

## **(8) Development of Sipán Archaeological Park**

### **a. Background**

Sipán archaeological site located in the Huaca Rajada village in the Lambayeque Department dates back to the Moche period. It is well known for the numerous artifacts excavated from the tombs. The tombs were discovered at sites that constitute part of a pyramid called Huaca Rajada. It is no wonder that there would be people who would like to see Huaca Rajada by themselves.

However, many of the visitors may have been disappointed since there are not adequate visitor facilities that would meet their needs. Although a site museum exists, it does not provide adequate interpretation of one of the most important archaeological sites in Peru. It is considered that further research, restoration, and conservation works would increase the attractiveness of the archaeological site. The site also lacks in amenities for tourists such as restaurants, souvenir shops, resting space, and other facilities.

It is proposed to develop a complex of a site museum, restaurants, parking lot, a small park near a small lake beside the archaeological site. Further, improvement of visitor facilities for the observation of pits, and further excavation and restoration works of the pyramid are also necessary. Infrastructure development is necessary to operate the complex, which would also serve to community's households. All these projects need involvement of local communities both of Huaca Rajada and Sipán.

### **b. Objectives**

The objectives of the sub-project are as follows:

- To construct new facilities for visitor facilitation,
- To provide a strategic base for conservation of the archeological site and the Moche culture,
- To built a park with a recreation space for visitors and local residents as well, and
- To utilize a lagoon near Huaca Rajada.

### **c. Site and location**

The sub-project site is located in the Zaña District, Chiclayo Province, Lambayeque Department, which is to the east of the Chiclayo city.

### **d. Components**

Components of the sub-project are as follows:

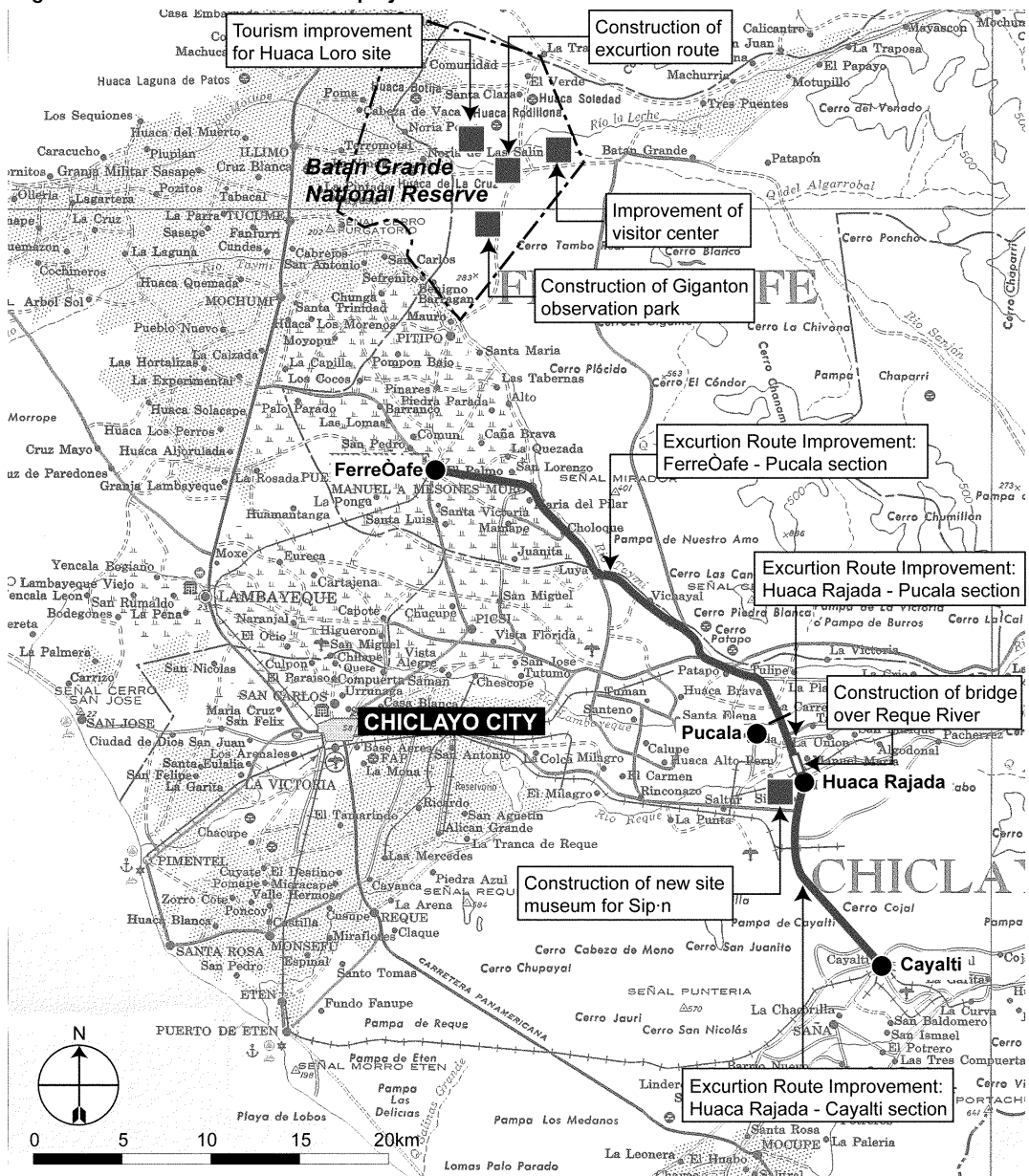
- Site Museum
- Visitor Center
- Park and Recreation Garden

- Restoration Work of Huaca
- Water supply
- Sewerage
- Electricity

**e. Costs**

Sub-project costs are estimated at US\$ 3.98 million including US\$ 0.35 million for the restoration works of archeological ruins, which accounts for 8.7% of the whole sub-project costs of the Trujillo-Chiclayo tourism corridor.

**Figure 4.16 Location of the Sub-project Site**



Source: Departamento Lambayeque – Mapa Físico Político – Instituto Geográfico Nacional

**f. Sub-project implementation**Responsible implementation body

INC would carry out the sub-project.

Supplementary implementation body

- Water supply and sewage: EPSEL, and
- Electricity: ElectroNorte.

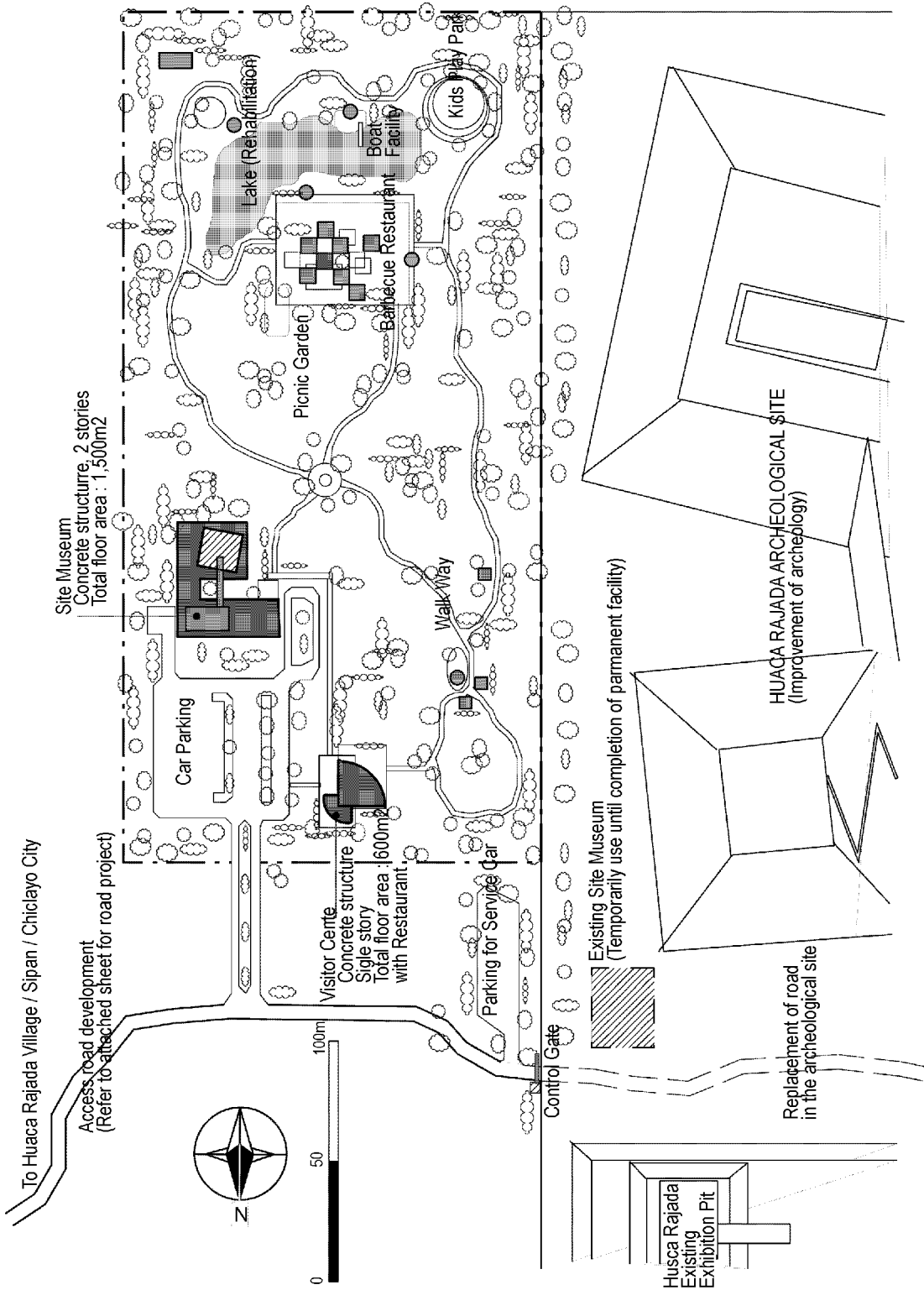
Other stakeholders

CTAR – Lambayeque, Zaña Province, Huaca Rajada Village, Sipan Village, MITINCI

**g. Local participation**

- Sub-project Implementation Committee should be formed with members from the above-mentioned entities and stakeholders.
- The committee should be transformed to a Local Tourism Organization for tourism destination management and tourism promotion after the sub-project is completed.
- INC should consider involving local community members to operate the proposed site museum.
- Proposed visitor center should include workshops for selling and promoting local handicraft.
- Restaurants and souvenir shops should be sub-contracted to local community members for operation and maintenance. Basic training courses should be provided by the Participatory Tourism Support Program.

Figure 4.17 Development Plan of Sipán Archeological and Recreational Park



Source: JICA Study Team

## **(9) Tourism Improvement of Batan Grande Reserve Zone**

### **a. Background**

Bosque de Poma is located 35km to the north of Chiclayo. It is a nature area characterized by a lowland dry forest that is home to endemic species, in particular, of birds. The reserve zone is also known to have been a religious center in the prehispanic times accommodating more than 50 archaeological sites. Among them is Huaca Loro, at the foot of which the Sican Tomb famous for its golden artifacts was found. Climbing up to one of these pyramids or a nearby hill provides a panoramic view of an expanse of forest with a number of visible adobe structures.

Batan Grande Reserve Zone or Bosque de Poma would provide an ideal combination of archaeological tourism and nature tourism if visitor facilities and infrastructure are improved. Current problems of the reserve zone are extraction of woods for fuel, possible damage to archaeological sites, and difficulty for INRENA and INC to manage the area, as some of the land is privately owned. Tourism is expected to be one of the alternative sources of income for local people, which would encourage a sustainable use of the Reserve Zone. This sub-project is proposed to develop the tourism site to its full potential.

### **b. Objectives**

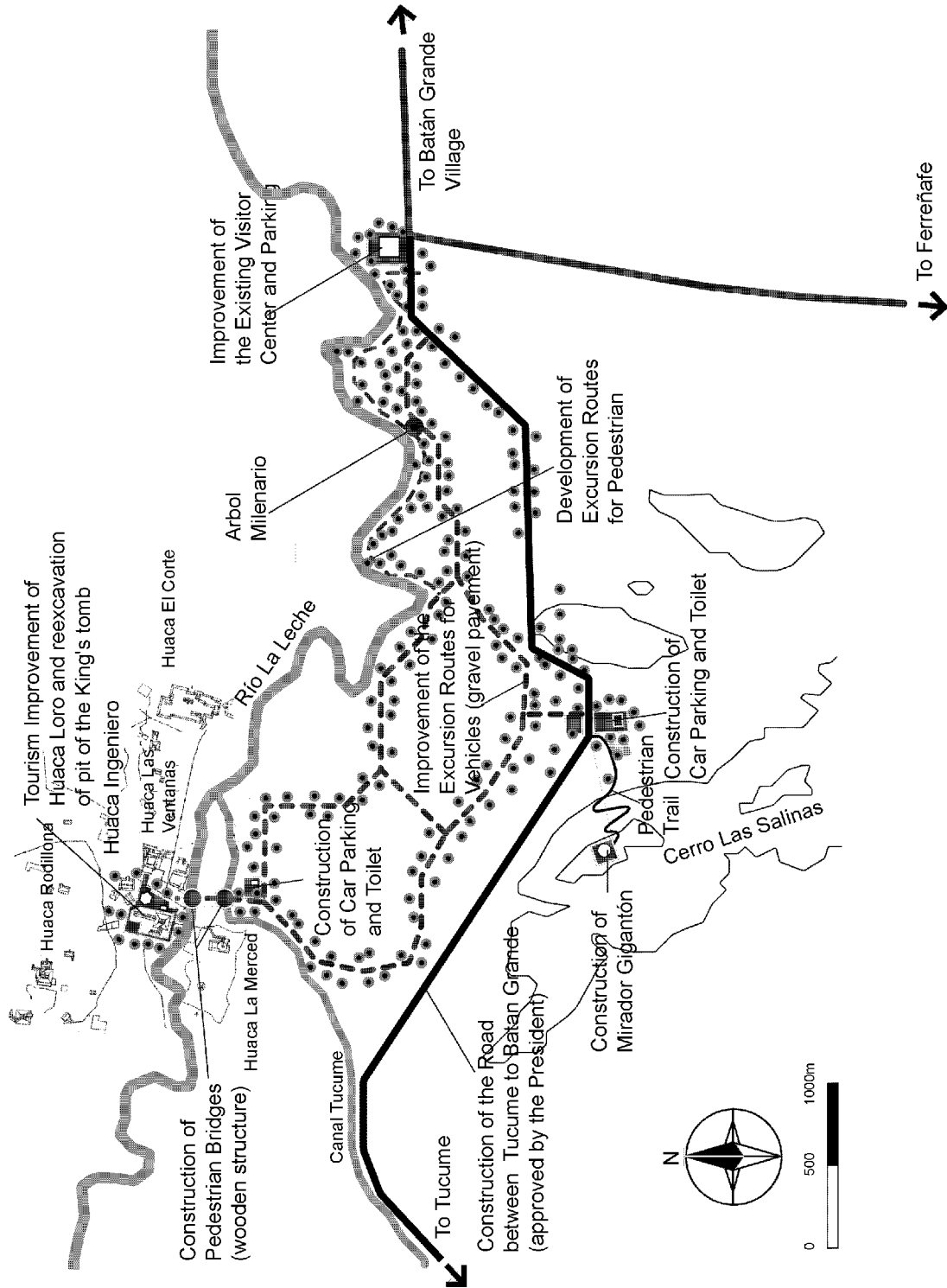
The objectives of the sub-project are:

- To improve excursion routes in the Reserve Zone;
- To construct a pedestrian bridge over the Rio La Leche;
- To re-excavate of the Sican Tomb for on-site-exhibition;
- To built observation facilities at the top of Cerro Gigantes; and
- To improve the existing visitor center.

### **c. Site and location**

The site is located in the Pitipo District, Ferreñafe Province, Lambayeque Department. The site is some 35km from Chiclayo City, which takes less than one hour by vehicle.

Figure 4.18 Improvement Plan of the Batán Grande Reserve Zone



Source: JICA Study Team

**d. Components**

Components of the sub-projects are as follows:

- Excursion Routes for Vehicles and Pedestrians including a Pedestrian Bridge
- Re-excavation of Huaca Loro Pit (Sican Tomb)
- Observation Facilities at the top of Cerro Gigantón

- Improvement of Existing Visitor Center

**e. Costs**

Sub-project costs are estimated at US\$ 3.10 million, which accounts for 6.8% of the whole project costs of the Trujillo-Chiclayo Tourism Corridor.

**f. Sub-project implementation**

Responsible implementation body

INRENA would implement the sub-project, and take the charge of its operation and maintenance of the sub-project.

Supplementary implementation body

INC would implement the visitor facility development of the Sican Tomb.

Other stakeholders

CTAR – Lambayeque, Pitipo District, Batan Grande Village, MITINCI

**g. Local participation**

- Sub-project Implementation Committee should be formed for smooth implementation of the sub-project and coordination among the above-mentioned entities and stakeholders.
- The committee should be transformed to a Local Tourism Organization that is tasked to coordinate among stakeholders for tourism destination management and tourism promotion after the sub-project is completed. Participatory Tourism Support Program should support the startup of the tourism organization through workshops and consultative meetings.
- Trekking and horseback riding in the forest visiting archaeological sites is a possible tourism product in the reserve. Bird watching tours is another possibility. They will create local employment as guides. Local Tourism Organization should coordinate with INRENA so that local community members could engage in these tourism-related jobs.
- Selling of agro-products and locally produced handicraft should be allowed at a certain place in the Reserve to increase local benefit.

**(10) Sign System Program**

**a. Background**

Although signs and interpretation boards are provided at some places in the Trujillo - Chiclayo Tourism Corridor, they are limited in number, and often lacks in systematic consistency. In cities like Trujillo where visitors are encouraged to roam about, it would be better if signs would be installed to guide visitors to planned walking routes. Another problem is poor availability of information for non-Spanish speakers. Taking into account the future increase of visitors from outside the Latin America, at least, interpretation boards should be written in English in addition to Spanish to cater not only for visitors from North America but also from Europe and Asia.

In this context, a program that systematically installs signs and interpretation boards is necessary. It is conceived that the program should be carried out by a single entity to ensure consistency in design.

**b. Objectives**

Objectives of the sub-project are as follows:

- To install signs and information boards to provide visitors with necessary information, and
- To provide non-Spanish speakers with above-mentioned information.

**c. Site and location**

The signboards should be provided at following places.

- Gateways: Trujillo and Chiclayo airports
- Travel routes: Panamerican highway, major roads (at major intersections)
- Major accommodation bases: Trujillo, Pacasmayo, Chiclayo
- Tourism sites: the project sites mentioned above, other appropriate tourism sites and Trujillo historical center

**d. Components**

Types of signboards to be installed are as follows.

Guide Signs

Guide signs should be provided to indicate direction to tourism objectives and sites, location of them, and major transportation facilities: airports, railway stations, and bus terminals. There are two types of signs as follows.

- Direction sign
- Location sign
- Information Boards

Information board

- Route information board
- Tourism corridor route
- Excursion route
- City tour route
- On site strolling route
- Interpretation board

Installation Criteria

The respective sign boards mentioned above should be installed at appropriate places. Installation criteria are summarized in table below.

