

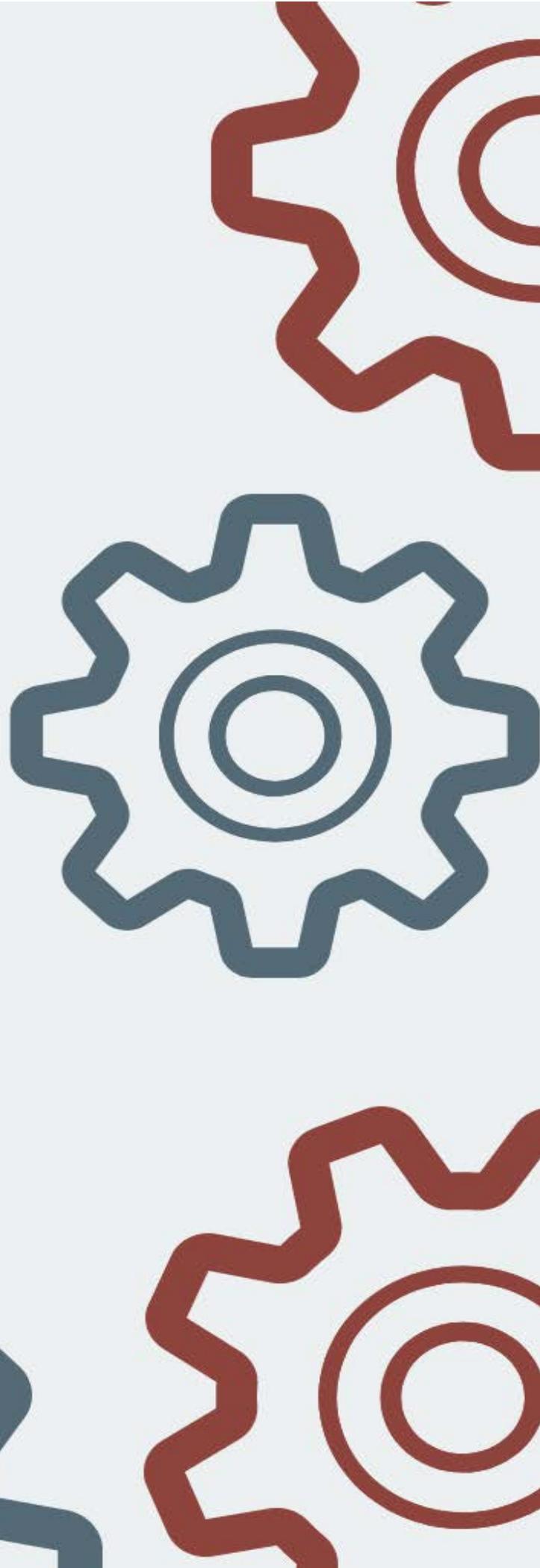


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**ANALYSIS OF
INFORMATION
REGARDING
COMMUNITY-BASED
RURAL TOURISM IN
THE AMERICAS**

Paper written in connection with the
2018-2021 CITUR Work Plan

"Management Model for Developing Sustainable
Community-based Rural Tourism for the Americas"



Analysis of Information regarding Community-based Rural Tourism in the Americas

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I. INTRODUCTION

This report delivers the results of the first comparative analysis conducted in connection with the commitments undertaken by Peru, represented by its Ministry of Foreign Trade and Tourism, in the 2018-2021 Work Plan of the Inter-American Committee on Tourism (CITUR) of the Organization of American States (OAS), hereinafter referred to as the Plan, which establishes that Peru is responsible for preparing the **Management Model for Developing Sustainable Community-based Rural Tourism for the Americas**, including taking the following steps:

- Identifying a group of experts to gather information and define a proposal for common Community-Based Rural Tourism guidelines that will allow the consolidation of the Platform and the Community-Based Rural Tourism Network.
- Holding a meeting with the representatives of the Americas to develop the proposed guidelines for Community-Based Rural Tourism. At that meeting the guidelines will be adjusted and validated, accompanied by a process of reception of ideas and contributions with a view to improving the content and delivering a final product. The meeting's impact could be enhanced if it took place within the framework of the Second Encounter of Community-Based Rural Tourism of the Americas, as long as one of the OAS member states offers to host it.
- Identifying a group of experts to prepare a manual that will present common and flexible guidelines, available to countries that wish to work as pilots in the implementation of the guidelines in communities with Community-Based Rural Tourism potential.

In that context, and as a prelude to taking the steps specified in the Plan, a stage prior to diagnostic assessment was proposed. To that end, an e-mail was sent to CITUR member countries asking them to send us information regarding Community-Based Rural Tourism in their respective countries. Following is a list of the documents received:

COUNTRY	Government documents	Supplementary documents
Argentina	- Contributions to the Community-Based Rural Tourism Diagnostic Assessment of the OAS (Argentine Community-Based Rural Tourism Network, 2018).	
Chile via Travolution	Rural Tourism: <ul style="list-style-type: none">- Resolution N° 090487, Adopting the Cooperation Agreement between the National Tourism Service and the Agricultural and Livestock Development Institute to foster, develop, and expand Rural Tourism (National Directorate of the Agricultural and Livestock Development Institute of the Ministry of Agriculture, Chile, 2011)- Exempt Resolution N° 133622, Adopting	Indigenous Tourism: <ul style="list-style-type: none">- Final Report, Design of an Indigenous Tourism Marketing System and pilot scheme for its implementation (Under-Secretariat of Tourism of Chile, Travolution Foundation, November 2016)- Final Report, Cases Studies and Draft Governance Model (<i>diseño de gobernanza</i>) for Developing Indigenous Tourism in Chile (Travolution Foundation, World Indigenous Tourism Alliance

