TOURISM-BASED DEVELOPMENT IN PERU: NATIONAL DISCOURSES, LOCAL REALITIES

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Intrepid Travel

small groups
big adventures

real life experiences... INTrepid
I. BACKGROUND

PERU

- Population: 30 million

- 3 geographical areas: coast, highlands, Amazonia

- Tension between indigenous peoples and the State over approaches to “development”
Purpose

- To compare national development discourses with local views of poverty and tourism practice outside of Cusco
# National Development Discourses in Peru (Copestake, 2011)

<table>
<thead>
<tr>
<th>View of Capitalism</th>
<th>INCOME FIRST</th>
<th>NEEDS FIRST</th>
<th>RIGHTS FIRST</th>
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<td>Innocent/Instrumental</td>
<td>Inadequate</td>
<td>Imbalanced</td>
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## Approach to Development

| Market-led (e.g., emphasis on economic growth) | State-led (e.g., increasing access to health services or education) | Society-led (e.g., struggle for equal recognition and opportunity) |
Cusco, Peru

- Incan Capital (12th-16th century A.D.)
- Elevation – 11,200’
- Population – 500,000
- Languages – Quechua, Spanish
- 1,200 travel companies (2013); new international airport
Machu Picchu

- Over 1 million visitors per year since 2012
- 50,000 per year entering via the Inca Trail
- Nearly all visitors pass through Sacred Valley
CHICHUBAMBA

- Village of ~700 people
- 14 associates of Chichubamba Agrotourism (Agroturismo) Association; 11 are women
AMARU

- Village of ~1,000
- 12 associates in Committee of Women (Comite de Mujeres) Tourism Association; 10 are women
SACACA

- Village of ~600
- 12 associates in Beautiful Women (Sumaq Warmi) Tourism Association; 10 are women
• Village of ~200 people
• 24 associates in Beautiful Flower (Munay Ttica) Tourism Association; all women
II. METHODS

Rapid Qualitative Inquiry (RQI)

- Ethnography/PRA/appreciative inquiry
- Team-based approach
- 1-6 weeks
- Purpose: Insiders' perspectives for outside entities
Interview Questions – Six categories

1) Views of poverty
2) History
3) Outcomes
4) Changes
5) Motivations
6) Concerns/Suggestions
Research Processes

Research team: translator/research assistant

Data sources:

- semi-structured interviews
  - Those working in tourism \((n = 47)\)
  - Those not working in tourism \((n = 29)\)
  - Intrepid staff \((n = 12)\)
  - Government representatives \((n = 5)\)
- field notes/participant observation
- documents/reports/archival records
III. RESULTS
Themes: Agreements and Contradictions

Plurality of views related to poverty and tourism’s potential for reducing it:

Income first
• Agreement: money is a means of escaping poverty
• Contradiction: frustration expressed with loss of independent means of livelihood

Needs first
• Agreement: poverty overcome through good health and education
• Contradiction: Local needs over-stated/exploited to justify unnecessary government action or unsolicited NGO intervention

Rights first
• Agreement: voiced opposition to imbalances of power
• Contradiction: Absence of protest, despite perceived inequalities
“We don’t need clothing or food. We get our water for free. What we do lack is money. The issue of economy is the problem. Here, we don’t need anything – we have fields, we have animals. But we do lack a little money – a steady job and a fixed income. Often times, young people here want to go and study, but they can’t pay to do it! I can’t continue as I am. That’s why I’m seeking out alternatives like tourism.”

-Association member (Qorqor)

“It’s miserable working on the Inca Trail. We are slaves there…Before, our parents didn’t think about educating their kids, they didn’t worry about paying for electricity, nor about how to clothe themselves, because they made their own clothes. Now we have many economic problems…I’ve stopped cultivating my fields; I have to dedicate myself to work that brings a monthly income. The poor farmer – he doesn’t know how to overcome.”

-non-Association member (Sacaca)
NEEDS FIRST DEVELOPMENT

“Poverty does exist in Sacaca. There are widows and orphans. There are also those who haven’t been educated nor go to school. That’s poverty, right there. We don’t get out of poverty only with tourism, but also with the Inca Trail, and with other work. Before, we didn’t think along those lines, about being poor. Sometimes, those of us from the country want nothing more than handouts. We don’t want to do our part.”

-Association member (Sacaca)

“I’m going to fight. I will struggle rather than receive support from the government, because that support changes our customs. And when the municipal government offers us support, only a small percentage reaches those who really have needs in our community. 40% of the support goes to the technicians or project administrators, and 50% goes to the mayor of Chinchero and his team.”

-Association member (Qorqor)
“I work as a porter on the Inca Trail; there are about 7,000 of us [registered]. We are farmers, born here. How do you view our people? Many of us are dying of hunger…We Peruvians should be overseeing everything here that has to do with tourism, but we are slaves. Who is controlling all this? Foreign companies, while we stay in the same place, without an exit. We are now in poverty.”

-non-Association member (Sacaca)
IV. CONCLUSIONS

• Limitation: no empirical comparison between association members and non-members (or between communities)

• Plurality of views present, but notable contempt for increasing foreign presence in the region
  - 3 tourists from Wyoming, USA beaten
  - Quechua radio warnings of “tourists as terrorists”

• Due to glocal influences, rich descriptions (correlations, relationships) of local level assimilation may be most practical approach (Zoomers, 2008: “poverty” non-existent until labeling by the UN in 1990)

• Future research: responses to national Community-Based Tourism program and regional tourism development (e.g., new foreign-owned airport)
Solpayki!
(thank you)

Questions?