

Chile



Challenges and Visions for a Sustainable Destination

UNIVERSIDAD TECNOLÓGICA DE CHILE
INSTITUTO PROFESIONAL
CENTRO DE FORMACIÓN TÉCNICA



The case of Futaleufu, Natales and Lake Budi
By Felipe Vera

But first, who I am ?

- **A passionate about Sustainable tourism**
- **A believer of continuous improvement**

Tourism become one of the fastest growing economic sectors in the world.

Chile is not the exception.

**Tourism in Chile grew by
148% in the decade
2007-2017.**

We have both quality and sustainability seals.



SELLO DE
Calidad
Turística



DISTINCIÓN
Turismo
Sustentable

Tourism promotion means a sustained increase in the number of visitors that Chile receives.

6.5 million tourists in 2017

Here comes the prizes...

The Telegraph

Travel | Lists

The 20 best destinations to
visit in 2017 1. Chile

**Chile Crowned “Best Adventure
Tourism Destination” in the World
Travel Awards 2015**





Everybody talks about Chile as a Tourist Destination

¿a benchmark for Special Interests
Tourism?

So... what are we looking for?

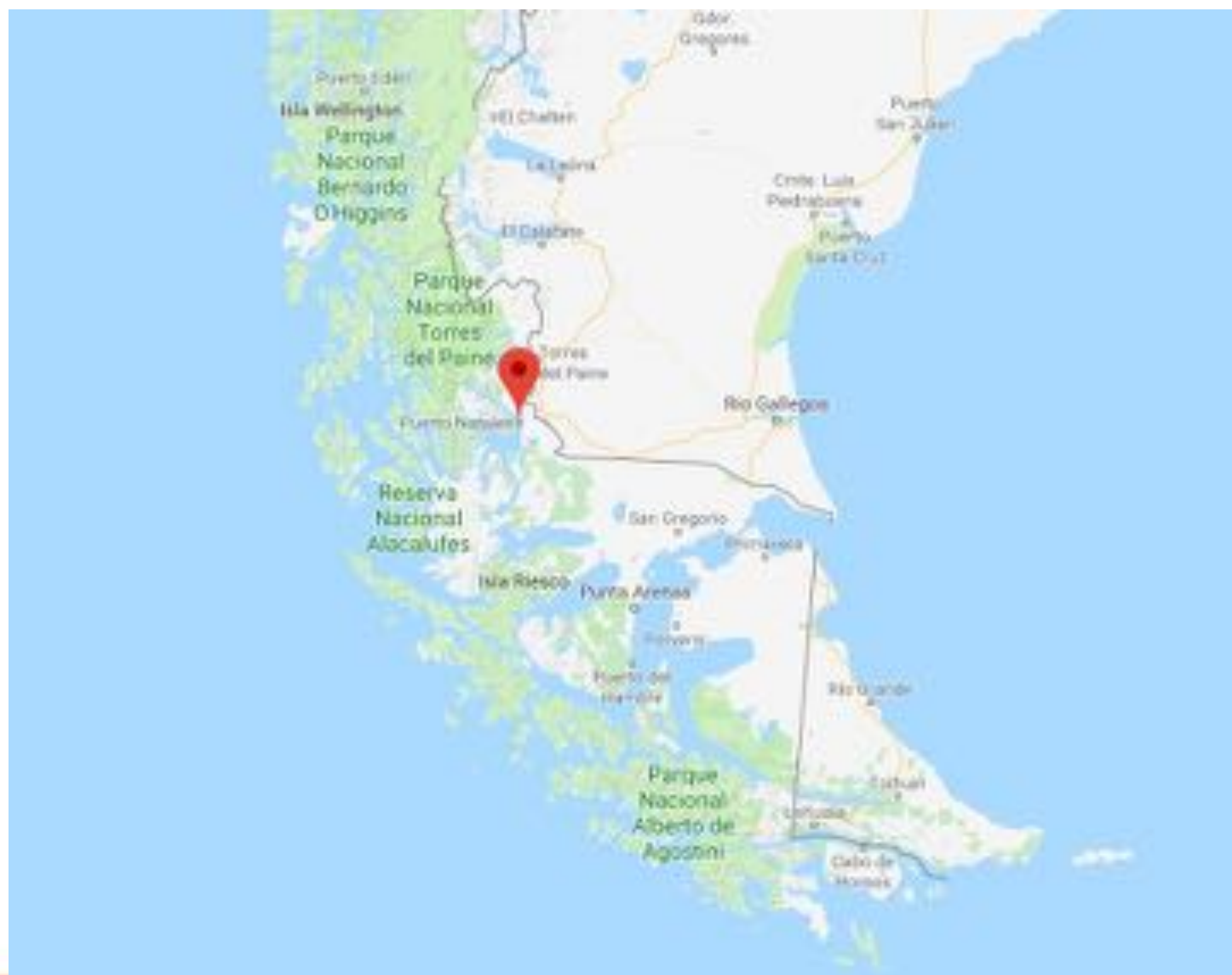
More tourists and prizes?

