



ANTOFAGASTA CITY HALL

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GREETINGS



Jonathan Velásquez Ramírez Mayor of Antofagasta

The wish of building a new Antofagasta has been given. This is the result of a plan that considers to change the appearance of our commune known as "La Perla" (The Pearl); so that it shines again and becomes a national and international tourist attraction. This Tourism Development Plan is not only a commitment that we are willing to achieve, it is also an invitation to join us and play a decisive role to make sustainable, sustained and inclusive tourism for everyone?



Camilo Kong Pineda Councilman of Antofagasta Chairman of the Tourism, Culture and Participation Committee

n behalf of the City Hall Council, I give my congratulations and support to the Department of Tourism Development, which has been doing a great job in this area. The participatory process that has been channeled throughout the Tourist Development Plan will be essential to guide with a forward-looking, and innovative municipal action in the area, in benefit of Antofagasta community and those who visit our commune??



Adriana Herrera Robert's City Hall Director of Antofagasta Tourism Development

This project is fundamental for our management in order to face the challenge of positioning Antofagasta as a tourist destination for everyone. We thank the key stakeholders of local tourism- both public and private - who contributed to the development of this planning tool, giving their opinions, ideas and dreams. They are reflected in this valuable document you can read below....?



INTRODUCTION

ourism is an activity that generates wellbeing to people. Resilient, sustainable and inclusive economies and societies are forged. The tourism development of a territory depends on the degree of involvement and support of the local community, who, based on their abilities, opportunities and interaction with tourists, can create a qualified, sustainable, appreciated and demanded destination. This implies a coordinated effort to highlight aspects such as history, culture, gastronomy, nature and all those attributes of Antofagasta that promote cultural, social and economic exchange among residents and visitors to the destination when being organized in a plan of action. This will ensure sustainable management of tourism, based on a model that joins and articulates

the different relevant stakeholders of the territory and where the academy contributes significantly to the development and professionalization of this activity, promoting the sectorial employability of its graduates.

Thus, this new guiding framework for Antofagasta's tourism development is the result of a broad and participatory work that is projected for ten years in favor of a sustainable activity, a better quality of life for its citizens, greater competitiveness of its businesses, quality and accessibility of its equipment and infrastructure. It is positioning as an innovative destination, where its historical identity and its natural, social and environmental resources are differentiating attributes for visitors.



OUR COMMUNE

ntofagasta, known as "Perla del Norte", Ais a port city and regional capital. It is internationally recognized for its iconic Natural Monument known as "La Portada", and for the development of mining dedicated mainly to the extraction of copper; productive activity that has contributed significantly to the economic growth of the country, which attracts to a large number of people to this commune every year. In addition to the mining activity, Antofagasta also stands out for its exceptionally pristine and internationally certified skies, which favor scientific observation and astronomical tourism all year round. The city is also home to the most important observatory in the world called "Armazones Hill" (Cerro Armazones), in the South of the city. It is considered as one of the

most interesting special interest destinations in the country. It is a territory that offers unique experiences to those who visit it. Antofagasta's gastronomic potential is linked to the presence of marine species on its coasts, which are really appreciated for their quality and uniqueness. Moreover, its wonderful natural environment provides access to important monuments, reserves and national parks that are part of the network of protected wild areas, and a remarkable geological and mining activity of great importance for the region and the country. All this combination of experiences includes a varied offer of quality tourist equipment and facilities, that invites to relaxation, entertainment and services for all those who decide to visit the city and Antofagasta's surroundings.







CITIZEN PARTICIPATION

ne of the keys of success of a Tourism Development Plan (PLADETUR), corresponds to the role and involvement of citizens in its various participatory instances. Therefore, providing the mechanisms. instruments and collaborative methodologies, both online and in person, as well as the technological resources that allowed replicating the spaces and activities for discussion and

participatory reflection were essential for the development of the PLADETUR for the commune of Antofagasta. This was done in order to adequately compile the diagnostic background, and validate the intermediate and final results with a high level of commitment from the community's public and private sectors; particularly from citizen and tourism business organizations, academia and public sector institutions.











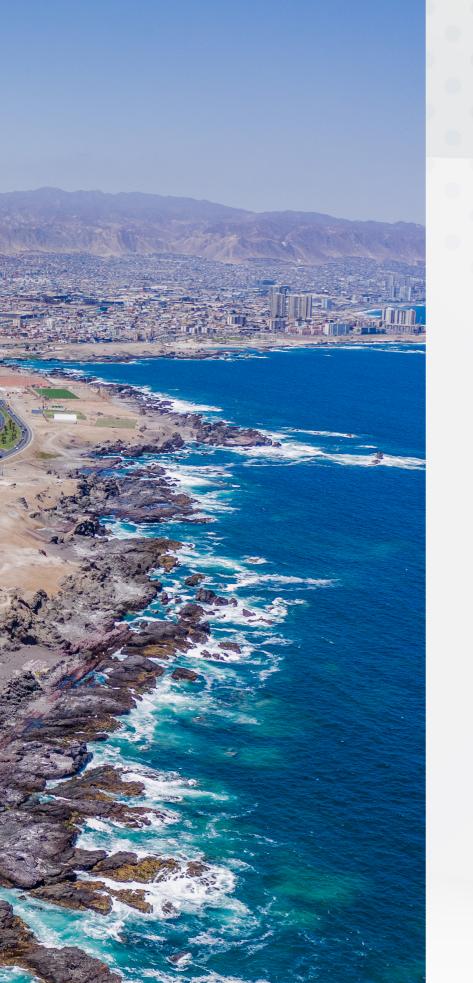
NEARLY 1000 PARTICIPANTS











TOURIST DEMAND

The characterization and analysis of Antofagasta's tourism demand led to relevant conclusions regarding arrivals, overnight stays, hotel occupancy and tourism spending; among others.

Thus, for example, in the period 2017-2019, the average stay of international tourists is slightly higher than the stay of domestic tourists. According to the figures, and considering the higher daily expenses of the former, it is expected that this market trend should be increased in the coming years. So it must be worked on it. The domestic tourism showed a downward trend during this period, which suggests the need to determine the right tourism promotion strategies to counteract this situation in the short term.

Average days of stay per year in Antofagasta

Overnight stays of tourists, both domestic and international, have increased between 2017 and 2019. During these three years, the average in the commune was 1.88 nights for domestic arrivals and the average for foreign visitors is 2.10 nights in Antofagasta.

| Year | Custom | International |
|-------------------|--------|---------------|
| 2017 | 1.75 | 1.83 |
| 2018 | 1.86 | 2.12 |
| 2019 | 2.08 | 2.45 |
| Average 2017-2019 | 1.88 | 2.10 |

Source: Chile Consultor with Monthly Tourist Accommodation Survey (EMAT) (Monthly Series).

