



2023 TOP 100 GOOD PRACTICE STORY

Title: The turtle and the fisherman in the enterprising community of El Ñuro cove

Destination, Country: Los Organos district, Peru

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

The Story in a picture:

Fishermen of El Ñuro ready to offer the experience with turtles in a safe way.



Summary:

El Ñuro Cove is a community that has been facing shortages and despite having concerns about tourism decided to bet on developing it in a sustainable way with the management of green turtles, a fact that has brought benefits to improve the welfare of its inhabitants and contribute to conservation.



Good Practice Story:

Destination description

Brief background of the destination.

Los Órganos has an area of 165 km² that includes the communities of Vichayito, Los Órganos, and El Ñuro; its support center is the city of Los Órganos.

This destination has several tourism resources, including 6 beaches registered in the Inventory of Tourism Resources of the Ministry of Foreign Trade and Tourism. The beaches of Puerto Antiguo, Vichayito, and part of La Vuelta beach are turtle nesting areas. The local population is aware of this biological development and takes care of them, avoiding the use of motorized vehicles in these areas. The beaches of Punta Veleros and Los Órganos are for public use by residents and tourists in summer.

It is important to mention that Los Órganos is not only beaches but also part of its attraction are the wild areas and the coastal marine resources such as the fauna represented by the whales and turtles. At the moment the wilderness areas are not signposted or conditioned to receive visitors. It is known that there are caves in the area where migratory birds and wild parrots can be seen.

The destination Los Órganos has hills that have history, For example, in the community of El Ñuro, there is the hill "El Encanto", which is important because that is where the name Los Órganos originates, On this hill there are sinkholes and when the air passes with great force it makes the sound of musical organs. In the same city of Los Órganos, there is a hill called "Concesión Patria" where you can take guided hikes and have an excellent view of the entire city.

This destination has the privilege of receiving from July to October the migratory passage of humpback whales that make spectacular jumps today many companies offer tours in yachts and in a sustainable way they approach visitors so that they can have the experience of watching these cetaceans. Vichayito is an area with hotels and beach houses that offer exclusive services of rest and comfort.

In the community of El Ñuro, located 10 minutes by car to the south of the city of Los Órganos with 1400 inhabitants, the sighting and swimming of turtles is developed throughout the year, They take care of their marine ecosystem because it allows them to develop artisanal fishing as well as tourism interaction with turtles, this species takes advantage of this cove because it is here in the cove of the Ñuro where they have food and a favorable environment for nesting also take advantage and feed. This community has been a pioneer in turtle activity and is an example of entrepreneurial tourism for the entire district of Los Órganos and the northern beach route of Piura. So far, tourism has generated substantial changes in the lives of the villagers, such as the improvement of basic services like electricity and water.

The Ñuro community was founded on May 5, 1954. According to the locals, 20 families settled in the area of the current cove, with approximately 70 people. Their main economic activity was fishing, which is always characterized as artisanal and responsible, using hooks and bait. They are prohibited from using nets and trawling methods because their spirit is one of respect for the sea and its resources. Among the various sea turtles with which they interact and protect, the *Chelonias Mydas* or green turtles predominate. They are conscious of not preying on these species, but on the contrary, they take care of them and protect their nesting areas. The local people comment that this is a recommendation from their ancestors who mentioned that the turtles would be the future for the sustenance of their families, at the beginning they did not understand the idea of this reason until future years.

It is worth mentioning that something characteristic has been the union that the whole community has, that is to say, they have understood that unity is strength and with it, they can overcome adversities. Thus, between 2007 and 2009 they achieved in joint work with the Directorate of Aerodromes and Ports of the Regional Directorate of Transport and Communications of Piura and the Central Government the construction of its Artisanal Fishing Landing, and thus the visualization of growing as a community.

Issues faced

Problems/issues solved with the Good Practice Story.

For several years there has been a lack of basic services such as drinking water, sewage, and electricity, resulting in years of delay in the progress of the common good, added to the lack of interest of local and regional governments has caused the same people to seek improvements for their lifestyle.

Also, the little academic study in the early years brought social problems, including young people without completing their primary and secondary studies; pregnancies at a very young age, and citizen insecurity.

