



PLAN ESTRATÉGICO DE TURISMO SUSTENTABLE 2025 TIERRA DEL FUEGO



Gobierno de
Tierra del Fuego
Antártida e Islas
del Atlántico Sur



INSTITUTO
FUEGUINO
DE TURISMO

FINDEL
MUNDO
END OF THE
WORLD
TIERRA DEL FUEGO
PATAGONIA - ARGENTINA



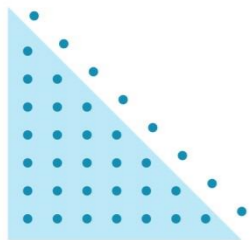
**CONSEJO FEDERAL
DE INVERSIONES**

DMO Destination Management Organization



**INSTITUTO
FUEGUINO
DE TURISMO**

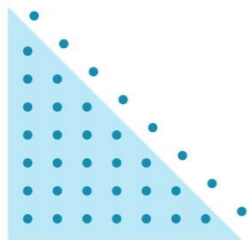
Government agency



**PLAN ESTRATÉGICO
DE TURISMO
SUSTENTABLE 2025
TIERRA DEL FUEGO**



TIERRA DEL FUEGO SUSTAINABLE TOURISM STRATEGIC PLAN 2025



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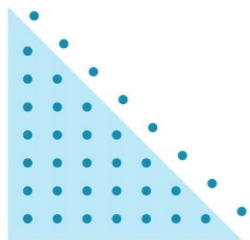
Agenda

I. The challenges

II. The strategy

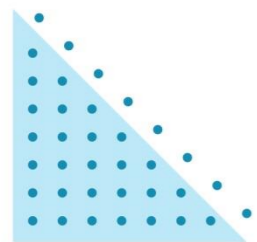
III. The approach

IV. The outcome



I. The challenges

1. To update the existing Plan
2. Covid-19 touristic outlook
3. Available statistics
4. The SDG



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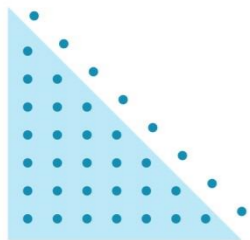
I. The challenges

5. The DMO image



6. Brand identity

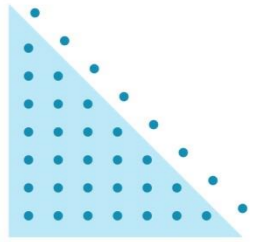
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I. The challenges

6. Tourism destinations identity/brand



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**RIO
GRANDE**

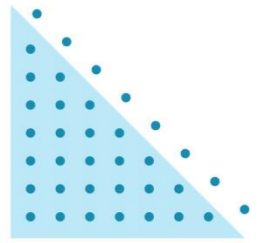


USHUAIA



I. The challenges

6. Tourism destinations identity/brand



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Tolhuin

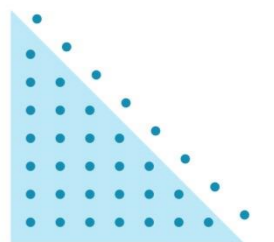


Pto. Almanza



I. The challenges

7. To include Antarctic Tourism in the Plan



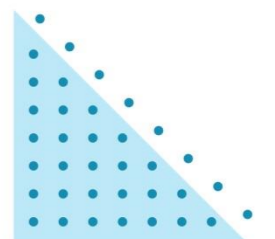
I. The challenges

7. To include Antarctic Tourism in the Plan

Our role as gateway



- To improve service quality at port (waste mgmt., food supply, health services, consular assistance)
 - To improve specialization & standards in local production to supply ships
 - The need of the Antarctic Visitor Center
- The role of Tierra del Fuego as a complementary destination of Antarctica
- To change the perception of Argentina's role in Antarctic tourism and share the story



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II. The strategy

A NEW STRATEGIC APPROACH



- **Strategic management**
- Community involvement
- Integrated planning & implementation
- **Stakeholder collaboration**
- Sustainable tourism & SDG



II. The strategy

A NEW STRATEGIC APPROACH



- Strategic management
- Community involvement
- Integrated planning & implementation
- Stakeholder collaboration
- Sustainable tourism & SDG

OVERALL GOALS

- To provide quality visitor experience
- To be sustainable, inclusive, and compliant with the needs of the community, the environment and the economy
- Considering tourism as core industry to the economy.



II. The strategy

A NEW STRATEGIC APPROACH



- Strategic management
- Community involvement
- Integrated planning & implementation
- Stakeholder collaboration
- Sustainable tourism & SDG

OVERALL GOALS

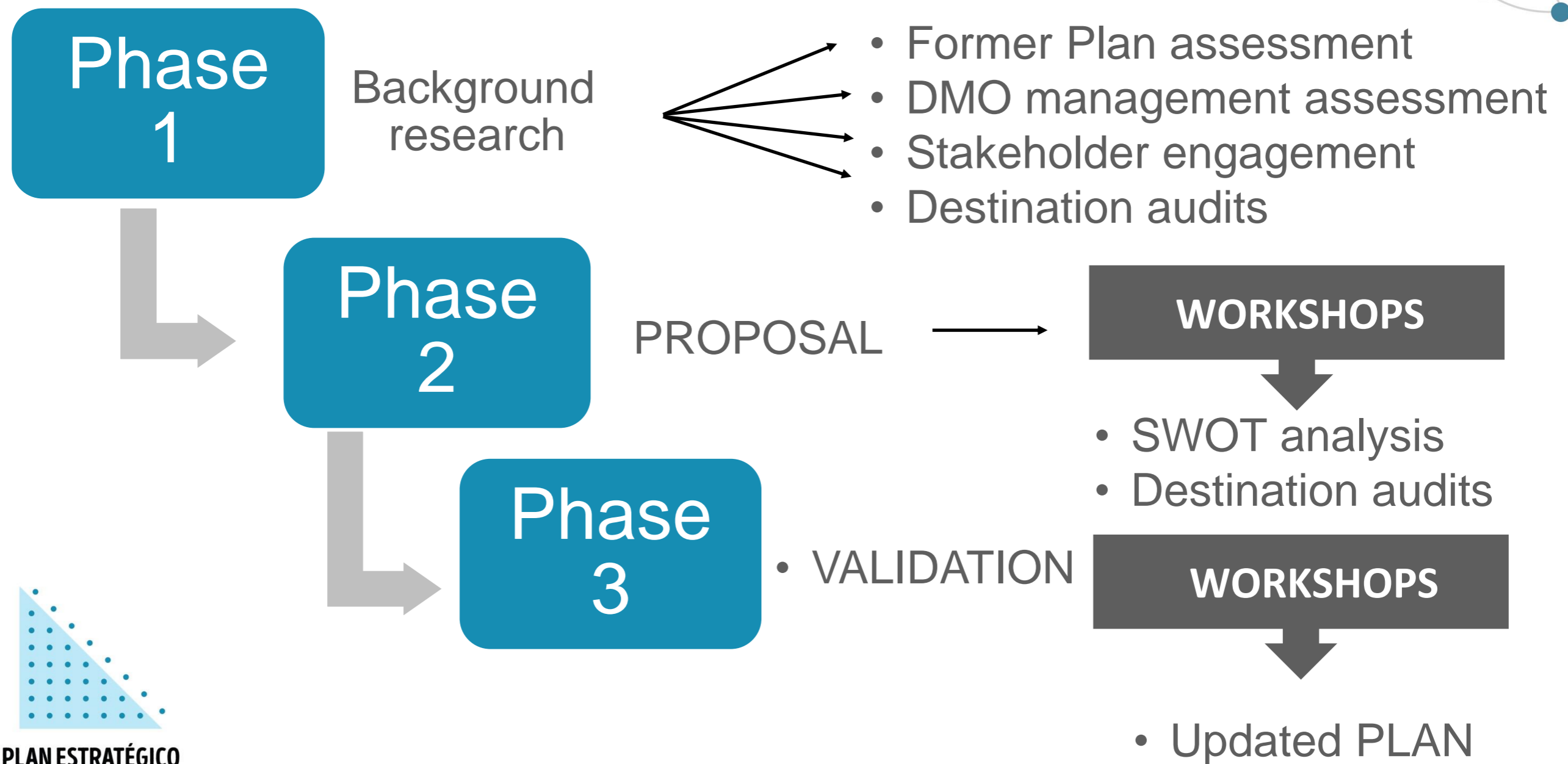
- To provide quality visitor experience
- To be sustainable, inclusive, and compliant with the needs of the community, the environment and the economy
- Considering tourism as core industry to the economy.