Origin of foreign tourists that visited Antofagasta

The arrival of foreign tourists to the commune of Antofagasta between 2017 and 2019 represents the 8% of the total arrivals in the same period. This shows a growing positioning of this tourist destination compared to other regional and national destinations.

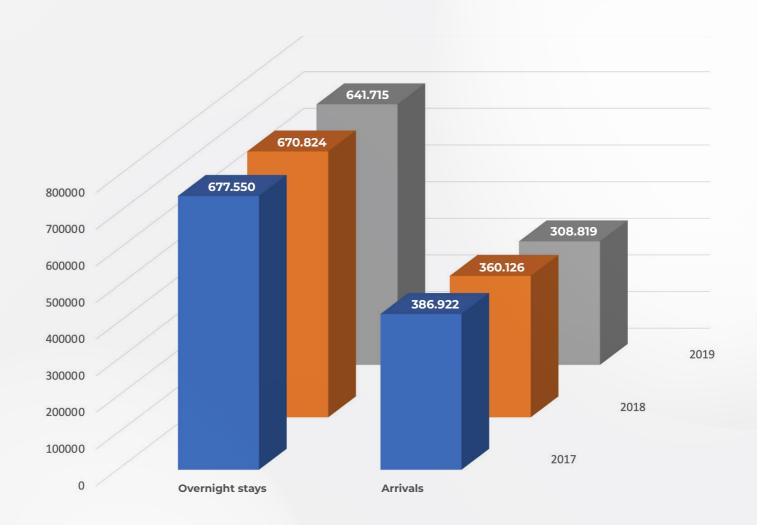
| Issuing area | 2019 | Percentage |
|--------------|--------|------------|
| America | 13.105 | 46,4% |
| Europe | 12.776 | 45,2% |
| Oceania | 612 | 2,2% |
| Africa | 133 | 0,5% |
| Asia | 1.510 | 5,3% |
| Middle East | 120 | 0,4% |
| TOTAL | 28.256 | 100,0% |

Source: Chile Consultor with Monthly Tourist Accommodation Survey (EMAT), Monthly Series and CONAF.

Regarding the origin of these tourists who visit the commune, most of them come mainly from America and Europe. The same trend is observed in international arrivals to Chile. This invites to deepen the current international tourism promotion strategies in these markets, in order to continue positioning Antofagasta as a destination.

Overnight stays and annual arrivals

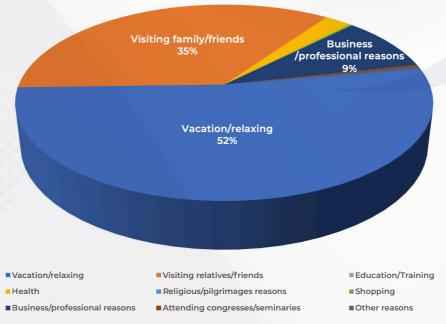
Overnight stays of domestic tourists in Antofagasta show a decrease of 0.99% in the period 2017-2018 and 4.3% in the period 2018-2019. Meanwhile, domestic tourist arrivals to the commune reveal a decrease of 6.92% in the 2017-2018 period and 14.25% in the 2018-2019 period. It will be sought to position the commune as a quality special interest destination, to address these figures through the implementation of the Antofagasta Tourism Development Plan; with an offer of excellent services, which contributes to a pleasant experience for visitors and encourages their return to this destination.



Source: Chile Consultor with Monthly Tourist Accommodation Survey (EMAT), Monthly Series.

Reasons for travelling

The reason for travelling stated by tourists visiting Antofagasta is related to "vacation / relaxing", 52%; "visiting family / friends", 35%, and for "business / professional" reasons, 9%.



Source: Chile Consultor with Domestic Tourism 2019, Studies and Territory Division, Office of the Undersecretary of Tourism.

Visitors' interests

Tourism interests are diverse. "Nature tourism" and "astro-tourism" account for 38.9% of preferences, while "sun and beach tourism", "trekking and/or camping" and "flora and fauna observation" represent 39.3% of visitors' interests.

| Activity | Answers | Percentage |
|-----------------------------|---------|------------|
| Nature Tourism | 104 | 21,3% |
| Sun and beach tourism | 70 | 14,4% |
| Scheduled or special events | 29 | 5,9% |
| Trekking or camping | 64 | 13,2% |
| Wildlife observation | 57 | 11,7% |
| Local gastronomy | 44 | 9,0% |
| Guided tours | 30 | 6,1% |
| Astronomy | 86 | 17,6% |
| Others | 4 | 0,8% |

Source: Chile Consultor

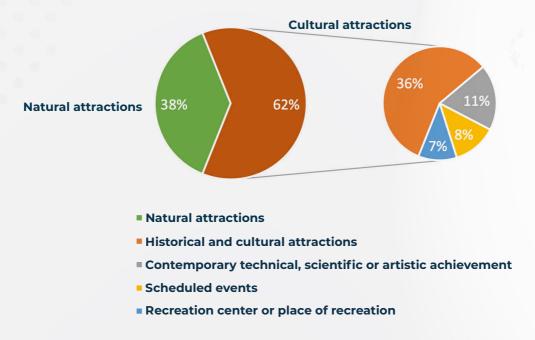




TOURIST OFFER

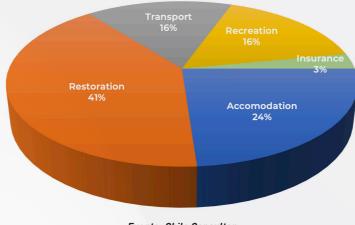
Antofagasta's tourist attractions

In the context of the analysis of Antofagasta's tourism offer, it is important to highlight that the community's tourism resources constitute the basic element for developing a destination with diverse tourist attractions and a relevant hierarchy.



In order to differentiate the destination from its competitors, it is around them that tourism products and services available to visitors can be created after adding value. For example: hotels, restaurants, transportation companies and entertainment or recreation centers, among others.

Companies by tourist industry in Antofagasta



Fuente: Chile Consultor

NATURAL ATTRACTIONS

In the framework of the analysis of the supply of tourist attractions in the commune, it has been established that Antofagasta concentrates the current development of its tourist offer. That is basically around its natural attractions; mainly in terms of seaside resorts, coves and beaches. It is followed by geomorphological, biogeographical attractions, parks and reserves.





