



2023 TOP 100 GOOD PRACTICE STORY

Title: PUNO, CRADLE OF COMMUNITY TOURISM IN PERÚ

Destination, Country: Puno Province, Perú

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

The Story in a picture:
Community tourism shows the syncretism of the living culture of the communities of the province of Puno, their music, dance, crafts, customs and expressions, transcend from generation to generation and today are shared with visitors, in a scenario of biodiversity and mysticism on the shores of the majestic Lake Titicaca.



Summary:

The high rates of extreme poverty, anemia and insecurity that existed in the destination, along with the communities' distrust of receiving strangers due to terrorism and social conflicts in Peru, led to the low acceptance of community-based tourism. Based on their ancestral practices, in 1960, the main





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tourist attractions where community tourism was developed were only on Amantani Island, Taquile and the floating islands of the Uros, private companies trained the few communities with which they operated their tourism services. Suddenly, the district municipality of Amantani ordered a rotation system that travel agencies and all visitors had to respect, however, not all communities were trained to provide tourism services, so complaints and discontent began. So the private company began to look for new ventures that guarantee quality in the provision of tourism services, from this action arose the community tourism ventures in the peninsula of Chucuito in (Luquina Chico, Luquina Grande, Karina, Parina, Percca, Socca), and in the peninsula of Capachica (Llachón, Capachica, Ccotos, Paramis, Chifrón, Escallani, Siale), with this the Province of Puno becomes the pioneer of community tourism in Peru, having a model of successful community management, which has allowed the associativity and consolidation of the Regional Network of Community Tourism in the Puno region, making it the cradle of community tourism in Peru and the main headquarters of the National Network of Community Tourism in the country. Likewise, the tourist destination Puno, Lake Titicaca has been consolidated, which has allowed the province of Puno to be the main support center of the Puno region, due to the massive flow of visitors arriving to the province whose main vocation and tourism offer is community tourism.

In the year 2020, the tourist attractions of the community tourism enterprises have achieved the Safe Travels International Seal and in the year 2021, have managed to be recognized with the Top 100-2021 by Green Destinations, with the Titicaca Tourist Destination, Sacred Lake of the Incas, of the Province of Puno.



Good Practice Story:

Destination description

Brief background of the destination.

Constituted by the most primitive communities of Peru, of Qolla, Uros, Aymaras, Quechuas and Puquinas origin, located over 3800 m.a.s.l. in the Puna highlands, who live in a perfect connection with Lake Titicaca on artificial islands that they themselves weave with their hands, today their descendants are the Uro, Quechua and Aymara crossbreeding.

In the 1950s, on Amantani Island, the communities were dedicated to agriculture, artisanal fishing, livestock, stone carving, making buckets, washers, mortars and containers, molding q'oñas (lithic instruments used to grind Andean grains), which were traded or exchanged for food in barter (exchange) in the q'atos (markets) of Acora and Ilave.

In 1960, the province of Puno showed its first forms of tourism operations in the ancestral communities of the islands of Taquile, Amantani, the Floating Islands of the Uros and Atuncolla. Empirically, they began to serve their first visitors, who, motivated to live an authentic tourist experience, associated with a living culture and an ecological diversity of endemic species in Lake Titicaca, traveled for long hours in rowing boats and totora reed rafts.

