

FACT SHEET

Tourism Consortium Alter Perú: an innovative way to boost sustainable solidarity tourism

Alter Perú is a consortium specialized in solidarity tourism and integrated by four tour operators that was assisted by UNIDO's programme for export consortia creation since its beginnings in 2008.

Alter Perú's main goal is to create a sustainable relationship between peasant communities, international solidarity tourism agencies and tourists who visit the Andean villages. In their own way, all of them do their bit to sustainable social development of peasant communities in the Peruvian Andes.

Solidarity tourism represents a way of travelling that allows visitors not only to discover the interesting sights of each area, but also to live together with its people and to collaborate on the development of the villages that they visit. The tourists lodge in the communities and help these at different projects to the latter's benefit.

Thanks to this scheme, improvements of non traditional incomes and of quality of life of remote communities, which are traditionally dedicated to survival agriculture and to shepherding, can be obtained. Therefore, UNIDO considers that this way of support for populations that are excluded from the economic system represents an important tool for the fight against poverty as it allows for their inclusion into national development without undermining their ancestral culture.



Committed tourists with children from the community.

The members of the consortium Alter Perú develop strategic plans with different Andean communities and offer afterwards a range of tourism programmes through the company grouping. The associative work has allowed consortium members to present a wider offer within this alternative tourism market niche.

The programmes developed in the communities of Patabamba, Coya district, and of Piuray, Chincheros district, represent two good examples of the products offered by Alter Perú.

The community of Patabamba is well-known for its exceptional fabrics, its splendid landscapes and its inhabitants' warmth. Alter Perú develops programmes in this community which envisage that tourists are lodged in specially decorated houses of locals and learn in an experimental way the specific techniques of the art of weaving, from the culling of flowers for the preparation of natural dyes up to the tailoring of fabrics. This year four tourist groups will build together with the inhabitants of Patabamba two houses for communal use, while sharing jointly daily life.



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Also the community of Piuray targets tourist groups that wish both to discover this marvellous town with its bright and colourful landscapes and to collaborate on community projects. At this moment, several drainage, sewerage and bathroom installation works are being carried out to render the accommodation of families possible. All work jointly for the good of the community, regardless of origin, language or culture.

The export consortium Alter Perú is becoming a leading tour operator in the field of solidarity and experimental tourism, owing to its sizable commitment to the wellbeing of marginalized people in rural areas. The consortium contributes to the increase of clients' sensitization in the face of socioeconomic exclusion and furthers assumption of social responsibility by tourists who choose their services. With Alter Perú tourism becomes a more human and enriching experience.



Creative group activities