- Municipal beach
- Juan López Beach
- Errazuriz Cove
- Blanco Encalada Cove
- Bolfín y Cabo Jara Cove
- Coloso Cove
- Constitución Cove
- Cobre Cove
- Amarilla Beach
- · Lenguado Beach
- Huáscar Beach
- · Escondida Beach
- · Chimba Beach
- · Almejas Beach
- Losas Beach
- · Paraíso Beach
- Poza De Los Gringos Beach
- · Rinconada Beach
- Trocadero Beach



Geomorphological and biogeographica

- Coloso Hill
- Ancla Hill
- Atacama Desert
- Chimba Wetland
- Santa María Island
- Azufrera Lagoon
- The Natural Monument of "La Portada"
- Paposo Norte Natural Monument
- Lagartos Peak
- Way Canyon
- Frío River
- Imilac Salt Flat
- Pajonales Salt Flat
- Punta Negra Salt Flat
- · Llullaico Volcano
- Socompa Volcano



- · Llullaillaco National Park
- Morro Moreno National Park
- The Rinconada Reserve Marine of Oyster
- Chimba National Reserve

Parks and natural reserves

CULTURAL ATTRACTIONS AND HISTORICAL MONUMENTS

Cultural, tourist attractions constitute the second largest offer of these assets in the commune of Antofagasta. They are mainly associated with tangible and intangible heritage linked to mining history, religious festivities, monuments, museums, architecture and public spaces, among others.



Sultural attractions

Antofagasta Bodyboard Festival (ABF)

- Antofagasta Anniversary
- Antofagasta Historical Neighborh
- Brasil Park Neighborhood
- The military chapel, Our Lady of the Carmen
- Gibbs House
- Giménez House
- Enjoy Casino
- Minera Escondida Coloso Viewpoint Visitor's Center
- Armazones Hill Observatory
- · The intendancy Building
- · Hand of the Desert Sculptor
- · Calvo y Bascuñán Regional Stadium
- EXPONOR
- FETURIS
- Virgen de Lourdes Religious Festival
- The Religious Festivity of the Saint Peter 's of Antofagasta
- The Religious Festivity of the Small Tirana
- Festival of foreign communities
- Capricorn Milestone
- Saint Joseph Catedral
- Central Market
- Escondida Mine
- · U. Católica del Norte Geological Museum
- Biodiversity Viewpoint Museum of La Portada Natural Monument
- Inmaculada Concepción Parish Church
- San Francisco Parish Church
- Croacia Park
- Japanese Park
- Manuel Antonio Matta Pedestrian Promenade
- Los Héroes Promenade
- Prat Promenade
- Sea Promenade



- Colón Square
- Eventos Square
- Sotomayor Square
- Antofagasta Rally Kart
- Budeo Area
- Harbour Terminal
- Fishing Market
- Municipal Theater



Historical monuments

Abaroa House

- Dauelsberg House and West Coast House
- · Andrés Sabella Gálvez House of Culture
- The Railway Station Culture Center of Antofagasta
- Regional Museum of Antofagasta
- The Public Services Building (The Chile's Post Office)
- · Antofagasta Fire Headquarters Building
- Railroad from Antofagasta to Bolivia
- Former Merchant Bank of Bolivia Building Current use by the civil pólice department (PDI).
- Former National Theater of Antofagasta
- Retreta Newstand of Colón Square
- Miraflores Pier
- · Regional Museum of Antofagasta
- Ex-Saltpetre Company Pier (Melbourne & Clark)
- · José Francisco Vergara Square
- Maritime Governorate Building
- Huanchaca Ruins
- Former Providencia Detention Center Memory Site
- Pedro de la Barra Theater
- Watch Tower of Colón Square







DETECTED GAPS

rogress was made in the technical relationship between the variables inherent to the tourism area itself and those corresponding to its surroundings, within the framework of the analysis of the current tourism situation of the commune of Antofagasta, leading to the preparation of a sectoral and integral diagnosis of this territory, which made it possible to determine and make known its internal and external conditions. This has made it possibletoforeseeshort-and medium-term future trends, facilitate the identification of objective criteria to define its strategic situation and, finally, provide information to take advantage of current opportunities in the tourism context of the commune.

For this purpose, the SWOT management tool was used as a basis, materialized through workshops, virtual and face-toface participatory activities, surveys and qualitative research techniques such as interviews, focus groups and others. It was applied to tourism stakeholders and the local community. Similarly, the PESTE methodology was applied, grouping the different elements observed. It was done according to their incidence in relation to the respective political, economic, social, technological and environmental factors present in the commune; being identified a series of gaps that guide and are addressed in this PLADETUR, as it is shown in the following infographic:

| There is a weak public and private organization. | | There is an absence of a tourist culture. | |
|--|--|--|--------|
| | There is a poor hospitality in some services. | There is a weak advertising of the commune's cultural and tourist activities. | ICAL |
| | There is a poor condition of tourist attractions and services. | There is a lack of articulation among the tourism offer. | POLITI |
| | ere is a lack of promotion of the y's heritage attributes. | There is a high presence of informal tourism (operators and other tourist services). | |



There is a lack of strategies for productive development in an innovative and sustainable context.

There is air transportation with low interregional frequency.

There is an absence of innovative and experiential tourism products in the commune.

There is an emerging human capital formation in the tourism sector.



The varied geography and the distance between populated areas and marked centralization hinder the growth and harmonious development of the commune.

There is a sharp gap in social inequality.

Perception of public insecurity is expressed by citizens and tourists.

The floating population resulting from the mining industry limits the development of the commune in some aspects.



The human capital of tourism services shows gaps in the knowledge and use of technologies applied to tourism in the commune.

Lack of work instances to develop technologies applied to tourism in the commune.



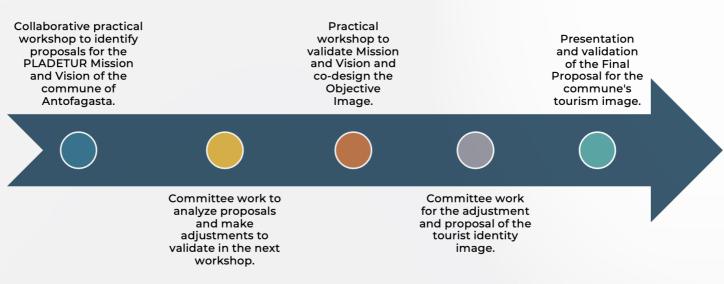
Presence of garbage on public streets and a high number of dogs in the downtown area and in other areas of the city. The surface area of the commune's green areas is below national and international standards.

