

## Article

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

Ángel Acevedo-Duque <sup>1,\*</sup>, Tohtli Prado-Sabido <sup>2</sup>, Tatiana Gomes Ramires <sup>3</sup>, Luiz Vicente Ovalles-Toledo <sup>2</sup>, Lidyeth Azucena Sandoval Barraza <sup>2</sup>, Rina Álvarez-Becerra <sup>4</sup> and Gonzalo R. Llanos-Herrera <sup>5</sup>

<sup>1</sup> Public Policy Observatory, Universidad Autónoma de Chile, Santiago 7500912, Chile

<sup>2</sup> Faculty of Accounting and Administration, Autonomous University of Sinaloa, Culiacán 80020, Mexico; tohtli.ps74@gmail.com (T.P.-S.); luiz.ovalles@uas.edu.mx (L.V.O.-T.); azucena\_sandoval@uas.edu.mx (L.A.S.B.)

<sup>3</sup> Business and Technology School, Universidad Gabriela Mistral, Santiago 7500533, Chile; tatiana.gomes@ugm.cl

<sup>4</sup> Graduate School, Universidad Nacional Jorge Basadre Grohmann, Tacna 23001, Peru; ralvarezb@unjb.edu.pe

<sup>5</sup> School of Economics and Business, Universidad Finis Terrae, Santiago 7501015, Chile; gllanos@uft.cl

\* Correspondence: angel.acevedo@uautonoma.cl

**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.

**Keywords:** local tourism; inland tourism; sustainable tourism; tourism development; national tourism



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## 1. Introduction

Tourism is one of the most prominent and growing sectors of the global economy [1,2]. Local tourism therefore helps to sustain the economy, consisting of activities carried out by people during their trips and staying in places other than their usual environment [3,4], for consecutive periods of less than a year for leisure purposes and other reasons not related to the exercise of a remunerated activity in the places they visit.

Several studies have determined that sustainable tourism is a growing field, and some authors have even referred to it as a scientific discipline [5,6]. The truth, despite the nuances and contrasts that can be found in these appraisals, is that there are many interesting and well-founded positions on the subject. Moreover, characterized by their rigor and recognition, they are representative of what may be happening in other latitudes.

Hence, the interest of this research stems from these core issues and seeks to account for the fact that the world is slowly recovering from COVID-19, borders are slowly beginning to open up, and predictions about the future of sustainable tourism is key to global, national,

and local economies abound [7]. Most agree that the real upturn will not come before the third quarter of 2022 due to pandemic-related travel restrictions [8,9].

Given the foregoing, national tourism activity represents one of the pieces of the economic puzzle of Latin American countries and the world [10,11], and it helps us to understand the position, participation, opportunities and support, which in the past, present and future of sustainable tourism activity has had and probably will have in these countries that are of special interest in Chile [11,12]. 2021 was therefore a key year for the public administration of this country to carry out a strategic plan to reactivate tourism and achieve its sustainability [13–15].

According to the National Tourism Service (SERNATUR 2021) [16], until 2019, the historical projection in Valparaíso was to receive between 500,000 to one million people for the New Year's fireworks events. Then the pandemic arrived and the fireworks display at sea was cancelled at the end of 2020. This time around, with fewer active cases of COVID-19, and fewer sanitary restrictions, according to the Chamber of Commerce and Tourism (CCT2022) [17] the fireworks of the garden city are expected to return—in fact an estimated 750,000 people could be arriving in the coastal territory.

To explain the importance of this region and its sustainable local tourism potential [18], we will briefly describe the main attractions of Valparaíso and Viña del Mar. It is one of the oldest cities in Chile founded in 1536 by the Spaniard Diego de Almagro, who travelled there with an expedition from Peru. Rangel-Buitrago, N., Contreras-López, M., Martínez, C., & Williams, A. (2018) [19], since its origins it has been conditioned by its natural environment, which consists of three fundamental aspects: the bay, the plain, and the hills. Its origin as a port has determined the local identity of its citizens, who have been influenced from the beginning by the port-city relationship.

The principal objective of this research was to show the main motivations that lead visitors to attend national events as local tourism, leisure and recreational activities. The methodology of our study is based on grounded theory and its methods of systematization and emergence of knowledge [20–22]. Grounded theory, as opposed to the approach obtained by logical-deductive methods, is a theory based on data that have been systematically collected through social research [23]. We have chosen grounded theory “to conceptualize what happens in people's lives, from their perspectives and to propose theories that can explain and predict processes”. Consequently, our research question is the following: Do these events in Valparaíso and Viña del Mar satisfy social demands or do they rather prefer to maximize their profits in a competitive local sustainable tourism market?

## 2. Background

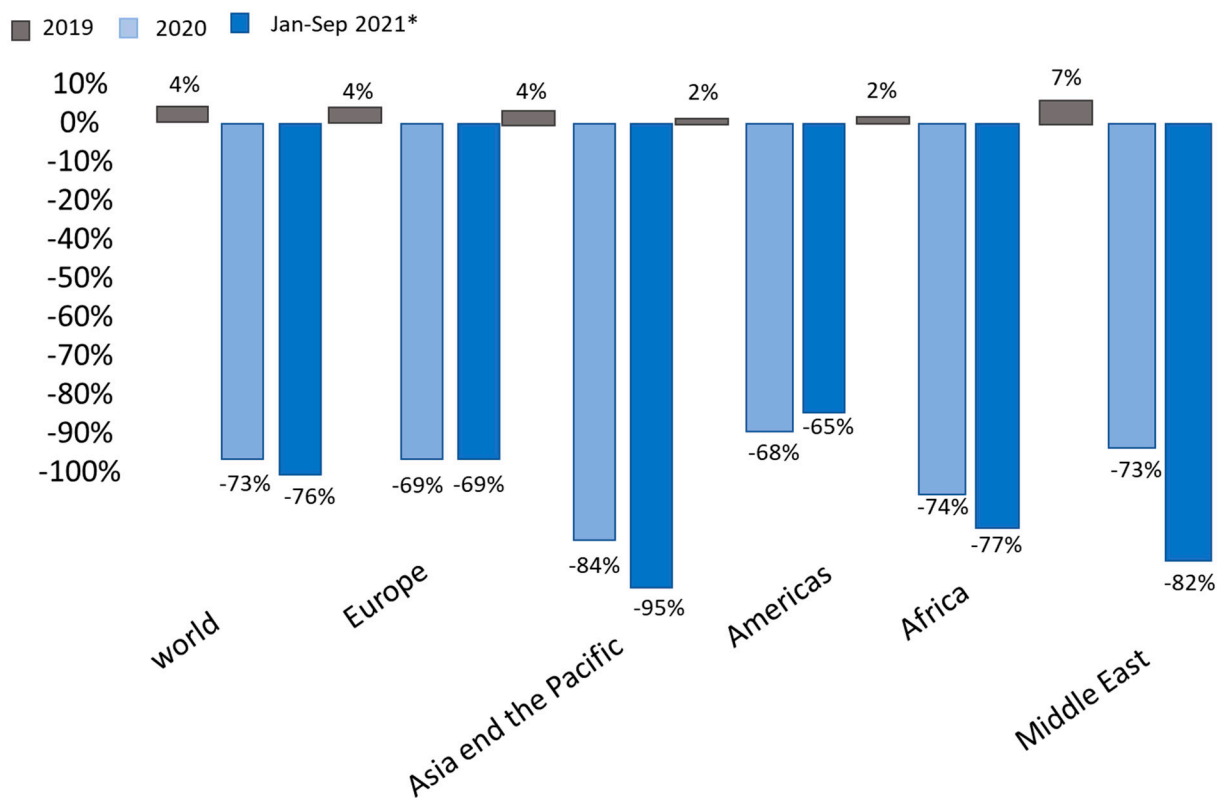
### 2.1. *The Cultural, Social and Sustainable Impact of Events Held at Inland Tourist Destinations*

When reflecting on inland tourism activity, one has to enquire as to its relevance, expressed in the number of people mobilized for different reasons and especially local events that promote the economic growth of this sector [24], the levels of tourism expenditure, based on an unstoppable growing trend worldwide [25,26] which makes the activity an attractive economic sector for many countries and entities, even the most exclusive ones, such as the fireworks display at the end of the year.

