

## Intercontinental Learning Route

“Weaving connections between territories in Latin America and the Mediterranean to establish a network of innovative initiatives that valorise biocultural diversity”

-LATINAMERICAN COURSE-

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### Territory Synopsys:

#### The Colca Valley (Lari y Sibayo), Peru

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## ABRIVIATIONS

AASUPASI	Association of Artisans Sumaj Pallay Sibayo
AECID	Spanish Agency of Cooperation for Development
AGAR	Gastronomy of Arequipa Association
APEGA	Peruvian Society of Gastronomy
ASETUR	Association of Touristic Services Rumillacta Sibayo
ASTUAR	Adventure tourism of Sibayo Association
AUTOCOLCA	Autonomous Authority of Colca
CI	Cultural Identity
CV	Colca Valley
DESCO	Centre of Studies for the Promotion of Development
ENDESA	Electricity Company
GEA	Ecological Enterprise Group
GHL	Group of Hotels
IEP	Institute of Peruvian Studies
INEI	National Institute of Statistics and Information
MINCETUR	Ministry of International Commerce and Tourism
NGO	Non Governmental Organization
PDI	Project of Integral Development in the Colca Valley
PDSS	Sierra Sur Development Project
PROCASUR	Regional Program for South-to-South Learning
Rimisp	Latin-American Centre for Rural Development
RTD-IC	Rural Territorial Development with Cultural Identity
Valor IC	Valorising and Articulating Territories with Cultural Identity and Natural Biodiversity in Bolivia and Peru

## 1. INTRODUCTION

This document will include a brief outline about the process of Rural Territorial Development with Cultural Identity (RTD-IC) in the Colca Valley<sup>1</sup>, which aims to familiarize those participants visiting the territory during the Latin American Course of the Intercontinental Learning Route “Weaving connections between territories in Latin America and the Mediterranean to establish a network of innovative initiatives that valorize biocultural diversity”, organized by Rimisp (Latin-American center for Rural Development), via the RTD-IC project and the cooperation of the PROCASUR (Regional Program for South to South Learning), with the support of various sponsors and collaborators. The first part of the document will present the cultural aspects that characterize the territorial dynamics of the Colca Valley as well as a set of priority cases which will be visited during the Learning Route, to then succinctly describe the initiatives/strategies which are in the process of valorizing biocultural diversity in the municipalities of Lari and Sibayo - which will be the focus of the visit. In the last section of the document, a brief analysis of the limitations and potentialities of the territorial experience will be presented. Finally, there is a bibliography to provide links of interest for those who wish to expand their knowledge of the territory and its RDT-IC dynamics.

## 2. THE TERRITORIAL CONTEXT AND ITS MAIN DYNAMICS

The Colca Valley (CV) is located in the Province of Caylloma in the Department of Arequipa, in the south of Peru. It has an extension of 11.990,24 Km<sup>2</sup>; and is composed of twenty districts. It is divided in three areas: i) the high part of the Valley<sup>2</sup> which includes: the districts of San Antonio de Chuca, Callalli, Cayolma, Sibayo, Tisco and Tuti (predominantly a livestock area); ii) the intermediate area which comprises: Chivay, Yanque, Achoma, Maca, Coporaque, Ichupampa, Lari, Madrigal, Cabanaconde, Tapa, Huambo, Huancailluta; iii) the low area which includes the district of Majes (Institutional Public Private Platform, 2011).



Map 1.  
Colca Valley

<sup>1</sup> The outline is derived from the document: Innovations for Rural Territorial Development with Cultural Identity: The experience of Sibayo in the Colca Valley. Valor IC Project (Uribe *et al.*, 2012).

<sup>2</sup> 3.600 a 4.078 msnm (Plataforma Institucional Publico Privada, 2011).

The population of the territory is of 25,613 inhabitants<sup>3</sup>, and the average population density is of 5.6 inhabitants per km<sup>2</sup> registering important migration levels principally towards the city of Arequipa, a phenomenon that is prominent within the young population (Institutional Public Private Platform, 2011).

