

INTREPID TRAVEL



# Community-Based Tourism Research Briefing

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Amaru, Perú

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*The heads of Amaru's Committee of Women offer a warm welcome for soon-to-arrive Intrepid visitors.*

## I. Overview

Location	Amaru (altitude of 3,800 meters; Pisac district, 1.5 hours from Cuzco by car)
Households (2013)	~250
Population (2004)	1010
Research period	September 2 – October 4, 2013
Primary livelihoods	Agriculture (corn, potato, quinoa, straw grass, fava beans), animal husbandry (chicken, sheep, pigs, cattle, Guinea pigs, donkeys, honeybees), public works/construction, transportation, merchandising, traditional weaving/crafts, tourism (~70 associates in four associations).
Avg. income/month	Men ~319 soles (118 USD), women ~80 soles (30 USD; values based on Tourism Association member survey responses), compared to ~583 soles (210 USD) for residents of Pisac in general (based on the Proposed Plan of Territorial Conditioning, 2011)
Primary investigators	David W. Knight y Nilo David Hanco Chauca
Research team	Ongoing discussions regarding research questions and findings with members of the Committee of Women Association and the community according to availability and interest
Tourism Association	12 members (2 men, 10 women); created in 2008; receiving Intrepid groups since 2010

## II. Research Info and Methods

Participatory approach	Responsible research prioritizes local interests and ways of knowing when addressing research questions and objectives. In Amaru, Committee of Women Association members were brought together in 2 separate forums to explore and address issues of importance for them. Every effort has been and will be made to incorporate local involvement and feedback into methods, analyses, and reporting.
Observations/field notes	Included observations of Intrepid lunch visits (2), artesian markets (3), Association meetings (2), festivals (1), and general community context (politics, culture, economy, society). Incorporated demographic and tourism information gathered from government and Intrepid reports and from interviews with the mayor of Pisac, other government officials, and members of the four tourism associations in Amaru.
Semi-structured interviews	Number interviewed: 29 (11 men, 18 women). 10 members of the Committee of Women Association, 4 from other associations, 12 individuals who don't work in tourism, and 3 Intrepid tour leaders. Questions asked explored community assets, perceived tourism benefits/impacts, reasons for tourism involvement (or not), personal/community needs, changes in quality of life through tourism, ways to improve Intrepid trips, perspectives on 'poverty', etc. Individuals interviewed were from geographically diverse locations throughout Amaru.
Questionnaires	Based on observations, notes, and interviews, 9 questionnaires were created and given to Committee of Women Association members requesting suggestions for the Association and for Intrepid, basic demographics, information on tourism income and its use, etc.
Basic Value Chain Analysis	Involved social mapping process (creating a map to understand where tourism occurs, who is involved, who isn't, linkages between Committee of Women Association members, etc.), and analyzed data from participatory sessions, observations, interviews, and questionnaires to 1) explore how Intrepid trips may be impacting 'the poor', 2) identify local interests with respect to tourism in their community, and 3) compile a list of recommendations focused on improving the quality of life in the community.

