



## 2023 TOP 100

# GOOD PRACTICE STORY

**Title:** Collaboration for sustainable tourism: agreements to improve the provision of tourism services in natural areas

**Destination, Country:** Reserva Nacional de Lachay, Lima - Perú

**Submitted by:** Richar John Ramirez Estalla, coordinador

**In the category:**  Destination Management  Environment & Climate  Thriving Communities  
 Nature & Scenery  Culture & Tradition  Business & Marketing

**The Story in a picture:**

Results of the cleaning campaign carried out by the area's personnel and service providers in the tourist area of the Lachay National Reserve.



**Summary:**

The increase in visitors to Lachay National Reserve has generated challenges in terms of infrastructure, waste management, and tourism services, due to the increase in the number of people visiting the reserve each year.

To address these challenges, agreements have been established with the local community, allowing them to participate in the provision of tourism services within the protected area.





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This has generated employment, improved the quality of services, and contributed to the conservation of the ecosystem.

Thanks to these actions, we have been able to reduce the amount of solid waste generated, improve the tourist experience, and guarantee quality standards in services. In addition, local community participation in the management and conservation of the Lachay National Reserve has been strengthened.



## Good Practice Story:

### Destination description

*Brief background of the destination.*

Lachay National Reserve is a natural protected area (NPA) administered by the Peruvian government and created on June 21, 1977 over an area of 5070 hectares. It is geographically located in the province of Huaura, 105 kilometers north of Lima, the country's capital city. Lachay protects a representative sample of the "coastal hills" ecosystem of central Peru. At the national level, the hills are distributed in 7 coastal departments of the country and represent 0.23% of the national territory.

The entrance of winter fog on the coast and its interaction with the first foothills of the mountain range generate spaces with high humidity, where the characteristic hill vegetation develops; in Lachay, the vegetation is mainly composed of shrubs, grasses, trees and cacti that have developed mechanisms to take advantage of the humidity provided by the winter fog. During the fog season, between July and September, the area is covered with lush green vegetation, creating an impressive landscape that contrasts with the surrounding desert. This ecosystem also contains endemic species, typical of the area, such as the cactus canastero and other resident birds like the cora hummingbird, kestrel, common partridge and migratory birds like the peregrine falcon; as well as mammals like the coastal fox, vizcacha and pajonal cat.

Because of its scenic beauty in the National Reserve of Lachay, tourist activities such as hiking, flora and fauna observation, picnics and photography are carried out, having as main captive audience visitors from the city of Lima (capital of our country, Peru) who have as main motivation to connect with nature, appreciate the scenic beauty, as well as the sighting of birds and particular species of flora such as the flower of Amancaes, which is a historical symbol for Lima. Lachay represents for the people of Lima a paradise of nature outside the chaotic city of the capital.

### Issues faced

*Problems/issues solved with the Good Practice Story.*

Lachay National Reserve has faced conservation challenges regarding tourism management and conditions of infrastructure, services, education, awareness, vigilance, and control due to the substantial increase in the number of visitors per year. The NPA's historical data shows that in 2011 there were 23,709 visitors, a number that has been increasing; in 2016 there were 44,321 visitors and in 2021 there were 80,477 visitors. One of the impacts related to the increase in the number of visitors to the area is the generation of solid waste, which averages 5500 kilograms per year. This was accompanied by a greater need for personnel (human resources) to manage the activity and diversify quality tourism services to meet this growing demand.

The impact of poor disposal of solid waste in the NPA has resulted, in the case of plastic wrappers or bottles thrown on the roads, in them being pushed by the wind and accumulating in the nests of birds such as the sand owl, a species that nests in burrows at ground level, or the bottom of creeks. In the case of the trails, the impact is on the landscape by altering the natural view of the hills. In the case of picnic areas, one element that was used a lot was expanded polystyrene plates (derived from petroleum) and plastic forks; these residues, due to their characteristics, degrade slowly and can remain in the natural area for more than 100 years, becoming microplastics.

Another aspect to detail corresponds to the availability of tourist services to be provided; for example, in 2012, the NPA only had a cafeteria service where food and beverages were sold to visitors. However, with the growing influx of tourists, the need to expand the variety of available tourist services became evident; in addition to ensuring that these are quality. To meet visitor expectations and requirements, additional personnel were required to provide cleaning services, sell local handicrafts and natural products, and provide services such as photography, tourist orientation and interpretation, and transportation.

### Methods, steps, and tools applied

*Solutions implemented to address the sustainability problems or issues.*

To address the growth of tourism and meet the needs of services and personnel in Lachay National Reserve, solutions were implemented involving the local population through the granting of rights to provide tourism services within the NPA.

One participation mechanism applied in the protected natural areas is the granting of agreements in the case of the National Reserve for services such as cafeteria service, transportation, sale of local products, sale of handicrafts and photography, where the tourist service provider, a local inhabitant, provides non-monetary compensation to support the area's management in conservation actions such as maintenance and cleaning of the tourist trails, access roads, tourist signs, picnic areas and reforested spaces. Among their main duties are the proper management of solid waste generated in the course of their activities and offering quality services to ensure the safety of visitors.