The economic activity of the territory is based on camelid livestock, agriculture (potato, corn, bean, barley and quinoa production); and fishing. The high part of the CV is affected by mining activity in the Cayllama district, which is not part of the territory, but it provides employment for the inhabitants of the north of the valley, and a continuous flow of people and transportation vehicles which pass through Sibayo and Callalli, which fosters an increasingly dynamic setting for activities related to commerce and service providers that operate alongside the highway.

The CV is a territory with a strong Cultural Identity (CI), which originated in the pre-Hispanic era in which it was populated by the Collaguas and Cabanas indigenous peoples; and it has vast array of natural assets of singular beauty. The Callaguas occupied the high and intermediate zones of the valley and spoke an offshoot of Aymara; and the Cabanas spoke Quechua.

From the decade of the eighties onward, tourism began to develop in the CV that was promoted by national entrepreneurs who identified the touristic potential of the territory. An important contributor to this process was the “discovering” of the Colca Canyon<sup>4</sup>. The nineties decade yielded an important flow of investments in hotel infrastructure and gastronomy services. Nowadays the valley represents the third most visited place by foreign tourists (Institutional Public Private Platform, 2011). In 2011, 175,030 tourists (55,425 national and 119,605 foreign)<sup>5</sup> visited the CV. There are three types of tourists that visit the valley: i) foreign tourists who seek original experiences (hiking, rowing and so on); ii) researchers, development institutions (who seek ad hoc routes); iii) national tourists (Hernández, 2009).

The vast majority of visitors partake in the short circuit that lasts one day and one night, which links Chivay with Cabanaconde (The majority of the offer is centralized in Chivay where services of: tour agencies, accommodation, gastronomy, information and so on are provided). The principle attractive of this circuit is the Cruz del Cóndor (the Cross of the Condor).

The CV is a considered to be a territory of the First Type according to Ranaboldo and Schejtman's (2009)<sup>6</sup> classification. This type of territory is centred upon the valorisation of CI and natural diversity with multiple private and public, internal and external initiatives, which are taking place. It is a territory, which has a robust link with the touristic destinations of Puno and Cuzco<sup>7</sup>. The incomes generated by tourism are mainly benefiting tour operators from Lima and Arequipa and large hotel chains, which are not tied to small-scale local initiatives. In the past five years tourism activity has encompassed the districts of Callalli, Turi, Lari and Sibayo. Important advancements have been achieved under the leadership of the municipal governments of the later two districts, who are acting as a merging force among private actors that are organized around a consortium of small-scale producers.

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<sup>3</sup> Instituto Nacional de Estadística e Informática (INEI), 2007. <http://censos.inei.gob.pe/censos2007/>

<sup>4</sup> In 1981 a Polish expedition estimated that the Canyon had 3,250 meters of depth. Later, in 2005, an expedition directed by Andrew Pietowski revealed that the adjacent area to the locality of Quillo Orco, in the Huambo district, had a depth of 4,160 meters on the northern side and 3,600 meters in the southern side. <http://descubrimientodelvalledelcolca.blogspot.com/>

<sup>5</sup> <http://www.mincetur.gob.pe/newweb/Default.aspx?tabid=3459>

<sup>6</sup> These are territories with dynamics where activities based on CI are partaken by actors with different business motivations and capacities, where asymmetric power relations among the parties involved is evident. For instance, in those areas where tourism is based on CI, the main protagonists are the tourism agencies, which are not linked to the farmers and artisans with small initiatives. This scenario is in the need for institutional fixes, which yield mutual benefits (win/win), as each party depends on the valorization of the components of the territorial CI and its sustainable management and enrichment.

<sup>7</sup> The main flow of tourists in Peru is along the Lima-Ica-Arequipa-Puno-Cuzco circuit. After visiting Cuzco, many of these visitors return to Lima and some go to the Jungle region in the northeast, whilst a smaller number visit the Lake Titicaca and Salar de Uyuni (Bolivia) circuit (Uribe *et al.*, 2012).

The next table presents a series of case studies, which have been prioritized in order to be analysed for the purposes of the Learning Route. These selected case studies constitute a sample which shows relatively new initiatives that valorise natural and cultural heritage, based on processes where local stakeholders attain ownership of them; as well as more traditional initiatives (mirador del cóndor and high-end hotels) managed by tourism agencies that do not necessarily have links with small-scale local producers, farmers and artisans.

