

INTREPID TRAVEL



# Community-Based Tourism Research Briefing

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Chichubamba, Perú

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*The third meeting with members of the Agrotourism Association: dinner, drinks, and dialogue.*

## I. Overview

Location	Chichubamba (altitude of 2,870 meters; 1.5 hour drive from Cuzco)
Households (2013)	153
Population (2013)	684
Research period	July 15 – August 15, 2013
Primary livelihoods	Agriculture (corn, straw grass, potato, strawberry, etc.), animal husbandry (chicken, sheep, cattle, Guinea pig, honeybee, etc.), floriculture, public works/construction, merchandising, chicha, ceramics
Avg. income/month	Men ~750 soles (278 USD), women ~262 soles (97 USD; values based on Tourism Association member survey responses); compared to ~1,000 soles/month (360 USD) for residents of nearby Urubamba (based on the Proposed Plan of Territorial Conditioning, 2011)
Primary investigator	David W. Knight
Research assistant	Nilo David Hancoo Chauca assisted with follow up research in later months.
Research team	Ongoing discussions regarding research questions and findings with members of the Agrotourism Association and the community according to availability and interest
Tourism Association	14 members (3 male, 11 female); created in 2005; receiving Intrepid groups since 2008

## II. Research Info and Methods

Participatory approach	Responsible research prioritizes local interests and ways of knowing when addressing research questions and objectives. In Chichubamba, Agrotourism Association members were engaged in three dialoging sessions during their Association meetings to 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 lunch visits (6), workshops (8), Agrotourism Association meetings (3), and general community context (politics, culture, economy, society). Incorporated demographic and tourism information gathered from the Urubamba municipal hall, from Agrotourism Association records, and from the Intrepid office in Cuzco.
Semi-structured interviews	Number interviewed: 34 (13 male, 21 female; 14 Agrotourism Association members, ages 30 to 65; 17 non-members, ages 7 to 73; and 3 Intrepid guides thus far). 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, etc. Individuals interviewed were from geographically diverse locations throughout Chichubamba.
Questionnaires	Based on observations, notes, and interviews, 14 questionnaires were given to Agrotourism Association members requesting suggestions for the Association and for Intrepid, vision for tourism five years from now, 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 Agrotourism 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-July 2013, an estimated 715 Intrepid visitors were served lunch in Chichubamba, generating gross tourism revenues of 10,725 nuevo soles (3,858 USD) for Agrotourism Association members. This amount does not include workshop tips and purchases, nor does it include unscheduled visits due to on the ground itinerary changes.</li><li>• 8 out of 14 Association member households depend on Intrepid for 75% or more of tourism income; remaining members depend on Intrepid for 50% or less of tourism income</li></ul>
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- 3 out of 14 Association member households depend on tourism for 50% or more of annual income; remaining members depend on tourism for 35% or less of annual income
- Local perspectives on tourism-based impacts/changes:
  - “Working in our fields, we were able to survive. With tourism, we have been able to improve.”
  - “I used to dedicate myself to making ceramics, washing clothes, working the fields for eight hours a day. But now things have changed a lot because I have my own tourism business.”

Socio-cultural impacts

- Local perspectives on tourism-based impacts/changes:
  - Increased independence for women, who used to conform to husbands’ work
  - Increased connections and awareness of what tourism is
  - Conflict between Agrotourism Association members who live farther back in the town and those who are closer to the main drag; individualization → unequal distribution of benefits
- Commentary/quotes related to this theme:
  - “One benefit of tourism is that wives no longer depend on their husbands; they have their own source of income. Not much, but it helps and gives the women more responsibility.”
  - “We didn’t know about tourism before and thought that it only took place in large hotels and restaurants, and that it only came to Machu Picchu.”

Environmental impacts

- Minimal
- Environmental impacts resulting primarily from construction/growth (cutting down trees or clearing fields to build new homes)

Quality of life impacts

- Local perspectives on tourism-based impacts/changes:
  - Quality of life increased
  - Improvements in homes over last five years, as tourism dollars are used little by little to improve kitchens, dining areas, bathrooms, bedrooms
  - Increased ability to provide medicine, clothing, food, education through economic support of tourism
- Commentary/quotes related to this theme:
  - “We have achieved a quality of life to improve the health of each member of our family.”
  - “My home was hardly normal before tourism – almost extreme poverty.”
  - “My living situation wasn’t that great before; it’s better with the tourists.”
  - “Tourism improves my way of life at home with my family.”
  - “I never thought that tourists would visit this community or the people here because we were poor and didn’t have adequate services/amenities to provide hospitality for visitors. I say poor because we didn’t have work in our low economy before tourism. Actually, what I mean to say is that tourism has helped us improve the quality of life for us, our kids, and for the future. Our lives haven’t changed all at once but little by little, because habit had caused us to think that it was normal to live as we had been doing.”