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	<p>Technical Standards and Operational Procedures for the Rural Tourism Program (National Directorate of the Agricultural and Livestock Development Institute of the Ministry of Agriculture, Chile, 2011)</p> <ul style="list-style-type: none"> - Exempt Resolution N° 022905, Adopting Definitions and a Rural Tourism Technical Framework, a Program incorporated into a number of instruments and agreements (National Directorate of the Agricultural and Livestock Development Institute of the Ministry of Agriculture, Chile, 2018) - Handbook for Rural Tourism Entrepreneurs (<i>Manual del Emprendedor de Turismo Rural</i> produced by the Tourism Institute at the Universidad Austral in Chile, in connection with the Interdisciplinary Center for Research, Development and Innovation in Special Interests Tourism for the Agricultural and Livestock Development Institute, 2012) 	<p>(WINTA), December 2016)</p> <ul style="list-style-type: none"> - Final Report, Design and Implementation of Integrated Indigenous Tourism Products (Ministry of Economy, Development, and Tourism, Travolution Foundation, December 2017) <p>Community-based Tourism:</p> <ul style="list-style-type: none"> - Findings of the First National Encounter of Community-Based Tourism (Travolution Foundation report of April 2012) - Findings of the Second National Encounter of Community-Based Tourism (Travolution Foundation report of March 2013) - Findings of the Third National Encounter of Community-Based Tourism (Travolution Foundation report of March 2014) - Report on the First Latin-American Encounter of Community-Based Tourism in Colombia (Travolution, March 2017)
Colombia	<ul style="list-style-type: none"> - Policy Guidelines for Developing Community-Based Tourism in Colombia 	<ul style="list-style-type: none"> - Report on the Community-Based Tourism Program (Directorate of Quality and Sustainable Development of Tourism of the Ministry of Trade, Industry, and Tourism, October 2018)
Ecuador	<ul style="list-style-type: none"> - Enabling regulation to Chapter VII of the Tourism Law (and amendments thereto), Executive Decree No. 133 (Ministry of Tourism of Ecuador, 2003) - Instructions for Registering Community-based Tourism Centers (Ministry of Tourism, 2009) 	<p>Consultancy service, "Technical Support for Strengthening Tourist Activities in Five Community-based Tourism Centers"</p> <ul style="list-style-type: none"> - Procedures Manual 1: On-site analysis of a Community-based Tourism Center - Procedures Manual 2: Technical assistance and support - Procedures Manual 3: Business plans - Procedures Manual 4: Training Program - Procedures Manual 5: Innovation in tourism operations - Procedures Manual 6: Sharing experiences and know-how and talks on the subject - Procedures Manual 7: Dissemination and Communication Strategy
Honduras	<ul style="list-style-type: none"> - Law to Promote Sustainable Rural Tourism (National Congress of Honduras, 2011) - Community-based Rural Tourism bill, 2014 	<ul style="list-style-type: none"> - Certification of legal entity status of the nongovernmental development organization "Asociación Pro Comunidades Turísticas de Honduras" [network of community-based tourism providers] - LAPROCOTURH, 2014 - Catalogue of Honduran Tourism Activities produced by Reservasiones La Ceiba

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		- PowerPoint presentation, "Turismo Comunitario en Centroamérica, un espacio en disputa" [Community-based Tourism in Central America - A Disputed Area], Seminario Internacional, "Otras miradas, otros turismos," 2012.
Peru	- Guidelines for Developing Community-based Rural Tourism in Peru, adopted by Ministerial Resolution N° 054-2007-MINCETUR/DM (Ministry of Foreign Trade and Tourism, 2007)	
Jamaica	- Reply to the request for information by the Government of Peru in connection with the commitment to develop a Management Model for Developing Sustainable Community-based Rural Tourism for the Americas	
Guyana	- Indigenous Tourism: Visitors Code of Conduct template	
Codespa Foundation		<ul style="list-style-type: none"> - Codespa's Management Model for Community-based Rural Tourism (Codespa Foundation, 2011) - The RUTAS program: La apuesta por un turismo inclusivo en Latinoamérica [Committing to Inclusive Tourism in Latin America] (Codespa Foundation, Development Bank of Latin America, CAF, 2013) - Methodology for strengthening Community-based Rural Tourism initiatives (RUTAS program: La apuesta por un turismo inclusivo en Latinoamérica [Committing to Inclusive Tourism in Latin America] (Development Bank of Latin America, CAF, 2013) - RUTAS II: Regional Integration through Community-based Tourism in Latin America] (Codespa Foundation, Development Bank of Latin America, CAF, 2017) - Conventions and Social Inclusion Tourism: innovative experience with MICE (Meetings, Incentives, Conventions, and Exhibitions) Tourism in the Cuzco Region, Peru (Codespa Foundation, 2017)

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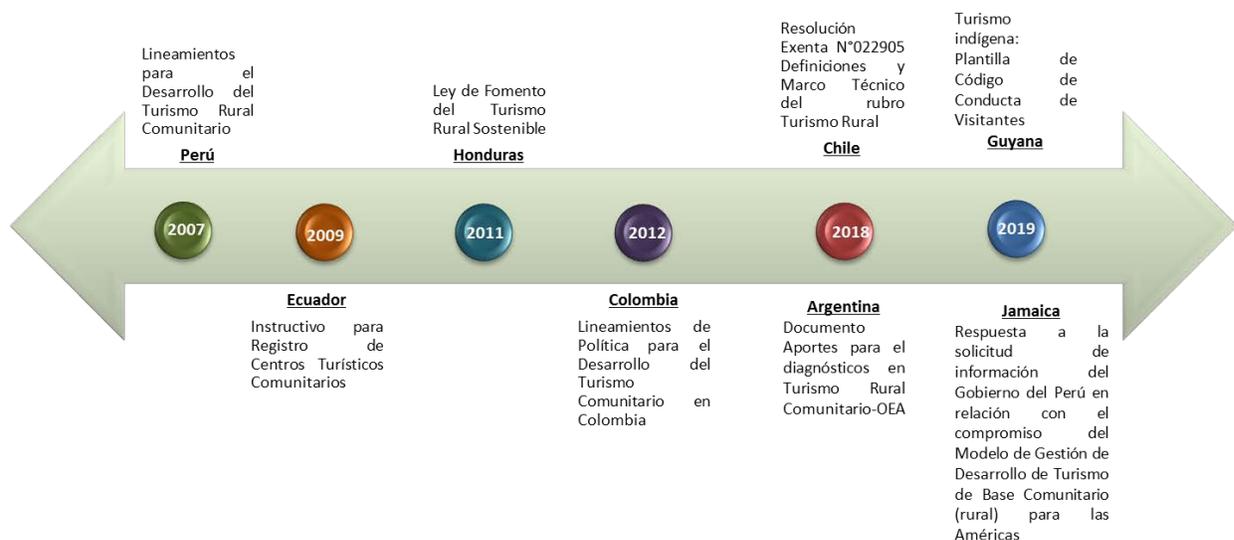
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It is worth pointing out that the present analysis was developed on the information provided in one recent document per country of an official and/or governmental nature:

- Contributions to the Community-Based Rural Tourism Diagnostic Assessment of the OAS (Argentine Community-Based Rural Tourism Network, 2018)
- Exempt Resolution N° 022905, Adopting Definitions and a Rural Tourism Technical Framework, a Program incorporated into a number of instruments and agreements (National Directorate of the Agricultural and Livestock Development Institute of the Ministry of Agriculture, Chile, 2018)
- Policy Guidelines for Developing Community-Based Tourism in Colombia, Ministry of Trade, Industry, and Tourism, Colombia, 2012
- Instructions for Registering Community-based Tourism Centers (Ministry of Tourism, Ecuador, 2009)
- Law to Promote Sustainable Rural Tourism, National Congress of Honduras, Ministry of Tourism, Republic of Honduras, 2011
- Ministerial Resolution N° 054-2007-MINCETUR/DM, Guidelines for Developing Community-based Rural Tourism in Peru, Ministry of Foreign Trade and Tourism, Peru, 2007
- Reply to the request for information by the Government of Peru in connection with the commitment to develop a Management Model for Developing Sustainable Community-based (rural) Tourism for the Americas, Ministry of Tourism of Jamaica, 2019
- Indigenous Tourism: Visitors Code of Conduct template, Guyana Tourism Authority, 2019

It is likewise important to observe when the documents analyzed were produced, as shown in the following chart.

Chart: Time line of the documents analyzed



It is to be noted that, in the cases of Argentina, Jamaica, and Guyana, the documents were drawn up specifically for this review.

