

PROJECT PROPOSAL

“POVERTY REDUCTION AND THE CREATION OF SUSTAINABLE EMPLOYMENT THROUGH THE PROMOTION OF TOURISM IN THE INDIGENOUS COMMUNITIES OF THE ANCASH REGION.”

1. INFORMATION ABOUT THE ORGANIZATION:

The Diocese Commission of Social Pastoral Service (la Comisión Diocesana de Servicio Pastoral Social (CODISPAS), works to promote social justice and human rights in the Andean region of the Ancash Department. This region is located in the central and western territory of Peru, maintains an altitude of approximately 3,091 meters above sea level, and consists of an area of 35,825.57 square kilometers occupying the 13th largest region of the country. Huaraz, the Department’s capital, is located in the Huaylas corridor on the right bank of the Santa River and divided by the Quillcay River. The Ancash region contains some of the highest altitudes in the Andes as with the Huarascan peak that reaches 6,768 meters above sea level, the Huandoy peak that reaches 6,356 meters above sea level, the Huancarhuas peak that reaches 6,258 meters above sea level, and many others in the White Mountain Range.

There are more women than men in the urban areas of Ancash region. Of each one-hundred (100) individuals, 51 are women with the rest men (49). In contrast, the region’s rural areas contain the same percentage of men and women (50% for each group). The rural population is also very young with 40% under the age of fifteen, 55% between the ages of fifteen and sixty-four, and 5% sixty-five years or older. Nearly 60% of the rural female population is illiterate. In terms of economic activity, the department’s employment opportunities consist of rural peasants, small-scale producers, and small business owners. There is also a high level of unemployment and underemployment in the urban areas.

CODISPAS’s work maintains four program areas: Social Work, Legal Assistance, Public Education and Trainings and Administration.

The Social Work Program develops extra-judicial conciliation activities in coordination with the Legal Assistance Program and provides psychological support to all those who require such service. The Social Work Program is also responsible for the Prison Social Training program provided to the incarcerated of the Huaraz prison system. This training program assists prisoners with their legal cases and provides them with workshops designed to develop their social consciousness.

Since 2002, the Social Work Program has collaborated with the Truth and Reconciliation Commission (TRC) operating in the Ancash Andean region, assisting the TRC in the investigation of the political violence that occurred in Peru between the years of 1980 and 2000. This collaborative effort served to identify the victims of the violence as well as organize them and their families into the Association of the Families of the Victims of Political Violence in Ancash (la Asociación de Familiares Víctimas de la Violencia Política de Ancash (AFAVIPAN)) in order to urge local and regional authorities to fully implement the recommendations of the TRC.

The Legal Assistance Program (L.A.) provides pro bono legal services as well as focuses on the defense and promotion of human rights. The L.A. Program provides legal assistance to individuals with limited economic resources including the defense of the innocent who have been unjustly prosecuted and may already be incarcerated. This Program has developed the group Women who are Victims of Domestic Violence (Mujeres Víctimas de Violencia Familiar) and has run the group for the past ten years. CODISPAS works with the members of this group to defend the dignity of women, adolescents, and children in order to protect them from all forms of violence directed at them. Finally the L.A. Program also runs the Civic Participation and Vigilance program which works with the poorest districts of the provinces of Huaraz (10 districts), Carhuaz (02 districts), and Recuay (01 district)). In agreement with their Local Coordination Councils (Consejos de Coordinación Local), this program helps these districts with the development of their participatory budgets, and in agreement with their Vigilance Committees and with the objective of bringing the civil society closer to their local governments, strengthens the local government and insists that they implement public policies that promote sustainable development. The result of this program has been the formation of signed inter-institutional agreements with several municipalities that are designed to promote, protect, and defend human rights in terms of the local environment.

The Public Education and Training Program promotes human rights and develops social leaders to engage in comprehensive development in marginalized urban and rural areas. The Program also develops productive and economic projects. And as a result of the presence of large-scale mining activities in our region, we inform and train local authorities, rural communities, and the general population to monitor and protect the environment.

Finally, CODISPAS has an administrative section that works to ensure that the organization achieves the above-specified goals and administers the economic resources of the institution.

