Project

INCA ALLIANCE FOR SUSTAINABLE TOURISM

Peru

2019

Sponsored by:

Global Action for Sustainable Consumption and Production

Sustainable Tourism Programme
Committed to drive the change
OBJECTIVE

To strengthen a Public - Private Partnership Model to promote sustainable tourism in Macro Southern Region: Arequipa, Cusco y Puno.
OUTREACH

Local managers and tourist services operators of the Macro Southern Region: Arequipa, Puno and Cusco.

Regional Management of Tourism and Environment, Local Governments, Touristic Companies Association, Communities Association and enterprises such as:

- Accommodation
- Restaurants
- Travel Agency
- Communities Association
- Suppliers of all touristic value chain

Duration of project:
COMPONENTS

- Commitment Letter
- Framework Principles and Agreed Procedures (FPAP)
- Inca Alliance Distinctive
- Pilot Cases
  - Registration and Selection
  - Applying through training and technical assistance

Management Committee (MC)
Grupo GEA Technical Secretaria
Touristic Services Operators
SCHEDULE OF ACTIVITIES

Elaboration of FPAP (January–November 2018)

Elaboration of Training and Assistance Programme (November 2018)

Workshops about FPAP (November 2018 and January 2019)

Selection of Pilot Cases (November 2018 and January 2019)

Visit and evaluation of Pilot Cases (November 2018 and January 2019)

- Management Committee Assembly (28th November 2018) in Cusco.
- Presentation of FPAP (27th November 2018) in Cusco.

- Selection of applicants: 28th November 2018 in Cusco

- Management Committee Assembly (24th to 26th January 2019) in Puno.

- Selection of applicants: 25th and 26th January 2019 in Puno.

- Management Committee Assembly (29th to 31th January 2019) in Arequipa.

- Selection of applicants: 08th and 10th February 2019 in Arequipa.

- Visits and evaluation: 28th and 29th November 2018 in Cusco.

- Visits and evaluation: 25th and 26th January 2019 in Puno.

- Visits and evaluation: 08th and 10th February 2019 in Arequipa.
SCHEDULE OF ACTIVITIES

Quick Scan Reports (December 2018 and January 2019)
Diagnostic Reports (February 2019)
Presentation of Implementation Plan (March 2019)
Monitoring Reports (March 2019)
Presentation of Distinctive (April 2019)
Presentation of Results (April 2019)

Quick Scan (November 2018 and January 2019)
Diagnostic (January – February 2019)
Implementation Plan (March 2019)
Monitoring Visit (March 2019)
Distinctive Implementation (April 2019)
Dissemination of Pilot Cases Results (April 2019)
ADVANCES
DEVELOPMENT OF VERSION 1.0 OF FPAP

STRUCTURE OF FPAP

Framework of Principles and Agreed Procedures
DISTINCTIVE STRUCTURE

- Registration Form
- Quick Scan Form

- Diagnostic Form
- Request of Complementary Information
- Committeement Letter

- Diagnostic Report
- Monitoring Form

- Training and Assistance Programme
- Monitoring Report
- Evaluation Report

- First Visit
- Monitoring Visits

- Training and Assistance Programme

- Final Visit

- Revision of documents
- Final Report

NIVES OF DISTINCTIVE

- Bronze Inca Alliance Distinctive
  Minimum 6 points

- Silver Inca Alliance Distinctive
  Minimum 12 points

- Gold Inca Alliance Distinctive
  Over 12 points
OFFICIAL LAUNCH OF THE PROJECT
Thursday 11th May 2017
First Session
SWOT ANALYSIS
Thursday 11th May 2017

Identify weak and strong points of the sustainable tourism situation in the Macro Southern Region
SWOT ANALYSIS EXPOSITION
Thursday 11th May 2017

GERCETUR AREQUIPA – AREQUIPA REGION

ODG CUSCO – CUSCO REGION

DIRCETUR PUNO – PUNO REGION
SWOT ANALYSIS OF TOURISM IN MSR

**SWOT**

- Policies and plans of Sustainable Tourism are not applied in Peru.
- In Peru it exists the PENTUR (Strategic National Plan of Tourism) as touristic management tool
- No Competitiveness in Tourism Sector
- Inefficient use of water, energy and management of the waste in tourism sector

**SOLUTIONS**

- Involving to different actors in the process of planning of Sustainable Tourism Policies and touristic management tools
- Strengthening of touristic operators about how implementing the competitiveness in their services
- Assisting technically to touristic operators about correct use of water, energy and management of waste

**FPAP**

- Planning and management of policies to promote sustainable tourism
- Enterprise Competitiveness
- Manage efficiently resources and promote circular economy
SWOT ANALYSIS OF TOURISM IN MSR

**SWOT**

- More information about saving of water, energy and correct management of waste
- Touristic companies offer traditional services yet
- Biodiversity is polluted by touristic companies
- Local people who live in a touristic place, do not benefit from tourism