**Table 4.19 Installation criteria**

Locations Types of Media		Airports	Transport terminals	Panamerica n Highway	Major stopover cities	Tourism sites	Trujillo historical center
Guide Signs	Direction sign	AA	AA	AA	AA	AA	AA
	Location sign	AA	AA	AA	AA	AA	AA
Information boards	Information board	AA	AA	-	AA	AA	AA
	Route information board						
	- Corridor route	AA	AA	-	AA	A	A
	- Excursion route	A	A	-	AA	AA	A
	- City tour route	A	A	-	AA	AA	A
	- Site circulation route	-	-	-	-	AA	AA
	Route information board	AA	AA	-	AA	AA	AA
	Interpretation board	-	-	-	A	AA	AA

Note: AA (requirable), A (recommendable), - (not necessary)

Source: JICA Study Team

Model Site of Signs Installation (Trujillo historical center)The first step

- To facilitate excursion of tourists in the historical core on foot and to make it tourism product
- To provide historical information and signs for understanding the rich historical climate
- Location

The second step in the near future

- To improve the historical townscape of Trujillo historical core and to raise the amenity
- To reinvigorate commercial activities in the historical core by increasing rambling visitors
- To conserve and restore the historical buildings and to prepare them for sightseeing

### Sub-components

- Pedestrian mall: Jiron Pizarro should be pedestrian mall closing car traffic between Plaza de Armas and Jiron Colon. Thus pedestrian mall will continue from Plaza de Armas to Av. España. The existing pedestrian mall should be improved. (Pavement improvement and provision of street furniture) The facade of buildings along the pedestrian mall should be beautified not to disturb the historical atmosphere. The restoration should be basically done by respective building owners.
- Sidewalk: The sidewalk between the end of the pedestrian mall and remaining fortification wall (Parque del Baluarte) should be improved. Thus the tourist will be able to stroll comfortably from the parking in Parque del Baluarte to Plaza de Armas visiting historical buildings.
- Conservation/restoration of historical buildings and open to public: Damaged historical buildings are to be restored and generally the buildings should be improved. All historical buildings are to be open to public as much as possible.
- Preparation of pamphlets and maps of historical core and buildings: Tourist map with explanation of historical buildings in multi-language should be made for promotion of tourist excursion of the historical area. The serial number of historical buildings will be linked to the sign and information boards.

#### **e. Costs**

Project costs are estimated at US\$ 84,300, which accounts for 0.2% of the whole project costs of the Trujillo-Chiclayo Tourism Corridor.

#### **f. Sub-project Implementation**

##### Responsible implementation body

MITINCI would be responsible for implementation, maintenance, and operation of the sub-project. MITINCI should design the signboards for features, materials, colors and etc. in consideration of a character (theme) and unity of respective routes or sites.

##### Other stakeholders

Sub-project Implementation Committees, MTC, INC, CTARs, Corpac

MITINCI should coordinate with, and, if necessary, get permission from, the above-mentioned stakeholders.

#### **g. Local participation**

Installation of the signs and interpretation boards require cooperation and participation from the above-mentioned stakeholders.

**(11) Participatory Tourism Support Program**

Participatory Tourism Support Program is a program that would provide tourism know-how to promote local participation in the priority project, and incubate locally conceived tourism projects for implementation after 2005. Details of the program is described in the Chapter 3: National Level Proposals.

**4.5.3. Long-term Projects**

The followings are comments on the long-term projects. They would be supported by the Participatory Tourism Support Program for implementation in the future.

**(1) Historic Center of Trujillo**

It is proposed that tourism-related facilities and services should be located in the historic center, while commercial and industrial functions would be encouraged to be located in new business districts outside the historic center. This policy should be specified in Trujillo's urban planning scheme in order to conserve its historic environment and, thus, to increase its tourism attractiveness.

Extension of the existing vehicle-free promenade up to the central plaza is highly recommended. Development of parking buildings in proposed Parque del Baluarte and construction of the new bypass road have paved the way to realize the plan.

**(2) Jequetepeque Village and Pacatnamu Archaeological Site**

The Jequetepeque District in the Pacasmayo Province is a possible candidate for a community-based participatory tourism plan due to its unique cultural traditions, its proximity to scenic Pacatnamu and Dos Cabezas archaeological sites, its coastal location, and its strategic position between Trujillo and Chiclayo. The community should be given a high priority to be supported by the Participatory Tourism Program.

Preparation of a management plan of two archaeological sites makes a prerequisite to initiate tourism development in the village. Construction of a site museum for the two archaeological sites and its operation by community members is suggested by some people. Observation of the archaeological sites combined with the visit to a village with cultural and folkloric attractions would make an attractive tour package for cultural tourists.

**(3) Zaña and San Agustín Church**

It is proposed to convert the ruin of San Agustín Church to a museum that displays archaeological and historical artifacts found in the Zaña river valley after conducting restoration works to consolidate the structure. The museum should have an open air theater for viewing the performance of folkloric dances.

**(4) Monsefú Handicraft Town**

Although Monsefú is already well-known for its handicrafts, it is proposed to improve the shopping area of handicrafts by installing shade, beautification, and landscaping.

**(5) Combination of the nature, archaeology, and village**

Combination of the nature, archaeological sites, and visit to rural village is a potential tourism product in the Trujillo - Chiclayo Tourism Corridor. Other than the Batan Grande Reserve Zone, there are possible areas for this type of tourism products. Trekking in a nature area visiting less know archaeological sites accompanied by guide hired from local community would be a possible form of the tourism product. Cañonsillo and the Viru Valley would have potential for this type of tourism.

**4.5.4. Tourism Promotion Plan**

**(1) General directions**

It is crucial to increase awareness of the Pre-Inca Cultures in northern Peru to promote tourism, in particular international tourism, to the Trujillo – Chiclayo Tourism Corridor. Along with conventional tourism promotion measures, it is recommendable to introduce a special program for participation in archaeological excavation, which would not only satisfy the needs of archaeology enthusiasts but effectively differentiate tourism in this Tourism Corridor from that in the south.

Development of domestic tourism could not be neglected considering the market's current importance and the Tourism Corridor's geographic location close to the most densely populated area in Peru including Lima and the two Departments themselves.

**(2) Specific promotion measures**

**a. Tourism promotion program for northern Peru**

It is recommendable to launch a tourism promotion program that focuses on the northern part of Peru including the Trujillo- Chiclayo Tourism Corridor. A precise and quality brochure that aims at creating a favorable tourism image of the north should be published and widely distributed to increase market awareness of northern Peru. Moreover, a precise and quality video and sales manual referring to the area should be prepared for the same purpose. These promotional tools should be presented and distributed at international travel trade shows and seminars to persuade the travel trade into selling the northern Peru.

**b. Increasing awareness of the Pre-Inca Cultures**

In order to increase awareness of the Pre-Inca Cultures, tourism topics related to archaeological sites such as Chan Chan, Señor de Sipán, and Sicán Tomb, should be publicized periodically in the forms of news release and quarterly magazine. A brochure,

which aims at providing know-how to explore northern Peru, should be prepared to emphasize the importance of the Pre-Inca archeological sites, and distributed at international travel trade shows and be mailed to groups of archaeological interest.

**c. Naming of the Tourism Corridor**

It is recommendable to introduce a proper name of the Trujillo – Chiclayo Tourism Corridor, which is suitable for tourism promotion and acceptable for those living in the area. The name should be consistent with the Corridor’s development strategy, which aims at integrating the Tourism Corridor and promotes sightseeing trips between the two Departments. The name should be chosen deliberately after consultation with relevant organizations such as both Departments, INC, and PromPeru.

“Ruta Mochica (Mochic Route),” which is a name based on a language used in the area and is suggested in a workshop for this Study, would be worth a consideration.

**d. Hosting of a tourism event**

It is also recommendable to host a tourism event for the following two purposes:

- To boost morale among the stakeholders involved in tourism development, and
- To publicize, and create market awareness of, the Tourism Corridor through the media coverage of the tourism event.

Therefore, tourism events should be planned to involve a wide range of people, and to create a sense of unity among the people in the two Departments.

A recommendable idea is “the Ruta Mochica Walk,” in which two groups of volunteers start walking from Trujillo and Chiclayo, respectively, and meet at an intermediate point, possibly at Pacasmayo. At the meeting place, two groups host an exchange ceremony, which accompanies local music, dance and games to attract spectators. The organizer of the event should invite the press to make them cover the event. This event would be also useful to publicize the tourism concept of “Ruta Mochica.” The proposed Community Support Fee may be used to finance the event.

**e. Introduction of a participatory program**

Participatory program (volunteer tours)

Introducing a program that enables visitors to participate in excavation works is highly recommended to differentiate tourism in this area from that in the south. Different packages corresponding to different market segments should be offered as shown in Table 4.20.

**Table 4.20 Packages of the participatory program for excavation**

Target market	Difficulty of works	Advance lecture	Excavation Works
General interest tourist	Low	1 hour	1 hour
Archaeology enthusiast	Medium	2-3 days	1 week
Archaeology student Volunteers	High	1 week	1-3 months

Source: JICA Study Team

The program would be basically for archaeology enthusiasts, although it would be made acceptable for general interest tourists if adequate arrangements are made. The program may be dubbed “volunteer tours” for better appeal to the market.

Tourism promotion for the participatory program

To attract general interest tourists, it is effective to appeal at travel trade shows and seminars that archaeological sites in the Tourism Corridor offer a unique participatory program, which could be a memorable event for those interested in archaeology.

There are two types of approaches to attract archaeology enthusiasts: toward tour operators who organize special interest tours (SIT), and toward non-travel organizations that could be SIT organizers. As for the former, the same measures as promoting general interest tourists would be applicable. Besides, the participatory program should be publicized through advertisement in magazines on archaeology. As for the latter, direct approaches to potential organizers, details of which is discussed later in this chapter, is recommendable. It would be effective to establish a scheme in cooperation with universities abroad that have archaeology faculty, in which students’ participation in excavation works is regarded as part of the study curriculum.

Arrangements for receiving visitors

INC should select some archeological sites that would provide the participatory program. In each selected archeological site, INC should categorize excavation areas according to the level of difficulty in excavation works so that participants are able to select the most adequate excavation area based on their skill. Furthermore, in cooperation with the travel trade, INC should establish a tourist reception system for the participatory program, which clarifies the demarcation of roles and allocation of income. INC should prepare the followings:

- 1) A fee system for the program (it must be profitable for INC and the travel trade, and acceptable for participants,
- 2) Facilities and services (space for lectures, resting space for participants),
- 3) Staff and a system for supervising excavation works and for offering advanced lectures,
- 4) Accommodations for participants as necessary, and

- 1) A program to offer “Certification of Participation in Excavation Works (or Letter of Appreciation for Cooperation in Excavation Works)” issued by INC.

Considerations for conservation

MITINC should carefully coordinate with INC to introduce the program, the program itself should be implemented by INC. INC should set up guidelines, before the introduction of the program, which defines the range of works that allows the participation of “volunteers.” MITINCI should provide advice to INC in the field of tourism know-how. PromPeru should provide advice to INC in the field of tourism marketing and promotion.

**f. Direct approach to overseas SIT markets**

Staff of the organization in charge of international tourism promotion should mail promotional materials to, and make direct approach to, organizations interested in archaeology such as hobby circles and universities with faculty of archaeology, museums, and NGOs to influence them to organize SIT tours visiting archeological sites in this Tourism Corridor. Advertisement in magazines specialized in archaeology would be also effective. In approaching to the SIT organizers, the following points should be stressed:

- Difference between Pre-Inca archeological sites and Inca archeological sites,
- Possibility to observe real excavation works and discovery of artifacts from the archeological sites, and
- Availability of a participatory program for excavation works.

**g. Promotion of domestic tourism**

Promoting domestic tourism is also important for the Trujillo – Chiclayo Tourism Corridor, since it is currently the dominant tourism demand in this area. It is noted that domestic market is not only interested in archaeological sites but also in beaches and other cultural and natural attractions. Therefore, tourism promotion strategy for the domestic market would be to emphasize the combination of various tourism products. It is also important to promote tourism not only from Lima but from cities in northern Peru as well. Trujillo, for instance, may be advertised through TV and newspaper toward the domestic market, especially those who live in Lima that is the largest city in Peru and located relatively close to Trujillo. The advertisement should emphasize the city’s images that abound in entertainment like Marinera, cultural heritage like Chan Chan, and beaches like Huanchaco.

**(3) Tourism Promotion Plan**

Table 4.21 shows the result of the evaluation of respective tourism promotion activities by market segment. It is noted that direct advertisement to consumers like the use of mass media such as TV and newspaper would be possible for domestic market, while

international tourism would be effectively stimulated through indirect measures such as distribution of brochures, participation in travel trade shows, and familiarization trips.

**Table 4.21 Promotion activities of importance for each market segment**

	International market		Domestic market
	General interest	Archaeology enthusiast	
<b>Promotional tools</b>			
Brochure	A	A	-
Map	A	A	-
Poster	B	B	-
Video	A	A	-
Sales manual	A	A	-
<b>Advertisement</b>			
TV	-	-	A
Newspaper	-	-	B
Magazine of special interests	-	A	-
<b>Trade stimulation</b>			
Travel trade show	A	A	-
Familiarization trip	A	A	-
Seminar	A	A	-
<b>Public relations</b>			
Press tour	A	A	B
Press release	A	A	B
<b>Others</b>			
Event	-	-	-
Approach to SIT market	-	A	-
Approach to MICE market	-	-	B
Participatory program	B	A	-
New type of packaged tours	-	-	-

Note: A = very effective, B = effective, - = less effective

Source: JICA study team

Table 4.22 shows the tourism promotion plan and its cost estimation for the Trujillo – Chiclayo Tourism Corridor based on the above-mentioned promotion strategy.

Table 4.22 Tourism promotion plan

Activity	Description	Target markets	Intervals	Cost 2001-05
Promotional tools				
Image-oriented brochure	5 languages, 40,000 copies in total	International	Every 5 years	20,000
Information-oriented brochure	5 languages, 40,000 copies in total	International	Every 5 years	35,000
Map	Spanish/English, 80,000 copies per site, 9sites	International	Every 5 years	144,000
Poster	1 version, 6,000 copies	International	Every 5 years	3,000
Video	5 languages, 20 minutes	International	Every 5 years	23,000
Sales manual	Spanish/English, 7,000 copies in total	International	Every 5 years	20,000
Advertisement				
TV	Spot announcement on a national broadcasting station	Domestic	Every 2 weeks	40,000
Newspaper	3 major papers in Peru, 1page	Domestic	Every 3 months	200,000
Magazine of special interests	5 magazines, 0.5 pages	North America, Europe	Every 3 months	300,000
Trade stimulation				
Travel trade show	Trade shows participated by Promperu	International	Every year	-
Familiarization trip	2 trips	North America, Europe	Every year	70,000
Seminar	Seminars organized by Promperu	International	Every year	-
Public relations				
Press tour	3 trips	North America, Europe, domestic	Every year	76,000
Press release		International and domestic	Every 3 months	13,000
Others				
Approach to SIT market		International	-	-
Approach to MICE market		Domestic	-	-
Participatory program		International	-	-
Total				944,000

Note: cost is shown in US\$

Source: JICA study team

#### 4.5.5. Project Cost

Total project cost for the priority project is US\$ 46,665,800. Break down of the cost is summarized in Table 4.23. Economic feasibility of the cost is evaluated in the Chapter 7: Project Evaluation.

**Table 4.23 Project cost for the Trujillo - Chiclayo Tourism Corridor Development Plan**

Sub-project/ component	Cost (US\$1000)	Remarks
Total of Trujillo - Chiclayo Tourism Corridor Development Plan	46,665.8	
Construction of the New Trujillo Bypass Road		
a. Access road construction		
1) Av. Villarreal Norte	2,634.5	Asphalt pavement W=12m, cycling way W=3m, planting
2) Av. Villarreal Sur	4,790.0	Asphalt pavement W=12m, cycling way W=3m, planting
3) Bridge	4,000.0	A Bridge over Moche river
Total	11,424.5	
A) Construction costs total	11,424.5	
B) Engineering and design	685.5	Construction costs A) X 6%
C) Survey, study and preparation works	114.2	Construction costs A) X 1%
D) Contingency	611.2	Total costs A)+B)+C) X 5%
E) Project costs total	12,835.4	A)+B)+C)+D)
Development of the Chan Chan Archeological Park		
a. General work	1) Cleaning and landscaping	125.0 in the sanctuary
b. Security system	1) Security: watching station	166.0 including watching station
	2) Security system	56.0 Perimeter security system by sensor, 24hr
	3) Perimeter fencing	1,041.0 Perimeter fencing, length 23km
c. First aid	1) First aid station at Museum	2.0
d. Sign and information	1) Sign and information	52.0 Sign system in site : 20 sets
e. Road construction	1) Excursion route	105.0 for the site museum to Toledo lake, Huanchaques
f. Building construction	1) Handicrafts center	205.0 Handicrafts production center: 500m2, single story
g. Drainage system	1) Drainage	77.0 Drainage system in Tschudi palace
h. Road construction	1) Excursion route	93.0 Improvement for north annex of Tschudi palace: 2km
i. Facility improvement	1) Information center	15.0 in Tschudi palace: 50 m2
	2) Exist. arche. site	14.0 Exhibition of archeology (Exhibit Tschudi itself)
j. Tourist guide	1) Audio system	10.0 Portable audio guide service in Tschudi palace
k. First aid	1) First aid station	2.0 First aid station at Tschudi Palace
l. Archeological investigation	1) Arche. Invest. Toledo lake	52.0 Archeological investigation of Toledo lake
	2) Arche. Invest. Hua. Toledo	55.0 Archeological investigation of Huaca Toledo
m. Archeological conservation and restoration	1) Conserve. Huaca Toledo	40.0 Conservation of Huaca Toledo and surrounding area
	2) Conserve. Toledo lake	21.0 Conservation of Toledo lake
	3) Conserve. Totora veget'n	262.5 Conservation and maintenance of totora vegetation
n. Sign and information	1) Traffic info. and sign	6.0 Surrounding of Chan Chan complex
o. Road demolition	1) Demolition work	44.0 Demolition of existing road in the sanctuary: length 2.2 km
p. Utility	1) Electricity	38.0
	Total	2,481.5
A) Construction costs total	2,481.5	
B) Engineering and design	148.9	Construction costs A) X 6%
C) Survey, study and preparation works	24.8	Construction costs A) X 1%
D) Contingency	132.8	Total costs A)+B)+C) X 5%
E) Project costs total	2,788.0	A)+B)+C)+D)
Tourism Improvement of Huacas del Sol y de la Luna		