KEY ASPECTS

- Identity
- Integration
- Innovation
- Intelligence

III. The approach

The plan development phases



III. The approach

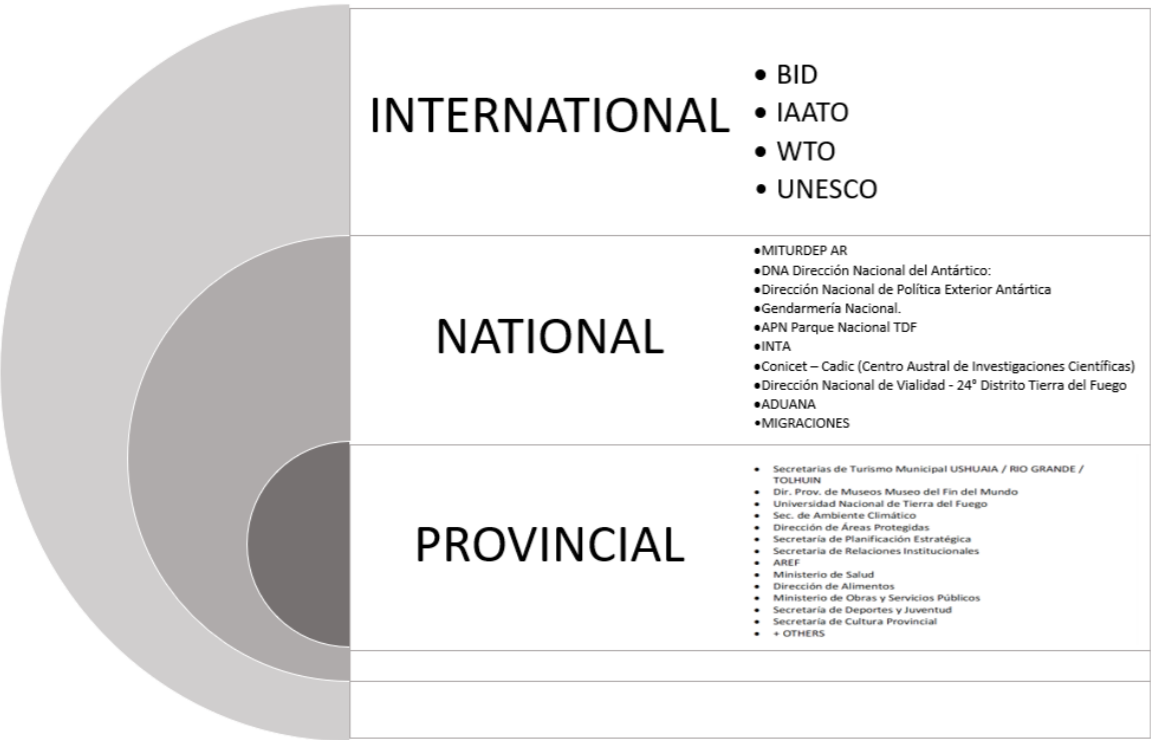
Phase 1 Stakeholder engagement

+ 30 individual consultations with key stakeholders, private & public sector



III. The approach

Phase 1: STAKEHOLDER ANALYSIS

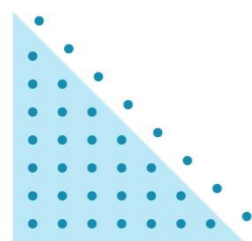
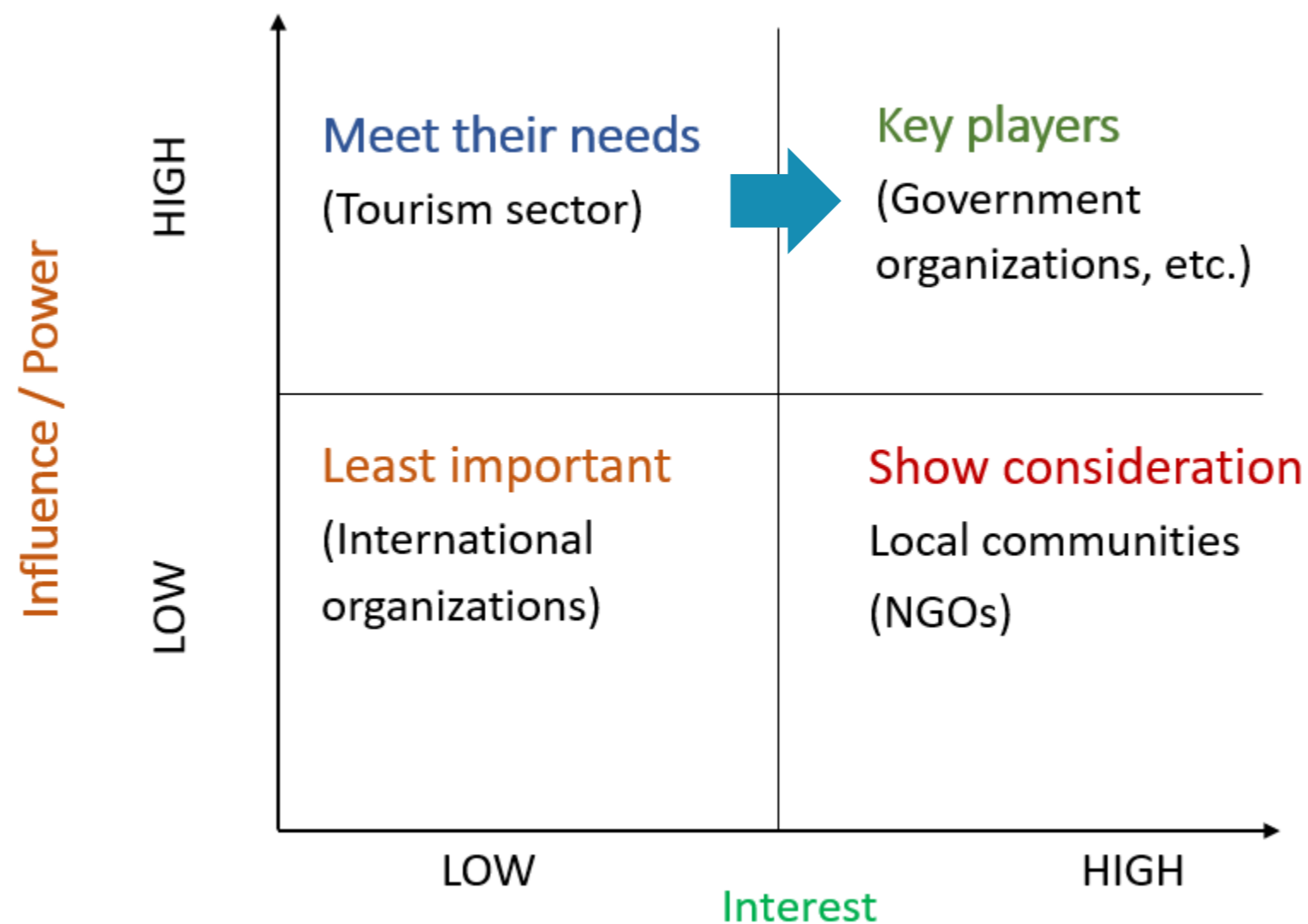


TOURISM SECTOR & NGOs		
Cámara Hotelera Gastronómica de TDF AHT Filial TDF AAFUVYT - APROTUR AEROLINEAS ARGENTINAS LONDON SUPPLY