The communities, based on their cultural manifestations, customs, traditions, music, dance, gastronomy, handicrafts, stories, myths, legends and ancestral practices, have allowed the development of community tourism. The arrival of visitors is a shared celebration according to the season in which they are, in months of sowing and harvesting, the tourists participate and live of agricultural activities and customs. In the carnivals we participate in the challachi (feast to the earth) with music, dances, colorful skirts, wichis, pinkillos (quenas), tarolas, dances of tarkadas and chacalladas, joy and emotion invade everyone and overflows in colorful fields, fertile lands deliver their first fruits, which are offered to the Wiracocha (sun god), to the Pachamama (mother earth) and Mama Qota (mother lake), as a sign of gratitude for all that she gives us, a sacrifice that is represented with the tink'a (the biggest potatoes that the harvest gives us) and the q'intu (three coca leaves, embalmed in llama bait and wine), everything is even, the male-female duality is always present. The rituality and the Andean cosmovision represented by the Andean trilogy, hanan pacha (the world of the heavens), kay pacha (the world where we live) and uku pacha (the world of darkness). Today the province of Puno is the cradle of community tourism in Peru, these activities are developed in the communities of Taquile, Amantani, floating islands of the Uros, the peninsula of Chucuito (Luquina Chico, Luquina Grande, Karina, Perca, Socca) and the peninsula of Capachica (Llachon, Ccotos Escallani, Paramis, Ticonata, Chifrón, Siale), Karina, Perca, Socca) and the Capachica peninsula (Llachon, Ccotos Escallani, Paramis, Ticonata, Chifrón, Siale), which are distributed in 13 ventures, with 58 Community Based Organizations, 731 entrepreneurs, and 33 associations that meet the conditions of the project, and 33 associations that meet the minimum and adequate conditions to ensure their sustainability. These communities have an organization that is in a process of continuous improvement, working in a communitarian way in actions that allow the diversification of the tourist offer, maintaining their ancestral practices, which has allowed improving the living conditions of the communities and their incorporation in the National Registry of Community Based Organizations. The Peruvian state recognizes them as tourism service providers, so they have access to financing, the promotion of sustainable improvement processes for their undertakings, they have greater autonomy in the

execution and positioning in the national and receptive market, which guarantees their contribution to the Sustainable Development Goals SDG 2030.

Issues faced

Problems/issues solved with the Good Practice Story.

The communities in the province of Puno lived relatively isolated from the events of the city until the 1950s, the notion of community is expressed in a strong cultural rootedness, this is reflected in the organization of community life and collective decision making. Before the arrival of visitors to the communities, there were high rates of poverty, anemia, malnutrition, asthma and respiratory diseases because the communities and children were intoxicated by the smoke from burning firewood and animal guano, which served as fuel for the preparation of their food, and they cooked on open fires. The limited opportunities that existed in the communities caused young people to leave in search of better opportunities.

Between 1990 and 2008, the first forms of community tourism were offered in Lake Titicaca, only 4 communities worked in Amantani, 3 in Taquile and some floating islands of the Uros; travel agencies trained the communities in order to serve their tourists, brought them ecological kitchens, mattresses, quilts, sheets, dishes and others that motivated them to offer a good service and develop an authentic tourist experience, using local inputs and raw materials from these communities. At the same time there was a strong cultural rootedness, not all communities outside these ventures were willing to receive strangers, the distrust caused by terrorism in Peru, would have left sequels of fear, tourism was something new for the communities.

In 2009, the District Municipality of Amantani, promoted the rotation system in Amantani and Taquile Island, travel agencies and all travelers who made community tourism, had to respect the rotation and visit the families that according to this system had to visit, however not all communities of the islands were trained to provide a service that the tourist required, causing complaints about poor service, with this private companies began to seek new alternatives to enjoy an authentic tourist experience and exceed the expectations of visitors.

There were no policies and actions to guide environmental management in the communities; there was no wastewater treatment system, there were only silos with lime, there was no solid waste treatment system, the communities burned plastics or buried their waste due to the lack of knowledge they had about the environmental impacts of their activities.

The Covid-19 pandemic has brought with it insecurity when traveling, the Puno region has been the hardest hit in the country due to a political and social situation experienced in the first months of 2023, which has generated an image of insecurity in the destination. However, through the Provincial Municipality of Puno, the actors linked to the tourism activity are working together to reverse this bad image that the state at some point has put on our destination.

Methods, steps, and tools applied

Solutions implemented to address the sustainability problems or issues.