a. Access road construction	1) Access road (South)	427.8	W=7.5m (asphalt pavement W=6m, shoulder 0.75m x 2)
	2) Access road (New)	522.5	W=7.5m (asphalt pavement W=6m, shoulder 0.75m x 2)
	3) Bridge	700.0	Bridge over intake dam
	4) Initial archeological survey	50.0	
	Total	1,700.3	
b. Building construction	1) Site Museum	710.0	Concrete structure 2 stories
	2) Sound & Light Show	400.0	
	3) Audience	62.5	Movable steel light structure, 300 seats with control tower
	4) Landscaping for museum	10.2	30% of museum site area
	5) Site preparation for museum	8.5	
Total	1,191.2		
c. Utility for museum	1) Water, sewage, electricity	250.0	Sewage treatment facility included
d. Restoration work	1) Restoration of Huaca Luna	349.1	10% of construction cost
A) Construction costs total		3,490.6	
B) Engineering and design		209.4	Construction costs A) X 6%
C) Survey, study and preparation works		34.9	Construction costs A) X 1%
D) Contingency		186.7	Total costs A)+B)+C) X 5%
E) Project costs total		<b>3,921.6</b>	A)+B)+C)+D)
Construction of "Parque del Baluarte"			
a. Building construction	1) Handicrafts & Rest.	1,750.0	Local products promotion center/traditional foods restaurant (handicrafts shops, training, demonstration of products, traditional foods restaurant and cafe), concrete structure, 3 stories and 1 basement floor
	2) Showcase	135.0	Steel structure, single story partially mezzanine
	3) Bull stadium (renovation)	300.0	Renovation of facility and extension of auxiliary facilities
	4) Car parking bldg.	1,500.0	Concrete structure, 5stories, 1 basement floor, for 200 cars
	5) Landscaping	37.2	30% of total site area
	6) Site preparation	31.0	
Total	3,753.2		
b. Handicrafts dev't program	1) Promotion and training	280.0	
A) Construction costs total		4,033.2	
B) Engineering and design		225.2	Construction costs A)x6% (except b)
C) Survey, study and preparation works		37.5	Construction costs A)x1% (except b)
D) Contingency		214.8	Total costs A)+B)+C) X 5%
E) Project costs total		<b>4,510.7</b>	A)+B)+C)+D)
El Brujo Tourism Improvement			
a. Access road construction	1) Access road	2,635.2	W=8.4m (asphalt pavement, W=6m, Shoulder 1.2m x 2)
b. Visitor center construction	1) Visitor center	41.0	concrete structure, single story
	2) Car parking	20.0	asphalt pavement with marking and plantation
	3) Landscaping	5.4	30% of visitor center site area
	4) Site preparation	4.5	
Total	70.9		
c. Excursion route construction	1) Excursion rote	160.0	1.6km W=3m, gravel pavement
d. Utility	1) Water, sewage, electricity	118.0	Sewage treatment facility included
e. Restoration work	1) Restoration of El Brujo	331.6	10% of construction cost
A) Construction costs total		3,315.7	
B) Engineering and design		198.9	Construction costs A) X 6%
C) Survey, study and preparation works		33.2	Construction costs A) X 1%
D) Contingency		177.4	Total costs A)+B)+C) X 5%
E) Project costs total		<b>3,725.2</b>	A)+B)+C)+D)
Beautification & Conservation of Historic Center of Pacasmayo			

a. Building construction	1) Museum (Renovation)	300.0	Historical and cultural museum
	2) Restaurant & Caf_	150.0	Sea food restaurants and coffee shops
	3) Landscaping	450.0	30% of site area
	4) Site Preparation	375.0	
	Total	1,275.0	
b. Betterment of road	1) Promenade	100.0	Extension and Improvement of promenade
	2) Landscaping	420.0	30% of site area
	3) Site Preparation	350.0	
	Total	870.0	
A) Construction costs total		2,145.0	
B) Engineering and design		128.7	Construction costs A) X 6%
C) Survey, study and preparation works		21.5	Construction costs A) X 1%
D) Contingency		114.8	Total costs A)+B)+C) X 5%
E) Project costs total		2,409.9	A)+B)+C)+D)
Circuit Road Improvement: Ferreñafe- Huaca Rajada - Cayalti			
a. Excursion rote improvement	1) Ferreñafe-Pucala	3,864.0	W=8.4m (asphalt pavement, W=6m, Shoulder 1.2m x 2)
	2) Pucala-Huaca Rajada	672.0	W=8.4m (asphalt pavement, W=6m, Shoulder 1.2m x 2)
	3) Bridge over Reque R.	600.0	
	4) Sipan site-Cayalti section	1,932.0	W=8.4m (asphalt pavement, W=6m, Shoulder 1.2m x 2)
	Total	7,068.0	
A) Construction costs total		7,068.0	
B) Engineering and design		424.1	Construction costs A) X 6%
C) Survey, study and preparation works		70.7	Construction costs A) X 1%
D) Contingency		378.1	Total costs A)+B)+C) X 5%
E) Project costs total		7,940.9	A)+B)+C)+D)
Development of the Sipan Archaeological Park			
a. Site museum	1) Site museum	1,065.0	Concrete structure 2 stories
	2) Visitor center	246.0	Concrete structure single story with restaurant
	3) Landscaping	27.0	30% of museum site area
	Total	1,338.0	
b. Park construction	1) Park and BBQ site etc.	1,200.0	Plantation, hut gazebo 7 sets, barbecue restaurant, kids plan park, walk way, car parking, etc.
	2) Site preparation	300.0	
	Total	1,500.0	
c. Utility	1) Electricity	350.0	
d. Restoration work	1) Restoration of Huaca Rajada	354.2	10% of construction cost
A) Construction costs total		3,542.2	
B) Engineering and design		212.5	Construction costs A) X 6%
C) Survey, study and preparation works		35.4	Construction costs A) X 1%
D) Contingency		189.5	Total costs A)+B)+C) X 5%
E) Project costs total		3,979.7	A)+B)+C)+D)
Tourism Improvement of Batan Grande			
a. Excursion rote construction	1) Excursion route (vehicle)	1,800.0	gravel pavement W=4m
	2) Excursion route (pedestrian)	390.0	gravel pavement W=2m
	Total	2,190.0	
b. Huaca Loro	1) Pedestrian bridge	100.0	Wooden structure over the Rio la Reche W=1.5m L=100m
	2) Exhibition pit of Huaca Loro	30.0	re-excavation of pit for exhibition (King's tomb)
	3) Parking area	20.0	gravel pavement
	4) Toilet	9.4	
	5) Landscaping	6.0	30% of site area

	6) Site Preparation	5.0	
	Sub Total	170.4	
	7) Restoration of Huaca Loro	275.8	10% of project cost
	Total	446.2	
c. Giganton observation park	1) Observation park	3.5	Construction of mirador at summit of Giganton
	2) Pedestrian trail	54.0	W=1m gravel pavement
	3) Parking area	20.0	Gravel pavement
	4) Toilet	9.4	
	5) Landscaping	3.9	30% of site area
	6) Site Preparation	3.3	For observation park, parking area and toilet
	Total	94.1	
d. Impro't of visitor center	1) Visitor center	10.0	
	2) Landscaping	5.0	Installation of equipment and landscaping
	3) Site Preparation	12.5	
	Total	27.5	
A) Construction costs total		2,757.8	
B) Engineering and design		165.5	Construction costs A) X 6%
C) Survey, study and preparation works		27.6	Construction costs A) X 1%
D) Contingency		147.5	Total costs A)+B)+C) X 5%
E) Project costs total		3,098.4	A)+B)+C)+D)
Sign System Program			
a. Sign System Program	1) Sign and information	75.0	20 sets for Lambayeque and 30 sets for La Libertad
A) Construction costs total		75.0	
B) Engineering and design		4.5	Construction costs A) X 6%
C) Survey, study and preparation works		0.8	Construction costs A) X 1%
D) Contingency		4.0	Total costs A)+B)+C) X 5%
E) Project costs total		84.3	A)+B)+C)+D)
Participatory Tourism Support Program			
a. Participatory Tourism Support Program		407.4	1 % of total development cost in each tourism corridor
A) Program costs total		407.4	
B) Contingency		20.4	Total costs A) X 5%
C) Project costs total		427.8	A)+B)
Tourism Promotion Plan			
A) Promotional tool		245.0	
B) Advertisement		540.0	
C) Trade stimulation		70.0	
D) Public relations		89.0	
E) Cost sub-total		944.0	A)+B)+C)

Note: a) Exchange rates: 1US\$=106yen, 3.5 soles  
b) Official tax is included in each amount.  
c) Price escalation and inflation are not considered.

Source: JICA Study Team

## 5. The Tumbes - Piura Tourism Corridor Development Plan

### 5.1. Regional Context

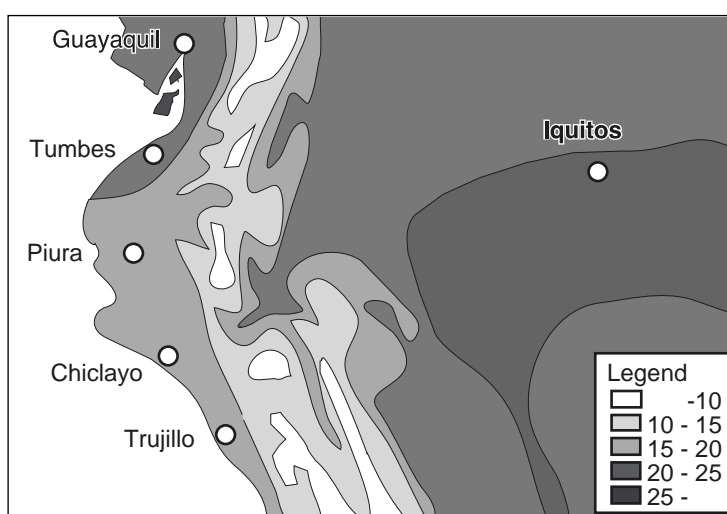
#### 5.1.1. Geographic overview

The Tumbes - Piura Tourism Corridor is located in the northeastern corner of Peru bordering on Ecuador. The distance between Lima and Tumbes is some 1000km. It is defined as an area covering the coastal provinces of the Tumbes and Piura Departments. Tumbes and Piura are the capital cities of the Departments with the same names.

The Tourism Corridor's climate is from arid to semi-arid. Tumbes has more precipitation than Piura. The Humboldt Current is less influential, in particular, in the Tumbes Department compared with other Peruvian coastal cities. The temperature is from temperate to subtropical. Average annual temperature is 25.5 in Piura and 24.0 in Tumbes.

Like other Peruvian coastal areas, temperature is the highest in the "summer" months from January to March, and the lowest from June to September. As shown in Figure 5.1, seasonal fluctuation of temperature becomes less significant in the Tumbes Department, which suggests that year-round operation of beach resorts would be possible.

Figure 5.1 Temperature in July



Source: National Geographic and ESRI

#### 5.1.2. Natural Environment

##### (1) General

The Tumbesian region represents one of the richest and most threatened biotic sites on the earth. A number of endemic floras and faunas coverage in this region, and the forests feature large concentrations of species and high levels of endemism in many groups of organism.

The Study Area has the following two major habitat types according to Dinerstein et. al. (1995).

- Tumbes/ Piura dry forests
- Sechura desert

It also is within the area of “Tumbesian region”, one of the Endemic Bird Areas of the world (Stattersfield et.al. 1998).

There is another important habitat in the Study Area; mangrove forests. Two areas have this habitat; Gulf of Guayaquil / Tumbes and Piura (Dinerstein et. al. 1995). The mangrove forest at San Petro in Piura is the southern edge of the distribution of a mangrove species (*Rhizophora* sp.) on the American Pacific coast (GTZ – INRENA 1996).

## (2) Protected Areas

There is a complex of protected areas in Tumbes;

- Cerros de Amotape National Park,
- Tumbes Reserve Zone, and
- El Angolo Hunting Site.

The complex is located in the mountain zone only where in Peru wet sub-tropical forests are found (GTZ – INRENA 1996). In the national context, the area of the complex is regarded as one of the 38 priority zones for conservation of the biodiversity of Peru (INRENA 1999). El Angolo Hunting Site is currently run by a private company under a contract with INRENA. The vegetation of Tumbes Reserve Zone is different from the one of Cerros de Amotape National Park and El Angolo Hunting Site, which is the only one in Peru of that sort (wet sub-tropical forest). A master plan for the national park is in preparation and will be published in due course.

The southern most part of Piura, Península Illescas-Bayóvar including Pedro-Estuario Virrilá, is regarded another priority zone for conservation of the biodiversity of Peru.

In the Gulf of Guayaquil / Tumbes mangrove forests, there is a national sanctuary - Manglares de Tumbes (INRENA 1999) - which is a Ramsar site. A master plan for the national sanctuary is in preparation and will be published in due course.

There is a proposal to create two marine protected areas in this Study Area (GTZ – INRENA 1996). One is off coast of Máncora and the other one is off coast from Península Illescas to Pto. Eten.

A proposal to designate Estuario Virrilá as a new Ramsar site is in consideration by INRENA.

MITINCI has designated 27 National Tourism Reserves by Ministerial Ordinance in order to sustain tourism assets in Peru in combination with natural, historical, and cultural tourism resources. There are four National Tourism Reserves in this Study Area:

- Tumbes/ Piura Coast Tourism Reserve Zone,
- El Angolo Tourism Reserve Zone,
- Cerros de Amotape Tourism Park Zone, and
- Los Ejidos Tourism Center Zone.

### **5.1.3. Historical background**

The Tumbes - Piura Tourism Corridor has been within the periphery of Peruvian Prehispanic Cultures; therefore there are several archaeological sites worth mentioning. However, the area's most significant characteristic is that it was the meeting place for the Incas and the Spaniards.

The area has been inhabited by settlers during the Pre-Ceramic Period, and Quebrada Honda and Illescas are the archaeological sites that date back to the period. During the Formative Period or Early Horizon, ceremonial centers were built mostly in the Piura Department such as Templo de los Jaguares, the temple in Ñañañique, and the petroglyphs of Samanga. The Vicus Culture, which is famous for its unique pottery and gold figurines, flourished from about 200 BC to 300 AC in the Piura Department.

During the Chimu and Inca times, a local ethnic group called Tallanes coexisted with the rulers. Narihuala in Piura and Cabeza de Vaca in Tumbes are the typical examples of the local cultural tradition. The Inca road system is found in the Amotapes Mountains, which are designated as protected nature areas.

Francisco Pizarro first encountered the Incas during his expedition in 1532 near present-day Hermosa Beach in Tumbes. San Miguel de Tangarara is the first city built by the Spaniards in 1532, which later moved to Piura la Vieja (Matanza District - Morropon Province). In 1588, Piura was founded at the current place with the name of San Miguel del Villar. San Lucas de Colan was the first Christian Church in South America built in the mid-16 century.

### **5.1.4. Socioeconomic Conditions**

Tumbes Department has a total population of 183,609 in 1998. It accounts for 0.7% of the national population and ranks 22nd among the 24 Departments in Peru. The population is increasing with an annual growth rate 2.8% during the 1996 -98 period. Although the population increase rate is on a slightly downward trend, it is higher than any other

Departments in the Study Areas. Most of the people (88.7% of the total in 1996) live in the urban areas. The average population density is 39.3 persons per square kilometer.

The gross regional domestic product (GRDP) is US\$ 246 million, and per capita GRDP is US\$ 1,415 in 1996. Each ranks 22nd and 14th in the country. The annual increase rate of GRDP on the constant price of 1979 is 8.54% over the past 5 years. The services sector is the major industry, which accounts for 34.7% of the total GRDP in 1996. The commercial sector occupies the second position (20.2%). It is followed by the fishery sector (14.0%).

**Table 5.1 Major socioeconomic indices: Tumbes**

Geography	Administrative area (km2)				Share				Density 39.32 pop/km <sup>2</sup>	
	Total	Costa	Selva	Sierra	Total	Costa	Selva	Sierra		
	4,669	4,669	0	0	100%	100%	0%	0%		
Population	Total population					Annual growth rate				
	Year	1972	1981	1993	1996	1998	'72 - '81	'81 - '93	'93 - '96	'96 - '98
	Total	79,348	108,064	158,582	173,604	183,609	3.5%	3.2%	3.1%	2.8%
GRDP 1996	Industries	Total	Agri.	Fishery	Mining	Industry	Construc.	Commer.	Gov. serv.	Other serv.
	(million US\$)	245.6	11.3	34.5	0.1	25.8	15.7	49.6	23.4	85.3
	Share	100.0%	4.6%	14.0%	0.1%	10.5%	6.4%	20.2%	9.5%	34.7%
	GRDPper capita	1,415 (US\$)								
GRDP annual increase rate	8.54% ('92 - '96 constant price of 1979)									

Note: US\$ 1 = 2.5 Nuevos Soles

Source: National Statistics Institute (INEI)

The following table shows the number of hotels and restaurants in Tumbes Department based on the registration record in MITINCI.

**Table 5.2 Number of hotels and restaurants: Tumbes**

	No. of Establishment	No. of Room	No. of Employee
(Hotel with star)	7	179	63
(Other Hotel)	37	643	85
Hotel	44	822	148
Restaurant	147		

Source: Registration Record of Lodgings and Restaurants, MITINCI, as of Dec. 1998

The following table shows the estimated existing employment based on the existing number of hotel rooms. It is estimated that tourism creates approximately 3 thousand jobs including indirect employment in the Tumbes Department.

**Table 5.3 Estimated tourism-related employment: Tumbes**

(1) Direct Employment in Hotel Sector	822
(2) Direct Employment Outside Hotel Sector (1) x 1.31	1,077
(3) Total Direct Employment (1) + (2)	1,899
(4) Indirect Employment (1) x 1.6	1,315
(5) Total Estimated Employment (3) + (4)	3,214

Source: Estimated by JICA Study Team

The following table shows the estimated existing tourist expenditure based on the estimated tourism demand.

**Table 5.4 Estimated tourist expenditure: Tumbes**

International Tourist	Domestic Tourist	Total
2,163	5,831	7,993

Note: Unit: US\$ 1,000.

Source: Estimated by JICA Study Team

Piura Department has a total population of 1,506,716 in 1998. It accounts for 6.1% of the national population, and is the 2nd populous Department in Peru. The growth rate of population was 1.3% during the 1996 - 98 period, which is relatively low from the Peruvian standard. Most of its people (71.4 %) live in urban areas. The average population density is 50.8 persons per square kilometer.

The gross regional domestic product (GRDP) is US\$ 2,377 million, and per capita GRDP is US\$ 1,619 in 1996. Each ranks 5th and 12th in the country. The annual increase rate of GRDP on the constant price of 1979 is 5.41% in the past 5 years. Commercial sector is the major industry, which accounts for 23.1% of the GRDP in 1996. The manufacturing sector comes the second (21.2%), and the services sector comes the third (15.4%).

**Table 5.5 Major socioeconomic indices: Piura**

Geography	Administrative area (km <sup>2</sup> )				Share				Density	
	Total	Costa	Selva	Sierra	Total	Costa	Selva	Sierra	50.77	
	29,680	23,199	0	6,481	100%	78%	0%	22%	(Pop/km <sup>2</sup> )	
Population	Total population					Annual growth rate				
	Year	1972	1981	1993	1996	1998	'72 - '81	'81 - '93	'93 - '96	'96 - '98
	Total	888,006	1,155,682	1,409,262	1,467,538	1,506,716	3.0%	1.7%	1.4%	1.3%
GRDP 1996	Industries	Total	Agri.	Fishery	Mining	Industry	Construc.	Commer.	Gov. serv.	Other serv.
	(million US\$)	2,376.5	184.5	213.9	138.4	504.4	268.1	549.5	152.5	365.2
	Share	100.0%	7.8%	9.0%	5.8%	21.2%	11.3%	23.1%	6.4%	15.4%
	GRDP per capita	1,619 (US\$)								
GRDP annual increase rate	5.41% ('92 - '96 constant price of 1979)									

Note: US\$ 1 = 2.5 Nuevos Soles

Source: National statistics institute (INEI)

The following table shows the number of hotels and restaurants in Piura Department based on the registration record in MITINCI.

