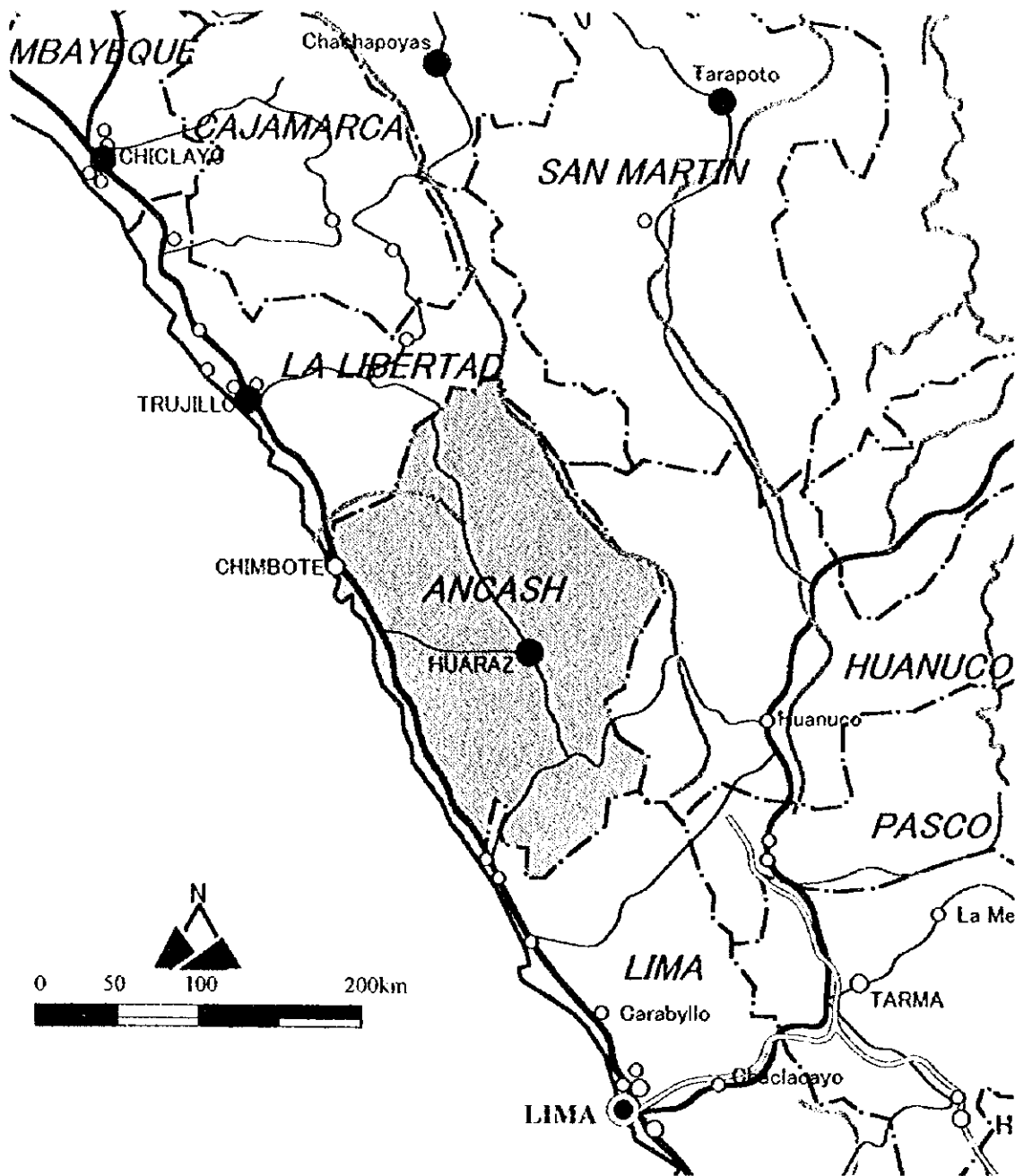


2.6. Ancash PTDZ (Zone VI)

2.6.1. Physical Conditions

The Ancash PTDZ is located in the northern central part of the country. The capital city of Ancash Department is Huaraz. The geographical features extremely vary from the coastal areas to the mountain areas. It is at the altitude of about 4m to 3,374m above sea level. It is hot during the day and is cold during the night. The annual average temperature is 22.6 degrees with relative humidity of 78 %.

Figure 2. 6 Ancash PTDZ



Source: JICA Study Team

2.6.2. Socioeconomic Conditions

Ancash has a total population of 1,035,321 in 1997. It accounts for 4.2 % of the national population and ranks 8th in Peru. The population has been increased gradually, however the population increase rate is slightly downtrend. More than half of the total population lives in the urban areas (59.0% in 1996). The average population density is 28.86 persons per square kilometer.

The gross regional domestic product (GRDP) is US\$ 789 million, and per capita GRDP is US\$ 770 in 1996. Each one ranks 13th and 19th in the country. The annual increase rate of GRDP on the constant price of 1979 is 5.62% in these 5 years. Services sector is the major industry, it accounts for 29.7% of the GRDP in 1996. Services sector for government comes second (15.7%), and agricultural sector is on the next (14.9%).

Table 2.17 Major socioeconomic indices

Geography	Administrative area (km ²)				Share				Density	
	Total	Costa	Selva	Sierra	Total	Costa	Selva	Sierra	28.86 (Pop/km ²)	
	35,877	7,887	0	27,990	100%	22%	0%	78%		
		Total population				Annual growth rate				
Population	Year	1972	1981	1993	1996	1997	'72-'81	'81-'93	'93-'96	'96-'97
	Total	761,441	862,380	983,546	1,024,581	1,035,321	1.4%	1.1%	1.4%	1.0%
GRDP Year 1996	Industries (million US\$)	Total	Agri.	Fishery	Mining	Industry	Construc.	Commer.	Gov. serv.	Otherserv.
	Share	789.2	117.8	77.5	1.3	82.9	83.7	68.4	123.6	234.0
	GRDP per capita	100.0%	14.9%	9.8%	0.2%	10.5%	10.6%	8.7%	15.7%	29.7%
GRDP annual increase rate		770 (US\$)								
		5.62% ('92-'96 constant price of 1979)								

Note: US\$ 1 = 3 Nuevos Soles

Source: National statistics institute (INEI)

2.6.3. Tourism Conditions

Visitor arrivals of Ancash are over 250,000 in 1996, of which domestic visitors account for 94% and foreigners account for only 6%. Annual trend of visitor arrivals, the average length of stay and the room occupancy rate are on the increase. Also, the capacity of accommodations is on the increase except 1995, however this would be incomplete data.

Table 2.18 Major tourism indices

Year		1992	1993	1994	1995	1996
Visitor arrivals	Total	187,819	208,100	231,329	235,291	255,879
	Domestic	185,167	204,945	225,194	225,086	239,416
	International	2,652	3,155	6,135	10,205	16,463
Total guests	Total	249,825	284,679	318,617	329,146	367,568
	Domestic	245,675	278,606	309,072	311,129	338,135
	International	4,150	6,073	9,545	18,017	29,423
Average length of stay	Total	1.33	1.37	1.38	1.40	1.44
	Domestic	1.33	1.36	1.37	1.38	1.41
	International	1.56	1.92	1.56	1.77	1.79
Occupancy rate		22.92%	24.63%	24.65%	23.84%	23.91%
Stock of accommodations	Hotels	116	133	160	118	195
	Rooms	2,543	2,917	2,884	2,803	3,879
	Beds	4,419	5,923	5,887	5,988	6,215

Source: National statistics institute (INEI)

2.6.4. Tourism Administration and Organizations

(1) Tourism organizations

a. Huaraz

- **PRIVATE SECTOR:** There is a Chamber of Hotels, Travel and Tourism Regional Agencies Association, Official Tour Guides Association and a Regional Chamber of Tourism.
- **PUBLIC SECTOR:** Industry and Tourism Regional Direction of Chavin's region and counts with an Industry Direction and a Tourism Direction.

b. Chimbote

- **PRIVATE SECTOR:** There is only one Hotel Association.
- **PUBLIC SECTOR:** The Pacific Sub-region is part of the Chavín Region. This Sub-region counts with a Industry and Tourism Direction that also has a Tourism Direction.

(2) Government tourism office

a. Huaraz

- The Tourism Direction counts with a Director and specialized personnel (4 persons). It functions in the Regional Government office in Vichay.

b. Chimbote

- MITINCI has a representation in the Pacific Sub-region Direction. There is tourist information in the Tourism Direction's offices.

(3) Tourist information center

a. Huaraz

- In the Municipality of Huaraz, there is a Tourist Information office that is in charge of the Tourism National Police.

b. Chimbote

- The only tourist information center is MITINCI.

(4) Sister cities

a. Huaraz

- Huaraz doesn't have a sister city.

b. Chimbote

- Chimbote doesn't have a sister city.

2.6.5. Plans and Projects

(1) Regional development plan

a. Gestion Urbano Regional de Investmentes Region: Deptos.Ancash (Directorate General of Urban Development of MTC,1997)

In this plan which is on the way to elaborate the regional development plan a including tourism sector by MTC, the map of tourism development plan has proposed the following program.

- Coast corridor development (Santa - Casma - Huarney)
- Highland corridor development (Huaylas - Yungay - Huaraz - Recuay - Aija, Sihuas - Pomabamba - Asuncion - Antonio Ray, Bolognesi - Ocros)

(2) Tourism Development Plans and Projects

a. Plan Regional de Desarrollo Turístico (Director Regional of Industry and Tourism -Region Chavin of MITINCI,1998)

This plan elaborated as a conceptual frame of the region Chavin shows the following objectives:

- to optimize to get a better to the regional tourism, taking advantage of the resources and attractions,
- to try to get an agreement between the participants managers in the development activities of regional tourism,
- to promote a competitive tourism activity,
- to strengthen the identity of the national tourism activity that manage to rescue the natural and cultural values, and
- to promote and develop tourism activities diversity.

Action programs to implement the plan in 4 tourism areas, propose 15 projects including projects of walking circuits and beach circuits, hotels, and observation points.

b. Plan de Uso Turístico y Recreativo del Parque Nacional Huascarán (Institute de Montana in cooperation with USAID under the Ministry of Agriculture and INRENA,1996)

This plan establishes objectives as follows:

- to assist in the redistribution of visitors to a greater percentage of the park, both in the primitive and the recreational zone,
- to create proper conditions for the development of national tourism, especially in the primitive zone,
- to improve the quality of the experience for visitors, as well as minimize the risks,
- to increase the economic and social benefits of tourism in all areas surrounding the park, especially on its eastern flank,
- to increase the presence of park employees and the supervision of visitors in its entire territory,
- to increase public consciousness with respect to the park's objectives as well as its attractions,
- to reduce negative impacts and environmental damage due to tourism and other activities,
- to strengthen park management capability for entrance fees,
- to improve inter-institutional cooperation in the management of tourism.

8 programs which have been proposed to implement the plan, are as follows:

- Adventure tourism program including projects of construction of huts, signs, routes,
- Conventional Tourism Program including site plans for landuse planning,
- Program of Interpretation and Dissemination to improve visitors knowledge about conservation,

- Capacity Building Program including 3 Education and Environmental Training Centers projects,
 - Tourism Cooperation Program to establish conditions for the local participation in tourism,
 - Tourism Impact Evaluation Program,
 - Institutional Strengthening Program including control of post construction projects, and
 - Program for Institutional Cooperation in Tourism to minimize the overlapping of functions in tourism.
- c. Estudios y Obras de Infraestructura Turística 1998 (Ministry of Presidency, PIT)**

The followings show the projects and study of the fiscal year of 1998, in relation with tourism sector by Ministry of Presidency.

- Chavin Lodging Tourists Hotel project
 - Hot Spring development study in Ollereros
- d. Al Tur '98 (Tourism Programme European Union - Promperu)**
- The pilot projects of Al Tur '98 projects in this zone has been formulated as follows.
- Peru Llama Treck in Ancash with trekking, camping, visits to artisan workshop, harp and violin festivals, Chavin de Huantar, etc., accompanied by llamas in Huascarán National Park.

(3) Infrastructure Development Projects

a. Road improvement project

The following shows the trunk road improvement program based on the MTC project list in September 1998 in Zone VI.

- Santa - Huallanca - Sihuas road project (evaluation stage: CAF)

(4) National Tourism Reserve by Ministerial Ordinance

According to the list of Ministerial Ordinance, the Ancash TPDZ has a National Tourism Reserve as follows.

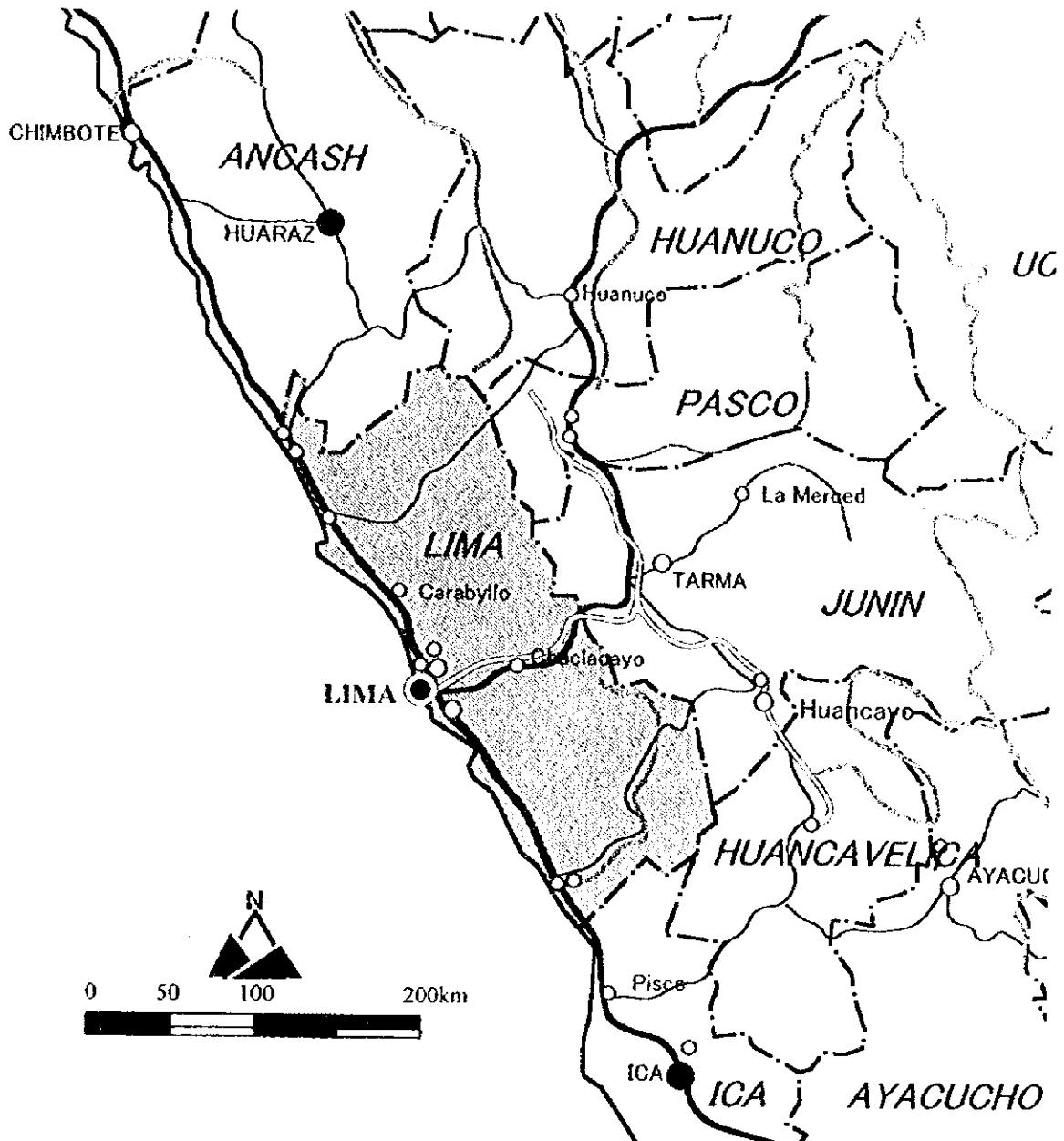
- Tourism Park Zone: Huascarán National Park

2.7. Lima PTDZ (Zone VII)

2.7.1. Physical Conditions

The Lima PTDZ is located in the center of the country. Lima city is on the Pacific Ocean, mountain areas are extending to the east. The climate is moderated in the coast, and annual average temperature is about 25 degrees. In the mountain, it is moderated during the day and cold in the nights.

Figure 2. 7 Zone-VII (Lima) Tourism Potential Zone



Source: JICA Study Team

2.7.2. Socioeconomic conditions

Lima has a total population of 7,784,554 in 1997. It accounts for 31.9 % of the national population and ranks 1st in Peru as a matter of course. The population has been increased, however the population increase rate is slightly downtrend. The urban population accounts for over 95%. The average population density is 222.74 persons per square kilometer.

The gross regional domestic product (GRDP) is US\$ 26,764 million, and per capita GRDP is US\$ 3,507 in 1996. The annual increase rate of GRDP on the constant price of 1979 is 7.99% in these 5 years. Services sector is the major industry, it accounts for 39.5% of the GRDP in 1996. Manufacturing sector comes second (23.4%), and commercial sector is on the next (19.8%).

Table 2.19 Major socioeconomic indices

Geography	Administrative area (km ²)				Share				Density	
	Total	Costa	Selva	Sierra	Total	Costa	Selva	Sierra	(Pop/km ²)	
	34,949	13,157	0	21,791	100%	38%	0%	62%		
Total population					Annual growth rate					
Population	Year	1972	1981	1993	1996	1997	'72 - '81	'81 - '93	'93 - '96	'96 - '97
	Total	3,927,015	5,447,345	7,126,522	7,631,172	7,784,554	3.7%	2.3%	2.3%	2.0%
GRDP Year 1996	Industries	Total	Agri.	Fishery	Mining	Industry	Construc.	Commer.	Gov. serv.	Other serv.
	(million US\$)	26,763.5	389.5	49.8	48.8	6,252.3	2,930.6	5,294.1	1,224.8	10,573.5
	Share	100.0%	1.5%	0.2%	0.2%	23.4%	11.0%	19.8%	4.6%	39.5%
	GRDP per capita	3,507 (US\$)								
GRDP annual increase rate		7.99% ('92 - '96 constant price of 1979)								

Note: US\$ 1 = 3 Nuevos Soles

Source: National statistics institute (INEI)

2.7.3. Tourism Conditions

Visitor arrivals of Lima are nearly 3,900,000 in 1996, of which domestic visitors account for 89% and foreigners account for only 11%. The visitor arrivals and the capacity of accommodations are favorably on the increase. However the average length of stay and the room occupancy rate are slightly on the decline.

Table 2.20 Major tourism indices

Year		1992	1993	1994	1995	1996
Visitor arrivals	Total	3,392,314	3,710,415	3,635,945	3,790,286	3,888,554
	Domestic	3,250,366	3,519,955	3,289,765	3,385,611	3,447,365
	International	141,948	190,460	346,180	404,675	441,189
Total guests	Total	4,351,497	4,766,135	4,931,915	5,107,717	5,075,988
	Domestic	3,907,721	4,171,280	3,964,860	4,081,554	4,105,255
	International	443,776	594,855	967,055	1,026,163	970,733
Average length of stay	Total	1.28	1.28	1.36	1.35	1.31
	Domestic	1.20	1.19	1.21	1.21	1.19
	International	3.13	3.12	2.79	2.54	2.20
Occupancy rate		41.20%	43.81%	41.86%	46.07%	43.78%
Stock of accommodations	Hotels	780	863	1,004	1,385	1,703
	Rooms	19,255	20,974	16,243	22,974	34,289
	Beds	31,742	34,486	23,152	32,593	49,124

Source: National statistics institute (INEI)

2.7.4. Plans and Projects

Major plans of in this zone as regional development plans seem not to exist, but Lima metropolitan city as it's self has a lot of projects concentrating on

infrastructure development such as the Callao Port development project, telecommunication facilities development, water and sewerage improvement.

There are no major development plans in the tourism sector of this zone, but many efforts are on the way to elaboration of programs and plans such as investment program in coordination with CANATUR, policy making of Lima metropolitan city, and urban development program in the World Heritage area of Lima Historical Center by INVERT and PROLIMA.

a. Estudios y Obras de Infraestructura Turística 1998 (Ministry of Presidency, PIT)

The followings show the projects and study of the fiscal year of 1998, in relation with tourism sector by Ministry of Presidency.

- Implementation of archeological resources inventory study
- SIG tourism development implementation study

(2) Infrastructure Development Projects

a. Road improvement project

The following shows the trunk road improvement program based on the MTC project list in September 1998 in Zone VII.

- Lima - Canta - Serro de Pasco road project (evaluation stage: IDB)
- Lima - Canta road project (evaluation stage: OECF)

(3) National Tourism Reserve

According to the list of Ministerial Ordinance, the Lima TPDZ has four National Tourism Reserves as follows.