In 2011 began the tourist work in the artisanal fishing landing - El Ñuro, at first The visits were sporadic, not scheduled, were visits by mere chance to know the beach found an alternative activity, At that time the fishermen cared for turtles because of responsibility, an ancestral tradition because its first settlers indicated that these animals would be a form of livelihood for future families of the community El Ñuro.

Among the problems they faced were:

1.- The obstacle to initiating turtle-watching activities was the depredation of this marine resource because neighboring communities saw turtles as another resource to trade from their shells and their meat itself. We also sought to raise awareness of responsible fishing, not using the method of drag to prevent many species from being excessively depredated.

The problems of the idiosyncrasy of the inhabitants of the town of ñureense who saw the visit of tourists to their Artisanal Fishing Landing Site (DPA) as a threat, it was thought that fishing was going to be displaced by tourism.

There was no community tourism committee, and the DPA-El Ñuro administration was not clear on how to generate income through tourism and what improvements were needed to ensure that visitors would be welcomed.

4.- The lack of local professionals to venture into the development of the tourist activity of turtle watching.

5.- Tourists visiting the DPA-El Ñuro also look for a tour of the sea as another activity to do; until then, their boats were only used for fishing and at first they were retained to offer boat rides.

6.- The lack of basic services to support the tourist flow of visitors has been a problem for several years, but lately, they have been improving thanks to the income from turtle watching.

Methods, steps, and tools applied

Solutions implemented to address the sustainability problems or issues.

The first action was to guarantee the protection of the turtles, since the nearby communities saw the turtle as a product to be commercialized; at first they had to fight fist to fend off the boats that were trying to depredate them, followed by a dialogue to raise awareness of tourism as an economic activity to generate new jobs for the inhabitants of the Los Órganos cove and especially the El Ñuro cove, since the fishermen of El Ñuro were pioneers in this activity.

Second, we worked with the fishermen to organize a space for the development of turtle watching and to expand economic activities for the locality and above all to eradicate the thought that tourism was going to strip them of their fishing landing site. Today, together with the Directorate of Aerodromes and Ports of the Regional Directorate of Transportation and Communications of Piura,

we have obtained a dual-use permit for the DPA-El Ñuro, which promotes private companies that develop turtle watching activities.

Third, as mentioned above, the El Ñuro community has worked on its activities in an organized manner and tourism is no exception. In coordination with the administrator of the DPA-El Ñuro, the community's local tourism committee was organized in order to have a representative and coordinate so that all the villagers can enjoy the benefits of tourism.

Fourth, the villagers themselves, seeing that tourism is to receive people with different levels of culture, reflected on the importance of also having people who are trained to develop and improve the conditions of the tourism activity in turtle watching, so that young people not only saw fishing as the only option, but tourism is already an option to have academic studies and develop tourism projects.

Fifth, they had to make substantial changes in the design of their boats to prepare them to be used for the reception of tourists. They also prepared themselves to have all the documents and permits in order to avoid problems with formalization.

Sixth, the development of tourism has generated economic gains that have been reflected in the improvement of their DPA-El Ñuro, such as the installation of an interpretation center, a topic and an ambulance. Improvements in the community health center. A seawater desalination plant was implemented for the consumption of its inhabitants and the purchase of a water cistern for water distribution.

Key success factors

Critical elements that led to successfully solving the issues.

During the first years, many organizations were involved in pushing this enterprise, Mr. Rafael Morales, administrator of the DPA-El Ñuro, and Mr. Alberto Jacinto, spokesperson, mentioned that organizations such as "Iguanas" at that time directed by Mrs. Ursula Berna, were who began to bring visitors leaving a small monetary collaboration, then other organizations such as Eco-Oceanica were guiding in conservation issues.

Very important is the participation and commitment of the community that since its beginnings of communal living have seen their needs shared and have organized to form committees for different activities, such as the fishermen's committee, tourism committee, a glass of milk committee (is to guarantee food for their families) and many more that have served for the community to make decisions and develop activities for the good of all. The ñurenses knew how to take advantage of this external support from various people and institutions and took an active role.