These local events will ensure that tourism observes the principles of sustainability [27–30], minimizing the impact on the environment and local culture, while contributing to the generation of income and employment for the local population [31–34]. As a form of tourism that can contribute to the future survival of the industry in general, the current reality is unique in that it has not been firmly established in society at the expected levels [35]. This highlights the principles of sustainability that are part of the environmental, economic and socio-cultural aspects of tourism development, and an adequate balance between these three dimensions should be established to ensure its long-term sustainability.

In 2005, the World Tourism Organization (UNWTO) [36] defined the concept of sustainable tourism as “tourism whose practices and principles can be applicable to all forms of

tourism in all types of destinations, including mass tourism and the various niche tourism segments". According to the UNWTO (2021) [37], despite the strong global shocks caused by COVID-19, tourism has enjoyed unstoppable growth since the year 1950. As noted by UNWTO Secretary General, Zurab Pololikashvili: "Data for the third quarter of 2021 are encouraging (See Figure 1), but arrivals are still 76% below pre-pandemic levels, and performance remains uneven in different regions of the world." He adds that in the face of increased infections and possible coronavirus mutations, "there are reasons not to let our guard down and continue our efforts to ensure equitable access to vaccination worldwide, as well as to have coordinated travel procedures, and to make use of digital vaccination certificates to facilitate mobility and continue to support the sector".



**Figure 1.** United Nations World Tourism Organization (UNWTO) Confidence Index: World.

As the leading international organisation in the field of tourism, UNWTO [37] promotes tourism that contributes to economic growth, inclusive development and environmental sustainability, and provides leadership and support to the sector to expand its knowledge and tourism policies worldwide (UNWTO, 2021). Therefore, several countries and cities are using local events as a tool for tourism development and in this opportunity materialising in the years shown in Figure 1 (see \*), provoking the influx of people to events such as the traditional fireworks of Valparaíso and Viña del Mar in Chile, or others, and are analysing the possibilities of promoting development through sustainable tourism in local events [38–40]. This type of local tourism event has become a special tradition in the coastal area of Chile [41], where municipalities organize fireworks shows off the coast to celebrate the beginning of a new year. Thousands of families normally attend the shows to welcome the new year with their loved ones on the beach, but due to the current COVID-19 pandemic, the event was cancelled due to the sanitary measures established by the Ministry of Health. However, in 2021, the public authorities of the fifth region of Chile were planning to carry out this event that is so eagerly awaited by thousands of Chileans and international tourists, the organizers confirming that this year there will be fireworks in the coastal area of Valparaiso and Viña del Mar and that this would serve to promote the local tourism sector as well as that of other countries in the world [41].

## 2.2. Local Tourism as Sustainable Development in Chile

A growing number of emerging countries in South America are endeavoring to become important local tourism destinations; however, limited research only considers actual visitors' perceptions of the destinations [42], specifically, the attractiveness, satisfaction, and loyalty of an emerging vacation destination in South America.

Tourism in the city is characterized by the exploitation of natural attractions and beauties, such as beaches, rivers and tourist spots, but there are certain inconsistencies and a seasonality that prevent their full development given the pandemic [43–45]. Sustainable local tourism refers to a form of tourism that seeks to satisfy the current needs of tourists, the tourism industry and local communities, without compromising the ability to meet the needs of future generations.

Local tourism signifies a generous income for tradesmen and women, being in many sectors almost their only source of income [46,47]. COVID-19 has therefore brought about a globalized crisis where all economies have been affected by the pandemic. Despite this, local entrepreneurs in the fifth region of Chile are confident about the positive forecasts of the local tourism sector for 2022 [48] and one of the actions to drive the economy is the holding of the traditional fireworks show in the bay (See Figure 2).



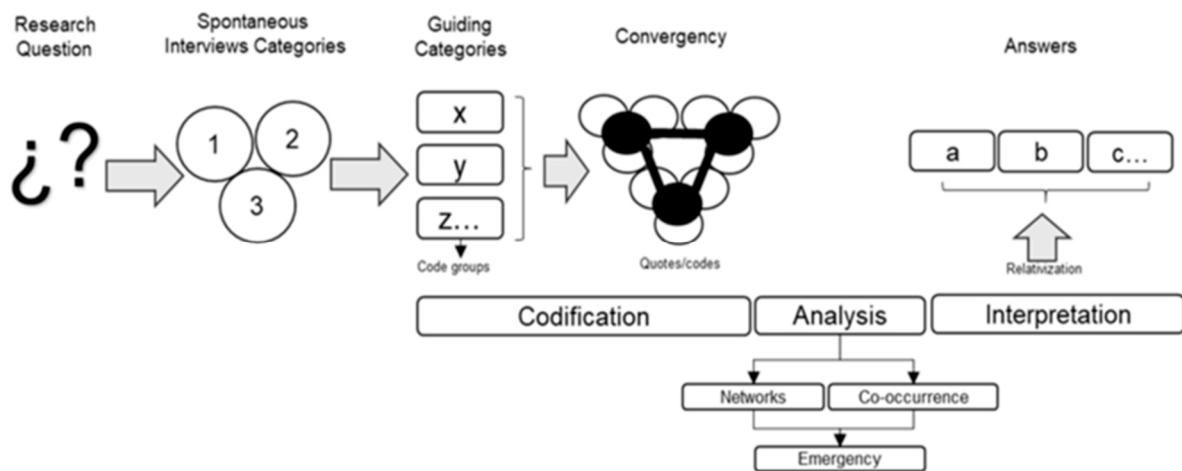
**Figure 2.** Year-end event 2021, Valparaíso Fireworks. Own resources, 2022.

As mentioned above, public agencies such as the Mayor's Office of Valparaíso and the Mayor's Office of Viña del Mar have confirmed that the fireworks shows will be held to welcome 2022 and with them an opportunity for economic development and sustainable local tourism in Chile [49,50]. These institutions are counting on the tourists' wish to travel to obtain the maximum possible benefits from this developing stage [51,52]; in fact post-COVID tourists have become even more demanding and in addition to comfort and services, they now seek other factors such as health, social distancing or freedom, in turn seeking to enjoy their vacations as much as they did in the past, respecting capacity, schedules, security measures and with a much more deeply rooted awareness than before [53,54].



### 3. Materials and Methods

Qualitative research methodology recognizes the human being as a producer of knowledge; it understands reality through the construction of meanings and by rescuing the heterogeneity of society [54,55]. Its methodological structure is neither linear nor previous; it emerges in the development of the study through an inductive process, reconstructing the realities of the subjects investigated from their natural environment. For this study, phenomenology and the grounded theory of Heidegger and Strauss trace an argumentative axis in defense of the specific character of human reality when faced with the challenges of a local tourism that seeks sustainability, which makes it irreducible to the categories of analysis of physical reality whose essence are objects or material things. This qualitative research with a naturalistic approach was structured following the procedure of ¿H-G. Gadamer? [56,57], who configured the hermeneutic analysis in five phases (see Figure 3).