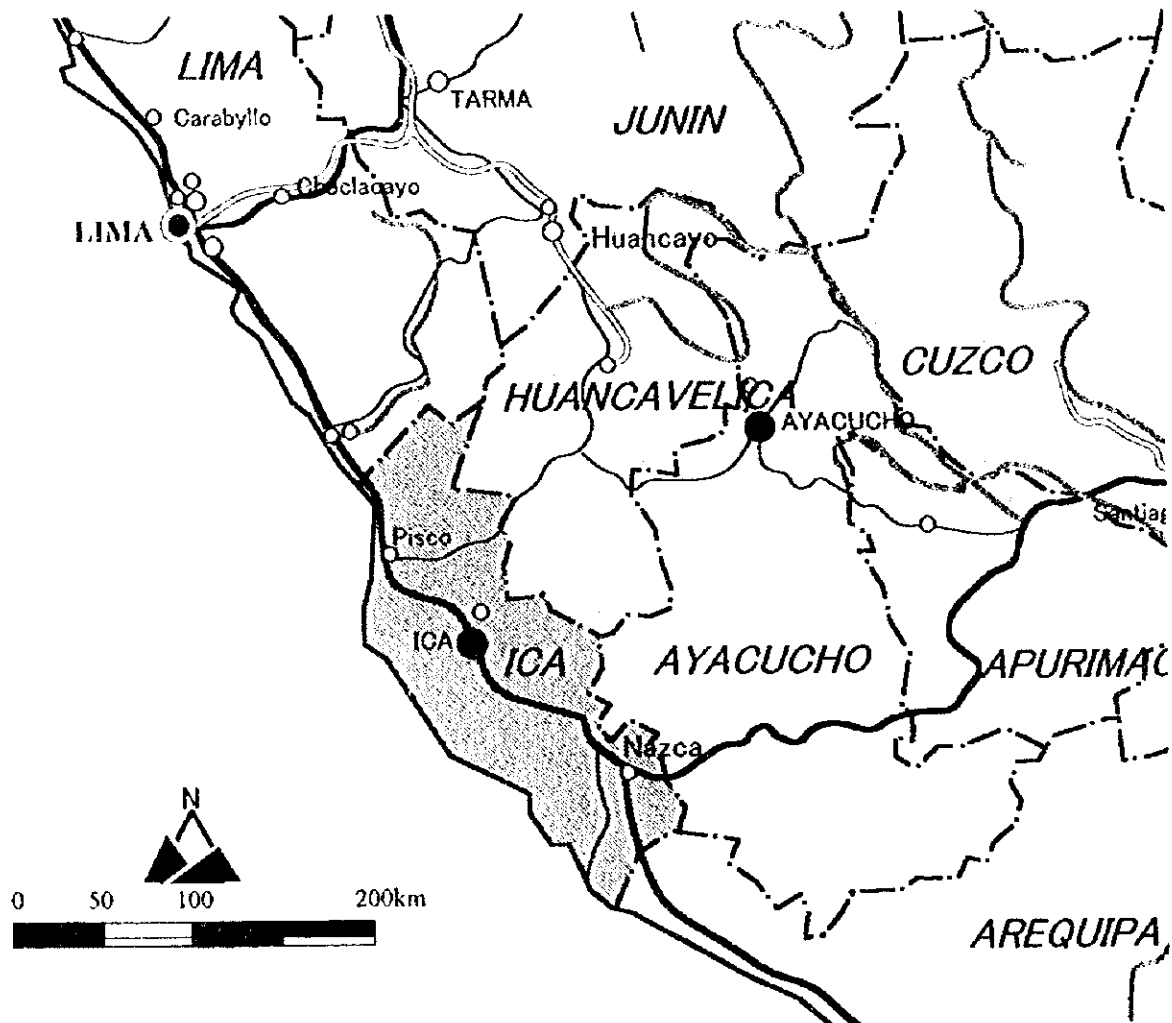
- Tourism Reserve Zone: Yacumama
- Tourism Park Zone: Laguna de Quistococha
- Tourism Center Zone: Monumental Callao and the Punta Cieneguilla

2.8. Ica TPDZ (Zone VIII)

2.8.1. Physical Conditions

This zone is located in the central south of the country. The capital city of Ica Department is Ica. The geographical features relatively flat at the altitude of about 17m to 588m above sea level. The terrain is almost desert land. It is very hot during the day and is cold during the night. The annual average temperature is 28.7 degrees with relative humidity of 43 %.

Figure 2. 8 Zone-VIII (Ica) Tourism Potential Zone



Source: JICA Study Team

2.8.2. Socioeconomic Conditions

Ica has a total population of 618,253 in 1997. It accounts for 2.5 % of the national population and ranks 14th in Peru. The population has been increased, however the population increase rate is slightly downtrend. The urban population accounts for 84.3% of the total population in 1996. The average population density is 28.99 persons per square kilometer.

The gross regional domestic product (GRDP) is US\$ 1,069 million, and per capita GRDP is US\$ 1,759 in 1996. The annual increase rate of GRDP on the constant price of 1979 is 8.36% in these 5 years. Services sector is the major industry, it accounts for 34.9% of the GRDP in 1996. Commercial sector comes second (14.1%), and manufacturing sector is on the next (12.8%).

Table 2.21 Major socioeconomic indices

Geography	Administrative area (km ²)				Share				Density	
	Total	Costa	Selva	Sierra	Total	Costa	Selva	Sierra	28.99 (Pop./km ²)	
	21,328	18,946	0	2,382	100%	89%	0%	11%		
Population	Total population					Annual growth rate				
	Year	1972	1981	1993	1996	1997	'72-'81	'81-'93	'93-'96	'96-'97
	Total	373,338	446,902	578,766	607,630	618,253	2.0%	2.2%	1.6%	1.7%
GRDP Year 1996	Industries (million US\$)	Total	Agri.	Fishery	Mining	Industry	Construc.	Commer.	Gov. serv.	Other serv.
		1,068.7	108.8	11.6	132.0	137.3	67.6	151.1	87.1	373.2
	Share	100.0%	10.2%	1.1%	12.4%	12.8%	6.3%	14.1%	8.2%	34.9%
	GRDP per capita	1,759 (US\$)								
	GRDP annual increase rate	8.36% ('92-'96 constant price of 1979)								

Note: US\$ 1 = 3 Nuevos Soles

Source: National statistics institute (INEI)

2.8.3. Tourism Conditions

Visitor arrivals of Ica are over 350,000 in 1996, of which domestic visitors account for 83% and foreigners account for 17%. The visitor arrivals, the capacity of accommodations and the room occupancy rate are on the increase. However the average length of stay is slightly fluctuated

Table 2.22 Major tourism indices

Year		1992	1993	1994	1995	1996
Visitor arrivals	Total	155,617	237,020	307,341	350,800	353,659
	Domestic	145,341	214,635	267,279	299,929	294,148
	International	10,276	22,385	40,062	50,871	59,511
Total guests	Total	227,214	324,226	450,459	486,943	481,341
	Domestic	210,668	296,085	402,019	423,673	405,037
	International	16,546	28,141	48,440	63,270	76,304
Average length of stay	Total	1.46	1.37	1.47	1.39	1.36
	Domestic	1.45	1.38	1.50	1.41	1.38
	International	1.61	1.26	1.21	1.24	1.28
Occupancy rate		16.73%	21.59%	25.81%	26.68%	26.62%
Stock of accommodations	Hotels	87	141	144	171	163
	Rooms	2,188	2,533	2,671	3,116	3,506
	Beds	4,035	4,670	4,816	5,355	5,173

Source: National statistics institute (INEI)

2.8.4. Tourism Administration and Organizations

(1) Tourism organizations

- There is only a public sector organization, the Industry and Tourism Regional Direction, which is divided in: Tourism Direction, with two offices, the Zonal Office of Chincha, Pisco and Paracas and the Zonal office of Nazca, Ica and Palpa and an Industry Direction.
- This entity controls both sectors, the public and the private sector, hotels, travel agencies, tourist transport, nightclubs, etc.

(2) Government tourism office

- It depends normatively from the Tourism National Direction and administratively from the Transitory Council of Regional Administration. They work directly with the tourist offices of Lima since there is not any official government office here.

(3) Tourist Information center

- There are two Tourist Information center, one is in Ica and the other is in Chincha. They work from 8 am to 4 pm.
- They only speak Spanish.

(4) Sister cities

- Ica's Sister City is the city of Miami, USA. They had a project with Israel in the zone called "the Promised Land". They were going to support us because of the similitude of Israel with Ica.

2.8.5. Plans and Projects

This zones, having one of the most important natural resources in Peru coastal zone as Reserva Nacional de Paracas, has been elaborated a Master Plan for Reserva Nacional de Paracas in cooperation with international agency.

(1) Master Plan for Reserva Nacional de Paracas (Ministry of Agriculture and INRENA, 1996)

Plan Maestro Reserva Nacional de Paracas as master plan for conservation and development plan of the Paracas National Reserve including tourism sector, shows the objectives as follows,

- to define outline of the policies of conservation and management of Reserva Nacional de Paracas and its area of influence.
- to integrate efforts of the public and private sectors in order to attain a sustainable development of the Reserva.
- to achieve the participation of organized groups of citizens, directly involved in the distinct actions of conservation of the Reserve and its area of influence.
- to promote and orient the processes of territorial arrangement at the scope of the Reserva and its surroundings.
- to reinforce the institutional and legal framework that assure the stability of the Reserve.

And tourism policies in the master plan are indicated as follows.

- to determine areas designated for tourism use with the participation of the private sector, promoting the development of ecotourism through the utilization of tourists hiking course and of passive recreation at perfect limited zones.
- to promote the study of load capacity and environmental impact for those areas selected for tourism circuits development.

- to guide projects of tourism investment to the inside of buffer area of the Reserva.
- to promote an arrangement of the activities developed by the tourism agents and other tourism services.
- to achieve the supervision and control of tourist services in the zone through the Sub-regional Direction of MITINCI/Chincha/Paracas to maintain the quality of service and action conducted by INDECOPI.
- to avoid the saturation of some too visited places, re-orienting the tourist flux to other points of interest at the Reserva or outside it, by programs and necessary actions.

(2) Tourism Development Plan and Projects

a. Estudios y Obras de Infraestructura Turistica 1998 (Ministry of Presidency, PIT)

The followings show the projects and study of the fiscal year of 1998, in relation with tourism sector by Ministry of Presidency.

- Nazca Municipal Museum installation projects
- Centinela Tourist Center project

b. Al Tur '98 (Tourism Programme European Union - Promperu)

The pilot projects of Al Tur '98 projects in this zone has been formulated as follows.

- Tour for Disabled Persons with offers of services in Paracas.

(3) Infrastructure development projects

a. Road improvement

The following shows the trunk road improvement program based on the MTC project list in September 1998 in Zone VIII.

- Nazca - Puqio road project (evaluation stage: OECF)

(4) National Tourism Reserve

According to the list of Ministerial Ordinance, the Ica TPDZ has two National Tourism Reserves as follows:

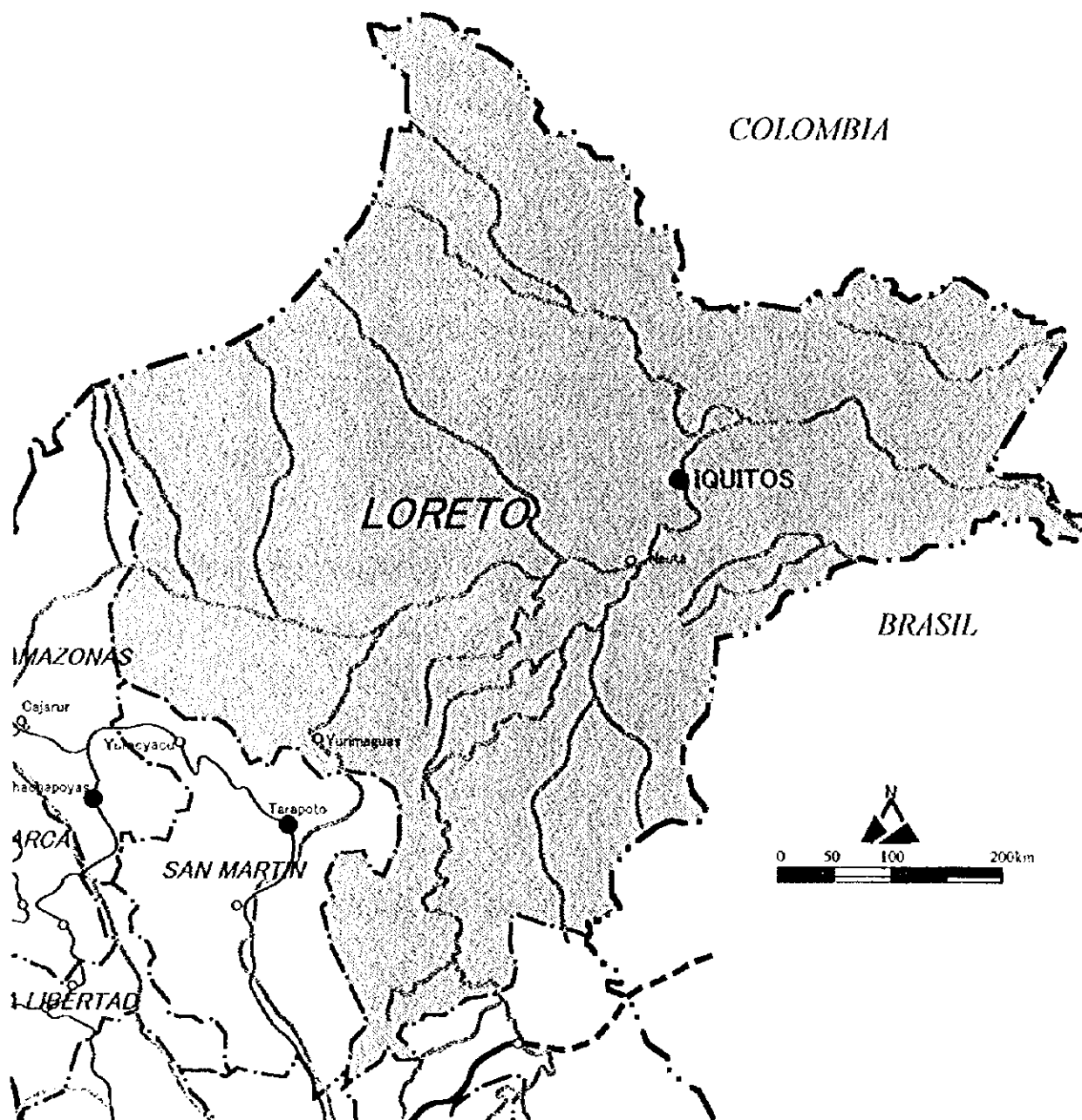
- Tourism Reserve Zone: Reserva Nacional de Paracas
Nazca - Palpa

2.9. Loreto TPDZ (Zone IX)

2.9.1. Physical Conditions

This zone is located in the north of the country. The capital city of Loreto Department is Iquitos. The great amazon plains flat cover the geographical features. The terrain is almost covered by the low jungle. It is hot and wet year-around, and annual average temperature is about 27 degrees with relative humidity of 89 %.

Figure 2. 9 Zone-IX (Loreto) Tourism Potential Zone



Source: JICA Study Team

2.9.2. Socioeconomic Conditions

Loreto has a total population of 819,037 in 1997. It accounts for 3.4 % of the national population and ranks 11th in Peru. The population has been increased, however the population increase rate is slightly downtrend. The urban population is over the half, accounting for 59.3% of the total. The average population density is 2.22 persons per square kilometer.

The gross regional domestic product (GRDP) is US\$ 1,872 million, and per capita GRDP is US\$ 2,344 in 1996. The annual increase rate of GRDP on the constant price of 1979 is 3.63% in these 5 years. Services sector is the major industry, it accounts for 39.5% of the GRDP in 1996. Construction sector comes second (17.9%), and commercial sector is on the next (13.9%).

Table 2.23 Major socioeconomic indices

Geography	Administrative area (km ²)				Share				Density	
	Total	Costa	Selva	Sierra	Total	Costa	Selva	Sierra	2.22 (Pop./km ²)	
	368,852	0	368,852	0	100%	0%	100%	0%		
	Total population				Annual growth rate					
Population	Year	1972	1981	1993	1996	1997	'72-'81	'81-'93	'93-'96	'96-'97
	Total	409,772	516,371	736,161	798,646	819,037	2.6%	3.0%	2.8%	2.6%
GRDP Year	Industries	Total	Agr.	Fishery	Mining	Industry	Construc.	Commer.	Gov. serv.	Otherserv.
1996	(million US\$)	1,871.8	86.9	12.9	170.2	153.1	335.7	259.4	114.0	739.5
	Share	100.0%	4.6%	0.7%	9.1%	8.2%	17.9%	13.9%	6.1%	39.5%
	GRDP per capita	2,344 (US\$)								
	GRDP annual increase rate	3.63% ('92-'96 constant price of 1979)								

Note: US\$ 1 = 3 Nuevos Soles

Source: National statistics institute (INEI)

2.9.3. Tourism Conditions

Visitor arrivals of Loreto are over 150,000 in 1996, of which domestic visitors account for 77% and foreigners account for 23%. The visitor arrivals and the capacity of accommodations are on the increase. The average length of stay is on the decline, and the room occupancy rate is slightly fluctuated.

Table 2.24 Major tourism indices

Year		1992	1993	1994	1995	1996
Visitor arrivals	Total	97,008	116,985	105,223	128,550	150,755
	Domestic	82,855	96,669	81,725	100,495	116,207
	International	14,153	20,316	23,498	28,055	34,548
Total guests	Total	190,331	241,730	214,710	223,949	258,527
	Domestic	166,025	201,630	171,261	173,272	190,169
	International	24,306	40,100	43,449	50,677	68,358
Average length of stay	Total	1.96	2.07	2.04	1.74	1.71
	Domestic	2.00	2.09	2.10	1.72	1.64
	International	1.72	1.97	1.85	1.81	1.98
Occupancy rate		26.20%	32.06%	36.04%	31.99%	32.85%
Stock of accommodations	Hotels	65	57	60	72	109
	Rooms	1,534	1,366	1,437	1,342	2,011
	Beds	2,675	2,288	2,459	2,214	3,286

Source: National statistics institute (INEI)

2.9.4. Tourism Administration and Organizations

(1) Tourism organizations

a. Public sector

- President of the Transitory Council of Regional Administration – CTAR
- Regional Director of Tourism and Industry
- Executive Director of Tourism, who takes care over the problems of tourism.

b. Sub-regional level

- Only in the city of Yurimaguas (high Amazon Department) exists one office, which is in Charge to take care over the tourist aspects.

c. Private sector

- Peruvian Association of Travel agencies of Iquitos - APAVITI
- Peruvian Association of Lodging Establishments Administrators of Loreto – APAEHL
- Official Tourists Guides Association of Iquitos - AGOTURI
- Tourism Journalists Circle – CIRPETUR
- Airlines
- Restaurants

d. Chambers

- Industry, Trade and Tourism Chamber. Almost all the guilds of the private tourism sector belongs to this chamber.
- Regional Tourism Chamber, formed by the following guilds:

(2) Government tourism office

The organization that really takes care about tourism is the Regional Direction of Industry and Tourism, which for an accident has lost all the infrastructure and now we are working at a rented local. We are trying to get our own local and we are acquiring all the equipment which is necessary in order to follow the administration of one month before. The organization of the personal office is as follows:

- Director
- Sub-director
- Assistants

These are the persons we have working with us to do all the administration work. It is specially to make to fulfill the norms. We are working together with the Ministry of Industry, Tourism, Integration and International Trade Business – MITINCI. The idea is to promotion Ecotourism in the region because the potential and good conditions of the area is very high for this kind of tourism. For that are important the lodges and Inns. Is important to prepare all the ways that have any relation with the Receptive Tourism.

(3) Tourist information center

- We don't have any tourist information center because we are very limited, but we hope that the new major will improve an Information Center.

(4) Sister cities

- There is no information about Sister City.

2.9.5. Plans and Projects

(1) Regional development plans

a. **Flujo de Turistas a la Ciudad de Iquitos y Proyecciones al 2005 (1997)**

This work shows a study of future direction in terms of tourists demand analysis, and the recommendation of Iquitos city as a gateway of the great Amazon basin of Loreto as follows.

- to induce tourism investments positively on the great Amazon basin having biological diversity (ecosystem).
- to develop and consolidate a clear regional identity with a conception of development as mutual co-existence between human and environment.
- to stimulate tourists consciousness, programming the seminar, promotion of tourism. in coordination with the municipality, Regional Chamber of Commerce, Regional Direction of Industries and Tourism, etc.
- to formulate tourism institutions for training youth on the history, geographical characteristic, cultural of our entity, dances, monuments of the region, origins, etc.

and this study proposes the following framework for Iquitos city.