**Table 1.**  
**List of case studies that will be visited in the Learning Route**

Case studies to be visited in the Route	Location	Relevant aspects
Temple of the Purísima Concepción	Lari	It's the main architectural asset in Lari and one of the major ones in the CV. The Spanish Agency of Cooperation for Development (AECID) has trained young people in the art of restoring architectural heritage. AECID will show the progress made and the access to new markets young people have benefited from due to the experience acquired.
Choir of sacred music	Lari	An initiative that rescues sacred traditional music of Lari as a means to transfer culture, the Quechua language and local traditions from one generation to the next which is an example of how to consolidate social cohesion
Small-scale producers of Agri-foods in the Colca Valley	Colca Lodge	An association supported by TRAMATIZ <sup>8</sup> and the Association of Gastronomy of Arequipa (AGAR).
Local Gastronomy as an expression of the biocultural diversity of the territory and its richness which is integrated in the touristic offer	Sibayo, Colca Lodge, Yanque, Chivay	In the Hotel Tradición Colca, the Colca Lodge, in Chivay gourmet restaurant and during the Fair of Sibayo we will taste traditional recipes with typical ingredients, which constitute part of the touristic offer.
Casas Vivenciales de piedra	Sibayo	Is the principal initiative of experiential tourism in Sibayo.
Eco museum		An initiative that exposes traditional arts and indigenous local culture.
Juanito Mummy		Locally self-managed archaeological site.
Mirador de la Cruz del Cóndor	Cabanaconde	Main tourist attraction in the Colca Valley.
Colca Lodge-Grupo INCA y Las Casitas del Colca	Chivay - Lari highland	High-end hotels with an international clientele commercialized by local, national and international reservation agencies. The INCA Group is a tourism corporation with hotels in various touristic destinations in Peru that is committed towards local culture and eco sustainability.

### 3. INITIATIVES/STRATEGIES TAKING PLACE WHICH VALORIZE BIOCULTURAL DIVERSITY

#### a) Valorisation of biocultural diversity in the Lari district

Diverse initiatives that valorise biocultural diversity have been developing in the district of Lari, which has been driven by the Municipality. Amongst them feature: the restoration of the Purísima Concepción temple, the revival of local sacred music, the production of embroidery artisanship, the production of eco-friendly Guiney Pigs, the elaboration of traditional cheeses and the establishment of experiential tourism houses. The 2011 administration was supported by the Valorising and Articulating Territories with Cultural Identity and Natural Biodiversity in

<sup>8</sup> Multidisciplinary Consultant firm.

Bolivia and Peru (Valor IC)-Rimisp Project and the Sierra Sur Development Project (PDSS) which involved a competition amongst young people who carried out a mapping of enterprises and proposals of innovative initiatives aimed at the valorisation of the cultural and natural heritage of Lari.

### - The temple of the “Purísima Concepción”

The most important architectonic asset of Lari is the Temple of the “Purísima Concepción” (built during the second half of the XVIII Century), called the Colca Cathedral, as it is the largest church in the valley. The temple was deteriorating with important structural damages, due to the damage caused by successive earthquakes. In 1997 began the Project of Integral Development in the Colca Valley (PDI) (financed by AECID) which restored the structure of the temple with the aim to revalorize it. Young local restorers trained by the mentioned project carried out this task. Furniture goods were restored and a museum education project was developed in order to incorporate the temple in the cultural circuit of the CV; finally a system of illumination was installed with the support of the Electricity Company (ENDESA). The majority of the visitors concur that they were attracted to the territory by the fame of the cathedral.

### - The Musical Choir Sacra of Lari

The clergy authority of the temple of the “Purísima Concepción” founded the Choir of Sacred Music of Lari in 2007, which aims to rescue traditional religious music of the territory that is sang in Quechua. The Choir has become a space of spiritual support for many women who were experiencing domestic troubles. The choir is now very renowned in the CV and is frequently invited to sing in the churches and events of the Valley and also Arequipa. Many young people of Lari are learning to sing or play a musical instrument in order to join the choir, which is composed of more than 20 permanent members. The choir has been supported by AECID and the PDSS project that hired a music teacher and also recorded two CDs and a video, which are sold during their presentations. Nevertheless, this activity has yet to be a significant income generating activity for the participants (mostly women) as the sale of CDs is still limited, however the members of the choir have achieved an important social recognition in the territory.