**Figure 3.** Procedural diagram of the qualitative-naturalistic route.

Stage 1. The study answers the key questions that challenge the different approaches to the problem and guide the direction of the research. The methodology was applied according to the informants' perspectives of each specific topic.

Stage 2. Spontaneous categorical interviews (SCI). The construction of the SCI is based on three approaches which guide the direction of the research during its analysis; these were applied to key informants in order to determine the guiding categories.

Stage 3. Guiding categories (GC). The coding of quotations is carried out considering the answers of the forty key informants from the public, private and social sectors, in order to group them into four approaches as follows: Accessibility to sustainable tourism resources (ASTR); Contribution and sustainable development of local tourism (CSDLT); benefits of sustainable national tourism (BSNT) and social considerations, economic growth and environmental development (CSCEGED). The distribution of the unit of analysis was presented as seen below (see Table 1).

Stage 4. Convergence (C). The convergence of informants is grouped according to the guiding categories by means of quotations and open codes, thus establishing a semantic network where the rootedness and density of each category stands out. Finally, the calculation of the emergence index was established, which indicates the average range of mentions of rootedness and density in order to determine all those indicators that are above the average, thus enabling an interpretation of the results.

Stage 5. Analysis and interpretation of results. Using Atlas.Ti9 software, semantic networks with open codes, rootedness and density tables, Sankey diagrams and emergence calculation were obtained in order to respond to the objectives of the study.

**Table 1.** Distribution of the unit of analysis.

Institution Represented	Region	Sector
Representative of the Municipality of Valparaíso	Valparaíso	Public
Representative of the Municipality of Viña del Mar	Valparaíso	Public
Representative of the Municipality of Concón	Valparaíso	Public
Representative of the Gastronomic Guild	Valparaíso	Private
Representative of the Hotel Guild	Valparaíso	Private
Representative of the Chamber of Commerce and Tourism of Viña del Mar	Valparaíso	Private
Representative of the Regional Chamber of Commerce and Tourism of Valparaíso	Valparaíso	Private
Representative of the Gastronomic and Cultural Association Barrio Poniente de Viña del Mar	Valparaíso	Private
Representative of the National Tourism Service (SERNATUR)	Metropolitana	Social
Tourist 1	Metropolitana	Social
Tourist 2	Los Lagos	Social
Tourist 3	Aysén	Social
Tourist 4	Metropolitana	Social
Tourist 5	Metropolitana	Social
Tourist 6	Metropolitana	Social
Tourist 7	Metropolitana	Social
Tourist 8	Metropolitana	Social
Tourist 9	Metropolitana	Social
Tourist 10	Metropolitana	Social
Tourist 11	Los Lagos	Social
Tourist 12	Metropolitana	Social
Tourist 13	Metropolitana	Social
Tourist 14	Metropolitana	Social
Tourist 15	Metropolitana	Social
Tourist 16	Metropolitana	Social
Tourist 17	Metropolitana	Social
Tourist 18	Metropolitana	Social
Tourist 19	Metropolitana	Social
Tourist 20	Metropolitana	Social
Tourist 21	Metropolitana	Social
Tourist 22	Metropolitana	Social
Tourist 23	Metropolitana	Social
Tourist 24	Los Lagos	Social
Tourist 25	Metropolitana	Social
Tourist 26	Metropolitana	Social
Tourist 27	Metropolitana	Social
Tourist 28	O'higgins	Social
Tourist 29	Tarapacá Antofagasta	Social
Tourist 30	Los Rios	Social

Table 1. Cont.

	Institution Represented	Region	Sector
Tourist 31		Metropolitana	Social
Tourist 32		Metropolitana	Social
Tourist 33		O'higgins	Social
Tourist 34		Metropolitana	Social
Tourist 35		Metropolitana	Social
Tourist 36		Metropolitana	Social
Tourist 37		Metropolitana	Social
Tourist 38		Metropolitana	Social
Tourist 39		Metropolitana	Social
Tourist 40		Metropolitana	Social

Many researchers work with grounded theory, since they relive the reality of the phenomenon to be studied [21,58] and revise the direction and framework of their research in real time when new findings and information emerge [59]. Grounded theory uses induction-related procedures that generate an explanatory theory of the analyzed phenomenon [22]. In this study, we emphasize a conceptual and theoretical approach based on grounded theory [60], as concepts and data relationships are continuously produced and re-examined so as to be deemed rigorous scientific research [21].

Since it is linked to symbolic interactionism, grounded theory ensures knowing what is happening and why this occurs in a social group [21], in order to formulate grounded theories with empirical analysis [61,62] about human behavior and the social world (Kendall, 1999) [63]. This theory is especially useful when analyzing different organizations and groups [64] using relatively unstructured information (text data) and applying theoretical sampling [65,66].

In this work—and given the heterogeneity and diversity of Latin America as a geographical area [67–70]—we have used this approach to the main actors or key subjects to contact public officials, private sector entrepreneurs, tourism entrepreneurs and the tourist her/himself as units of analysis (see Table 1). For the protection and safeguarding of key informants, these were denominated representatives and tourists [69,70]. We have chosen the fifth region of Chile, given the national press reports indicating that it will be the last time that the offshore fireworks display will take place, and also due to its diversity and heterogeneity, meaning that the conclusions obtained in this study re applicable to other regions and continents of the planet.

Based on grounded theory, the discourses of 50 semi-structured interviews were collected and analyzed (of which only 40 were taken into account since the variable was saturated) from representatives of the public and private sector, as well as from tourists who were in Valparaíso, Chile before, during and after the New Year's Eve show, before being coded (Product, service and local tourism) through the use of four pre-codes, as identified in sustainable local tourism management: Accessibility to tourism resources (pc01), Sustainable local tourism development (pc02), Social contribution, economic growth and environmental development (pc03) and Domestic tourism consumption (pc04). We supplemented these pre-codes with codes (axial coding, acxx) that were interpreted as emergent and relational functions, such as “is associated with”, “is part of”, “is the cause of”, “contradicts”, “is one” and “is the property of” to form a resulting proposition (rpxx).

In this sense, parts of the key informants' discourses are also shown and where the grounded theory of the findings under this research is visible, the data of the key informants are protected subject to the ethical criteria applied in the investigation, so they are identified as: representative of the sector, public; representative of the private sector, tourist. The results are shown and discussed in the following sections.

### 4. Results

From the analyzed units of the key informants who responded to the semi-structured interview, scientific evidence shows that such local events enhance tourism and lead to sustainable political, legal, economic, social, and ecological activities. Therefore, an explanatory model was created that dimensions local development for sustainable tourism in four components (or factors): accessibility to tourism resources, contribution to environmental and substantial development of local tourism, contribution to economic growth and internal tourism consumption. The impact of local tourism is monitored applying standards of transparency and accountability in management (see Figure 3).

Table 2 represents a strategy that aims to promote the economic reactivation of the locality through domestic tourism, applying a process of planning, management, execution and control of the national event that encourages leisure, hospitality and sustainable tourism (See Figure 4).

