



Good Practice Story Title:

Los Órganos: Building activities alliances for the sustainable tourism management

Destination:

Los Órganos

Country:

Perú

Submitting Organization:

District Municipality Los Órganos

Category:

- Destination Management
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

Destination description:

Los Órganos, is a destination in northern Peru, located in the province of Talara, region of Piura, with an area of 165 square kilometers. This district is known as a charming coastal tourist destination that stands out for its white sand beaches and crystal clear waters, ideal for activities such as surfing, diving and snorkeling. During the winter months - July to October - it is possible to see humpback whales along its coastline, a natural spectacle that attracts tourists from all over Peru and the world. Likewise, the area is home to a rich marine biodiversity, which is why it is currently part of the Grau Tropical Sea National Reserve.

This richness of the sea gives us unique gastronomic experiences as local restaurants offer a delicious variety of dishes based on fresh seafood and fish. In addition, thanks to the tranquility of its beaches, it offers a respite from urban life, becoming a haven of peace for visitors.



Summary of Good Practice Story:

The coastal town of Los Órganos in Piura, a natural paradise for whale watching and swimming with turtles, gradually increased tourism activity thanks to its enchanting beaches and marine life. This growth posed multiple challenges for land management, such as pollution and pressure on natural resources, land use planning and tourism activity.

To address these problems, the District Municipality of Los Órganos led the implementation of a collaborative management strategy to promote sustainable tourism development. Through alliances with the Regional Government of Piura and with the collaboration of local and international NGOs, tourism operators and local businesses, sustainable practices were adopted through strategic planning actions, capacity building programs, awareness campaigns, working groups for marine fauna sightings, and enactment of ordinances.

It is important to note that through cooperation and community participation, environmental conservation initiatives, environmental education campaigns, and solid waste management were developed with the help of the local population and tourists, which led to positive results, such as the recovery of the public landscape and local flora and fauna, as well as community empowerment.

On the other hand, actions related to capacity building, business formalization and strategic alliances with other state agencies and academia led to results that improve the sustainable management of the destination. Overall, the collaborative management experience in Los Órganos highlights how articulation can turn tourism into a force for environmental and social good, benefiting local communities and the environment.

Issues faced:

The work carried out in the district allowed us to identify problems that limited the sustainable development of the district; these problems affected the main economic activities of the locality: artisanal fishing and tourism.

It was identified that the main limitation was the lack of coordination between the municipal authority, the business community and the local community, as well as with public and private institutions that had competencies in both economic activities, all of which showed the need for cooperation and citizen participation. On the other hand, problems such as environmental impacts and pressure on environmental resources, land use planning, informality, low quality of service, unfair competition, and citizen insecurity were highlighted.





The problems identified resulted in an unstable economy, which was affected not only by global events such as the pandemic, but also by deficiencies in territorial management, such as the lack of planning and regulatory documents, disarticulation of local stakeholders, poor tourism service due to lack of training, professionalization, and lack of enforcement of current regulations to formalize the business community.

This disorder results in overloading of tourist areas, environmental deterioration and conflicts between actors in the sector. On the other hand, informal operators also affect the safety of visitors and the local population, as when they offer services that do not have insurance for their users and may suffer physical blows, damaging the reputation of the destination and reducing the rate of repeat visits. These problems lead to tourist dissatisfaction, affecting the district's economic income and commercial opportunities.

Therefore, we decided to initiate a collaborative planning process between local stakeholders, public institutions, the business community and academia to strengthen and promote optimal and sustainable tourism development in Los Órganos.

Solution:

To overcome these challenges and move towards a more sustainable development, it was essential to promote coordinated efforts to implement measures to promote the conservation of natural resources, adequate urban planning, formalization of economic activities, improvement of the quality of service, promotion of fair competition and guaranteeing the safety of residents and visitors by implementing policies for environmental conservation, urban planning and the fight against informality.

In this sense, improving the quality of tourist service and formalizing tourist operators and artisanal fishermen to stabilize the local economy were essential actions, together with the promotion of good practices in commercial tourist activity and mitigation of environmental impacts; as well as guaranteeing fair competition through capacity building and knowledge transfer, implementation of public policies we are generating municipal ordinances; as well as improving the safety of residents and visitors by implementing rapid response channels in the face of security risks. This comprehensive approach promoted equitable and sustainable development, addressing the district's environmental and economic challenges with a long-term vision and the active participation of all stakeholders.

Methods, Steps, and Tools applied:

The implementation of strategies such as good personal and professional relations, also reciprocity for programmed activities in tourism, services that were carried out in collaboration with public institutions achieving good, such as the Regional Directorate of Airports and Ports (DRAP), the Regional Directorate of Transport and Communications (DRTC), the Regional Directorate of Foreign Trade and Tourism (DIRCETUR), the Regional Directorate of Production





(DIREPRO) and the General Directorate of Capitanías and Coast Guard (DICAPI). These partnerships were essential for balanced and sustainable development by improving the efficiency, coordination and impact of local policies and projects. In addition, alliances with the César Vallejo University, La Frontera National University and the Tourism and Business Management Studies Center (CETURGN) contributed significantly to local development through knowledge transfer, innovation, professional training and the development of specific projects adapted to the needs and potential of the community, while ensuring the proper use of environmental resources and a better order of tourism territorial management.