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II. ANALYSIS OF THE MATRIX CONTAINING INFORMATION ON COMMUNITY-BASED RURAL TOURISM IN THE AMERICAS

Following is an analysis of the information, divided into two parts specifying areas of agreement (shared aspects) and differences:

- "Areas of agreement" are based on a comparison of at least two countries
- Differences are features found in only one country.

2.1. Types of documents analyzed

Shows the name or title each country gives to its document, indicating the nature of the document supporting community-based rural tourism in that country.

Areas of agreement	Differences
<ul style="list-style-type: none"> ➤ Both Colombia and Peru call their documents "Guidelines": <ul style="list-style-type: none"> - Policy Guidelines for Developing Community-based Tourism in Colombia - Guidelines for Developing Community-based Rural Tourism in Peru, adopted by Ministerial Resolution N° 054-2007-MINCETUR/RM) ➤ Both Argentina and Jamaica drew up a specific document for this initial analysis: <ul style="list-style-type: none"> - Argentina: The Argentina Community-based Rural Tourism Network (RATuRC) prepared the document entitled "Aportes para el Diagnóstico en TRC – OEA 2018" [Contributions for the CBRT Diagnosis - OAS 2018]. Argentina has no national document regulating this sphere. - Jamaica: The Tourism Ministry wrote the paper entitled "Reply to the request for information by the Government of Peru in connection with the commitment to develop a Management Model for Developing Sustainable Community-based Rural Tourism for the Americas". 	<ul style="list-style-type: none"> ➤ Countries calling their documents something other than "Guidelines" are: <ul style="list-style-type: none"> - Chile: Exempt Resolution N° 022905, Adopting Definitions and a Rural Tourism Technical Framework, a Program incorporated into a number of instruments and agreements. - Ecuador: Instructions for Registering Community-based Tourism Centers (adopted by Ministerial Decision [<i>Acuerdo</i>] 24, Official Registry Supplement 565, in effect) - Honduras: Law to Promote Sustainable Rural Tourism (adopted by Decree No. 126, 2011) - Guyana: Indigenous Tourism: Visitors Code of Conduct template.

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2.2. Entities responsible for Community-based Rural Tourism in each country

This section names the institution in charge of community-based rural tourism in each country:

Areas of agreement	Differences
<ul style="list-style-type: none"> ➤ In Colombia, Ecuador, Guyana, Honduras, Jamaica, and Peru, the national authority responsible for tourism heads efforts to develop community-based rural tourism: <ul style="list-style-type: none"> - The Ministry of Trade, Industry, and Tourism in Colombia - The Ministry of Tourism in Ecuador - The Ministry of Tourism in Honduras - The Ministry of Foreign Trade and Tourism in Peru - The Ministry of Tourism in Jamaica - The Tourism Authority in Guyana 	<ul style="list-style-type: none"> ➤ In the case of Argentina, RATuRC explains in its report that the Federal Central Agency of the National Ministry of Tourism only regulates the activities of travel agencies and tour operators, while each province regulates other direct tourism services; for that reason, RATuRC negotiates on a regular basis with each province to get them to sign on to specific regulations governing community-based rural tourism.

2.3. Definitions and concepts

The following table shows similarities and differences

Areas of agreement	Differences
<ul style="list-style-type: none"> ➤ Argentina and Peru refer to Community-based Rural Tourism. ➤ For their part, Colombia, Ecuador, and Jamaica refer to Community-based Tourism. ➤ Chile and Honduras refer to Rural Tourism: <ul style="list-style-type: none"> - Chile: Rural Tourism - Honduras: Although no specific definition is provided in its Law, the reference is to Sustainable Rural Tourism. 	<ul style="list-style-type: none"> ➤ In Guyana, they call it Indigenous Tourism.
<ul style="list-style-type: none"> ➤ Chile and Colombia refer to tourism services: <ul style="list-style-type: none"> - Chile: <i>Rural tourism shall be construed to mean the whole set of tourism services.</i> Chile points out that those services might be <i>board and lodging, guided tours,</i> 	<ul style="list-style-type: none"> ➤ Argentina acknowledges that community-based rural tourism: <i>is construed to mean a rural indigenous approach to presenting their way of</i>

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<p><i>scheduled activities, visits to farms, and/or specific adventure activities defined by the Institute for Agricultural and Livestock Development- INDAP.</i></p> <ul style="list-style-type: none"> - Colombia: <i>The provision (supply) of tourism services.</i> <p>➤ Ecuador and Peru refer to tourist activities:</p> <ul style="list-style-type: none"> - Ecuador: Community-based tourist activity shall be construed to mean direct, exclusive practice of board (food and drink) and lodging services. In other words, the services referred to are regarded as a tourist activity. - Peru: <i>The term covers all tourist, recreational, and supplementary activities carried out in rural areas.</i> <p>➤ The Honduran law does not define Sustainable Rural Tourism. However, Article 3 regards the following as rural tourism projects:</p> <ul style="list-style-type: none"> - Rural tourism inns [<i>Posada de Turismo Rural</i>] - Sustainable Rural Tourism travel agencies - Activities relating to Sustainable Rural Tourism - Food and beverage services 	<p><i>life (modalidad de gestión campesina indígena), rather than a product or something that a tourism provider offers.</i></p>
<p>➤ Peru's core definition and, in Argentina's case, the texts supplementing its definition, describe community-based rural tourism as a complementary activity:</p> <ul style="list-style-type: none"> - Argentina: <i>It complements traditional products, in the sense of adding to, rather than replacing, them.</i> - Peru: <i>Community-based rural tourism comprises all tourist, recreational, and complementary activity.</i> <p>➤ Colombia, Chile, Ecuador, and Honduras do not mention in their definitions whether community-based (or similar) rural tourism is or is not a complementary activity.</p>	
<p>➤ Chile, Peru, and Honduras mention that this form of tourism is found in rural areas:</p> <ul style="list-style-type: none"> - Chile: <i>the whole set of tourist services in a rural area.</i> - Peru: <i>The term covers all tourist, recreational, and complementary activities</i> 	

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<p><i>carried out in a sustainable manner in rural areas.</i></p> <ul style="list-style-type: none"> - Honduras: <i>A Rural Tourism Inn (located in a rural setting) and Activities relating to Sustainable Rural Tourism (using rural tourism resources).</i> <p>➤ The definitions provided by Argentina, Colombia, and Ecuador do not specify the area in which it is carried out.</p>	
<p>➤ The definitions provided by Colombia, Ecuador, and Peru do state that it is carried out by a community:</p> <ul style="list-style-type: none"> - Colombia: Community-based tourism is the provision of tourism services by an organized community, which takes part and involves itself in, and benefits from, the various links in the tourism product supply chain in order to enhance well-being, development, and economic growth. - Ecuador: <i>Community-based tourism shall be construed to mean the direct and exclusive provision of accommodation, food, and beverage services, as indicated in Article 5 of the Tourism Law, by legally accredited, organized, and trained communities.</i> Ecuador also maintains that community-based tourism centers are <i>tourist sites within the territory pertaining to the community that provide lodging, food, and beverage services run by a community organization that promotes fair, equitable, responsible, and sustainable local development.</i> - Peru: <i>The term comprises all tourist, recreational, and complementary activity conducted in a sustainable manner in a rural environment with priority participation by local small and/or native farmers (Afro-Peruvian, indigenous, or native peoples).</i> 	<p>➤ For Chile, in rural tourism it is <i>small farmers' families</i> who host the services provided, such as <i>accommodation, food, guided tours, scheduled activities, visits to farms, and/or the specific adventure tourism activities defined by INDAP.</i></p> <p>➤ Honduras considers that sustainable rural tourism <i>boosts the economy and generates employment, especially in the case of farms or estates owned by individuals or legal entities, including social entities, such as cooperatives or estates owned by associations of small farmers (haciendas campesinas), whose activities can give rise to sustainable tourist activities.</i> While the Honduran text does not explicitly mention a community component, it does include cooperatives and estates owned by associations of small farmers.</p>