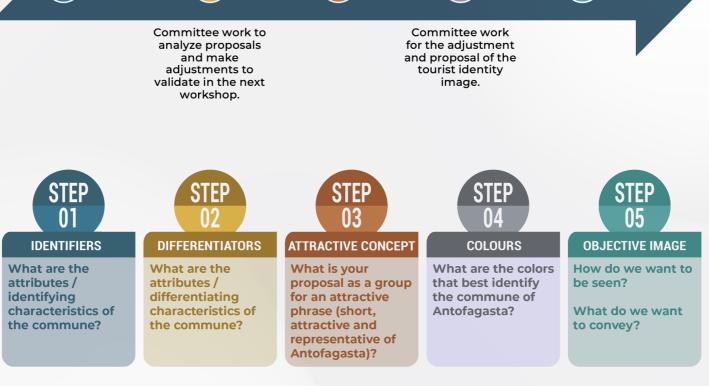




OBJECTIVE IMAGE

The strategy for the projection of the commune of Antofagasta as a tourist destination was the result of a methodological process that considered the diagnosis of the tourism situation in the city. It was based on primary and secondary sources of information; such as the classification of the most outstanding and representative tourist attractions of the territory, the identification of the tourism activities currently being carried out and the tourism products with development potential, among others. The definition of the Objective Image, Vision and Mission of "Antofagasta" destination was made it possible to determine the distinctive characteristics of the commune. This, added to the opinion and vision of the inhabitants and relevant stakeholders of the territory.





Antofagasta will be recognized as a strategic pole of tourism development in the northern part of the country. This will be carried out thanks to the commitment of local authorities and public-private collaboration, who together develop initiatives to ensure sustainability, competitiveness and intelligent management of supply and demand, as well as giving value and conservation of its historical, cultural and natural heritage; highlighting its attributes and particularities together with the local community. Antofagasta will be considered as an unmissable destination for special interest and business tourists, both domestic and foreign; through plans and programs of environmental and tourism education and social innovation, and with the aim of creating entrepreneurship and quality jobs.







STRATEGIC
GUIDELINES
AND
OBJECTIVES

The methodology used to determine the guidelines, objectives and goals of the Antofagasta Tourism Development Plan allowed the unification of different work criteria, which resulted in a strategic proposal that ensures coherence with the other territorial planning instruments that have an impact on the development of the commune.

In this context, each strategic line included in this instrument guides, the planning and future interventions on the community's tourism reality; thus making it possible to advance in the next ten years towards the achievement of the Objective Image and, consequently, towards the sustainable tourism development expected for Antofagasta as a destination.



STRATEGIC GUIDELINES



IDENTITY

It considers the recognition, protection and adding value to the different elements that make up the local identity seal and its knowledge and appreciation by the local resident.



PRODUCT DEVELOPMENT

It considers giving value to commune's attractions and tourist resources, enabling the infrastructure and associated services; in order to develop an offer of tourist products recognized for their quality, which promotes recommendable experiences for tourists visiting the place.



EDUCATION AND HUMAN CAPITAL

It plans to raise the standards of the local tourism service, through support and training actions aimed at its providers. It may contribute to the recognition and appreciation of the tourism potential of the commune and its attractions, among the residents and tourism stakeholders of the territory.



TOURISM PROMOTION AND INTELLIGENCE

It addresses the actions aimed at positioning "Antofagasta" destination as a complementary tourist alternative to "San Pedro de Atacama" destination; characterized by a management based on information and the use of digital media.



SOCIAL INNOVATION

It adds value to social actions that are carried out in the commune of Antofagasta with a positive impact on tourism development, through support and training actions, highlighting the practical application of concepts such as identity and local heritage.



SUSTAINABILITY AND MANAGEMENT

"Antofagasta" is a sustainable tourist destination in its social, environmental and economic spheres. It is based on management that articulates public and private stakeholders and social organizations, promoting spaces for exchange, negotiation and agreements, with a view to achieving the tourism plan drawn up.

STRATEGIC GUIDELINES

GENERAL OBJECTIVE

SPECIFIC OBJECTIVES

SHORT TERM

MEDIUM TERM

LONG TERM

Identity



Recognize and value the identity of the city to be known and cared for by all those who live in Antofagasta.

To take care of and protect the city's identity by valuing it as a transversal axis of Antofagasta's activities. Strengthen the sense of belonging in people, associations and guilds linked to tourism.

Define and promote Antofagasta's tourism identity at the regional and national level. To encourage and promote cultural events such as local fairs and folk activities.

Generate educational opportunities in local historical and environmental education for key stakeholders and residents.

Promote Antofagasta's tourist identity at the international level.

Empower residents as promoters of their community.

To recognize
Antofagasta's tourist
identity at the national
and international level.

Product development



To value relevant tourist attractions of the city, which allow diversifying the current tourist offer of recognized tourist products in the market.

Improvement and further development of the existing tourism infrastructure.

To enhance the value of tourist attractions of hierarchy 1 and 2.

Promote the formalization of tourism enterprises.

To enhance the value of tourist attractions of hierarchy 0.

To promote new business ideas or ventures in tourism.

Generate activities related to traditional landmarks to give value to local identity.

Develop gastronomic products with local identity.

Consolidate hierarchy 2 protected wild areas as tourist attractions.

Education and human capital



To inform the community and key stakeholders about the tourism potential and its attractions.

To professionalize the tourism industry among those who work in community tourism services.

To professionalize the area of tourist services.

Involve school-age residents in tourism education activities.

Certify suppliers in tourism service quality standards.

Training of local human capital related to tourism.

Develop educational plans on tourism awareness, environment, and natural and cultural heritage.

Prepare the tourism supply in quality, good practices in sustainability and social responsibility. To certify the tourism offer of lodging, tour operators, travel agencies and the gastronomic sector.

STRATEGIC GUIDELINES

GENERAL OBJECTIVE

Antofagasta's tourist

at the national level.

alternative to San Pedro de Atacama.

attractions and image

SPECIFIC OBJECTIVES

SHORT TERM

MEDIUM TERM

LONG TERM

Tourism promotion and intelligence

To present the commune of Antofagasta as a tourist

To promote

Promote and facilitate access to the local tourist offer.

Promote local tourism digitalization projects.

Elaborate a tourism promotion plan (tourism marketing plan). Position to the commune of Antofagasta as a smart destination.

Social innovation



Organize actions to support and value local heritage and identity in different audiences that require support to do so.

Incorporate local social activities as an added value to the tourist development of the commune as a differentiating element.

Elaborate binding plans between tourism providers and local action guilds.

Promote the commitment of the tourism supply to social responsibility actions. Generate diffusion actions and linkage with the environment that promote social innovation.

To make Antofagasta the tourist destination with the largest number of socially innovative tourism ventures at the national level.

Sustainability and management



Incorporate sustainability as a transversal axis of joint work in the commune's tourism development. Generate, manage and support a collaborative table for local sustainable tourism development.