### Learning main questions in Lari

- How could the valorisation of the cultural and natural heritage of Lari improve, and what could be the key axis, which articulates this process?
- What should local stakeholders of this territory do in order to insert themselves in the tourism activity in the CV?
- What should young people do to contribute to the RTD-CI process in their territory?

### b) Valorisation of biocultural diversity in the Sibayo district

Thirty years ago Sibayo Rumillacta (stone town) experienced mass migrations towards the “extension of Sibayo”, a new area one kilometre away from the original town leaving it virtually desolated. Due to this displacement, the ancient architecture of the town was conserved. Approximately ten years ago, the municipality promoted a process, which valorised the cultural and natural heritage, which began with restoring the architecture of the old town in order to trigger an alternative economic option, led by communitarian tourism initiatives. Nowadays there are several initiatives linked to this process which include: the experiential tourism houses; the “Eco museum of the Collagua Culture”; the archaeological complex of Paraq’ra and

the Juanito mummy; adventure rowing; and llama trekking services. In this process young people and women play the key role of being the providers of tourism services<sup>9</sup>.

### - **Experiential tourism in stone houses**

Sibayo has developed its touristic offer around the concept of community tourism. In this context the experiential tourism houses offer accommodation services that are characterized by the exchange between tourists and the host families. This service is mainly managed by the women pertaining to a comity which in turn belongs to the Association of Touristic Services Rumillacta Sibayo (ASETUR) which has provided capacity building training to service providers in order to show them how to appropriately deal with tourists. At the present moment, 12 experiential tourist houses are arranged around a rotation scheme that yields to an equal distribution of tourist groups. Although tourist numbers are still limited<sup>10</sup> this activity constitutes a complementary income for women<sup>11</sup>. This initiative is articulated with the service of adventure tourism (llama treks and river rafting), managed by a group of young people from Sibayo, which offer visitors the opportunity to enjoy of the local nature and scenery. In the experiential tourist homes, services of gastronomy and artefact sale are also available.

### - **Eco museo**

The Eco museum of the Collagua culture is an artisanal interpretation centre exposing local artefacts and craftsmanship skills derived from alpaca fibre. It also has a cafeteria (in construction) where customers can enjoy the typical products of the area; there is also a textile shop that exhibits pieces made with natural fibers. Visitors can appreciate the processes of elaboration of alpaca fibres and traditional Collaguas arty-crafts. Bonfires along with folkloric music bands are also displayed in the Eco museum. The museum was backed by the municipality, the Association of Artisans Sumaj Pallay (AASUPASI); the Ecological Enterprise Group (GEA) and the Center of Studies for the Promotion of Development (DESCO).

### - **Juanito Mummy and the locally self-managed archeological complex**

Three Km. From the main square is located the archaeological area of Paraq'ra where fortifications, a pre-Hispanic cemetery and the Juanito mummy can be appreciated. The community alongside its authorities managed to assign the custody of the mummy to the municipal district which made it possible for it to remain in the territory (instead of it being translated to a museum in the capital city, nonetheless it is catalogued by the Ministry of Culture) as part of a ceremonial centre which is an icon for the memory and sense of belonging of the community. The archaeological centre is located at the banks of the Colca River where young members of the Adventure tourism of Sibayo Association (ASTUAR) promote adventure rafting. This activity began in 2011 and was co-financed by a business plan competition driven by the municipality.

### **Learning main questions in Sibayo**

- What are the main elements of public/municipal involvement that may be a key for the RTD-CI process?
- Why is there the need for further articulation among territorial actors (and among territories) and what aspects are fundamental to articulate?
- Can the RTD-IC process be an opportunity to limit migration towards cities, particularly youth migration?

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<sup>9</sup> Nowadays, Sibayo maintains a steady and increasing flow of tourists; approximately 1,000 visitors per year (Source: District Municipality of Sibayo).