**Table 2.** Hermeneutic approach and guiding categories and groups of codes prepared by authors, 2022.

Hermeneutic Approach	Guiding Category	Category Code Group
Sustainable local tourism planning	Accessibility to sustainable tourism resources	Tourist objectives Tourist attractions Tourism perceptions Health considerations
Sustainable environmental considerations	Contribution and sustainable development of local tourism	Sustainable local heritage Sustainable recommendations Local and national sustainable tourism benefits Sustainable facilities
National and local sustainable tourism	Benefits of domestic sustainable tourism	Revival of a sustainable economy Sustainable expectations Tourism projections
Sustainable local tourism development and opportunities	Social considerations, economic growth and environmental development.	Sustainable local tourism Influx of visitors Local economic spillover

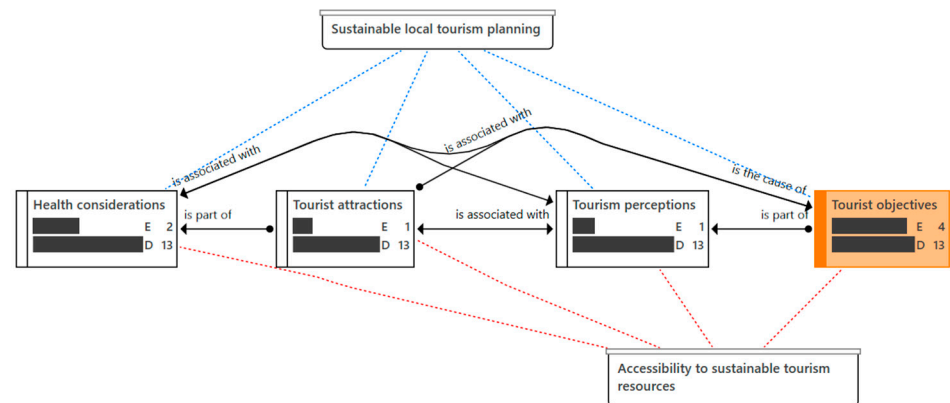


**Figure 4.** Model dimensioning local development for sustainable tourism in four components. Own source, 2022.



#### 4.1. Sustainable Local Tourism Planning and Accessibility to Tourism Resources

Accessible tourism or ‘tourism for everyone’ pursues the objective that all products and services can be enjoyed under the same conditions for any person, regardless of whether or not they are disabled (See Figure 5).



**Figure 5.** Semantic network of accessibility to sustainable tourism resources. Own source, 2022.

“Fireworks shows have become a tradition in the coastal area of the country, since to commemorate the beginning of a new year, municipalities organize fireworks shows just out to sea—inclusive events that attract families and tourists from all over Chile and abroad.”

Representative of the Municipality of Viña del Mar

“Thousands of families attend the show to celebrate and receive a new year with their loved ones on the beach, providing Chilean families with moments of great happiness.”

Tourist 2

“They hope to reach an average number of visitors that is 50% of the historical projection. 250,000 people in the worst-case scenario and close to 500,000 in the best case.”

Representative of the Chamber of Commerce and Tourism of Valparaíso

“I hadn’t left my house for more than 5 months, and coming to see this show was incredible, my family and I enjoyed it so much; if they do it in 2022 we’ll be back.”

Tourist 4

“Call the Minister of Health and the Intendant to obtain the corresponding authorizations for this event, review and take all measures, so that this New Year’s party is a safe family outing, and a support to the reactivation of local trade and tourism.”

Representative of the Municipality of Viña del Mar

“In spite of the context we are currently living in of a ‘new normality’ and that the figures obtained in terms of hotel occupancy are encouraging, and also considering the progress of the community “Step by Step” plans, the implementation of the Mobility Pass and the greater freedom of movement, numbers are still not comparable with previous years, due to the closure and capacity restriction of many establishments.”

Representative of the Municipality of Concón

Considering the three sectors—public, private, and social—the Sustainable Planning of Local Tourism (SPOLT) seeks to provide Accessibility to Sustainable Tourism Resources

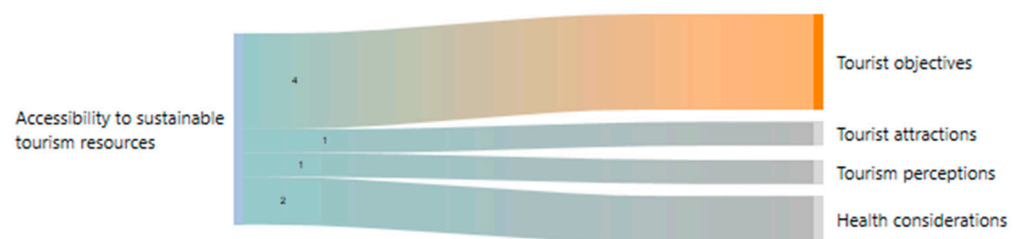
(ASTR) establishing a codification as a guide to determine the Tourism Objectives (OT) which are associated with the Tourist Attraction (AT) which in turn can be exploited based on the Tourist Perception (PT) of the visitors, taking into account the Sanitary Considerations (SC) that oversee the safety of tourists during the current pandemic.

Considering various factors, Table 3 describes the percentage of accessibility of tourism resources, determining 50% participation in the establishment of the Objectives (OTS), 25% in the Sanitary Conditions (CS), and with 12.5% respectively for the Tourist Attractions and Perceptions (ATS) (PTS).

**Table 3.** Analysis of the Code-document for Accessibility to Sustainable Tourism Resources. Own source, 2022.

Accessibility to Sustainable Tourism Resources	Absolutely	Relative to Table
Health considerations	2	25%
Tourism perceptions	1	12.50%
Tourism attractions	1	12.50%
Tourism objectives	4	50%

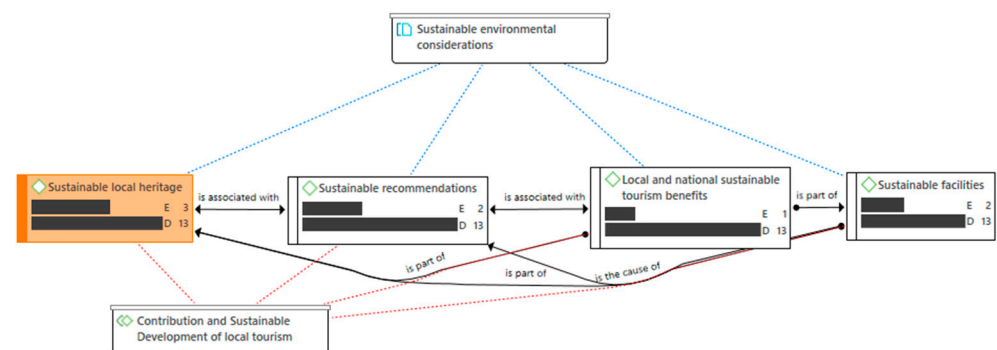
The diagram relates all the codes involved that respond to the accessibility of tourism resources, highlighting the more deeply-rooted sustainable tourism objectives, which act as an Emerging Category (See Figure 6).



**Figure 6.** Sankey Diagram. Own source, 2022.

#### 4.2. Results of Sustainable Environmental Considerations and Contribution and Sustainable Development of Local Tourism

The contribution and consideration of the environmental and sustainable development of small-scale local tourism is the activity practiced by individuals in local destinations that maintains a balance among environmental, economic, socio-cultural and political-institutional dimensions, and provides an optimal use of the local tourism heritage, while respecting cultural values (See Figure 7).



