

INTREPID TRAVEL



Community-Based Tourism Research Briefing

Sacaca, Perú

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The community of Sacaca affords visitors breathtaking views of the Sacred Valley in the distance.

I. Overview

Location	Sacaca (altitude of 3,450 meters; 1.5 hours from Cuzco by car)
Households (2013)	160 familias
Population (2004)	655
Research period	September 16 through October 15, 2013
Primary livelihoods	Agriculture (corn, potato, quinoa, straw grass, wheat, other vegetables), animal husbandry (chicken, sheep, cattle, Guinea pig, donkeys, honeybees), public works, transportation, traditional textiles/weaving, merchandising, tourism (70% of men have worked as porters on the Inca Trail)
Avg. income/month	Men: ~608 soles (225 USD), women: ~148 soles (55 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 and Nilo David Hanco Chauca
Research team	Ongoing discussions regarding research questions and findings with members of the Sumaq Warmi Association and the community according to availability and interest
Tourism Association	12 members (3 men, 9 women); created in 2012; 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 Sacaca, Sumaq Warmi Association members were brought together in 3 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 one Intrepid lunch visit, artisanal markets (2), a Potato Park meeting, one Association meeting, planting in the fields, 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 one other association (textiles/weaving) in Sacaca.
Semi-structured interviews	Number interviewed: 34 (15 men, 19 women). 10 members of the Sumaq Warmi Association, 21 who don't participate in tourism, and 3 Intrepid 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 Sacaca.
Questionnaires	Based on observations, notes, and interviews, 9 questionnaires were given to Sumaq Warmi 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 Sumaq Warmi 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">In 2012, the Sumaq Warmi Association received 526 Intrepid visitors, generating 7,890 soles (2,838 USD) from serving lunch at 15 soles/visitor (5.40 USD). In 2013, according to the Association, the number of Intrepid visitors to Sacaca dropped by 90% to 55 for the entire year (an average of about 1 group visit per month for 9 months, with ~6 passengers per group).If Intrepid groups were to visit 4 times per month (as occurred in 2012), Sumaq Warmi Association members estimated that their tourism income would be ~63 soles/month. This
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includes income through both the lunches served and textile sales.

- The Association works only with Intrepid; as such, associates depend nearly 100% on Intrepid visits for their tourism-generated income.
- Associates reported that, on average, 17% of their monthly income during the tourism season (April through December) comes from tourism.
- Commentary/quotes related to this theme:
 - “In 1960, there wasn’t money, there wasn’t work. These days, what do we have? Just the Inca Trail. That’s the only hope for country folk. At least I have a little store to be able to survive; but many people here don’t have anything.”
 - “Before tourism, the women stayed at home without any work. Now, Intrepid groups come and the women can earn something. They can survive the economic crisis.”
 - “What is needed here is capital, so that we can increase the quantity and quality of our (agricultural and artesanal) products.”

Socio-cultural impacts

- Local perspectives on tourism-based impacts/changes:
 - Recuperation and revaluing of traditional textiles and clothing among those who work in tourism
 - Social division at the community-level
- Commentary/quotes related to this theme:
 - “Through tourism, we transmit our living culture that we carry in our blood.”
 - “We want to support our community through tourism, but how would you support your community if they turned their back on you and said, “We don’t have time to work with any of you.”?”
 - “Thanks to Living Hearts, I learned how to weave like my parents and grandparents used to do. I didn’t know how to weave before.”
 - “...kids from the elementary school here have begun to clothe themselves with synthetic clothes that they see the tourists wearing. They’ve stopped using the traditional clothes that they used to wear.”
 - “I’m not ashamed of wearing traditional clothing. Globalization should not cause the customs and traditions of the Andean people to be lost, and young people should not forget their origins, nor ever forget nor leave behind their cultural identity.”

Quality of life impacts

- Local perspectives on tourism-based impacts/changes:
 - More happiness, respect, awareness among those who work in tourism
 - Rural/community-based tourism has brought benefits at the family-level in Sacaca for those involved, but the Inca Trail has brought benefits at both the community and family-levels (home improvement, cleanliness, awareness, etc.)
- Commentary/quotes related to this theme:
 - “We are happier and more content with tourism. It’s good to be able to have exchanges – to share ideas and culture – and to get to know the visitors.”
 - “We don’t have luxuries, but we have food to eat. With tourism, we receive income – an economic support – and we are able to improve our quality of life.”
 - “The fruits of tourism (Intrepid visits) haven’t been seen in Sacaca yet.”
 - “We didn’t have homes nor cattle before, but thanks to tourism (the Inca Trail), we have improved.”
 - “By working on the Inca Trail (as porters), we’ve been able to learn how to cook, how to be cleaner, how to respect our neighbor, and also what other countries are like by having a type of interchange of ideas.”

IV. Recommendations

For the Sumaq Warmi Association

- **Unity/Aliances** – We recommend that the Sumaq Warmi Association seek to strengthen/restore its relationships and aliances with other institutions in their community and region, including with the Panty Pallay Association of Sacaca, with the Potato Park, and with other tourism Associations in neighboring Amaru.

- **Vision** – In the coming years, a focus should be placed on developing and managing well the restaurant they've built before beginning to build a second restaurant nearby
- **Issue of activities** – Decide more clearly what activities will be done to provide visitors with educational, hands-on, real-life experiences; also, think about how those activities might generate additional income through product sales (as with the workshops in Chichubamba, for example)
- **Communication** – It's necessary for Association leaders to be sure to connect with Intrepid leaders at least one day before scheduled groups arrive; 2 cell phones may be necessary to ensure communication is possible; learning how to use e-mail to be able to better communicate with travel companies is recommended, also
- **Services** – Build rooms to be able to house overnight visitors (with beds, mattresses, blankets, bathrooms, hot water, etc.); continue to think in how to improve hygiene and cleanliness with respect to food preparation
- **Promotion/advertising** – Association funds should be allotted to continue developing strategic partnerships with local government, tourism businesses, NGOs, etc.

For PEAK/
Intrepid

- **Support** – We recommend that the Intrepid Foundation considers continuing its support of the Living Hearts NGO, because this organization has already established a good relationship with Sacaca and has worked in the community over the years; but there are still opportunities to support the people of Sacaca (building homes for widows, helping families with kids with severe/special needs, etc.)
- **Trainings** – Work with the municipality of nearby Pisac or other institutions to offer workshops or presentations to Sumaq Warmi associates; workshops or trainings might concern food preparation, visitor safety, restaurant/business management (documentation, accounting, etc.), internet use, or English
- **Communication** – Create a position in the Cuzco office to improve relationships with Sacaca and to facilitate ongoing communication with Sumaq Warmi associates; the Responsible Travel Coordinator should be made a full-time position focusing on these items
- **Visits/Prices** – The Sumaq Warmi Association is strongly in favor of receiving more visitors and seeing an increase in tourism to Sacaca; 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

Photos of Sacaca



The Sumaq Warmi Association provides a warm welcome for visitors – and for newly named Godfathers!.



Enjoying the incredibly beautiful and mountainous landscape of Sacaca with Michael...



Getting ready to plant some corn and fava beans in the field.



Jarumi – our precious and dearly loved Goddaughter – smiles for the camera while she helps her mom in the kitchen.



The food served by the Sumaq Warmi Association is incredible – ‘sumaq’ (delicious) without a doubt!

Many thanks to the Sumaq Warmi Association of Sacaca for giving us such a beautiful experience in your community!

-David y David