Dialogue and management platforms, such as technical working groups, play a crucial role in the sustainable management of marine wildlife watching. These tables facilitate collaboration between diverse public and private actors, promoting responsible practices and ensuring that marine wildlife watching contributes to both natural resource conservation and local socio-economic development, establishing fixed time frames for responding to commitments made at each dialogue platform, as well as listening to participants' options and establishing an agreement. By establishing clear objectives, an efficient organizational structure and a focus on training, monitoring and awareness, a balanced and sustainable management of marine wildlife watching can be achieved, benefiting both the community and the environment and fostering healthy competition among tourism stakeholders.

Capacity building for captains, hotels and restaurants plays a fundamental role in improving competitiveness and the proper use of tourism resources. By implementing a comprehensive and well-structured training program, these actors can significantly raise the quality of their services, resulting in a greater attraction of tourists and a more effective contribution to the sustainable development of local tourism, taking into account the incentive of recognitions, certificates that we can exchange as institutions. The key to success lies in the continuity of training, adaptation to new market needs and the promotion of a risky culture of excellence, thus improving the quality of tourism services and reducing local informality.

“Alert Los Organos” is a mobile application that has been implemented so that residents and visitors have a personal safety tool. The creation of a community alert network is fundamental to improving security in Los Órganos. Encouraging collaboration and information sharing among neighbors and visitors strengthens the capacity to respond to risk situations, allowing for rapid and coordinated action to address security challenges in the community. Active citizen participation in the alert network not only promotes a sense of shared responsibility, but also contributes significantly to crime prevention and control, creating a safer and more secure environment for all residents and visitors to Los Órganos, a rapid and coordinated response to situations of insecurity, actively involving the community and tourists in crime prevention and control.





Achievements and Results:

Of the 192 registered tourism stakeholders, we have (31) tourism service establishments registered as of 2023, which have been registered with the Regional Directorate of Foreign Trade and Tourism DIRCETUR. This absolute number gives a clear idea of the number of tourism businesses that comply with local regulations. It is an indicator of the structure and size of the formal tourism sector in the region. It represents the total number of formalized tourism businesses and their contribution to the formal sector.

We have 16% of companies formalized during the year 2023; this percentage indicates the proportion of companies that operate within the legal framework and comply with current regulations. Although the percentage is relatively low, its increase is essential to improve the compatibility and sustainability of the sector. Comparing this percentage with national or international standards can help set targets for improvement. It provides insight into the proportion of companies operating legally. This data can serve as a metric to evaluate formalization in comparison with other sectors or regions.

There were fifteen business training events executed, adequate and timely for the benefit of the local population; the number of training events is an indicator of the effort and resources invested in improving the skills and knowledge of personnel in the tourism sector. More training events can correlate with improved service quality and professionalization of the sector. Indicates the number of professional development opportunities offered, reflecting commitment to continuous training.

There were 447 attendees at the training events; the number of participants reflects the scope and impact of the training activities on the tourism community. High participation suggests a significant interest in improving competencies and a greater dissemination of knowledge. It shows the impact and reach of training activities, highlighting active participation in the development of competencies.

The implementation of the “Alerta Los Organos” App has not only improved safety, but has also generated added value for tourism services, strengthening trust and collaboration among the different actors involved.



Lessons Learned and Advice:

The sighting of marine fauna (humpback whales), began about 10 years ago, without any planning or approach to tourism, which caused many tourism companies to exercise this activity informally; this has not taught the importance of sustainable development to achieve a correct development of tourism.

The importance of working in coordination with public and private entities helps to build greater efficiency in the financial, commercial and productive relationship between producers and distributors, favoring the competitiveness of a market and at the same time allows greater access to goods and services to local consumers.

Formalization is key to tourism development in Los Órganos; understanding the formal market allows for the design of appropriate strategies and highlights the economic and labor role of formal tourism. Awareness campaigns, simplification of procedures, and support programs are fundamental to increase formalization. Setting clear goals and comparing national or international standards can guide this process. Ongoing training is essential to improve service quality, demonstrating a commitment to professional development. Evaluating the impact of training and promoting a culture of continuous learning will further strengthen the local tourism sector.

Additional References:

- ✓ <https://www.gob.pe/institucion/munilosorganos/noticias/948230-buscan-promover-el-desarrollo-ordenado-y-sostenible-de-la-actividad-turistica-en-el-distrito-de-los-organos>
- ✓ <https://larepublica.pe/sociedad/2022/07/15/piura-impulsan-el-turismo-sostenible-en-districtos-de-talara-economia-lrnd>
- ✓ Meeting of key stakeholders and MINCETUR:
<https://gestion.pe/blog/gestiondeservicios/2023/10/turismo-sostenible-oportunidades-y-retos-para-el-peru.html/>
- ✓ https://drive.google.com/drive/u/0/folders/142p_0UfiOmbq9n5KMGeKI2Qjq5BF7zSo
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