

Intercontinental Learning Route
Latin America 30 of July - 14 of August 2012
Territories - Dynamics - Learning Objectives

Synthesis guide

Territory	Dynamics	Learning Objectives
<p>Colca Valley: Department of Arequipa, Municipalities of Lari, Sibayo, Chivay (Southern Peru)</p>	<ol style="list-style-type: none"> 1. TERRITORY TYPE 1: a territory that is focused on the valuation of cultural identity through multiple public and private initiatives, internal and external, that are underway. 2. Indigenous-peasant dynamics: the presence of the Cabanas and Collaguas indigenous groups and peasant communities spread through the entire Colca Canyon. An increase in organization and local governance along with the expansion of internal capacities. 3. Third most popular tourism destination in Peru with 175,030 registered visits in 2011, following Machu Picchu and the Moche Route. But, up until now most of the activity has been related to the tourism agencies and outside companies poorly connected with the small peasant and artisanal initiatives. 4. Important investments by the state and others: in the last decade the Valley has begun to reflect a great concentration of programs and public projects, of NGO's and others. Many of these investments have been focused on the valuation of cultural patrimony, especially tangible assets like churches. 	<ol style="list-style-type: none"> a) To analyze the level of interaction among the individual peasant/indigenous initiatives valuing biocultural diversity, the role of public officials, the projects aimed at cooperation and private entrepreneurship within a structured regional system. Advances and limitations for territorial development and social inclusion. b) Identify the opportunities and potential of the Colca Valley as a Learning Territory / Learning Laboratory for other rural areas: availability of human capital (youth, women, indigenous communities), cultural, natural and financial assets that could allow for the spurring of broader and more mature dynamics of DTR-IC (scaling-up) c) Discussion of tourism development - in reference to the valuation of regional biocultural richness - is it complementary, antagonistic, or competitive in relation to the strengthening of the rural base (local agro-ecosystems) in terms of food security, access to markets and the increase in income and employment?

<p>Moche Route: Between the Departments of La Libertad and Cajamarca, and the provinces of Trujillo and Chiclayo (Northern Peru)</p>	<ol style="list-style-type: none"> 1. TERRITORY TYPE 3: territory with distinct dynamics between the coastal agricultural tradition and tourism, linked by a generous amount of cultural assets and beaches and sports. Currently there are increasing signs pointing towards recreation and strengthening of identity and cultural patrimony as development keys. 2. Coastal agroindustry: the departments of Cajamarca, La Libertad and Piura are among six with agricultural communities in Peru. The northern coast stands out for the production of sugar cane, fruit and produce like mango and asparagus. Also concentrated there are processing industries of juices, pulps, nectars, concentrates and conserves. 3. Valuing archeological patrimony: the huacas and museums linked to them are another step towards the consolidation of the current process of valuing prehispanic cultural heritage on the north coast, from ceremonial centers to great irrigation projects. This brings knowledge and awareness to the history of the area, which have also become considered as instruments to generate development. The notoriety that localities develop through archaeological monuments translates into greater attention from authorities and private institutions that promote development. Can we speak about territorial development and include small producers and actors? 4. Northern cuisine: the Moche Route is one of the gastronomical itineraries with the greatest potential for development in Peru. Here you find a center for training and promotion of regional gastronomy as an expression of identity and biodiversity, key assets for the development of local economy and social inclusion. 5. Tourism linked to watersports and the beach: the Peruvian northern coast has extraordinary conditions for practicing aquatic sports, more than anything, surf and kitesurf. This generates an important flow of tourism linked to “beach/sun”. 45,400 people come to Peru to surf the waves, generating more than 51 million USD in cash flow. 	<ol style="list-style-type: none"> a) Understand under what conditions the valuation of archaeological patrimony can have a favorable impact on the material standards in rural areas, principally through improvements in public goods (highway repair, improvements in communications and the provision of basic services like light and drinking water.) Furthermore, is it possible to talk about an “impact” in narratives of identity and history of the inhabitants of these areas? The focus is on two items: (i) the construction of archaeological museums and their impacts on surrounding areas, (ii) the growing importance of archaeology in local political and economic agendas. b) Observe if the pulse of the territorial dynamic has a relation with the interior of the region and what opportunities exist for development in the Sierra, from the perspective of the demand for services and products with cultural identity. Learn of opportunities for development in interior rural areas for small producers and providers of tourism and food, in particular through a relationship peasant - chef/cook. c) Identify the existing opportunities to strengthen the systems for food security in regional markets.
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<p>The Chiloe Archipelago: Los Lagos Region (Southern Chile)</p>	<ol style="list-style-type: none"> 1. TERRITORY TYPE 2: a territory with dynamics contradictory to local development. 2. The valuation of biocultural diversity has a specifically agrarian schematic, focused on agro-ecology and valuation of agricultural heritage. Chiloe is named one of the 7 sites in the world named by the FAO (SIPAM) as a World Agricultural Heritage Site. UNESCO has declared the Churches of Chiloe a World Heritage Site. 3. Strong investment with outside financial capital, particularly through the salmon industry. Alternating cycles of confrontation and approaches between business and sectors of the local population and civil society. Tension between generating the greatest employment and income with the bases of the social, cultural and environmental sustainability of the region. 	<ol style="list-style-type: none"> a) Know and analyze the origin, direction and results of the proposal of DTR-IC in Chiloe, an area of great contradictions in the development model. b) To understand the dynamic generated surrounding the recognition as a Cultural Heritage Site by UNESCO and as a pilot SIPAM site: opportunities, limitations and risks. c) Understand new perspectives in terms of links between small producers, the indigenous population (huilliche/mapuche), artisans and other local actors with large-and medium-sized business, in particular in the city of Castro and the Rilán Peninsula. Analyze relationships with large capital interests linked to the salmon industry. Are there useful lessons for the Corporate Territorial Responsibility (RTE) program?
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<p>Valparaiso: city in Chile's Central Region, about 120 km to the Northwest of Santiago</p>	<ol style="list-style-type: none"> 1. TERRITORY TYPE 3: an urban territory being reconstructed/revalued to reflect their heritage and expressions of identity. 2. Since 2003 the historical shell of this city has been recognized as a Cultural Heritage Site by UNESCO which make the cultural and tourism industries the largest economic sectors to take advantage of: <ul style="list-style-type: none"> • A rich creative and economic history in the port, transferred to the urban heritage and creativity through practices and ways of life among inhabitants. • An architectural and urban layout created by immigrants and local people in concert and conversation with the unique geography. • Social and creative capital that runs through the city, expressed in art, heritage, poetry and urban relationships that sustain multiple processes of local and neighborhood development. 3. A rural territory on the edge of the urban area with agro ecological innovations based on particular geographic, climactic conditions and traditional knowledge that interact with modern techniques (like the terroirs in the wine industry.) 	<ol style="list-style-type: none"> a) Recognize the public/private production dynamics that situate knowledge, valuation of heritage and the arts, as well as environmental characteristics and innovative agro ecological technologies, as transformative keys in the local economy. b) Learn the public actions taken to strengthen the city's cultural heritage (investment in recuperation and programs to stimulate creative industries and tourism.) c) Share knowledge among local private entrepreneurs, small tourism and cultural businesses that have triggered social and economic activity in the historical neighborhoods of the city.
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Initial typology of the territorial dynamics in relation to dynamics of cultural identity¹