**Figure 7.** Semantic network for the contribution and sustainable development of local tourism. Own source, 2022.

“Definitely”. In his opinion, “it is one more point in favor of the influx of tourists, especially at the beginning of the summer season, where people are asked to care for the beaches, green areas and the environment as such.”

Tourist 1

“It is important that tourists who visit us take care of our historical, cultural and environmental heritage, that they support entrepreneurs at different levels and thus achieve improvements in the standard of living of our community, which has been difficult due to the pandemic.”

Hotel industry

“The bioeconomy promotes new manners of organizing value chains associated with biodiversity (biochains) and the generation of circular economy flows. For this reason, our hotel offers sustainable and ecological facilities with wifi connection, private parking and an outdoor play area for children,”

National Tourism Service (SERNATUR)

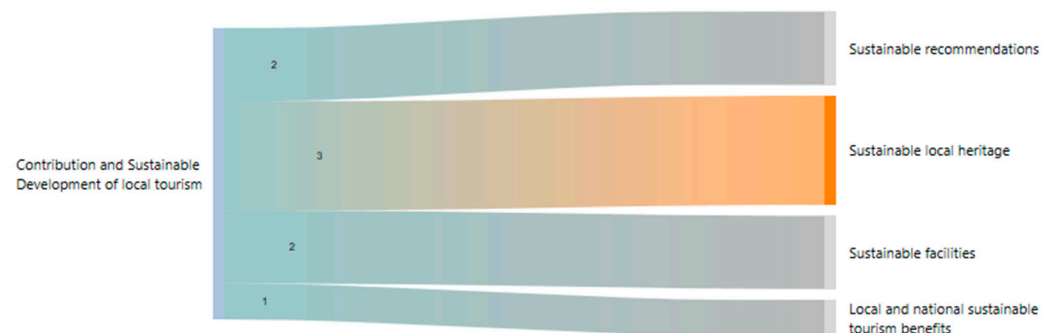
The diagram relates all the codes involved that respond to the accessibility of tourism resources, highlighting with greater emphasis the sustainable tourism objectives, which act as an Emerging Category.

The Sustainable Environmental Considerations (SEC) are based on the level of Contribution and Sustainable Development of Local Tourism (CSDLT) that preserves the Local Heritage in a Sustainable Way (LHSW) through the dissemination of mass information directed to tourists with Sustainable Recommendations (SR) so that their stay is pleasant and provides Sustainable Tourism Benefits (STB) to the region. It is also important to consider that the different economic sectors such as restaurants, hotels, stores and local services should have Sustainable Facilities (SF).

Table 4 represents the percentage and rootedness of each code, where 37.5% of the informants lend importance to sustainable local heritage, 25% focus on having sustainable facilities and recommendations, and only 12.5% consider both local and national tourism benefits (See Figure 8).

**Table 4.** Analysis of code documents for the contribution and sustainable development of local tourism. Own source, 2022.

Contribution and Sustainable Development of Local Tourism	Absolutely	Relative to Table
Sustainable local heritage	3	37.5%
Sustainable recommendations	2	25%
Local and national sustainable tourism benefits	1	12.5%
Sustainable facilities	2	25%



**Figure 8.** Sankey Diagram. Own source 2022.

The diagram relates all the codes involving the contribution and sustainable development of local tourism, highlighting local sustainable heritage, which acts as an emerging category.

#### 4.3. National and Local Sustainable Tourism Results and Domestic Sustainable Tourism Benefits

Domestic tourism consumption is consumption by resident visitors in their countries of reference. The final destination of the visitor could be inside or outside the country of reference, but the consumption activity defined as domestic refers to actual spending in the country of reference (See Figure 9).

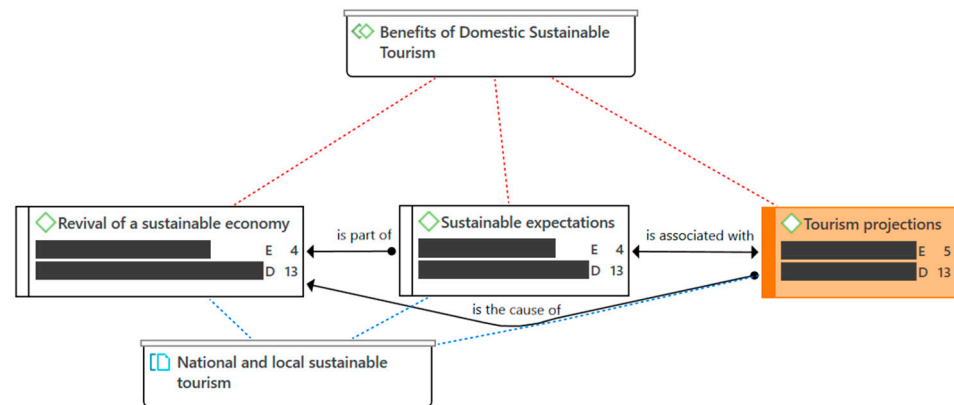


Figure 9. Semantic network of national and local sustainable tourism. Own source, 2022.

“We take it as something very positive, because we have lived through a lot of downturns. These have been two very complicated years for the entertainment industry, where doors were closed to everyone.”

Tourist 3

“Although things have little by little been reactivated, there have also been losses due to the lack of tourism in the region and the communities.”

Representative of the gastronomic guild

He hopes that the fireworks show will be “the best preview for the next high season, especially when we are just beginning to see signs of recovery thanks to the de-escalation of restrictions for us as tourists.”

Tourist 6

“It allows them (local business owners) to plan in such a way as to be able to adjust their offer to the sanitary conditions demanded by us as a city and thus jump start tourism.”

Representative of the Municipality of Valparaíso

“The mayor’s decision gets us moving, reactivating the economy. We call on people to opt for the established venues,” he says and adds that “many cities have suspended the fireworks for different reasons, but we are in favor of them (...) it will be the beginning of a great summer for the city of Valparaíso.”

Representative of the Regional Chamber of Commerce and Tourism of Valparaíso

“In Viña del Mar they also expect a positive projection in terms of hotel occupancy. In the dates before and after the New Year shown on the sea, an occupancy of 90 to 95% is estimated in the Garden City.”

Representative of the hotel guild

“The income generated by this activity is very important for the region but it’s important to consider other options that are on the same level as the fireworks, for

example a possible show with drones, like they have in other countries. As long as the communities of Concón and Valparaíso can participate in the decision.”

Representative of the Regional Chamber of Commerce and Tourism of Valparaíso

“No festivity, other than this pyrotechnic launching—which is famous the world over—has the same impact. Not holding it would stop attracting the strategic audiences that usually visit the area for this celebration.”

Representative of the Viña del Mar Chamber of Commerce

“Although the fireworks were not confirmed as far in advance as we would have liked, which added to the decision of Concón not to join this event, we believe that it is an opportunity for the national tourist to take part in this reactivation, preferring local destinations over international ones.”

Tourist 5

“All those who work in the tourism sector and the large number of SMEs that offer their tourism products and services, are prepared to receive the tourists who visit us with open arms, so we hope to position ourselves as the favored destination this summer.”