aeropuerto Aeropuertos Argentina 2000 OTHERS	Cámara de Turismo de TDF Confederación Agencia de Desarrollo Ushuaia - Ushuaia Bureau Asociación Argentina de Guías de Montaña -sede Ushuaia OTHERS	UshuaiaAsociación Península Mitre Manekenk Asociación Bahía Encerrada ABE Comunidad indígena Yagan Paiakoala Asociación Rural de Tierra del Fuego ASOC. RIOGRANDENSE DE PESCA CON MOSCA Cámara de Cotos de Pesca Deportiva ONG Estepa Viva

III. The approach

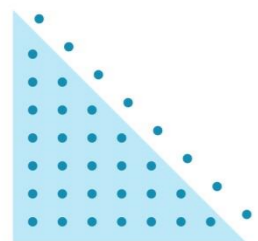
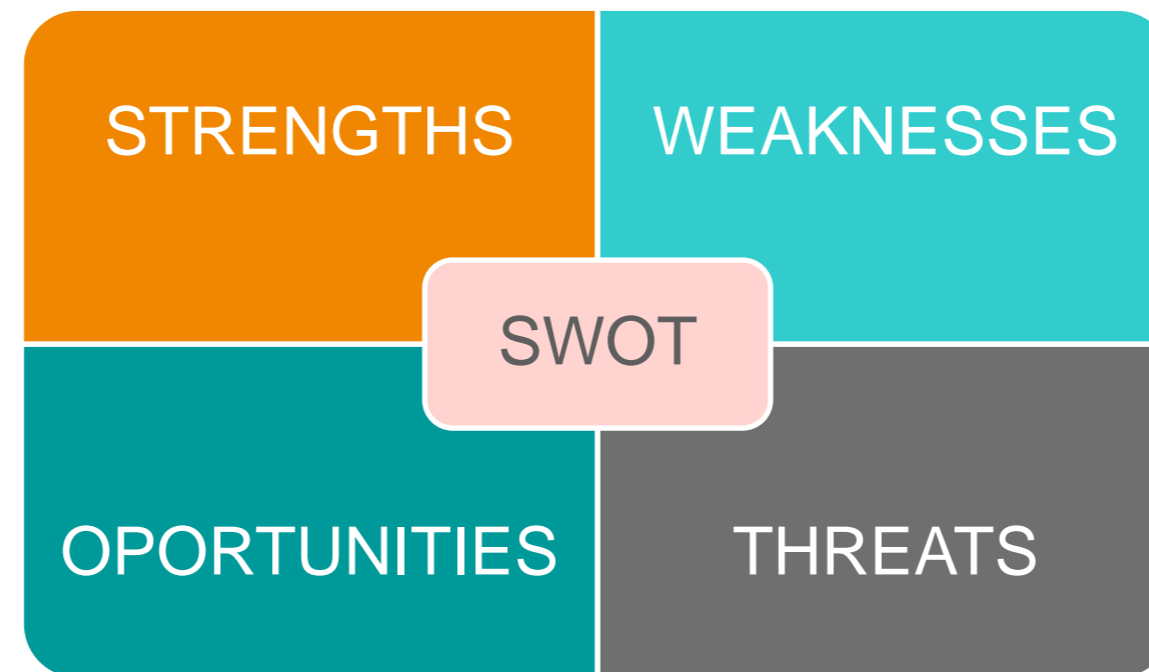
Phase 1: STAKEHOLDER ANALYSIS