<sup>10</sup> For example Doña Nieves Cutipa, one of the most successful proprietors receives 150 people per year.

<sup>11</sup> USD 170 on average per month.



During the first semester of 2010 Valor IC/Rimisp study, 14 initiatives of Lari, Sibayo and Chivay, related to the valorisation of natural and cultural assets (touristic services, gastronomy and artisanship) were examined. The results indicate that on average monetary income has multiplied by 5.4 times over the past 10 years. The most economically solvent activity was the experiential touristic houses, followed by adventure tourism (mainly rafting in Sibayo). The monthly average income is of 182 USD, which is superior to the monthly average income generated by farming activity (commercial and agricultural), which reaches 120 USD, and the minimum wage, which reaches 126 USD<sup>12</sup> (Uribe et al., 2012).

### **C) Other case studies in the Colca Valley territory**

#### **- Mirador de la Cruz del Cóndor**

It is one of the most visited natural attractions in the CV. It is located at 58 Km of Chivay at an altitude of approximately 3,320 meters above sea level; it's on the road to the Colca Canyon between the towns of Pinchollo and Cabanaconde. In the Mirador (panoramic view area) a cross and stonewall were built. Visitors leave in the morning, mostly from Chivay, to visit the flight of the condors between 9:00 and 11:00 am. It is one of the few places in the world where one can observe them from such proximity, as they are accustomed to human presence. Due to the support of Autonomous Authority of Colca (AUTOCOLCA) and the local public who conserves and maintains the canyon, it is in good conditions.

#### **- Luxury Hotels: Colca Lodge y The Casitas del Colca**

In the context of mass tourism, the Valley hosts a few luxury hotels. The Casitas del Colca belongs to a group of Arequipa entrepreneurs that are also members of AGAR. The Colca Lodge belongs to the Inca Group Hotel Chain. These hotels offer services of accommodation, alimentation and provide touristic activities in the Valley; they also have their own thermal baths. Their constructions are made of natural materials such as wood or stone in order for it to be in harmony with the surrounding area. The gastronomy offer of these establishments primarily uses local products of their own croplands in the Valley or in Arequipa. Due to their high revenues these hotels are able to contribute to the conservation of the environment by generating projects of rural development such as "Tejiendo Oportunidades"<sup>13</sup>, an Inca Group Hotel Chain initiative which help support families in the territory. These hotels work under a responsible tourism framework by trying to employ workers originally from the CV.

#### **- Development of the gastronomic offer**

Important advancements in the development of a gastronomic offer directed to tourists have been accomplished in the CV. The most significant restaurants are located in Chivay, such as El Balcón of Don Zacarías that is located in the main square, offering a gourmet Andean buffet menu characterized by a selection of quality local products. This paved the road to obtaining in 2011, the only certificate of quality in the CV, which is credited by the Ministry of International Commerce and Tourism (MINCETUR). The cooks of Lari and Sibayo were trained by the Peruvian Society of Gastronomy (APEGA) and offer a menu of traditional recipes. There is also an array of small restaurants alongside the highway.

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<sup>12</sup> <http://www.inei.gob.pe/web/aplicaciones/siemweb/index.asp?id=003>

<sup>13</sup> Thanks to this project, the Colca Lodge incentivizes the production of artisanal sweaters (targeting children from 7 to 12 years of age) with technical assistance and materials, which are elaborated by women from neighboring districts.

### Learning main questions on the other case studies:

- How could there be an articulation between the initiatives of small-scale producers, farmers and artisans (in many cases under a communitarian management framework) with larger, more expensive, businesses such as luxury hotels and tour agencies?
- What can be done to enlarge and prolong the Chivay-Cabanaconde (mirador de la Cruz del Cóndor) circuit, to include other districts?
- How can the existing advancements in the Peruvian gastronomy context, be taken advantage of, to strengthen the CV?