The participation of public and private organizations and non-governmental organizations that worked on capacity building and the creation and consolidation of new tourism ventures. At the verbal request of the communities, the institutions provided support for access conditioning, training, workshops and technical assistance for the adaptation of their homes. In the Chucuito peninsula, rural community of Luquina Chico, there were only 3 families willing to work in tourism, who after receiving training, technical assistance and having adapted their tourism services, received their first visitors, with this the rest of the community observed that the lifestyle of these families were improving, so little by little there were more families interested in joining the community tourism ventures, by 2012 there were already 13 families who received tourists, which were registered and formed the first association of community tourism in Puno, then Swiss Contact, a non-governmental organization, from its role as a facilitator and with a systemic approach, creates opportunities by focusing its support on building, developing and strengthening capacities, promoting small and medium rural and urban enterprises, promoting exports, creating new enterprises and contributing to environmental issues in order to generate opportunities for people to improve their living conditions through their own efforts and successfully integrating into the local and global economy, Therefore, it intervened with a management model for the construction of rural houses in the community of Luquina Chico, these 13 families were registered and in return they built improved enterprises, with private bathroom, hot shower and solar panels, these 13 families in Luquina Chico, left their old houses, kitchens with soot and their old ways of thinking and living. With the consolidation and management model, which had the acceptance of tourism operators, these families received tourists upon reservation due to the high demand; this motivated the interest of more families in the community, however, the Swisscontact project was already concluding, so they could not finance the rural cottages together with the enterprises that were already associated; even so, with the help of bank loans and independently they began to build their rural cottages under the model of Swiss Contact and Luquina Chico, due to the profitability and the opportunity for economic development that community tourism generates. The massive market acceptance has motivated neighboring communities to work in community tourism, extending to the communities of Luquina Grande, Karina, Parina, Churo, Perca, Socca. Also in the Capachica peninsula, community tourism ventures have been developed in Llachón, Ccotos, Escallani, Paramis, Chifrón, Capachica, Ticonata, Siale and in the district of Atuncolla. These ventures began to develop a competitive and innovative tourist offer, they energized the tourist activity with artisanal fishing activities, sailing, textile crafts, rowing boats, kayaking, paddling, at the same time developed and improved competitively local cuisine, the preparation of pachamanca, huatia, pesque, diversity of stews based on trout, quinoa, native potato, ocas, izaño, corn; The province of Puno has been consolidated as the pioneer of community tourism in Peru.

Tour operators have designed innovative tourist itineraries that, based on community-based tourism, diversify the tourist offerings associated with other types of tourism such as adventure, mystical, cultural, agro-tourism and its activities that guarantee an authentic experience. Activities have been designed for the organic production of strawberries, garlic, tubers and Andean grains on Amantani Island, a pre-Inca cultural interpretation center has been installed in the Pachatata (a mystical and ritualistic place on Amantani Island), and roads have been built that preserve the cultural identity and that today unite the communities.

The Regional Directorate of Foreign Trade and Tourism of Puno has trained and formalized the lodging establishments and restaurants in the communities, certified them and registered them in the national directory of tourism service providers in Peru. The Ministry of Foreign Trade and Tourism has created

the National Rural Community Tourism Program, in 2019 it became the National Community Tourism Strategy, the management model, developed in the communities of the Province of Puno, have generated greater confidence in the ventures and their stakeholders, so the communities share their experience for the development of new community tourism ventures in the country. At the same time they began to receive new communities in the country in internships, in a fraternal way they share their experience, teach them about their experiences and share their cultural manifestations.

The Provincial Municipality of Puno, in 2003, created the Sub Management of Tourism and Foreign Trade, with this began the governmental management in which strategic actions for the development of community tourism enterprises were included in its Institutional Operational Plan and Manual of Organization and Functions, two years later the district municipalities with tourist vocation of the Province of Puno, also constituted their Tourism Units, which allowed the governmental articulation in the three levels of government, national government, regional government and local governments.