Develop participatory environmental care actions in the commune of Antofagasta.

Promote clean or green points, reduction, reuse and recycling actions (waste management). Encourage the installation of waste recovery companies.

Develop programs that reinforce the circular economy and the rules of the three R's of ecology (reduce, reuse and recycle). Incorporate sustainability actions in local public policies related to tourism.

GOALS

STRATEGIC GUIDELINES

SHORT TERM

MEDIUM TERM

LONG TERM

Identity



Offer introduces the local tourist identity in its products.

Offers and tourists promote and promote the tourist identity.

Tourist offer, tourists and residents promote tourist identity.

Product development



Antofagasta's current tourism offer is strengthened.

The tourism offer and infrastructure are enabled, strengthened and enhanced.

Tourism supply is surveyed, consolidated and strengthened.

Education and human capital



There is a baseline for the quality of the tourism service, identifying gaps and action plans.

There is a broad, cross-cutting tourism education program that involves different stakeholders. Antofagasta is positioned as a commune with excellence in tourist services.

Tourism promotion and intelligence



Enterprises will be implemented to highlight tourist attractions for national and international visitors.

Enterprises will be implemented to highlight the country's tourist attractions and offerings for domestic and international visitors.

Antofagasta is positioned as a tourist reference in the Northern macro zone.

Antofagasta is positioned as a national tourist reference in international promotion activities.

Social innovation



Solid management and value-added social action activities are achieved.

Actions to support social innovation are implemented through public development agencies.

Antofagasta is positioned as "the commune of social innovation".

Sustainability and management

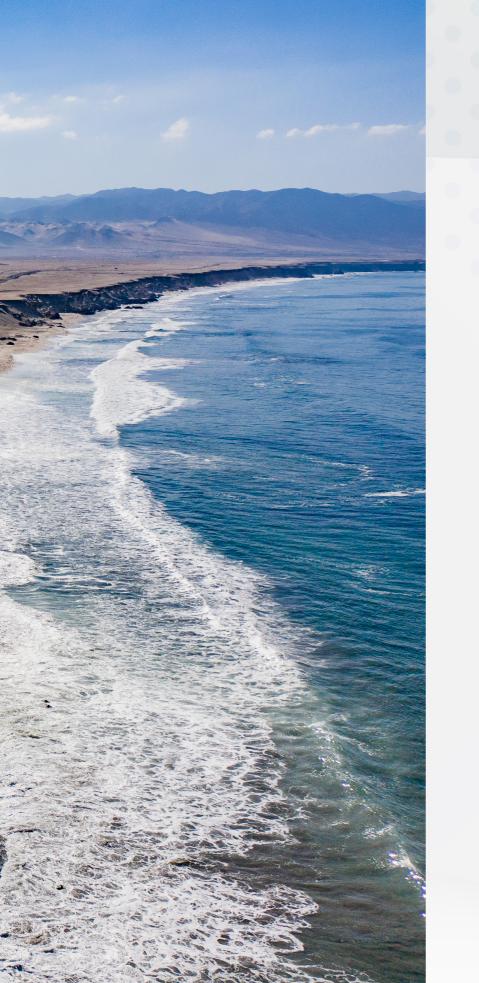


Sustainability is incorporated as part of the process and vision in projects that become benchmarks in the field.

Projects emanating from the city hall contain actions that promote and/or develop sustainability. Empowerment of sustainable management at the level of public policies and private actions.







ACTION PLAN 2022 - 2031 The Action Plan of this PLADETUR includes twenty programmatic axes. So the corresponding portfolio of initiatives of this instrument is proposed and coordinated. All of them are the result of a participatory work of gap analysis, from which the respective strategic guidelines and programs are derived. Within these are grouped the different investment initiatives, determined and

prioritized on the basis of participatory discussion and validation instances. Each investment initiative has a project idea profile which allows identifying the specific situations that justify its proposal and future implementation, its execution schedule and budget; as well as its respective process and results indicators, for the follow-up and control of each initiative, among others.





Contest to promote and strengthen local identity



1. Cycle of competitions in arts and literature on local identity.

INTERPRISE

It considers to generate an annual cycle of contests for the local community, linked to the arts and literature. It is aimed at identifying, highlighting and promoting elements of the commune's identity.

2. Strengthening of the Antofagasta city in 100 Words Contest.

ITERPRISE

It considers adding value to the "Antofagasta in 100 Words" contest, incorporating categories that address to give value and diffusion of elements of local identity; with a broad call to reach all sectors of the community.



1. Register of artisans and local traditions to enhance the value of their products.

ENTERPRISE

A register of artisans of the commune of Antofagasta will be made, for those whose trade, techniques and/or materiality, show a traditional and/or ancestral heritage that can be utilitarian and/or decoratively associated with the current offer of tourist and complementary services.

2. International traditional fair for the enhancement of the multiculturalism of Antofagasta city.

ENTERPRISE

This traditional fair, which will be held annually and in the same place, aims to promote a meeting point between the local community and the different cultures present in the commune; around their artistic, cultural and gastronomic expressions, among others.

3. Training plan for tourism service providers and technical tours.

ENTERPRISE

Plan aimed at meeting the training needs of workers in companies that are part of the tourism industry, in matters related to management, quality of service and customer service. It considers technical tours to learn about best practices in other tourist destinations.

4. Positioning of the seal of identity in all the tourist and complementary local offer.

ENTERPRISE

Antofagasta has strengths that are presented as a hallmark of local identity. They will be enhanced and will be reflected in tourism services and their complementary services, in municipal management and in the community.

ENTERPRISE

- 1. Tourism awareness program for residents, students and tourist guides for senior citizens.
- Tourist awareness training for residents.
- · Training for senior tourism guides.
- Development of educational digital content for schools on tourism awareness (tourism resources and local identity).
- Creation of digital didactic games to promote the city (aimed at schoolchildren).
- Know your city initiative for young people in Antofagasta.

This includes a tourism awareness training program whose objective is to contribute to the knowledge and appreciation of the touristic resources of the commune, and the importance of their care and preservation. The idea is to empower the inhabitants with a sense of identity and belonging to the territory they live, contributing to their own wellbeing and good tourist service



1. Cycle of talks on tourism awareness for tourism entrepreneurs.

ENTERPRISE

It includes an annual program of talks on tourism awareness aimed at entrepreneurs who offer tourism activities of the commune. The objective is to strengthen their skills and thereby to improve the quality of the service provided to visitors.

2. Cycle of talks and workshops on Astrotourism.

ENTERPRISE

In the first instance, this initiative is aimed at transferring skills to tour operators and tour guides of the commune of Antofagasta; including accommodation and food services. Then, it is considered to close the days with astronomical tours; in coordination with astronomy centers and observatories.

