

## “INNOVATION IN TOURISM OF THE PROVINCE OF ARAUCO IN THE BIOBIO REGION”

### PROJECT SUMMARY:

The FIC -R program "Innovation in Tourism of the Province of Arauco in the Biobío Region" is an initiative that was executed by the Eurochile Business Foundation and financed by the Regional Government of Biobío through its instrument, the Regional Competitiveness Innovation Fund. (FIC - R). The execution was carried out mainly through the contribution, transfer and dissemination of local and European knowledge, tools, techniques and methodologies to the development of tourism with a better level of management and planning and the promotion of associative, collaborative and integrative work from the companies and their public and private organizations in their own territories.

### OBJETIVES:

Promote, disseminate, transfer and apply national and European experiences for the development of human capital in the tourism sector, strategies to transform destinations into differentiated products with identity, contributing to boost the circular economy and quality by companies and articulate the development of networks and collaboration spaces.



### ACHIEVEMENTS:

- 2 experiential tourism products designed under the European Product Club model: Nature Product and Heritage, Culture and Tradition Product.
- 3 collaborative work agreements.
- 1 public-private agreement (MoU) between tourism chambers, local governments and Eurochile.
- Proposals to improve tourism chambers.
- Work plans of the local government managers of tourism.
- Business and Institutional Profiles to disseminate on the Enterprise Europe Network
- 1 company certified with a quality seal from SERNATUR.

#### MAIN MILESTONES OF THE PROJECT:

1. Technological Tour to Europe, objective: to know the latest trends in technologies and sustainable tourism, experiences in the application of destination transformation strategies in differentiated products with identity.
2. Coaching and Business and Associative Consulting to strengthen the process of internalisation and implementation of the knowledge, tools, techniques and methodologies transferred and disseminated.
3. Design of Experiential Tourist Products for the creation of a Tourist Product Club (continuity project).
4. Transfer of European experience on Planning and Management of Tourist Destinations with local government teams (European expert).



#### BENEFICIARIES:

73 businessmen and 4 tourism managers from Arauco, Lebu, Los Álamos and Curanilahue.

#### STRATEGIC PARTNERS:

Sernatur Arauco Province, local governments and chambers of tourism from Arauco, Lebu, Los Álamos y Curanilahue.