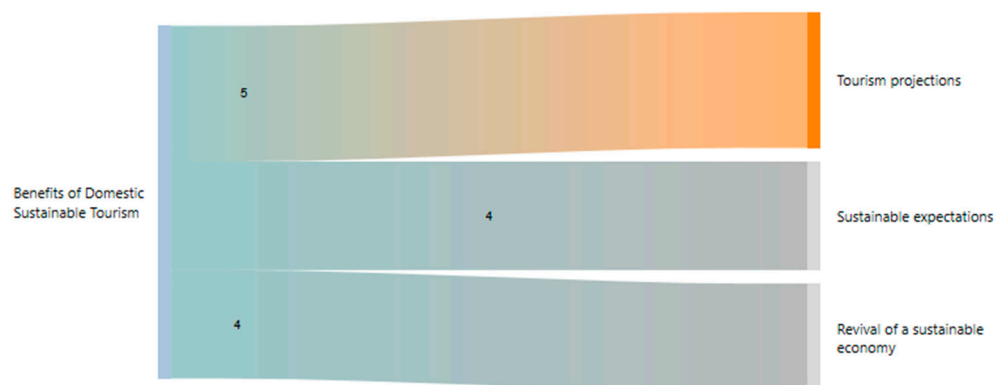
Representative of the Regional Chamber of Commerce and Tourism of Valparaíso

The Benefits of Domestic Tourism (BDT) are taken into account for the hermeneutic approach to National and Local Sustainable Tourism (NLST) and there are three important aspects to consider here: the Reactivation of the Economy (RE), the Sustainable Expectations (SE) and the Tourism Projections (TP) with the highest rootings, which is considered an emerging category.

Table 5 shows the respective percentages for each code analyzed, where 30.77% contemplates the Sustainable Expectations of the end-of-year event, 38.46% refers to the expected Tourist Projections and the remaining 30.77% highlights the possibility of Reactivation of a Sustainable Economy (See Figure 10).

**Table 5.** Analysis of code documents for the benefits of domestic sustainable tourism. Own elaboration, 2022.

Benefits of Domestic Sustainable Tourism	Absolutely	Relative to Table
Revival of a Sustainable Economy	4	30.77%
Sustainable Expectations	4	30.77%
Tourism Projections	5	38.46%



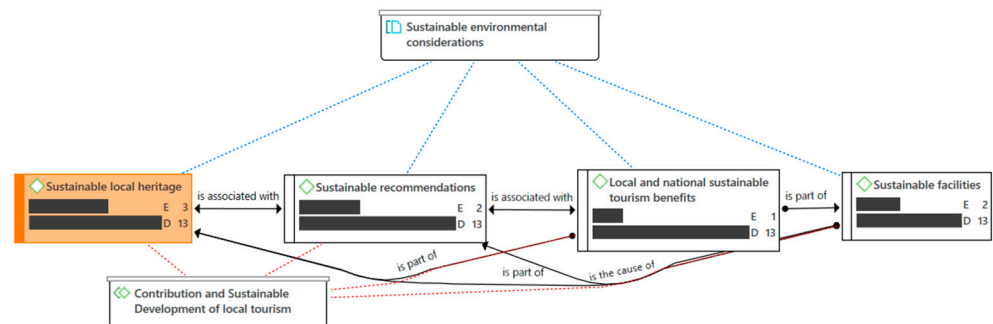
**Figure 10.** Sankey Diagram. Own source 2022.

Tourism projections stand out as the emerging category with the highest rooting number, while the reactivation of the economy and expectations show a minimal difference, for which the three codes when related provide a broad vision of what is expected as a result of the year-end event and the benefits it would bring to the locality.



#### 4.4. Sustainable Local Tourism Development and Opportunities and Social Considerations, Economic Growth and Environmental Development

A major boost thanks to the social, economic and environmental aspects is the product of the coordinated reorientation of policies, investments, regulations, tax regime and others towards the economic growth, job generation and development of productive chains of sustainable tourism, in addition to the reduction of the environmental footprint (See Figure 11).



**Figure 11.** Semantic network of social considerations, economic growth and environmental development. Own source, 2022.

“We have welcomed the call and the proposal of the local economy, its daytime and nighttime commerce. In Valparaíso there will be a New Year’s event at sea.”  
Representative of the Gastronomic and Cultural Association Barrio Poniente de Viña del Mar

“It is an extremely important activity for the city, not only because of its symbolic value,” but also because it will help to “reactivate the local economy.”

Tourist 7

“This announcement will be accompanied by a series of sanitary measures, and I emphasize the fact that since the decision was taken almost two months before New Year’s it helped us to plan as a family.”

Tourist 12

“The fireworks in Viña del Mar are progressing according to schedule, incorporating a series of measures to encourage people to enjoy them from their homes, neighborhoods and the upper part of the city, to minimize crowds on the waterfront.”

National Tourism Service (SERNATUR)

“It is important to start the year with joy and energy, but always bearing in mind the importance of safety measures.”

Tourist 9

“We are going to focus on the launching of the fireworks, which does not involve an extra expense because the tender has already been made.”

Representative of the Municipality of Viña del Mar

“Expectations are focused on the gastronomic offer, for the dinners, preparations and meetings.”

Representative of the Gastronomic Guild

“First we have to reactivate the economy, because it is essential to boost local trade and we understand as visitors that this is essential for a seasonal economy like Viña del Mar’s.”

Tourist 7

“This will undoubtedly be an opportunity for economic development, particularly for the port tourism, which will be able to open its doors to better receive the year 2022.”

Representative of the National Tourism Service (SERNATUR)

“And, as for the hotel area, the incidence is a little lower, but it can still contribute to people deciding to spend more days in the area after the New Year.”

Representative of the hotel guild

“Similarly, the gastronomic groups expect the floating population to increase by 35%. This could translate into close to 500,000 people arriving in the territory during the dates close to the New Year.”

Representative of Agrupación Gastronómica y Cultural Barrio Poniente de Viña del Mar

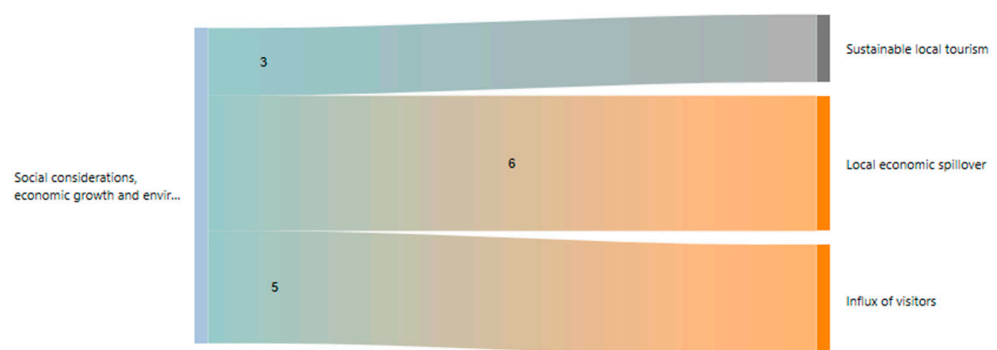
The approach to sustainable environmental considerations is based on the Contributions and Sustainable Development of Local Tourism (CSDLT) for which it is necessary to conserve Local Heritage in a Sustainable Manner (LHSM) and that is related, in turn, to important factors such as: Sustainable Recommendations (SR), National and Local Tourism Benefits (NLTB) and Providing Sustainable Facilities (PSF).

Table 6 represents the percentage and rootedness of each code, where 35.71% emphasizes the influx of tourist visitors, 42.86% refers to the economic spillover involved in the year-end event, and only 21.43% highlights aspects relevant to local tourism.

**Table 6.** Analysis of code documents for social considerations, economic growth, and environmental development. Own source, 2022.

