



Foundations for Sustainable and Regenerative Tourism: Colca Valley, Peru

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ST&RT Lab
Sustainable Tourism and Responsible Travel

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What's coming up...

- Lit Review: Some thoughts on **sustainable** tourism and **regenerative** tourism
- The First Phase of the Research
 - Our research partnership
 - Our Community Collaborators
 - Our Approach: The Building Blocks of Shared Understanding
 - Results: What we learned by listening
- Working Together

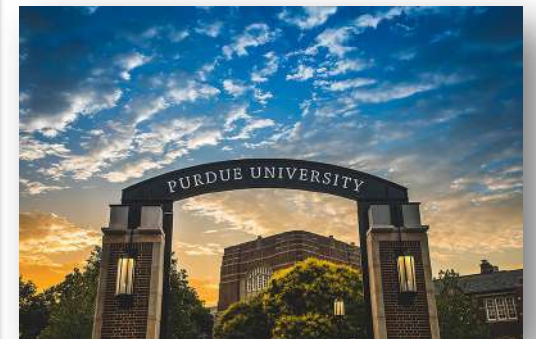


Sustainable | Regenerative Tourism

- Foundations of Sustainable Tourism
 - Strategic and Tactical
 - Maximizes benefits across the triple-bottom-line
 - Collaborative
- Regenerative Tourism
 - “Leave it better than you found it”
 - Flourish/Thrive/Restore/ Rejuvenate

Our Research Partnership

Discovery. Learning. Engagement.







Our Community Collaborators



Learning through listening

Methodology: Semi-structured interviews



Key Learnings - Highlights

Economic Empowerment

“of course, tourism indirectly supports everyone”

“because sometimes here young people grow up and the only expectation we have is to go to the city.. Suddenly (with tourism) new opportunities are generated”



“What would be more for us? That we could sell our handicrafts”



Key Learnings - Highlights

It's something very authentic... the typical costume that is still used." "I wear my local hat... I walk through the countryside with the customer."

Cultural Aspects of Tourism

Cultural tourism:

- *Desire to engage – even immerse – visitors in local culture*
- *Intergenerational knowledge transfer*
- *Cultural preservation*
- *Cultural identity and pride in local traditions and heritage*

"It's like we still live with ancient architecture... they continue to motivate us."



Key Learnings – Selected Learnings



Concerns:

Lack of community commitment

We are a few partners, and most of the partners are not seeing it... the villagers are not betting."

Discouraged by the lack of visitors – and the long shadow of the pandemic

"They can't dedicate themselves exclusively to that because it doesn't give them... it's not profitable"

High Costs of Traditional Structures and Lifestyle

"The thatched roof has to be maintained every three years...it is very costly."

Andean Culture and Sustainable/Regenerative Tourism

- Harmony with Nature (Pachamama)

“To thank for this dwelling, [...] so I thank the Apus because they have given me this dwelling, or in the case of the chakras, because Pachamama has given me this land, this nature...”

- Community and Reciprocity

That, I, I'm sharing it with the other ladies, for example, right now the ones who are active are four, just five of us, out of the five I have to distribute it, right, to them too, so that they don't say, she's the only one taking it, she's the only one tying herself up, right, so, no, better I distribute it, so, with just that we're working.”

- Traditions

- Hospitality

For example, tourists want to visit, well, have lunch together with the family, right? That, and also, what things are we eating? [they want to know]

Next Steps: Moving Forward Together

Participatory Action Research

- Working together on the community-identified projects