**Table 5.6 Number of hotels and restaurants: Piura**

	No. of Establishment	No. of Room	No. of Employee
(Hotel with star)	18	638	197
(Other Hotel)	160	2,630	468
Hotel	178	3,268	665
Restaurant	1,123		

Source: Registration Record of Lodgings and Restaurants, MITINCI, as of Dec. 1998

The following table shows the estimated tourism-related employment based on the existing number of hotel rooms. Tourism creates approximately 13 thousand jobs including indirect employment in the Piura Department.

**Table 5.7 Estimated tourism-related employment: Piura**

(1) Direct Employment in Hotel Sector	3,268
(2) Direct Employment Outside Hotel Sector (1) x 1.31	4,281
(3) Total Direct Employment (1) + (2)	7,549
(4) Indirect Employment (1) x 1.6	5,229
(5) Total Estimated Employment (3) + (4)	12,778

Source: Estimated by JICA Study Team

The following table shows the estimated tourist expenditure based on the estimated tourism demand.

**Table 5.8 Estimated tourist expenditure: Piura**

International Tourist	Domestic Tourist	Total
3,275	15,347	18,622

Note: Unit: US\$ 1,000

Source: Estimated by JICA Study Team

### 5.1.5. Existing Plans and Projects

Existing and on-going plans and projects that have relationship with tourism development in the Tumbes - Piura Tourism Corridor are as follows:

- Extension of national electricity grid (connecting north and south grids) to the northern region is on going.
- Improvement of the airports in Talara and development of the new airport in Paita are under implementation.
- Preliminary design survey for the drinking water supply in Tumbes and Piura Departments by the JICA is on-going

- Chira-Piura and Irrigation Tumbes irrigation projects are on going, which provide not only irrigation for agriculture, but also providing drinking water, electricity and roads along the canals.
- Tourism development study of Sechura Province by the Provincial Municipality was made.

## **5.2. Tourism Conditions**

### **5.2.1. Tourism Resources**

Beaches in the Tumbes Department and northern part of the Piura Department are evaluated to be the most important tourism resources in the Tumbes – Piura Tourism Corridor due to its location less affected by the cold Humboldt current.

Table 5.9 shows the list of principal tourism resources in the Tumbes – Piura Tourism Corridor. Figure 5.2 shows the distribution of tourism resources in the Study Area.

- The Tumbes – Piura Tourism Corridor is rich in beaches and marine tourism resources. Tumbes, in particular, has plenty of beautiful white sand beaches suitable for beach tourism all year round. Piura has marine activities such as fishing, sailing, as well as beautiful seashore landscape.
- Other remarkable tourism resources in Tumbes are, the Santuario Nacional los Manglares de Tumbes (mangrove forest), Zona Reserva de Tumbes (Algarrobo forest), Parque Nacional Cerros de Amotape (Algarrobo forest) and Aguas Termales – Hervideros (hot spring).
- Piura Department has Punta Balcones (the western end of the South America), Iglesia San Lucas de Colán (oldest church in the South America) and mangrove forest in San Pedro (southernmost mangrove forest in the South America). Ceramic and other handicrafts in Chulucanas -La Encantada, Simbila and Catacaos are also attractive for the tourists.

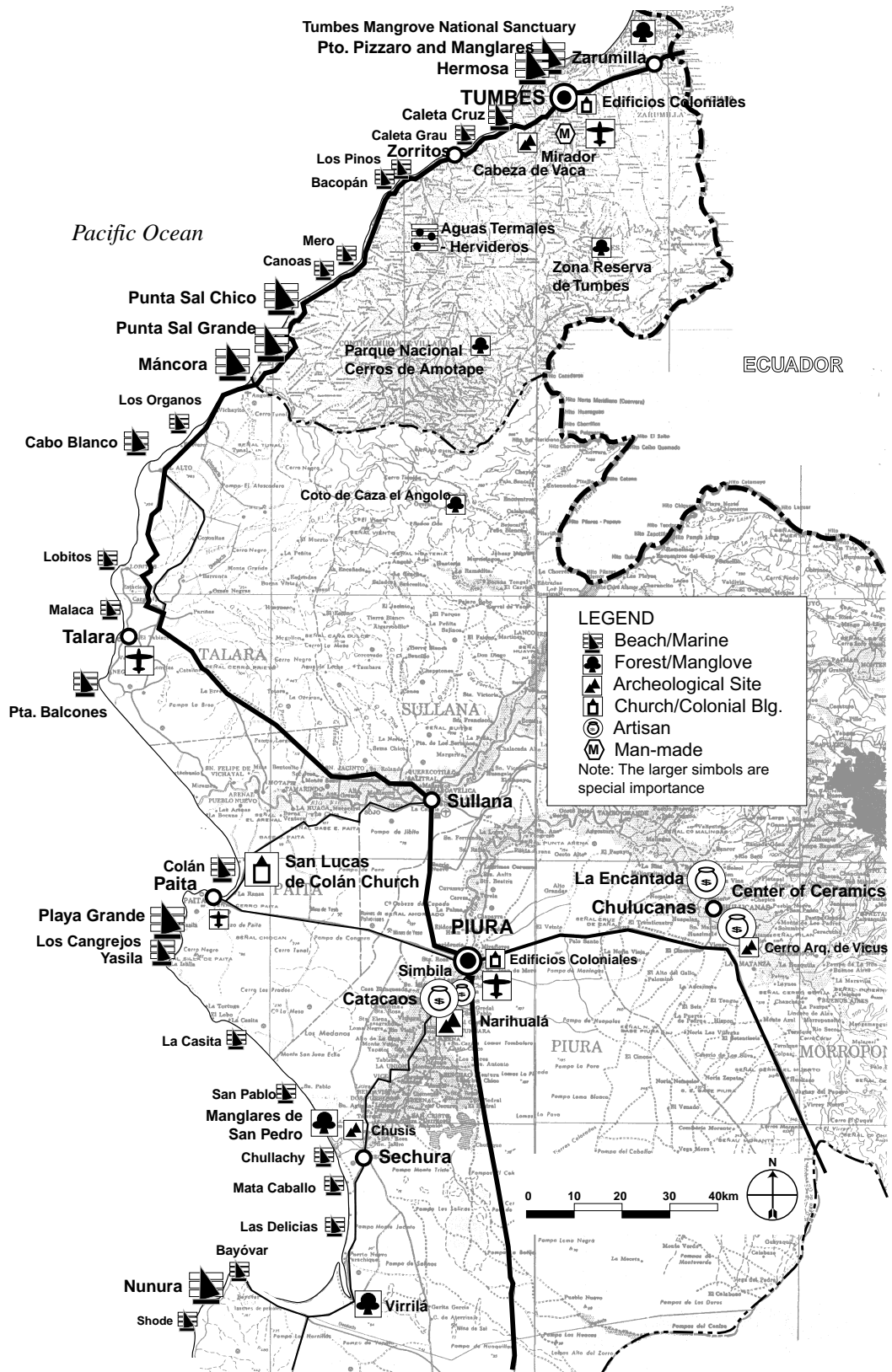
**Table 5.9 Major tourism resources in the Tumbes – Piura Tourism Corridor**

Dept.	Province	District	No	Ev	Name of the resources	Ctg	Era	Remarks
Tumbes	Tumbes	Tumbes	1	B	Casa Feijoo	HS	RP	Historical blg.
Tumbes	Tumbes	Tumbes	2	B	Mirador “El Huallaco”	NA	-	Panorama
Tumbes	Tumbes	Corrales	3	A	Hermosa Beach	NA		Beach
Tumbes	Tumbes	Corrales	4	B	Conj. Arq. Cabeza de Vaca	HS	PI	Arq. ruins
Tumbes	Tumbes	Tumbes	5	A	Pto. Pizarro y Maglares	NA	-	Mangrove tour
Tumbes	Tumbes	Zarumilla	6	B	La Cruz Beach	NA	-	Beach
Tumbes	Tumbes	Zarumilla	7	B	Tumbes Mangrove National Sanctuary	NA	-	Mangrove
Tumbes	Tumbes	Zarumilla	8		Tumbes Reserve Zone	NA	-	Ex-National Park
Tumbes	Cont. Villar	Zorritos	9	B	“Santa Clara” Hervideros Hot Spring	NA	-	Hot spring
Tumbes	Cont. Villar	Zorritos	10	A	Punta Sal Beach (Grande y Chico)	NA	-	Beaches
Tumbes	Cont. Villar	Casitas	11		Cerros de Amotape	NA	-	Forest
Piura	Piura	Piura	12		Almirante Grau House Museum	HS	CI	Colonial blg.
Piura	Piura	Catacaos	13	B	Simbila	CL	-	Pottery village
Piura	Piura	Catacaos	14	B	Shopping Street in Catacaos	MA	-	Shopping street
Piura	Piura	Catacaos	15	B	Fortaleza de Narihualá	HS	Ph	Arc. ruin
Piura	Sechura	Sechura	16		Chusis	HS	Ph	Arc. ruin
Piura	Sechura	Sechura	17		Ethnology Museum	CL	-	Museum
Piura	Sechura	Sechura	18		Mata Caballo Beach	NA	-	Beach
Piura	Sechura	Sechura	19		Las Delicias Beach	NA	-	Beach
Piura	Sechura	Sechura	20	B	Virrilá Estuary	NA	-	Birds, canal
Piura	Sechura	Sechura	21		Bayóbar Maritime Terminal	MA	-	Terminal
Piura	Sechura	Sechura	22	A	Nunura Beach	NA	-	Beach
Piura	Sechura	Sechura	23	B	Pta. Shode Beach	NA	-	Beach
Piura	Sechura	Vice	24	B	San Pedro Mangrove	NA	-	Mangrove, Birds
Piura	Morropón	Chulucanas	25	A	Chulucanas Ceramic Center	CL	-	Ceramic
Piura	Morropón	Chulucanas	26	A	La Encantada	CL	-	Ceramic
Piura	Morropón	Chulucanas	27		Cerro Arq. de Vicus	HS	Ph	Arc. ruin
Piura	Sullana	Marcavelica	28		El Angolo Hunting Zone	NA	-	Hunting area
Piura	Paita	Paita	29	B	Yasila y los Cangrejos Beaches	NA	-	Beaches
Piura	Paita	Paita	30	A	Grande Beach	NA	-	Beach
Piura	Paita	Vichayai	31	B	Colán Beach	NA	-	Beach
Piura	Paita	Vichayai	32	A	Iglesia San Lucas de Colán	HS	-	Church
Piura	Talara	Negritos	33	B	Pta. Balcones	NA	-	Cape
Piura	Talara	Máncora	34	A	Máncora Beach	NA	-	Beach
Piura	Talara	El Alto	35	B	Cabo Blanco	NA	-	Beach, pier

Notes: 1) Ev; Evaluaton by the JICA Study Team; A:very important, B: important  
 2) Ctg; Category/ NA=Natural, HS=Historical, CL=Cultural, LF=Tribe village & lifestyle, MA=Man-made  
 3) Era/ Ph = Prehispanic, CI=Colonial, Rp=Republican  
 4) Huancabamba and Ayabaca Provinces are not included in the Study Area.

Source: JICA Study Team

Figure 5.2 Tourism resources in the Tumbes – Piura Tourism Corridor



Source: JICA Study Team

## 5.2.2. Tourism Market

### (1) Visitor arrivals

Visitor arrivals to Tumbes reached 60,018 in 1998, while those to Piura recorded 148,995 in the same year. In both departments, more than 90% of the visitor arrivals are from the domestic market. Room occupancy rates have been just above 20%. The same statistics shows that the average length of stay in Tumbes and Piura was around 1.5 nights in 1998. Length of stay in Tumbes decreased in 1998 while that in Piura has been stable over the years. The statistics shows an increase in accommodation supply in Piura and, to a lesser extent, in Tumbes.

**Table 5.10 Major tourism indices: Tumbes**

Year		1992	1993	1994	1995	1996	1997	1998
Arrivals	Total	70,782	71,720	72,035	60,873	65,745	60,331	60,018
	Domestic	66,846	67,130	67,148	56,651	60,535	55,779	55,892
	International	3,936	4,590	4,887	4,222	5,210	4,552	4,126
Guest-nights	Total	114,630	117,918	112,842	99,648	109,871	98,316	88,508
	Domestic	108,302	111,682	105,110	93,611	100,770	91,312	81,856
	International	6,328	6,236	7,732	6,037	9,101	7,004	6,052
Average Length of Stay	Total	1.62	1.64	1.57	1.64	1.67	1.63	1.47
	Domestic	1.62	1.66	1.57	1.65	1.66	1.64	1.46
	International	1.61	1.36	1.58	1.43	1.75	1.54	1.61
Occupancy Rate		24.37%	26.03%	25.97%	23.43%	24.22%	22.60%	20.20%
Stock of Accommodations	Hotels	39	39	40	39	41	34	44
	Rooms	812	794	807	831	857	674	822
	Beds	1,623	1,544	1,583	1,618	1,624	1,261	1,473

Source: National statistics institute (INEI)

**Table 5.11 Major tourism indices: Piura**

Year		1992	1993	1994	1995	1996	1997	1998
Arrivals	Total	151,792	171,824	148,459	162,355	170,697	155,966	148,995
	Domestic	146,678	167,430	144,295	158,366	163,752	150,632	143,283
	International	5,114	4,394	4,164	3,989	6,945	5,334	5,712
Guest-nights	Total	234,509	260,030	231,708	249,322	266,908	262,980	225,486
	Domestic	228,227	253,611	225,873	242,892	255,847	248,942	215,426
	International	6,282	6,419	5,835	6,430	11,061	14,038	10,060
Average Length of Stay	Total	1.54	1.51	1.56	1.54	1.56	1.69	1.51
	Domestic	1.56	1.51	1.57	1.53	1.56	1.65	1.50
	International	1.23	1.46	1.40	1.61	1.59	2.63	1.76
Occupancy Rate		24.18%	25.79%	31.02%	31.40%	30.88%	31.40%	22.50%
Stock of Accommodations	Hotels	109	112	120	113	133	175	178
	Rooms	2,339	2,367	2,478	2,416	2,731	3,112	3,268
	Beds	4,146	4,226	4,362	4,269	4,640	5,027	5,222

Source: National statistics institute (INEI)

JICA Study Team estimates that the total amount of bed-nights spent in the Tumbes - Piura Corridor would reach 1,235,000, of which 49,000 or 4% are occupied by international visitors.

(2) **Tourism characteristics**

**Tumbes:** Tourism to Tumbes is mostly domestic. They arrive mainly for business purposes. A small number of domestic visitors come to Tumbes for holiday and relaxation on the beach. From the airport, they usually go directly to Punta Sal (in Tumbes Department) or Máncora (in Piura Department), because Tumbes and its vicinity lacks in good accommodation or suitable facilities for domestic tourism that seeks for relaxation on the beach with all modern comfort, in particular, if they accompany children. In the late 80's, a lot of people came to Tumbes to buy inexpensive articles; this is still an important purpose to visit Tumbes.

Ecuadorians living in the southern part of that country are an important source of international tourism to Tumbes. Beaches in the northern part of Ecuador are farther than Tumbes from some Ecuadorian cities such as Cuenca (4 hour by car) and Guayaquil (6 hours). Due to economic problems and the political uncertainty, Ecuadorian visitor arrivals have dropped sharply. The Ecuadorian market largely depends on the exchange rate of currencies. It is argued that there are high-income markets in Ecuador (for example in Machala, banana plantations and shrimp's farm locality), which can be attracted to Tumbes if adequate tourism installations exist. They demand high-level facilities that do not exist in Tumbes.

Although small in number, Tumbes receives long-haul international tourists. Some bird-watchers visit the mangrove forest in Puerto Pizarro. There are visitors to National Park of Tumbes and to Cerros de Amotape National Park (420 visitors in 1999, 95% of which were Peruvians<sup>5</sup>), with not advertising at all. Some international visitors come to Tumbes beaches to rest and spend 2 nights/3 days.

Lack of adequate accommodation, and deficiencies of the existing tourist facilities make major constraints for tourism development in Tumbes. Air service, which has been expensive and scarce over the years, changed dramatically. TANS has begun to operate flights from Lima for only US\$69.00, which is considered a very adequate price for the domestic market. On the other hand, Aero Continente has recently cancelled its operation from Lima to Tumbes, quoting that the operating problems for commercial airlines and difficulties to operate financially feasible flights at the above mentioned airfare.

It is necessary to use wisely other resources in Tumbes' vicinity like the Hervideros (hot spring with clay and sulfur content water suitable for medicinal mud). At this moment, the place is advertised as a place for medicinal baths, although it is also adequate for cosmetic purposes. Typically, tourism to Tumbes seeks and takes a sightseeing excursion

---

5 Data provided by the manager of Cerros de Amotape

to Puerto Pizarro’s mangrove forest and the beach. It is also noted that some Ecuadorian operators have been interested in adding a Tumbes extension to Galapagos- Guayaquil packages.

**Piura:** Tourism demand to Piura is predominantly domestic like Tumbes. They arrive for business purposes and look for inexpensive accommodation. It is argued that, in fact, this prevents investment to up-market accommodations. It is commented that government laxity allows operation of unregistered accommodation with poor services to compete unfairly with registered accommodation, which prevents the development of the domestic market. Tourists also arrive at the airport and then they move on directly to Mancora or Punta Sal, a similar pattern as in Tumbes.

There is also a fraction of domestic visitors who arrive to Piura for “mystic” or “esoteric” tourism, since Piura city is the nearest place to “Huaringas” where shamans practice various rites favorable for different imaginary or real ailments in the Huancabamba mountains.

International holiday market to Piura is very small and arrives basically for beaches. There are some young tourists seeking for good waves for surfing. There are also young international visitors who start from Ecuador and arrive to Piura on their way to Cusco.

A typical tourism itinerary in Piura includes a half-day visit to Catacaos or to Chulucanas. Catacaos is more popular because it is close to Piura’s city and people can buy different kind of crafts, including golden, silver, wood-crafts and pottery. Only a reduced fraction of tourism in Piura goes to Chulucanas. Neither Talara nor Paita, Sechura or Bayovar are not a frequently visited place (recently Aero Continente canceled his flight to Talara). It is said that scuba diving is good in Bayóvar but people must request special permit from Petroperu and follow special procedures, which is supposed to curb tourism use. No one mentioned about the tourism use of the Narihualá archaeological site.

### **5.3. Considerations for Sustainable Tourism**

The following considerations should be paid to assure sustainability in tourism development plans. They are described from the three viewpoints: natural environment, cultural resources conservation, and local participation/ social considerations.

#### **5.3.1. Natural environment**

##### **(1) Scenery**

- Designs of infrastructures must be harmonized with their surrounding environments.
- Any trees and ornamental flowers planted around infrastructures should be native species.

- Trashes need to be carefully treated in and around buildings, along roads / walking trails and rivers / creeks.
- The coastal cliffs of the northern part of this Study Area are prone to landslide especially after heavy rains. Careful considerations on designing buildings on the cliffs are necessary.

**(2) Ecosystems**

The Study Area is categorized as a complex of desert and dry forests which is a fragile ecosystem and the following considerations are needed to be paid.

