

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

EXECUTIVE

Summary

Report

ANTARCTIC TOURISM

In 2021 the Instituto Fueguino de Turismo carried out the update of the "Strategic Plan for Sustainable Tourism of the Province of Tierra del Fuego" (SPST-TDF) through a process that coordinated public and private efforts to work on tourism development in Tierra del Fuego. The project was developed in three stages: diagnosis, proposal and validation.

In each stage of the updating of the provincial tourism diagnosis, the participation of the tourism sector stakeholders was necessary to achieve a consolidated document which was validated in workshops and technical tables in which the local community, public and private representatives actively participated, distributing the actions in Río Grande, Tolhuin, Puerto Almanza and Ushuaia.

Three technical meeting tables on Antarctic tourism were also organized, one in situ with the actors of local organizations in Ushuaia, another in Buenos Aires with actors of national organizations and virtually with the presence of organizations of the province, and a last virtual technical meeting for both provincial and national organizations.

Based on the contributions made in the interviews and workshops, work was done to consolidate a document that set out the main guidelines for the provincial tourism planning, management and promotion strategies for the coming years. In this way, the process continued with meetings to validate the results and convene the sector's stakeholders.

Participation and co-responsibility of key stakeholders

The public sector made valuable contributions to this Plan, we highlight the participation at national level of the Ministry of Tourism and Sports (MINTURDEP), National Institute for Tourism Promotion (INPROTUR), National Antarctic Directorate -DNA- and National Directorate of Antarctic Foreign Policy -DNPEA- (MRECIC), National University of Tierra del Fuego (UNTDF). From Tierra del Fuego's Agencies: Ministry of Production and Environment; Secretariat of Malvinas, A.I.A.S. and International Affairs; Secretariat of Strategic Planning, Provincial Port Authority (DPP).

Participatory planning has characterized this process of updating the SPST; however, the role of the stakeholders is not limited only to the contribution of their vision and knowledge in the strategic definition process. On the contrary, they are the ones who act on a daily basis on the development factors of the activity. They are therefore jointly responsible for the implementation of the Plan and for accompanying IN.FUE.TUR's management in achieving the proposed objectives.

Thus, in order to carry out basic infrastructure works or to support the tourist activity, it is necessary to work together with other provincial and national government agencies. Likewise, for the development of the Antarctic product, it is necessary to work in coordination with different governmental areas. That for the configuration of new tourist products it is essential to organize with the private sector. Or that in order to increase the levels of sustainability of the activity, it is necessary to implement joint processes with municipal and provincial organizations and academic institutions.

Antarctic Tourism Planning in TDF

Based on the above, this document is a summary of the strategic guidelines, programs and projects that are specifically related to Antarctic tourism, with special focus on the role of Tierra del Fuego as a complementary destination to Antarctica and as a gateway to the destination.

AIM 1. Tourist Experience

PROGRAM 1.2 » Management of tourism infrastructure

Project »1.2.1 Facilities and infrastructure of tourist interest

Strategic actions

- Development of executive project and works linked to Antarctica (Antarctic Center for visitors)

PROGRAM 1.3 » Competitiveness of the destination linked to cruise and Antarctic tourism products.

The objective: To improve the competitiveness of the destination Tierra del Fuego and the positioning of Ushuaia as the main gateway to Antarctica, by strengthening the value chain of cruise ships and Antarctic tourism. And through the development of complementary tourism products that allow increasing the stay of tourists in the Isla Grande de Tierra del Fuego, thus generating greater benefits for the entire province.

Project »1.3.1 Local Development and HR Management for Antarctic cruise ship

tourism

Strategic actions

- Development of the Antarctic logistic hub.
- Definition of marketing channels for tourist services in the port of Ushuaia.
- Linking local producers and maritime operators to supply ships (related to project 4.1.1).
- Development of a specialized and/or themed offer for the Antarctic cruise segment.
- Creation of a database on human resources needs, cruises and Antarctic expeditions (labor exchange).
- Support for the development of local companies that provide complementary specialized services.
- Improving the quality of services (supply, mechanics, waste, health, consular services, etc.).
- Support for the associative processes of local food producers so that they can increase the scale of production and supply the cruise ships.

Project »1.3.2 Management of Antarctic Tourism

Objectives: To increase the complementary offer for Antarctic tourism in Ushuaia and improve the link between cruise tourism and the island.

Strategic actions

- Analysis of incorporation of complementary destinations for Antarctic travel.
- Designing and construction of the Antarctic visitor center.
- Designing of a tourist circuit with points of interest to link Antarctic tourism to the province (related to project 4.1.1.)

- Development of seminars or other workshops to train guides on the new circuits in the province.
- Updating of the website <https://tierradelfuego.org.ar> to incorporate specific information of interest to local agencies and cruise operators in Buenos Aires that market this product.

AIM 2»Relationship between the sector and tourists

PROGRAM 2.1 » Ongoing improvement

Project »2.1.2 Knowledge management in the public sector

Strategic actions:

- Training for personnel in border areas, ports and airports.
- Training on the protocols of the Antarctic Treaty with certification and/or endorsement of the authorities of the Argentine Antarctic program.

AIM 3»IN.FUE.TUR. management and articulation with the key actors.

PROGRAM 3.1 » Internal Management

Project »3.1.4 Development of human capital.

Strategic actions: Alliances with academic and training exchange institutions on Antarctic issues.

AIM 4» Cross-sector cooperation and horizontal



Integration of government and legislative management

PROGRAM 4.1 » **Inter-institutional management: municipal, provincial and national**

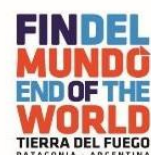
Project »4.1.1 Cooperation for Antarctic Tourism

Objectives: To establish a space for dialogue and inter-institutional management for the development of Antarctic Tourism that coordinates actions between the province and the nation for the improvement of management processes, applicable regulations and the creation or enhancement of the associated tourism resources.

Strategic actions:

- Creation and coordination of an inter-institutional committee for the development of Antarctic Tourism.
- Definition of a National Antarctic narrative and its relation with Tierra del Fuego for the elaboration of content and outreach material.
- Creation of the Antarctic Center for Visitors in the city of Ushuaia.
- Coordination for the improvement of environmental management and prevention of the introduction of non-native species.
- Management for the inclusion of local products to supply Antarctic ships.

AIM 5. Tourism Intelligence



PROGRAM 5.2 » **Strategic information**

Project »5.2.1 Organization and communication of statistical data

Strategic actions

- Development of a sailboat data analysis report.
- Development of seasonal reports on cruises and Antarctic expeditions.

To access the complete SPST TDF2025 documents go to:

https://infuetur.gob.ar/plan_estrategico