Type 1. Territories focused on the valuation of cultural identity

These are territorial dynamics in which the activities based on cultural identity - absolutely central to the region - correspond to agents with distinct motivations and negotiating capabilities, with asymmetric power relationships between involved parties: for example, the areas in which tourism based on cultural identity is the dynamic activity, but the most central or highlighted activities are tourism agencies disconnected from the small peasant and artisanal initiatives, like in the Colca Valley in Peru. With this configuration it is possible to think of institutional arrangements with advantages for all parties (win-win), because all involved depend upon the valuation of territorial cultural identity and their maintenance and enrichment over time.

Type 2. Territories and contradictory dynamics in local development

These are dynamics in which the growth depends to a large degree on a dynamic nucleus not linked to cultural identity, in a territory with a multiplicity of micro, small and medium - sized businesses based on this identity. Labor markets drive the links with these dynamic centers that aren't connected to cultural identity and other effects of demand derived through their activity and positive or negative externalities. In this type of territorial dynamic, the agents of each one of these areas do not have common motivations that allow for the construction of lines of communication. Thus, relationships can range from indifference to conflict. Examples of this situation are in Cotacachi (Ecuador) with mining interests, and Chiloe with salmon companies.

Type 3. Territories that “recreate” cultural identity

It is a configuration in which the dynamic activity (generator of economic growth) is increasingly based on cultural identity, even when this has to be “recreated” in the territory. So, the objectives of poverty reduction, equality, and improvements in environmental sustainability appear to be directly linked to the impacts of the existing or upcoming incentives. This covers situations characterized by the production of goods with denomination of origin or other mechanisms used for sale to external markets (wine, liquor, coffee, etc.) and is linked to diverse forms of tourism (Vale dos Vinhedos in Brazil, the Mendocino oasis in Argentina and some specialized coffee producers in Central America.)

¹ Ranaboldo and Schejtman (eds.), 2009. http://www.rimisp.org/FCKeditor/UserFiles/File/documentos/docs/pdf/DTR-IC/Libroelvalordelpatrimonio/03_introduccion.pdf