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<p>➤ For its part, Argentina explains (even though it does not say so in its definition) that this type of activity presupposes a collective provider¹ of tourism services.</p>	
<p>➤ Colombia and Peru both underscore natural and cultural features:</p> <ul style="list-style-type: none"> - Colombia: community-based tourism is rooted in an appreciation of <i>natural and cultural characteristics of the environment that facilitate the provision of competitive, sustainable, and high-quality services</i>. - Peru: The text supplementing the concept of community-based rural tourism stresses the need for it to be sustainable: that is to say, <i>mindful of the environment and of a culture that promotes the wellbeing of the local population</i>. It needs also to contribute to the preservation of natural and cultural resources and to encourage the community to respect, appreciate, and conserve its heritage, while publicizing and promoting it to the rest of the world. <p>➤ For their part, Argentina, Chile, and Ecuador make mention of all aspects of the cultural component:</p> <ul style="list-style-type: none"> - Argentina maintains that <i>the difference with this kind of tourism has to do with authenticity and the encounter of different cultures (el encuentro intercultural), with the personalized approach; the active, directly experienced integration of the visitor with local practices; and his or her familiarization with nature and customs from the perspective of the host community's vision of the universe (cosmovisión)</i>. - For its part, Chile argues in its definition that <i>the mainstay and principal attraction of rural tourism should be the first-hand experience of forestry, agricultural, and livestock activities as they are practiced and an appreciation of small farmers' identity as a significant factor in the establishment of a relationship between them and visiting passengers and/or tourists</i>. 	<p>Honduras makes no specific reference to nature or culture.</p>

¹ Collective provider: many provincial regulations require the indigenous community concerned to be legally characterized as such or as a collective entity, such as a labor cooperative, a cooperative of services providers, or a civil association. Although civil associations are non-commercial, they are regarded as entities that are initially non-profit but which can later be transformed into cooperatives or, in the case of indigenous communities, as a community-based rural tourism enterprise. Consultation over the phone with Ramiro Ragno on January 23, 2019.

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<ul style="list-style-type: none"> - In Ecuador, the Community-based Tourism Center defines its role as one of salvaging the identity of the community, its customs, and traditions via an exchange of experiences with visitors designed both to provide high-quality services and improve living conditions in the communities. 	
<ul style="list-style-type: none"> ➤ Neither Argentina nor Chile specify in their definitions what community-based rural tourism and rural tourism are expected to generate or what their purpose is. ➤ Colombia, Ecuador, and Peru maintain that community-based rural tourism seeks to enhance the wellbeing and quality of life of the population: <ul style="list-style-type: none"> - Colombia: the development of community-based tourism <i>benefits and involves the community at each stage of the tourist product chain, in a quest for enhanced wellbeing, development, and economic growth.</i> - Ecuador: the purpose of establishing a Community-based Tourism Center <i>is to offer high-quality services and improve living conditions in the communities.</i> - Peru: underlying the concept of sustainable community-based rural tourism is <i>respect for the environment and for a culture that promotes the wellbeing of the local population.</i> ➤ Colombia and Honduras both consider that community-based rural tourism generate economic benefits: <ul style="list-style-type: none"> - Colombia: the development of community-based tourism <i>benefits and involves the community at each stage of the tourist product chain, in a quest for enhanced wellbeing, development, and economic growth.</i> - Honduras mentions that: <i>"... sustainable rural tourism projects boost the economy and generate employment."</i> 	
<ul style="list-style-type: none"> ➤ Chile, Ecuador, and Honduras specify that those engaging in this activity must be legally authorized, and both Chile and Ecuador add that they must be trained to do so. <ul style="list-style-type: none"> - Chile: <i>The commercial practice of this type of tourism has to be formalized for tax, legal, and health-related purposes, as the case may be, along with accreditation</i> 	

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<p><i>of the skills and training of the human resources providing the services. The administrative aspects of the business and its ties to the market also have to be defined.</i></p> <ul style="list-style-type: none"> - Ecuador: services provided by legally accredited, organized and trained communities. - Honduras: Sustainable rural tourism projects <i>boost the economy and generate employment, especially in the case of farms or estates owned by individuals or legal entities, including social entities, such as cooperatives or estates owned by associations of small farmers (haciendas campesinas), whose activities can give rise to sustainable tourist activities.</i> <p>➤ The definitions provided by Argentina, Colombia, and Peru do not specify any legal requirements that the communities have to meet.</p>	
<p>➤ Neither Argentina, Colombia, Ecuador, Honduras, nor Peru require community-based rural tourism to be based on any particular narrative or interpretative script.</p>	<p>➤ Chile's definition, on the other hand, maintains that the <i>provision of rural tourism services shall be based on a narrative or interpretative script designed to make the tourism services provided meaningful, thereby lending added identity and value to this type of tourism.</i></p>

2.4. Each country's objectives

This section addresses the objectives that, based on the documents reviewed, each of the countries pursues with regard to community-based rural tourism:

Areas of agreement	Differences
<p>➤ The Governments of Chile, Colombia, Honduras, and Peru have well defined objectives for community-based rural tourism:</p> <ul style="list-style-type: none"> - Chile's resolution establishes the objectives of its Rural Tourism Program. 	<p>➤ Argentina describes the objectives pursued by the Argentine Community-based Rural Tourism Network under four headings:</p>