The Stakeholder Mapping: Power /Interest Matrix



III. The approach

Phase 1: SWOT analysis



3. The approach

Phase 1: Tourism Destination Audits

DESTINATION IMAGE & FACTS



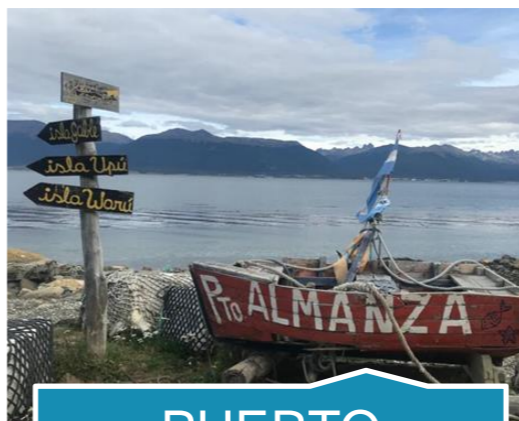
RIO GRANDE



TOLHUIN



USHUAIA



PUERTO
ALMANZA

Renewable Energy

Water & Sanitation

Waste management

Mobility

Accessibility

Environmental issues

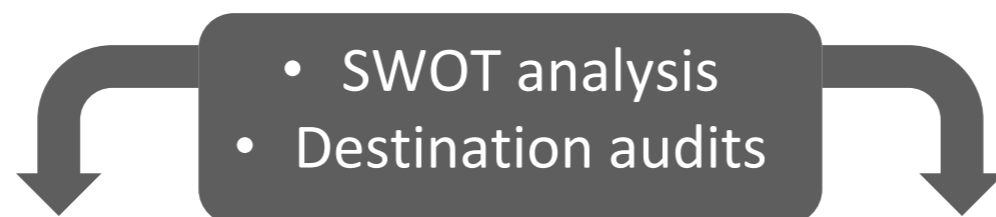
Protected Areas

FACTS

Existing narrative – tourism development – products & infrastructure

III. The approach

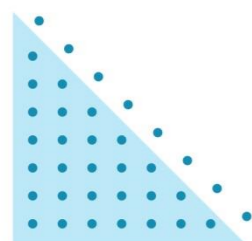
Phases 2 & 3: Workshops – for proposal & validation



- 3 Rio Grande
- 3 Tolhuin
- 4 Puerto Almanza
- 3 Ushuaia

Public organizations & local tourism stakeholders

- 2 INFUETUR
- 3 Antarctic Tourism
- DMO staff
- Provincial and national organizations



III. The approach

Phases 2 & 3: Workshops – for Proposal & validation

Stakeholder workshops:
private & public organizations



III. The approach

Phases 2 & 3: Workshops – for proposal & validation

DMO staff engagement workshops



III. The approach

Phases 2 & 3: Workshops – for proposal & validation

Antarctic Tourism Workshops

- 1 Provincial organizations
 - 2 Provincial & National agencies
- In Ushuaia & Buenos Aires



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Planificación InFueTur está presentando

ANÁLISIS REGIÓN ANTÁRTIDA E ISLAS DEL ATLÁNTICO SUR

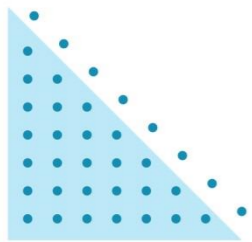
- El Sector Antártico Argentino forma parte del territorio de la Provincia de Tierra del Fuego, Antártida e Islas del Atlántico Sur (Ley 23.775), aunque está sujeto al régimen del Tratado Antártico, firmado en 1959.
- Ushuaia presenta ventajas fundamentales como puerta de entrada a la Antártida, gracias a la distancia que la separa de la Península Antártica (tan solo 1000 km) y el desarrollo de obras de infraestructura. Estas características hacen que sea la puerta de entrada más activa, concentrando entre el 85% y el 90% del total de flujos turísticos (Morgavi, Cohen y Vereda, 2020).
- Se presentan las siguientes situaciones con respecto a la identidad fueguina sobre esta región:
- Déficit en la valoración de la población sobre la vinculación de la Provincia con la Antártida.
- Inexistencia de un proyecto integral de formación curricular en temas antárticos en los distintos niveles de la educación fueguina.
- Respecto a la actividad turística:
- Solicitud de mejora en la calidad de los servicios directos e indirectos (abastecimiento, mecánica, residuos, salud, servicios consulares, etc.)
- Déficit en la especialización y aplicación de estándares de calidad en la producción de bienes y servicios para el abastecimiento de las embarcaciones.
- Ausencia de un centro de visitantes antárticos, circuitos o espacios que permitan vincular la historia, la ciencia, la naturaleza, etc. que conectan a la Isla Grande de TDF con el continente blanco.
- Reforzar las medidas de seguridad biológica.

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IV. The outcome

The Plan

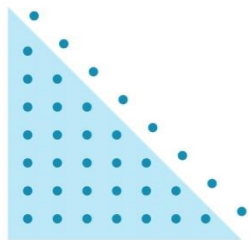
5 Strategic Pillars
13 Programs
49 Projects
+200 Actions



IV. The outcome

The Plan 5 Strategic Pillars

1. The tourist experience (product)
2. Relationship with tourism sector
3. DMO management & stakeholder engagement
4. Integrated planning & collaboration
5. Tourism Intelligence