- International tourists arrivals (2005) 104,300 visitors
- Domestic tourists arrivals (2005) 191,160 visitors

b. **Areas con potencial ecoturístico in tourism development potential diagnosis map (Instituto de Investigaciones de La Amazonia Peruana, 1998)**

The map which has elaborated recently by IAP (Instituto de Investigaciones de La Amazonia Peruana), showing the development direction for tourism of Department of Loreto, indicates a plan of the zoning by several categories of tourism activities and conservation area, and could be summarized as follows.

- to develop the 5 tourist centers in Iquitos, Nauta, Requena, Yurimaguas, Contamana.
- to formulate and designate the 2 River Cruising Area from Parinai to the border of Brazil on Amazon river and Ucayali river.
- to formulate and designate the 9 Adventure Tourism Areas on Yavari- Yavari Mirim river, Nanay riv., Tapiche riv., Tangarana riv., Baratijo-Tigre riv., Curaray-Arabara riv., Morona riv., ParanaPura riv., Ipactia riv., Pisqui riv.
- to formulate and designate the 11 Special Interest Areas in Nauta, Bajo Samira, Bajo Sakaya, Bajo Napo-Sucusari, Gueppi reserve zone, Pacaya-Angusilla river, Allahuayo-Mishana reserve zone, Tamashiyacu-Tahuyo communal reserve, Confluencia Ucayali-Maranon, Rimachi-Pastaza lake, Aguas Calientes-Sierra Divisor.

c. **Estudios y Obras de Infraestructura Turística 1998 (Ministry of Presidency, PIT)**

The followings show the projects and study of the fiscal year of 1998, in relation with tourism sector by Ministry of Presidency.

- Nanay Boulevard project
- Second observation stage development study in Nanay

(2) Infrastructure Development Projects

a. Road improvement project

The following shows the trunk road improvement program based on the MTC project list in september 1998 in Zone IX.

- Tarapoto - Yurimaguas (evaluation stage: IBRD)
- Oracuzar - Santa Maria de Nieve - Sarameriza (evaluation stage: IBRD, CAF)
- Iquitos - Nauta (MTC)

(3) National Tourism Reserve

According to the list of Ministerial Ordinance, the Loreto TPDZ has two National Tourism Reserves as follows:

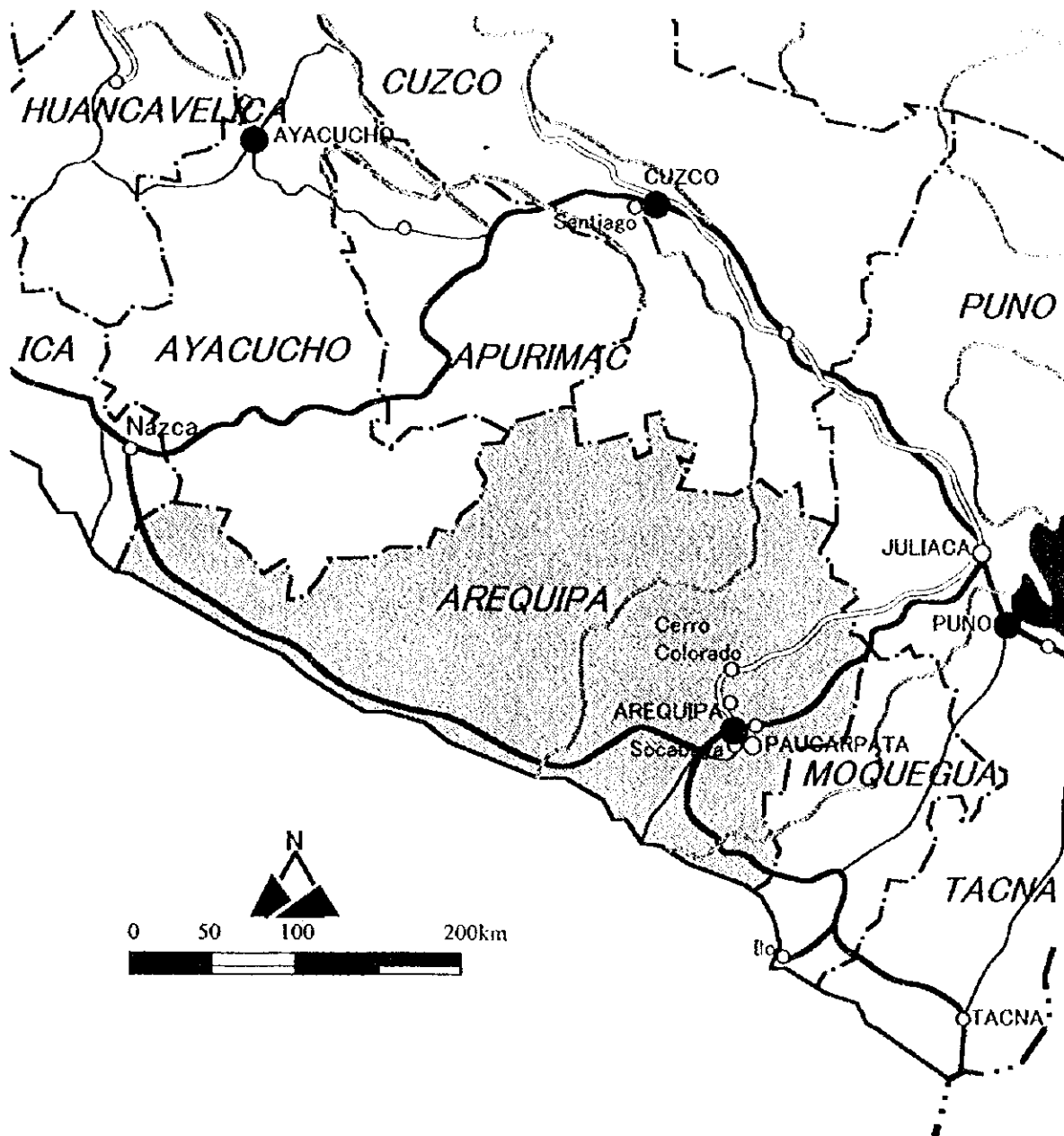
- Tourism Reserve Zone: Yacumama
- Tourism Park Zone: Laguna de Quistococha

2.10. Arequipa TPDZ (Zone X)

2.10.1. Physical Conditions

This zone is located in the south of the country. The capital city of Arequipa Department is Arequipa. The geographical features extremely vary from the coastal areas to the mountain areas. It is at the altitude of about 12m to 3,630m above sea level. It is hot during the day and is cold during the night. The annual average temperature is 22.4 degrees with relative humidity of 49 %.

Figure 2. 10 Arequipa Tourism Potential Zone



Source: JICA Study Team

2.10.2. Socioeconomic Conditions

Arequipa has a total population of 1,017,491 in 1997. It accounts for 4.2 % of the national population and ranks 10th in Peru. The population has been increased, however the population increase rate is slightly downtrend. 86.6% of the total population, almost people live in the urban areas. The average population density is 16.06 persons per square kilometer.

The gross regional domestic product (GRDP) is US\$ 2,996 million, and per capita GRDP is US\$ 2,999 in 1996. The annual increase rate of GRDP on the constant price of 1979 is 7.72% in these 5 years. Services sector is the major industry, it accounts for 42.7% of the GRDP in 1996. Commercial sector comes second (18.8%), and manufacturing sector is on the next (14.6%).

Table 2.25 Major socioeconomic indices

Geography	Administrative area (km ²)				Share				Density (Pop/km ²)	
	Total	Costa	Selva	Sierra	Total	Costa	Selva	Sierra		
	63,345	22,464	0	40,881	100%	35%	0%	65%		
	Total population				Annual growth rate					
Population	Year	1972	1981	1993	1996	1997	'72-'81	'81-'93	'93-'96	'96-'97
	Total	561,338	738,482	939,062	999,026	1,017,491	3.1%	2.0%	2.1%	1.8%
GRDP Year 1996	Industries (million US\$)	Total	Agri.	Fishery	Mining	Industry	Construc.	Commer.	Gov. serv.	Otherserv.
	Share	2,996.0	211.9	15.7	25.8	435.5	307.0	562.6	158.2	1,278.2
	GRDP per capita	100.0%	7.1%	0.5%	0.9%	14.6%	10.2%	18.8%	5.3%	42.7%
GRDP annual increase rate		2,999 (US\$)								
GRDP annual increase rate		7.72% ('92-'96 constant price of 1979)								

Note: US\$ 1 = 3 Nuevos Soles
Source: National statistics institute (INEI)

2.10.3. Tourism Conditions

Visitor arrivals of Arequipa are over 300,000 in 1996, of which domestic visitors account for 81% and foreigners account for 19%. The visitor arrivals and the room occupancy rate down in 1996, however foreign visitors are on the increase. The capacity of accommodations is on the increase. The average length of stay is slightly fluctuated.

Table 2.26 Major tourism indices

Year		1992	1993	1994	1995	1996
Visitor arrivals	Total	241,542	277,770	298,119	328,609	301,995
	Domestic	228,525	264,718	263,142	282,087	244,473
	International	13,017	13,052	34,977	46,522	57,522
Total guests	Total	435,363	485,824	458,642	510,863	397,627
	Domestic	410,266	462,447	406,429	435,530	305,876
	International	25,097	23,377	52,213	75,333	91,751
Average length of stay	Total	1.80	1.75	1.54	1.55	1.32
	Domestic	1.80	1.75	1.54	1.54	1.25
	International	1.93	1.79	1.49	1.62	1.60
Occupancy rate		31.03%	31.45%	31.47%	31.85%	28.86%
Stock of accommodations	Hotels	136	136	168	204	270
	Rooms	3,041	4,781	3,832	4,115	4,724
	Beds	5,754	5,766	6,956	7,727	8,423

Source: National statistics institute (INEI)

2.10.4. Tourism Administration and Organizations

(1) Tourism organizations

The Regional Direction of Industry and Tourism (DRIT), Arequipa, depends on two entities: the Transitory Council of Regional Administration (CTAR - AREQUIPA), that sees the Budget and Administration and the Ministry of Industry, Tourism, Integration and International Trade Negotiation (MITINCI), that sees all about Normative.

According to the Organization and Functions of the Tourism Direction Manual, this office has 4 workers:

- Tourism Director
- Tourism Specialist I
- Technique on Tourism
- Secretary

Their actions take place within the Institutional Plan presented annually by the DRIT, in which it priorities tasks in accordance with the budget programmed assignation.

Within the Public Sector, the Tourism Direction of DRIT, is in charge in applying the in force legal normative for the assistance of tourists services; it coordinates with the private sector entities for the acquisition of different tasks. Tasks of orientation, capacitation and tourism promotion:

- AHORA: Hotels and Restaurants Association of Arequipa
- AVIT: Travel and Tourism Agencies Association of Arequipa
- ADEGOPA: Tourism Guides Association of Arequipa
- Comité de Turismo de la Cámara de Comercio e Industria de Arequipa
- Comité de Turismo de PROMAS (Promoción de Arequipa y el Sur).
- Instituto Nacional de Cultura
- AUTOCOLCA: Autoridad del Colca y Anexos
- POLTUR: Policía de Turismo
- Municipios Provinciales y Distritales
- Universidades e Institutos Superiores de Formación en Turismo

(2) Sister cities

- Charlotte, North Carolina, USA, 1962. (representant USA, Douglas Martin)
- Corrientes, Argentina, 1975.
- Las Condes, Santiago de Chile, 1965.
- Vancouver, Canadá, 1965.
- Miami, USA, (not date declared)
- La Paz, Bolivia, 1973.
- Biella, Italia, 1985.
- Valparaiso, Chile, 1989.
- Cochabamba, Bolivia, 1990.
- Nichoacan, México, 1991
- Arica, Chile, 1992.

2.10.5. Plans and Projects

(1) Regional development plans

a. **Promoviendo el Desarrollo de Arequipa en el Marco de la Descentralización (CTAR-Arequipa, 1998)**

This plan of Arequipa Department aims at giving directions for the regional economic development including industrial sector and social sectors in order to cope with the decentralization of Arequipa's economic and social activities. The objectives of the plan are:

- to formulate the program and evaluation of the investment programs in the poverty,
- to promote inter-departmental projects strategically to be executed by the central government, and
- to reduce the extreme poverty levels to 8% of total habitants (2,840 inhabitants of the total 35,500 inhabitants located in 15 Distrios).

The objectives for the tourism sector are:

- to give the incentives and to optimize the rational exploitation of the tourism resources,
- to encourage programs of commercialization for the arts and crafts sponsoring the private investment,
- to develop infrastructure (roads, ports, airports, lodgings) to support the tourism industries, and
- to encourage and consolidate the tourism industries with the private company, for the valleys of the Colca, Cotahuasi, Toro Muerto and Majes and the volcanoes of Andagua.

(2) Tourism development plans

a. **Valle del Colca del Proyecto Turismo (AECI-MITINCI,1998)**

This project as a part program of the Project of Strategic Development for Tourism Sector in Peru in cooperation with AECI of Spanish government, is on going duration from 1997 to 1999. The objective is ;

- to promote the tourism circuit development of the Colca Valley, Salinas Aguada Blanca National Reserve and Valley of the Volcanoes, taking account of preservation of the environment and social impacts to the communities in the area.
- to improve the quality of life of the local communities, through direct actions and institutional cooperation with all the tourist agents.

b. **Al Tur '98 (Tourism Programme European Union - Promperu)**

The pilot projects of Al Tur '98 in this zone has been formulated as follows.

- Bike Treks & Hot Springs with offers program of mountain-bike trekking in Colca .
- Colca Man and Nature with hikes, trekking, horse-back rides in Colca Canyon.
- Expedition to Cotahuasi with rafting and hiking through visits to archeological sites local villages in the canyon of Cotahuasi valley.
- The Window to the Collaguas World with offers alternative program of visits to Colca Canyon including participation to local community's life and home-stay, etc.

-
- Eco Tambo Alpaca Herding with offers of tour accompanied by llamas through participation to local community's activities in Colca Valley.

(3) Infrastructure development projects

a. Road improvement project

The following shows the trunk road improvement program based on the MTC project list in September 1998 in Zone IV.

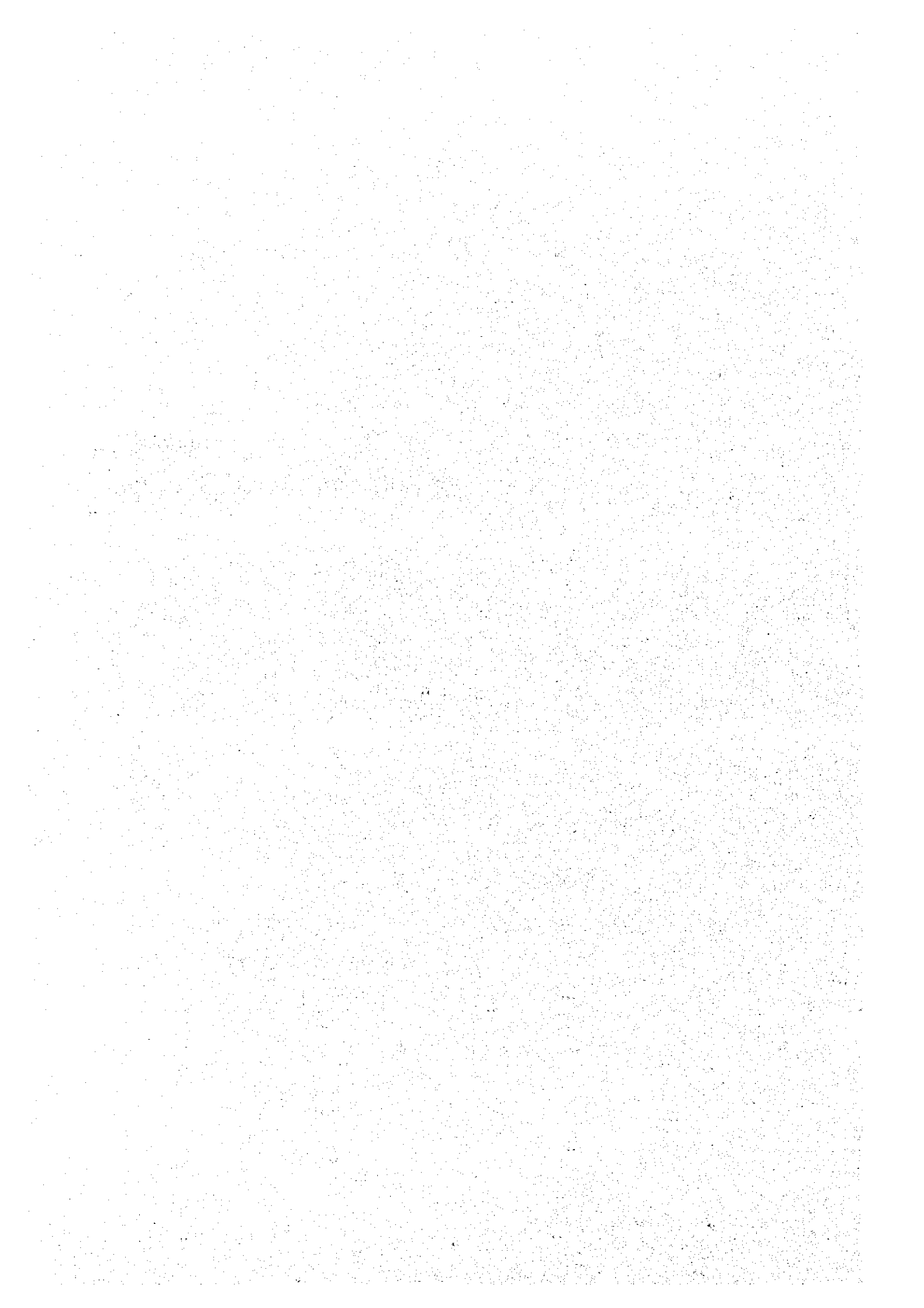
- Yura - Santa Lucia road project (bidding stage: OECF)

(4) National Tourism Reserve

According to the list of Ministerial Ordinance, the Arequipa TPDZ has four National Tourism Reserves as follows:

- Tourism Reserve Zone: Castilla y Caylloma
Cotahuashi
Quebrada de la Waca
- Tourism Center Zone: Sabandia

Chapter-3
Result of Sub-contracted Surveys



3. Result of Sub-contracted Surveys

JICA Study Team has sub-contracted the following surveys to local consultants in order to collect necessary information to prepare a tourism master plan.

- Survey of potential tourism zones, and
- Social survey at archaeological and other tourism sites.

The surveys were conducted in the six tourism potential zones of Tumbes/Piura (Zone III), Puno (Zone IV), Lima (Zone VII), Ica (Zone VIII), Loreto (Zone IX), and Arequipa (Zone X).

The study team also purchased reports of surveys that were conducted in the same manner as the sub-contracted surveys in the remaining four tourism potential zones of Amazonas (Zone I), Lambayeque/La Libertad/Cajamarca (Zone II), Cuzco (Zone V), and Ancash (Zone VI).

The followings are the summarized results of the surveys for the six zones and the survey reports for the four zones. The results of the surveys and the survey reports are integrated for better readability.

3.1. Survey of Potential Tourism Zones

Survey of potential tourism zones consists of three survey components, namely:

- Supplementary data collection
- Interviews with the travel trade and tourism-related organizations,
- Questionnaire survey on tourism resources evaluation

3.1.1. Supplementary Data Collection

(1) Methodology

Survey team collected data in relation with tourism sector in each potential zones, such as maps, tables, photos, pamphlets, including projects and plans related to tourism and regional, urban development by the government including international economic co-operation. It also conducted interviews with local governments/municipalities.

Contents of data are shown briefly as follows.

Category	Contents of Data Collection
Tour Information	Tour routes and packages offered by tour operators of 6 zones, (pamphlets, etc.)
Plans and Projects	Tourism development plans, regional and urban development plans, infrastructures, etc.
Interest on tourism	Interviews with local governments /municipalities.

The final number of interviewees was as follows:

Group A	
III. Tumbes/Piura	2
IV. Puno	2
VII. Lima	5
VIII. Ica	8
IX. Loreto	3
X. Arequipa	12
Total	32

Zones	
I. Amazonas	5
II. Lambayeque , La Libertad and Cajamarca	6
V. Cuzco	8
VI. Ancash	2
Total	21

The field work was performed from October 29 to November 20, 1998.