Regarding the tourist plant of the community tourism enterprises in the Province of Puno, 66% of them belong to the Lodging and Food and Beverages category, 23% are dedicated only to offering lodging services, 6% are dedicated to food and beverages, 2% are dedicated to boat and kayak rentals, and finally only 1% offer horseback riding services. The community tourism entrepreneurs who started their ventures range from 40% between 46 and 64 years of age, followed by 39% between 30 and 45 years of age, and 14% of the entrepreneurs are young people between 15 and 29 years of age; however, only 7% are represented by people over 65 years old. Of the total number of entrepreneurs, 54% are women and 46% are men.

Key success factors

Critical elements that led to successfully solving the issues.

- The communities of the province of Puno keep alive their culture, their ancestral legacy, community tourism has allowed the improvement of the living conditions of the communities, becoming a tourism product, has consolidated the tourist destination Puno, Lake Titicaca, prioritized in the instruments of tourism management at the three levels of government in Peru: Central Government, in the National Strategic Plan for Tourism to 2025 and the National Strategy for the Reactivation of the Tourism Sector to 2025; Regional Government, in the Regional Strategic Plan for Tourism Puno Region to 2026; and Local Government, in its Local Economic Development Plan and Local Concerted Development Plan. The community tourism enterprises and community organizations are made up of Quechua and Aymara natives of the communities, sharing the syncretism of their cultural manifestations, which today is part of the tourist offer, motivating the arrival of foreign, national and local visitors.
- The organizational capacity of the communities has made community work possible, which has allowed the development of tourism infrastructure, the installation of signage that allows access to their tourism resources and community tourism ventures, under the precept of ayni (today for you, tomorrow for me), and the reciprocal support of the communities for the common good.

- Alternative and sustainable tourism based on community-based tourism, diversification of the tourism offer and innovation are factors that have allowed the development of a competitive tourism offer. This allows an increase in the level of permanence of visitors in the Puno region, decent work and the opportunities that community tourism brings with it, with a participatory, inclusive approach where the role of women is key to ensuring the sustainability of the tourism offer, as they are directly responsible for the reception of visitors, the organization of enterprises, gastronomic activities and visitor service.
Warmth and hospitality, are values that characterize the Puna people, quality services and warmth, which are always accompanied by the smile of the communities, good treatment, assertiveness, empathy and reciprocal work.
- The practice of ancestral technologies, constitute the historical cultural identity still preserved by the communities, these techniques are still practiced and are shared with visitors, such as reading coca, payment to the land, artisanal fishing, barter, challachi and others.
- It presents a diversity of natural and cultural tourist resources, which possess mystery and magic for its forms and location having as a scenario Lake Titicaca, the highest navigable lake in the world, each with myths and legends, in which Quechua and Aymara keep alive the cultural and natural syncretism.
- Puno, is the region with the greatest diversity of dance, music, so it has been recognized as the Peruvian folklore capital, more than 250 dances dance in the largest festival of Peru, its cultural heritage, highlights native dances and costumes of lights dance in February in honor of the Blessed Virgin of Candelaria, patron saint of Puno, this festival has been recognized as Intangible Cultural Heritage of Humanity by Unesco, throughout the year there are cultural activities on a permanent basis.
- Textile art is made by hand or on pre-Hispanic pedal looms. The most characteristic garments are the chullo, a knitted cap with earflaps, and the belt-calendar, a wide belt representing the annual cycles associated with ritual and agricultural activities. The calendar-belt has attracted the interest of many researchers, as it represents elements of the community's oral tradition and history. Although the design of Taquile textile art has introduced new contemporary symbols and images, the traditional style and techniques are still maintained.
- Taquile has a specialized school for learning local craftsmanship, which contributes to the viability and continuity of the tradition. Tourism has contributed to the development of the community economy, which is mainly based on textile trade and tourism. While tourism is seen as an effective way to ensure the continuity of the textile tradition, the growing demand also translates into significant changes in terms of material, production, syncretism and meaning.
- The communities share their living culture with the visitors, they dress like the communities, they make them live their lifestyle, they teach them how to produce the land, make their own handicrafts.
- The standardization of quality guidelines for tourism enterprises has been a challenge, in which the enterprises have had to show the maximum effort, they are constantly trained, which allows in a process of continuous improvement, to be prepared for the competitiveness that exists in the market, so that innovation in their offer is permanent.

