

INTREPID TRAVEL



Community-Based Tourism Research Briefing

Qorqor, Perú

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Nilo and Anesito lighten the mood with a few songs on their flutes while lunch is being prepared in the background.

I. Overview

Location	Qorqor (altitude of 3,900 meters; 1 hour from Cuzco by car)
Households (2013)	48 families
Population (estimate)	~200
Research period	November 3 through December 3, 2013
Primary livelihoods	Agriculture (potato, quinoa, straw grass, wheat, other vegetables), animal husbandry (chicken, sheep, cattle, Guinea pig, donkeys), public works, transportation, traditional textiles/weaving, merchandising, tourism
Avg. income/month	Men: ~362 soles (134 USD), women: ~108 soles (40 USD; values based on Tourism Association member survey responses); compared to 583 soles (210 USD) for residents of Chinchero 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 Munay Ttica Association and the community according to availability and interest
Tourism Association	24 members (2 men, 22 women); created in 2013; receiving Intrepid groups since 2013

II. Research Info and Methods

Participatory approach	Responsible research prioritizes local interests and ways of knowing when addressing research questions and objectives. In Qorqor, the Munay Ttica Association members were brought together in 3 forums to explore and address issues of importance for them. One of these meetings was comprised of associates, spouses, and children (48 individuals in total) who discussed community interests for nearly three hours, circled up outside on a cold night. Continual effort will be made to incorporate local involvement and feedback into methods, analyses, and reporting.
Observations/field notes	Included observations of 5 Intrepid lunch visits (4 were canceled during period of research), one government-led workshop on traditional weaving/dyes, two Association meetings, tending fields/feeding livestock, visits to surrounding villages, and general community context (politics, culture, economy, society). Incorporated demographic and tourism information gathered from government and Intrepid reports and from interviews with government officials and members of the one other tourism association in Qorqor.
Semi-structured interviews	Number interviewed: 27 (14 men, 13 women). 13 members of the Munay Ttica Association, 5 who don't participate in tourism, 5 from the other tourism association in Qorqor, the Promoter of Tourism from the municipal government in Chinchero, 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 Qorqor.
Questionnaires	Based on observations, notes, and interviews, 22 questionnaires were given to Munay Ttica 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 Munay Ttica 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 2013, the Munay Ttica Association received ~515 Intrepid visitors, generating 11,400 soles (4,101 USD) from serving lunch which was originally priced at 15 soles/visitor (5.40 USD; January through June) but rose to 25 soles/visitor (9 USD) beginning in July.
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- Monthly income per associate from Intrepid visits was reported to be an average of 40 soles (14.40 USD). This includes income through both lunch and craft sales. One reason this amount is lower than average monthly income in other associations may be due to the size of the Munay Ttica Association (i.e., lunch revenues are divided equally among 24 associates rather than among 12 associates as in, say, Amaru).
- The Association works primarily with Intrepid, but also occasionally with a community-based tourism company known as Responsible Travel Peru. Still, associates depend nearly 100% on Intrepid visits for their tourism-generated income.
- Associates reported that, on average, 23% of their monthly income in 2013 came from tourism.
- Commentary/quotes related to this theme:
 - “Our worry is that, here, there is no economy.”
 - “We have very little economically now, but we can earn more through tourism in order to educate our kids. All of us are thinking about this.”
 - “The women continue to participate in tourism even though they don’t earn much. This is because we have only just begun, and we have to invest and to learn before we can earn more.”

Socio-cultural impacts

- Local perspectives on tourism-based impacts/changes:
 - Greater religious tolerance and unity within the Munay Ttica Association as a result of tourism
 - Increase in the speed of daily life for those working in tourism
 - Social division more prevalent at the community level as a result of tourism
- Commentary/quotes related to this theme:
 - “When we began to receive Intrepid groups, there was disrespect/jealousy between Christians and Catholics because the Christians didn’t dance nor clap with the visitors. But things have changed, and now we all dance and enjoy ourselves.”
 - “Before, we lived and did everything more slowly. We cared for our animals, we walked in the fields. Now, when the groups come, we have to move quickly, getting up earlier. We comb our hair, we bathe, and we move fast to tend to the visitors.”
 - “I participated in tourism before, but my husband didn’t want me to continue because I didn’t have the time. But now I want to participate again.”
 - “When you two (Nilo and David) go to interview members of the other tourism association, don’t teach them anything about what we do in our association. They wanted to undo us, but they weren’t able to.”
 - “It’s more convenient to work in smaller (associations), because larger groups always have problems as a result of having less understanding, less unity, and more jealousy.”