## 4. ANALYSIS OF THE LIMITATIONS AND OPPORTUNITIES OF THE TERRITORIAL EXPERIENCE

There are important opportunities that could consolidate the RTD-CI process which are mainly related to the success of establishing a territorial brand of the Valley that has generated an increasing demand for tourism, although it has had less impact with those local products with CI being sold outside the territory<sup>14</sup>. There is also an important array of natural and cultural assets that are well conserved. However, tourism is heavily concentrated around a reduced number of biocultural attractions: Mirador de la Cruz del Cóndor whose market is managed by the tourism agencies located in Arequipa and Lima, high-end Hotels and restaurants. The concentration of activities and benefits within one sector of the CV generates problems of fragmentation and disarticulation throughout the entire territory.

In districts such as Lari and Sibayo initiatives related to communitarian rural tourism have been developed which represent an alternative that is able to capture a slice of the Chivay-Cabanaconde mass tourism circuit. Important milestones in this process include: i) the leadership taken by municipalities who created bridges and established mechanisms of coordination with private stakeholders of the territory; ii) the support of institutions and public projects such as MINCETOUR, AUTOCOLCA, the PDSS, private development agencies such as the SEA Group, the support of PROCASUR via Learning Routes organized by Rimisp and the Valor IC/Rimisp Project; and agencies of cooperation such as AECID; iii) the strengthening of social organizations now under the consortium of Rumillacta touristic Services<sup>15</sup>, with the participation of women and young people; iv) the improvement of quality, of goods and services, catalysed by complying with norms consented by local actors such as the normative to conserve architectural harmony; v) the emergence of new leaders such as Sibayo's mayor, and various presidents of different productive and social organizations (most of which women and young) who work within this framework and understand the importance of maintaining and preserving CI.

However, multiple conflicting actors and interests coexist together in the territory, "multiplication of a low quality offer, disorganized growth within the sector, trivialization of traditional elements of the local culture, deterritorialization and loss of control of the processes almost exclusively in hands of external agents" (Hernández, 2009). Within this context, the main challenges to drive the RTD-IC processes are related to: i) the necessity to articulate multiple individual indigenous/farmer initiatives that valorise biocultural diversity, the role of public authorities, international cooperation projects and private enterprises, in a structured territorial system; and ii) advance in the consolidation of a territorial coalition that drives this process.

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<sup>14</sup> For example artisanship from Colca has attained an important place in internal and external markets. Nevertheless, there are still examples of images of Machu Pichu in local products, which do not contribute to the consolidation of creating and promoting a local CI. On the other hand, outside the valley there are imitation products with Colca designs, which are sold as if elaborated in the Valley (Hernandez, 2009).

<sup>15</sup> The consortium includes the Association of Touristic services of Rumillacta (ASETUR), the Association of Artisans of Sumac Pallay Sibayo (AASUPASI), and the Association of Adventure tourism Rumillacta (ASTUAR)

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### Links de interés

Proyecto Valor IC: Proyecto de Valorización y Articulación de Territorios con Identidad Cultural y Biodiversidad Natural de Bolivia y Perú, 2010-2012. (Proyecto que trabajó en Lari y Sibayo entre 2010 y 2012. En el link se encuentran: el documento de proyecto, actividades. Instituciones participantes, etc.)

[http://www.rimisp.org/proyectos/seccion\\_adicional.php?id\\_proyecto=188&id\\_sub=527](http://www.rimisp.org/proyectos/seccion_adicional.php?id_proyecto=188&id_sub=527)

Programa MINCETUR “De mi tierra un producto” Movimiento OVOP - One Village One Product en Perú. (Concurso orientado a promover productos turísticos, en el que Sibayo fue uno de los ganadores)

<http://www.demitierraunproducto.gob.pe/participar.html>

[http://www.demitierraunproducto.gob.pe/docs/resultados\\_seleccion\\_demitierraunproducto\\_2012.pdf](http://www.demitierraunproducto.gob.pe/docs/resultados_seleccion_demitierraunproducto_2012.pdf)

Los caminos de la excelencia: un viaje por los territorios, conociendo sus productos y sus protagonistas (información sobre una iniciativa que se ejecutará aproximadamente en el territorio, promovida por Slow Food y el Proyecto DTR-IC/Rimisp)

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Proyecto de Desarrollo Sierra Sur (Información sobre uno de los proyecto del Gobierno de Perú, más importante, que trabajó en el territorio) <http://www.sierrasur.gob.pe/inicio2.0/index.php>