This paper reviews the Chilean tourism planning taking place to develop and promote sustainability among tourism entrepreneurs in order to develop, position and promote itself as a sustainable tourism destination. This article frames this policy of market-based instruments in ecological modernisation theory, and then outlines in detail the information evaluated, the institutions involved, the processes and organs established and the development path taken. The article suggests some lessons learned from this process for other destinations in the form of critical factors that enable this process and give greater assurance to ensure that policies, plans and programs are successful and endure over time.

KEY WORDS: tourism policy, sustainability, public-private partnerships.