



Together for sustainable tourism

## BENEFITS OF TOURISM IN THE COMMUNITY

Touristic activities should involve the local community so that they can benefit everyone. In addition to being engaged in the preservation of natural and cultural heritage, revenue generated from tourism helps in improving or at least maintaining the standard of living of the local population.

### INVOLVE YOUR CUSTOMERS

To make him or her feel involved, you can explain to the traveler how his or her visit serves as a source of development for the region, what the benefits are, and how you put them to use. You can make available information on your website or within your company about proposed projects, outcomes of previous projects, and your vision for the development of your community. You can also raise awareness by explaining how local purchases have a positive impact on the development of your village.

### EXAMPLES OF SOCIO-ECONOMIC BENEFITS

Here is a list of the direct benefits of tourism when it is responsibly implemented in your community.

#### SHORT-TERM

-  Creation of more jobs.
-  Diversification of income sources.
-  Empowerment of women and youth.
-  Promotion and preservation of local culture.
-  Profitability of local economic activities.

#### LONG-TERM

-  Promotion of fairness.
-  Reduction of rural exodus.
-  Poverty reduction.
-  Strengthens the local sense of belonging.
-  Genuine and friendly dialogue with travelers.
-  Greater level of autonomy of the community vis-à-vis large cities.



## TIPS ON GETTING THE COMMUNITY INVOLVED

- 🏠 In collaboration with local guides, craftsmen, or families, develop activities like excursions, workshops or an overnight stay in a family home. Villagers can oversee providing these services and teaching travelers without altering their daily activities.
- 🏠 Identify the strengths of every person in the community and give them the opportunity to get involved in something that motivates them. In this way, everyone can have a role to play in the different activities (accommodation, food, tour guide, community tourism, etc.).
- 🏠 If demand for travel to the destination increases, give jobs to members of the local community (especially youth and women), with fair and equitable conditions.
- 🏠 Provide training for the villagers so that they will have a better knowledge on customer service and can provide quality services to travelers.
- 🏠 Participate in the organization of a local committee or suggest the creation of an association that can help in managing the profits that tourism generates, among other things. If the community sees that tourism is generating profits, it will want to be more involved in the tourism offer.

## USE THE PROFITS GENERATED FOR LOCAL DEVELOPMENT

When money is properly managed, it is possible to do many things with the income generated from touristic activity. To do this, it is important to teach the community how to manage a budget. Here are some project ideas that can be put forward:

### Investing in local infrastructure

- 🏠 Improving accessibility.
- 🏠 Purchasing new public transport.
- 🏠 Improving health services.
- 🏠 Financial support for schools and buying of new educational material.
- 🏠 Increasing the salaries of professionals (health, education, etc.).
- 🏠 Creating an association responsible for preserving the natural and cultural heritage.

### Investing in economic development

- 🏠 Promoting tourism and putting up tourist signage.
- 🏠 Developing new touristic activities.
- 🏠 Providing training on selling in craft shops.
- 🏠 Making agreements with other communities or cities to sell local products.
- 🏠 Maintaining and replacing machinery for the construction and agriculture sectors.



Do you want more ideas on offering responsible and sustainable activities? Visit [www.villagemonde.com/amiwasi](http://www.villagemonde.com/amiwasi) and you'll find training videos and documents to improve your practices.

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

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The Uniterra program receives funding from the Government of Canada, provided through Global Affairs Canada.



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