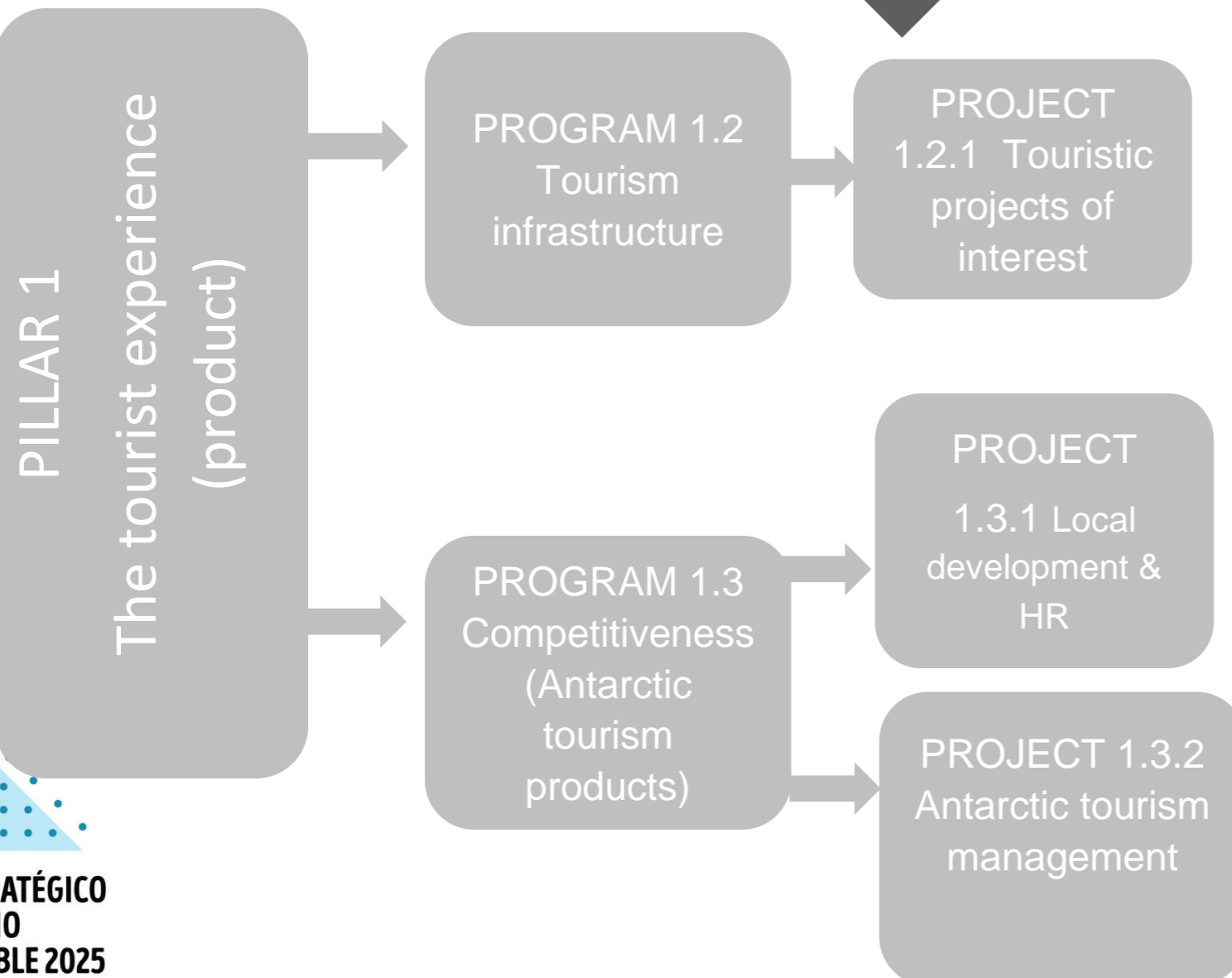


IV. The outcome

Programs, Projects and Strategic Actions

Antarctic Tourism

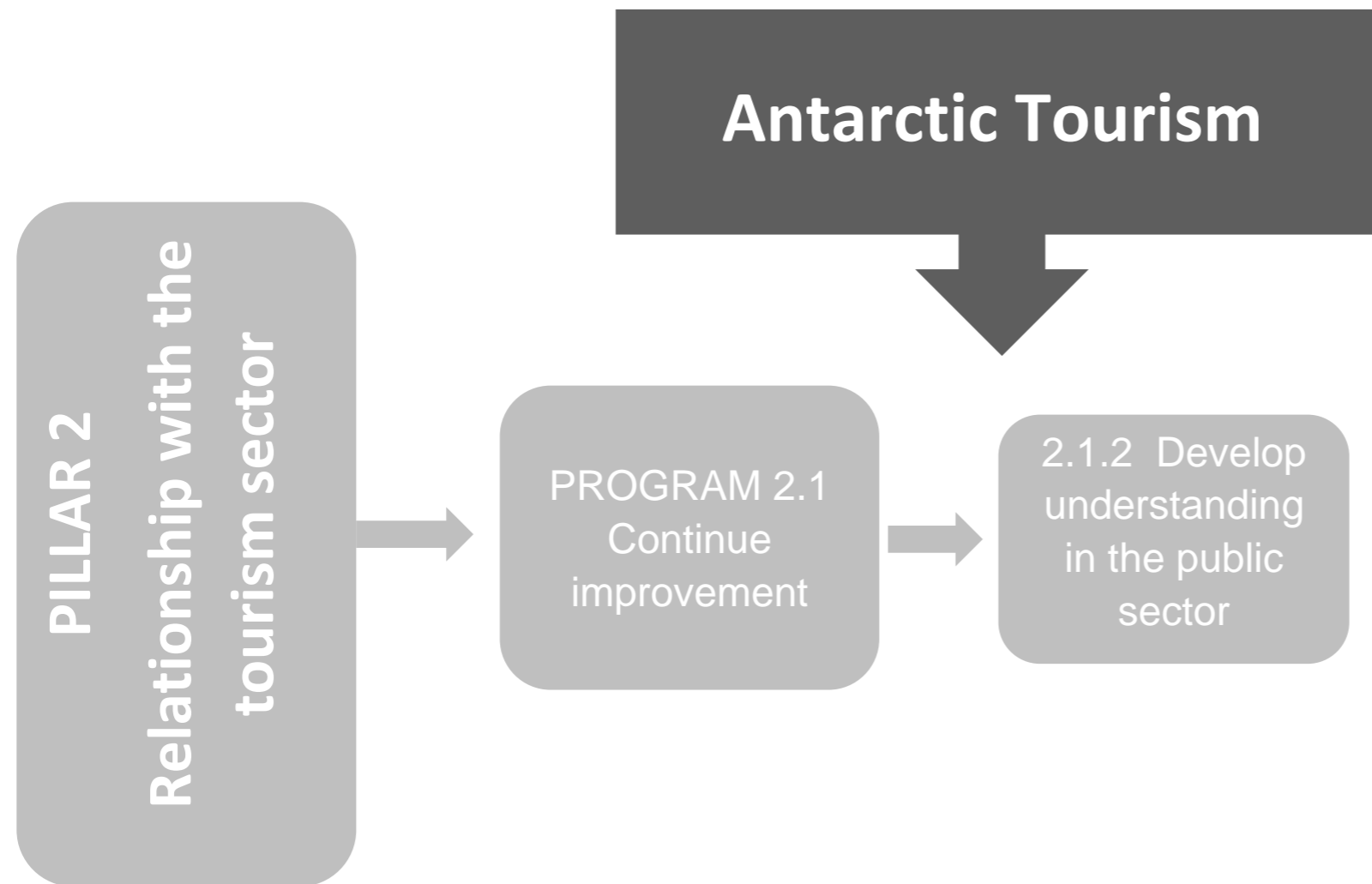
STRATEGIC ACTIONS



- Development of the executive project & other projects connected to the Antarctic Visitor Center
 - To develop the Antarctic logistics center
 - To set up & update HR database
 - To optimize local services (waste, food supply, health)
- To develop a complementary offer
- To update the website with info of Antarctic tour operators