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<ul style="list-style-type: none"> - Colombia describes the objectives of Community-based Tourism. - Honduras establishes the objectives of the Law to Promote Sustainable Rural Tourism - Jamaica's document establishes four objectives, as well as specific objectives pursued by National Community-based Tourism Policy and Strategy. - Peru describes the objectives of pursuing Community-based Rural Tourism. 	<ul style="list-style-type: none"> - Socio-political; - Tourism management and promotion; - Cultural and environmental; and - Economic and commercial. <p>➤ The documents provided by Ecuador and Guyana do not specify objectives.</p>
	<p>➤ Chile describes the purpose of the Rural Tourism Program as <i>bolstering rural tourism as an agriculture-related activity</i>.</p>
<p>➤ Colombia and Jamaica have specific planning and governance-related objectives:</p> <ul style="list-style-type: none"> - Colombia: <i>To foster the planning of community-based tourism enterprises in keeping with local management strategies and land planning processes.</i> - Jamaica: <i>To conduct capacity-building and other activities to support the development of community-based tourism products in keeping with and, where possible, enhancing and improving local governance.</i> 	
<p>➤ The objectives set by Colombia, Honduras, and Jamaica envisage, inter alia, fostering financing mechanisms:</p> <ul style="list-style-type: none"> - Colombia: <i>Promoting instruments to support, and sources of financing for, community-based tourism.</i> - Honduras: <i>Establishing financing mechanisms and tax incentives for sustainable rural tourism enterprises.</i> Honduras is thus considering tax incentives for such enterprises. - Jamaica: <i>Establishing product evaluation and assessing the capacity of the community, and establishing the legal mechanisms and templates and tools needed to support financing for carrying out community-based tourism projects.</i> 	
<p>➤ For Colombia, Honduras, Jamaica, and Peru, employment generation is an explicit objective:</p> <ul style="list-style-type: none"> - Colombia: <i>Fostering the development of community-based tourism, with an emphasis on participatory entrepreneurship processes that help generate jobs and income.</i> - Honduras: <i>Generation of rural employment</i> 	

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<ul style="list-style-type: none"> - Jamaica: <i>To foster employment and the creation of new businesses, poverty reduction, gender equality and empowerment, and environmental benefits in all community-based tourism programs.</i> Jamaica adds that it is seeking to ensure that <i>community-based tourism is rooted in each community's strengths and results in social and economic benefits for them.</i> - Peru: <i>Employment generation and higher incomes for the population involved.</i> 	
<ul style="list-style-type: none"> ➤ For Argentina, Honduras, Jamaica, and Peru, one objective is to promote conservation and protection of the environment: <ul style="list-style-type: none"> - Argentina: <i>Looking after and paying tribute to the country's heritage, assessing and monitoring impacts, boosting and making the most of energy sources, and nature-friendly practices.</i> - Honduras: <i>Establishing mechanisms to ensure sustainable exploitation of natural resources with a rural tourism potential.</i> - Jamaica: <i>To foster employment and the creation of new businesses, poverty reduction, gender equality and empowerment, and environmental benefits in all community-based tourism programs.</i> Jamaica also states that it seeks to <i>incorporate natural, heritage, and cultural assets</i> in the development of community-based tourism products, in a way that respects national values and policies and complies with appropriate regulations to safeguard those resources, as well as <i>improving the protection and management of those resources</i>, wherever possible, through community-based tourism. - Peru: <i>Promoting the conservation of natural and cultural resources.</i> 	
<ul style="list-style-type: none"> ➤ Jamaica and Peru both mention women's participation in the development of tourist activities: <ul style="list-style-type: none"> - Jamaica: <i>To foster employment and the creation of new businesses, poverty reduction, gender equality and empowerment, and environmental benefits in all community-based tourism programs.</i> Peru: <i>To guarantee local community participation, promoting the prominent participation of women and young people.</i> 	
<ul style="list-style-type: none"> ➤ As regards their specific objectives, Argentina, Chile, Colombia, and Jamaica emphasize marketing and promotion. <ul style="list-style-type: none"> - Argentina: <i>To guarantee self-management of the communities and foster fair and transparent commercial agreements.</i> With respect to promotion, Argentina 	

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<p>establishes that it seeks to <i>forge appropriate quality standards, to jointly promote the network and its communities, to generate opportunities for both emergent and established communities, and to foster national and international trade and strategic partnerships.</i></p> <ul style="list-style-type: none"> - Chile: <i>To establish the terms and conditions for promoting and marketing the rural tourism services and businesses of INDAP users, with a view to facilitating their access to domestic and international markets, thereby positioning Rural Tourism as an important segment of special interests tourism.</i> - Colombia: <i>To foster the channels needed to promote and market community-based tourism.</i> - Jamaica: <ul style="list-style-type: none"> o <i>To develop a community-based tourism trade mark for use in both domestic and international marketing.</i> o <i>To develop community-based tourism marketing tools for the domestic market and incorporate them in national marketing programs,</i> o <i>with a view to facilitating capacity-building and the development of marketing products and programs.</i> o <i>To establish standards with regard to the preparation and sustainability of the export market for community-based tourism enterprises using inputs from the international travel sector.</i> 	
<ul style="list-style-type: none"> ➤ Chile and Jamaica include capacity-building and technical advisory services among their specific objectives. <ul style="list-style-type: none"> - Colombia: <i>To provide technical advice to enable communities and community-based tourism sites to acquire a better grasp of the various phases of tourism development.</i> - Chile: <i>To establish the terms and conditions for timely delivery of counseling, knowledge transfer, and training to INDAP users who provide or possess potential for rendering rural tourism services, as well as the technical prerequisites for determining the level of training and formalization needed for each segment.</i> - Jamaica: <ul style="list-style-type: none"> o <i>To put together and configure basic tools and programs for training communities and building appropriate skills.</i> 	

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<ul style="list-style-type: none"> ○ <i>To develop information and awareness-raising programs and tools to advise and encourage local communities regarding community-based tourism opportunities and requirements.</i> ○ <i>To involve communities through agreements on the provision of assistance with capacity-building in the community and with developing community-based tourism.</i> 	
	<ul style="list-style-type: none"> ➤ One of Chile's specific objectives is to classify enterprises in accordance with its Rules of Procedure: <i>In relevant cases, to classify rural tourism enterprises or business units by type of services provided, as established in the Rules of Procedure for Applying the Classification, Quality, and Security System for Providers of Tourism Services.</i>
	<ul style="list-style-type: none"> ➤ For Peru, one specific objective is: <i>To serve as a tool to help slow down the exodus of the population from rural areas.</i>

2.5. Approach:

The following Table illustrates the approach taken to developing community-based rural tourism, that is to say: what it is designed to achieve and how to steer it toward that goal:

Areas of agreement	Differences
<ul style="list-style-type: none"> ➤ Argentina, Colombia, Ecuador, Honduras, and Peru have not established an approach to be adopted in community-based rural tourism. 	<ul style="list-style-type: none"> ➤ Chile, on the other hand, has a strategic approach focusing on: Boosting rural tourism activities <ul style="list-style-type: none"> - in the community hosting them; - Human relations between the services provider and the tourist; - Bolstering capacity to work as part of a

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	<p>network and promoting a revival of local cuisine and agri-food development, with an emphasis on preserving community trades, customs, and practices;</p> <p>Ensuring that demand is sustainable and maintaining high-quality services; to which end Chile suggests:</p> <ul style="list-style-type: none"> - promoting rural tourism together with other entities - or in INDAP's own publications and activities. <p>Chile also strives to help resolve structural issues with the supply of tourist attractions/destinations and low demand compared to the installed capacity of tourism enterprises.</p>
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2.6. Principles

Areas of agreement	Differences
<ul style="list-style-type: none"> ➤ Argentina, Chile, Ecuador, Honduras, and Peru have not established principles. 	<ul style="list-style-type: none"> ➤ Colombia maintains that the National Community-based Tourism Guidelines abide by the principles governing social tourism policy, namely: <ul style="list-style-type: none"> - The right to tourism - Sustainability - Sustainability - Social participation

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	<ul style="list-style-type: none"> - Co-responsibility - Social function
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2.7. Benefits

This section looks at the benefits each entity establishes for community-based rural tourism entrepreneurs in a given territory who abide by rules and requirements:

Areas of agreement	Differences
<ul style="list-style-type: none"> ➤ Argentina, Chile, Colombia, and Ecuador do not specify any benefits in return for practicing community-based rural tourism. 	<ul style="list-style-type: none"> ➤ Honduras does list benefits accruing to the developers of sustainable tourism projects, including facilities for importing the goods and inputs that the enterprise needs, as well as sales tax exemptions and reductions. ➤ For its part, Peru acknowledges the benefits accruing from community-based rural tourism, including economic, environmental, social, cultural and opportunity-related advantages: <ul style="list-style-type: none"> - Economic benefits: Because community-based rural tourism is tied in with the local economy, it is an added source of income, breathes life into rural areas, and supplements agricultural, livestock, and crafts-based activities. - Environmental benefits: Given that the natural environment is a key component in this activity, tourism helps ensure sustainable use of it and raises communities' environmental awareness.