## III. Initial Findings

Economic impacts	<ul style="list-style-type: none"><li>From August 2012 through July 2013, the Committee of Women Association received approximately 350 Intrepid visitors. Intrepid groups don't visit Amaru during the wet season months of January through March. Visits generated gross tourism revenues of an estimated 7,250 nuevo soles (2,636 USD) from both food preparation (15 soles or 5 USD per visitor) and</li></ul>
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	<p>monthly craft sales (200 soles or 72 USD).</p> <ul style="list-style-type: none"> <li>• In a normal month with four Intrepid visits, the average income per associate as a result of food preparation and craft sales was reported to be 54 nuevo soles (19 USD).</li> <li>• The Association works only with Intrepid; as such, associates depend nearly 100% on Intrepid visits for their tourism-generated income.</li> <li>• Associates reported that, on average, 29% of their monthly income during the tourism season (April through December) comes from tourism.</li> <li>• Local perspectives on tourism-based impacts/changes: <ul style="list-style-type: none"> <li>○ Intrepid visits lead to economic benefits for associates but not for community members who don't work in tourism.</li> <li>○ "Tourism <i>is</i> the livelihood of the home."</li> <li>○ "Cooking lunch for visitors brings us cash."</li> <li>○ "In one sense it would be good for more tourists to come to Amaru, but this would only be positive for the people working in tourism directly. The problem is that in reality tourism wouldn't be for everyone. One or two thousand visitors might visit Amaru each day, but that would only be for the association. If the visitors come to my house, it would be for me, for my people, and no one else. That's it."</li> </ul> </li> </ul>
Socio-cultural impacts	<ul style="list-style-type: none"> <li>• Local perspectives on tourism-based impacts/changes: <ul style="list-style-type: none"> <li>○ Increase in the autonomy of women, who used to conform only to the work of their husbands.</li> <li>○ Cultural recuperation.</li> <li>○ Arguments with and jealousy among other associations and people who don't work in tourism.</li> <li>○ Demotivation among associates as a result of cancelled Intrepid visits.</li> </ul> </li> <li>• Commentary/quotes related to this theme: <ul style="list-style-type: none"> <li>○ "Before we (women) would look at the face of our husbands and ask for money. But now, with tourism, we can generate our own income."</li> <li>○ "The benefits of tourism for us are, more than anything, for the women. We defend ourselves now and with the tourists, well, we can earn something. Before, women only worked in the kitchen, or washing clothes."</li> <li>○ "We feel sad when visits are cancelled."</li> <li>○ "Through the activity of tourism, we put on our traditional clothing and are able to recover our cultural identity."</li> </ul> </li> </ul>
Quality of life impacts	<ul style="list-style-type: none"> <li>• Local perspectives on tourism-based impacts/changes: <ul style="list-style-type: none"> <li>○ Psychological empowerment for associates who receive Intrepid groups.</li> <li>○ Positive influence in the quality/way of life for those who participate in tourism and for those who do not, especially in relation to the cleanliness of the community and the improvement of homes/living situations.</li> </ul> </li> <li>• Commentary/quotes related to this theme: <ul style="list-style-type: none"> <li>○ "We are being woken up with tourism, and we are moving forward. In the community before, without tourism, we didn't think anything."</li> <li>○ "We feel very proud and happy when we receive visitors."</li> <li>○ "Regarding the way of life of the families here, yes it has changed in how the homes have improved. Before, the homes were small, with straw roofs and just one or two rooms. The houses that people who work in tourism have now, they didn't have before. There was more poverty."</li> <li>○ "Before, we lived with a lot of sadness; our homes were really small. But now, with tourism, we improve our homes."</li> <li>○ "...those of us who don't work in tourism have improved our houses, too, upon seeing the changes in the other families."</li> </ul> </li> </ul>