(2) Results of interviews with local governments

a. Relationship with National Institute of Culture (INC) and Preservation of Archeological Sites

Group A

In relation to the links between Municipality and INC for the study and conservation of the archeological sites in town, there is a slight majority of the interviewees that have a negative perception as is expressed like this:

- "The INC is only an obstacle for the Municipality's work"

There is a second group of answers that shows a fluid relation with the INC, mainly in some districts of Lima and Arequipa as follows:

- In force agreements in execution, as in Miraflores, Lima
- Evaluation of monumental zones , as in Pueblo Libre, Lima
- Archeological studies, as in Yanahuara, Arequipa
- Museum projects, as in Cayma and Islay, Arequipa

Another group says that the links are eventual or related to concrete subjects (some of them doesn't have relation to archeological or historical patrimony) for example:

- Artistic shows
- Agreements waiting for being carrying out
- Non presented projects
- Municipalities taxes exoneration
- Infrastructure works and access to archeological zone

Group B

A slightly majority of interviewed people stated that there is a punctual relationship with the INC regarding very concrete aspects. The topics mentioned were the following:

- Preservation of archeological sites
- Building permits
- Remodelation or restoration works
- Voiding shanty towns in zones declared as archeological sites
- Economical support of the municipality

Other group interviewed demonstrated a negative conception regarding INC relationship and they mentioned topics such as:

- Double function
- Legal disputes between both
- Total lack of co-ordination

A smaller group, located in Cusco and Chachapoyas, declared that there is a close relationship and co-ordinated actions are taken to preserve historical places.

b. Benefits that reports to municipalities the existence of archeological sites and tourist visits

Group A

In relation to this, the interviewed were skeptical and expressed their negative perception on arguments like:

- The Municipality doesn't charge for the visit to archeological places
- The benefits are for the owners of the tourist places
- It's locations are not part of tourism circuits

A second group thinks that tourism and archeological places only report to them partial benefits or/and indirect benefits, for example:

- The recovering of the Historical Center, in Lima
- Real or potential taxes
- Improvement of the town image
- Cultural benefits only

Finally, there is a small group of interviewed that identifies the presence of tourists with the economical improvement of their town.

Group B

Regarding this extent, it has not been found a visible conception which tends to a majority. A consistent group of answers, however, has a negative tendency, in the sense that there is no economical benefit to the municipalities. Within this conception we can find comments as:

- Archeological places are not adequately preserved
- Centralization avoid the participation of municipality in tourism

Other important interviewed group thought that there are concrete but indirect benefits such as:

- Improvement in hotel, restoration and transportation services and their major report to tax contribution to Municipalities
- Incomes originated by building or establishment operation permits

In this group, some municipality officers understand as benefit the archeological research or the future understanding of the theme.

A slightly smaller group located in Cusco consider the participation of municipality within incomes of the boleto turístico (tourist ticket) very favourable.

c. Benefits that municipalities should receive from Tourism

Group A

When we asked if the Municipality should receive greater benefits from Tourism almost everybody said yes. Then, we asked how could we do to receive greater benefits, and a large majority said that with coordinated promotion actions, investments and assignment of municipalities resources:

- Assign resources to improve tourist centers
- Promote and reevaluate tourist resources
- Improve access routes and services
- Give information services
- Propitiate tourist circuits
- Improve the tourist services
- Support the construction of Sites Museums

It is important to emphasize in this group the unanimity of the interviewed in Arequipa.

A second group, a very smaller one, assumes that the central government must strengthen the Municipality capacities towards tourism as a previous condition to increase the benefits of the local government. The following options are given:

- Central investments for roads infrastructure
- Specific economical transfers to the municipalities

Finally, some people made reference to concrete mechanism to municipality initiatives:

- Charge the entrance or tolls to tourist places
- Cleanliness and care of the surroundings of the places
- Coordination with involved entities convoked by the Municipality

Group B

Towards the question if Municipality should receive greater benefits from tourism, the most of interviewed people answered yes. Towards the question how this greater benefit should be supported, a wide majority answered the following:

- Co-ordinating initiatives with central and regional government and the private sector to value the tourist attractions.
- Generating new products and circuits
- Developing investments in infrastructure and facilities

Other group of interviewed people centred their answers in the tax contribution aspects of municipalities (tolls, operation permits, specific taxes) or in direct economical participation of the municipality concerning to visit collections.

Finally, a small group claimed municipalities should legally have greater authority over tourist activity.

d. Benefits that the population receives from Tourism

Group A

When we asked if the population was having benefits from the tourist activities, a large majority said yes. The Municipality authorities were asked if this benefits were significant but this time the large majority said no. It means that an important majority (those who think that the population doesn't receive benefits from tourism and those that consider that these benefits are not important) consider that the population should receive greater benefits from Tourism.

When we asked to those people that consider that the population is obtaining benefits from Tourism (although not meaningful benefits) about what type of benefits are they receiving, a large majority said that they received economic benefits in relation to incomes or job:

- Increasing of the commerce
- Recruit of personnel for tourist companies
- Use of tourist services
- Handicraft's sales
- Increasing of sales in small scale
- Increasing of tributary collection

Another group of answers, very small, relates benefits with culture, recovering of identity and recreation for the population.

With the question about how could the population receive greater benefits from Tourism, the majority proposed actions of Municipalities initiatives of different types, with participation of the population:

- Develop programs of tourist conscience
- Promote circuits, products and activities
- Organize handicraft commercialization
- Have an information service
- Making investments in infrastructure and other facilities
- Improve the quality of tourism services

There is a group of people that mentioned that the central government or private investors could do the following actions:

- Construction of roads and airports
- Assignee resources from Treasure to the municipalities
- To value the tourist resources
- Investments in tourist services companies

There is an answer that deserves to be considered independently. It states that MITINCI organize an annual tourist calendar, where all those festivities that could be considered as tourism attraction should be in the calendar.

Group B

Towards the question if population is receiving benefits from tourism, interviewed people divided their judgements practically into two similar groups. There is also a lack of location criterion in order to identify the probable origin of the affirmative or negative answers.

When we asked to those people than consider that the population is obtaining benefits from tourism if those benefits were meaningful, also the answer were into two groups. It is worth to point out that on the contrary of the latest case, a concentration of affirmative answers in Chachapoyas and Cusco were found here.

Regarding the kind of benefit that population is receiving, the most of the same persons stated that this is given through the employment and incomes generated from the same activity: transportation, restoration and accommodation enterprises, tour operators and travel agencies and with the production and sale of handicrafts. In this extent is worth to remark an answer from Cusco which appealed the Banco de Materiales to support the building of lodging-houses, topic which does not support the lecture of hotel enterprises, tourism chamber and authorities from the sector.

Towards the question how the population could receive more benefits, a group widely greater related their answers with the need of emphasize the private investment to the creation of tourist packages., tourist services and also in training.

A smaller group stated the need of organization and engagement from the population to get the increase of tourist activity. Finally, a less important group

centred their answers in the need of public investment in infrastructure and in basic credit support services to the microenterprise.

e. Availability of municipalities to participate in actions involving tourism development

Group A

The question was if the Municipality would be ready to participate in tourism development actions and conservation actions of tourist resources. All the interviewed answered yes.

Then, we asked how should this participation be done; there were two groups of answers. The first group proposed specific and clear initiative municipalities actions and the second group proposed combined actions between public and private sectors.

The specific and clear initiative municipalities actions proposed are:

- To make and carry out a tourism development municipality plan
- Auspices of tourism projects
- Reconstruction, restoration and/or rehabilitation of abandon tourist places
- Carry out works of tourist facilities
- Carry out works of tourist infrastructure

The combined actions between public and private sectors proposed are:

- Construction of routes or roads to tourist places
- Tourist promotion
- Construction of facilities in some tourist places in association with local companies (like Huacachina in Ica, with support of Invertur)
- Coordinated actions with INC for the preservation of historical recourses and cultural values of the town.
- Coordinated actions with tourist guilds in order to develop promotion and image of the town.

As regards of how could we get the interest of the population in order to avoid the destruction of tourism resources, the absolute majorities appealed to the necessity of develop tourism conscience into the population through actions like:

- Organize campaigns in all schools
- Convoke the population to specific works of historical preservation
- Preserve our folklore
- Use mass communication media
- Elaborate adecuated legislation

Other ideas in this respect have relation with the role of INC (it is perceive as negative and insufficient) in order to generate an identity between the population and its inheritance and to involve all the organizations of the sector. An interviewed, for example, includes expressly the coordination of actions with the police.

Group B

Towards the question if the Municipality should be able to participate in actions involving tourism development and in tourist resources preservation, all of interviewed people gave an affirmative answer.

Towards the question how they will get specifically engaged with those actions, a widely majority stated very specific points:

- Tourism information and promotion
- Preservation and recovery of specific resources
- Training and programs of tourist conscience
- Investment in infrastructure

Another group did not have a precise conception but their answers clearly ratify their availability to initiate tourism development actions. A third group, slightly smaller, relate their engagement with an obligation established by the law or subordinated it to actions taken by another organizations.

Finally, towards the question how to get the attention of population in order to avoid the running out of tourist resources, all of interviewed people agreed in the need of developing a "tourist conscience" in population. They proposed the following methods:

- Technical lectures and orientations
- Integral programs
- Direct participation of population in benefits originated by the exploitation of tourist resources
- Integration in the school curriculum
- Massive campaigns in communication means
- Participation of population in planning actions for use of tourist resources

Nevertheless, it is necessary to point out, that in Chachapoyas two of interviewed people did not referred to what they should do, but to what they were right doing, as follows:

- Communal actions to clean the archeological zones
- Rondas comunales (civil guardians) to protect the archeological zones

3.1.2. Interviews with the travel trade and tourism-related organizations

(1) Methodology

A sub-contracted local consultants conducted interviews with tourism related establishments such as hotels, tour operators and travel agents as well as tourism-related organizations.

The final number of interviewees were as follows:

Table 3.1 Distribution by type of interviewees

Group A	Tour operators Agents, Hotels	Transport enterprise	Total
III. Tumbes/Piura	6	1	7
IV. Puno	7	2	9
VIII. Ica	10	2	12
IX. Loreto	10	2	12
X. Arequipa	10	2	12
Total	43	9	52

Group B	Tour operators Agents, Hotels	Transport Enterprise	Total
I. Amazonas	8	1	9
II. Lambayeque, La Libertad and Cajamarca	11	3	14
V. Cuzco	10	2	12
VI. Ancash	10	2	12
Total	39	8	47

The field work was performed from October 29 to November 20, 1998.

(2) Results of interviews

Results of interviews are shown on the tables as follows.

Table 3.2 Results of Interviews with the Travel Trade and Tourism-related Organizations

No.	Location	Type of business	Fields of specialization	Number of employees	Number of rooms	Typical travel itineraries	Guest characteristics	Selling methods
1	Chachapoyas	Hotel	Lodging	3	15		Guests who use this hotel are people from institutions that can pay this price.	Promotional prices for groups of five or more so they can get more tourists
2	Chachapoyas	Hotel	Lodging	2	38		80% are domestic guests visiting the city of Chachapoyas for business and visiting their family	
3	Chachapoyas	Hotel	Lodging	3	9		Specialty travel agents and citizens that would like to travel.	Prices depend on the clients
4	Chachapoyas	Others		3				Documentaries
5	Chachapoyas	Air transport	Training for tourist management	2			Mostly domestic tourists. Foreign tourists constitute 10%.	At the moment there is an offer in the flight tickets because the low season
6	Chachapoyas	Travel agency	Travel agency	1		Chachapoyas, Kuelap, Jaica Grande, Leimebamba, Cerro Olan, Chachapoyas, Carajia, Pomacochas.		Guides, folklore, brochures and videos.
7	Chachapoyas	Hotel	Lodging	3	33		Clients are workers of the public sector, health and education sector. There are few tourists	When we have a students group or workers we make a offer like 20% of the price.
8	Chachapoyas	Language center		2				Trade Show
9	Chachapoyas	Radio station						
10	Cajamarca	Hotel		27	47		Guests are coming for business.	Magazines, TV, radio and travel agencies
11	Cajamarca	Handicrafts	Local handicraft	4				When the people make the promotion to their friends and with simple papers.
12	Cajamarca	Transport company	passengers transport, money orders	16			Businessmen, professionals and passengers that can spend the money for the flight ticket	the client talk to their friends about our hotel, also TV and radio, newspapers, but regional
13	Cajamarca	Hotel	Executive guests	25	30		Businessmen, 90% are executives involved in mining activity.	Direct marketing, the office in lima works together with the office in Cajamarca.
14	Chiclayo	Hotel		15	63		Businessmen and tourists groups.	Letters, visits to institutions. Public relations such as radio, newspapers, TV.
15	Chiclayo	Travel agency and tour operator		2		Lambayeque: Tucume-Lambayeque, Sipan, Batan Grande. Folkloric medicine. Variable prices for the clients.		promotion (November-December), radio, TV, newspapers.
16	Chiclayo	Travel agency and tour operator		2		Visits to the Sipan/Tucumbé/Burning sites. Price per person for the visit in a full day: \$124.		Internet, brochures, magazines newspapers
17	Chiclayo	Hotel		100	129		80% are businessmen and 20% are inbound tourists.	tour operator in foreign countries, internet, travel agencies
18	Trujillo	Transport company	transport and money transfers from/ to lima and Tumbes.	80				Directly marketing, sometimes we use newspapers but it's very expensive.
19	Trujillo	Hotel		52	50		Our market is led by executive class, principal company, and the foreigners who have business in the city.	we have relations with the TV, but we do not use it. we obtain a great perfection thanks to our sales department.
20	Trujillo	Travel agency	National tourism	6			The company works for students market from USA, Holland, Latin America and Europe. Domestic tourists come during the traditional festivals of cities.	Directly marketing, sometimes we use newspapers but it's very expensive.
21	Trujillo	Hotel		12	28		The hotel receives international tourists (French, Spanish, and Americans) of the middle class.	To obtain more tourists we make many contacts with the travel agencies, we use the television, media of communication.
22	Jaen	Hotel		5	60		Guests are from La Libertad, Lambayeque, and Jaen. They are mostly businessmen and farmers.	They have permanent clients. We also get many clients by mouth-to-mouth advertising.

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No	Location	Type of business	Fields of specialization	Number of employees	Number of rooms	Typical travel itineraries	Guest characteristics	Selling methods
23	Chiclayo	Transport company		1			Domestic passengers and the residents of the city.	Attention to requests, depend on the destination and the time.
24	Piura	Travel agency and tour operator	Tourist packages	5			Students and aged people.	Direct offering because we are a well known agency in the area.
25	Tumbes	Travel agency and tour operator		3		Estuary and mangroves in Tumbes: \$20 per person. Reserves in Tumbes: \$55 per person. The participants in this tour are mostly adults and professionals.		workshops in Lima for Tumbes. ecotourism. brochures, agencies.
26	Tumbes	Travel agency and tour operator		6		Beach hotel 40 persons \$125 (4 days, 3 nights each one), beach hotel and city 40 persons 100\$, mangrove tour in Tumbes and playa \$25 per person without lunch.		Magazines, radio, fax
27	Tumbes	Transport company		2				They wait for the clients. also radio and tv
28	Mancora	Hotel	Beach resort		25		Surfers and walk in guest	Books, hands book, face to face.
29	Piura	Travel agency		6		Chanchaque-Piura (4 days and 3 nights). Huancabamba-Piura (4 days and 3 nights). Chiclayo-Lambayeque (2 days and 1 night).		advertising, brochure and personal advertising.
30	Piura	Travel agency		5		Piura (Ayabaca, Huancabamba, Morropón). you can practice ecotourism.		advertising trough newspapers, magazines, brochures and personal treatment for companies, schools and teaching people.
31	Puno	Hotel		14	30		European passengers	travel agencies that make reservations, sometimes brochures and advertising in internet and travel agencies
32	Puno	Travel agency	Receptive tourism	9		The traditional itinerary is Uros Island and Sillustani. They have also the chance to visit Taquile Island. From \$15 per person.		Representatives in Lima
33	Puno	Transport company	International transport between Puno-Copacabana-La Paz.	5			Passengers that come by train or other kinds of transport	Travel agencies and own office
34	Puno	Hotel	Receptive tourism	12	24		Receptive tourism and intern tourism	national tourism chamber, brochures and magazines
35	Juliaca	Travel agency		1		Selling domestic flight tickets. Domestic tourists constitute a 98% of the total sales.		Radio together with the regional direction of tourism of Juliaca
36	Puno	Travel agency	Travel services and tourism programs.	3		Lago Sagrado tour. Sillustani ruin tour. Puno-La Paz.		Direct sale, indirect sale through other travel agencies.
37	Puno	Hotel	Reception of businessmen and international tourists	13	21		Foreign tourist, especially from France.	We are advertising greatly and obtain the recognition that our hotel is a best in quality and price in Puno in international guides.
38	Puno	Transport company	Transport to Malani island	2			the 50% are residents and the other percent 40% are foreigners.	Direct offer in the port.
39	Puno	Travel agency	General tourism	3		Machupicchu \$120. Sacred valley \$40. city tours \$15.		through international wholesalers. France, USA and some agency in Lima.
40	Cusco	Travel agency	Ecotourism			Many itineraries: Lima-Arequipa-Puno-La Paz		they make studies, commission, internet
41	Cusco	Hotel	Kitchen, restaurants, national and international food				Culture, mystical and ecological tourism	Internet, e-mail, international fairs, etc
42	Cusco	Travel agency		4		Lima - Cusco - Puno. Lima - Iquitos, Lima - Ica, Lima - Chiclayo - Trujillo.		International fairs, post, e-mail
43	Cusco	Hotel	International food				80% of the receptive tourism is ecotourism and the 20% are families and business.	Marketing guides, tour operator in Texas.

No.	Location	Type of business	Fields of specialization	Number of employees	Number of rooms	Typical travel itineraries	Guest characteristics	Selling methods
44	Cusco	Travel agency and tour operator	Receptive tourism					International fairs, magazines
45	Cusco	Hotel	Receptive tourism				American, European, Asian and national tourists.	International fairs, magazines and a good service
46	Cusco	Travel agency	receptive tourism, packages, transport	12		Koricancha, Sacsayhuaman, Pisac, Urubamba, Ollantaytambo.		Lima
47	Cusco	Hotel	Lodging, food, conventions				Age: between 25 and 40 years old	International fairs, magazines.
48	Cusco	Transport company	travel agency, air transport	7			American citizens and students	workshops, brochures, magazines, internet
49	Cusco	Transport company	Exclusive transport	4			Persons of medium age.	Cusco travel agencies and visits to the representatives
50	Cusco	Travel agency	Tours at tourism zones and mainly at Manu	8		Bus, light aircraft \$1595 (9 days). Bus, light aircraft \$1195 (6 days). Bus, light aircraft \$1095 (4 days).		International representative, web site and interest in fair.
51	Cusco	Travel agency	No one	3		Bookings are made from Lima, Arequipa, Cusco. People visit Nazca Lines, Ballestas Island, and Paracas. Fly to Arequipa from Cusco by plane.		Through international and others Peruvians wholesalers. We are planning to produce 99 discount rates (January to June)
52	Chimbote	Transport company	passengers transport, money orders, parcel post, etc. in the way Chimbote-Trujillo-Lima	10				About 20 years of the life give them a very good prestige.
53	Chimbote	Hotel		3	12			The clients tell their friends about the good services.
54	Chimbote	Hotel		12	60		96% are businessmen and doctors.	Newspapers and television
55	Chimbote	Travel agency	International flight tickets, money transfer.	3		Promotion of events. Selling only domestic flight tickets and not international ones, because there is not an airport in Chimbote.		They have their own brochures.
56	Chimbote	Travel agency		2		Middle class clients. Fluent clients want to travel to foreign countries for vacation.		Because the good service, we have our own market
57	Huaraz	Restaurant	Grill, sandwiches, videos.	12				by mouth-to-mouth advertising
58	Huaraz	Hotel		3	9			I advertise my company through the yellow pages and German magazines, because they had included me and two more companies in Huaraz.
59	Huaraz	Hotel		6	36		Generally we attend people who come for work, travel agencies, students from school only in seasons.	Generally with magazines out of the country and in the zone with information sponsoring events.
60	Huaraz	Hotel		7	27		50% from receptive tourism and 50% from nationals. 80% are Spanish and nationals. The bigger percentage is from Lima.	we use magazines, airlines and brochures.
61	Huaraz	Travel agency		3			From b and c social classes, because of hotels, few flights, and the low quality of services. There is quantity but no quality.	I work with a video company too, and participate in international markets.
62	Huaraz	Travel agency	Ecotourism	2		Attending people who want ecotourism, trekking, trips to tourist places. Europeans look for good and economic things. We provide equipment and transportation.		I have two representatives in Europe, but the most important is the recommendations of our clients.
63	Huaraz	Transport company	Passenger transportation: Chimbote- Trujillo-Lima.	8			travel agents, business men, students.	television and radio promotion, brochures, we advertise in Huaraz and in Lima.
64	Pisco	Tour operator	South circuit.	4		Lima- Ballesta is a typical itinerary. Prices depend on season.		Right now we are working with tourism students who promote the sales in the zone to get national tourists.