3. Program for diffusion and strengthening of Antofagasta's image as a tourist destination:

- Promotion of the new destination image.
- Training in identity and quality of service for cab and public transportation drivers.
- Design and implementation of tourism advertising in public spaces.
- Contest for the creation of stories that highlight the cultural and patrimonial characteristics of the city and a tourist photography contest.

ENTERPRISE

The current image of the destination "Antofagasta" is made up of elements such as astronomy, coastal edge, identity, natural and cultural heritage, and sustainability. This initiative creates, implements and promotes the destination image, and at the same time, reinforces tourism awareness actions aimed at the cab drivers of the commune.



Local gastronomic identity



1. Center for the development and giving value to the city's gastronomic products.

ENTERPRISE

Create an adequate space for the development of creativity and research on culinary activities in the commune of Antofagasta; together with local gastronomy stakeholders, including the Academy. And through this, enhance the value of this attribute that is still underdeveloped.

2. Development of an APP of products, recipes and gastronomic tourism experiences in the commune.

NTERPRISE

Through this application, the typical and traditional cuisine of the commune of Antofagasta will be promoted. It may include those cuisines of other cultures that have been incorporated over time, recognizing their products and preparation techniques; as well as the gastronomic establishments that offer them.

3. Promotion of gastronomic experiences and circuits in the city.

ENTERPRISE

Facilitate the coordination and generation of actions focused on highlighting the attributes of local gastronomy, improving the quality of service and supply, enhanced by the cultural diversity present. Its purpose is to generate an attractive heritage cuisine for the visitor.

4. Local gastronomy tournaments with identity.

ENTERPRISE

Alocal tournament focused on adding value to local products on an annual basis that allows the participation of students, professionals and cooking enthusiasts will be considered; co-organizing with gastronomy schools, technical high schools with food careers, professional associations and catering guilds.





Master plan to improve infrastructure and equipment for tourists



1. Promotion and support for the improvement and development of neighborhoods with tourism and gastronomic potential in the city.

ENTERPRISE

This initiative considers to propose an Intervention Area (IA) for the Neighborhood Revitalization Plan (PRB), which will strengthen the promotion and support for the improvement and development of neighborhoods that have tourism and gastronomic potential in the commune.

2. Interinstitutional management for the strengthening and improvement of Antofagasta's coastline.

ENTERPRISE

Give priority to projects that considers to improve the infrastructure of tourist attractions that promote tourism within the commune; whether for parking, public restrooms, trash cans, signage that encourages the care and protection of the attractions or other types of equipment.

3. Improved accessibility and condition of hierarchy 1 and 2 attractions.

ENTERPRISE

It considers actions to be taken to improve the condition and accessibility of certain natural and cultural attractions in the commune of Antofagasta, which are known for their large number of visitors and which currently have deficiencies in their infrastructure and access.

4. Adding value to Antofagasta's architectural heritage.

ENTERPRISE

Having relevant and systematized information on the historical and architectural heritage of Antofagasta will be considered, with a view to being able to make progress in enhancing its tourism value.

5. Adding value to Antofagasta's railway heritage.

INICIATIVA

The railway heritage is strongly present in the accounts of the tourism service providers of the commune. In a joint work with the company Antofagasta to Bolivia Railroad ("Ferrocarril de Antofagasta a Bolivia"), initiatives to improve this heritage that can be financed with public or private resources will be determined.

PROGRAM

2

Program for diversification of tourism experiences



1. Promotion and support for the generation of cultural shows in the city.

NICIATIVA

The importance of having an annual calendar of cultural events that recur yearly is highlighted, as well as the incorporation as part of Antofagasta's tourism offer.

2. Support for the creation of urban cycle tours.

NICIATIVA

Through this initiative, bicycle tour circuits are provided to tourist sites that are valued and in the process of being valued. Using a clean means of transportation, the physical wellbeing of its users is promoted.

3. Strengthening of the "Enjoy Antofagasta" Application.

INICIATIVA

This App will be complemented by connecting tourist attractions through circuits, according to the classification of attractions (cultural or natural), and combinations of these. It will be considered their proximity and use as a basis of georeferencing and technical information of the same.

4. Design and valorization of night tourism circuits in context with astro-tourism.

INICIATIVA

The project considers the creation of an astronomical exhibition center in the "Valley of the Photons" with access to residents and tourists, for the amateur and semi-professional practice of astronomy. It considers access to restaurant services and souvenir stores, among others.

5. Plan to strengthen sports and adventure tourism in the city of Antofagasta.

VICIATIVA

Improving the positioning of the national and international sports scene and map will be considered. Through an efficient inter sectoral coordination that allows to strengthen and promote the generation of products, events and activities of adventure and sports tourism in the commune will be done.

6. Development, coordination and giving value to tourism products.

NICIATIVA

Giving value to sustainable tourism products will be developed and promoted in order to highlight the local identity which is located within the commune of Antofagasta.

7. Workshops on the design of sustainable tourism experiences.

NICIATIVA

Practical workshops will be carried out with the purpose of facilitating participation, the creative process, collaboration among the participants; considering also the use of the existing synergies among them, for the formulation of sustainable tourism experiences.

8. Implementation of tourist circuits in buses in the city's urban area.

NICIATIVA

A series of thematic tours will be established. Those include the main attractions of Antofagasta city, particularly during the peak tourist season, designed exclusively for bus tours.

9. Design of tours for the enhancement of cultural and historical heritage sites.

INICIATIVA

In order to enhance the value of the heritage sites in the commune, thematic tours will be developed on foot and by vehicle. These are aimed to different tourist profiles and which will be led by professional guides; coordinated and supported by the academy, city hall, and advised by a related operator.

PROGRAM

3

Program to strengthen the tourism offer



1. Program to improve the quality of tourism services.

NICIATIVA

The program is aimed to standardize the quality certification of tourism services for tourism companies of the commune, so that they can access SERNATUR's promotional activities and, along with this, improve and differentiate their services in the market.

2. Diffusion and support in the application process for productive development instruments.

INICIATIVA

The project aims to strengthen the existing tourism services of the commune by promoting the strengthening of small businesses and entrepreneurs, providing tools aimed at strengthening their capacities to develop their business with quality and greater competitiveness.

3. Promotion and diffusion of sustainable business practices and certification processes.

INICIATIVA

It includes diffusion, support and technical assistance to Antofagasta commune's tourism entrepreneurs. It will be done through seminars and specific technical support to facilitate the application for public co-financing and access to a certification process.