**SOLUTIONS**

- Assisting technically to touristic operators about correct use of water, energy and management of waste
- Promoting the creativity of their workers
- Compensate carbon footprint
- Raise awareness of local people about benefits of tourism

**FPAP**

- Manage efficiently resources and promote circular economy
- Development of sustainable and innovative entrepreneurship
- Protection and conservation of biodiversity
- Contribute to local development
OFFICIAL LAUNCH OF THE PROJECT
Friday 12th May 2017
Second Session

FORMATION OF MANAGEMENT COMMITTEE

Management Committee pretends to promote propitious environment for promotion of sustainable tourism in Macro Southern Region through the Framework Principles and Agreed Procedures which have public policies, technical standards, promotion and dissemination.
ORGANIZATIONAL STRUCTURE OF MANAGEMENT COMMITTEE

President:
GERCETUR Arequipa – Miguel Apaza

Members of Executive Council

Arequipa
COLITUR - Mercedes Valdivia
AUTOCOLCA – Rómulo Tinta

Cusco
OGD Cusco – Fernando Santoyo
AATC – Silvia Uscamayta

Puno
Cámara Hotelera – Maria Jose Valdivia Aragón
Dircetur – Briseida Pauro Pino
En la ciudad de Arequipa, el día 11 de mayo del año 2017, atendiendo a la convocatoria emitida por el Equipo Técnico del proyecto ejecutado por el Grupo GEA, "Alianza Inca para el Turismo Sostenible en la Macro Región Sur del Perú", patrocinado por el Programa de Turismo Sostenible del Marco Nacional de Programas Sobre Consumo y Producción Sostenibles (MNP) de la Organización de las Naciones Unidas - ONU Medio Ambiente, que tiene como propósito instaurar la adopción de patrones de consumo y producción sostenibles en los destinos del sur del Perú, en las instalaciones del Hotel Tierra Sur, se reunieron los representantes de Entidades Públicas relacionadas a los sectores de Turismo y Ambiente, Gobiernos Locales, Organizaciones de Operadores de Servicios Turísticos, Comunidades Locales, Academia y Sociedad Civil vinculadas al turismo de las ciudades turísticas de Cusco, Puno y Arequipa, que dan inicio a este acto.

En ese contexto, luego de la presentación del mencionado proyecto a cargo del Grupo GEA, los participantes realizaron el análisis de las condiciones de sostenibilidad turística de la macro región sur del Perú, concluyéndose en la necesidad de constituir un espacio de coordinación macro regional de Asociación Pública Privada, a través de la constitución de un Comité de Gestión para el Turismo Sostenible (COGATS), que tendrá por objeto...
DEVELOPMENT OF VERSION 2.0 OF FPAP

STRUCTURE OF FPAP

• Part 1: Introduction
  - Background of Sustainable Tourism
  - General Process of Application of FPAP
  - Objectives of FPAP

• Part 2: Principles of Sustainable Tourism
  - Definition of Principles of Sustainable Tourism
  - Structure of Procedures

• Part 3: Procedures of Sustainable Tourism

• Part 4: Distinctive of Sustainable Tourism
  - Process of Distinctive
  - Nivels of Distinctive

Framework of Principles and Agreed Procedures
VALIDATION OF 1 PRINCIPLE AT LEVEL OF EVENT

PRINCIPLE VALIDATED: Principle 5 “Protection and conservation of biodiversity”

Cusco preferred to go one step further and decided to estimate the carbon footprint of the Inti Raymi Event, which took place in Cusco on 22th, 23th and 24th June 2018. Grupo GEA made this estimation in coordination with OGD Cusco and EMUFEC (Organization of Festivals in Cusco)
VALIDATION OF 1 PRINCIPLE AT LEVEL OF EVENT

PRINCIPLE VALIDATED: Principle 5 “Protection and conservation of biodiversity”

The results of the estimation were the following:

1st day • 31%
2nd day • 37%
3rd day • 32%

100% is the total of emissions of CO₂eq generated in the event

Total emissions of GEI: 62.72 tCO₂eq

This estimation will be used to know what would it be the compensation of the carbon footprint
MANAGEMENT COMMITTEE ASSEMBLY

Tuesday 27th November 2018
in Cusco

Validation of Framework Principles and Agreed Procedures and the Sustainability Distinctive
PRESENTATION OF FPAP AND DISTINCTIVE
To touristic services operators of Cusco

Wednesday 28th November
REGISTRATION OF APPLICANTS FOR PILOT CASES

We achieved to register 16 touristic services companies

Wednesday 28th November
APPLICANTS FOR PILOT CASES
Cusco

Inca Peru Travel
Andean Explorer
Intipaqqarej Ccaccaccollo
Asociación Huchuy Qosqo