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	<ul style="list-style-type: none"> - Social benefits: By encouraging maintenance of close ties with the life of the community, this form of tourism helps improve local infrastructure and services, helps raise the local population's standard of living, and creates opportunities for youth, women, and the elderly in rural areas. - Cultural benefits: This type of tourism fosters, in close cooperation with the communities, the preservation, conservation, and revival of local culture and traditions. It helps reinforce local identity and institution and promotes the recovery and conservation of traditional architecture, engineering, and the environment. - Opportunity-related benefits: The activities involved constitute an alternative to conventional tourism.
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2.8. Characteristics of community-based rural tourism

Areas of agreement	Differences
<ul style="list-style-type: none"> ➤ The documents for Argentina, Colombia, Ecuador, and Honduras do not specify characteristic features of the community-based rural tourism practiced in their respective countries. 	<ul style="list-style-type: none"> ➤ Chile has identified the following features of its Rural Tourism Program: <ul style="list-style-type: none"> - It envisages delivering technical guidelines and conditions involving direct support for users who create businesses and diversify

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	<p>or add to their mix of forestry, agricultural, and livestock activities.</p> <ul style="list-style-type: none">- The Program sets out to achieve a supply of high-quality and diversified rural tourism services.- That range of services provided is based on a transfer of technical and practical know-how.- Promotional and marketing activities are only for formal enterprises.- Enterprises offering adventure tourism should incorporate specialized advisory services.- The Program is a kind of platform for establishing technical ties between small farmers' family-based agriculture and the national, regional, and local tourism sector. <p>➤ Peru's document mentions the following features of community-based rural tourism:</p> <ul style="list-style-type: none">- The sustainability (referred to in the definition) has to do with a balanced development over time of natural, socio-cultural, and economic aspects.- Community-based rural tourism in Peru is existential and all-embracing.- It seeks much closer ties with communities.- In the process, a community develops the
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	<p>skills needed to handle and generate tourism services tailored to the characteristic features of each product and market needs.</p> <ul style="list-style-type: none"> - The idea is for the community to commit to respecting, appreciating, and conserving its heritage while encouraging its dissemination.
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2.9. Conditions/Criteria/Standards/and Factors for practicing Community-based Rural Tourism

Areas of agreement	Differences
<ul style="list-style-type: none"> ➤ Both Peru and Chile have identified certain conditions: <ul style="list-style-type: none"> - Peru identified and pointed to conditions for practicing/developing community-based rural tourism. - Chile establishes technical conditions for operational purposes and with a view to ensuring well-targeted support. For that reason, it distinguishes between three different levels, depending on the potential or already consolidated nature of the business, the degree of formalization required, product strategy, and proximity to a major tourist destination: incipient technical level, developed technical level, and consolidated technical level. <ul style="list-style-type: none"> • Incipient: a still informal tourist attraction, with tourism potential (an area that tourists might visit, connectivity, and tourist facilities), inexperienced in handling clients, a still undefined business, with no formal training in tourism. • Developed: a rural tourist attraction that is growing, that has had visitors, with a formally established business with basic tourism-specific training and capable of occasionally doing business with travel agencies and/or tour operators. 	<ul style="list-style-type: none"> ➤ The Argentina document spells out the criteria that have to be met for inclusion in the new community-based rural tourism network. ➤ Colombia lists factors required for community-based tourism: <ul style="list-style-type: none"> - Community organization - Commitment to customer service - High quality practices and sustainability - The connectivity and infrastructure needed to support tourism - Complementary (basic) services. ➤ For its part, Ecuador lists the minimum standards to be met for registering a community-based tourism center, broken down by area, and the requirements for each of them.

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<ul style="list-style-type: none"> • Consolidated: a well-positioned, formally established tourist attraction in a rural area, providing a range of high-quality services, staff trained in courses specializing in rural tourism, with technical advice from INDAP, with all the requisite permits and authorization, and in permanent contact with travel agencies and/or tour operators. 	<ul style="list-style-type: none"> ➤ The Honduran Law makes no mention of conditions, criteria, or standards.
	<ul style="list-style-type: none"> ➤ Some of the criteria established by Argentina's RATuRC for communities to be members of the Network are: <ul style="list-style-type: none"> - A note of presentation by a community pertaining to the Network - An application by the community - A duly completed registration form.
<ul style="list-style-type: none"> ➤ Chile and Ecuador have both established that beneficiaries or users must be natural or legal persons: <ul style="list-style-type: none"> - Chile: persons eligible to take part in the Program are users of INDAP who are either natural persons or legal entities (peasant farmers or small-scale agricultural producers). - Ecuador: <i>"All natural or legal persons must, prior to starting activities and once only, register and obtain the Single Annual Operating License in the Ministry of Tourism or in the municipalities and provincial councils to which said Ministry delegates that function."</i> ➤ Argentina, Colombia, and Peru do not specify any legal status requirement for enterprises. 	
<ul style="list-style-type: none"> ➤ Peru and Colombia state that citizen participation is a requirement: <ul style="list-style-type: none"> - Peru: direct and indirect participation by the local population in the activity and in the marketing thereof. - Colombia points out that the activity is to be performed collectively and <i>adds that</i> 	

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<p><i>consensus-building processes with ethnic communities must take the form of prior consultation with them.</i></p> <p>➤ Argentina, Chile, Ecuador, and Honduras make no mention of that.</p>	
<p>➤ Chile and Peru agree that tourism needs to complement activities being carried out by the population:</p> <ul style="list-style-type: none"> - Chile: persons who may take part in the Program are INDAP users, be they natural or legal persons (peasant farmers or small-scale agricultural producers) <i>and who, as a related activity, provide rural tourism services.</i> - Peru: community-based rural tourism needs to be regarded as a source of income complementing traditional rural activities. Peru qualifies that second condition by adding that tourism may become a principal activity. <p>➤ The conditions, factors, or criteria listed by Argentina, Colombia, Ecuador, and Honduras do not specify whether or not tourism complements each community's traditional activities.</p>	
<p>➤ In that part of their documents, Argentina, Chile, Colombia, Ecuador, and Honduras do not say whether there has to be agricultural or livestock, or wildlife management, or other resources of potential interest to visitors.</p>	<p>➤ Peru's Guidelines, on the other hand, establish as their first condition the "<i>existence of agricultural and livestock activities, traditional crops, forest-based agro-ecology, agro-forestry, agro-silvo-pastoral production, wildlife management, communities, or natural resources of potential interest to visitors.</i>"</p>

