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## Peru's Local Populations Benefit from Community Tourism

*Community tourism in Peru, particularly in rural areas, is now managed in a planned and sustainable way to benefit everyone. Peru recognizes the importance of engaging local communities in tourism, promoting cultural exchanges, and providing economic opportunities for indigenous populations.*

In Arequipa, the evergreen town of **Coporaque** charms visitors with its customs and traditions in a beautifully unspoiled natural landscape. Its trails, countryside and hot springs are the perfect place to create memories and enjoy life at a leisurely pace. Start by visiting the cultural center, then walk through old Coporaque, the Archaeological Complex of Llactapampa, its church and chapel of San Sebastián, and end with a soothing thermal bath in Sallihua. Participate in community life including agricultural tasks and local crafts, witness ancestral weaving and trek to the archaeological ruins of San Antonio.

Nearby in the **Orcopampa** district of Castilla, you can experience community tourism through a whole range of arts and crafts, including learning textile techniques with alpaca fiber, rock ceramics and quartz, among others. Visit the Panahua viewpoint, its frozen waterfalls, colonial churches, stone forest, pre-Inca temples and the hot springs of Huancarama.

One of the most incredible community tourism experiences in Peru is “Incas vivientes” (living Incas), at **Patacancha** an original Quechua village in Cusco. Ancient traditions that are a source of pride for all Peruvians are celebrated in magical and colorful ways. Visitors can get to know this culture intimately, expressed through its crafts and agricultural and livestock practices; but above all through the smile and warmth of its people.

In the former imperial city, in the Sacred Valley of the Incas, the **Land of the Yachaqs** shares the wisdom bequeathed by its ancestors. Tradition, history, and culture are reflected in its day to day agricultural and artisan routines, as well as in its ceremonies and rituals. Enjoy an immersive experience that will remain etched in your memory forever.

In Puno, where the waters of Lake Titicaca brush the clouds, **Amantani** enchants with its hundreds of cantuta flowers. Here you can learn from the locals the history that protects the island and that is felt in every corner through its ancestral ceremonies or just by observing the landscape. The city of **Puno** is renowned for its colorful festivals, most notably the lively Virgen de la Candelaria celebration, where locals showcase traditional dances, intricate costumes, and elaborate parades. Puno also serves as a gateway to the floating Uros Islands, inhabited by the Uros people who have crafted their homes and lifestyle on totora reed islands. Also in Puno, charming Hatun qolla, meaning “big town”, reflects the heritage of the Tiwanaku, Qolla and Inca cultures. Today that legacy is infused with the warmth of its people, who will recommend you go to the archaeological complex of Sillustani, walk accompanied by llamas or paddle in the calm waters of the Umayo lagoon to view the great tombs of the Inca empire: the Chullpas.

In the southern jungle of Peru, in the fascinating region of **Madre de Dios**, the ecolodges offer the best views around Tambopata, the Manu National Park and the Biosphere Reserve. Here, a group of residents occupy 12 kilometers of sandy road in the buffer zone of the Tambopata Reserve, offering visitors experiences and products typical of the area. Many of these businesses are run by the oldest children of families that settled along the Tambopata River towards the end of the rubber boom at the end of the last century. Now, these heirs of a golden age in Peru's recent history have joined forces to manage the local nature tourism operation and several environmental organizations.

#### **About PROMPERU**

As an independent division of the Ministry of Foreign Trade and Tourism, PROMPERU is a government promotion agency, connecting both public and private initiatives, whose mission is to promote a competitive and diversified offer of products and services with the highest quality standards suitable for the international markets. PROMPERU carries out a wide range of activities related to trade, investment, and tourism promotion, focused on those linked with the expansion of businesses in foreign markets, the generation of job opportunities and spreading the image of Peru as an exporting country and an attractive investment and tourist destination <https://www.peru.travel/en>

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