Likewise, they show a single voice when it is necessary to ask for intervention in local and regional governments, demonstrating cohesion and a single vision.

Lessons learned

Challenges faced while implementing the Good Practice and their solutions.

First, marine resources must be taken care of for sustainable development. A commitment was made to respect turtles and not hunt them, to keep the work areas on the dock clean, and that anyone who does not comply will be sanctioned. At first, this was applied according to their internal rules, but over time these actions have been incorporated into each fisherman and today they have their sense of conscience in the development of their economic activities.

Secondly, they have become aware of the need to seek help from professionals to guide the formation of this activity in compatibility with sustainability.

Likewise, it has been understood that young people are the future of this activity and it has been proposed to make an effort to help them achieve higher education so that they can return with this knowledge and improve the development of turtle-watching activities and thus the quality of life.

The lack of help from local and regional governments has led the villagers to become self-managing, that is, to be able to meet basic needs such as water, sewage, and communications with the profits from turtle watching.

The villagers themselves, seeing this activity that generates work and improvements to the town, and in their work together and organized have created commitments in committees so that all are benefited, that is to say, they put the maximum limit of groups of people who want to see the sighting so that there is no overload and that all those involved can have an equitable gain.

Achievements and Results

Direct and indirect results of the Good Practice.

The community has achieved substantial changes in its economy, natural environment, and social development.

Their economic activity used to be only artisanal fishing, but today they have tourism as their main activity. So they have been able to maintain fishing, but have another alternative for their development. The benefits of tourism have been reflected in the purchase of an ambulance that can be used to provide emergency assistance to both residents and visitors. A health care center has been built in DPA-El Ñuro and improvements have been made to the community's medical center. Thus, for example, when there are accidents such as stingrays stinging the villager or visitor, there is a special place for their care. They have acquired a desalination machine and water cistern, to distribute the liquid to all the families of the community and to supply the DPA - El Ñuro.

An Interpretation Center has been created in the DPA-El Ñuro, which allows visitors to visualize the development of the turtles in their life and their interaction with visitors and also serves to guide tourists in the recommendations for their tour.

It has also generated new lodgings that were not thought of before since only the villagers lived there, and with the arrival of new visitors, new tourist business centers are being generated.

Its environment has improved in such a way that being aware that tourism is key to its development, it now maintains a clean environment, so they organize cleaning campaigns on the beach, along the road leading to the DPA-El Ñuro, restaurants, and others do not throw their wastewater into the sea. It is important to mention that tourists are advised not to use sunscreen when entering the sea because it contains chemicals that alter the sea water and harm the existence of turtles.

In their social development, they have improved in their professional education since now many young people are committed to preparing themselves to return to their community and put into practice what they have learned.

They have also organized themselves into more neighborhood councils to be able to organize themselves and address issues such as insecurity, transportation, communications, etc.

They mention that before they were suspicious of tourists because they thought they came with intentions of wanting to spoil their society, but now they have another thought, they know now that it is important that the villagers are friendly and receptive, without feeling minimized in their customs and experiences, with the clear concept of the tourist offer they have for the visitor, they know that the real reason for people to travel to El Ñuro is its marine resources such as beaches, turtles, marine cuisine and biodiversity of its coastal marine environment.

Likewise, El Ñuro Cove received the Safe Travel Seal to adapt to the situation generated by the pandemic. On the other hand, the knowledge, knowledge, and practices associated with traditional navigation and fishing with artisanal sailboats in El Ñuro Cove are recognized as the Intangible Cultural Heritage of the Nation.

Tips for other destinations

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

The villagers say that perseverance and interest in education are important, as well as the importance of sustainability since natural resources must be well cared for because they represent the main motivation for many tourists to visit.

They also emphasize the importance of sustainability, since natural resources should be taken care of because they represent the main motivation for many tourists to visit the area.

They always indicate that they are a community that self-manages its well-being, expressing that they should not expect external help only, but take the initiative and at the same time organize themselves with their neighbors so that everyone can enjoy the same benefits. They mention a lot the belief and FAITH in God the Father because He is the one who has the resources and as they are people who work in fishing and marine tourism, they always mention that when they leave in their boats they cling to their faith to be able to return to their port with good health and mutual trust in their peers.

