



Together for sustainable tourism

INTRODUCTION GUIDE

Welcome to [AMIWASI](#), a free online training for businesses and tourist associations who want to offer a more responsible experience to its customers and generate positive local impacts in its community! This training is available in French, English and Spanish.

You can already find the 8 training videos and downloadable documents on www.villagemonde.com/amiwasi ! The topics addressed are:

1. The benefits of tourism in the community
2. The inclusion of women and youth
3. The respect and protection of the environment
4. The authenticity of the touristic activities
5. The hospitality and customer support
6. The promotion of your touristic organization
7. The quality and authenticity of your accommodation
8. The power of the group

Before you start your training, we invite you to think about the local context and the sustainable objectives of your tourist activity. Here are some questions to ask yourself:

- 🏠 What are the local social and economic conditions?
- 🏠 What are the problems or challenges experienced by the community?
- 🏠 Who are the decision makers and influencers with whom I can collaborate?
- 🏠 Are there other initiatives or tourist enterprises in the region?
- 🏠 Are there regional tourist associations or NGOs involved in local tourism?
- 🏠 **How can I develop fair and sustainable tourism in my community?**

Don't have all the answers to these questions? **AMIWASI** is here to help you! Ready? Let's go!

START TODAY TO CHANGE THE WORLD, ONE STEP AT A TIME!

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Expériences et rencontres au nord du Pérou



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