INICIATIVA

Comprehensive visitor service and information project



1. Generation of an interactive tourist map of Antofagasta commune.

The project includes the generation of georeferenced interactive digital maps of the tourist sites of the commune. It provides complete information on the attractions, while allowing access to self-guided tours; according to the needs and preferences of the user.







INICIATIVA

INICIATIVA

Tourism education for young people



1. Creation of an e-learning platform on tourism and identity for the commune.

An educational platform for counseling and training will be implemented to provide tools and knowledge related to the development of a more sustainable, competitive and quality tourism; reinforcing elements of the community's identity.

2. Tourism awareness and social innovation program for children and youth.

Specific actions to support children and young people in vulnerable situations will be implemented. It will be done through activities that develop greater awareness of the opportunities offered by tourism; highlighting opportunities for entrepreneurship and professional development.

PROGRAM



Training in services and trades for special-interest tourism



1. Support for the training and certification of local guides and tour operators.

It considers actions to accompany the community's tourist guides in the quality certification process, identifying the development, management support and financial instruments available to access certifications and specialty training.

1. Technical assistance program for tourism service providers.

INICIATIVA

Training actions will be implemented in those areas considered critical for quality visitor service; so a better work for the workers who are in the first line of assistance to tourists will be achieved.

2. Tourism training program for officials of the community's public institutions.

INICIATIVA

Unify the inter-institutional approach to community tourism activity will be sought, through training actions aimed at public administration personnel present in the territory, whose activity has a direct impact on the development of community tourism.

3. Incorporation of local identity as part of training in careers related to tourism and gastronomy.

INICIATIVA

EDUCATION AND HUMAN CAPITAI

It considers the development of a proposal of contents associated with the commune identity. They must be feasible to be incorporated in the curricula and study programs of tourism, gastronomy, hotel management and other related careers, as well as in the curricular bases and study plans of secondary technical education associated with these specialties.

4. Plan to improve the quality and sustainability of local tourism services.

INICIATIVA

A baseline of the current quality processes in the provision of tourism services in the community will be drawn up, in order to implement actions aimed at reducing the current quality and sustainability gaps in Antofagasta's tourism offer.





1. Inter-institutional management for greater national and international air connectivity.

INICIATIVA

It considers the creation of a public-private entity that will play the role of technical counterpart and negotiation with national and international airlines, in order to establish and maintain itineraries and frequencies with Antofagasta.

2. Community tourism observatory.

NICIATIVA

This observatory will be consolidated through a collaborative inter-institutional model of a technical nature, whose mission will be the systematic analysis of the data originated from the community's tourism activity, the characterization and periodic updating of the tourism supply and the demand of the most representative markets and segments.

3. Integrated Tourist Information Network.

INICIATIVA

It considers the digitalization of all community tourism information, particularly in terms of tourism offerings; including attractions, tourism and complementary products and services, tourism infrastructure and equipment.



1. Communication campaign "Antofagasta, the best memories".

INICIATIVA

It considers the realization of a contest of local stories of the inhabitants of Antofagasta, based on the identification of experiential elements, of historical and patrimonial character and that reflect the identity and multiculturalism present in the territory.

2. Strengthening of the community's tourist information network.

INICIATIVA

It highlights the importance of training tourism service providers in the management of OTAs and tourism platforms such as TripAdvisor, Google Trivago, Booking.com; among others, and strategies that can be used to manage positive and negative comments.

3. Digital strategy for positioning tourism in the city.

INICIATIVA

TOURISM PROMOTION AND INTELLIGENCE

It considers the implementation of actions to spread the brand image and positioning strategy of "Antofagasta" destination, based on a national and international promotion plan in digital media.

4. Community tourism marketing plan.

INICIATIVA

A regional tourism marketing plan will be designed and implemented. It will be based on market intelligence and strategic positioning objectives, so traveler segments whose interests are in line with the region's value proposition will be attracted.



Comprehensive visitor service and information project



1. Tourist Information Office as a tourist information center.

NICIATIVA

It is oriented to have an adequate and implemented space for the reception and attention of visitors, located in a strategic and adequate location within the city, with easy access for tourists and residents.







Promotion to the identification and preparation of proposals for social innovation projects in tourism

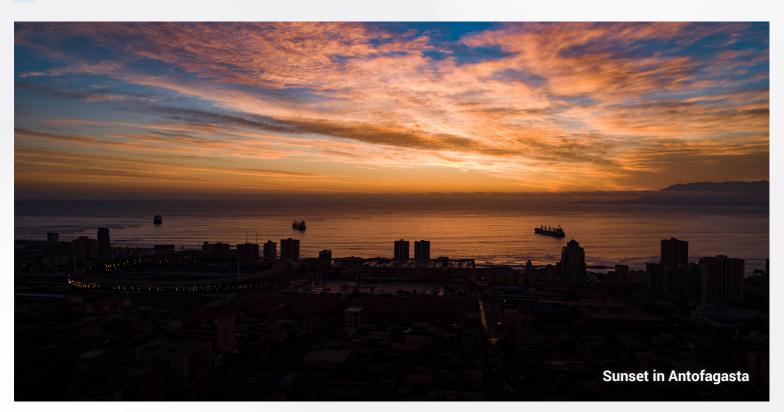


1. International Seminar on Tourism and Social Innovation.

An international seminar will be held annually to address issues of social innovation in tourism, best practices, and local, national and international experiences with speakers that ensure a high attendance.

2. Program to support and strengthen social innovation in tourism.

A call for ideas for social entrepreneurship, aimed for the commune of Antofagasta's residents in the form of a contest, will be considered. The selected initiatives will go through a process of curatorship and broadcasting on a web page.



1. Fair of social innovation projects in tourism.

NICIATIVA

SOCIAL INNOVATION

Conceptual design and co-execution with academia and public and private entities of a fair specialized in themes and projects of social innovation in tourism, of individual and/or collective character. It will be focused to be implemented in the commune, with the possibility of scaling to other cities and/or regions.



2. Co-creation laboratories for the promotion of participation in local tourism activities.

NICIATIVA

It includes the implementation of co-creation laboratories, which comprises a space to generate activities, workshops, training and mentoring for tourism, recreation, inclusiveness, sports, culture, social promotion and other similar projects.

3. Social Olympics with outreach to the community and tourists.

INICIATIVA

It involves the development of social Olympics in Antofagasta, aimed to integrate the beneficiaries of the different activities or disciplines involved in social innovation, their responsible managers, the local community and visitors (tourists and excursionists) of the commune.







Strengthening tourism management in the city



1. Program to strengthen community business associations.

INICIATIVA

It considers the support to the articulation and work of the private sector, through initiatives that allow the installation of technical and management capacities to convene and represent the tourism business sector of the commune, with emphasis on creating synergies and collaborative relationships with public entities that are directly and indirectly linked to the tourism activity.