2. STRUCTURE/ORGANIZATION'S CHARTER:

The Bishop of the Huaraz Diocese provides the overall leadership for CODISPAS and appoints the Executive Secretary who runs the daily operations of the

organization. Once appointed, the Executive Secretary selects and contracts the remaining personnel. The current Executive Secretary was nominated in 2001 by Monsignor Ivo Baldi and was ratified in the position in 2004 by Monsignor Eduardo Velasquez. The Church can nominate any person from any gender, age, region, or profession taking into account the needs of the institution.

CODISPAS is currently comprised of the following individuals: Zarela Trinidad Poma, Esquire and Executive Secretary; four Program Directors ((1) Héctor Moreno Chavez, Esquire – Legal Assistance Program, (2) Guido Julca Ita, Licensed Teacher – Public Education and Training Program, (3) Miriam Arévalo Luna, B.A. – Social Work Program, (4) Haydee Ártica - Administration. Since 2002, CODISPAS has organized a strong team of volunteers: (1) The Social Work and Prison Trainings Program maintains 40 volunteers, the majority being senior citizens; The Legal Assistance Program maintains 13 volunteers who are primarily law students or students from other university level academic programs.

Our organization is registered with the Public Registry of the Ancash Region with the Legal Representative Registration No. 00001960, Title 00011392.

3. HISTORY OF THE FOUNDATION OF THE ORGANIZATION:

In the Ancash Department, the political violence reached its peak towards the end of the 1980s culminated with the formulation of the Shining Path (Sendero Luminoso) and the Revolutionary Movement Tupac Amaro (Moviendo Revolucionario Tupac Amaro) whose conflicts for control of sectors of Ancash gripped the whole society. The guerilla groups pressured members of the Church to leave the region. The response of the church was swift with Monsignor Gurruchago answering: “we will leave when Huascan leaves.” Nevertheless, the Church determined that its members, specifically those from other countries, should decide for themselves if they wanted to stay or leave. In the end, a group of foreign church workers had to leave the Diocese in order to not put their lives in danger, but many still stayed.

In the face of threats of violence and the constant violations of human rights, the Bishop of Huaraz created CODISPAS with the objective of providing social support to the most in need. The office provided educational workshops on human rights issues like the defense of indigenous protection groups who were accused of being against the justice administration and abuses of children. By the late 1990s, terrorism activity had in large part been eradicated allowing the office to engage in new human rights related activities. CODISPAS reoriented its programs in order to implement economic development projects in indigenous communities all the while continuing our important work with human rights. Between 1998 and 2001, the organization worked against abuses of authority promoting, among others, the abolition of forced military recruitment into a form of voluntary service. Later, between 2000 and 2001, the National Coordinator of Human Rights initiated a return to democracy with the installation of the TRC.

Between 2001 and 2002, CODISPAS collaborated with the TRC identifying the victims of political violence and organizing their families into advocacy groups designed to insist upon the implementation of reparation policies. Finally, between 2002 and 2005, our work focused on two essential areas. The first was to improve local governance through the strengthening of municipalities, civic participation, and vigilance. We were also pioneers in our region with the creation of participatory budget and local coordination councils. The second area focused on the monitoring of negative environmental and social impacts of the two large-scale mining projects (Pierina and Antamina mines) operating in our region.

4. CONTACT PERSON:

Zarela Trinidad Poma, Esquire, Executive Secretary of CODISPAS, Masters and Doctorate Degrees in Law, responsible for the institution since 2002.

5. CONTACT INFORMATION:

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6. PROJECT TITLE:

“Poverty reduction and the creation of sustainable employment through the promotion of tourism in the indigenous communities of the Ancash region.”

7. PROJECT PROPOSAL:

The majority of indigenous communities in Peru live in conditions of extreme poverty and diminished quality of life that restricts the full enjoyment of their human, economic, social, and cultural rights.

CODISPAS has developed this project in order to reduce the poverty levels in our region by providing new sources of income for indigenous communities through rural experiential tourism. We will accomplish this through training indigenous youth and families to provide services to tourists, promote conservation of the environment as well as indigenous customs and traditional foods, and establish a tourist circuit among select rural communities. We intend to use the project as a mechanism to reinvest the generated earnings from the annual arrival of approximately 50,000 tourists to the Ancash region back into the indigenous communities, using the funds to develop the knowledge base and skills of the region’s rural populations. In particular, we intend to use the project to facilitate the growth of business initiatives among indigenous communities

through their education on the qualitative and quantitative components and complexity of tourist activity.