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<p>➤ Peru establishes the need for connectivity, basic infrastructure and complementary services. Colombia and Chile likewise mention:</p> <ul style="list-style-type: none">- Colombia: Complementary services: <i>to be competitive, every tourist destination must provide basic water, electricity, sanitation, hospital, and security services. In a section entitled Connectivity and Infrastructure to support tourism, Colombia also maintains that local governments must commit to ensuring appropriate infrastructure to support tourism and provide access to tourist destinations.</i>- Chile: <i>They have tourism potential (proximity to a tourist destination or area capable of attracting tourists, with tourism facilities and connections to already operating tourist circuits or routes).</i> <p>Argentina, Ecuador, and Honduras make no mention of any conditions relating to infrastructure, connectivity, or complementary services.</p>	
<p>➤ Both Colombia and Peru refer to community organization, as follows:</p> <ul style="list-style-type: none">- Colombia: Community organization <i>is the core ingredient in a community-based tourism project and consists of resolute participation by the whole community organizing itself in such a way as to carry out that project. Colombia likewise maintains that commitment to service means that there must be comprehensive knowledge of the implications, costs, and benefits of being part of an enterprise, because tourism activities depend on the good will of the service providers.</i>- Peru: there has to be direct and indirect participation and involvement by the local population <i>in the activity and in the marketing thereof.</i> Another major ingredient is the presence of leadership in the community. At the same time, Peru maintains that the community must be conscious of the potential changes that tourism may bring about and must have an interest in developing that activity.	

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<p>➤ Argentina, Chile, Ecuador, and Honduras do not make community organization or anything similar a prerequisite for the activity.</p>	
<p>➤ Both Colombia and Peru point to the importance of taking care of cultural and natural resources:</p> <ul style="list-style-type: none"> - Colombia: <i>Sound quality and sustainability practices are essential to ensure competitive advantages based on looking after natural resources and safeguarding the cultural and environmental heritage.</i> - Peru: one prerequisite is <i>the absence of obvious threats to the community's natural, cultural, and human heritage.</i> Peru likewise maintains that <i>tourism products must be based on the communities' traditional knowledge, values, and skills.</i> <p>It is worth pointing out that, among the standards it sets for registering a community-based tourism center, Ecuador refers to caring for the environment, <i>inter alia</i> in the handling of solid waste and the use of local plants and flora for decoration purposes; it also mentions looking after and conserving the manifestations of a community's culture.</p> <p>➤ Argentina, Chile, and Honduras make no mention of the need to protect cultural and natural resources.</p>	
<p>➤ Ecuador and Peru both make a point of stating that the services provided should be tailored to the local context:</p> <ul style="list-style-type: none"> - Peru: one condition is that <i>accommodation and food services, complementary facilities, and entertainment and recreational activities are tailored to the local, natural, and cultural context.</i> - Ecuador points to standards that have to be met to register a community-based tourism center, broken down by area (installations, communal areas, signposting, and so on). In each instance, it calls for the use of local materials, colors in keeping with surroundings, and other forms of respect for local cultural and 	

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<p>natural characteristics.</p> <p>➤ Argentina, Chile, Colombia, and Honduras do not specify whether the services provided by tourism entrepreneurs need to be tailored to the local context.</p>	
<p>➤ Argentina, Chile, Ecuador, Honduras, and Peru make no mention of the importance of working with the regions or of their role in enhancing quality of life.</p>	<p>➤ Colombia underscores the importance of <i>community-based tourism in the regions as a land management strategy, practiced by both local authorities and community actors, with a view to raising the standard of living of segments of the population with tourism potential.</i></p>
<p>➤ Argentina, Chile, Colombia, Ecuador, and Honduras do not require enterprises to meet market needs.</p>	<p>➤ Peru's 10th condition establishes that enterprises must be in a position to cover the real or potential needs of the market.</p>

2.10. Requirements or characteristics of the targeted customers /beneficiaries

This section reviews what each country requires from users and/or beneficiaries in order to develop community-based rural tourism.

Areas of agreement	Differences
<p>➤ The documents for Argentina, Colombia, and Peru do not establish beneficiary characteristics.</p>	<p>➤ In Chile, INDAP's Rural Tourism Program does target a particular type of client.</p> <p>➤ Article 2 of Ecuador's law does list requisite features of those wishing to register their community-based tourism center and the documents they need to submit.</p>

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	<p>➤ Honduras also identifies beneficiary characteristics.</p>
<p>➤ Chile, Ecuador, and Honduras maintain that those wishing to benefit from their regulations have to follow the rules established therein:</p> <ul style="list-style-type: none"> - Chile: <i>users of INDAP [are] natural or legal persons in the form of an individually owned or collective enterprise providing rural tourism services.</i> In addition, they have to comply <i>with the requirements established in the Organic Law of INDAP, N° 18.910, and not have any past-due debts to INDAP.</i> - Ecuador: <i>In order to register community-based tourism centers, communities have to be constituted as legal entities duly authorized by the competent authority.</i> Unlike Chile and Honduras, in this case Ecuador mentions only to those constituted as legal entities. - Honduras: <i>Natural persons or legally constituted juristic persons conducting activities classified by the National Tourism Authority as tourist projects may apply for the benefits granted by law.</i> <p>➤ Argentina, Colombia, and Peru do not make natural or legal person status as a prerequisite for beneficiaries.</p>	
<p>➤ Argentina, Chile, Colombia, Honduras, and Peru do not specify whether any regional, provincial, or local directorate or office has to register the center.</p>	<p>➤ Ecuador does stipulate that <i>community-based tourism centers have to be registered in the regional offices or provincial directorates of the Ministry of Tourism.</i> The following documents are required: an application for registration, accreditation of the organization, a document attesting to the appointment of the legal representative, minutes signed by members of the organization, documents showing that those responsible for providing services have</p>

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	<p>received training, a receipt for payment of an amount set by the Ministry, a certified copy of the Single Taxpayer Registry showing legal person status and the provision of community-based tourism services, and, finally, a description of the tourism services provided and their location.</p>
<p>➤ Ecuador and Chile both stress the importance of the representatives having received some kind of training:</p> <ul style="list-style-type: none"> - Section e) of the Ecuador document establishes that a community wishing to register its community-based tourism center must show proof that those responsible for the services to be rendered by the community have received training and/or are professionally qualified to offer tourism services. - Chile likewise requests that, at the developed and consolidated technical levels, proof be shown of basic and specialized training, respectively. 	<p>➤ In addition to general requirements, Chile lists specific requirements for each technical level:</p> <ul style="list-style-type: none"> - <i>Incipient: still informal, with tourism potential, inexperienced in the field, a still undefined business, with no formal training in tourism, and required to sign an 18-month commitment document.</i> - <i>Developed: a rural tourist attraction that is growing, that has had visitors, with a formally established business with basic tourism-specific training, registered with the tax authorities, and capable of occasionally doing business with travel agencies and/or tour operators.</i> - <i>Consolidated: a well-positioned, formally established tourist attraction in a rural destination, with a commercial patent application being processed, with health or other specific authorizations, providing a range of high-quality services, staff trained in courses specializing in rural tourism, with</i>