Lessons learned

Challenges faced while implementing the Good Practice and their solutions.

The community tourism enterprises and community-based organizations have achieved a relative integration of tourism into their traditional society, thanks to the control exercised by the community members themselves, and to a cooperative organization system that allows a fairly egalitarian redistribution, such as the rotating system of lodging, restaurants, artisan associations and boatmen. During the last few years, they have specialized in tourism operations and have learned to manage legal, tax, administrative and managerial issues related to community tourism.

There are strong cultural roots, so the communities have suffered little impact from schooling, new means of transportation or increased contact with urban life. They disseminate their customs, traditions, folklore and textile art through their enterprises.

Their textile art is appreciated for its cultural value, their garments preserve their lifestyle, Taquile Island preserves these expressions, embodied in fabrics with human hair, which show a particular Andean iconography, symbology and Andean iconography shows the traditional lifestyle of their communities, so it has been recognized as Intangible Cultural Heritage of Humanity by Unesco, this outstanding ethnicity, are produced by the Taquile people, who weave women: blankets, chullos (caps), lljillas and aguayos (blankets), sashes (chumpis) and bags (chuspas) and others.

Until before the pandemic, community tourism became the main source of work for the communities, which had allowed them to guarantee a way of life in which the communities could maintain their culture without losing their ancestral legacy. When there were no visitors, the communities had to reactivate themselves, having to leave the communities in search of work, others began again to carve stone, and change them with barter in the q'atos (local markets), others had to travel to other regions of the country in search of better opportunities, only elders stayed in the communities sustaining themselves from agriculture. This taught the communities to revalue the customs passed down by their ancestors, and they reaffirmed that their cultural manifestations are a pillar for the sustainable development of the communities and community tourism.

Achievements and Results

Direct and indirect results of the Good Practice.

- Community-based tourism enterprises and community-based organizations in the province of Puno comply with the guidelines for the development of community-based tourism in Peru, as established by the Ministry of Foreign Trade and Tourism. The work in the communities and enterprises is collaborative and organized among community members, who work under a shared vision, their own management and organization models, orienting their knowledge, traditional knowledge and creative processes in the search for a common good, in this way, the sense of community and collectivity is the basis for strengthening social capital and the community fabric. Families define their practices, ancestral community relations and daily activities, maintain their cultural identity and seek their generational transmission. In this process, the participation and involvement of the families in the tourism activity stands out, everyone participates, while some families are responsible for attending to visitors, another

group is responsible for offering cultural and interpretative activities, sharing dances, music and others, which leads to the development of a participatory approach, everything is ayni (today for you, tomorrow for me).