Peruvian Sacred & Adventure
Asociación Imperio Urco
Qosqo Místico
Turismo Vivencial Misminay Moray
APPLICANTS FOR PILOT CASES

Cusco

- Ukumari Expedition
- Cabañas Lago Piuray
- Glamping Condorpata
- Terres Magiques
- Rasgos del Perú
- Munay Sonqo
- Pedregal
- Quipucamayoc
**Inca Peru Travel**

**SELECTED APPLICANT**

**Visit:**
28th November 2018

### Quick Scan

- **P1**
  - The company have Sustainability Policy
  - The company have Corporate Policy

- **P2**
  - The company have profitability indicators
  - The company have Competitiveness Policy

- **P3**
  - The company applies Good Environmental Practices especially in water and management of waste.

- **P4**
  - The company needs applies Eco Innovation in theirs services

- **P5**
  - The company needs compensate carbon footprint and applies resilience in their buildings

- **P6**
  - The company applies actions of awareness to local people

### Results

According the visit, the company must send complementary information. Also, as a result of Quick Scan, the company has the opportunity of obtain distinctive especially P1, P2 and P6 of FPAP

Point: 11.74

**Status:**

Registration ➔ Quick Scan ➔ Diagnostic
### Preliminary Diagnostic “Quick Scan”

| P1       | The company have Sustainability Policy  
The company have Corporate Policy |
|----------|----------------------------------------|
| P2       | The company have profitability indicators  
The company have Competitiveness Policy |
| P3       | The company applies Good Environmental Practices especially in water and management of waste. |
| P4       | The company needs applies Eco Innovation in theirs services |
| P5       | The company needs compensate carbon footprint and applies resilience in their buildings |
| P6       | The company applies actions of awareness to local people |

#### Status:
- Registration
- Quick Scan
- Diagnostic

According to the visit, the company must send complementary information. Also, as a result of Quick Scan, the company has the opportunity of obtain distinctive especially P1, P2 and P6 of FPAP

Point: 12.55

**Visit:**
28th November 2018

**SELECTED APPLICANT**

Andean Explorer
### Quick Scan

- **P1**: The company does not have a Sustainability Policy. The company does not have Corporate Policy.
- **P2**: The company does not have profitability indicators. The company does not have Competitiveness Policy.
- **P3**: The company applies Good Environmental Practices in its office, especially in management of waste.
- **P4**: The company needs to apply Eco Innovation in its services.
- **P5**: The company needs to compensate carbon footprint and apply resilience in their buildings.
- **P6**: The company applies social actions to help local people but needs to increase awareness of tourism benefits.

### Results

According to the visit, the company must send complementary information. Also, as a result of Quick Scan, the company has the opportunity of obtaining distinctive especially P3 and P6 of FPAP. Point: 11.61
<table>
<thead>
<tr>
<th>Quick Scan</th>
<th>Results</th>
</tr>
</thead>
</table>
| **P1** | • The company does not have Sustainability Policy  
• The company does not have Corporate Policy |
| **P2** | • The company does not have profitability indicators  
• The company does not have Competitiveness Policy |
| **P3** | • The company does not apply Good Environmental Practices in its office |
| **P4** | • The company needs to applies Eco Innovation in theirs services |
| **P5** | • The company needs to compensate carbon footprint and applies resilience in their buildings |
| **P6** | • The company needs to increase awareness of tourism benefits |

According the visit, the company must send complementary information. Also, as a result of Quick Scan, the company has the opportunity of obtain distinctive especially P6 of FPAP Point: 11.1
PRELIMINARY DIAGNOSTIC “QUICK SCAN”

Quick Scan

- P1: The company does not have Sustainability Policy
- P2: The company does not have Corporate Policy
- P3: The company applies Good Environmental Practices in its services especially in energy and management of waste
- P4: The company needs to apply Eco Innovation in their services
- P5: The company needs to compensate carbon footprint and applies resilience in their buildings
- P6: The company needs to increase awareness of tourism benefits

Results

According to the visit, the company must send complementary information. Also, as a result of Quick Scan, the company has the opportunity to obtain distinctive especially P3 of FPAP.

Point: 10.45

Status:
- Registration
- Quick Scan
- Diagnostic

Interview: 28th November 2018
Asociación Inti Paqqarej Ccaccacollo

Visit: 29th November 2018

PRELIMINARY DIAGNOSTIC “QUICK SCAN”

Quick Scan

P1  • The company does not have Sustainability Policy
     • The company does not have Corporate Policy

P2  • The company does not have profitability indicators
     • The company does not have Competitiveness Policy

P3  • The company applies Good Environmental Practices but needs to strengthen the correct management of waste

P4  • The company needs to applies Eco Innovation in theirs services

P5  • The company needs to compensate carbon footprint. But it applies resilience in their buildings

P6  • The company needs to increase awareness of tourism benefits

Results

According the visit, the company must send complementary information. Also, as a result of Quick Scan, the company has the opportunity of obtain distinctive especially P5 of FPAP.