#### IV. Recommendations

For the Committee of Women, Amaru	<ul style="list-style-type: none"> <li>• <b>Organization</b> – Begin keeping a notebook in order to write reflections and to have a record of each visit; consider creating a list of questions that could be asked of visitors to help improve their experience in Amaru; think about how more than one group of visitors might be served on the same day, should tourism numbers increase to that extent in the coming years</li> <li>• <b>Activities</b> – Brainstorm potential activities that visitors might experience when visiting the community; would there be any products sold besides traditional weaves as part of those activities?</li> <li>• <b>Explaining of traditional weaves</b> – Material <i>and</i> labor costs of creating each weave should always be shared with visitors; it is important that visitors know about not only the <i>process</i> used to make the products, but how much <i>time</i> it takes (~30 days for one wrap)</li> <li>• <b>Communication</b> – Associates must be sure to communicate with Intrepid trip leaders one day prior to each visit; being sure that cell phones are accessible and understanding how to send/receive e-mails are necessary elements of improved communication efforts between Intrepid and the Association</li> <li>• <b>Services</b> – Continue thinking about how to improve overall cleanliness/hygiene in food preparation; fix shower so that hot water is available for overnight visitors</li> <li>• <b>Advertising</b> – Association funds should be allotted to continue developing strategic partnerships with local government, tourism businesses, NGOs, etc.</li> </ul>
For Intrepid/PEAK	<ul style="list-style-type: none"> <li>• <b>Leaders</b> – During an eight week time frame in which we have been communicating with and visiting Amaru, only four Intrepid groups arrived out of the eight that were scheduled; group leaders should be reminded that visits to Amaru and similar communities are not optional but required elements of the scheduled itinerary for which visitors have paid</li> <li>• <b>Itinerary</b> – Associates should be reminded that while visits to each community are required, lunches are optional; they should be reminded also that while visits are required elements of itineraries, there are certain conditions under which Intrepid groups will not be able to arrive (inclement weather, sick passengers, and missed flights are the most common causes of cancelled visits)</li> <li>• <b>Communication</b> – The Intrepid/PEAK office in Cuzco should reinstate the position for a Responsible Travel manager/coordinator in order to maintain/improve relationships with each community and to facilitate ongoing communication with associations</li> <li>• <b>Visits/Prices</b> – The Committee of Women Association is strongly in favor of receiving more visitors and seeing an increase in tourism to Amaru; also, with recent increases in the price of food, we suggest that visitors begin paying 20 nuevo soles (~7 USD) for lunch rather than 15 (~5 USD); some guides have begun to tell their group to pay 20 soles anyway, even though the Association only charges 15</li> </ul>

#### V. Reflections/Modifications for Community #4: Qorqor

Trueque (Exchange)	When interviewing individuals in each community, we have become keenly aware of the importance of offering community members something in exchange for the time they spend with us. In Amaru and Sacaca, we have begun to offer something to those interviewed for the information they provide (a beer, a pen, sticky notes, photos, candy for the kids, etc.). It's never something exceedingly grand or expensive, but rather a simple, heartfelt token of our appreciation. We plan on continuing this customary practice of 'trueque' in our fourth and final community, Qorqor, to establish positive relationships from the start with each individual interviewed.
Potential Intrepid Foundation projects	As current Intrepid Foundation support of projects/NGOs in the region is soon to end, we will be looking for new projects/NGOs with which partnerships might be established in the coming year(s). Our focus will be on locally 'owned' and operated institutions that have an established track record in supporting development and poverty alleviation efforts in Peru. Health- or education-related projects will be given special attention, and recommendations will be made to Intrepid/PEAK in the coming weeks.
Observing visiting groups	The tourism association in Qorqor has mentioned already that they currently work with three travel agencies/operators and receive visitors four times per week. This should provide us with opportunities to observe not only visiting Intrepid groups (twice a week during the high season), but

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also to observe and compare how other travel companies operate in the community. During the next month, we will be making several return trips to Sacaca to observe Intrepid visits there, as well, since we have yet to see Intrepid groups in Sacaca. Through the group visits we observe in Qorqor and Sacaca, we anticipate being able to make useful comparisons/recommendations for Intrepid and communities on Sat., Nov. 30. when we hold our workshop for the four communities with which we've been working.

## Photos of Amaru



*The Casa Hospedaje Dolores became a home away from home for researchers David and David during their stay in beautiful Amaru.*



*Always looking for ways to stay warm – with seven blankets by night and martial arts exercises by day!*



*In order to get to know the people of Amaru and to learn about community-based tourism there, it was necessary to work the fields with locals and scale the steep slopes of the community.*





*Ceferino plays his drum to celebrate during a communal fiesta in Amaru.*



*The food offered to the researchers at the Casa Hospedaje Dolores was excellent!*



*Associates of the Committee of Women, Amaru, gathered together for three hours to prepare lunch for an Intrepid group that was soon to arrive.*



*Intrepid groups are offered a warm welcome with wreathes of bell flowers upon arrival.*



*Elaboration on traditional weaving practices in Amaru captivates Intrepid visitors.*



*After eating lunch and purchasing some products, the visitors receive a heartfelt goodbye from members of the tourism association.*

**Many thanks to the Committee of Women, Amaru for giving us such a beautiful experience in your community!**

-David y David