The self-reflection of cultural representations is a basic element of the project, especially in the preservation of symbolic and social indigenous cultural resources. We believe that this reflection and greater control over tourism by indigenous communities will reduce the possibility of disturbing these resources or at least limit the promotion of the exotic that only benefits the current tourist companies in operation. As a result, it will be essential that any experiential tourism endeavor will first have to be approved by the indigenous communities signifying a well-informed community where the tourism contributes to the unity of the people. This is especially important as the presence of tourists could signify the alteration of their rhythm of life or demand that they “dramatize their culture” acting in such a way as to satisfy the expectations of tourists.

To further the above goal, we intend to work with the State and private tourism sector encouraging them to understand the worldview of the receiving community and guarantee their cultural rights including their right to cultural expression. We will also work to develop ways to ensure that economic gains are distributed in such a way that tourism to the region benefits all communities involved in the process. To facilitate this redistribution process, participating communities will benefit from education programs and training in order to economically and socially integrate them into the regional tourism activity, professionalizing their interactions with tourists through leading business techniques. The goal of the project is for local communities to not be tourist “attractions” but instead become service providers and owners of tourist equipment in order to participate as full actors in tourism related economic activity.

8. PROJECT COST:

This project proposal requests funds totally thirty-three thousand, six hundred and fifty U.S. dollars covering a time period of two years and six months (\$33,650.00).

9. TOTAL PROJECT BUDGET:

	Requested Amount in U.S. dollars	Organization's contribution in U.S. dollars	Total
Project Personnel			
- Tourism promoter and project leader	\$9,000.00	\$3,000.00	\$12,000.00
- Technical trainer	\$6,000.00	\$1,500.00	\$7,500.00
Training Workshops (6 per community)	\$3,500.00	\$1,500.00	\$5,000.00
Technological Courses (6 per community)	\$1,500.00	\$1,000.00	\$2,500.00
Development of educational materials			
- 3 posters per community	\$1,500.00		\$1,500.00

- Leaflets	\$1,200.00		\$1,200.00
- Flyers	\$500.00		\$500.00
- Three fairs	\$1,050.00		\$1,050.00
- 3 press conferences	\$1,200.00		\$1,200.00
- 3 roundtables	\$900.00		\$900.00
- 6 photographic exhibitions	\$900.00		\$900.00
- 3 parades	\$1,500.00		\$1,500.00
- Advertising	\$1,500.00		\$1,500.00
Office Supplies	\$ 700.00	\$500.00	\$1,200.00
Community Visits	\$1,000.00	\$500.00	\$1,500.00
Decorative Materials (500 per community)	\$1,700.00	\$3,000.00	\$4,700.00
TOTAL	\$33,650.00	\$6,500.00	\$40,150.00

10. OVERALL VISION OF THE PROJECT:

In general, agricultural, livestock, and tourism economic activities sustain the Ancash economy. The latter comprises tourism's integration with other commercial activities including patronage to restaurants and hotels. Tourism to the region constitutes two components of national importance. The first component stresses natural, environmental, and cultural values that the region offers. The second component consists of tourist goods and services that are offered by small businesses in the region such as tourism services, transportation, and accommodations.

The post-terrorism recovery of tourism, principally in the Huaylas Corridor and the Chavin District has influenced the growth of commercial and service related economic activity with a strong presence of an informal economy and underemployment. Even so, this economic growth has not laid the foundation for an ordered and sustainable development in indigenous communities. While there are archeological remains and beautiful panoramic views within the jurisdiction of rural communities, they are exploited by outside private companies that receive all of the economic benefits. As a result, the central focus of our initiative is the insufficient benefit of tourism to indigenous communities. The project seeks to change this paradigm as a means to better the welfare of the impoverished populations in the Andean highlands.