Point: 8.65
PRELIMINARY DIAGNOSTIC “QUICK SCAN”

Quick Scan

P1
• The company does not have Sustainability Policy
• The company has Corporate Policy

P2
• The company has profitability indicators
• The company has Competitiveness Policy but not documented

P3
• The company applies Good Environmental Practices in its services

P4
• The company needs to applies Eco Innovation in theirs services

P5
• The company needs to compensate carbon footprint. But it applies resilience in their buildings

P6
• The company involves local people in its services

Status:
Registration ➔ Quick Scan ➔ Diagnostic

Results

According the visit, the company must send complementary information. Also, as a result of Quick Scan, the company has the opportunity of obtain distinctive especially P3 and P5 of FPAP

Point: 13.5

Visit:
29th November 2018

SELECTED APPLICANT
Munay Sonqo
PRELIMINARY DIAGNOSTIC “QUICK SCAN”

SELECTED APPLICANT

Pedregal Lodge

Visit:
29th November 2018

Quick Scan

P1
- The company does not have Sustainability Policy
- The company does not Corporate Policy documented

P2
- The company does not profitability indicators
- The company does not Competitiveness Policy documented

P3
- The company applies Good Environmental Practices in its services, especially in management of waste

P4
- The company needs to applies Eco Innovation in theirs services

P5
- The company needs to compensate carbon footprint. But It applies resilience in their buildings

P6
- The company needs to involve more local people and teach them about correct use of resources

Status:
Registration ➔ Quick Scan ➔ Diagnostic

Results

According the visit, the company must send complementary information. Also, as a result of Quick Scan, the company has the opportunity of obtain distinctive especially P3 of FPAP

Point: 10.85
According to the visit, the company must send complementary information. Also, as a result of Quick Scan, the company has the opportunity of obtain distinctive especially P3 of FPAP.

Point: 11.05
QUICK SCAN SUMMARY

Of 09 selected touristic services companies of Cusco

<table>
<thead>
<tr>
<th>ANÁLISIS QUICK SCAN</th>
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<tbody>
<tr>
<td>Inca Perú Travel</td>
<td>11.74</td>
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<tr>
<td>Andean Explorer</td>
<td>12.55</td>
</tr>
<tr>
<td>Torres Magiques</td>
<td>11.61</td>
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<td>Qosqo Místico</td>
<td>11.1</td>
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<tr>
<td>Ucumari Expedition</td>
<td>10.45</td>
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<tr>
<td>Inti Pagnareo Coaccacollo</td>
<td>8.65</td>
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<tr>
<td>Munay Songo</td>
<td>13.05</td>
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<tr>
<td>El Pedregal</td>
<td>10.65</td>
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<tr>
<td>Museo Quipukamayoc</td>
<td>11.05</td>
</tr>
</tbody>
</table>
PRESENTATION OF FPAP AND DISTINCTIVE
To touristic services operators of Puno

Wednesday 24th January 2019
REGISTRATION OF APPLICANTS FOR PILOT CASES

We achieved to register 12 touristic services companies

Wednesday 24th January 2019
APPLICANTS FOR PILOT CASES

Puno

- All Ways Travel
- Restaurante Tulipan
- Hotel Intiqa
- Restaurante Giorgio
- Restaurante Balcones
- Hotel Plaza Mayor
- Inca Sauna
- Asociación Inca Samana
APPLICANTS FOR PILOT CASES
Puno

Comunidades de Capachica
Panadería Ricospan
Restaurante Loving Hut
PRESENTATION OF FPAP AND DISTINCTIVE

To touristic services operators of Arequipa
29th - 31th January 2019
APPLICANTS FOR PILOT CASES
Arequipa

- Casa Quintanilla
- Toruism Mous Vagageons
- Restaurante Yaraví
- La casa de Anita
- Chata Kero
- Camila Wasi
- Las flores
- Qoyllur Wasi
DIFFUSION OF THE PROJECT

17th November 2017
in Antonio Ruiz de Montoya’s University - Lima
Event: “Social Responsibility in tourism projects”

5th December 2017
in Country Club Hotel - Lima
Event: “V Workshop of Communitary Rural Tourism”
DIFFUSION OF THE PROJECT

25th January 2018
in Kingdom Hotel - Lima

Event: “XXII Workshop of Andean Countries”

19th September 2018
in American Chamber - Lima

Event: “Tourism Committee Meeting”
NEXT STEPS

February – April 2019

Diagnostic of Applicants for Pilot Cases in Puno and Arequipa → Diagnostic Report → Implementation Plan for Pilot Cases in Puno and Cusco

Monitoring Visits ← Assistance Programme → Training Programme
Thank you

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