Recognitions and Additional references

Recognitions and awards the Good Practice received and supporting evidence.

Facts about El Ñuro

[Aspectos Económicos y Culturales de la Pesca Artesanal en Piura \(fpas.pe\)](https://www.fpas.pe)

Concern for turtles

[La frágil y preocupante situación de las tortugas marinas en Perú \(mongabay.com\)](https://mongabay.com)

Ambulance

<https://www.facebook.com/102123594811977/photos/pb.100031223843178.-2207520000./143429227348080/?type=3>

message at El Ñuro Beach and Cove

<https://www.facebook.com/photo/?fbid=108759117481758&set=pb.100031223843178.-2207520000>.

Tourist offer

<https://www.facebook.com/102123594811977/photos/pb.100031223843178.-2207520000./544496150574717/?type=3>

<https://talaramiorgullo.pe/deportes/caleta-el-nuro-recibe-importante-sello-safe-travels>

Docks' patrons

<https://larepublica.pe/domingo/2022/10/23/patronas-de-los-muelles-el-nuro-y-los-organos>

Study of tourist carrying capacity in El Ñuro

<https://ciencialatina.org/index.php/cienciala/article/download/4301/6585/>

Safe travel for El Ñuro

<https://www.facebook.com/watch/?v=931021537553117>

https://consultasenlinea.mincetur.gob.pe/safetravels/destinos/DESTINOS_PIURA_julio22.pdf

Tourist experiences offer page

<https://guardianesdelocean.org/>

Video of El Ñuro cove

[El Ñuro, Piura - Making of - YouTube](https://www.youtube.com/watch?v=...)

[Piura Tierra Paraíso - Aventura en los organos - EL Ñuro - YouTube](https://www.youtube.com/watch?v=...)

Mothers club committee

<https://www.facebook.com/photo/?fbid=143428910681445&set=pb.100031223843178.-2207520000>.

Local lodgings

https://www.google.com/search?rlz=1C1UUXU_esPE1060PE1060&tbs=lf:1,lf_ui:4&tbm=lcl&sxsrf=AB5stBgEil8Z2GRMXK4WJH5Gcbjlm8N9rg:1689730864396&q=google+maps+hospedaje+el+%C3%B1uro&rflfq=1&num=10&rllag=-4212832,-

[81174064,1009&ved=2ahUKEwjv8D_OZmAAxHlrkGHRF7BDEQtgN6BAGVEAc#rflfi=hd:;si:;mv:\[\[-4.207037330520659,-81.14999821329187\],\[-4.230191627624073,-81.19789173746179\]\]](https://www.google.com/search?rlz=1C1UUXU_esPE1060PE1060&tbs=lf:1,lf_ui:4&tbm=lcl&sxsrf=AB5stBgEil8Z2GRMXK4WJH5Gcbjlm8N9rg:1689730864396&q=google+maps+hospedaje+el+%C3%B1uro&rflfq=1&num=10&rllag=-4212832,-81174064,1009&ved=2ahUKEwjv8D_OZmAAxHlrkGHRF7BDEQtgN6BAGVEAc#rflfi=hd:;si:;mv:[[-4.207037330520659,-81.14999821329187],[-4.230191627624073,-81.19789173746179]])

Intangible heritage

<https://busquedas.elperuano.pe/download/url/declaran-patrimonio-cultural-de-la-nacion-a-los-conocimiento-resolucion-vice-ministerial-no-117-2018-vmptic-mc-1676036-1>

Environmental awareness at school museum in El Ñuro

[Inauguran Museo Escolar En El Ñuro - Noticias - Dirección Regional de Educación de Piura - Plataforma del Estado Peruano \(www.gob.pe\)](https://www.gob.pe)

Conservation with Ecoceanica

[Noticia: Una educación medioambiental \(lamula.pe\)](https://www.lamula.pe)

Thesis on sustainability El Ñuro

[Castillo_CLB-SD.pdf \(ucv.edu.pe\)](https://www.ucv.edu.pe)



greendestinations.org



[green-destinations](https://www.linkedin.com/company/green-destinations)