IV. The outcome

Programs, Projects and Strategic Actions

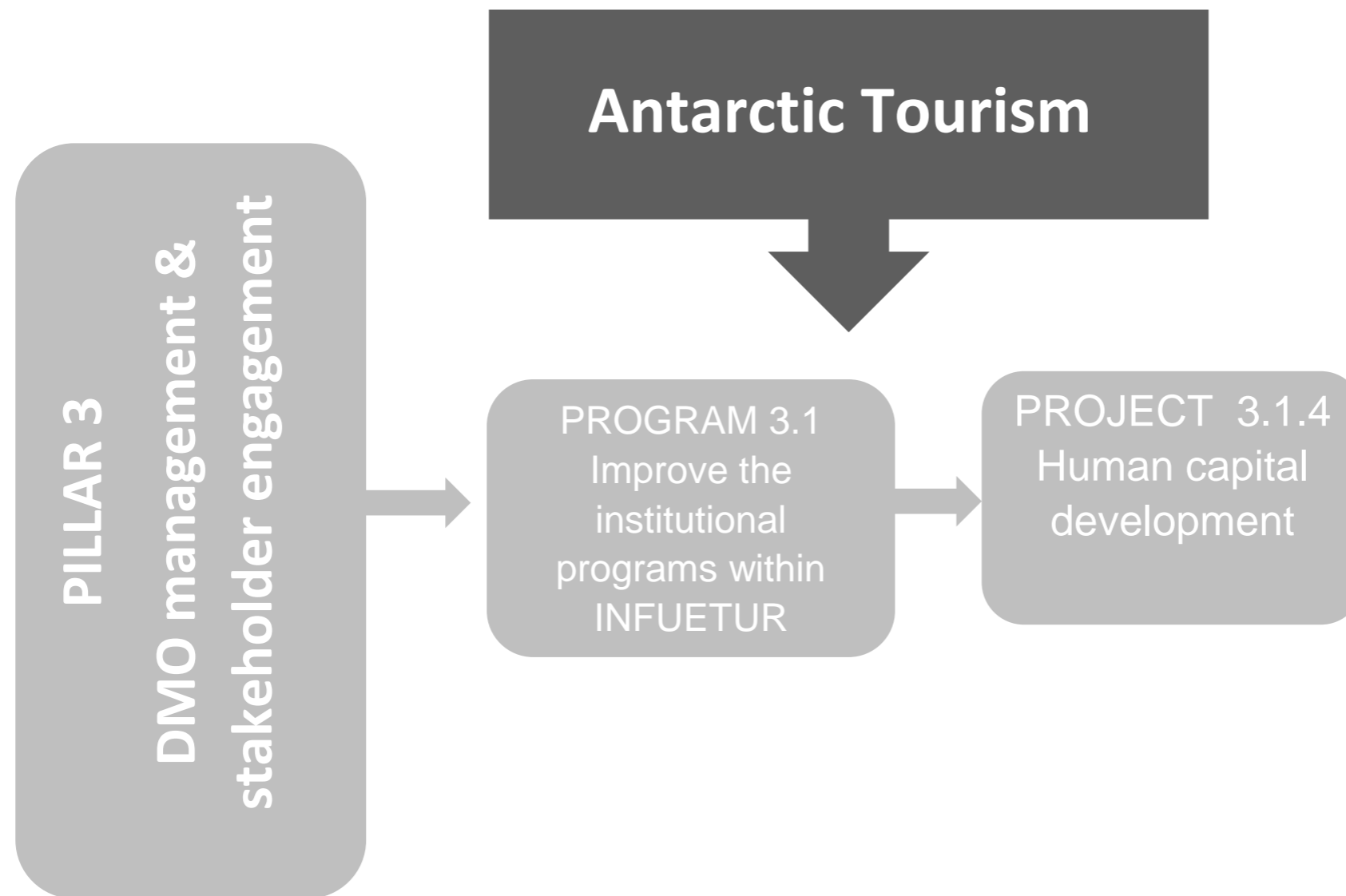


STRATEGIC ACTIONS

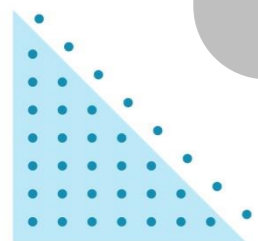
- Staff training in key areas (borders, ports, airports)
- Staff training in Antarctic Treaty protocols