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65	Pisco	Travel agency	Paracas.	9		European students come in winter.		We work with agencies from Lima and with others as pelican travel and with promoters in Ica.
66	Ica	Hotel		43			70% nationals and 30% foreigners, business people from both, vacations and students.	We promote during all the year through radio and television, we have two representatives in Lima.
67	Nazca	Hotel		29			Inbound tourism, 30-70 years old, elderly people, professionals.	we are working with promoters in Lima, students from school, events, conferences and agencies.
68	Paracas - Pisco	Hotel		135			Receptive tourism; they stay only one night to visit Ballestas island, very few of them decided to stay longer and visit another attractions.	through promotions in our office in Lima, also we use magazines.
69	Nazca	Travel agency	Inbound tourism	3		Nazca lines flights, land circuits. Average age of participants is 30.		they offer directly to tourists in the bus stops, the "Jaladoras" offer services with lower prices.
70	Nazca	Tour operator	Inbound tourism	3		Nazca has lots of attractions and no only Nazca Lines, people can practice adventure sports and sand board.		we are interested in the promotion that our clients give because of our good services, fairs, brochures, internet.
71	Ica - Pisco	Hotel	Only concessionaires	11	55		50% are engineers that come for business, nationals are from Lima and foreigners in groups from Italy.	We advertise our product through the newspaper, sometimes we attend our reservations by telephone.
72	Ica	Tour operator	Arqueological tours, paleontologic excursions.	6		80 to 90% Paracas-Nazca-Ica. Flights to Nazca Lines. The prices can change depending on the economical situation of the client. Most of the clients are Europeans, and the US market has increased.		Through agencies from Lima and giving a good service.
73	Ica	Transport company	Royal Class services	9			They have very comfortable services as of royal class, for them to go back to Lima they use travel agencies' services.	Information in different languages (English, French, German, Italian).
74	Pisco	Transport company	Transport services for 80 Lima-Pisco-Lima, Pisco-Ica-Pisco, and Ica-Nazca				principally tradesmen from Pisco, French tourist, Israelis, Dutch and Greeks.	we do not have subsidiaries, there are agencies and the principal of them is in Lima. the sales are directly to clients, we don't have promoters.
75	Nazca	Hotel		1	20		Professionals, students Argentines, Italians, Mexicans, groups of engineers, archaeologist. The Israelis are swear and ruder. Most of French people are elderly people, they complain frequently when the voucher doesn't work.	It is minimum, the sales are administrated by Ica.
76	Iquitos	Travel agency	Sales of national and international tickets and tourist packages, tourist information.	3				Sales only in the office.
77	Iquitos	Travel agency and tour operator	Tourist programs in the jungle.	100	152	Programs: trekking, fishing, visits.		advertise in 27 magazines outside of our country, 23 pages in internet, we are in the tourist market.
78	Iquitos	Tour operator	Food, lodging, terrestrial, aquatic, etc.	8	40	Itineraries: Iquitos, inns, Iquitos. The prices are different depending on the necessities.		we have an office that is in charge of the sales in Lima, information is sent by fax.
79	Iquitos	Hotel	Logging and catering. Inbound tourism	45	60		Americans (30% because of tourism and 20% because of business) nationals because business.	Direct sales, advertise in magazines (Trafico, Guia Aerea), internet.
80	Iquitos	Hotel	Accommodation.	22	44		Peruvians 70% (business), 30% Americans.	the principal way is to offer through enterprises, national travel agencies, through internet and international magazines.
81	Iquitos	Travel agency	National and international tickets.	6		We only sell air tickets.		Direct sales in regional enterprises, offerings for Christmas, independence day, sports, etc.
82	Iquitos	Tourist ships	Ecolourism	110			Good economical situation (persons older than 50 years old).	We use the tour operator of Amazonas.

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83	Iquitos	Hotel	Accommodation and orientation.	50	94		Business agents, persons in the petroleum industry and tourist.	Travel agencies and internet.
84	Iquitos	Hotel	Accommodation and cafeteria.	10	25		Peruvian executives, elderly foreigners	Venta on la agencia y venta local.
85	Iquitos	Tour operator	Inns and tourist packages	6	20	Trip to the inn near the Nanay River, trip through Marañon river, visit to native people. The price can be different depending on clients.		promotion is realized through the wholesalers in lima, agencies from miami, and also by internet.
86	Iquitos	Transport company	Passengers transport in the route of Iquitos-Tabatinga-Iquitos.	5			Peruvians, foreigners (USA, France, Spain, Colombia and Brazil).	Direct sales, commissions, advertisements in magazines.
87	Iquitos	Transport company	Receptive tourism and services.	34	61		retired people, workers, doctors, scientists, students, receptive tourism.	we did it through travel agencies from lima, brochures, internet, videos, in other countries through agents from miami.
88	Arequipa	Transport company	Transport to Colca canyon	2			there are two kinds of services full and private, we attend groups of foreign people.	In our country, is done by local travel agencies.
89	Arequipa	Transport company	Colca canyon, volcano valleys, Cotahuasi canyon, city tours.	5			Most foreigners, very few nationals.	We make promotion through travel agencies.
90	Arequipa	Travel agency		3			Foreigners looking for ecotourism.	they work with travel agencies from lima, and they make the contacts.
91	Arequipa	Travel agency	Operator of receptive tourism.	5		We operate our itineraries according to the requests from the headquarters in Lima.		They work with wholesalers agencies, internet, in other words it is done by e-mail given to the international wholesaler agencies.
92	Arequipa	Travel agency	Ecotourism	6		The typical itineraries are the Colca Canyon, Puno, and Nazca. Colca costs \$40 or \$35 and a private service costs \$70 or \$80.		Through brochures, tourism markets, and the most important the recommendation of its clients.
93	Arequipa	Travel agency	Inbound tourism, el Parador del Colca, sales of domestic and international tickets.	6		Colca valley (3 days) 5 to 9 passengers \$280 private service, catering, accommodation and specialized guides.		they work with wholesalers, operators from lima and foreigners.
94	Arequipa	Hotel	Accommodation and cafeteria.	11	27		Most of them are foreigners, workers and very few business people.	the most important is marketing through wholesalers travel agencies from lima using brochures and tourist guides.
95	Arequipa	Hotel	Accommodation	88			60% executives, managers, 40% tourist that come for business.	The most important is the recommendation of our clients and the contact with local and national agencies.
96	Arequipa	Hotel	Accommodation	7	13		Nationals and foreigners they come for tourism and business.	Principally contact with agencies and tourist enterprises.
97	Arequipa	Hotel	Lodging	8	21		Most of them are foreigners and executives from different companies in our country.	They work with wholesalers from lima.
98	Arequipa	Hotel	Lodging and conferences saloons.	65	58		national traders, Europeans, Asians, and Americans.	We promote through travel agencies (wholesalers) and with local enterprises.
99	Arequipa	Travel agency	Operator of inbound tourism.	6		We operate our itineraries according to the instructions from our headquarters in Lima.		they work with wholesalers travel agencies, internet, e-mail.

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No	Location	Type of business	Advertisement concepts	Negative feed backs	Clients by nationality	Market segments
1	Chachapoyas	Hotel	Tourist information is provided in brochures, counter and e-mail	There is no negative references	the tourists are from the USA, France and not too much Peruvians	yes, it exists. they are promoting the tourist sites.
2	Chachapoyas	Hotel	There is not good promotion		80% are from Peru and the rest from foreign countries	
3	Chachapoyas	Hotel	They organized tour to tourist sites	They don't exist yet	Europeans and South Americans	
4	Chachapoyas	Others	Videos	There is not good roads		No guides and no information
5	Chachapoyas	Air transport	Local press and in lima in social clubs and travel agencies	There is a negative reference for the delay of the flights	The people from lima use the airplanes but the local people use the buses	It would be the road cajamarca-chachapoyas-lima
6	Chachapoyas	Travel agency	Write medias.	The access road to tourist and programm about air service.	People from Europe and Americans.	the people in the hotel, restaurants, they need a lot preparation the guides dont make their work good.
7	Chachapoyas	Hotel	A few medias of communication.	They dont have air service and the road to chachapoyas pedronis is damaged.	the principal clients are Peruvians the foreign tourist are mexican people from Germany and austrian.	The service in the restaurants are very deficient.
8	Chachapoyas	Language center	Medias of communication.	Lack of infrastructure, transport and they dont have personal treatment.		
9	Chachapoyas	Radio station	In this moment there's a few information about the zone because the least bit interest about marketing.	We can make tourism because they have only one flight to chachapoyas.	the tourist that come is from Europe in special people from german.	Deficient quality.
10	Cajamarca	Hotel	is very important	Yes because the main road is not in good conditions	Foreign citizens 15% but for business	They are students but we don't work with them
11	Cajamarca	Handicrafts	is basic	The Peruvian tourist is satisfied but not the foreign tourist	Not too much foreign clients . they prefer to buy jewelry and textiles	We work in home decoration
12	Cajamarca	Transport company	is necessary, but in cajamarca there is not enough promotion	yes , because the quality and because there are not enough beds in the high season	The mostly are Peruvians. USA and South America	Because the boom of mining
13	Cajamarca	Hotel	is the best but we have to know how to use it	yes, because there is not enough transport	Northamericans and Canadians. also from South America and Europe	The national tourism arrive to our hotel for eastern and independence day. we are know by businessmen.
14	Chidayo	Hotel	Lodging for the account executives with low prices and commodities	Not enough space and the area is not good because the competence. there is not enough information	Ecuadorians, France, USA, china, mexico, italy	Conferencistas, docentes universitarios.
15	Chidayo	Travel agency and tour operator		Transport and lodging have their differences because the prices	France, Spain, USA	Pensionists
16	Chidayo	Travel agency and tour operator	Brochures, travel agencies in lima	Problems with the services in transport	USA, Germany, France, Spain, italy	70% of them are old people and arqueologists
17	Chidayo	Hotel	No information neather promotion		Peruvians, USA, Germany	
18	Trujillo	Transport company	is very important and the tourism incide more.	Failing of information about tourist routes.	98% are nationals	Family, vacations and business
19	Trujillo	Hotel	is very important but we must locate the adequate method depends of the category of the hotel.	we have not attendance to foreign tourist, we dont have big infrastructure for bigs groups.	The percent of the foreigners clients are 9and10% principally of Americans and Canadian.	Tourist package for receptive or national tourist.
20	Trujillo	Travel agency	The publicity as element of sale is necessary but we look for the way go to the saler.	the complaint is for the air service, the bad services of the taxis of the airports and the failing of the infrastructure of the hotels, busses and the restaurants.	our clients are Peruvians, but we receive more Americans, a few Latin people.	the students are an interesant segment, offer low prices.
21	Trujillo	Hotel	is important because we offer good services, and if the service is good the advertising is going to be good also.	The foreigners think that they can visit Trujillo in one day but that's wrong.	French, spanish, foreing. 15% are foreing and 85% nationals.	Businessmen and international events
22	Jaen	Hotel	it's good in jaen, many hotels have a few advertising because they obtain a few income.	the clients have many complains because the highway is very bad and they can arrive and make their program.	only have national passengers , they haven't foreigners travellers.	Nothing
23	Chidayo	Transport company	Only the name of their company.	road net, and caminos del inca are damaged.	Peruvians.	

No	Location	Type of business	Advertisement concepts	Negative feed backs	Clients by nationality	Market segments
23	Chiclayo	Transport company	Only the name of their company.	Road networks, and Caminos del Inca are damaged.	Peruvians.	
24	Piura	Travel agency and tour operator		yes, but not so much	10% are foreigners, 90% are Peruvians	Iquitos Tarapoto, for ecotourism
25	Tumbes	Travel agency and tour operator	Brochures, travel agencies in Lima	yes, infrastructure, service and security	The mostly are Peruvians and about 20 % are from foreign countries	no, not yet
26	Tumbes	Travel agency and tour operator		yes, sometime because the beaches are not clean.	20% are foreigners, 80% are Peruvians.	Ecotourism for students
27	Tumbes	Transport company	They don't have tourist packages	No negatives references yet	15% are foreigners, 85% are Peruvians.	Marketing the transport services better and changing the buses.
28	Mancora	Hotel		yes, no electricity and water. "el dino" phenomenon	60% are foreigners, 40% are Peruvians.	Sport fishing
29	Piura	Travel agency	Photographs and videos of historical and archaeological resources.		Peruvian and foreigners	Students
30	Piura	Travel agency	Brochures, photos and videos.		Local, regional and all over the country.	sometimes foreigners, students.
31	Puno	Hotel	It is to offer Puno and the beauty of its lake, also the services in the city	Transport is not good enough for receptive tourism	France, Germany, Australia, New Zealand	To improve new services, like restaurants, handicrafts centers, etc.
32	Puno	Travel agency	Advertising of all over the country	there are some complaints because of the transports, mostly the trains and airlines	North America and Europe. Not so much from Asia.	We are trying to improve new ways to visit new islands on the lake.
33	Puno	Transport company	They use normally Sillustani and Taquile. They are trying to improve Yunguyo with its beaches and esoteric tourism	Transport and competence	From Israel Europe, Chile and Argentina	Ecotourism and mystical and esoteric tourism
34	Puno	Hotel	The lake is the first attractiveness. Secondly, secondly because we are in frontier zone.		Mostly from Europe	The mostly are Peruvian businessmen
35	Julitaca	Travel agency	We are trying to improve new tourist sites. We are working together with the majors.	No negative reactions	20% of foreigners that stay for few days in Julitaca. The majority are from France and Italy. Also from Argentina and Brasil. They are going to Cuzco.	
36	Puno	Travel agency	The tourist come to Puno because they like Titicaca's lake and their islands.	there's a lot complaints because of the infrastructure, agency, transport, and the expressway are bad.	people from Europe, Asia, South America and North America.	Mystic tourist is good but actually we don't work with this segment.
37	Puno	Hotel	We're work with the image of Puno and the best hotel and we help many channels with this think like the image of the city and their hotels.	In Puno there's a lot competition with many companies, they dint have personal treatment and the quality in the services is very bad.	80% are foreigners, 20% are nationals.	Ecotourism
38	Puno	Transport company		The service is basic. They don't have security. (there's no safeguard)	We do not know.	No one
39	Puno	Travel agency	Personal attention.	Nothing. The tourists obtain many information about the services.	USA, France, Germany.	Medium class, professional young.
40	Cusco	Travel agency	Buy tourist products in foreign countries without knowing Peruvian laws. They also try to advertise in foreign countries.	Airlines are not punctual.	75% England, 20% Germany, 5% Spain	Asia, Japan, because of the Japanese embassy
41	Cusco	Hotel		The tourists are not happy for the services and the prices of the packages, which are sometimes too high.	USA, Germany, France, Peru	Businessmen and international events
42	Cusco	Travel agency	Brochures and foreign tour operators, newspapers	There is not enough infrastructure, no facilities.	England, Germany, France, Sweden	North Americans
43	Cusco	Hotel	There is a good image. There is not enough advertisement.	Cuzco is not good in some areas	60% France, 20% Germany, 20% England and USA	They go to have fun

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44	Cusco	Travel agency and tour operator	Ecotourism (Inca Trail, Manu)		Europe, North America, Australia	
45	Cusco	Hotel	not enough advertising, web site	Not enough information in the city/ENAFER	USA (the majority), Peruvians (not so much) Argentina (a lot)	No.
46	Cusco	Travel agency	Good image of Cusco in foreign countries, they don't need advertising, mystical tourism	The hotels don't have the categories they say. Airlines.	Great Britain, Germany	
47	Cusco	Hotel	Advertising should have better quality and quantity	There is not enough space in the airlines, no guides and no guarantees.	USA, Italy, Germany, France	Retraction in the market of Taiwan-Singapore
48	Cusco	Transport company	Not enough information neither help of the authorities	There is not enough information for the tourists. More information about the schedule should be give	USA, Japan, Latin America	Free tourism
49	Cusco	Transport company	Good image of our country in Europe, but should be better	In transport there are not negative reactions.	USA, France, Japan	Mysticism
50	Cusco	Travel agency	Nature, adventure, wild life.		USA 70%, England 20%, others 10%	National tourism 5%
51	Cusco	Travel agency	We use the image of our country as archaeology and adventure destination.	No one	American tourist and we work only with 10% of latin people.	Our objective is make national tourism in the low season.
52	Chimbote	Transport company	Advertising is necessary		The majority are Peruvians	they are from different titles: shoes industry, professionals
53	Chimbote	Hotel	In Chimbote, they don't need publicity because they have their fixed clients.		The majority are Peruvians, sometimes foreigners on the way to Huaraz	
54	Chimbote	Hotel	Advertising has been necessary	In some place, the word tourism is unknown. They work only with fishing activity	We have people from Asia, North America and Spain, but they come just to work.	We are trying to get another kind of tourism
55	Chimbote	Travel agency	Advertising is investment but we must know how to use it.		Peru, Chile and Cuba.	Chimbote is a very good town but commercialized. We are trying to improve the archaeological ruins.
56	Chimbote	Travel agency	Is necessary, but in Cajamarca, there is not enough promotion		Peruvians and some foreigners that come to work in the area	We will consider the people who come to work.
57	Huaraz	Restaurant	yes, is convenient	The biggest problem is the transport which is very expensive in the high season.	We offer sandwiches at the moment because the foreigner look for that.	Our market is focal in the high season.
58	Huaraz	Hotel	Advertising is really important, but in my own case, I think that the most important of all is the personalized services.	There are some complaints due to the lack of security from policemen.	the 80% are receptive tourists, Europeans who speak German.	Principally people of the mining activity.
59	Huaraz	Hotel	Huaraz needs a little bit of professional marketing.	the travel agencies are not so good, bad services in restaurants.	Israelis, Europeas, with low economical resources, French have good economical resources.	Miners are also coming to Huaraz.
60	Huaraz	Hotel	We have our web page.	We didn't have problems, our cafeteria has been recommended.	50% foreigners, 80% Spanish and Italians.	Basically national's. We have a travel agency and we represent 60 from Lima, our clients are professionals, workers from the middle class.
61	Huaraz	Travel agency		The trip from lima to Huaraz is too long, the quality in services is not what they expect	Europeans, Spanish, French and Americans, but generally national people.	Segment c (students and high seasons)
62	Huaraz	Travel agency		The Igv (18%) tax is too high. The political situation of our country.	90% of Europeans, 10% Americans. they do not attend national's.	Europeans are interested in us, they are business people with high economical resources.
63	Huaraz	Transport company	Advertisement gives good results.	The informality, it gives a bad image of the city.	25% are foreigners	We attend students and workers who travel to Lima on weekends.
64	Pisco	Tour operator	to promote their tourist circuits they send everything they are asked to, that is their best sales system.	The most frequent problem is the lack of a clean what, the high price to enter to the reserve.	Most of the foreigners are Italian and national's from Lima.	Clients to this zone are different.

No.	Location	Type of business	Advertisement concepts	Negative feedbacks	Clients by nationality	Market segments
65	Pisco	Travel agency	we give tourists briefings, for them to understand quickly.	The bad service given by hotels and the informality.	we work with people who carry their baggage. Israelis, French, Italians and Americans.	Most of the clients are national's.
66	Ica	Hotel	our company offer professional services, they offer promotions, discounting.	Not complaints but suggestions about redesigns and the possibility to get new hotel policies.	30% foreigners depending on the season, the rest of them are national's.	schools and university students, also private enterprises.
67	Nazca	Hotel	the promotion is included in packages, magazines and newspapers.	the problem is the informality, different prices on services disgust tourists.	French, Italians, Americans, Germans and national's.	They would like to gain the just married market (offer them special promotions).
68	Paracas - Pisco	Hotel	There is not a clear law for them.	The access is difficult and it rests time to them.	62% foreigners (North Americans, Germans, French, Japanese), and national's.	China and Taiwan.
69	Nazca	Travel agency	They don't have.	Foreigners would like to practice adventure sports, also they would like to participate in folkloric festivities, and go to good night clubs.	Foreigners: Dutch, Germany, Italy, Israel, North Americans, less Asians.	Average from 25 to 30 years old. Japanese don't come as ever.
70	Nazca	Tour operator	Welcome to Nazca and of mystery.	Very few hotels from 4 and 5 stars, lots of little hotels with low prices and bad services.	Foreigners: Dutch, Germany, Italy, Israel, Brazil, and Argentines. National's: Lima.	women from 20 to 40 years old. Before, 90% were people who carry their baggage, right now, there are more people who come with a travel agency.
71	Ica - Pisco	Hotel	They don't have.	They would like to know more places.	Foreigners: Italy, Spain, Germany, North America, and Asians.	students, trips to Cusco-Arequipa and Puno.
72	Ica	Tour operator	Enjoy Ica with us.	Bad services in hotels, lack of water, communication difficulties, tourism in our country is expensive, we need adequate infrastructure.	Foreigners: Spain, France, Germany, Italy, Canada, Latin Americans. National's: Lima, Trujillo and Chiclayo.	Students, but our travel agency doesn't work with this segment.
73	Ica	Transport company	They offer their services by internet.	Wrong information in embassies, guides and encyclopedias.	Germany, Dutch, England, Italy, Americans and Asians	Indonesia and Russia
74	Pisco	Transport company	tickets promotion, when they sale 15 one is free, their slogan is "the felicity of a happy destination, perhaps it doesn't influence in the sales amounts.	Foreigners asked for more facilities as television, air condition, etc.	Most of them are national's, very few foreigners.	Students in December and national's in the summer season.
75	Nazca	Hotel	the promotion is good when they are air transportation companies, brochures from promperu (slogan: visit Nazca, national humanity patrimony)	right now high and middle class people is travelling, so we need more infrastructure in hotels, and regular service of water.	In July, August, and September Europeans come, national come always.	Most masculine adults.
76	Iquitos	Travel agency	poor advertising, they do not use advertising agents, they are based on their clients recommendation.	There are lots of complaints because of the air transportation companies.	France, USA, Italy, and Peru.	national segment, Lima, Trujillo, San Martin
77	Iquitos	Travel agency and tour operator	The publicity of the company by their own.	Air transportation reservations are not respected.	50% Europeans, 50% Americans.	Because of the new edfies (Chile and Spain)
78	Iquitos	Tour operator	Web page and tourist resource videos.	Air transportation should increase.	85% Europeans (Germany, France, Austria and England), others are national's.	Asians (Japan and China)
79	Iquitos	Hotel	Bad tourism image.	Flight problems, the trail in the airport has problems.	55% Americans, Italians, Spanish, Canadians and the rest Peruvians.	Chile and Argentina
80	Iquitos	Hotel	there is no promotion of the jungle, promperu doesn't support promotion there.	There are domestic problems because authorities don't decide to solve problems. Lack of places to find entertainment.	70% Peruvians (business and vacations), 30% foreigners (Spain and Japan).	Scientist tourism
81	Iquitos	Travel agency	Very few advertisement because there is no money.	Clients complaint because lack of credits.	90% national passengers. 10% foreigners.	No one
82	Iquitos	Tourist ships	Visit the jungle (ecotourism), advertisement is done through brochures and magazines.	There aren't	100% Americans.	Europeans.