#### IV. Recommendations

For Agrotourism Association of Chichubamba

- **Purpose** – Association members should create a vision/mission statement and list of services to improve business negotiations, clarity of purpose, and overall Association unity
- **Lunch benefits** – cook for a single ‘purse’ and divide equally among Association members
- **Workshop benefits** – develop a system of compromise that rewards workshop innovation/investment while supporting Association and community members in need
- **Communication/Visibility** – members of the community should be regularly informed of Association plans and policies, and the Association should direct funds to support community

interests (e.g., hosting a *Navidad para Niños*, in which children are invited at Christmas time to enjoy a cup of hot chocolate and a piece of bread)

- **President** – should be more focused on tourism and the Association; perhaps partially supported financially through Association funds? Should also be like a ‘mother’ for Association members – “dividing pieces of the potato equally among her children”
- **Promotion** – Association funds should be directed toward purposeful partnerships/advertising

For Intrepid  
(Cuzco office)

- **Guides** – should be made aware that by requesting/demanding specific lunch venues, the Association President is pressured to go against member policy to disperse lunch benefits equally, creating conflict. However, guides can continue requesting specific workshops.
- **Programming/Scheduling** – having a schedule ready for the Association at the end of each month for the upcoming month will help reduce conflict among Association members tremendously. E-mailing this schedule to the Association President will save time and money required to make the trip to Cuzco to pick it up.
- **Communication** – the Association finds it difficult communicating with the Cuzco office, as Norma can be very busy at times. Perhaps there could be a second individual in the office with whom Association members can communicate if necessary (public relations specialist, of sorts?).
- **Visits/Prices** – the Agrotourism Association is overwhelmingly in favor of receiving more visitors (they want more tourism), but as food prices have soared in recent years (Quinoa, especially), they wonder if a price of 20 soles for lunch instead of 15 would be agreeable. Or, perhaps the Association could be paid for the workshops/activities they offer, since visitors don’t always purchase products. It was suggested that visitors pay whatever they feel like paying for each workshop, as a tip or direct payment, and that guides be responsible for communicating this.

## V. Reflections/Modifications for Community #2: Amaru

Translator/  
Research  
assistant

Unlike in Chichubamba, I will have a Quechua Translator in Amaru and Qorqor. David Hanco is currently completing his master’s degree in Community-Based Tourism and will also act as a Research Assistant for these remaining communities. He has worked extensively with NGOs in the Sacred Valley, as well as for the Ministry of Tourism in Cuzco. Having him with me should support efforts to establish rapport in each community and should allow for more intimate/in-depth conversations (conversing in Quechua may have enriched findings in Chichubamba, as it is the native tongue of majority of the adult population there). I anticipate that David will be extremely helpful as a fully invested member of the research team in collecting/analyzing/summarizing data, and in reporting findings to both Intrepid and the communities.

Clarity and  
Consensus

In Chichubamba, the Agrotourism Association was comprised of members from different towns/backgrounds, and reaching consensus as to Association interests/needs was difficult. To better support community interests related to tourism in Amaru, I hope to identify these interests more clearly through dialogue among community members early on (e.g., during forum-type brainstorming sessions). This will support efforts to better align research methods and analyses with local needs, hopefully leading to findings that support a more sustainable Intrepid-Amaru partnership.

Seasonal  
fluctuation

Agrotourism Association records from Chichubamba were analyzed to explore tourism season (March-October) trends between 2010 and 2012. However, questions regarding changes in dependence on tourism between high and low seasons were not explored. I will seek to return to Chichubamba in the coming weeks to retrieve this information, and will also be sure to explore this issue of seasonality in greater depth while working in both Amaru and Qorqor.

## Photos of Chichubamba









**Many thanks to the Agrotourism Association, Chichubamba for giving us such a beautiful experience in your community!**

-David y David