Quality of life impacts

- Local perspectives on tourism-based impacts/changes:
 - There remains a lack of knowledge/awareness (human capital) related to the business of tourism (working with agencies/government, advertising, accounting, etc.)
 - Through involvement in tourism, associates have learned how to sell their traditional weaves and hope to improve their homes and educate their kids
 - Income and cleanliness (at the household and community levels) are two of the tourism benefits most recognized and acknowledged in Qorqor
 - Social economy is key – many associates make less income than they could elsewhere (in the fields, for example), but they are happier when they gather together with their friends to receive visitors than if they were to stay at home
- Commentary/quotes related to this theme:
 - “The families of my Association aren’t interested in improving their homes nor in working in tourism because they don’t know how to yet.”
 - “I am nothing, from nothing. I’m just a farmer. But I want my kids to become something more, for them to learn more...Tourism will help us achieve that.”
 - “We’re going to build a room for visitors in our home...Now, we have very little, but with tourism we can increase, bit by bit.”
 - “Before, there weren’t any plants here, but now there are. Qorqor is cleaner now, too. We have trash bins in our homes.”

- “Thanks to the tourists who come, we've received an income and have cleaned our houses and community. If tourists didn't come, we'd be the same as our parents. We'd be living with our animals and fields only.”
- “Now I don't work as often in the fields. I come here to sell [my weaves], and I earn less. But I come here anyway because I am happier spending time with my friends.”

IV. Recommendations

For the Munay Ttica Association	<p>Universal use of the community locale – We recommend that Munay Ttica allows the other tourism association in Qorqor to also use the community center rather than keeping it for their personal use.</p> <p>Selling of traditional weaves – Some associates have more experience than others with selling their products. These individuals want to be able to sell their products to every group of visitors that comes through, but we recommend that not all 24 associates sell during each visit. Instead, the number selling should be in proportion to the number of visitors who've come. This may help tourists feel less overwhelmed and obligated to buy and the associates less discouraged when they don't make a sale.</p> <p>Activities – Think about which activities might provide visitors with a more educational and real-life experience. Also, is there a way to make money by providing alternative activities? For example, visitors might learn about fava beans – harvesting them, grinding them into powder, cooking them, making/purchasing a tasty fava beverage with an option to buy packets of powder for the road.</p> <p>Organization – In order to improve communication between Intrepid leaders and passengers, the Association should think about how it might classify/organize the activities offered to visitors. Activities might be grouped by different themes like agriculture (planting, etc.), food (helping cook lunch, etc.), culture (traditional dances, etc.), and the history of the community/region.</p> <p>Promotion/advertising – Association funds should be allotted to continue developing strategic partnerships with local government in Chinchero, tourism businesses, NGOs, etc.</p>
For PEAK/Intrepid	<p>Training – We recommend that Intrepid provide several workshops for Munay Ttica members on the topic of food preparation and service (this has yet to be done in Qorqor as it has with other communities).</p> <p>Skill development – Munay Ttica associates are interested in learning English, how to use e-mail/technology, and basic business skills (how to partner with agencies, travel companies, various institutions, etc.). Intrepid could support them in achieving these goals.</p> <p>Responsible travel coordinator – It's important to create an official and full-time position in the Cuzco office that will focus entirely on facilitating and maintaining communication between Qorqor and Intrepid, with the other communities, and with other potential business partners/institutions.</p> <p>Communities – We recommend that Intrepid decide on specific communities with whom to work (3 or 4) in the Sacred Valley, and that every effort be made to develop and establish long-term relationships with those communities. For valid reasons, Intrepid has left 2 Sacred Valley communities in recent years and moved on to others. As future problems arise with the communities Intrepid selects, there should be a specific process by which Intrepid offers ideas, support, and suggestions to the community under question. Intrepid employees as well as community members should be aware of what these processes entail, and should trust that difficulties and issues will be addressed and resolved (perhaps during an annual meeting like the one we held with the 4 communities on November 30 of this year).</p> <p>Participation – It's been suggested that a member of each tourism association from the Sacred Valley communities (and perhaps from other communities visited by Intrepid groups) be invited to meet Intrepid staff and tour leaders during the leader trainings to take place early this year (2014). Tour leaders have mentioned that, in some cases, their knowledge of the communities they visit is painfully scant. Meeting with and hearing from community representatives would help them better understand community interests and histories, which should translate into better-informed visitors and more sustainable partnerships over time.</p>

Photos of Qorqor



Intrepid groups feel the warmth of the Munay Ttica Association and enjoy a phenomenal Andean buffet when visiting Qorqor.



The used for cooking (such as the carrots in this photo) are fresh and natural.



Associates often gather together as much to learn as to enjoy each other's company!



The people of Qorqor are as warm and colorful as the clothes they wear!



Many thanks to the Munay Ttica Association of Qorqor for providing us with so many beautiful experiences in your community!

-David y David