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No	Location	Type of business	Advertisement concepts	Negative feed backs	Clients by nationality	Market segments
83	Iquitos	Hotel	From passenger to passenger.		60% Peruvians, 30% Americans, 5% Spanish and 5% others.	Koreans.
84	Iquitos	Hotel	Brochures in which all the services are explained.	People who give the services are not prepared.	Spain, France, Germany and Americans, Argentines and Peruvians.	Most travel agents, executives, and retired people.
85	Iquitos	Tour operator	Foreign image only in Cusco and not in the jungle.	There aren't	50% Americans, 20% Germans, 10% Canadians, 10% Italians, 10% are nationals.	France
86	Iquitos	Transport company			60% nationals, 40% foreigners (Colombia, Brazil, USA, France, Spain)	Express service to different places. Japan, Argentina and Chile.
87	Iquitos	Transport company	Through brochures and newspapers (foreigners)		80% Americans, 10% Europeans, No one 10% Oceania, Asia.	
88	Arequipa	Transport company	The tourist activity is a social phenomenon.	Many had problems with the access.	Most of them are from Italy and Spain.	Through agencies, we want to gain all the segments.
89	Arequipa	Transport company	travel agencies are not used, people prefer to come alone.	they disagree with services, the access to Colca is really bad.	Most of them are Italians and French.	Ecotourism has lots of potentials.
90	Arequipa	Travel agency	we need more promotion and advertisement to sell our tourist attractions, but first we need to make our services for nationals and foreigners better.	Generally tourists complain because of airlines and specialized guides due to the languages, many tourists lost their connections and their tours.	Principally French and Germans.	They want clients from all the markets.
91	Arequipa	Travel agency	The private enterprises go to tourist markets, the wholesalers promote their products in tourist markets in foreign countries.	The air transportation is deficient when it is high season they can attend all their passengers appropriately, they cancel their flights and prejudice travel agencies.	Principally clients from Italians, French and Germans, very few Americans and Japanese, because they always come to visit Cusco..	Americans generate lots of emblems, it would be interesting to have this segment in the future.
92	Arequipa	Travel agency	promperu promotes Peru, and they are doing a good work but little companies have benefit from it, each company work to get this purpose.	Generally, in Colca Canyon, there are many problems in transportation, they do not respect schedules, lack of training to tourist guides.	Most are from France, Belgium, and Spain. Americans go to Cusco directly.	The Japanese and American market.
93	Arequipa	Travel agency	They are promoting in foreign fairs and by the media.	Access to different the principal tourist destinations and bad air transportation services.	Germans, English and French.	Europeans and Latin Americans.
94	Arequipa	Hotel	we had lost too much the national tourism because of the publicity, we need more promotion.	the prices offered in other countries are high, the services offered in the city are not so good.	Most are English and then French.	Capture the real tourists those who leave foreign exchange, also domestic tourism.
95	Arequipa	Hotel	we have a lot of attractions in our country, the archaeological and historical tourism.	the principal problem is the infrastructure, airlines jammed, lack of guilds in hotels, travel agencies, transportation and guides, there are too much centralism.	France, Belgium, Spain, Americans go directly to Cusco.	It is important the American market, but we want to get the ecotourism market.
96	Arequipa	Hotel	We don't have an defined image about Peru.	security for tourists and the pollution in the city.	Spain and Dutch.	Europeans in general, North Americans who want entertainment.
97	Arequipa	Hotel	Arequipa isn't promoted as an important attraction for national and foreigners.	They had heard that the Colca access is not good.	they attend clients from Belgium, Australia, Italy and France.	North-Americans it is an important market to get.
98	Arequipa	Hotel	the tourist image of our country is not promoted, only Macchu Picchu and not another cities.	We have no complaints because of our services, the air transportation is bad they do not respect their schedules, damaging tourist and agencies.	They are business people, foreigners don't come.	Get the high economical resources market.
99	Arequipa	Travel agency		the air transportation is deficient when it is high season they can attend all their passengers appropriately, they cancel their flights and prejudice travel agencies.	Principally clients from Italy, French and Germany. Very few Americans and Japanese, because they always come to visit Cusco..	Americans generate lots of emblems, it would be interesting to have this segment in the future.

No	Location	Type of business	Fastest growing segments of the market	Seasonality	Other characteristics of clients	Strengths of Peruvian tourism
1	Chachapoyas	Hotel	restaurants, tours and transport		they come to visit Chachapoyas but they have references of another sites also, so they go to visit it	There are a lot of tourist attractions.
2	Chachapoyas	Hotel	restaurants, bars and night clubs			There are a lot of tourist attractions.
3	Chachapoyas	Hotel	transport, hotels and restaurants		They come for three days to visit the tourist sites	People are very kind to the visitors.
4	Chachapoyas	Others	Infrastructure, hotels and restaurants			Many attractions.
5	Chachapoyas	Air transport	Chachapoyas-Lima.		The most are from public organizations	Tourism we are receiving is mostly ecotourism
6	Chachapoyas	Travel agency	Transport and restaurant		National tourism.	Cultural tourism resources.
7	Chachapoyas	Hotel	Restaurants.		Walk in guest	
8	Chachapoyas	Language center				Arqueological and cultural richness.
9	Chachapoyas	Radio station	public services of car(taxis), and restaurants.		Walk in guest	The Amazon.
10	Cajamarca	Hotel	Mining			Tourist attractions near Cajamarca such as Kuntur Wasi, Chanchamayo, and Kuelap.
11	Cajamarca	Handicrafts			They cannot spend too much, students spend in handicrafts	Peru has a lot of ecotourism potential. Thermal baths.
12	Cajamarca	Transport company	Mining and industrial security		Students from universities and professionals	A very rich history and archeological sites are our heritage.
13	Cajamarca	Hotel	We are trying to give a very good service to the businessmen		We have to repair to harbors often because the exigency is very high.	Our culture and the people and the archeological sites.
14	Chidayo	Hotel	Old people groups		Business traveler	Discovered artifacts.
15	Chidayo	Travel agency and tour operator	Peruvian businessmen			A lot of tourism resources.
16	Chidayo	Travel agency and tour operator	Old people			Archaeological sites, low prices and kind people.
17	Chidayo	Hotel				A lot of tourist attractions.
18	Trujillo	Transport company	Business from Lima to Trujillo.			We have a incredible zone of resources to offer.
19	Trujillo	Hotel				Our past history.
20	Trujillo	Travel agency	No answer.		Medium high class.	Peruvian are hospitable, and there are richness in archaeology and the nature.
21	Trujillo	Hotel			the location of the hotel is good, the hotel is in down town city	Cultural tourism.
22	Jaen	Hotel	Nothing		Many merchants from Lambayeque and La Libertad.	We have many tourism resources.

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No	Location	Type of business	Fastest growing segments of the market	Seasonality	Other characteristics of clients	Strengths of Peruvian tourism
23	Chiclayo	Transport company	Domestic tourists, in particular, students			
24	Piura	Travel agency and tour operator	Huarez and Cajamarca are growing very fast	5 to 6 days in high season and 3 in the low season	They look for their own tours	There are a lot of attractions, in particular, in Piura
25	Tumbes	Travel agency and tour operator	Tumbes is a special place, we cannot say that is growing but is stable, we think that Tumbes is at the moment a military place.		People who like nature and that are still coming	A lot of tourist attractions.
26	Tumbes	Travel agency and tour operator	Construction of lodges for young people	3 days	They like to camping at the beach.	A lot of tourist attractions but we need funds to exploit them.
27	Tumbes	Transport company		3 days	passengers, businessmen, travel agents	
28	Mancora	Hotel	Is stable	2 or 3 days	Middle class	Beaches, waves, and archaeological sites
29	Piura	Travel agency	Students	June to November.	Third age.	Many beautiful resources.
30	Piura	Travel agency	Students	September, October, November.		Peru has many places suitable for tourists from Latin America.
31	Puno	Hotel	Tourist ships on the lake	Middle July to middle September. February because of virgen de la candelaria but the mostly are Peruvians.	The foreign tourist look for good and clean services. the Peruvians are looking for something cheap and try not to spend too much.	Tourist attractions, weather, people, and what they achieved in the past.
32	Puno	Travel agency	The tourists that go to the islands	March April and November	They are complaints for the punctuality	The kind people and the quality in the services
33	Puno	Transport company	Is stable, not growing, but the mystical and esoteric tourism is growing. competence is very high	July, August and September	The passengers are specially from the middle class or high class but the service is there for everybody	
34	Puno	Hotel	Prices should be lower so we can get more clients	July and August	All the guests are looking for typical food and the restaurants in Puno. Mostly international food are offering	Peru has a great potential which we should exploit it, but we need supports from MITINCI.
35	Juliaca	Travel agency	Trade and handicrafts from Juliaca and for the international market	July, August and September, also from February and March		Machupicchu, Saqsayhuaman, and colonial churches.
36	Puno	Travel agency	Foreign tourism	High season in July-August and September (holidays in Europe), February (Candelaria fest)	Walk in guest	Machupicchu.
37	Puno	Hotel	Ecotourism and mystic tourism	High season in January.	In Cusco, Americans. In Puno, European.	Many riches, many kinds of people, their culture, and their geography.
38	Puno	Transport company	Tourism because this service is created for local services.	August, September, October.		
39	Puno	Travel agency	The young that come with his family.	June, August, September, October.		Resources and hospitality.
40	Cusco	Travel agency	the image of Peru is growing for the international market. also in Peru. Inca Trail, rain forest.			Peruvians, Machu Picchu, Titicaca Lake, the highlands, etc.
41	Cusco	Hotel	Only in tourism			Cusco
42	Cusco	Travel agency	English		Fun and cultural trips	Personal service and human factor.
43	Cusco	Hotel	Ecotourism and mystical tourism.		Age: 45 to 50 years old they like to eat well and to know everything possible.	112 ecosystems. A lot of birds.

No	Location	Type of business	Fastest growing segments of the market	Seasonality	Other characteristics of clients	Strengths of Peruvian tourism
44	Cusco	Travel agency and tour operator	Ecotourism		Age: 35 to 55 years old, middle - high class	It secures a certain position in the market.
45	Cusco	Hotel	Manu, Puerto Maldonado, Inca Trail, ecotourism			Our history: Cusco.
46	Cusco	Travel agency	Ecotourism			Our beaches.
47	Cusco	Hotel	European and American			A lot of cultures and landscapes. People are kind and are always trying to give a good service.
48	Cusco	Transport company	Free tourism			Our heritage is limited to cultural ones.
49	Cusco	Transport company	Ecotourism			Our image and attractiveness.
50	Cusco	Travel agency	Ecotourism		Adults (fifty years).	New business.
51	Cusco	Travel agency	Ecotourism.			Many cultural and natural resources, variety of customs.
52	Chimbote	Transport company	Informal traders			We are improving the transportation.
53	Chimbote	Hotel	We are trying to improve seminars and cultural events			Beautiful places like Cusco and Cajamarca.
54	Chimbote	Hotel	Isla Blanca		Middle class, mostly professionals	Natural and cultural resources.
55	Chimbote	Travel agency	Chimbote is tourist terms		The majority are businessmen	A lot of resources that we have to exploit. The municipality should help with it.
56	Chimbote	Travel agency	Agriculture sector have to grow		Tourist that come for cultural tourism.	Cultural and archaeological areas
57	Huaraz	Restaurant	They are the same		Couples, middle and high class.	Geography, culture and climatology.
58	Huaraz	Hotel	Nationals come for the mining activity.		tourist that love nature, young people that come with their parents.	Lots of natural resources.
59	Huaraz	Hotel	It is fluctuating.		The lower middle class. The elderly are not so many. While there is not an airport, tourists in high classes do not come.	Our tourist resources.
60	Huaraz	Hotel	Ecotourism.			Different tourist attractions in all the country.
61	Huaraz	Travel agency			we are selling only conventional tourism, but we are asking for a new circuit.	Cultural, natural and ecotourism.
62	Huaraz	Travel agency			They are demanding clients because they pay very good for services. they solicit different languages from guides.	Free market, but it could be better.
63	Huaraz	Transport company	Our service is for high class.			Natural landscapes: Huaraz because of the ice.
64	Pisco	Tour operator	It is different for families, tourist. Paracas is a zone to get relaxation and entertainment. People that always come are the ones who carry their baggage.	In summer, July and August.		Yes, Machu Picchu is the modal.

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No	Location	Type of business	Fastest growing segments of the market	Seasonality	Other characteristics of clients	Strengths of Peruvian tourism
65	Pisco	Travel agency	The market is same. The amount of people are increasing	Paracas is in high season all the year.	they are very communicative people, tender people who look for help, support and information. The majority are students that come for their vacations.	The tourist resources.
66	Ica	Hotel	vacation, families, but people who always come are businessmen and people on vacations	In summer, not only foreigners but also nationals.	Hotel services are not for the Europeans. It depends on the nationality of each group of persons.	Their tourist resources.
67	Nazca	Hotel	National tourism	August is high season for foreigners, then nationals and businessmen.	professionals with high preparation, eager to know all the tourist planes.	
68	Paracas - Pisco	Hotel	North-American market	Foreigners (June, July and August), nationals (January, February and March)	We attend professionals with ages between 35 to 50 years old.	The big amount of patrimony richness and tourist infrastructure in zones in Cusco.
69	Nazca	Travel agency	Dutch, definitely.	Foreigners: July and August. Nationals: April and June.		Different attractions landscapes, climates and people.
70	Nazca	Tour operator	It depends on local tradesmen, the government and the advertising, to get investments for development.	Foreigners: higher season is in October than July and August. November project to be a good month.	20% or 30% know what they want, the majority only know the Nazca Lines and the services offered in the zone.	Peru offers lots of destinations and big amounts of services taking into account the tourist necessities.
71	Ica - Pisco	Hotel	The Italian market.	Foreigners: June, July, August and September Nationals: holy week, Independence Day and holidays.	Tourists come well informed and buy all the services in a travel agency.	There are a better image of our country and this promotes that tourist would want to visit our country.
72	Ica	Tour operator	Nationals: students, they come without information, guide, they realize informal tourism.	January, February and March for nationals, holy week, independence day, and holidays.	professionals older than 35 years old, the same average between men, women and partners.	Lots of attractions that motive tourist to come.
73	Ica	Transport company	Europeans	June, July, August and September.	High culture .	
74	Pisco	Transport company	The same group	Begins on December, three months in summer, receptive tourism in July.	Professionals, tradesmen, students, workers. Less percentage of foreigners.	
75	Nazca	Hotel	Affluence of people who carry their baggage 70%	July, August, September. Germans, Dutch, Australians, Spanish, Israelis and French.	they are well organized, educated, respectful and happier than Peruvians.	
76	Iquitos	Travel agency	Elderly people	Steady situation, it would increase.	people who carry their baggage, adventure and ecotourism.	Ecotourism and important as tourist destination.
77	Iquitos	Travel agency and tour operator	Increase equally	June, July, August: high season, September and October: low season.		
78	Iquitos	Tour operator	German and Italian market		They want their programs to be performed.	Peru is visited by its history, people is very warm with tourist and they feel comfortable because of that.
79	Iquitos	Hotel	Ecotourism.	Receptive tourism has increased in the three last months.		Lots of tourist attractions.
80	Iquitos	Hotel	Ecotourism	It changes depending on the image in the exterior of our country.		Because of its tourist resources and its wife lives.
81	Iquitos	Travel agency				Their natural attractions and mystical.
82	Iquitos	Tourist ships	USA market	There is no exact season, due to the attractions which are constant and we have 92% of occupancy.		

No	Location	Type of business	Fastest growing segments of the market	Seasonality	Other characteristics of clients	Strengths of Peruvian tourism
83	Iquitos	Hotel	Asians	They are in the average, increase in July and August in 100%	Free passengers, elderly American clients, university students.	present many possibilities for tourism, specially for its history and nature.
84	Iquitos	Hotel		In 1998 occupability had increased.	They are arriving elderly people (special prices)	
85	Iquitos	Tour operator	USA market	It can change.	young people, scientists, students, elderly people and partners.	Supporting tourism in different aspects.
86	Iquitos	Transport company	USA market	The market increase in July and November. The low season in April and May.	Clients from 30 to 35 years old	its nature and ecology.
87	Iquitos	Transport company	Europeans	It can change. High season begins in July until April, low season from March until the first 15 days of June.	80% are men and 20% women.	We have been promoting the national market.
88	Arequipa	Transport company	Segments of people with low economical resources.	we receive a lot of tourists in July and August, festivities and in the summer months: Latin Americans.	The majority are people who carry their baggage from Israel that come well informed.	we have archaeological attractions, historical, monuments, beaches, that must be prepared.
89	Arequipa	Transport company	Ecotourism.	the best months are July, August and September.	adults, and elderly people, everyone get amazed because of the Colic canyon, also they complain due to the access.	archaeological ruins from Cusco, the Colca Canyon in Arequipa, and the national reserves in the jungle.
90	Arequipa	Travel agency	Ecotourism involve people who do not need services from a travel agency because they come by themselves.	we receive a big amount of tourist from June until September, then the low season begins.	average ages between 20 to 30 years old and 40 to 60 years. they got impressed because of our food, architecture and climate.	Architecture and nature, and the variety in climates and landscapes.
91	Arequipa	Travel agency	Actually ecotourism is increasing. Foreigners are interested in this kind of tourism.	From July to September we attend lots of tourists, actually, October and November are becoming better.	All kind of clients.	Support the national tourism, in our different climates and our three natural regions.
92	Arequipa	Travel agency	Ecological tourism is increasing rapidly, taking into account the adventure sports.	the months are April, May, June and July.	In the majority they come alone and their ages are between 25 to 45 years old.	In Peru we have strengths to make diffusion. It is sold by itself in Europe and others by its different geography.
93	Arequipa	Travel agency	Europeans tourism.	European tourism is increasing rapidly.	It depends on their job, April, July and August.	we work with clients from 30 to 55 years old and with a good economical level, they come in groups of 30 people.
94	Arequipa	Hotel	Ecotourism.	From June until September.	the big majority are groups between 6 to 20 persons, they come through agencies.	We have 3 regions and different climates.
95	Arequipa	Hotel	traditional tourism, due to executives realizing it.	From July to November.	they come with elaborated packages, they receive groups of elderly people.	Peru has different kinds of tourism.
96	Arequipa	Hotel	Adventure sports (ecotourism) but it is not promoted appropriately.	We receive more tourist in July-August.	In the majority they come in groups.	Monumental attractions, architecture, landscapes in Cusco and Arequipa.
97	Arequipa	Hotel	Adventure sports (ecotourism)	The months are June and August.	they come with elaborated packages, they receive groups of elderly people between 60 or 65 years old.	our architecture is known in all the world, some cities in the north and the jungle.
98	Arequipa	Hotel	Adventure sports (ecotourism).	High season: June and August.	Generally executives, professional's and students.	Strengths in the resources.
99	Arequipa	Travel agency	Actually ecotourism is increasing. foreigners are interested in this kind of tourism.	From July to September we attend lots of tourists, actually, October and November are becoming better.	All kind of clients.	support the national tourism, in our different climates and our three natural regions.