2. Strengthening tourism management in the city hall.

NICIATIVA

Antofagasta City Hall is initiating the process leading to obtain the Tourist City Hall Distinction granted by SERNATUR, in pursuit of a level of tourism management that will contribute to the development of the community's tourism activity.

3. Citizen safety and crime prevention plan with a focus on visitor care.

NICIATIVA

The project aims to identify, through citizen participation instruments, the needs in the areas of security and crime prevention, with the objective of materializing concrete actions for the prevention of crime among visitors.



Management, dissemination and control of PLADETUR



1. Digital implementation for the control and monitoring of PLADETUR initiatives.

INICIATIVA

It considers the implementation of a technological solution to facilitate the development, monitoring and follow-up of the status of PLADETUR initiatives, project portfolio, prioritization and progress status.

2. PLADETUR Antofagasta Update.

INICIATIVA

The present Pladetur has a 10-year projection; however, given the vertiginous changes in the current situation, it is necessary to consider updating the instrument to allow for possible adjustments to be made, always in accordance with the objective image to be achieved through its execution.

PROGRAM



Program for the quality and sustainability of the community's tourism supply



1. Plan of recommendations and initiatives for universal access to tourism in Antofagasta city.

INICIATIVA

Its purpose is to guarantee unrestricted access to tourists with disabilities, not only to tourist attractions, but also to all the services that visitors will require during their stay at the destination (access to information, transportation, lodging, participation in cultural or sporting events, etc.).

NICIATIVA

2. Technical committee for community tourism sustainability.

It considers the constitution of a technical support and follow-up instance of the tourism sustainability initiatives generated in the commune, safeguarding the efficient and effective development of the proposed activities and the verification of the processes inherent to the sustainable development of the local community.

3. Awareness-raising and support program for service providers to apply for the S SERNATUR Seal of Approval.

It considers actions of technical support in the incorporation of SERNATUR's sustainability criteria by communal tourism service providers interested in obtaining the S seal.

4. Contest for community projects for sustainable tourism development.

NICIATIVA

It considers the awarding of distinctions to community projects that incorporate good sustainable development practices and favor actions with a favorable impact on the economic and/or environmental and/or socio-cultural spheres in their presentation.

5. Sustainable tourism in protected wild areas.

NICIATIVA

This initiative aims to promote tourism development for the National System of Protected Wild Areas (SNASPE) within the commune. The idea is to inform the community and visitors about the importance of caring for and conserving the attractions, considering the carrying capacity and mitigation of impacts.

6. Series of talks/workshops to raise awareness and promote the quality and sustainability of tourism in the city hall.

INICIATIVA

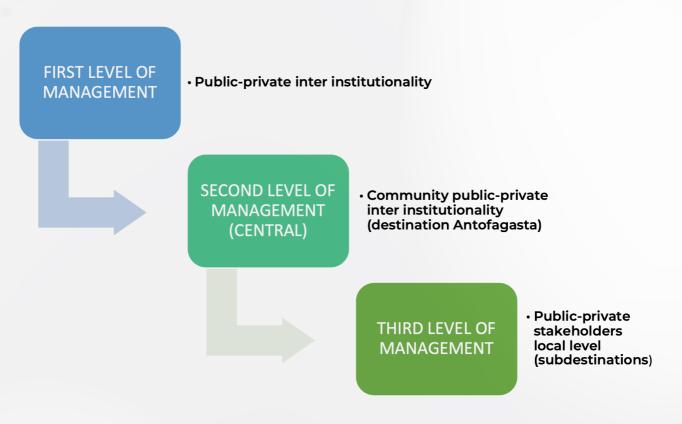
It considers the development of lectures and workshops on tourism sustainability, of a semi-attendance nature, aimed at different relevant local stakeholders who participate directly and indirectly in the community's tourism activity.



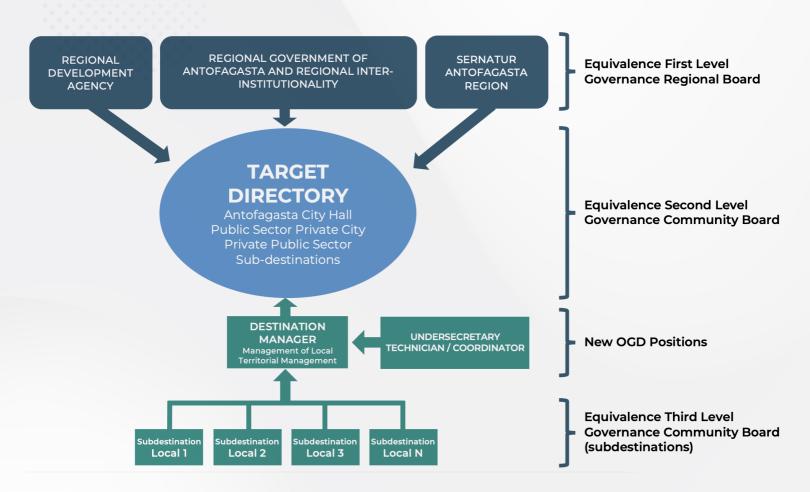


MANAGEMENT MODEL

The management model to be implemented to accompany the execution of the PLADETUR consists of three territorial/sectoral management levels. This will ensure both the necessary articulation for the execution of the investment portfolio, as well as the coordination, communication and effective participation of the representatives of the public and private sectors involved.



On the one hand, management will have the task of promoting and responding to the specific issues that arise at the local level, as well as ensuring the necessary crosscutting coordination to achieve agreements and consensus in the different stages of the PLADETUR's implementation, which will require joint work among all stakeholders. At the end of the first year of implementation of the PLADETUR, it is expected to have a technically and operationally prepared governance to become the first Destination Management Organization (DMO) of the commune of Antofagasta. Thus, an organizational entity will be established with a robust and solid structure to lead the management and planning of tourism in the place through tools and instruments that allow generating the conditions. The idea is to ensure the sustainability, quality and competitiveness of the local tourism offer, articulating the various authorities, professionals, entrepreneurs and agents of the tourism activity of the commune.



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Glory to you, glory to you Antofagasta, land of men of effort and strength.

Glory to you, the one of warm breezes, sea of dreams and bewitching sunshine.

Glory to you, glory to you Antofagasta, land of men of effort and strength.

Anthem of Antofagasta

Dr. Antonio Rendic Ivanovic: Author & Composer

National Contest 1937





ENJOY ANTOFAGASTAA commune that enchants, all year.

TOURISM DEVELOPMENT DEPARTMENT