IV. The outcome

Programs, Projects and Strategic Actions

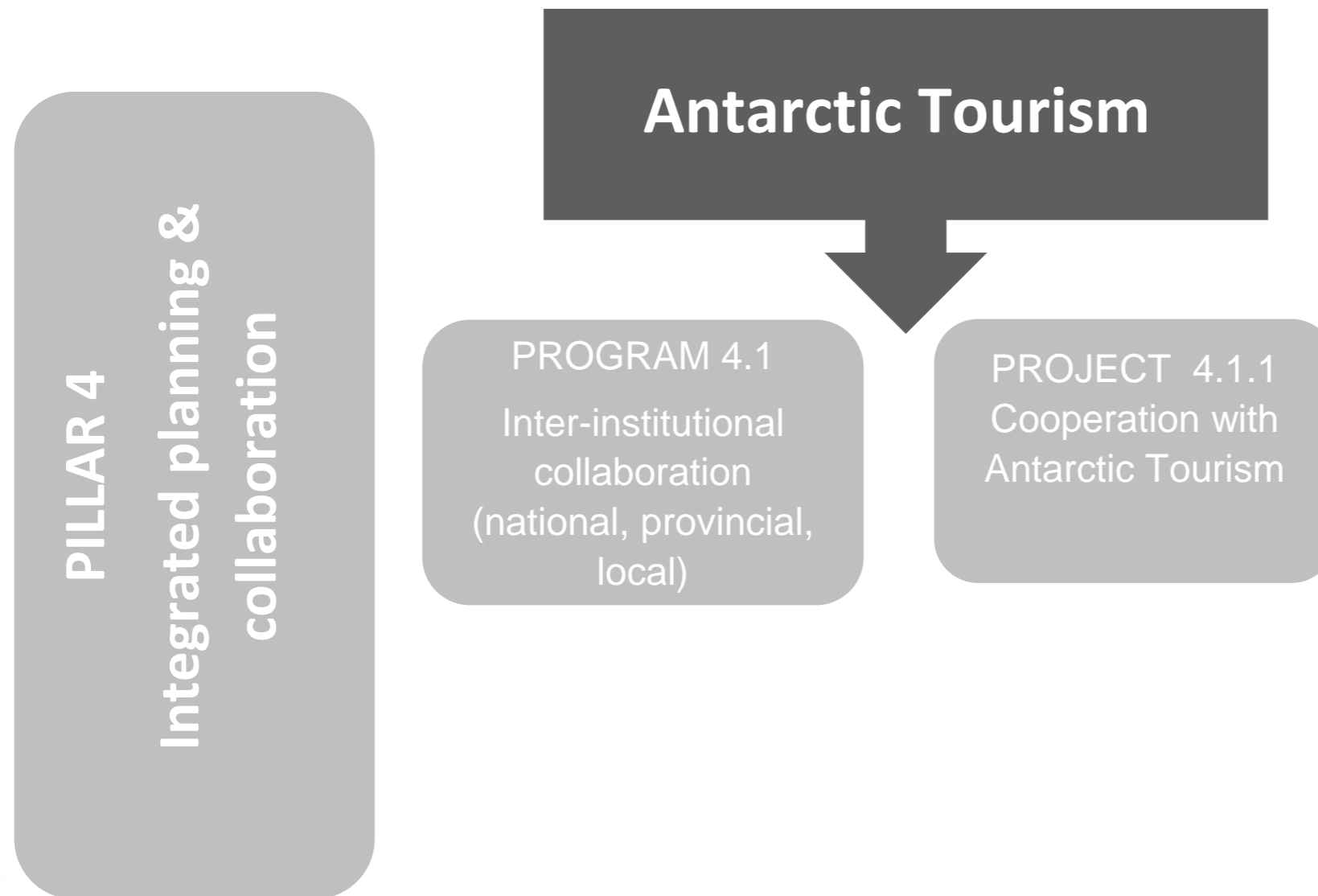


Collaboration with academic institutions for training in Antarctic topics



IV. The outcome

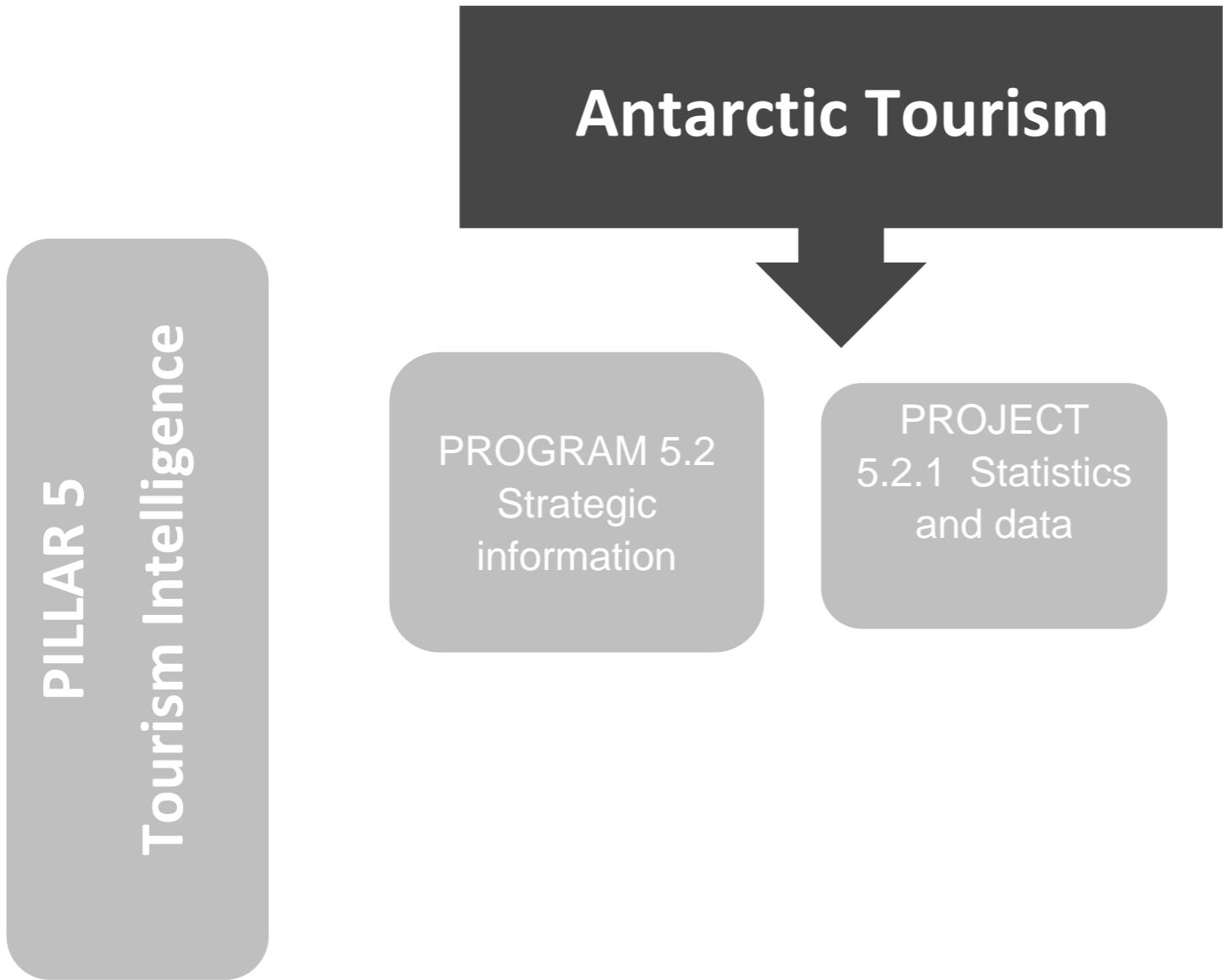
Programs, Projects and Strategic Actions



- To develop and coordinate an inter-institutional discussion for development of Antarctic tourism
- To define narrative of national Antarctic history, develop content and share
- To improve environmental mgmt.
- To optimize local supply