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No	Location	Type of business	Weaknesses of Peruvian tourism	Market segments to attract in the future	Tourism images, services, products to develop in the future	Possibility to diversify tourism products
1	Chachapoyas	Hotel	We don't know what we have.	We are trying to get a sky room and a conference room on the 14th floor.		
2	Chachapoyas	Hotel	No investments in tourist services and no good roads			
3	Chachapoyas	Hotel	There is not good infrastructure neither roads	Tourism of public and foreign institutions.	tourist information, transport, professional guides so like a lot of material.	Is necessary, at least 10 more places.
4	Chachapoyas	Others	No information and no good roads		Journalist production center is elaborating documentaries so we can reach other countries.	Is very important so that clients have chances to choose.
5	Chachapoyas	Air transport	The flights are only weekly and the roads are not good	For the future of our tourism market should be Cajamarca.	The reliable image of the company is important.	The option could be Cuzco-Juliacá-Puerto Maldonado-Lima-Chachapoyas.
6	Chachapoyas	Travel agency	They don't have a great publicity and they have many access damaged.		To extend the offer, make promotion in Europe and North America. Amplify tourism circuits.	Esoteric tourism and ecotourism
7	Chachapoyas	Hotel	national tourists go to the attractions without correct help.		In the near future we would like to build a dining room on the fourth floor.	
8	Chachapoyas	Language center	There's a few services.	tour guides, travel agencies, handicrafts centers	transport, souvenirs, nightlife	yes, I agree, but I don't have the right management
9	Chachapoyas	Radio station	we need more advertising in schools, inside of country and outside.	to create new travel agencies, to sell flight tickets, more promotion		
10	Cajamarca	Hotel	The roads and the airlines	the foreign tourist, then I don't have tourists anymore, but businessmen.	To be known in foreign countries	Is important and Cajamarca has a lot.
11	Cajamarca	Handicrafts	There is not a study on the markets with them we should work	All social classes and third age.		We have to create more attractions in the established tours.
12	Cajamarca	Transport company	There is not tourist infrastructure	The middle high class receive the service we give and because of their class status, they do not damage the vehicles.	We have began to offer tourists packets (city tours) and we would like to be closer to the tourism	We can elaborate more packets, it depends on how much money the client can spend.
13	Cajamarca	Hotel	The roads, there is not a good management of the promotion.	Middle class and businessmen.	I would like to take the tours of the city.	Yes, I agree
14	Chiclayo	Hotel	we need a macro analysis, we don't have enough help, and we don't have plans, taxes are too high.	Receptive tourism and ecotourism	no, to grow and displace to other areas.	Very necessary but difficult because of the laws.
15	Chiclayo	Travel agency and tour operator	There is not tourist infrastructure, untrained personnel and there is not local and international information.	Pensionists	Ecotourism	to sell international packets (archaeological, cultural and ecological)
16	Chiclayo	Travel agency and tour operator	People who gives the services are not enough trained and there is not good services of the airlines.	Ecotourism, German tourism	To develop ecotourism	It would be very interesting to sell different tours to the north
17	Chiclayo	Hotel	There is not enough promotion in the north, there is not tourist conscience.	Receptive tourism		
18	Trujillo	Transport company	the company of transport does not offer personal treatment, and security.	Tourist	a company that cover all the routes of the north.	obtain work, and a person can get a high level
19	Trujillo	Hotel	There is a few infrastructure to give a good attention, we're hospitable but this is not enough.	Foreign tourist because you can obtain a high profitability.	Make a hotel of five stars but first we are going to be consolidate as a good hotel of four stars.	In someone's aspect, is very important but we must work with professionalism.
20	Trujillo	Travel agency	Quality in the services and the national tourism have many high cost	Retired groups that like the archaeology and want to know with the folklore. Use of retired groups from the foreign countries, too.	The clients obtain good information and offer high quality services.	We can offer other destinations if we are not ready and can be harmful, we must be perfect that we have.
21	Trujillo	Hotel	the infrastructure of the access road	we must complete our services like pool, elevator, we need more training for obtain more tourists.	We must obtain the point break for attend tourist of medium high class.	Peru is an attractive country in all aspect, we must work to extend this offer for north-west people level.
22	Jaen	Hotel	We don't know the niches of our country and the tourist services can't promote.	Jaen must obtain more hotel with high quality to give a conformity to the tourist.	hotels to give another image for a tourist.	Jaen is very important because they have many resources.

No	Location	Type of business	Weaknesses of Peruvian tourism	Market segments to attract in the future	Tourism images, services, products to develop in the future	Possibility to diversify tourism products
23	Chilayo	Transport company	Reception and organization is very bad.	Foreign tourism (receptive tourism)	To extend the image	To extend and retain the transport.
24	Piura	Travel agency and tour operator	There is not enough promotion in the north, there is not tourist conscience, there are not good roads.	We need to exploit our beaches and esoteric tourism	organize packets, improve the infrastructure and main roads to the sites.	Beaches and ecotourism
25	Tumbes	Travel agency and tour operator	The attractions and resources are not exploited as they should.	what we have in Tumbes is something everybody should know, especially our beaches and esoteric tourism	Receptive tourism, Peruvians should give a good image to grow.	I don't care, we have to exploit what we have now.
26	Tumbes	Travel agency and tour operator	There is no security in transport		Cultural tourism, handicrafts (very similar to Catacaos) with another characteristics.	There should be person in charge to improve new things
27	Tumbes	Transport company	There are not enough roads and transport	They want to organize tours		To change the tours, to go to shopping because this is a limited area
28	Mancora	Hotel	There are not enough roads	They would like to improve they gourmet market		We have to diversify the tourist services
29	Piura	Travel agency	A few infrastructure.	Ecotourism in the region		To diversify new packet and include many kind of activities.
30	Piura	Travel agency	they need promote the tourist resources and they need more infrastructure.	Students of all the levels and third age members	We are projecting excursions to sites in another regions	To bring a personal treatment and promote other sites.
31	Puno	Hotel	There is not enough promotion in the north, there is not tourist conscience, transport is not good	To get them that are looking for flight tickets and ecotourism.	Titicaca lake is very dirty at the moment.	to let the client choose because he has many interests like arts, culture, landscapes, etc.
32	Puno	Travel agency	The services are not punctual specially in transport.	Receptive and intern tourism	Now we know new sites to visit but there are no roads to go there.	Is good because we can offer many things.
33	Puno	Transport company	We don't know why we pay 16% taxes while others pay only 2%.	The receptive tourism, we would like to offer them a very good service.	we are working together to develop an area in the limits of Bolivia, Yunguyo, Copacabana.	At the moment many companies are improving new things but we only work with transport in the lake.
34	Puno	Hotel	Mitinci should help the persons who give the services and not give them problems.	We would like to have more Peruvian tourist.	Bettering the services so the clients will be satisfied	we have to give the tourists more options like costume museum to improve more history, alpaca textiles.
35	Juliaca	Travel agency	We don't have enough airlines and they don't help the tourism.		Juliaca is present but there is some inconvenience, but we think we could be in the future one of the most important supports of tourism.	We would like to work with wholesaler travel agencies
36	Puno	Travel agency	Transport.	Mystic tourism, there is not training by competent authorities.	With the help of the competent organisms we would like to improve new sites.	Diversify new products like Puno.
37	Puno	Hotel				
38	Puno	Transport company				Yes they're agree.
39	Puno	Travel agency	A few infrastructure.	Segment of young professionals of the middle class	Ecotourism bind to the communities we are visiting	To diversify is very important but it is necessary to make the transport services perfect.
40	Cusco	Travel agency	Laws about igtv. Many people don't know how much money the tourism earns.	Asia, Japan, France. To bettering the services.	Tourist conscience, not as mitinci, but as local governments or institutions.	Is necessary to diversify.
41	Cusco	Hotel	We are not sincerely and honest with the services we give, there is no water.	Businessmen	To create new hotel management schools and to give a constant training.	Historical buildings are more important than resort hotels.
42	Cusco	Travel agency	Is necessary to bettering the airlines and the train	North, South American and Spanish market	new sites in : Chachamayo, Cajamarca.	We are trying to do it, we have the traditional things and we put more things together (no conventional)
43	Cusco	Hotel	There is not a good image of Peru in foreign countries because there is not enough security and Peru is also an expensive place	Ecotourism and recreation.	To go inside the market through cybernetic to create a direct market.	We have to do it to offer more things to the clients.

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44	Cusco	Travel agency and tour operator	Better infrastructure and low prices	Ecotourism	To change the hotel infrastructure	There is not a possibility of diversify.
45	Cusco	Hotel	Not enough transport	Japanese market		
46	Cusco	Travel agency	Unknown beaches and not good airlines	Mystical tourism, offer it		of course, beaches in the north coast.
47	Cusco	Hotel	no continual training	Asian, German, English, French market.		if we offer more sites, we will have more tourists
48	Cusco	Transport company	problems of transport , daily	Quality of tourism in foreign countries.		I agree with the diversification. An alternative is Manu- Puerto Maldonado.
49	Cusco	Transport company	Not enough airlines. No security.			Yes, it should be diversified.
50	Cusco	Travel agency	A few infrastructure.	To consolidate the actual market	To observe the birds because we have a lot species (25% of the total of the world)	There are options but we need infrastructure
51	Cusco	Travel agency	A few infrastructure.	Latin American tourism	Strengthening of ecotourism	To diversify the offer so we obtain many tourists.
52	Chimbote	Transport company	Transport is not good	A social class	there are some projects of tourist travels to organized packets.	yes, because we don't have only culture. we have also projects as Chavimochic.
53	Chimbote	Hotel	There are too much motels	Events and conventions	There should be standard services all over the country.	I agree with it
54	Chimbote	Hotel	There is not tourist awareness and a good treatment	the tourist from the highland should go to visit the coast, specially the sea.	Chimbote have sea and cultural resources.	Chimbote has all the necessary elements to diversify, specially beaches.
55	Chimbote	Travel agency	We don't do anything for the resources.	Cultural and history tourism, ecotourism	We have to prepare the people for the third century	We have to offer everything we have. It is better to take some tours to let them know what we have.
56	Chimbote	Travel agency	There is not promotion and not tourist conscience.	Enterprises in Chimbote	Peru should become like Mexico. we must follow this example.	We have to organize congresses and events. cultural tourism.
57	Huaraz	Restaurant	not a good service, but bettering.	All the classes.	That the people keep us in mind.	Is always there because if we have a lot of sites to visit we will have more to offer.
58	Huaraz	Hotel	Lack of quality in services, infrastructure. people don't have tourist conscience.	Only the clients I am attending up to now.	Huaraz should be sold as Callejon de Huaylas, the same as nature and ecotourism paradise.	It is very important for Peru, the government should make efforts to offer more tourist destinations and help the other zones to develop.
59	Huaraz	Hotel	Lack of promotion, quality in services, treatment to tourist, media and infrastructure.	Gain the national market.		Yes, we have to diversify, in our case we always offer Pastoñut to tourist.
60	Huaraz	Hotel	Lack of promotion.	Receptive tourism.	Huaraz is a destination because of the snow, due to the Cordillera Blanca.	Diversity is good, our country has lots of resources.
61	Huaraz	Travel agency	Bad tourist promotion, lack of training.	Ecotourism, scientific, plant and animal studies.	Personalized service and professional.	It is necessary, but we have to concrete ideas , we have to create alternatives.
62	Huaraz	Travel agency	We are free in the market.	I don't work with conventional tourism, I prefer working with an exclusive market, I would like to keep my clients.		yes, because we have many things to offer.
63	Huaraz	Transport company	there is informality in transportation, lack of security and infrastructure.	Tourists from high economical resources		It is good, each city has its particularities.
64	Isco	Tour operator	We should promote foreign investments.	I would like to get students and national markets. Regarding foreigners, I prefer Europeans and Americans.	They would like to offer adventure tourism.	Yes, implementing services of adventure sports, also they would like to connect to other operators in the nation.

No.	Location	Type of business	Weaknesses of Peruvian tourism	Market segments to attract in the future	Tourism images, services, products to develop in the future	Possibility to diversify tourism products
65	Pisco	Travel agency	we have competitive resources in Peru, they are not for foreigners demand, lack of infrastructure and our bad image because of the problem in the Japan embassy.	I would like to gain schools and receptive Asians.	No conventional tourism projects.	It is possible that the agency give group discounts.
66	Ica	Hotel	Change our mind to become better, respect and protect tourism.	We are trying to get all the segments with better services.	They would like to increase their service in all the areas.	They could amplify its services in Pisco, Languillas and could do camping.
67	Nazca	Hotel	Lack of money that affect the majority of the enterprises.	National tourism.	there are investments to increase 20 rooms, night clubs.	We could improve the south part such as Arequipa, connected with Cusco.
68	Paracas - Pisco	Hotel	Lack of security for tourists.	Before getting a new market, the hotel interest is to keep the sales in the Italian market.	our hotel doesn't have capacity to become bigger, we have a project to build a tower, right now we are redesigning the hotel.	Directly to an Italian market, we haven't study the North American market because it is very difficult.
69	Nazca	Travel agency	People collect higher prices to tourist, lack of tourist conscience and access.	Participate in international fairs to get new markets, there are not facilitation, we would like to work with receptive tourism for ever.	Internet sales, they would like to have a subsidiary.	Diversity would incite that tourist state in longer and bring the possibility to offer services.
70	Nazca	Tour operator	More organization in private enterprises in contact with the central government, promoters should do more promotion.	Russians, Chinese, Taiwanese and Japanese.	Complementary services with Arequipa and Pisco but it doesn't work fine.	We can offer beaches, hills, Puerto Inca plus ruins of the Incas period, sandboard in Cerro Blanco. For that purpose they have people trained. Trekking in aqueducts.
71	Ica - Pisco	Hotel	Lack of security for tourists in public transportation.	No one in special.	we are pretending to increase our products, all the services offered seems to be sufficient.	They haven't think about that.
72	Ica	Tour operator	Guides don't know languages.	The Arequipa and Trujillano markets because of the Pan-American road, wholesalers of receptive level.	Adventure tourism, make a tourist diffusion for students from schools of our attractions and get tourist conscience.	Diversity adventure tourism, paleontology, but it needs more infrastructure and support from Inca and in the Ocucaje zone.
73	Ica	Transport company	Costs are too high for national tourists, it needs more diffusion to improve the tourist conscience.	our promotion in the exterior is through embassies, respecting the tourism laws.	no one, we have routes for all the tourist places in our country.	It is no necessary.
74	Pisco	Transport company	No one.	amplify the route to Ayacucho-Nazca, perhaps there are rough projects	Amplifying route to Ayacucho.	yes, but this needs more segments of the market, more passengers movement because it has increased.
75	Nazca	Hotel	there is no money, the government doesn't want to support to get more investments, there is no contact with authorities.	German, Dutch, Italy because of their culture, they are people of high economical class.	Development of the Ceramic and the Aqueducts, there are agencies that are amplifying routes to the Chaudilla cemetery where they can do camping.	It is necessary to diversify tourist products, the government should be involved to get not only economical resources but also in the professional aspects.
76	Iquitos	Travel agency	Lack of investments.	Arriving of Japanese.	Ecotourism.	scientific tourism, ecotourism.
77	Iquitos	Travel agency and tour operator	No answer	Capture more tourist of the same zone.	Coordinate with CONAPAC because of a reserve of 1,000,000 ha, that are using for ecotourism.	Change inns to something more sophisticated.
78	Iquitos	Tour operator	Doesn't respect flights.		The government should support the image of our country in all the aspects.	First we have to do some studies to find new destinations.
79	Iquitos	Hotel	Disadvantages; differences in giving the tourist products.	Get the Chile market (high class), Argentine, young people, professionals and university students.	Build a 5 star hotel, image of an organized city.	We have to manage tourist products before diversify.
80	Iquitos	Hotel	Peruvian tourism is poor, it is developed more in the coast and not in the jungle because of the access.	American, Chile and Argentina markets.		yes, I agree to diversify the tourist product for example: scientific, ethnology.
81	Iquitos	Travel agency	Lack of promotion (national and international) lack of support from government.		To have an appropriate inn.	ecotourism
82	Iquitos	Tourist ships		We should give vip services to our clients.	It is important to have different alternatives for attractions (sale of handicrafts), a "hotel flotante" with all the housing services.	I agree

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83	Iquitos	Hotel	taking into account infrastructure, Peru is not well prepared to receive tourists.	It would be ideal to get the Japanese market.	Tourism images, services, products to develop in the future. Ecotourism will develop in the future in the jungle.	
84	Iquitos	Hotel		All the segments of the market.	Give all services, training the personal.	
85	Iquitos	Tour operator	We should integrate economically.	National segment.	Creating attractions in the city for tourist to be here such as museums and others.	Interesting to get new clients.
86	Iquitos	Transport company	Loreto has infrastructure and services problems. Amazonas needs more promotion.	Gain more national tourists.	Buy ships with all the comforts to offer cheaper prices.	
87	Iquitos	Transport company	Economical situation doesn't permit nationals to do tourism in the zone.	Japan and Chile markets.	Tourist air transportation in the Colombia and Brazil borders.	yes, I agree. we need more investments in Nanay river (Amazonas), Napo river and Paraya Samiña.
88	Arequipa	Transport company	Lack of promotion, we don't count with brochures, the level in travel agencies had decreased and don't count with adequate personal.	I would like to work with the Japanese market, because they leave high emblems and they can buy many things.	We have tourist circuits.	It is necessary to diversify some of the tourist products.
89	Arequipa	Transport company	Lack of access to tourist places.	They are expecting what the agencies can offer.	they would like to develop tourist circuits to Cotahuasi, implementing infrastructure in the valley.	yes, I agree we could promote anthropological places.
90	Arequipa	Travel agency	Access to tourist places and less itineraries because of the lack of flights.	They would like the North American market, majority adventure tourism.	Actually we don't have plans, they would like to implement their services taking into account languages.	Yes, I agree, we have many places to promote, the principal difficulty is that we don't have the adequate services neither than the coordination with agencies to promote.
91	Arequipa	Travel agency	Lack of training of people in tourism.	Look for the visit of North Americans and Japanese.	They are promoting the manual of new tourist destinations, our geography and natural resources.	We agree. we would like tourist to be here longer to offer all our attractions.
92	Arequipa	Travel agency	Lack of training of people who offer tourist services, lack of infrastructure, access, means of communication in tourist places.	they would like to promote adventure tourism, ecology (ecotourism). they would like to get clients from 20 to 30 years old.	they are working to generate each year different and new circuits, new products for the market not to become worst.	apart from national circuits, we would have to rescue our cultural richness in each city.
93	Arequipa	Travel agency	we count with our own geography, history and nature.	International air transportation.	the recommended time to visit Colca, 3 days and 2 nights, for tourist to appreciate all our archaeological and natural richness.	I agree. it is necessary to promote different natural resources.
94	Arequipa	Hotel	We had reduced in a very little national level. we should promote other circuits.	It doesn't have preference, at first it is necessary to develop better services to get national tourism that had decreased in the last years.	actually they are thinking in improving the hotel infrastructure, conference saloons, changes in rooms, decorations.	we have the necessity to develop access to new zones, promote other kinds of tourist attractions.
95	Arequipa	Hotel	the goals are not well defined, the government policy of tourism is not defined.	The only one is the executives markets.		there are many possibilities to diversify our products, investments are necessaryes.
96	Arequipa	Hotel	We are not taking into account tourism in the north of our country.	they would like to increase the promotion of cultural tourism in Europe and in Latin American markets, due to importance of the markets.	they do not have plans to increase their services, only in infrastructure because of being in a monumental zone.	To diversify landscape circuits. we should offer a great variety
97	Arequipa	Hotel	the lack of means of transportation, information, training.	They would like to get North American market.	Implement the conference saloon, taking into account the infrastructure.	We should diversify the tourist products and other archaeological sites such as Cuzata.
98	Arequipa	Hotel	Lack of access and promotion in tourist places.	High class clients.	Actually redesign.	necessary, but we don't have many attractions. firstly we have to create infrastructure, offer good services and then promoting.
99	Arequipa	Travel agency	Lack of training in tourism.	Look for the visit of North Americans and Japanese.	they are promoting the manual of new tourist destinations, our geography and natural resources.	We agree. we would like tourist to be here longer to offer all our attractions.