- Protected areas: Master plans must be respected in any tourism development.
- San Pedro: The mangrove forest here is the southern edge of the distribution of a mangrove species on the American Pacific coast, and thousands of seabirds (e.g. gulls, shorebirds) were observed by members of the Study Team while conducting a site survey in January 2000. This area might be an important area for wintering birds from North America and careful considerations need to be paid for any projects of the area.
- Phenology: There is a clear seasonal difference, and the impacts on the ecosystems are also different. Appropriate management measures to meet the difference need to be required.
- Fire: Since it is very dry in the Study Area, prevention of bush fire has a high priority.
- Mangrove: It is strongly recommended not to cut the forests in order to create routes for tours. Boat trips using existing creeks are recommended. Bird population should not be disturbed so often, which is the one of the major attractions of the mangrove forests, and it is necessary for the tour operators to have a “code of environmental ethics”.
- Roads and trails construction: When an access road to a tourist attraction is planned, an existing road should be improved instead of constructing a new one. Tourists are strongly requested to follow designated trails in order not to tamper their surrounding habitats. If the existing road is found to go through important habitats of flora / fauna, it is necessary to consider alternative routes.
- Wildlife/ wild plant extraction: Extracting any wildlife and wild plants should be strictly prohibited.

**5.3.2. Cultural Tourism Resources**

Tumbes has lots of archaeological sites though most of them are not ready for tourism because they haven't been studied yet and don't have enough infrastructures to receive visitors.

- The only archaeological site in Tumbes that is recommendable for tourism is Cabeza de Vaca because it already has a site museum. The archaeological site itself needs further investigation and it would increase attractiveness through further excavation and consolidation of its structures.
- There are historical places like Puerto Pizarro and some attractive Republican style buildings like la Casa Feijoo that is made up of cane and mud.
- Piura has many cultural tourism resources such as archaeological sites and colonial buildings but only few of them have infrastructure to receive visitors.
- Among archaeological sites, Narihuala and Chusis are recommendable for tourism use. Both have site museums but need further investigation and consolidation. They are conveniently located on a tourism route between Piura and Sechura with handicraft village, nature areas, and beaches.
- Some archaeological remains are found in La Encantada, at the place where the Ceramic Art Center for the Max Inga School is planned. It is necessary to conduct “rescue archaeology” and the things recovered could be exhibited in the Art Center to show the continuity with the actual ceramic makers.
- There are some colonial buildings in Piura. Examples include San Lucas de Colan Church surrounded by archaeological remains, and San Martin de Tours Church - XVIII century- in Sechura. Both sites need some improvement.

### **5.3.3. Social Considerations and Local Participation**

The followings are general directions to promote local participation in the Tumbes – Piura Tourism Corridor. Specific measures are discussed in respective sub-projects.

#### **(1) Establishment of Sub-project Implementation Committees and Local Tourism Organizations**

The Tumbes – Piura Tourism Corridor should comply with the national scheme for stakeholder coordination and local participation. Sub-project Implementation Committees should be established for respective sub-projects included in the priority project. The committee should work as a catalyst for establishing Local Tourism Organizations.

#### **(2) Participatory Tourism Support Program**

Participatory Tourism Support Program would be provided for communities that are interested in introducing tourism to conceive, plan, and implement community-based tourism plans.

#### **(3) Promotion of handicraft production**

Promotion of handicraft production and sales would be necessary to distribute tourism benefit to a wider range of people. It is a measure to involve local community members to

tourism development. It is of special importance in the Piura Department, and a sub-project that aims at community development combined with tourism development is proposed.

**(4) Agglomerated development**

In case of integrated beach resort development, development site should be planned in an agglomerated manner to secure a certain space for local small businesses such as souvenirs shop, restaurants, and boat trip. In this sense, all-inclusive resort is not recommendable within the development site.

## **5.4. Tourism Development Strategy**

### **5.4.1. Prospects for Development**

The Phase 1 Study specified that the Tumbes – Piura Tourism Corridor is a Supplementary Tourism Corridor to the Northern Tourism Circuit, and its role in the national tourism development context was to introduce beach resort tourism. Beach resort tourism is highly price-elastic; therefore its principal target is the short-haul market in most of the cases. The Tumbes - Piura Tourism Corridor is not an exception.

Since beach resort tourism is at an initial stage of development, concentrating development efforts at a beach center is recommendable in the short-term. Piura's handicrafts are an immediate tourism opportunity, and are considered more important than beach resort tourism in the short-term. Tourism Corridor formulation should be viewed as the long-term goal.

**(1) Competitor analysis**

The presence of Caribbean beach destinations is considered to have been restricting hotel investment in the Tumbes/ Piura Tourism Corridor. Tourism development strategy of the area needs to seek for an adequate strategy to compete or supplement the international beach destination. It is considered that the beaches have a good market opportunity for the domestic and neighboring Ecuadorian markets. Table 5.12 compared Tumbes/ Piura beaches with Caribbean beaches for Peruvian tourists.

**Table 5.12 Comparison of Tumbes/ Piura beaches and Caribbean beaches**

	Tumbes/Piura beach	Caribbean beach
Climate	Warm and dry	Hot and humid
Sand	Beige/fine	White/fine
Coral reef	No	Abundant
Service and price	Reasonable	Exclusive/luxurious
Access from/to Lima	1 domestic flight	1 international flight
Visa and passport	Not necessary	Necessary
Shopping	Bargain shopping at the border	Luxuries at duty free shops
Congestion	Low	High
Local personal contact	Frequent	Rare
Occasion	Long weekend	Vacation
Travel opportunity	Repeatedly	Seldom
Natural disaster	Once in a decade (el Niño)	A few times a year (hurricane)

Source: JICA Study Team

Expensive airline cost is often quoted as a reason for beach resort tourism development in Tumbes or Piura being difficult. JICA Study Team's own research, however, revealed that the Peruvian beaches have price competitiveness as shown in Figure 5.3.

Admitting that special bargain price packages to the Caribbean could appear in the market in a rare occasion, the above figure shows that the Tumbes/ Piura beaches are competitive in price with Caribbean destinations.

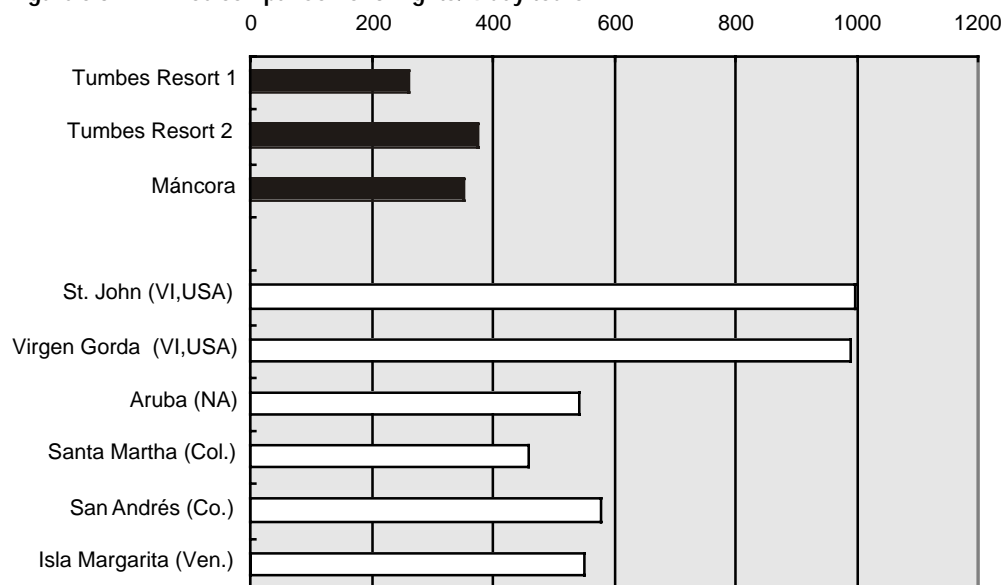
## (2) SWOT analysis of the Tumbes - Piura Tourism Corridor

The followings are the result of the SWOT (strengths, weaknesses, opportunities, and threats) analysis of the Tumbes - Piura Tourism Corridor. It is based on the analysis of existing conditions and the above-mentioned competitor analysis.

### a. Strengths

- Tumbes/ Piura beaches are the most competitive among the beaches in Peru due to its warm climate all year round.
- Tumbes/Piura beaches have price competitiveness with Caribbean destinations for those live in Peru. They are easily accessible for Peruvians for it takes only 1.5 hour to fly from Lima and no visa nor passport is needed to go there.
- Natural disaster is rare compared with the Caribbean, and there is not significant off-season.
- There are opportunities for shopping inexpensive goods at the Ecuadorian border and famous handicrafts in Catacaos and Chulucanas.
- Peace treaty concluded between Peru and Ecuador would encourage tourism to the border area, in particular, those related to MICE.

Figure 5.3 Price comparison of 3-nights/ 4-day tours



Note: All prices are in US Dollars as of first quarter of 2000. Package includes: Air fare Lima-destination-Lima; 4\* or 5\* hotels in Caribbean destinations; price for person: 4days/3 nights double occupancy room; All Inclusive or FAP (Full American Plan: 3 meals); Airport transfers excluded in Tumbes; Caribbean taxes included; Aquatic sports included.

Source: JICA Study Team

**b. Weaknesses**

- There is only a limited number of resort hotels in a real sense in the Tumbes – Piura Tourism Corridor. There is not a sufficient agglomeration of beach resort hotels that would generate a synergy effect.
- The beaches are not competitive enough to attract the long-haul international market unless they are combined with other tourism destinations like Galapagos, Amazon and archaeological sites in Northern Peru.
- Tourism products that would supplement beach resort tourism are scarce, and need development.

**c. Opportunities**

- Beaches in the Tumbes Department and the northern part of Piura have good tourism potential to attract tourists from all over Peru and the southern part of Ecuador.
- Beaches in the Study Area may cater to the long-haul market if quality beach resorts hotels are built, and they are combined with archaeological tourism in Peru or nature tourism in Amazon and Galapagos.

**d. Threats**

- Unless inexpensive beach resort packages are introduced, beaches in the Study Area may lose in the market competition with the Caribbean.

### 5.4.2. Market Strategy

The short-term goal of the market strategy for the Tumbes – Piura would be to attract visitors from the short-haul market, namely, the domestic market and the Ecuadorian market.

#### (1) Domestic market

- Whole country of Peru could be the target market. It is crucial to appeal to the domestic market that Tumbes/ Piura beaches are cheaper than the Caribbean, and less congested and more exclusive than beaches in Lima.
- Supplementary tourism products should be developed to cater to the needs of Peruvian resort tourists. They would include shopping at the Ecuadorian border, seafood gourmet, mangrove cruise, hiking in the tropical dry forest, and spa for cosmetic purposes.
- The MICE (meeting, incentive, convention, and event) market should be strategically developed to stimulate tourism demand to the Tourism Corridor.

#### (2) International market

- The Ecuadorian market is the primary target for the international market. Ecuadorian cities in the southern part of the country such as Machala, Cuenca, and Guayaquil, for which Tumbes is one of the nearest beach destinations, are considered to be the most important.
- In the long-term perspective, the beaches would be combined with archaeological tourism in Peru or nature tourism in Galapagos and Amazon to be sold to the long-haul market.

### 5.4.3. Tourism Product Development Strategy

- A beach resort complex would be built at the Hermosa Beach close to the Tumbes Airport targeting primarily at affluent Peruvian and Ecuadorian tourists.
- In the long-term perspective, the complex should have a convention center to develop the MICE market.
- Supplementary tourism attractions within the one-day trip area from the beach complex need development/ improvement so that they would cater to the needs of the target market. They would include Mangrove cruise in Puerto Pizarro, shopping at the Ecuadorian border, mud bath in Hervideros, and hiking in a series of protected areas of the tropical dry forests.
- The principal tourism possibilities in the vicinity of the Piura City would be handicrafts in Chulucanas/ La Encantada and Catacaos.

- Another beach resort complex might be developed near Máncora in the long-term in case the first resort complex development turned out to be successful. The resort complex should target at more up-market clientele than the first tourism complex taking into account its location that is far from the airport.
- The “three extremes in South America” would be developed in the long-term. They are important, along with beaches in Máncora, from the viewpoint of Tourism Corridor formulation.

#### **5.4.4. Spatial Development Strategy**

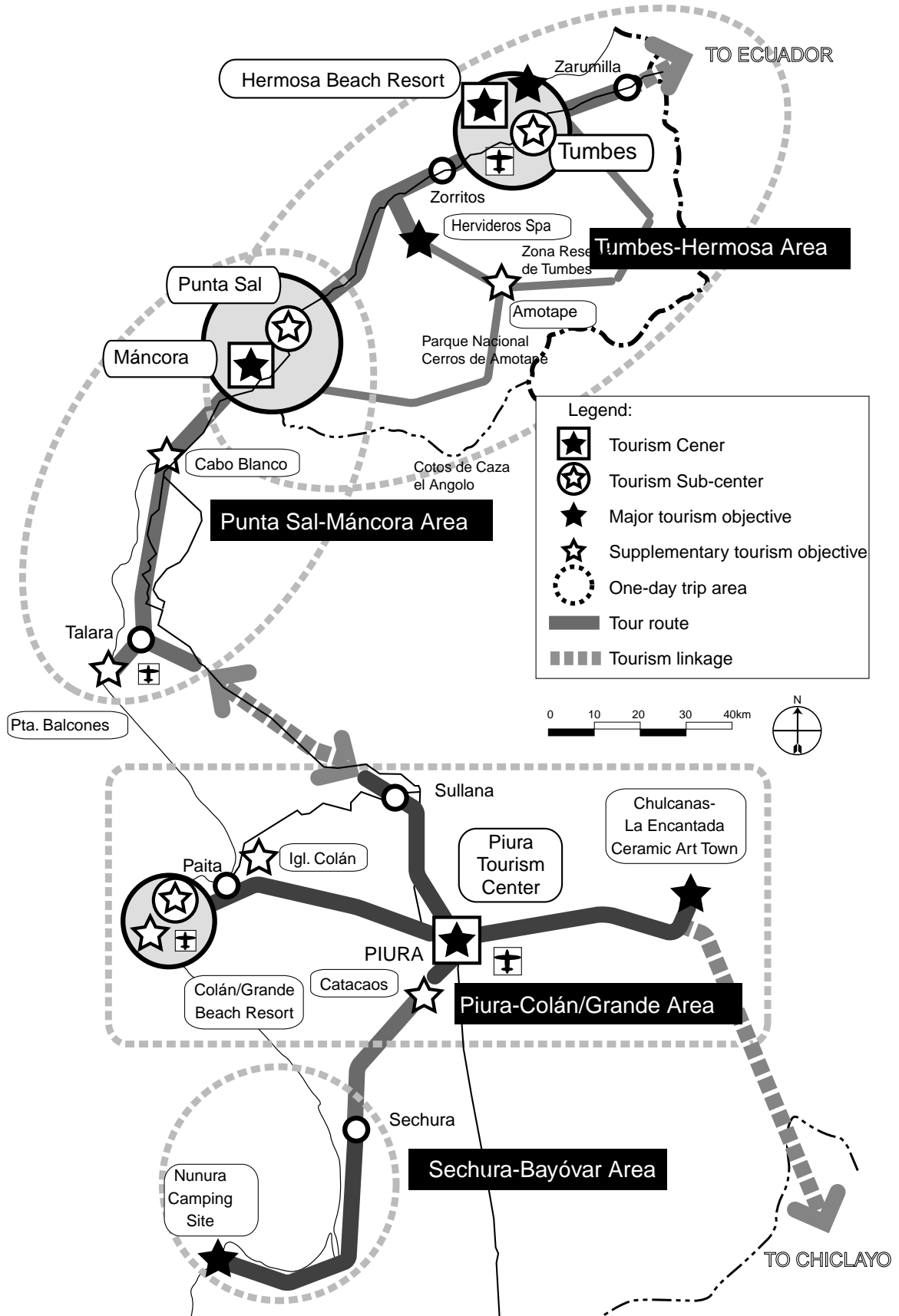
The followings are priority issues for the development of spatial structure of the Tumbes

– Piura Tourism Corridor.

- Hermosa Beach has the highest development potential due to its beautiful sandy beach and vacant large hinterland, and short distance from the Tumbes airport. Access roads would be built from the Tourism Center to major tourism sites in the Hermosa – Tumbes Day Trip Area: Tumbes town, Tumbes National Mangrove Sanctuary, Tumbes Reserve Zone, and Hervideros Hot Springs.
- Punta Sal and Mancora beaches are designated as another Tourism Center that will be developed in the long-term. Its Day Trip Area includes Cerros de Amotape National Park, and Cabo Blanco.
- Colan and Grande beaches are designated as the Tourism Center in the Piura Department. Its One-Day Trip Area includes Piura town, Chulucanas/ La Encantada, Catacaos, and Sechura.

Figure 5.4 shows the spatial development structure of this corridor.

Figure 5.4 Tourism spatial structure in the Tumbes – Piura Tourism Corridor



### 5.4.5. Tourism Demand Framework

Tourism development framework for the respective Tourism Corridors are set based on the national development framework that is proposed in the Phase 1 Study. The target number of visitor bed-nights in the Tourism Corridor in 2005 is 4,319,000, of which 117,000 or 2.7% are occupied by international visitors. The target number of visitor arrivals in 2015 is 6,719,000, of which 224,000 or 3.3% are by international visitors.

It is noted that the figures are on the estimation basis as has been discussed in the Chapter 2. Therefore, the figures in 1997 do not agree with the figures in the hotel statistics except the number of hotel rooms.

**Table 5.13 Development framework for the Tumbes - Piura Tourism Corridor**

	1997	2005	2015
Int'l arrivals	35,000	81,000	133,000
Domestic arrivals	748,000	2,767,000	4,320,000
Total arrivals	783,000	2,848,000	4,453,000
Int'l bed-nights	49,000	117,000	224,000
Domestic bed-nights	1,186,000	4,201,000	6,495,000
Total bed-nights	1,235,000	4,319,000	6,719,000
Available rooms	4,000	11,000	17,000

Source: JICA Study Team

## 5.5. Projects and Programs

### 5.5.1. Project Evaluation

Existing projects and project ideas proposed by a broad range of organizations and individuals in the Study Area, and by JICA Study Team were evaluated based on the criteria as described in the Chapter 2, namely, conformity with the development strategy, urgency and impact, and project maturity. Each project was evaluated by calculating the total of points given in 3 grades to the respective evaluation criteria. Projects that are given more than 8 points are chosen as “priority sub-projects”

In the Tumbes – Piura Tourism Corridor, project ideas to develop beach resort tourism are given higher points in general. However, taking into account the fact that tourism is at an initial stage of development, it is strongly recommended to concentrate beach resort development efforts at Hermosa Beach Development in the short-term. Although locations suitable for beach resort development abound in the northern part of the Piura Department, they would be developed in the long-term or by the private sector. In the Piura Department, handicraft-based tourism in La Encantada is given the highest point because it is an immediate tourism opportunity and contribute greatly to social development.

Table 5.14 shows the result of project evaluation.