Conservation, a country proposal?

The case of Natales, Futaleufu and Lake Budi

Natales is considered the gateway to the world famous Torres del Payne national park.





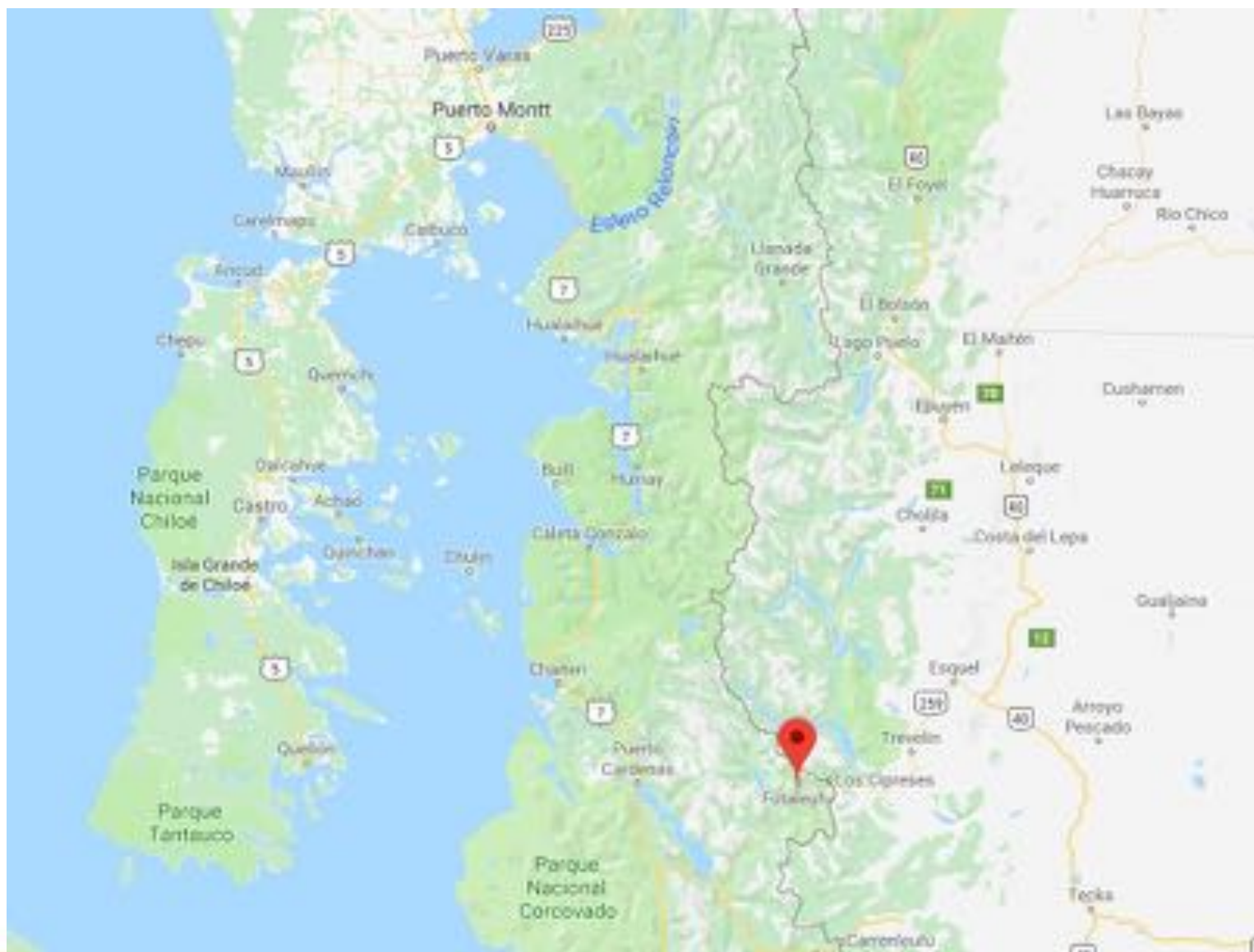
Its economy depends in part on tourism, but also on port activity.

Now it seeks to have its own identity, mostly associated with sustainable tourism.