The head of the Lachay National Reserve socialized the economic opportunities offered by this tourist area to provide services in meetings, workshops and events with the participation of residents and authorities from the districts of Chancay, Huaral and Huacho. The citizens, who saw the opportunity to provide services and improve their economy, received support from Lachay's technical team to consolidate the agreements and commitments. The service providers also received training on the importance of the natural area and tourist orientation, which is very important because service providers in any of the areas within the NPA will be in contact with visitors and will be a source of guidance and recommendations for the correct behavior of visitors. On the other hand, coordination spaces were created through instant messaging applications between the service providers and the area's team to be able to respond to situations.

With the agreements reached, the headquarters added support for activities such as solid waste management. The NPA's staff have had 5 park rangers and 3 volunteers, after the signed agreements 8 more people were added to the staff. In addition to the fact that their services help close the gaps in visitors' needs for services such as cafeteria service, transportation, sale of local products, handicrafts, orientation, and photography. It is worth noting that the local people currently provide tourism services and therefore obtain an economic benefit and their return to Lomas de Lachay is executed in actions that support the management of the NPA to ensure a sustainable activity. For which they are allies for conservation.

### Key success factors

*Critical elements that led to successfully solving the issues.*

- Promotion of the participation of the local population: The dissemination of economic opportunities within the NPA in strategic spaces through the granting of rights is a success factor since it was possible to transfer the opportunities that were offered.

- Awareness-raising among service providers: Training and awareness-raising for local people who provide tourism services allowed them to replicate the conservation message through tourism orientation, in addition to improving the quality of service and contributing to the visitor experience.
- The teamwork between tourism providers with agreements to provide tourism services and the NPA staff has made it possible to carry out actions that contribute to the conservation of the NPA, for which an important factor is the clarity of the commitments and obligations assumed by the parties.
- The involvement of the local population through the agreements granted has also allowed these strategic stakeholders to be part of spaces such as the ANP management committee and to contribute to planning processes such as the development of the master plan for the Lachay National Reserve.

### Lessons learned

*Challenges faced while implementing the Good Practice and their solutions.*

- Importance of local participation: The active participation of the local community is essential for the successful management of protected areas. The sense of ownership and environmental awareness in them has allowed them to replicate these lessons and recommendations to visitors.
- The granting of rights for the sale of handicrafts and local products has made it possible to recognize and take advantage of available local resources, an example of which is the sale of bee honey, which is obtained from beekeeping practices within the NPA and sold to visitors.
- Service providers also fulfill the function of visitor orientation, and contribute with recommendations and conservation messages aimed at reducing the impact and importance of the ecosystem.

### Achievements and Results

*Direct and indirect results of the Good Practice.*

- The increase in visitors brought with it an increase in the amount of solid waste for the NPA, averaging 5500 kilograms per year, to date this amount has been reduced to 731 kilograms in 2022, where plastic represents 8.6%, this is due to the dissemination among other things of the national plastic reduction policy; as well as dissemination in social networks and signage; and the recommendations provided to visitors, the message that is also provided by service providers.
- Employment generation and local economic development: The participation of the local population allowed the creation of employment opportunities and income generation for the villagers, directly benefiting 15 families, with 9 agreements. Recalling that initially there was only one agreement for cafeteria services, to date there are more services such as transportation, sale of local products, handicrafts and tourist orientation, which diversified the services.
- The development of maintenance and solid waste collection activities was originally carried out by 8 ANP personnel, and thanks to the agreements reached, the force for these actions has been increased to 15 more people, i.e. the force for these tasks has been doubled. It should be noted that this has increased the number of strategic actors in favor of the NPA.
- Improved quality of tourism services, the involvement of the local community in the provision of tourism services allowed for greater diversity and quality of services available to visitors. Adequate training and supervision ensured quality standards, resulting in an improved and satisfactory tourism experience for visitors. This was evidenced by the provision of services required by visitors.

### Tips for other destinations

*Your suggestions or recommendations for other destinations facing the same issues or implementing similar solutions*

- It is recommended that tourist destinations be inserted in participatory spaces with the local population; and seek to promote spaces of economic opportunities for families.
  - We need to raise awareness among our potential allies, so that commitments and mutual benefits can be achieved.
  - Strengthen and support tourism services, and thus the beneficiary, so that he/she becomes aware of the environmental and economic importance of the destination.
- For small activities such as tourism service agreements, it is considered to influence non-economic considerations; and constant capacity building for service providers on the part of the destination's manager.

### Recognitions and Additional references

*Recognitions and awards the Good Practice received and supporting evidence.*

The Lachay National Reserve has been recognized with the international seal SAFE TRAVEL

[https://consultasenlinea.mincetur.gob.pe/safetravels/destinos/DESTINOS\\_LIMA\\_REGION\\_Nov22.pdf](https://consultasenlinea.mincetur.gob.pe/safetravels/destinos/DESTINOS_LIMA_REGION_Nov22.pdf)

Report of Reserva Nacional de Lachay:

<https://www.youtube.com/watch?v=HHywx0W-lXY>

<https://www.youtube.com/watch?v=BOdVjlzbs24>

<https://www.youtube.com/watch?v=Y7pDCMptag4&t=152s>

[https://web.facebook.com/ReservaNacionaldeLachay/?locale=es\\_LA&rdc=1&rdp](https://web.facebook.com/ReservaNacionaldeLachay/?locale=es_LA&rdc=1&rdp)

[https://www.youtube.com/watch?v=1SJ-Ua\\_EHPM](https://www.youtube.com/watch?v=1SJ-Ua_EHPM)

documentary references:

<https://drive.google.com/drive/folders/1d3UYzNsnKIkOmRPsmUFcx7Vo7F2n83RF?usp=sharing>