IV. The outcome

Programs, Projects and Strategic Actions

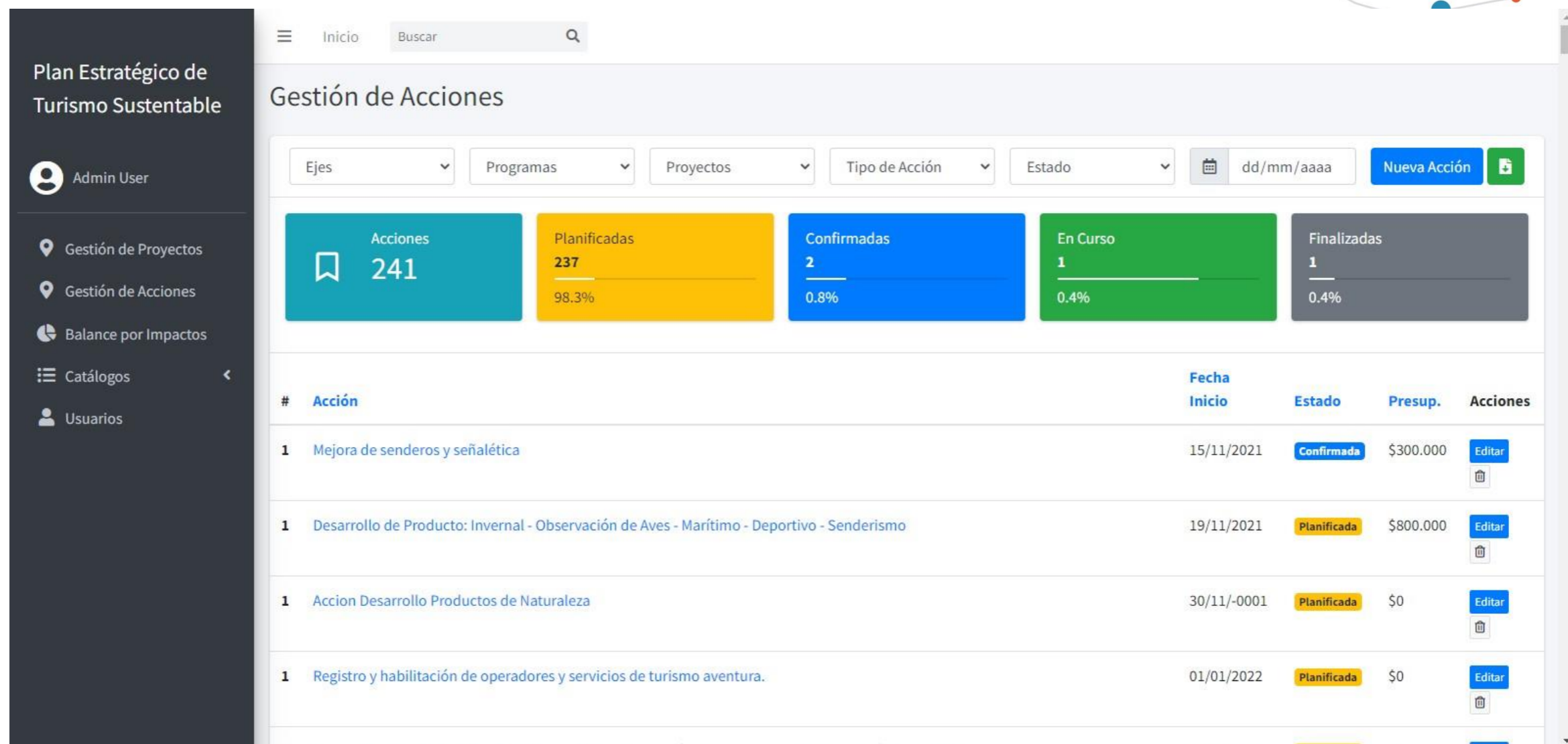


To compile and release seasonal reports about Antarctic expeditions



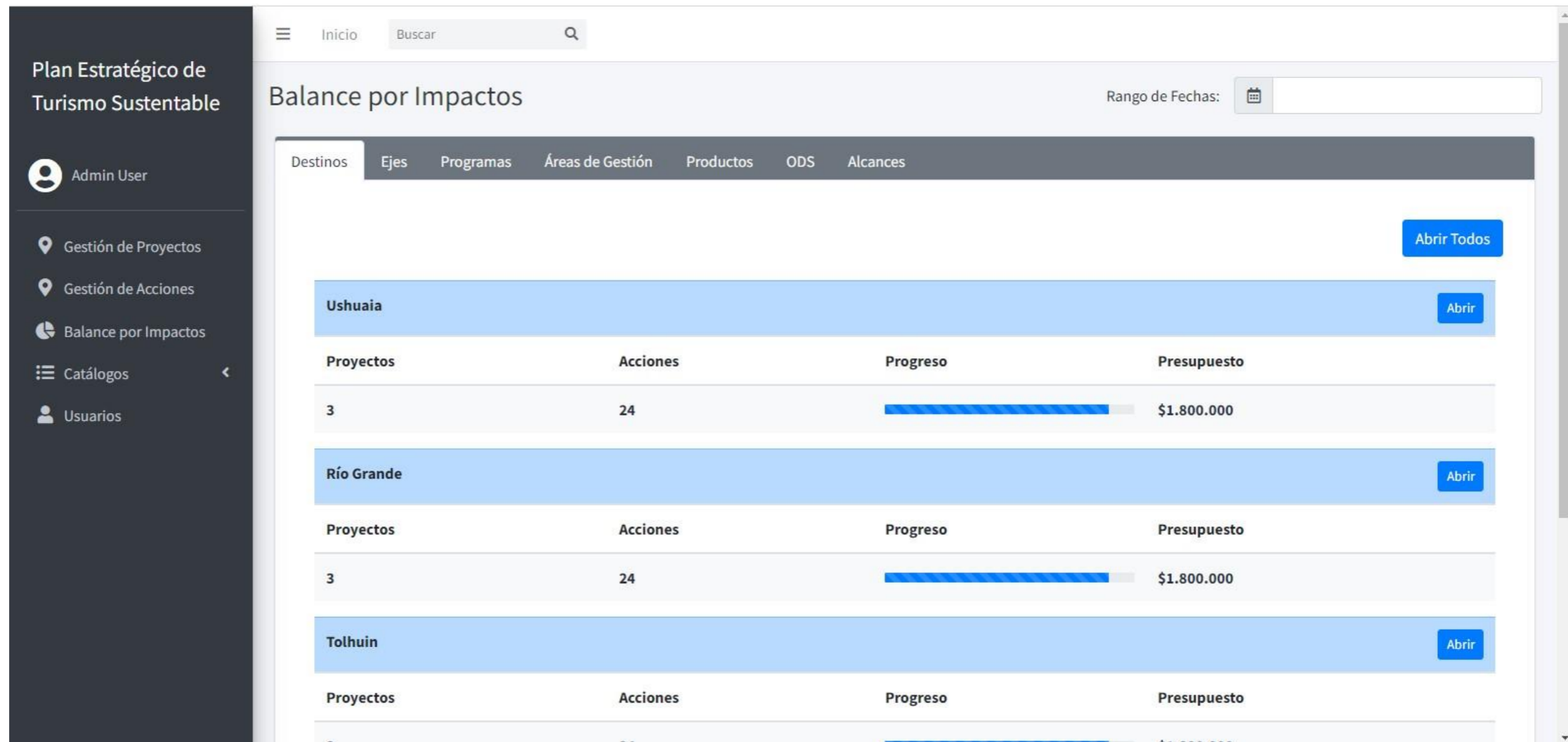
IV. The outcome

System for carrying out the Plan



IV. The outcome

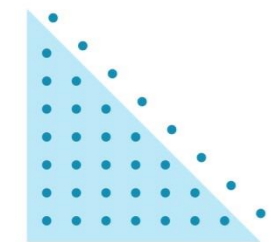
Communication Plan for the strategic plan



IV. The outcome

Conclusion

- The plan is the result of **comprehensive research, community engagement, stakeholder outreach and collaboration** with DMO team members
- The Plan sets a **direction** for the Province, **identifies future potential growth** and **recognizes the opportunity** the DMO has to **harness and manage** the growth for the benefit of the community and visitors.
- **Working together** with the many government agencies, organizations, community and stakeholders **is key for success.**



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TIERRA DEL FUEGO SUSTAINABLE TOURISM STRATEGIC PLAN 2025

IV. The outcome

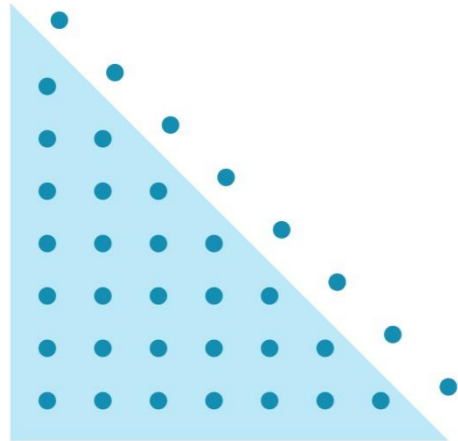
The final document

https://infuetur.gob.ar/plan_estrategico



Available in Spanish only

<https://findelmundo.tur.ar/es>



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THANK YOU