- The Regional Community Tourism Network of the Puno Region - REDTURC Puno, Lake Titicaca, a union that involves community tourism enterprises throughout the Puno region, has been consolidated, consolidating the province of Puno with the tourist destination "Puno, Lake Titicaca".
- In the Province of Puno, Capachica district, the National Network of Community Tourism has been consolidated, chaired by the president of Asturs Peru, which integrates community tourism ventures and community-based organization from all over Peru.
- The main interest of the community tourism enterprises in the province of Puno, based on their cultural manifestations and living culture, is to guarantee the economic activity of tourism in the communities, with fair trade among the actors involved, who participate in the tourism value chain, promoting equity between men and women, generating opportunities for all.
- Community tourism entrepreneurs are considered active actors and agents of change, they have the capacity and the right to dialogue and decide the various interventions in their territories, they participate in the participatory budget, competitive funds such as Procompite, Turismo Emprande, Innóvate Perú, they have also achieved initiatives that allow them to improve their tourism infrastructure through the Lurawi Perú program.
- Until before the Covid 19 pandemic, Puno was the region with the highest number of community tourism enterprises at the national level; considering that tourism is an important sector for not only economic development, but also social and environmental development in the Puno region.
- The province of Puno has more than 250 tourism resources and tourism potential, although the main ones are in the area of Lake Titicaca, they are part of the "Tourist Destination Puno, Lake Titicaca" with 13 enterprises, 58 Community Based Organizations, 731 entrepreneurs, and 33 associations that meet the minimum and adequate conditions to ensure their sustainability. 53% of the productive units are in the process of growth, 66% of the total number of businesses are in the Lodging and Food and Beverage sectors, and 40% of the entrepreneurs' ages range from 46 to 64 years old.
- The tourism services offered by these enterprises respond to the requirements and preferences of visitors, and therefore show unique characteristics and particularities.
- MINCETUR, Regional Government of Puno, NGOs, the Provincial Municipality of Puno and its district municipalities, have managed to consolidate a tourist plant of 731 community enterprises 100% enabled to receive domestic and foreign tourists, which are distributed as follows: 42% are concentrated in the community of Luquina Chico, followed by Llachón with 30% Amantani with 19%, likewise, Taquile, Ccotos, Chifrón, Paramis, Atuncolla and Uros Chulluni have a distribution of 6% respectively, while Ticonata, Escallani and Karina have 2% equally.
- Through CENFOTUR, Codespa Foundation and the United Nations, the Capacity Building Program has been consolidated, with which the following courses have been shared: Food Safety, Good Management Practices, Management of operational processes of lodging services, Customer Service, Technical English for tourism service providers, A and B operation

management, Regional Cuisine, National Cuisine, ICTs applied to community tourism, tourism marketing, Housekeeping, among others. In a process of continuous improvement, this has made it possible to improve the tourist offer of the communities and to have trained and qualified personnel for the provision of tourist services.

- Community-based tourism contributes to the improvement of well-being in the quality of life of rural communities. The province of Puno is a positioned tourist destination, thanks to its tourist attractions such as the highest navigable Lake Titicaca in the world, the floating islands of the Uros, Taquile Island, Amantani Island and cultural tourist attractions such as the funeral towers of Sillustani, music, folklore, gastronomy, rites, customs, traditions that have been inherited from generation to generation, which are of worldwide interest.
- Tourism activity has improved the living conditions of the communities, which has reduced the levels of centralism, young people can be seen in the communities, who consider that tourism is a source of decent employment.
- In the year 2020, the province of Puno has achieved the recognition of the Safe Travels International Seal, which certifies it as a biosecure tourist destination, as well as the community tourism companies and enterprises have achieved this recognition.
- In the year 2021, the "Titicaca, Sacred Lake of the Incas" tourist destination in the Province of Puno, which includes the tourist attractions of the community tourism enterprises, has received the Top 100-2021 recognition from Green Destinations.
- The Provincial Municipality of Puno, in coordination with Plan Copesco Nacional, Mincetur, the Regional Government of Puno and other instances, have managed the public investment project "Improvement and expansion of public tourist services of the pier of Puno, district of Puno - Province of Puno - department of Puno", which is in technical file, which will allow to have a tourist infrastructure and tourist facilities, having the main pier of the province of Puno, access to the communities of Lake Titicaca.
- Through the Sub Management of Tourism and Foreign Trade of the Provincial Municipality of Puno, we work in the reactivation of tourism, this year we have conducted 9 tourism promotion campaigns in different regions of the country, 7 fairs to promote domestic tourism, as well as the creation and consolidation of the Puno Region Brand, improving tourism infrastructure, access roads to tourism resources, capacity building in the communities of the destination and the creation of new routes and tourist circuits in the communities, which will allow the diversification of tourism. In conjunction with public and private institutions, strengthen community-based organizations and community tourism ventures.
- The communities of the islands of Lake Titicaca have organized themselves through their community-based organizations to manage the management of their domestic waste produced by tourism activities, which are organized according to the community to which they belong, to collect, transport and dispose of this waste. The waste is collected by the villagers on clean-up days in coordination with the district municipalities of the Puno Province, which have containers for transporting the waste to places set up for final disposal. In addition, work is being done at the community level to raise environmental awareness for the reduction of single-use plastics and for recycling and composting.
- For drinking water supply on the islands of Amantani and Taquile, the inhabitants make use of renewable energy, such as solar panels, and use motor pumps that take water from the lake and carry it to reservoirs on the top of the hills of the islands, and from there it is distributed to the communities.