Social Considerations of Economic Growth and Environmental Development	Absolutely	Relative to Table
Sustainable local tourism	3	21.43%
Influx of visitors	5	35.71%
Local economic spillover	6	42.86%

The diagram relates all the codes that respond to Social Considerations, Economic Growth and Environmental Development, highlighting the local economic spillover, which acts as an Emerging Category (See Figure 12).



**Figure 12.** Sankey Diagram. Own source, 2022.

#### 4.5. Results of the Aprioristic Categories and Emerging Codes

##### 4.5.1. Accessibility to Sustainable Tourism Resources

The main objective of tourism is to provide goods and services that are accessible to anyone, with the fireworks show becoming a tradition in the coastal area of Chile, achieving an international projection. Thousands of visitors choose this destination to close the year, which apart from increasing the number of visitors allows thousands of families to enjoy a moment of social distraction. On the other hand, it is very important to consider security measures for the reactivation of local trade and tourism.

#### 4.5.2. Contribution to and Sustainable Development of Local Tourism

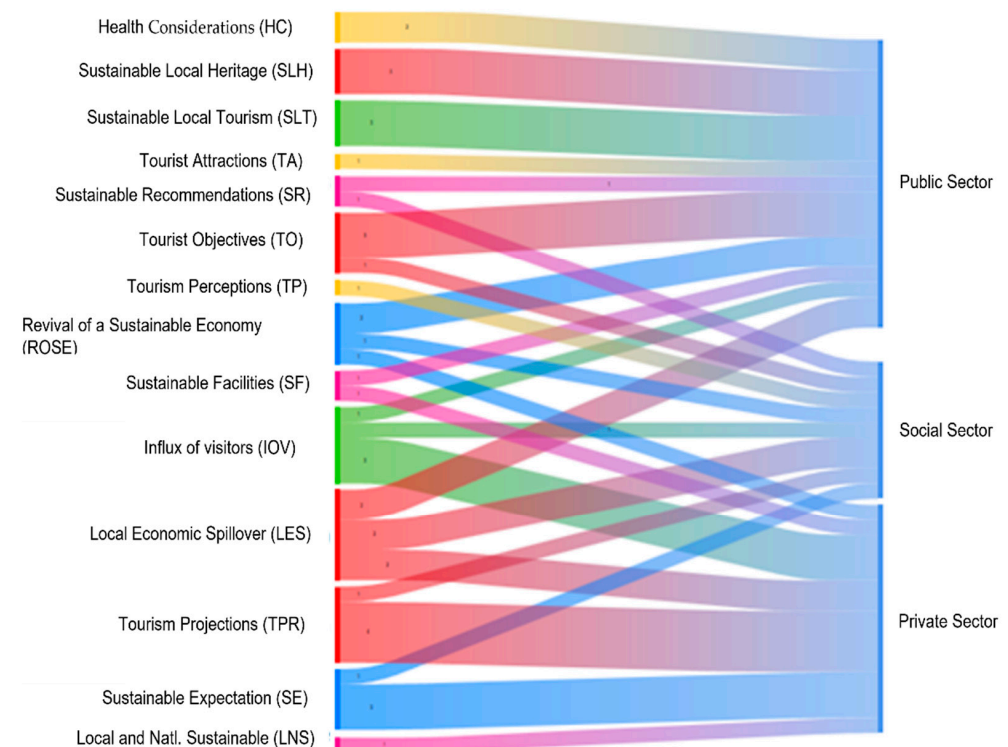
Regarding this point, sustainable contributions are focused on local tourism, acquiring an environmental, economic, social, cultural, political, and institutional commitment to safeguarding the balance among them and at the same time respecting the tourist heritage, maintaining the facilities in optimal conditions. Tourists are also called on to preserve beaches, green areas, and the environment in general, with a broad vision of a bioeconomy where organizations seek to create value chains that generate economic flows based on a circularity scheme.

#### 4.5.3. Benefits of Domestic Sustainable Tourism

One of the benefits of this event is the increase in domestic consumption by national and international tourists, which has led to a gradual reactivation of the economy; expectations were high, especially for local businesses, the hotel sector and the reactivation of the economy in general. This event encourages future planning by implementing different attractions such as the use of drones, however the fireworks are already an established tradition that attracts all kinds of tourists.

#### 4.5.4. Social Considerations, Economic Growth and Environmental Development

Social, economic, and environmental considerations are governed by regulations aimed at policies that focus on sustainable economic growth, generating jobs and developing production chains that seek to reduce the environmental footprint, at the same time benefiting the region's economy (See Figure 13).



**Figure 13.** Sankey Diagram. Own source, 2022.

Figure 13 represents four guiding categories from which the respective codes are derived, which correspond to all the factors involved and which support each hermeneutic approach. The emerging categories with the strongest roots can thus be seen in red.

Table 7 describes the number of citations corresponding to the codes of each guiding category, so there are 2 citations for Health Considerations for the Accessibility to Sustainable Tourism Resources category, 1 for Tourism Perceptions, 1 for Tourism Attractions and 4 for Tourism Objectives. In turn, the Benefits of Internal Sustainable Tourism yield

4 citations for the Revival of a Sustainable Economy, 4 for Sustainable Expectations and 5 for Tourism Projections. In terms of Local Sustainable Tourism Contribution and Development, there was 1 citation for Local and National Sustainable Tourism Benefits, 2 for Sustainable Facilities, 3 for Sustainable Recommendations and 2 for Sustainable Recommendations. Finally, for Social Considerations, Economic Growth and Environmental Development, 5 citations were found for Visitor Inflow, 6 citations related to Sustainable Economic Output and 3 for Sustainable Local Tourism. The colours shown in Table 7 establish the positioning of the emerging categories and the projection of new research phenomena on local sustainable tourism.

**Table 7.** Results of the aprioristic categories and emerging codes.

	Private Sector Gr = 13; GS = 1		Public Sector Gr = 18; GS = 1		Social Sector Gr = 9; GS = 1		Totals	
	Absolute	Relative of the Table	Absolute	Relative of the Table	Absolute	Relative of the Table	Absolute	Relative of the Table
● Health Considerations (HC) Gr = 2	0	0.00%	2	4.65%	0	0.00%	2	4.65%
● Influx of visitors (IOV) Gr = 5	3	6.98%	1	2.33%	1	2.33%	5	11.63%
● Local and Natl. Sustainable (LNS) Gr = 1	1	2.33%	0	0.00%	0	0.00%	1	2.33%
● Local Economic Spillover (LES) Gr = 6	2	4.65%	2	4.65%	2	4.65%	6	13.95%
● Revival of a Sustainable Economy (ROSE) Gr = 4	1	2.33%	2	4.65%	1	2.33%	4	9.30%
● Sustainable Expectation (SE) Gr = 4	3	6.98%	0	0.00%	1	2.33%	4	9.30%
● Sustainable Facilities (SF) Gr = 2	1	2.33%	1	2.33%	0	0.00%	2	4.65%
● Sustainable Local Heritage (SLH) Gr = 3	0	0.00%	3	6.98%	0	0.00%	3	6.98%
● Sustainable Local Tourism (SLT) Gr = 3	0	0.00%	3	6.98%	0	0.00%	3	6.98%
● Sustainable Recommendations (SR) Gr = 2	0	0.00%	1	2.33%	1	2.33%	2	4.65%
● Tourism Perceptions (TP) Gr = 1	0	0.00%	0	0.00%	1	2.33%	1	2.33%
● Tourism Projections (TPR) Gr = 5	4	9.30%	0	0.00%	1	2.33%	5	11.63%
● Tourist Attractions (TA) Gr = 1	0	0.00%	1	2.33%	0	0.00%	1	2.33%
● Tourist Objectives (TO) Gr = 4	0	0.00%	3	6.98%	1	2.33%	4	9.30%
<b>Totals</b>	<b>15</b>	<b>34.88%</b>	<b>19</b>	<b>44.19%</b>	<b>9</b>	<b>20.93%</b>	<b>43</b>	<b>100.00%</b>

## 5. Discussion

The current relevance of local tourism for the growth and socioeconomic development of different countries around the world is undeniable [71]. Authors such as Meuser, T. and Von Peinen, C. (2020) [72] establish that local tourism supports sustainable economic growth, that encouraging these activities is necessary to generate an economic growth that exceeds that of the population. The contribution of tourism to the national economy is both direct and indirect [72,73], particularly including expenditure within the country for travel and tourism by residents and non-residents for business or recreational purposes.

