tucumán, surrounded by more than 10,000 ha of hills and forests.

It is called The Thermal City, for its hot springs with nine types of water, one of them, the sulphurous water slope, reaches 90°C, although it is not the only significant thing it has.

Its national fame was obtained by becoming the first thermal spa in Argentina and the first casino in South America.

Rosario de la Frontera, began the tourist activity in the late nineteenth and early twentieth centuries, in the geographical space of the Sierras de La Candelaria, where the thermal waters that gave rise to the construction of primitive baths and then a hotel complex promoted by Dr. Antonio Palau emerge.

The heyday lasted about half a century and then by different situations the activity was radically affected despite the efforts to recover the local development of the first epochs.

The thermal waters are located 7km from the homonymous town and the tourist development has historically positioned the town as a thermal center, leaving aside other tourist potentialities such as its great avifaunistic natural wealth and its cultural heritage, in addition to the town itself, to which very little tourism arrives, because the center of attention is the thermal hotel.

OBJECTIVE

Analyze the map of local actors in the town of Rosario de la Frontera in order to establish strategies for change, which serve to better exploit the potential of the region.

METHODOLOGY

The research has a predominantly qualitative approach, of descriptive-analytical scope, with a non-experimental and cross-sectional design.

Through semi-structured interviews and analysis of the background of local tourism development, The Mapping or Mapping of actors was applied, characterizing each actor and identifying the types of relationships and dynamics of interaction with each of the agents of local development.

RESULTS

The results obtained were:

Analysis of local dynamics related to tourism development since the beginning of the activity in the town.

Identification and characterization of local actors directly and indirectly related to local, regional and provincial tourism.

Detection of types of relationships, articulations, interests, influences of power between each local development agent.

CONCLUSIONS

The town of Rosario de la Frontera is undoubtedly a territory that has a great tourist potential untapped today.

Processes of discontinued development by local and provincial tourism management have resulted in slow growth of march and countermarch, as well as disharmonic and not very inclusive.

The perceptions of local actors differ and even contradict each other in the views of how and what to develop in terms of tourism, resulting in an important public-private disarticulation, and also with respect to the community and the thermal property.

Absence of conservation and preservation policies, as well as responsible and sustained use by the environmental authorities, considering that the thermal resource is

unique in the world in its characteristics and that today there are already signs of improper uses by unscrupulous locals, and where the local authorities can not intervene since the thermal property (Cerro Terma) belongs to the jurisdiction of the Province of Salta.

Absence of binding actions among long-term actors, both local and provincial plans applied to the region.



View of the Thermal Hotel. Source: Ministry of Tourism and Sports of the Province of Salta



Tourists in the thermal hotel of Rosario de la Frontera

Source: AGN- Diario La Nación. <https://www.lanacion.com.ar/lifestyle/rosario-frontera-el-hotel-termal-mas-historia-nid2321858/>



Advertising of 1911.

REFERENCES

- Aguas Simanca, J., Salazar Araujo, D., Suárez Porras, L., Ramos Viloria, M., Barragán Morales, C., & García Guiliany, J. (2019): "Effects of Stakeholders on sustainable tourism in Barranquilla". *Strategic Leadership*, 9(1), 82-96. Retrieved from <http://revistas.unisimon.edu.co/index.php/liderazgo/article/view/3805>.
- Canton, E (1896): *Study of the mineral waters of the Argentine Northwest*. Buenos Aires.
- Ceballos, M. (2004): *Manual for the development of the mapping of key actors -MAC*, prepared within the framework of the technical consultancy GITEC-SERCITEC.
- Gutiérrez, P. (2001): *Social maps: method and practical examples*. In *Local Practices of Social Creativity / coord. by Manuel Montañés Serrano, Tomás Rodríguez-Villasante Prieto, Pedro Martín Gutiérrez*, 2001, ISBN 84-95224-18-6, pp. 91-113.
- La Gaceta Salta (19 December 2014) *Hotel Termas: a reserve of health, history and mystery is reborn*. <https://www.lagacetasalta.com.ar/nota/10103/turismo/hotel-termas-renace-reserva-salud-historia-misterio.html>
- Maita, Carlos (October 11, 2012) *The Historic Hotel Termas de Rosario de la Frontera. Some historical data*. <http://carlosjesusmaita.blogspot.com/2012/10/el-historico-hoteltermas-de-rosariode.html>
- Pozo Solís, A. (2007): "Mapping of Social Actors", prevalidated working paper.
- Rivas, J (2012): *Historia de Rosario de la Frontera*. Gráfica e Imprenta Pons. Rosario de la Frontera (Salta-Argentina).
- Solis, J (1987) : *Las Termas de Rosario de la Frontera*. Suma Edition. Buenos Aires.
- Tapella, E. (2007): *The mapping of Key Actors, working paper of the project Effects of functional biodiversity on ecosystem processes, ecosystem services and sustainability in the Americas: an interdisciplinary approach*, Universidad Nacional de Córdoba, Inter-American Institute for Global Change Research (IAI).