- For wastewater disposal, there is a system of biodigesters in the houses that are conditioned to receive visitors who come to the islands, which does not affect the lake waters or the springs that exist on the islands. On the floating islands of the Uros, sewage is treated using chemical toilets and biodigesters installed on the islands' reed beds.

Tips for other destinations

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

- Self-confidence in the actions they are going to undertake leads to the motivation that we can devote to the management of the destination itself.
- Rescuing and preserving its authenticity.
- Dialogue and consultation are factors that promote organizational capacity.
- Provide confidence to the visitor, make them feel at home, provide security, that they are with their family, which will allow for an authentic tourist experience.
- Not to compete with tourist attractions that are close to ours, but to strengthen institutional governance, which will allow for the benefit of all.
- The conservation of ancestral traditions and customs is the most important asset to develop authentic tourism, therefore, tourism has to be coupled to the traditions of local populations and not the other way around.

Recognitions and Additional references

Recognitions and awards the Good Practice received and supporting evidence.

- In the year 2021, the Titicaca, Sacred Lake of the Incas Tourist Destination in the Province of Puno, has been chosen as one of the Top 100- 2021, by Green Destinations.
- Through Vice Ministerial Resolution No. 000108-2021-VMPCIC/MC Declared Cultural Heritage of the Nation to the Morenada Dance, Rey Moreno and Rey Caporal of the department of Puno, considering the importance of the dance for the cultural, festive and religious identity of the mestizo and urban population of the Puno region, being recognized as one of the "ambassadors" of the artistic culture of Puno, as well as for being the Morenadas associations spaces of reaffirmation of the collective identity that contribute in the strengthening of family and neighborhood ties, while reproducing the social and cultural dynamics of contemporary Puno cities.
- In the year 2020, the tourist attractions and tourism companies of the Province of Puno, has achieved the Safe Travels International Seal, which certifies it as a biosecure tourist destination.
- On June 26, 2020, by means of Vice Ministerial Resolution N° 000099-2020-VMPCIC/MC, the Pachatata Pachamama Ritual of the district of Amantani, province and department of Puno was declared Cultural Heritage of the Nation, for being a cultural expression that evidences the close relationship between the sacred entities of the Amantani Island and the population of the ten communities that populate it, for being a manifestation of the complex Andean

duality that persists to this day and is visible in the distribution of territory, activities and reciprocal relationships between communities, for recognizing the work of the Varayoq Camp as an important system of traditional authority, all of which demonstrates a deep knowledge of its history and environment, which strengthens the memory and identity of Amantani.

- Vice-Ministerial Resolution N° 037-2016-VMPCIC-MC Ministry of Culture declared Cultural Heritage of the Nation to the Music and Dance Los Chacareros, Lawa K'umus or Chacareros-Lawa K'umus, performed in different populated centers of the lake and center areas of the district of Ácora as well as some populated centers of the district of Platería, in the province and region Puno, highlights that this expression involves a dance form, the accompanying musical instrument and its style of interpretation, constituting a complex cultural manifestation of the deep links that intertwine artistic expressions with ritual practices of land management and control, as well as a sense of veneration and respect for nature coming from a cosmovision proper of the Aymara culture, and inherited from the ancient Lupaqa people.
- On November 27, 2014, the Festivity of the Virgin of Candelaria was declared Intangible Cultural Heritage of Humanity by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Paris, France.
- The Taquile Textile Art was inscribed in 2008 (3.COM) on the Representative List of the Intangible Cultural Heritage of Humanity (originally proclaimed in 2005).
- In 2005, Lake Titicaca was inscribed on the World Heritage Tentative List of the 1972 UNESCO Convention as a mixed property under criteria M (ii) (iii) (v) (vi) (vii) (x).
- The province of Puno has two Amautas of Peruvian handicrafts, Mr. Francisco Huata, a textile artisan from Taquile, and Mr. Edwin Loza Huarachi, a renowned mask maker from the city of Puno.