**Table 5.14 Result of project evaluation in the Tumbes - Piura Tourism Corridor**

No	Subproject	Department/ Province/ District	Strategy	Effects	Maturity	Total
Priority sub-projects						
1	Development of a Beach Resort Estate in Hermosa Beach	Tumbes/Tumbes/ Corrales, La Cluz	3	3	2	8
2	Mangrove tourism impr4ovemnt in Puerto Pizarro	Tumbes/ Tumbes/ Tumbes	3	3	2	8
3	Improvement of Tumbes Airport	Tumbes/ Tumbes/ Tumbes	3	3	2	8
4	Community Development of La Encantada Ceramic Art Town	Piura/ Morropon/ Chulucanas	3	3	3	9
5	Sign System Program	Whole Tourism Corridor/ /	3	3	3	9
6	Participatory Tourism Support Program	Whole Tourism Corridor/ /	3	3	3	9
Long-term project						
1	Rehabilitation and tourism use of Cabeza de Vaca	Tumbes/ Tumbes/ Corrales	1	2	2	5
2	Road construction for Hermosa beach resort	Tumbes/ Tumbes/ Corrales	2	2	2	6
3	Improvement of access road and utilities at Caveza de Vaca	Tumbes/ Tumbes/ Corrales	1	2	2	5
4	Improvement of La Cruz beach (breakwater, sports facilities)	Tumbes/ Tumbes/ La Cruz	3	2	2	7
5	Breeding facility of crocodiles in the Esterola Chepa zone	Tumbes/ Tumbes/ La Cruz	2	2	2	6
6	Restoration and tourism use of "Casa Hacienda el Limon"	Tumbes/ Tumbes/ Pampas	2	2	2	6
7	Construction of basic infrastructure at Puerto Pizarro	Tumbes/ Tumbes/ Puerto Pizarro	2	2	2	6
8	Improvement of Puerto Pizarro	Tumbes/ Tumbes/ Puerto Pizarro	2	2	2	6
9	Rehabilitation and tourism use of Guineal	Tumbes/ Tumbes/ San Jacinto	1	2	2	5
10	Tumbes Regional Park Museum	Tumbes/ Tumbes/ Tumbes	2	2	3	7
11	Tourism promenade and breakwater of Tumbes	Tumbes/ Tumbes/ Tumbes	2	2	2	6
12	Restoration and tourism use of "Casona Feijoo"	Tumbes/ Tumbes/ Tumbes	2	2	2	6
13	Improvement of infrastructure for Tumbes city	Tumbes/ Tumbes/ Tumbes	2	1	2	5
14	Improvement for National Park of Amotape Mountains	Tumbes/ Tumbes-Contralmirante/	2	2	2	6
15	Zorritos tourism sea wall rehabilitation	Tumbes/ Contralmirante/ Zorritos	3	2	2	7
16	Improvement of Bocapan - Hervideros highway (for hot spring)	Tumbes/ Contralmirante/ Zorritos	3	2	2	7
17	Power supply for Puerto Pizarro and Zorritos beach	Tumbes/ Contralmirante/ Zorritos	2	2	2	6

Master Plan Study on National Tourism Development in the Republic of Peru (Phase 2)

18	La Tucilla watchtower lodge	Tumbes/ Contralmirante/ Zorritos	2	2	2	6
19	Improvement and tourism use of Hervideros Hotsprings	Tumbes/ Contralmirante/ Zorritos	3	2	2	7
20	Los Pelicanos tourism development	Tumbes/ Contralmirante/ Zorritos	2	2	2	6
21	Development of Florida beach resoert	Tumbes/ Contralmirante/ Zorritos	3	2	2	7
22	Construction of paved highway (Bendo-Jeli Zar beach)	Tumbes/ Zarumilla/ Zarumilla	2	2	2	6
23	Rehabilitation of Bendito highway - ecological interpretation center of San Pablo	Tumbes/ Zarumilla/ Zarumilla	2	2	2	6
24	El Bendito tourism complex: beach and village	Tumbes/ Zarumilla/ Zarumilla	3	2	2	7
25	Improvement of infrastructure for Zarumilla city	Tumbes/ Zarumilla/ Zarumilla	2	1	2	5
26	Tourism development in Natural Reserve	Whole Tourism Corridor	2	2	2	6
27	Road improvement in protected natural areas	Whole Tourism Corridor	2	2	2	6
28	Construction of tourism information centers (7 sites)	Whole Tourism Corridor	2	2	2	6
29	Solid wastes plant in Piura and Castilla	Tumbes, Piura	2	2	2	6
30	Improvement and beautification of Catacaos handicrafts city	Piura/ Piura/ Catacaos	3	2	2	7
31	Improvement of access road to Huaca Narihuara	Piura/ Piura/ Catacaos	1	2	2	5
32	Tourism center In Los Ejidos	Piura/ Piura/ Piura	1	2	2	5
33	El Oasis Coutry Complex	Piura/ Piura/ Piura	2	2	2	6
34	Improvement of infrastructure for Piura city	Piura/ Piura/ Piura	1	2	2	5
35	Promotion of cultural circuit	Piura/ Piura, Sechura, Catacaos	3	2	2	7
36	Improvement of infrastructure for Sechura town	Piura/ Sechula/ Sechura	2	2	2	6
37	Access road construction to Mata Caballo beach	Piura/ Sechula/ Sechura	2	2	2	6
38	Construction of Nunura camping site	Piura/ Sechula/ Sechura	2	2	2	6
39	Study of ecology and tourism in Sechura area	Piura/ Sechula/ Sechura	3	2	2	7
40	Coastal highway Paita - Sechura	Piura/ Sechura/ (Several)	2	2	2	6
41	Access road & sign sytem improvement for Sechura beaches	Piura/ Sechura/ (Several)	3	2	2	7
42	Narihuara archeological site: organization and operation	Piura/ Sechura/ Catacaos	2	2	2	6
43	Chusis : recovery and tourism use of the archeological zone	Piura/ Sechura/ Sechura	1	2	2	5
44	Improvement of life and health quality including water supply	Piura/ Sechura/ Sechura	1	1	2	4
45	Improvement of the health condition	Piura/ Sechura/ Sechura	1	1	2	4
46	Improvement of the basic health condition and attendance	Piura/ Sechura/ Sechura	1	1	2	4
47	Potable water supply for Sechura city	Piura/ Sechura/ Sechura	1	1	2	4
48	Restration of San Martin Church	Piura/ Sechura/ Sechura	1	1	2	4
49	Chusis: Site Museum	Piura/ Sechura/ Sechura	2	2	2	6
50	Construction of camp site in Virrila	Piura/ Sechura/ Sechura	2	2	2	6
51	Mangroves of San Pedro in the Vice district	Piura/ Sechura/ Vice	2	2	2	6
52	Potable water supply for the Vice district	Piura/ Sechura/ Vice	1	2	2	5
53	Incorporation of San Pedro Mangroves Reserve	Piura/ Sechura/ Vice	3	2	2	7
54	Construction of Sullana-Querecotillo-Lancones-El Alamor Road	Piura/ Sullana/ (Several)	1	1	2	4
55	Improvement of access road from Sullana to Sauce Grande	Piura/ Sullana/ Marcavelica	1	1	2	4
56	Improvement of infrastructure for Sullana town	Piura/ Sullana/ Sullana	1	1	2	4
57	Improvement of infrastructure at Cabo Blanco beach	Piura/ Talara/ El Alto	3	2	1	6
58	Construction of access road (La Brea-Punta Balconas)	Piura/ Talara/ La Brea	3	2	2	7
59	Most End of South America Park (Punta Barconas)	Piura/ Talara/ La Brea (Negritos)	3	2	2	7
60	Construction of access road (Panamericana-Lobitos)	Piura/ Talara/ Lobitos	3	2	2	7
61	Construction of visitor center in the Forest Reserve	Piura/ Talara/ Los Organos	2	2	2	6
62	Improvement of potable water supply for Mancora town	Piura/ Talara/ Mancora	3	2	2	7
63	Improvement of Mancora beach and town (Part of No.47)	Piura/ Talara/ Mancora	3	2	2	7
64	Improvement of infrastructure for Talara city (Parinas)	Piura/ Talara/ Parinas	1	1	2	4
65	Extension of potable water reservoir for Colan beach	Piura/ Paita/ Colan	3	2	2	7
66	Access road construction to Colan Beach (San Lucas)	Piura/ Paita/ Colan	3	1	2	6
67	Site improvement of Iglesia San Lucas de Colan	Piura/ Paita/ Colan	3	2	2	7
68	Improvement of infrastructure for Paita city	Piura/ Paita/ Paita	1	2	2	5
69	Access road improvement to Punta Yasila beach	Piura/ Paita/ Paita	3	2	2	7
70	Access road construction to Los Cangrejos beach	Piura/ Paita/ Paita	3	2	2	7
71	Development of beach resort estate in Playa Grande	Piura/ Paita/ Paita	3	2	2	7

Source: JICA Study Team

## 5.5.2. Priority Project

The Tumbes - Piura Tourism Corridor Development Plan is a priority project for the Master Plan Study, which is to be implemented by year 2005. It includes a total of 6 sub-projects as shown in Table 5.14. The following section outlines the respective priority sub-projects, and the Volume 3 of this report discusses the sub-projects in details.

### (1) Development of a Beach Resort Estate in Hermosa Beach

#### a. Background

Despite the fact that Peru is located in low latitudes, areas suitable for year-round beach resort operation is confined to a coastal area from the northern part of the Piura Department to the Tumbes Department.

Although international tourism has relative importance in Peru compared with other countries, domestic tourism, which constitutes the greater part of the tourism demand, has not been promoted properly. An outcome of the negligence is evasion of the domestic tourism demand to overseas, in particular, to Caribbean destinations. Peruvian's preference for beach is apparent from a fact that beaches near major coastal cities become fully packed during the summer months from January to March. Although most of the beach-goers make day-trip and are not high-spenders, Peru's expected economic growth would translate into an increase in the tourism demand to beach destinations. It is envisaged that beaches in the Tumbes - Piura Tourism Corridor would find a market niche between the two beach markets.

Moreover, Peruvian beach destinations would be offered to long-haul international tourists as a supplement to their sightseeing itinerary to extend their length of stay. Ecuadorian market is also promising thanks to the peace agreement, which would encourage exchange of people between the two countries. Tumbes should not only aim at a beach destination for Ecuadorians, but also envisage to be a center of MICE (meeting, incentive, conference, and events) for exchanging activities with Ecuador.

Considering the above and the situation in Tumbes, development of a beach destination should be given a high priority. Hermosa Beach Resort Development is a pilot project for introducing an integrated resort tourism development. Development should be in an agglomerated manner in order to reduce the development cost of infrastructure, to provide opportunities for local small businesses, and to generate synergy effects from the agglomeration.

#### b. Objectives

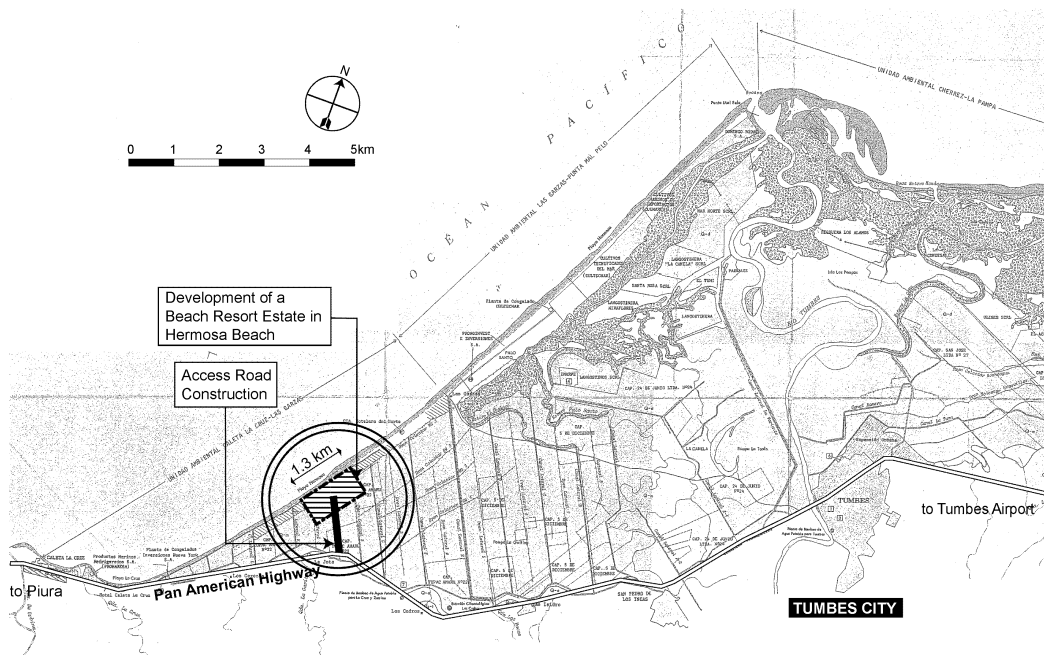
Objectives of the subproject are as follows:

- To develop a new beach estate;
- To construct a sufficient accommodation complex (with a 3 to 5 star level as target);
- To facilitate appropriate structures for the region;
- To provide residents with opportunities to participate in tourism-related businesses;
- To provide amenities in the proposed resort complex; and
- To provide a comfortable and quick access to the beach area.

**c. Site and location**

The Hermosa Beach, which faces the Pacific Ocean, is located in the Corrales/ La Cruz Districts of Tumbes Province in Tumbes Department. The beach is about 12 km from the Tumbes City. This is also the closest beach from the Tumbes Airport (20 km) and Ecuadorian Border (40 km).

**Figure 5.5 Location of the sub-project site**



Source: JICA Study Team

**d. Components**

The sub-project includes the following components.

Beach resort estate

The area subject to the resort development is composed of a beautiful sandy beach with a plane hinterland. The hinterland is used for existing paddy fields up to the Panamerican Highway. The development area has an easy access from the Tumbes City and Tumbes Airport, and a good access to potential tourist attractions.

Accommodation facilities should have middle- and high-class (3 to 5 star hotel) rooms with density ranging from 50 rooms/ha (low density) to 125 rooms/ha (high density). Each structure would be a low- to medium-rise building.

The resort area should be developed in such a way as to blend with the natural landscape. The project would start with 10 lots for a middle- to high-class category hotel, and 4 lots for low-category hotel. All the middle/high category lots would provide a beachfront amenity space. Even the low-category lots would provide passages to the beach.

The seashore area should keep a 50-meter wide setback space in compliance with the government regulation. It should be created as a place for recreation and relaxation, attractive landscaping, a coastal promenade and outdoor furniture.

#### Tourism park

It is a space spared for local small businesses such as sports center, shopping arcade, and food court.

#### Utility services

Water supply, sewerage, electricity, and access road need to be installed.

#### **e. Costs**

Project costs are estimated at US\$ 7.03 million in total: (0.93 million for roads construction, 4.10 million for a resort estate preparation and 1.31 million for utilities), which account for 46.6% of the whole development costs of the Tumbes-Piura Tourism Corridor.

#### **f. Sub-project Implementation**

##### Responsible implementation body

Development of the resort estate including internal roads with a utility service network assumes the establishment of the Northern Tourism Development Authority (NTRDA), or an organization or committee that has the same function as NTRDA. The implementation body would develop the land, specify construction guidelines, and sell it to the private sector by lot with contract including an article to keep the guidelines.

Otherwise, the subproject would be implemented by the private sector.

##### Supplementary implementation body

Infrastructure outside the beach resort estate would be developed, operated and maintained by the following entities:

- CTAR - Tumbes would construct the access road.
- The EMPAFA TUMBES would provide water supply and sewerage networks.

- The Electronororiente would prepare electricity.

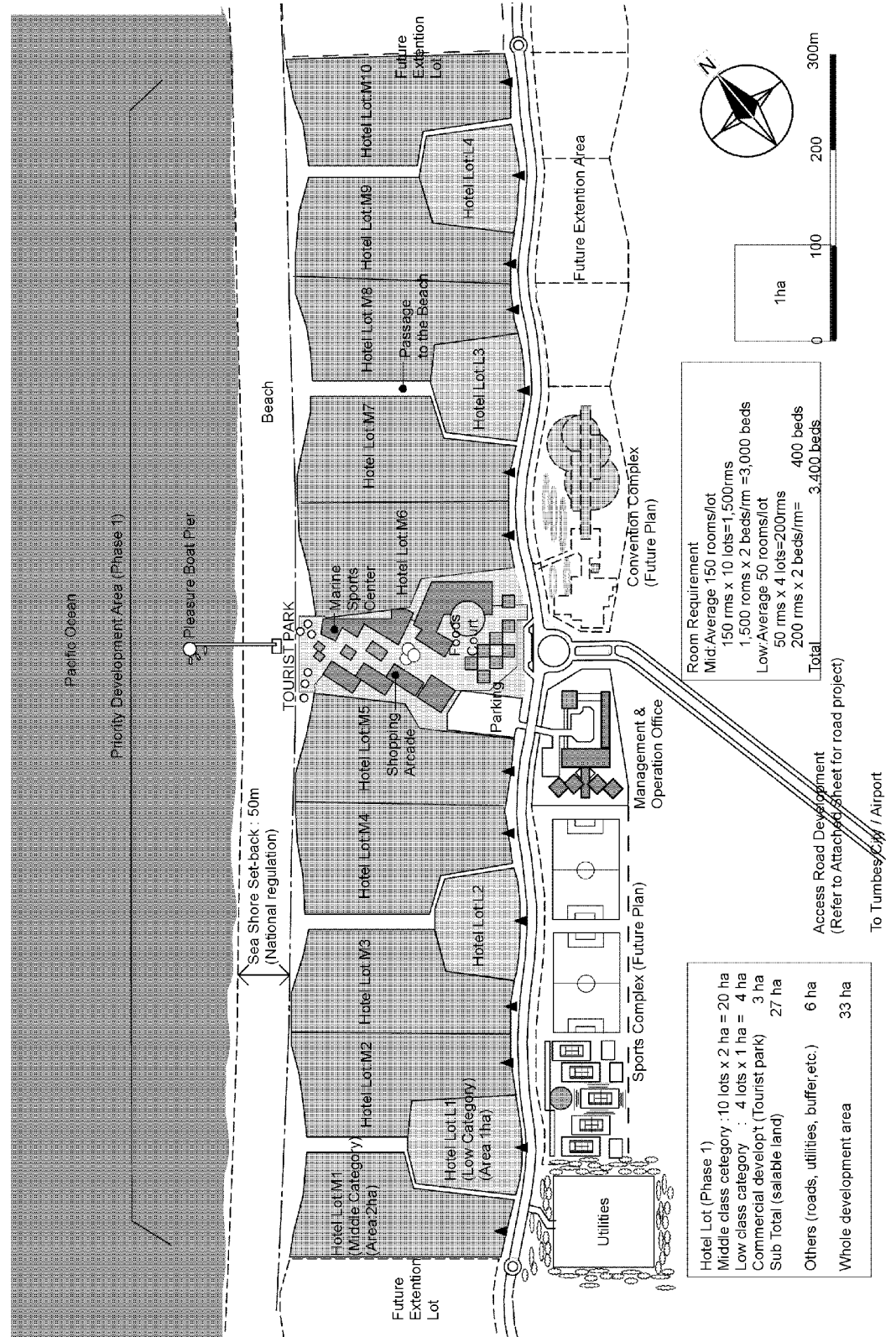
Other stakeholders

The private sector, local people in and around the project site, MITINCI

**g. Local Participation**

- Sub-project Implementation Committee should be organized comprised of members from the above-mentioned entities and stakeholder. The committee is tasked to coordinate among different entities, and to incorporate local opinions to the beach resort estate development.
- Sub-project Implementation Committee would be transformed to the Hermosa Beach Tourism Organization that aims at tourism destination management and tourism promotion.
- Participatory Tourism Support Program should provide workshops, and seminars to support the establishment of the Local Tourism Organization.
- Agglomerated development is intended to secure space for local small businesses. The resort estate should be designed attract not only tourists but also local people to enjoy the resort ambience.

