

New Year's Eve Show: An Opportunity to Further Develop Sustainable Local Tourism in Chile

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Abstract

Although the pandemic is still with us and COVID-19 continues to saturate the news, everyone has abundant reasons to travel, whether it be physical and mental exhaustion from prolonged shutdowns, vaccine tourism, family reunions, long-awaited vacations, summer in the southern hemisphere, school break or year-end holidays. The main purpose of this research was to examine and understand the main motivations that lead consumers to attend national events as part of their local tourism activities. Through interviews, we have therefore collected the complementary experiences of specialists who work day-in-day-out to encourage local, quality and sustainable tourism. Using a naturalistic qualitative methodology, our hermeneutic analysis is structured in five phases and based on data—of a social nature—from public and private institutions which believe in enduring tourism. In order to validate these results and for them to be considered by other institutions and other countries when modifying and proposing activities to maintain sustainable tourism, the interviewees had to be representatives of public and private institutions and national tourists who have worked and attended the celebrations of the end of the year 2021 in this region of Chile. Our main conclusions from the analyzed units show that these types of local events enhance local tourism and lead to sustainable political, economic, social, and ecological activities. © 2022 by the authors. Licensee MDPI, Basel, Switzerland.

Author keywords

inland tourism; local tourism; national tourism; sustainable tourism; tourism development