Futaleufu instead depends on adventure tourism, with a peak between the months of December to March (Chilean holidays and summer season)

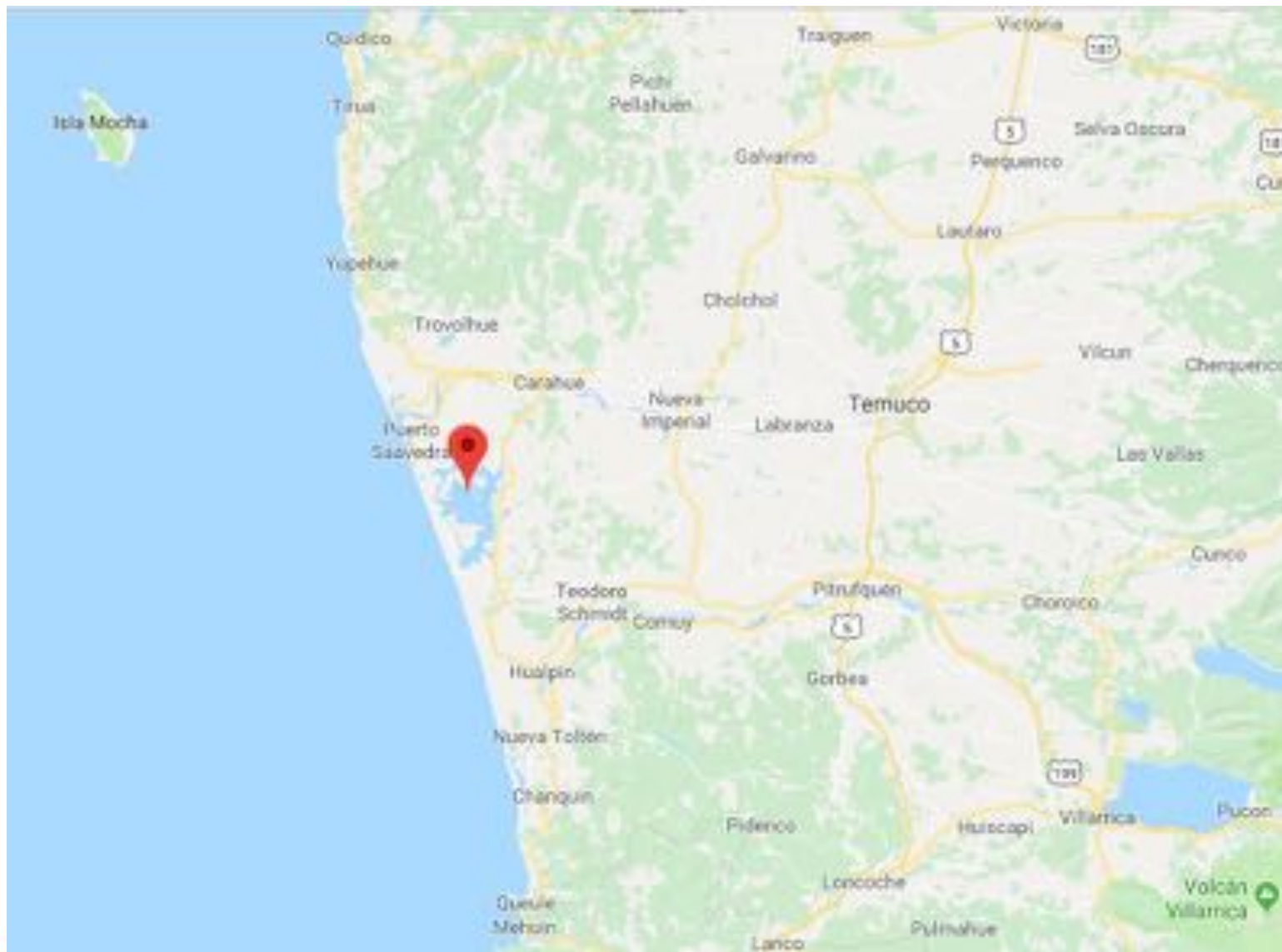






Budi Lake on the other hand, is recognized as a place where tourists can live an experience with mapuches.





This three destinations have common points:

- **Authorities that need quick results with little or no investment**
- **No existence of territorial planning associated with tourism**
- **Natural and cultural heritage that needs to be protected**

But there is also:

- **Lack of professionalism in tourism departments**
- **Tourism consultants receiving government subsidies**

What am I proposing for these destinations?

Diversification of local economy and conservation of natural and cultural heritage through the generation of sustainable tourism experiences.

In summary:

- **A tourism development plan focused on improving the living conditions of the inhabitants.**
- **DMO that is the result of a P.P.P. and with focus on segmented positioning.**

In summary:

- **Creation of a tourism observatory with active participation of the academy and students of tourism (learning by doing)**
- **Data Intelligence + Open Data**

After 5 months of having delivered these ideas:

- **2 of 3 destinations are working on a sustainable tourism development plan**
- **3 out of 3 understand the need to professionalize their tourism departments**

After 5 months of having delivered these ideas:

- **2 of 3 destinations are making alliances with the academy and students of tourism**
- **2 of 3 destinations want to implement data intelligence A.S.A.P.**

Facts:

- **More tourists will come to Chile**
- **No destination in Chile takes into account the opinion of the local community**
- **There is a significant carbon footprint in our sector**

**That's why the challenge is to
be Top100 sustainable
destinations
(and we are working hard)**



Thank you!

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