Green Destinations - Top 100-2021

<https://www.gob.pe/institucion/regionmadrededios/noticias/546774-top-100-de-green-destinations-reserva-nacional-de-tambopata-recibira-diploma-de-destino-sostenible>

Safe Travels International Seal

https://consultaslinea.mincetur.gob.pe/safetravels/destinos/DESTINO_PUNO_Noviembre2022.pdf

Textile Art of Taquile - Intangible Cultural Heritage of Humanity by Unesco

<https://ich.unesco.org/es/RL/el-arte-textil-de-taquile-00166>

Virgen de la Candelaria Festivity - Intangible Cultural Heritage of Humanity by Unesco

<https://ich.unesco.org/es/RL/la-fiesta-de-la-virgen-de-la-candelaria-en-puno-00956>

Cultural Heritage of the Nation

<https://patrimoniomundial.cultura.pe/listaindicativa/lago-titicaca>

<https://busquedas.elperuano.pe/download/url/declaran-patrimonio-cultural-de-la-nacion-al-ritual-pachatat-resolucion-vice-ministerial-n-000099-2020-vmpticmc-1869226-1>

<https://busquedas.elperuano.pe/download/url/declaran-patrimonio-cultural-de-la-nacion-a-la-danza-morenad-resolucion-vice-ministerial-n-000108-2021-vmpticmc-1951243-1>

<https://busquedas.elperuano.pe/download/url/declaran-patrimonio-cultural-de-la-nacion-a-la-musica-y-danz-resolucion-vice-ministerial-no-037-2016-vmptic-mc-1371172-1>

Tourist Destination Puno, Lake Titicaca

<https://www.turismocomunitario.com.pe/experiencia-por-destino/es/lago-titicaca.html>

Puno, Lake City

<https://drive.google.com/file/d/193hJM3ucq3KFHRzzInYl-gdE9TZ688oC/view?usp=sharing>

Routing in Taquile

<https://www.facebook.com/tvunaradio/videos/298149882535598>

Map of community tourism ventures

<https://drive.google.com/file/d/1u3iTNNL1hs9zmugAZuqtfp4bJelArl4O/view?usp=sharing>

Puno, cradle of community tourism in Perú

<https://andina.pe/agencia/noticia-conoce-llachon-cuna-del-turismo-rural-comunitario-puno-cautiva-a-los-visitantes-911892.aspx#:~:text=La%20comunidad%20de%20llach%C3%B3n%20posee,cultural%20de%20costumbres%20y%20tradiciones.>

Videos

<https://www.youtube.com/watch?v=czbRnumI7SA>

<https://www.youtube.com/watch?v=jbcEdcXqK30>

<https://www.youtube.com/watch?v=qfB7ZioGYoc>

https://www.youtube.com/watch?v=_9ODFjEtfa4

<https://www.youtube.com/watch?v=hrzvJXNXM-8>

https://www.youtube.com/watch?v=_Cv2WL4vwgM

<https://fb.watch/ILFR0bh4zn/?mibextid=Nif5oz>

<https://www.youtube.com/watch?v=itozFnJsT5s>

Photos

<https://drive.google.com/drive/folders/1e1J3irKqgasGJ8yj2aREeOtvY3lmuOGV?usp=sharing>