Figure 5.6 Development Plan of Hermosa Beach Resort Complex



Source: JICA Study Team

**(2) Mangrove Tourism Improvement in Puerto Pizarro**

**a. Background**

The mangroves of Tumbes, located in the mouth of the Tumbes River and Zarumilla, are designated as a national sanctuary for wild animals and plants. The mangrove forest is expected to be an anchor tourism attraction for those who visit and stay in Tumbes, in particular, for those who would be attracted to proposed resort complex at the Hermosa Beach. Tourism is expected to be a source of income that motivates local people for conservation of the tropical vegetation. There is a constant pressure for converting the mangrove area to shrimp farm. Mangrove tourism is increasingly viewed as an environmentally savvy alternative to aquaculture.

Although mangrove cruise has already been introduced to Puerto Pizarro near Tumbes City by local fishermen formulating a cooperative, the access road from the Tumbes City to the pier is poor, which is supposed to be hindering the growth of the nature-based attraction. The surrounding area of the pier would need improvements that would provide more amenities for tourists in return for increased local economic benefit.

**b. Objectives**

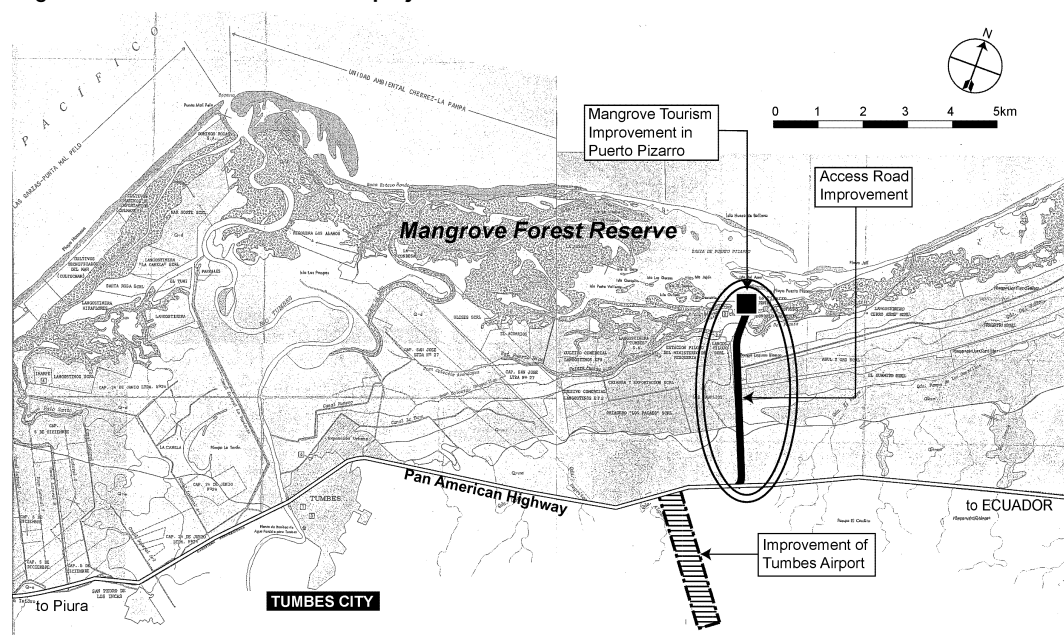
The objectives of the subproject are the followings:

- To provide a comfortable and quick access to a tour station; and
- To facilitate and improve a tour station and pier for tour boats (later phase).

**c. Site and location**

Puerto Pizarro is located on the northern end of Tumbes Province in Tumbes Department. The site is very close to the Tumbes Airport, which is about 7 km in distance. The site is also close to Tumbes town and the border to Ecuador.

Figure 5.7 Location of the sub-project site



Source: Playa Hermosa, Puerto Pizarro y Playa Jeli – Mapa de Ordenamiento Ambiental Para el Desarrollo Turístico – Departamento de Tumbes, JICA Study Team

#### d. Components

An access road between the Panamerican highway and Puerto Pizarro was paved with asphalt. However, the surface of a certain section is rough without pavement. Pavement of the road is proposed in order to provide a quick access to the tour station, so that the right of way would be secured.

#### e. Costs

Projects costs are estimated at US\$ 59,000, which accounts for 0.4% of the whole project costs of the Tumbes-Piura Tourism Corridor.

#### f. Sub-project implementation

##### Responsible implementation body

CTAR - Tumbes would implement the project, and undertake its operation and maintenance.

##### Other stakeholders

Tumbes Province, ProNaturaleza, Boatmen's cooperative, MITINCI

#### g. Local participation

- Mangrove cruise is already introduced in Puerto Pizarro organizing a cooperative of boatmen.
- Participatory Tourism Support Program would be used to provide boatmen with more detailed environmental knowledge and market feedback so that they would act as “ecotourism guide.”

- It is worth a consideration to introduce “special cruise” to the estuary near the Ecuadorian border that is famous for tall mangrove trees. It would increase boatmen’s profit and a variety of the tourism product.

### **(3) Improvement of Tumbes Airport**

#### **a. Background**

The Tumbes Airport is located some 8 km northeast of the Tumbes City and 10 km south of the Ecuadorian border. It would function as a northern gateway for the Tumbes-Piura Tourism Corridor to deal with a possible influx of visitors when proposed beach resort development is completed. As Tumbes is located in the northern extreme of the country, not only tourists but also many business travelers are expected to use the air transport. However, present airport facilities and an access road are in a poor condition.

Therefore, the airport facilities should be improved. A new road from the Panamerican highway must be built with a new gate with a guardhouse and green zones. Parking space should also be provided in front of the terminal building.

The project complies with the concept of the Bi-national Plan for Development of the Border Region of Peru and Ecuador in accordance with the new context of peace. The project is to accelerate industries and social development of the border region, and to facilitate communication and trade. One of its aims is the joint exploitation of the tourism sector in Peru and Ecuador.

#### **b. Objectives**

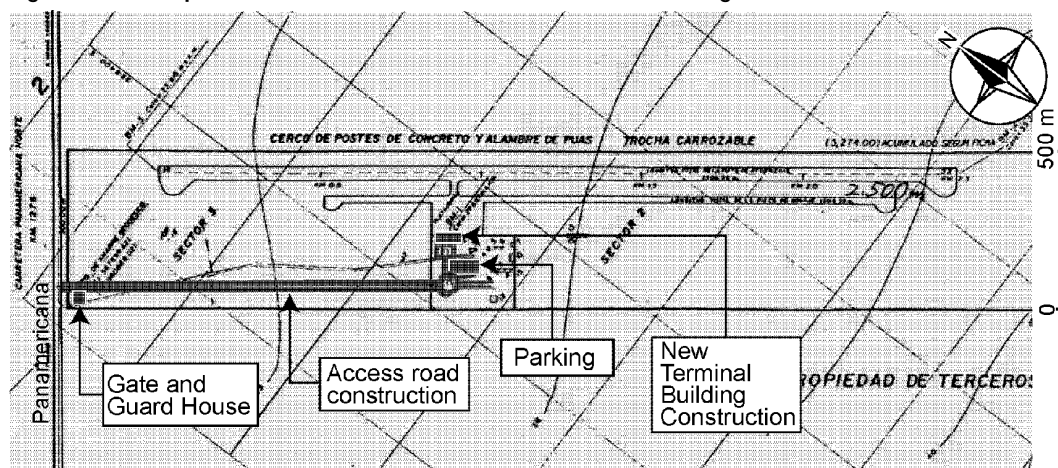
Objectives of the subproject are as follows:

- To provide a comfortable and quick access to the terminal building,
- To strengthen the function of the airport as a gateway to the beach destination,
- To prove arriving passengers with a good “sense of arrivals,” and
- To make the terminal building users more comfortable.

#### **c. Site and location**

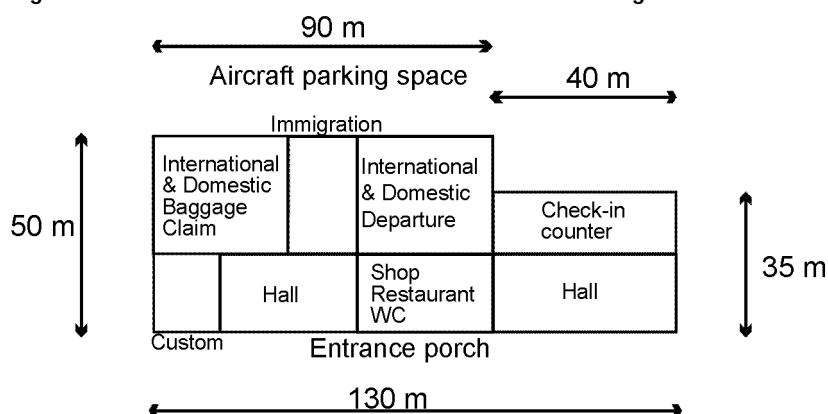
The Tumbes Airport is located on the Panamerican Highway at the northern end of Tumbes Province in Tumbes Department. The site is very close to the Tumbes City, which is about 8 km in distance. The site is also not so far from the Ecuadorian border.

Figure 5.8 Improvement of the Access Road and Terminal Building



Source: JICA Study Team

Figure 5.9 Plan of the New International Terminal Building



Source: JICA Study Team

**d. Components**

Components of the sub-project is as follows:

- Construction of a new terminal building, and
- Improvement of access road, parking and landscaping.

**e. Costs**

Project costs are estimated at US\$ 5.30 million, which accounts for 35.1% of the whole costs of the Tumbes-Piura Tourism Corridor.

**f. Sub-project Implementation**

Responsible implementation body

The CORPAC (Peruvian Corporation of Airports and Commercial Aviation) would implement the project and undertake its operation and maintenance.

Other stakeholders

MITINCI

**g. Local Participaiton**

It is proposed for MITINCI to build a shop that displays handicraft in the Tumbes – Piura Tourism Corridor.

**(4) Development of La Encantada Ceramic Art Village****a. Background**

A 1993 Census shows that almost every indicator of poverty in the Morropon Province, where La Encantada is located, is higher than those of the Piura Department, and those of the country's average as shown in Table 5.15. Poverty situation of this area needs an introduction of a tourism development, which would lead to the increase of employment and revenues of the people who suffer from poverty.

**Table 5.15 Figures related to poverty in Morropon, Piura, and Peru (1994)**

Indicators	Morropon	Piura	Peru
Families with insufficient basic needs %	73.2	67.5	53.9
Housing without sewerage %	55.9	50.9	37.8
Illiteracy rate	22.3	16.3	12.8
% of children suffering from chronicle mal nutrition	43.2	49.9	48.8
% of children from 9 to 15 yrs. who don't go to school	16.1	12.3	11.9
Infant mortality rate	76.5	65.7	58.3
% of rural population	44.9	29.6	29.9
PEA in Agriculture %	72.6	45.0	31.0

Source: Mirlena Villacorta; Mediciones de la Pobreza: Límites y Posibilidades Metodológicas, BCR Revista Moneda Agosto, Setiembre 1994 Ns. 74 y 75.

Chulucanas is recognized both nationally and internationally for its agglomeration of workshops and factories producing artistic pottery. La Encantada is one of the communities in the Chulucanas District, and is where the Max Inga School of the Chulucanas Pottery, which is one of the most influential style in Chulucanas, was established. Despite its importance and authenticity in the Chulucanas pottery production, La Encatada lacks in basic infrastructure such as paved road, electricity, and water supply, many of the craftsmen are suffering from poverty deriving from the lack of utility services.

The small community does not only provide shopping attractions for visitors, but also provides a rustic ambience that is evaluated to be attractive to tourists. In this context, tourism is expected to play an important role for the development of La Encantada community. It is proposed to build an art center, which displays master pieces of the Chulucanas pottery of the Max Inga School, as the tourism core of the community. Development of basic infrastructure is indispensable for the community as well as to operate the art center.

**b. Objectives**

Objectives of the subproject is as follows:

- To construct a “ceramic art center;”
- To improve utility services and carry out the beautification of the village road in La Encantada village; and
- To provide a comfortable and quick access to Encantada for both tourists and residents.

The improvement of roads and utility services is a basic requirement for construction of an art center and beautification/environmental improvement of La Encantada village.

**c. Site and location**

La Encantada village is located in the Chulucanas District, Morropon Province, Piura Department, 63 km from the Piura City. The village is facing the Chulucanas town across the Piura River.

**d. Components**

The subproject includes the following components.

Ceramic Art Center

The functions of an art center are: 1) to integrate the production and sale of handicrafts, 2) to strengthen craftsmanship and upgrade quality, 3) to promote sales for merchants, 4) to carry out research and promote a systematic record system which would produce feedback to keep reliability of products, and 5) to put handicrafts on display for tourists and visitors.

Construction/ improvement of infrastructures

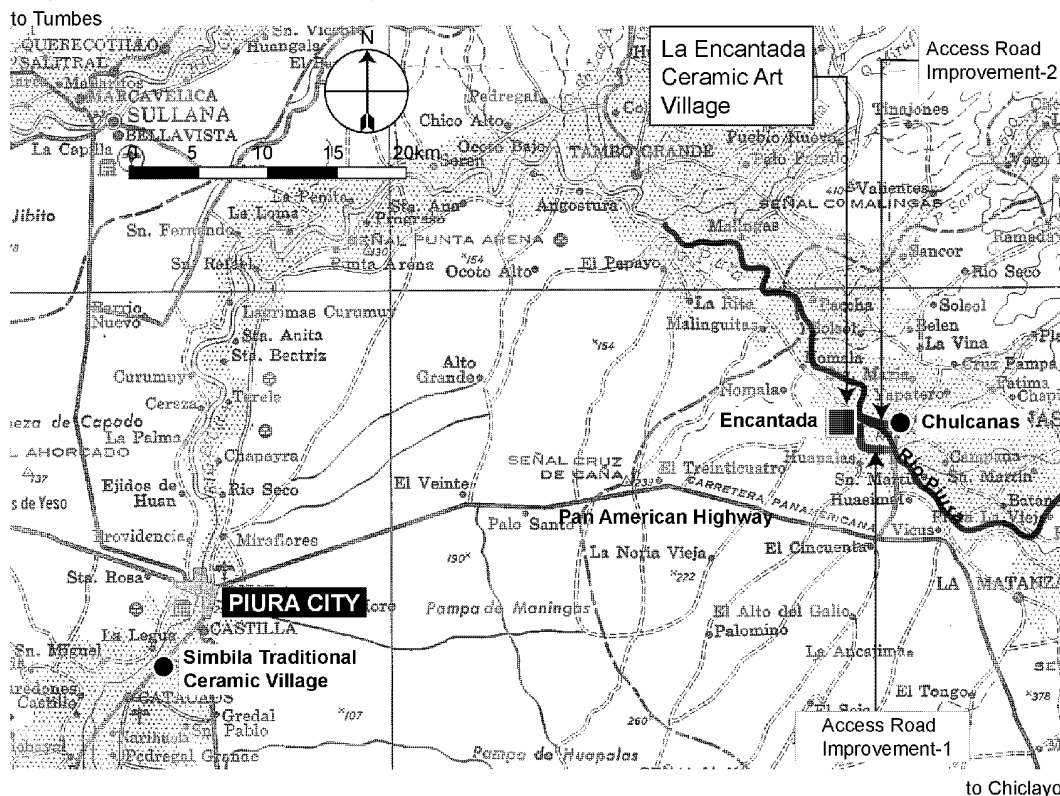
In order to build and operate the Art Center, the following infrastructure, which would also serve for local community, should be developed.

- Road landscaping and facade improvement
- Access road improvement
- Improvement of the access road: 3 km, W=8.4 m (pavement W=6 m, shoulder 1.2 m x 2)
- Utility services
- Water supply
- Sewerage
- Electricity

**e. Costs**

Project costs are estimated at US\$ 2.44 million in total, which accounts for 16.2% of the whole project costs of the Tumbes-Piura Tourism Corridor.

Figure 5.10 Location of the Project Site



Source: Departamento de Piura – Mapa Físico Político – Instituto Geográfico Nacional, JICA Study Team

**f. Sub-project Implementation**

Responsible implementation body

CTAR – Piura would build the ceramic art center, the access road, and road-side landscaping within La Encantada community, and undertake their operation and maintenance.

Supplementary implementation body

EPS GRAU build water supply and sewerage. The Electro Noroeste SA provides electricity lines and facilities.

Other stakeholders

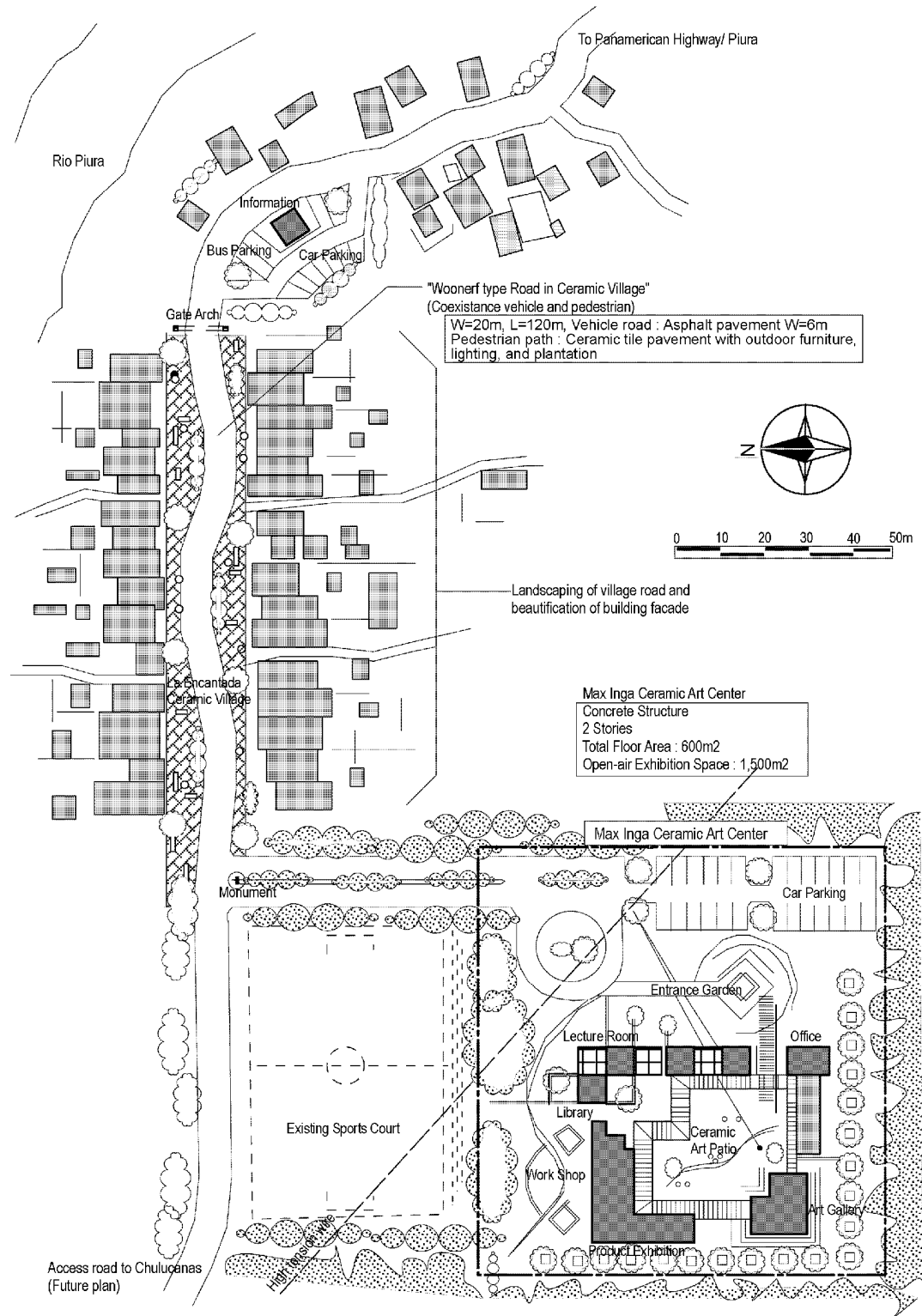
Chulucanas District, La Encantada Community, MITINCI.