The general objective of the initiative is to improve the economic contribution of tourism in the region in order to reduce poverty in the highlands of the Ancash region without damaging the environment. In particular, we intend to develop skills in the rural communities and indigenous organizations in identifying, negotiating, orchestrating, and implementing the policies and institutional changes that contribute to the reduction of poverty.

The initiative will also support the strengthening of skills in indigenous communities by seeking the participation of actors from the Andean highlands in an analysis and a discussion of the methods required for achieving benefit of tourism resources. The active participation of indigenous communities in the discussion of policies and the strengthening of their capacities through diverse forms of education will contribute to their empowerment and development, reducing poverty, minimizing the rural depopulation, increasing employment and income, all the while generating resources for the conservation of the natural and cultural patrimony.

11. PROJECT GOALS:

The principle goal of the project is to create a tourism circuit among the indigenous communities in the region in order to generate employment and lower poverty levels. In particular, we intend to use the project to mitigate the migration of individuals from rural communities by improving their quality of life through the augmentation of their technical skills in textiles and other handmade products as well as to develop their business tourism skills as a means to generate income.

The project will use the following indicators:

- Number of indigenous communities benefiting from the project.
- Number of workshop/training participants.
- Density, quality, and number of tourists visiting rural areas.
- Impact of tourism on the local population specifically examining places of interest to tourists.
- Rural tourism and sustainability plans and programs.
- Social equipment for the community.
- Infrastructure.
- Quality of housing.
- Access to basic services.
- Housing equipment.
- The project's contribution to the strengthening of the labor market.
- Quality and number of handmade goods.

12. PROJECT OBJECTIVES:

12.1. General Objective:

We intend to use the project to generate employment and increase the income of low-income individuals and families of the rural communities bordering the tourist circuits of the Ancash region.

12.2. Specific Objectives:

- 12.2.1. To strengthen the indigenous communities by training their members in the use of their tourism and production resources as a means to generate income.
- 12.2.2. To develop skills in rural communities in themes such as: business services, tourism, environment, and natural and cultural resource conservation.
- 12.2.3. To improve the infrastructure of tourism services in the indigenous communities where natural and cultural areas of interest are located.
- 12.2.4. To assist rural communities in the production, productivity, and quality standards of their handmade products.
- 12.2.5. To promote the growth of the number of visitors to rural communities.

13. PROJECT REASONING:

This project will develop important sources of labor through rural tourism, diminishing the rate of migration to urban areas and providing an improved quality of life. The project will also contribute to the preservation of customs, natural resources, and the natural panorama.

14. PROJECT ACTIVITIES:

14.1 Training Workshops in the following themes:

- 14.1.1. Building awareness of natural and cultural patrimony:** To reclaim the many forms of cultural manifestations including myths, stories, legends, and the handcraft and textile abilities of the people of the region.
- 14.1.2. Recovery and strengthening of traditional festivals:** Courses in research and recovery of music, dances of the communities, and recovery and strengthening of community, religious, civic, and social holidays.
- 14.1.3. Improvement of quality of service:** Courses in tourism services including the provision of sanitary accommodations and food and a course on personal hygiene.

14.2 The provision of construction materials to select indigenous communities in order to improve tourist environments.

- 14.2.1.** Provide assistance and supervision in order to improve the environment of tourist locations with materials and decorative styles of the community.
- 14.2.2.** Coordinate with municipal authorities in order to facilitate the exoneration of construction and operation licenses.

14.2.3. Provide assistance and supervision so that the assigned tourist housing be independent of the place where the family lives, supplied with that bottled water, and contain a bathroom with a toilet, sink and cold water shower all flowing into a septic tank.

14.2.4. Consult and supply the kitchen with typical cooking tools of the community.

14.3 Technical Courses in:

14.3.1. Textiles.

14.3.2. Ceramics

14.3.3. Supervision of the quality and efficiency of production.

14.4. Development of informative materials that educate on the advantages of experience tourism in rural communities.

14.4.1. Organize and carry out fairs, press conferences, festivals, round tables, photo exhibitions, and banners.

14.5 Administer the creation of a school for tourism guides for youth from select rural communities

14.5.1. The school will be run through an agreement with the Ministry of Education and the regional tourism leadership

14.5.2. Celebrate agreements with the Regional Leadership of Ancash in order to create tourism consciousness in the children and youth of the selected rural communities.