No	Location	Type of business	Suggestions to other government agencies	Opinions on ecotourism	Opinions on beach resort development	Opinions on the northern circuit formation
1	Chachapoyas	Hotel	MTINCI should work together with the travel agencies	Chanchamayo is a best area for this kind of tourism		A very interesting tour would be: Chachapoyas - Celendin - Cajamarca.
2	Chachapoyas	Hotel	Training in the area of services.			Chiclayo and their attractions, Amazonas, Cajamarca and Lima
3	Chachapoyas	Hotel	Campaigns with right plans of tours and training.	Amazon rain forest is a privileged area because the rivers for canoeing, natural forests, and a lot of sports.		A lot of possibilities. San Martin, Cajamarca y Amazonas
4	Chachapoyas	Others	Improve a tourist information office.	This activity will be centered on the use of the Utcubamba River, for canoeing and excursions to lakes and waterfalls.		Valley of Dinosaurs (Bagua), Catarata, Chinata, Lake of Pomacocha, Villa Consuelo (hotel), Kuslap, Maoro, La Jalca, Lake of los Condores
5	Chachapoyas	Air transport	Help enterprises to grow in the area.	There is a proposal of inviting expert groups in the area.		The circuit would be: Chachapoyas, Chiclayo, Cajamarca, but it is still a project.
6	Chachapoyas	Travel agency	Take care about Cajamarca, their roads and airport.	It is to be the tourism of the future because Peru has a lot of places for this.	Yes, very good.	It is the best we have, and we have to try to get more tourists in the north.
7	Chachapoyas	Hotel	Travel to see how other countries manage their tourism, for example, Cuba.	There is a great potential due to the diversity of the ecosystem.	It is fabulous.	It is good anyway
8	Chachapoyas	Language center	More help for the investments in this area.	It is a growing area but we need hotels and tourism infrastructure close to the tourism product.	Could be a team to be satisfied	Yes because it would help the development of the region which is not known well.
9	Chachapoyas	Radio station	We have to present our country with selected places.	We didn't exploit it yet.	Yes but there are only unknown beaches. This is what we have	It is one of the best ways to help the sales of Peru and its tours.
10	Cajamarca	Hotel	Promote tourism. Constant training for the people who work in tourism.			Improve: Huaraz, Trujillo, Cajamarca, Chiclayo.
11	Cajamarca	Handicrafts	Improve norms to make the visit of tourists easier.	A very keen promotional campaign is necessary.	Better infrastructure in the sites	Put together Lambayeque, Cajamarca y Chachapoyas.
12	Cajamarca	Transport company	Should help the tourist activity by improving infrastructure and training.	Develop ornithology, walks, and fishing.		Promote archaeological ruins and the activity of shaman.
13	Cajamarca	Hotel	Help hotels to work with reduced taxes.	Need promotion.	There is not restaurants, etc.	Sell Trujillo, Chiclayo and reach Chachapoyas.
14	Chiclayo	Hotel	Guides and maps of the city are needed. Videos and help for training courses.	Boating in the Chira river, walks through Ayabaca.	Appropriate infrastructure like first class resort center is necessary.	Piura - Sullana - Paña - Mancoara - Cabo Blanco - Sullana.
15	Chiclayo	Travel agency and tour operator	Don't be theoretical but practical. See what we have and work for that.	Ecosystem, river, reserved area, thermal baths with mud.	Warm water all the year - Zorritos, Punta Sal, Playas del Delta, where water is warmer and sand finer.	It could be visited together with the rest of attractions of the country because the beaches of Tumbas are the most beautiful.
16	Chiclayo	Travel agency and tour operator	I can't see the work of the ministry	Not optimum	There is not infrastructure on the beaches nor investments	Not optimum.
17	Chiclayo	Hotel	Tourism needs more help from the government authorities.	It could be in the north but we need new roads	Puerto Pizarro and Mancoras.	Tour could be: Manglares, El Bendito, Puerto Pizarro, Mancora.
18	Trujillo	Transport company	Improve water to be service.		Mancora, Los Organos, Cabo Blanco.	Lima - Trujillo - Sipan - Piura - Huarlingas
19	Trujillo	Hotel	Improve rules and verify them.	It is one of the fields of tourism development that need to be developed.	Are very interesting but I think there is still a lot to do.	Very interesting but there is still a lot to do.
20	Trujillo	Travel agency	Force rules and control unfair competition among travel agencies.	In Puno we are promoting ecotourism.	Many chances if the circuits are clearly defined.	It would be possible to develop in Trujillo, for example, there are still many traditional tourism sites like in the highlands.
21	Trujillo	Hotel	Control illegal companies, and help enterprises that want to give a good service.	Give more promotion to ecotourism.	Puno has many beautiful beaches in Yunguyo, Chimbo, Chayma, Pomala, Charcas, but we need money to build bungalows to promote ecotourism.	
22	Jaen	Hotel	Control illegal operators and help the formal companies.	We have to exploit it, in particular, lakes. Firstly, we have to create tourist awareness.	The visit to Chancas building need improvement of new roads and infrastructure.	We could offer some tours to the north of Peru, because the conditions are there.

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No	Location	Type of business	Suggestions to other government agencies	Opinions on ecotourism	Opinions on beach resort development	Opinions on the northern circuit formation
23	Chiclayo	Transport company	Help not only Puno but other areas.	With the help of MITINCI, by Japanese investigators, and national organizations, Puno is going to be developed in tourism in the reserved areas of the lake. Certify most important attractions	It could be possible. Tourists come to Puno just one day to visit MITINCI but time is not enough.	It's possible. It depends on
24	Piura	Travel agency and tour operator				It isn't a well known product in foreign countries.
25	Tumbes	Travel agency and tour operator	Better training			It would be wonderful but we have to plan it.
26	Tumbes	Travel agency and tour operator	Relationship between MITINCI and tour operators should be improved.			
27	Tumbes	Transport company	There is still a lot to do, to promote Peru like seminars.	Improve lodging close to the tourism sites.	We have to promote it with very good prices, in areas like Tumbes, Piura and South of Ica.	It has a lot of potential to develop it.
28	Mancora	Hotel	Promote local tourism with lower prices	Something new.		
29	Piura	Travel agency	More information and facilities.	Develop some facilities for tourism.	Diffusion all over the country. There is not too much tourism.	
30	Piura	Travel agency	The government should invest in a road to Macchu Piccu	It is growing.	We have a lot of unexploited beaches because there is not infrastructure.	
31	Puno	Hotel	It would be hard to establish compromise between travel agents, hotels, etc.	We have to work together with all the people who work in this sector.	Beaches in Peru need infrastructure.	Lord of Sipan in Trujillo. Peru has a lot of tourist attractions.
32	Puno	Travel agency	Control illegal operators, and solve the problems with the flights and transport.	Need more dissemination of information about how to go there.	The coast has a lot of beautiful beaches but the tourist don't know them.	Trujillo, Chanchan, Chiclayo, Tumbes have a lot of potential.
33	Puno	Transport company	Take care about the security of the tourists.	Tourists like it.	Interested.	They are not utilized yet.
34	Puno	Hotel	Fight against the illegal operators.	We are working for its growth.	Could be a very good choice.	I agree that lord of Sipan is a very good tourism product and a good alternative.
35	Juliaca	Travel agency	training of the personnel and control of the standards.	We have to promote and help it. Foreigners love the nature.	We have to exploit them but the factories don't clean the beaches.	I agree but Chimbote needs more security.
36	Puno	Travel agency	Create events to promote tourism and tourist awareness.	It is agreeable for our country.	All the coast is fabulous. We only need infrastructure.	Improve the main road to Chimbote, Pativilca and Huaraz.
37	Puno	Hotel	Everybody should participate.	It represents a very good future. We have to prepare the infrastructure.	It is possible to develop but we have to make them more attractive.	We should build the main road to the Marañon river and the jungle.
38	Puno	Transport company	We have to teach tourism since the first primary bases.	Ecotourism destinations in southern Peru are very interesting.	We should promote Tortugas Beach.	Integration should be there.
39	Puno	Travel agency	The ministries don't have enough people to do the work because the government don't want to spend.	It is one of the ways to diversify tourism.	It is a way to develop tourism but we are not prepared for it yet.	We would have beaches, snow, lagoons, sun, rains. It is a good idea.
40	Cusco	Travel agency	Promotion for Huaraz, only 2% of tourist that arrive Lima visit Huaraz.	It is fantastic. If we don't take care of ecology we don't have to offer. We should teach people and tourists to manage our resources.	It is something interesting for highland people.	We would have beaches, snow, lagoons, sun, rains. It is a good idea.
41	Cusco	Hotel	There are problems in transportation or access to resources.	Foreigners don't consider facilitation to access.	Yes, I agree; we have very beautiful beaches.	It is a good alternative, but we need good roads.
42	Cusco	Travel agency	Support to develop non-traditional types of tourism.	It is in trend, but in Huaraz it is not understood.	It is a good alternative.	It is a good option. We have to join tourist destinations.
43	Cusco	Hotel	Realize negotiations, no commercials, but more specialized in tourism.	The man-nature relationship should be strengthened.	It is a good alternative.	It is a good alternative. It is to diversify tourism product.

No	Location	Type of business	Suggestions to other government agencies	Opinions on ecotourism	Opinions on beach resort development	Opinions on the northern circuit formation
44	Cusco	Travel agency and tour operator	We have the legal framework. Some of them should have the government support.	We should learn to respect the nature. We are neglecting marketing.	They are complementary. We must be realistic because we can't compete with the Caribbean.	There are many things to know. They have characteristics to be joined.
45	Cusco	Hotel	Travel agencies should pay higher prices so that we have to improve our infrastructure.	The nature is beautiful.	It is a good alternative.	It would be a good idea.
46	Cusco	Travel agency	The image of Paracas would be improved if the tourist wharf is developed.	We have to reactivate the economy for everybody to have access to ecotourism.	I would recommend Paracas.	Trujillo-Chiclayo.
47	Cusco	Hotel	Change tourist laws to reflect the Peruvian reality. The present laws are similar to the Spanish ones.	It is more feasible than conventional tourism.		It is important because each zone has an appropriate place for tourists.
48	Cusco	Transport company	Administration for simplification.	We have to change the tourist infrastructure.	Carhuas is a virgin beach, it has richness in landscape, it is impressive. The access is difficult.	Huaraz - Salpo - Tarapoto (La Laguna Azul)
49	Cusco	Transport company		A good work should generate more diffusion of tourist destinations.	Maroona and Lomas (Nazca), there are seas.	Trujillo, Cajamarca, Tumbes.
50	Cusco	Travel agency	Support tourist because of their security.	I would be interesting to diversify tourism. It would be the most important.	Through promotion and improvement of infrastructure.	A project should be done to promote other tourism sites, and not only the ones that appear in the guide books.
51	Cusco	Travel agency	The "Jaladores" people who offer informal services to tourist in the bus stations. They are people not authorized by the ministry.	Principal sources for future because Europeans go out of their countries to South America looking for the contact with the nature.	Promotion is necessary to get foreign investment.	Visit to the north has increased, but most of the tourists prefer visiting the south before the north.
52	Chimbote	Transport company	they should perform its role, short and large objectives.	There are many destinations. The government should evaluate the resources and formulate projects to offer people to invest.	Look for sponsors to host championships, adventure sports, etc.	An important circuit could be Cajamarca, Chiclayo and Trujillo.
53	Chimbote	Hotel	More promotion due to information, we should give true information for the tourist flow to be affected.	Peru offers many possibilities but it needs distribute its attractions such as ecotourism and adventure sports.	Due to the variety in beaches with big attractions, we could develop circuits to attract private investments.	Diversify the actual products. The north of our country offers good possibilities for tourism.
54	Chimbote	Hotel	For them to perform the rules for travel agencies and hotels, also tourist transportation.	It is a good resource, but it needs guides for specialized tourism.	We have different climates and beautiful beaches.	Sipan is the proof that promotion produce increase of tourism.
55	Chimbote	Travel agency	Most information, security for tourist.	We have many richness that we don't know how to exploit.	Best infrastructure to get investments.	Development would permit to diversify tourism products.
56	Chimbote	Travel agency	Give facilities to acquire buses. To renew one of the buses has been costing \$30,000.	The Ballestas island is great for this.	Beaches in La Aguilillas, Chaco, La Mina.	They don't have the potential.
57	Huaraz	Restaurant	tourist that come with frequency, for them not to abuse with the tourist.	My idea is exactly the same as the agriculture ministry. Cahuachan will be a place for trekking.	Nazca is located one hour to beautiful beaches.	Lima - Huacho - Callejon de Huaylas
58	Huaraz	Hotel	Coordinate with private enterprises, mitinci should support the government to facilitate loan banks to tradesmen.	It should be managed by a supported development not to damage the ecosystems.	In Nanay river, Amazonas in summer months (July, August, September). Development of resorts in the north of the country.	It is important. The northern Peru has many attractions both cultural and natural.
59	Huaraz	Hotel	For them to dedicated specifically and not be managed for people from Lima.			
60	Huaraz	Hotel	there should be a regional committee for tourism, specially for mitinci and the town councils.	It is good to develop ecotourism, but it is necessary to plan it.	To get relaxation, it would be healthy to stay two days in the beaches.	Right now it is not defined but it needs to be planned.
61	Huaraz	Travel agency	the mitinci should communicate with tour operators, hotels, travel agencies, wholesalers, customs, police, education to elaborate rational plan development.	It is important for this zone, but needs supports to develop it.	Because of the short period of summer, beaches are not so important in Loreto.	It is an important alternative, because in the north we have many tourism resources.
62	Huaraz	Travel agency	tourist promotion for tradesmen to give ideas, rules.		To get better infrastructure could sell beaches.	An important project is to combine jungle attractions, beaches and archaeological ruins.
63	Huaraz	Transport company	Mitinci must bring many help for agency and the tourist service.	Peru have many natural places and we have to create many tourist packages.	I'm not sure but it would be very interesting to improve the necessary infrastructure to develop it.	Promote the circuit to let them know.
64	Pisco	Tour operator	The lack of a tourist ministry, that only is in charge of tourism management, developing, the government should promote Peru.	Ecotourism would be developed in the jungle like those in Loreto.	Promote beaches in the north of Peru with support from COFIDE, banks, etc.	Combination of mangrove, beaches, Sipan, Chan Chan, Chavín de Huantar.

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No	Location	Type of business	Suggestions to other government agencies	Opinions on ecotourism	Opinions on beach resort development	Opinions on the northern circuit formation
65	Pisco	Travel agency	Bad tour guides.	It needs investments	Loreto beaches are temporal.	
66	Ica	Hotel	promotion to Amazonas (Loreto) and not only Machu Pichu, to become a tourist destination.	Peru has tourist resources to develop as a principal attraction in a short period.	In the north there are beautiful beaches. In Lima, they are building for this purpose (Barranco).	It is interesting as there are many pre Inca archaeological sites combined with beaches.
67	Nazca	Hotel	Mitinci should promote Loreto.			
68	Paracas - Pisco	Hotel	Government should involved more in tourism.	It is necessary to develop a well organized project.		We agree. The government has to give the necessary support.
69	Nazca	Travel agency	Meetings with customs, migrations, police to avoid bad treatments in tourism.	It is the most important but we need to achieve it without nature destruction.	It would be recommendable to develop this kind of tourism.	It is a good idea and we should do everything to realize it.
70	Nazca	Tour operator	Promotion not only with brochures but also with television in national and international levels. the government should promote the jungle, not only Cusco.	It is so important that our enterprise is promoting this product in this zone.	We have to exploit the beaches in the north, making investments, accommodation and restaurants.	It is important to develop and promote the tourist circuit.
71	Ica - Pisco	Hotel	they should go and see hotels, restaurants and all kind of services given. not only a bureaucratic entity.	It is being developed here.	It is interesting due to the north beaches which have lots of flow of national tourism, also in the south would be interesting having services and adequate personnel.	It would be interesting.
72	Ica	Tour operator	training guides permanently, control services given by agencies hotels and restaurants, transportation, etc.	We have many aspects to develop and promote, it has a great tourism potential.		
73	Ica	Transport company	International promotion to tourist places, taking into account not only the principal tourist places but also new circuits of culture and adventure.	We should develop the adventure sports in the international market. It is not properly funded.	It would help to increase tourists to our coasts, both national and foreigners. It depends on infrastructure and adequate services.	We promote beaches circuits and the northern zone of our country.
74	Pisco	Transport company	They realized an adequate function of control in agencies not authorized, which offer low prices of tours and don't give best services.	It is a good process for Peru. We need to approach the international market to develop ecotourism.	I don't see its attractiveness, as there is not a specific interest. The beaches market is very big in the middle of the continent.	Include Trujillo, Chiclayo, Cajamarca and Huaraz; we have important attractions to get other kind of markets.
75	Nazca	Hotel	They realized an adequate function of control in agencies not authorized, which offer low prices of tours and don't give best services.	It is a good process for Peru. We need to approach the international market to develop ecotourism.	I don't see its attractiveness, as there is not a specific interest. The beaches market is very big in the middle of the continent.	We recommend to include Trujillo, Chiclayo, Cajamarca and Huaraz, we have important attractions to get other kind of markets.
76	Iquitos	Travel agency	Constant training in knowledge and education and culture.	We should work more to develop new circuits.	The creation of beach resorts in the principal tourist units in the coast of Peru.	I would include Huaraz, Ancash, Lord of Sipan, and Chan Chan.
77	Iquitos	Travel agency and tour operator	They try to solve problems.	We are a rich country in this aspect.	It would be interesting to study the possibility of developing the southern beaches.	Trujillo, Chiclayo; in Trujillo we could visit Chan Chan and in Chiclayo Lord of Sipan.
78	Iquitos	Tour operator	Free training if it is possible to everyone related in tourist activity to give better services.	Peru offers ecotourism. It is necessary to promote it.	We could refer to beaches in the south in Tacna, if they could compete with the beaches of Chile.	Actually there are circuits like Callejon de Huaylas, Trujillo, Piura, but it needs good road.
79	Iquitos	Hotel	They had no defined our tourist products in quantity and quality to promote it in national and international levels.	There are many people interested in but we need to promote it to the outside.	In the north it would be interesting, but in the south the water is cold.	A circuit should be developed that includes ecotourism, adventure tourism, and beaches.
80	Iquitos	Hotel	We need that the government implement new access to tourist resources.	People would like to know more natural places.	It would be interesting as we have a potential market of Bolivia.	It would be interesting to do a complete circuits in the three regions in the country.
81	Iquitos	Travel agency	promotion, more promotion to national levels in Arequipa.	Development of ecotourism is interesting.	The development is recommendable in the north, as in the south we only have 3 months in summer and our sea is too cold.	It would include cities such as Trujillo, Piura, Cajamarca, Punta Sal.
82	Iquitos	Tourist ships	a big problem is the centralism, Lima want to have all the services.	Ecology is in trend. It is developed in our country and it brings us tourism symbols.	It would be an interesting project but only for national tourists. For foreigners, the sea is too cold.	Chiclayo, Lord of Sipan, Lambayeque.

No	Location	Type of business	Suggestions to other government agencies	Opinions on ecotourism	Opinions on beach resort development	Opinions on the northern circuit formation
83	Iquitos	Hotel	work with persons, make a programme with transportation company to make the service better.	The ecotourism should be given more importance.	Make in summer, specially in the north.	Definitively. Make good access and the north would be a union.
84	Iquitos	Hotel	Our suggestions are center in the tributary aspect. We must charge indirect taxes to the tourist.	It is a valid alternative, but inefficient infrastructure and insufficient promotion have to be solved.	We can not convert our beaches to be competitive with the Caribbean beaches.	It is necessary to establish one association to promote the tourism in the north.
85	Iquitos	Tour operator	the companies work very well, improve the image of Peru in foreign countries.	In the future, it is important when we have the necessary infrastructure.	We have a tough competition with the Caribbean beaches.	It is necessary. Only we can compete with the north.
86	Iquitos	Transport company	Mind work alone, the organizations have to look for their efforts.	Peru has richness to be exploited but the state should help tourism.	Central America and the Caribbean have advantage in infrastructure. Beach tourism must be supplemented with cultural tourism.	We should make effort with public organizations to promote el Callejon de Huaylas.
87	Iquitos	Transport company	Their highways must unite different places as Jaen and Bahua. It's very important that they have many capacity about new legislation and new laws.	Help from government is very important because Jaen is left behind in this aspect.	The residents of the northwest must know the coast of our country.	Is a good idea and the travel agents must know it.
88	Arequipa	Transport company				
89	Arequipa	Transport company	To arrange the ways and give progress to the city.			
90	Arequipa	Travel agency	To supervise the business	Promote ecotourism.		Lambayeque - Amazonas - Cajamarca - San martin - Amazonas - Cajamarca - Lambayeque.
91	Arequipa	Travel agency	To promote the package of Amazon.	Promote the tourism.		Trujillo - Cajamarca - Amazonas - Lambayeque.
92	Arequipa	Travel agency	To improve the highway in the Amazon.	Visit rivers, waterfalls, mountains and canyon.	Camping	Chiclayo - Chachapoyas - Cajamarca. In Chachapoyas visit: Kuelap, Gran Vilaya, Yalape, Ota, Valle de Bala.
93	Arequipa	Travel agency	to create tourist conscience.	Promote ecotourism.		The tourist circuit would be : Cajamarca, Lambayeque, Amazonas.
94	Arequipa	Hotel	To promote the infrastructure.	We should improve facilitation in the highland area of Piura.	To develop the beach tourism, we must have more and better roads	
95	Arequipa	Hotel	to promote the tourism			Trujillo - Cajamarca. Trujillo - Chiclayo. Chiclayo - Cajamarca. Piura - Chulucanas - Huancabamba.
96	Arequipa	Hotel	To promote the image of the tourism			
97	Arequipa	Hotel	To create the program of tourist conscience	We must develop it in a better way.	Yes	Yes
98	Arequipa	Hotel	To promote and help the public sector.	Personal treatment.	There is a lot of potential.	The same as the last one.
99	Arequipa	Travel agency	Personal treatment.	Improve many roads	Good alternative	Has a good future