The direct contribution includes, among other variables, investment, purchases, and employment to meet the demand for tourism services [72,74], while the indirect contribution refers to intermediate consumption to produce goods and services in the tourism sector [72,75]. There is also an induced contribution, which includes, for example, workers' expenditure in the tourism sector [72,76].

This situation can be observed in the case of Chile specifically, where there has been an increase in local tourist arrivals over the last five years [77]. For authors such as Le, C.C. and Dong, D.X. (2017) [78], domestic tourism has a higher share (55% vs. 45%) than foreign tourism in total expenditure. Moreover, leisure tourism contributes more than business tourism to the added value generated by the sector (67% vs. 33%, respectively), according to the WTTC in 2021 [37]. If we observe the Chilean reality, specifically the approach of the current Tourism Law enacted in 2010, we find that it indicates that: "Tourism is a strategic activity for the development of the country, being a priority within the policies of the State, hence it should promote same harmoniously and comprehensively, encouraging its sustainable growth in accordance with the characteristics of the regions, municipalities and localities of the country." [79].

Apart from this national tourism policy, the Chilean State has been preparing and implementing different actions to develop tourism activity [79,80]. Among the most relevant of these over the last decade we would mention the establishing of the National Tourism Strategy 2012–2020 and the National Plan for Sustainable Tourism Development. These have been challenged due to the economic situation in the country, which has led this sector having to re-invent itself in a dynamic commercial and consumer behavior context [81,82].

The results of this research show that there is huge interest in the development of local tourism. Given this background we would deduce that the movement of international tourists, composed of both outbound and inbound tourism, plus domestic tourism will continue to increase in the future [83]. Authors such as Hang, L.L.; Backman, K.F.; Huang, Y.C. [84] coincide in the importance of the role to be played by public entities as key actors in growth at the local level. Chile should be empowered at the continental level and be represented along the entire 4300 km of its Pacific coastline (if the 800 km of the Antarctic zone is included), making it the possessor of a wealth of heritage linked to landscapes and traditions. There is a wide variety of "potential and consolidated" tourist destinations and products in the country's various municipalities, where activities related to archaeological, astronomical, sun and beach, religion, sports, wine tourism, ecotourism, and others abound [42,43].

## 6. Conclusions

The closing of 2021 meant the return of the fireworks festival to the coasts of Valparaíso and Viña del Mar, but it was also the last show of this type in the 'garden city', after the municipality of that city communicated its decision through its social networks, shared in Twitter, that the Municipality of Viña del Mar had decided to cancel the pyrotechnics display in future years.

The argument used by local authorities was the negative consequences generated by fireworks on people with autism spectrum disorder (ASD), animals, and the environment. "Pyrotechnics generate negative consequences, especially on people with ASD, animals and the environment. Let's take all necessary measures to mitigate these effects!" Furthermore,



the municipality explained that for future celebrations they are exploring new alternatives to keep having a sustainable and more environmentally-friendly traditional New Year's Eve party along the coasts of the Valparaiso region.

However, the local scale is shown to be the most appropriate one when analyzing tourist destinations in Chile, given the importance that governmental structures have had in shaping them. Moreover, the end-of-year events show the degree of maturity achieved by these tourist destinations, ascribed to the so-called massive sun and beach tourism model, which means that it is advisable to implement important restructuring processes which must play a fundamental role in facing the challenges of competitiveness and future sustainability of local tourism activity in this coastal region.

On the other hand, differences with respect to the agents that have led the process of creating the local sustainable tourism space, the degree of planning with which this process was developed, or the structure of land ownership have led to the generation of different local tourism models, with different perspectives and challenges for the future. Based on the data and information described and analyzed, it was possible to visualize the various actions that must be implemented to promote and develop local tourism activity. However, upon reviewing the data, one can observe the inconsistency between the existing discourse on the relevance of tourism activity for local development, and the way in which public entities are approaching the goals of this sector.

This situation arises since it would appear possible that in some sectors there is no real intention or prioritization for developing local tourism, assuming that the various municipalities existing at the national level have particular characteristics that influence the development of this interest. These may be linked to their income, number of inhabitants, poverty index and the capacity to attract tourism, both visitors and public/private investment in communities that have a deficit of tourist attractions and/or resources.

In the case of the fifth region as a subject of study, each of these factors has an impact on the diverse capacities existing at the national level to develop tourism at the local level, considering the contingencies to which they must respond, and the scarcity of resources allocated by the central authorities. It was found that the development of tourism activity at the local level is a shared and "non-exclusive" task of the public entities administered by the municipalities, with the participation of a significant number of actors involved in local tourism development.

For this reason, it is very important to continue investigating the sustainable development of local tourism and the coordination capacity that can be generated at different levels, both internally (associated with "municipal management") and externally (associated with the relationship that should be generated with other public and private institutions). This would facilitate the alignment of the multiple actions that can be undertaken, enhancing their articulation and promoting strategies that integrate the tourism offer based on the natural, cultural, and social elements that distinguish each territory.

Subsequent investigation will explore how the social purpose is a fundamental part of the productive structure of sustainable local tourism, and not a consequence of a successful sector after a local event. Since it attracts so many tourists, the organization of the New Year's Eve event could be transferred to emerging, proactive, and dynamic traditional or technological organizations that are committed to developing significant actions and dedicating space to the incorporation of mechanisms that respond to a more sustainable local tourism in this region.

#### *Limitations and Future Research*

This study has certain limitations. In the first place, the study was carried out in a period of a global pandemic, so I cannot replicate more information from other key informants (such as hostels, inns, restaurant microentrepreneurs and suppliers), including a population of foreign tourists. Secondly, the study focused on showing the main motivations that led consumers to attend a specific national event as a tourist activity, since unfortunately, according to the government authorities, it would be the last of its kind to

be held. The number of attendees at these events ranges between 500,000 and 700,000 so it would be interesting to establish other actions and investigative methods to save this type of tourist events.

Thirdly, the sample size was small and the majority of those interviewed were tourists, therefore the sample could not realistically be larger. Expanded and comparative studies among young people of the local community, rather than political representatives, councilors, and mayors, should be conducted. From the units analyzed later, this type of local events empowers tourism and leads to sustainable political, legal, economic, social, and ecological activities that create a model that dimensions local development for sustainable tourism in only four components (or factors): accessibility to tourism resources, contributions to the environmental and sustainable development of local tourism, contributions to economic growth and internal tourism consumption. Hence, it would be useful to add other variables that could improve forecasting.

Finally, we would like to think that this work is a knowledge base for future research that could be used as a basis for studies of sustainable local tourism.

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