**g. Local participation**

- Sub-project Implementation Committee should be formed, which is comprised of the above-mentioned entities and stakeholders.
- The committee would be transformed to the Local Tourism Organization that is responsible for the management of the village as an attractive tourism destination, and the promotion of tourism and handicrafts.

The proposed Art Center would provide training to local craftsmen to improve their quality and design. Participatory Tourism Support Program should provide tourism know-how through workshops and consultative meetings with La Encantada community.

Figure 5.11 Development Plan of the Encantada Ceramic Art Village



Source: JICA Study Team

**(5) Sign System Program**

**a. Background**

Installing signs and interpretation boards is an indispensable arrangement to receive visitors. Providing adequate information would improve visitor's impression that would greatly influence the competitiveness of tourism destination.

Although signs and interpretation boards are provided at some places in the Tumbes - Piura Tourism Corridor, they are limited in number, and often lacks in systematic consistency. In places like La Encantada where visitors are encouraged to roam about, it would be better if signs would be installed to guide visitors to a planned walking route.

Another problem is poor availability of information for non-Spanish speakers. Taking into account the future increase of visitors from outside the Latin America, at least, interpretation boards should be written in English in addition to Spanish to cater not only for visitors from North America but also from Europe and Asia.

In this context, a program that systematically installs signs and interpretation boards is necessary. It is conceived that the program should be carried out by a single entity to ensure consistency in design.

**b. Objectives**

Objectives of the subproject are as follows:

- 1) To install signs and information boards to provide visitors with necessary information, and
- 2) To provide non-Spanish speakers with above-mentioned information.

**c. Site and Location**

The signboards should be provided at following places.

- Gateways: Tumbes and Piura airports
- Travel routes: Panamerican highway, major roads (at major intersections)
- Accommodation bases: Tumbes, Piura
- Tourism sites: the project sites mentioned above, other appropriate tourism sites

**d. Components**

Types of signboards to be installed are as follows.

Guide Signs

- Direction sign
- Location sign

Information Boards

- Information board

- Route information board
- Tourism corridor route
- Excursion route
- City tour route
- On site circulation route
- Interpretation board

**e. Costs**

Project costs are estimated at US\$ 50,600, which accounts for 0.3% of the whole project costs of the Tumbes - Piura Tourism corridor.

**f. Sub-project Implementation**

Responsible implementation body

MITINCI would be responsible for implementation, maintenance, and operation of the sub-project. MITINCI should design the signboards for features, materials, colors and etc. in consideration of a character (theme) and unity of respective tourism routes and sites.

Other stakeholders

Sub-project Implementation Committees, MTC, INC, CTARs, Corpac.

MITINCI should coordinate with, and, if necessary, get permission from, the above-mentioned stakeholders.

**g. Local participation**

Installation of the signs and interpretation boards require cooperation and participation from the above-mentioned stakeholders.

**(6) Participatory Tourism Support Program**

Participatory Tourism Support Program is a program that would provide tourism know-how to promote local participation in the priority project, and incubate locally conceived tourism projects for implementation after 2005. Details of the program are described in the Chapter 3: National Level Proposals.

**5.5.3. Long-term Projects**

The followings are comments on the long-term projects. They would be supported by the Participatory Tourism Support Program for future implementation.

**(1) Punta Sal and Mancora Beaches**

After the completion of the Hermosa Beach Tourism Estate, new beach resort development sites should be sought if the tourism development in the suburb of Tumbes turned out to be successful. The most prospective sites in the Tumbes - Piura Tourism Corridor would be the Punta Sal and Mancora beaches.

Since the sites are less favorable in terms of transportation as it takes a few hours from the Tumbes Airport, a different strategy from that of the Hermosa Beach would be necessary. The project is similar to the Hermosa Beach Resort Development except that it would target at more up-market tourists who prefer more exclusive resort.

**(2) Improvement of tourism sites within the one-day trip area from Tumbes**

The following tourism sites would be improved or developed to provide beach tourists with supplementary tourism attractions.

- Tumbes Regional Museum Park Development,
- Conservation of historical houses (Casa Feijoo etc.),
- Development of Hervideros Hot Springs, and
- Access road to Tumbes National Park.

**(3) Development of the “three extremes in South America”**

It is proposed to develop the following “three extremes in South America” in the Piura Department.

- Punta Balcones (the western most point of South America)
- Iglesia San Lucas de Colán (the oldest church in South America)
- San Pedro Mangrove Reserve (the southern most mangrove forest in South America)

**(4) Tourism improvement for the Dionisio Romero Market in Catacaos**

It is proposed to improve the handicraft market of Dionisio Romero in Catacaos to cater for the needs of tourists, as well as to improve the quality of products, and to maximize the profit of handicraft producers. The project would include development of “producer’s market,” development of a training center, and the improvement of market facilities to receive more tourists.

#### 5.5.4. Tourism Promotion Plan

##### (1) General Directions

It is important to publicize the strengths of the Tumbes - Piura Tourism Corridor toward the domestic market; it is less expensive than Caribbean beach destinations and more exclusive than beaches near large Peruvian cities. It is recommendable to introduce inexpensive tour packages, and strategically promote the MICE tourism to initiate its tourism growth.

Similar to the domestic market, the Ecuadorian Market would be promoted by stressing the strengths of Tumbes - Piura: short distance and the quality of beaches.

There are basically two approaches to promote international long-haul tourism: to solicit the travel trade both in Peru and Ecuador to cooperate to introduce multi-country tour packages combining Galapagos and Tumbes - Piura, and to promote visitors who come to the Trujillo - Chiclayo Tourism Corridor to extend their itinerary to the further north.

##### (2) Advertisement concepts for the Tumbes – Piura Tourism Corridor

Based on the above-mentioned development strategy, selling points of the Tumbes - Piura Tourism Corridor are identified as follows:

###### a. Toward domestic tourists

- *Typical beach resort*; Tourists can enjoy a typical tropical beach resort even in winter.
- *Reasonable price*; Tourists can enjoy warm climate and quality beaches with much cheaper price than the Caribbean,
- *Attractions*; Tourists can also enjoy a various attractions, such as mangrove cruise (Puerto Pizarro), health & beauty spa (Hervideo), and seafoods.
- *Shopping*; Bargain shopping in Ecuador and souvenir hunting in Catacaos and Chulucanas.
- *Accessibility*; A 1.5 hour domestic flight takes you to a tropical resort where climate is completely different.

###### b. Toward international tourists

- *Accessibility*; Tumbes/ Piura beaches are one of the most accessible destinations for Ecuadorians.
- *Rest and relax after touring*; International tourists visiting Peru, in particular, Europeans whose length of stay is relatively long, might be interested in spending some days in Tumbes/ Piura after visiting archaeological sites in Peru or Galapagos in Ecuador.

**(3) Specific promotion measures**

**a. Tourism promotion program for northern Peru**

It is recommendable to launch a tourism promotion program that focuses on the northern part of Peru including the Tumbes - Piura Tourism Corridor. A precise and quality brochure that aims at creating a favorable tourism image of the north should be published and widely distributed to increase market awareness of northern Peru. Moreover, a precise and quality video and sales manual referring to the area should be prepared for the same purpose. These promotional tools should be presented and distributed at international travel trade shows and seminars to persuade the travel trade into selling the northern Peru.

**b. Hosting of a tourism event**

It is also recommendable to host a tourism event for the following two purposes:

- To boost morale among the people involved in tourism development, and
- To publicize, and create market awareness of, the Tourism Corridor through the media coverage of the tourism event.

Therefore, tourism events should be planned to involve a wide range of people, and to create a sense of unity among the people involved in tourism development in the public and private sectors. Possible ideas would be as follows:

- Tumbes Ceviche Festival, and
- Piura Handcraft Fair.

**c. Introduction of new tour packages**

In order to increase the number of domestic tourists to this area, travel agencies, hotels, and airline companies should cooperate each other to introduce inexpensive beach trip packages. A new type of tour packages that combines a stay at a beach resort in Tumbes with a visit to Galapagos Islands in Ecuador could be introduced in cooperation with the Ecuadorian travel trade primarily for the North American and European markets.

**d. Promotion activities toward the international market**

Since there are not many good beaches in Southern Ecuador, the Tumbes - Piura Tourism Corridor has potential to attract Ecuadorian beach tourists. For the moment, seminars for the Ecuadorian travel trade held in such cities as Guayaquil, Cuenca, and Machala would effectively stimulate the market. The target would be at affluent Ecuadorians at the initial stage, and it would be extended to cover a wider range of people in southern Ecuador, with the improvement of the Ecuadorian economy. It is recommendable at this stage to conduct a survey to examine cost effectiveness of advertisement and press-tours targeting at Ecuadorian beach tourism.

To attract international tourists who visit the Trujillo-Chiclayo area to extend their itinerary to the Tumbes-Piura Tourism Corridor, tourism information of this Tourism Corridor should be provided at travel trade shows, seminars and in the form of news release, as part of the tourism promotion program of northern Peru. Providing the tourism information of Tumbes – Piura at tourism offices in the Trujillo – Chiclayo Tourism Corridor would be also effective to influence independent tourists.

**e. Promotion activities toward the domestic market**

In order to attract the domestic tourists to this Tourism Corridor, strengths of the area such as the quality of beaches, price competitiveness over Caribbean destinations, as well as shopping opportunities in the border area and Piura should be publicized through advertisement in television and newspapers, and through press tours. Use of the national broadcast station's allocation for governmental organizations may save the TV advertisement cost. It is also important to spread information on tourism in this area in the form of news release.

**f. Promoting MICE market**

In general, beach resorts are preferred as an incentive tourism destination. The demand for incentive tourism has already existed in Peru and is expected to grow further in the near future with Peru's economic growth. Hence, it is highly recommendable for Tumbes - Piura to establish an image of a MICE destination.

“The Binational Plan for Development of the Border Region” has been elaborated after the Peace Agreement with Ecuador in 1997. It is expected that conferences jointly held by the Peruvian and Ecuadorian organizations would increase in number due to the restored relationship between the two nations. Hence, it is recommendable to attract such international conferences to the beach resorts in the border region. Hosting conferences in Tumbes would raise its reputation in Peru, and, at the same time, increase awareness of Tumbes among the Ecuadorians.

**(4) Tourism promotion activities**

Table 5.16 shows the result of the evaluation of respective tourism promotion activities by market segment. The table shows that direct advertisement through the use of the mass media is worth a consideration to attract domestic market. The introduction of inexpensive beach trip packages would be also necessary to stimulate domestic tourism demand. Promotion of the MICE market would be necessary for both domestic and Ecuadorian markets. International market would be better approached by indirect promotional measures such as preparation of promotion materials and hosting of seminars.

Table 5.17 shows the tourism promotion plan and its cost estimation for the Tumbes - Piura Tourism Corridor based on the above-mentioned promotion strategy.

**Table 5.16 Importance of promotional activities for each market segment**

	International market		Domestic Market
	Ecuador	Others	
<b>Promotional tools</b>			
Brochure	-	A	-
Map	B	A	-
Poster	-	B	-
Video	-	A	-
Sales manual	A	A	-
<b>Advertisement</b>			
TV	-	-	A
Newspaper	-	-	B
Magazine of special interests	-	-	-
<b>Trade stimulation</b>			
Travel trade show	-	B	-
Familiarization trip	-	B	-
Seminar	A	B	-
<b>Public relations</b>			
Press tour	-	B	B
Press release	B	B	B
<b>Others</b>			
Event	-	-	-
Approach to SIT market	-	-	-
Approach to MICE market	B	-	A
Participatory program	-	-	-
New type of packaged tours	-	A	A

Note: A= very effective, B = effective, - = not very effective

Source: JICA study team

Table 5.17 Tourism promotion plan

Activity	Description	Target markets	Intervals	Cost 2001-05
Promotional tools				
Image-oriented brochure	5 languages, 40,000 copies in total	International	Every 5 years	20,000
Map	Spanish/English, 30,000 copies per site, 3sites	International	Every 5 years	18,000
Poster	1 version, 6,000 copies	International	Every 5 years	3,000
Video	5 languages, 20 minutes	International	Every 5 years	23,000
Sales manual	Spanish/English, 7,000 copies in total	International	Every 5 years	20,000
Advertisement				
TV	Spot announcement on a national broadcasting station	Domestic	Every 2 weeks	40,000
Newspaper	3 major papers in Peru, 1page	Domestic	Every 3 months	200,000
Trade stimulation				
Travel trade show	Trade shows participated by Promperu	International	Every year	-
Familiarization trip	2 trips	North America, Europe	Every year	70,000
Seminar	Seminars organized by Promperu	International	Every year	-
Public relations				
Press tour	3 trips	North America, Europe, domestic	Every year	76,000
Press release		International and domestic	Every 3 months	13,000
Others				
Approach to MICE market		Domestic	-	-
New type of packaged tours		North America, Europe, domestic	-	-
<b>Total</b>				<b>483,000</b>

Note: Costs are quoted in US\$

Source: JICA Study Team

### 5.5.5. Project Cost

Total project cost for the priority projects is US\$ 15,501,400. Break down of the cost is summarized in Table 4.23. Economic and financial feasibility of the development cost is evaluated in the Chapter 7: Project Evaluation.

**Table 5.18 Project cost for the Priority Projects**

Project		Costs (1000US\$)	Remarks
Total of Tumbes - Piura Tourism Corridor Development Plan		15,501.4	
Development of beach resort estate in Hermosa beach			
a. Road construction	1) Access road	493.5	W=15m (asphalt pavement 3m x 2, median 6m, shoulder 1.5m x 2)
	2) Beach resort road	439.4	W=12m (asphalt pavement W=6m, shoulder 0.5m x 2, sidewalk 2.5m x 2, with marking, signs planting and lighting) x 1.3km = 1.5ha
	Total	932.9	
b. Construction of resort estate	1) Land acquisition	990.0	Land price is considered actual selling price proportionally
	2) Resort estate	1,680.0	Hotel lot/middle class category 10 lots X 2ha = 20ha,
	3) Commercial estate	450.0	low class category 4 lots X 1ha = 4ha, Commercial estate 3ha,
	4) Other land	300.0	Others (roads, office, utilities, buffer green, foot path, etc) 6ha,
	5) Site preparation	660.0	Total 33ha, 1,700 rooms, 3,400 beds
Total	4,080.0		
c. Utility	1) Water, sewerage, electricity	1,307.0	Included sewage treatment facility
A) Construction costs total		6,319.9	
B) Engineering and design		319.8	Construction costs A) X 6% (except 1) Land acquisition)
C) Survey, study and preparation works		53.3	Construction costs A) X 1% (except 1) Land acquisition)
D) Contingency		334.6	Total costs A)+B)+C) X 5%
E) Project costs total		<b>7,027.6</b>	A)+B)+C)+D)
Mangrove Tourism Improvement in Puerto Pizzaro		15,501.4	
a. Access road construction	1) Access road	28.8	W=8.4m (Asphalt pavement 6m, shoulder 1.2m x 2, green belts)
	2) Gate and guard house	20.0	
	3) Sign	1.0	On the Panamerican Highway
	4) Landscaping	2.7	
	Total	52.5	
A) Construction costs total		52.5	
B) Engineering and design		3.2	Construction costs A) X 6%
C) Survey, study and preparation works		0.5	Construction costs A) X 1%
D) Contingency		2.8	Total costs A)+B)+C) X 5%
E) Project costs total		<b>59.0</b>	A)+B)+C)+D)
Improvement of Tumbes Airport			
a. Access road construction	1) Access road	216.0	W=8.4m (Asphalt pavement 6m, shoulder 1.2m x 2, green belts)
	2) Gate and guard house	20.0	
	3) Sign	4.0	On Panamericana
	4) Landscaping	20.0	
	Total	260.0	
b. Construction of new terminal building	1) Terminal building	3,600.0	2 stories, concrete structure incl. utilities/handling equipment
	2) Parking	80.0	
	3) Landscaping	57.0	30% of total site area
	4) Site preparation	47.5	
	Total	3,784.5	
c. Utility	1) Water, sewer, electricity	670.0	
A) Construction costs total		4,714.5	
B) Engineering and design		282.9	Construction costs A) X 6%

C) Survey, study and preparation works		47.1	Construction costs A) X 1%	
D) Contingency		252.2	Total costs A)+B)+C) X 5%	
E) Project costs total		<b>5,296.7</b>	A)+B)+C)+D)	
Community Development of La Encantada Ceramic Art Village				
a. Infrastructure construction	1) Access road	441.0	3km W=8.4m (asphalt pavement W=6m, shoulder 1.2m x 2) L=150m W=20m	
	2) Road landscaping	102.0		
	3) Fa_ade improvement	90.0	Fa_ade improvement of village houses	
	4) Water supply	300.0	supply for 300 households	
	5) Power supply	180.0	supply for 300 households	
	Total	1,113.0		
b. Building construction	1) Initial arch. survey	50.0	Concrete structure 2 stories	
	2) Ceramic art center	246.0		
	3) Ceramic art patio	96.0		
	4) Entrance garden	32.0		
	5) Car parking	40.0		
	6) Access way	36.0		
	7) Landscaping	48.0		30% of total site area
	8) Site preparation	40.0		
	Total	588.0		
c. Utility for ceramic art center	1) Water, sewerage, electricity	240.0	Sewage treatment facility included	
d. Handicrafts dev't program	1) Promotion and training	250.0		
A) Construction costs total		2,191.0		
B) Engineering and design		116.5	Construction costs A)x6% (except d) Handicrafts dev't program)	
C) Survey, study and preparation works		19.4	Construction costs A)x1% (except d) Handicrafts dev't program)	
D) Contingency		116.3	Total costs A)+B)+C) X 5%	
E) Project costs total		<b>2,443.2</b>	A)+B)+C)+D)	
Sign System Program				
a. Sign system program	1) Sign and Information	45.0	10 sets for Tumbes and 20 sets for Piura	
A) Construction costs total		45.0		
B) Engineering and design		2.7	Construction costs A) X 6%	
C) Survey, study and preparation works		0.5	Construction costs A) X 1%	
D) Contingency		2.4	Total costs A)+B)+C) X 5%	
E) Project costs total		<b>50.6</b>	A)+B)+C)+D)	
Participatory Tourism Support Program				
a. Participatory Tourism Support Program		134.6	1 % of total development cost in each tourism corridor	
A) Program costs total		134.6		
B) Contingency		6.7	Total costs A) X 5%	
C) Project costs total		<b>141.3</b>	A)+B)	
Tourism Promotion Plan				
A) Promotional tool		84.0		
B) Advertisement		240.0		
C) Trade stimulation		70.0		
D) Public relations		89.0		
E) Cost sub-total		<b>483.0</b>	A)+B)+C)+D)	

Note: Cost is shown in US\$1000  
a) Exchange rates: 1US\$=106yen, 3.5 soles  
b) Official tax is included in each amount.  
c) Price escalation and inflation are not considered.

Source: JICA Study Team