Update of the "Plan Estratégico de Turismo Sustentable de la Provincia de Tierra del Fuego" ("Strategic Plan for Sustainable Tourism of the Province of Tierra del Fuego") (PETS-TDF 2025)

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**Information Paper submitted by Argentina**

***Summary***

This document reports on the recent update of the "Plan Estratégico de Turismo Sustentable de la Provincia de Tierra del Fuego" ("Strategic Plan for Sustainable Tourism of the Province of Tierra del Fuego"), of the Fuegian Institute of Tourism (INFUETUR), under the authority of the government of the Province of Tierra del Fuego, carried out with the participation of the national and provincial public sectors and the private sector, to work on developing tourism in the province. The plan included issues related to the role of Ushuaia as the gateway city to Antarctica and the main port of support for Antarctic cruise ship tourism activity. The document is an invitation to the Meeting, extended particularly to the countries with gateway cities to Antarctica, to consider its content, with a view to integrating possible joint actions framed in strategic plans for the development of Antarctic tourism such as that presented here.

***Background***

In December 2010, the INFUETUR, approved the "Plan Estratégico de Turismo Sustentable de la Provincia de Tierra del Fuego (PETS-TDF) - Itinerario 2020" ("Strategic Plan for Sustainable Tourism of the Province of Tierra del Fuego” (PETS-TDF) - 2020 Itinerary). During its preparation, INFUETUR relied on the work of a group of external (local) consultants, with the support and assistance of internal consultants from the Institute, and with significant participation from the stakeholders in tourism and the community of the entire province.

The general objective of the PETS is for tourist activity to develop sustainably, contributing to improving the quality of life of the local population, providing higher quality to the travel experience for visitors, maintaining the balance of the environment, thus obtaining greater levels of economic profitability of the tourist activity for the benefit of the local population.

In 2021, the PETS 2025 update was initiated, applying a new planning and management model appropriate to the current post-pandemic scenario and the evolution of tourism as an economic sector.

***Development of the update***

The PETS TDF 2025 was developed following a work dynamic that included survey stages, interviews and workshops during August and October 2021 with the public and private sectors of Ushuaia, Puerto Almanza / Punta Paraná, Tolhuin and Río Grande, as well as with key stakeholders related to Antarctic tourism, both nationally and provincially.

The updating of the PETS represents the strategy for the tourism development of Tierra del Fuego for the next four years, considering production of the Plan to be the beginning of the planning sequence. For this reason, the new PETS incorporates a management and monitoring system for its annual operating plan as an organisational tool.

Accordingly, it was prepared with the support of the Federal Investment Council (CFI), by a team of external consultants, the technical departments of the Institute and the participation of the stakeholders directly and indirectly related to the tourist activity.

The aforementioned Plan contains the vision, general objective, specific objectives, strategic areas, programmes, projects and actions to be carried out by the Fuegian Institute of Tourism for the next four years, indicating the direction towards which efforts should be directed and setting the horizon to be reached, using tourism as the means and management as the process.

In order to contribute to the fulfilment of the provincial strategy, each PETS project linked to tourism management in Tierra del Fuego was analysed in light of the Sustainable Development Goals (SDGs).

Over the last few decades, cruise ship activity has positioned itself worldwide as an outstanding tourism segment, presenting a sustained growth rate and significant dynamism. Many of the tourists who visit the city of Ushuaia arrive by sea, so the cruise ship segment is of great importance for the destination, as it represents a significant percentage of tourist and visitor arrivals during the summer season.

Due to this, to the importance of the City as a gateway to Antarctica, and because the aim was to strengthen the axes linked to Antarctic tourism, with regard to the previous Plan, three technical round tables linked to the Antarctic region were held: one with stakeholders of provincial bodies in Ushuaia; another in Buenos Aires with participants from national organisations and, virtually, with the attendance of organisations from the province, plus a final technical round table for both provincial and national organisations, also held virtually.

To update the PETS, a participatory approach was followed from the diagnosis to the drafting, in order to listen to all the needs and interests of the stakeholders that make up the province's tourism sector, including providers, municipal and provincial officials, academics and even national organisations linked to the management of Antarctic tourism.

In order to strengthen the city of Ushuaia’s links and proximity to the Antarctic continent, in its Antarctic section, the Plan is aimed at:

* Highlighting Argentina’s 118-year presence in Antarctica, through interpretive and thematic tourist routes;
* Continuing the development of operational and logistics services in the port of Ushuaia;
* Strengthening the training of local human resources, highlighting enrolment in the courses available in the Master's Degree in Antarctic Studies of the National University of Tierra del Fuego (UNTDF), which provides up-to-date training in historical, political, environmental, scientific-educational and logistical aspects of the Antarctic problem, including the creation of new opportunities for the innovation and development of public and private projects linked to the subject.

The full PETS document, in Spanish, is available at https://uploads.infuetur.gob.ar/2022/03/PETS-2025-Final\_compressed.pdf

***Conclusions***

This Strategic Plan for Sustainable Tourism of Tierra del Fuego 2025 presents Tierra del Fuego as a province with a potential for environmental and cultural integration, giving each of its regions an identity, embracing the differences that complement it as a destination, so that tourist activity can contribute to development that benefits Fuegian society to strengthen "the End of the World" as a brand that includes the entire province.

To this end, it was essential to organise the actions so that tourist activity could develop sustainably, contributing to improving the quality of life of the local population, promoting inclusion, providing higher quality to the travel experience for visitors to the province’s different regions, and for those who continue their journey to Antarctica, maintaining the balance of the environment and obtaining higher levels of economic profitability from tourism activity for the benefit of the local population.

Argentina invites the Parties, especially those with gateway cities to Antarctica, to consider the content of this document, with a view to integrating possible joint actions framed in strategic plans, such as that described here, for the development of Antarctic tourism.