15. EXPECTED RESULTS:

This project will integrate the impoverished indigenous communities into the economic stream generated by tourist activity in the Ancash Region. This integration will increase the employment level of the region, elevating all economic and cultural aspects of the involved communities. The tourists who decide to participate in this type of tourism will help these communities out of poverty and revitalize their culture in addition to having a unique tourism experience. Moreover, the project will create many new and complementary activities, some of which are traditional (agriculture and livestock), improving their value by strengthening and diversifying them, and others which are new, such as the provision of accommodations, food, transportation, and tourism guides. Tourism in these indigenous communities is a mechanism that helps to recover and develop collective intellectual cultural property, productive processes, artisan abilities, locally produced prime materials, and indigenous culture, such as traditional medicinal practices. The active participation and control of the

products and services of rural tourism by indigenous communities will benefit not only themselves, but also other communities, considerably strengthening rural tourism as a regional industry and as a source of jobs. Finally, tourism activity will directly contributed to strengthening the business capacity of these communities thanks to numerous courses (accounting, business administration) and the practical implementation of these newly acquired skills.

16. SUSTAINABILITY PLAN

The sustainability of the project is related to three important factors: quality, continuity, and fiscal equilibrium. Above all the project will put an emphasis on the economic development of the following aspects:

- To improve the quality of life of indigenous communities that live and work in tourism areas.
- To maintain the quality of the environment – natural and cultural – which depends upon the local population and tourists.
- To obtain higher profit levels from tourism activity for indigenous communities.
- To ensure the acquisition of benefits for indigenous communities.
- To ensure the profitability of sustainable tourism in order that rural communities maintain sustainability and fiscal equilibrium agreements.
- Collaborating organizations will join forces in order that rural attractions be converted into competitive tourism products.
- Natural resources will be managed with conservation policies that permit the improvement of tourism services.
- The authorities of the rural communities and local governments will be an essential part of the rural tourism development programs and projects.

17. GEOGRAPHIC AREA OF PROGRAM

The geographic area where the project will be conducted is the Ancash region, an area defined by the special geologic characteristics of the White Mountain Chain with glacier peaks and the Black Mountain Chain which lacks glaciers. Both chains give the region a beautiful landscape that is visited by thousands of national and international tourists. Ancash has one of the most surprising high mountain ecosystems in the world that consists of 26 mountains that exceed 6,000 meters in height, 41 rivers, 269 lakes, and 663 glaciers. It is also a natural refuge for an abundant variety of wild plants and flowers and accommodates nearly 800 different species of plants and dozens of different varieties of animals. The region is also home to 33 pre-Inca archeological sites and there are still dozens of rural communities that speak Quechua and engage in agricultural and livestock activities using their ancestral practices.

With its 345 indigenous communities, Ancash occupies the ninth place of the regions with the largest number of indigenous communities. The population of the Ancash region is 41% rural and 59% urban. The region is also home to extensive poverty with 61.9% of the homes demonstrating some of the Unsatisfied Basic Needs (UBN), a factor that is most intense in the rural areas with 86.6% of the total households demonstrating at least one UBN and 48% of them living in conditions of extreme poverty.

18. COLLABORATING ORGANIZATIONS

18.1. Rural Communities:

- Will provide human and material resources.
- Will provide tourism services.

18.2. Regional Direction of Tourism:

- Will promote experiential tourism in select communities.

18.3. National Institute of Natural Resources:

- Will provide information on existing natural resources in the communities in order to preserve the environment.

18.4. Municipalities

- Will authorize construction materials.
- Will exonerate payments for licenses.
- Will provide technical direction in the construction.
- Will promote experiential living in the communities.

18.5. Regional Direction of Education in Ancash:

- Will provide support in the development of a curriculum in experiential tourism

18.6. Ministry of Health

- The Ministry of Health clinics located in rural indigenous communities will provide basic health services to any tourist requiring attention.

18.7. Tourism Police

- Will provide information about alternative tourism and security to the visitors.

18.8. National Institute of Culture

- Will provide information about the cultural riches and archeological remains found in the participating communities.
- Will promote experiential tourism in the communities.