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	<i>technical advice from INDAP, with all the requisite permits, and in permanent contact with travel agencies and/or tour operators.</i>
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2.11. Types of management

Areas of agreement	Differences
<ul style="list-style-type: none"> ➤ Argentina, Chile, Colombia, Ecuador, and Honduras have not established the types of management used in community-based rural tourism. 	<ul style="list-style-type: none"> ➤ Peru recognizes two management types for community-based rural tourism: <ul style="list-style-type: none"> - <i>Public management, whereby the State exercises its prerogatives through regional and local governments with regard to the provision of basic public goods, land planning, local planning, and the establishment of an appropriate environment for entrepreneurship.</i> - <i>Corporate management (private, community, or mixed)</i>

2.12. Operational procedures

This section reviews the procedures or systems pursued by countries to trigger community-based rural tourism:

Areas of agreement	Differences
<ul style="list-style-type: none"> ➤ The documents analyzed for Argentina, Colombia, Ecuador, Honduras, and Peru do not point to any established operational procedure. 	<ul style="list-style-type: none"> ➤ Chile, on the other hand, does have one, which consists of: <ul style="list-style-type: none"> - <i>The dissemination of definitions and of a technical framework for rural tourism, fostering the registration of users and potential users of INDAP. by providing</i>

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	<p><i>information regarding certain characteristics and requirements, while emphasizing that men and women can participate on an equal footing;</i></p> <ul style="list-style-type: none"> - <i>the user registration process, involving the steps specified in the "targeted client" section of the Rural Tourism Program;</i> - <i>admissibility of the registration, in which the application form is evaluated and the candidate then asked to provide documentation to determine his, her, or its technical level, after which a technical field report is drawn up to corroborate the information provided;</i> - <i>entry into the Rural Tourism Program, once the technical report has certified that applicants can now access the Program.</i>
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2.13. Types of support / guidelines

Here reference is made to the courses of action pursued by each country for community-based rural tourism enterprises.

Areas of agreement	Differences
<ul style="list-style-type: none"> ➤ The documents for Argentina, Ecuador, Honduras, and Peru do not establish strategic courses of action or components. 	<ul style="list-style-type: none"> ➤ Chile calls them types of support, while Colombia refers to them as guidelines.
<ul style="list-style-type: none"> ➤ As for counseling, both Chile and Colombia consider it part of what they will offer to users: <ul style="list-style-type: none"> - Chile: Counseling: <i>INDAP organizes the provision of specialized technical advice for users in the area of Rural Tourism.</i> Training: <i>INDAP organizes training courses for users of the Program, based on such</i> 	

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<p><i>criteria as upgrading skills, abilities, and technical requirements so as to ensure that users provide high-quality specialized rural tourism services. Both basic and specialized training will be provided.</i></p> <ul style="list-style-type: none"> - Colombia: Technical advice for developing tourism in order to boost communities' performance as they operate and develop tourism projects. 	
<ul style="list-style-type: none"> ➤ Both Chile and Colombia mention promotion. <ul style="list-style-type: none"> - In the case of Chile, it involves taking part in fairs, seminars, business events and conferences, as well as the production of physical and digital promotional material. They specify that promotional and marketing activities will be undertaken for formal enterprises that also meet the other requirements for their particular activities. - Colombia: Promotion and marketing of community-based tourism: Colombia recognizes that it is important support of these activities and regards community-based tourism as a specific segment of the country's tourism portfolio. 	
<ul style="list-style-type: none"> ➤ As regards investment, Chile and Colombia maintain: <ul style="list-style-type: none"> - Chile: That regional authorities are to channel investment tenders toward any gaps in the industry that were identified during counseling. - Colombia: That, in order to ensure that community-based tourism enterprises are sustainable, mechanisms need to be sought that will facilitate access to credit and project financing. 	
	<ul style="list-style-type: none"> ➤ Colombia adds to the above-mentioned Guidelines: <ul style="list-style-type: none"> - <i>The planning of community-based tourism starts with land planning with the participation of the population. The idea is also to provide community-based tourism enterprises with tools to establish work plans with which to carry out their projects.</i>

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2.14. A Visitors' Code of Conduct

Areas of agreement	Differences
	<ul style="list-style-type: none"> ➤ Only Guyana has an established code of conduct for visitors. <ul style="list-style-type: none"> - <i>Plan the future. Investigate local customs and social standards before coming to Guyana, or upon arrival, especially if you wish to visit our indigenous communities. Evaluate the credentials and practices of tourism companies and guides and determine what needs to be done to ensure that their visit benefits the indigenous communities.</i> - <i>Follow the rules. Make sure you obtain a permit to visit indigenous communities before you arrive, especially if you are not traveling with a tour operator or if you will be staying at an eco-lodge owned by the community. Respect the rights of the community's landowners and stick to areas open to visitors. If you are not sure, ask. Remember that the fees you pay to visit the communities support the livelihood of indigenous peoples.</i> - <i>Show respect. Always ask permission before taking any photo. That is a very simple, but important, gesture. Also bear traditions and cultural etiquette in mind during your visit. Make an extra effort to listen and learn, especially when an elderly person is speaking.</i> - <i>Support the local culture. Be ready to spend your money on local communities providing local food, products, and crafts. What you spend will benefit the people you get to know and, in some cases, the community as a whole. That also encourages the communities to preserve their cultural heritage and reinforces local pride.</i> - <i>Be open to what the communities consider sacred. If you are invited to take part in some kind of spiritual ceremony, try to be discreet. And bear in mind that many events are indeed sacred and not open to the public.</i> - <i>Protect Guyana's wildlife. Help protect the country's abundant wildlife. The same wildlife that you hope to see may be served during your visit, Reduce demand by not adding to the problem.</i> - <i>Be conscious of waste disposal. Recycling is unusual and plastic waste is usually burnt or buried. If you have to buy disposable plastic items, take them with you.</i>

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2.15. Other terms related to community-based rural tourism

Areas of agreement	Differences
<ul style="list-style-type: none">➤ The documents for Argentina, Chile, Colombia, and Peru state that this activity is conducted in rural zones / areas / settings / spaces / territories / environments.➤ Argentina, Chile, Colombia, Honduras, and Peru call these community-based rural tourism initiatives "enterprises."	<ul style="list-style-type: none">➤ Only Colombia defines:<ul style="list-style-type: none">- "Community": Community means a group of people who are joined together and organized in the quest for a common objective by establishing rules and functions.- Enterprise: a set of persons, variables, and factors coming together in the process of creating a company. A way of thinking and acting geared to the creation of wealth. It is a way of thinking, reasoning, and acting that is focused on opportunities, imbued with an overall vision, that is conducted with balanced leadership and involved calculated risk management and results in the generation of value benefiting the company, the economy, and society.

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III. ANNEX: MATRIX OF BASIC INFORMATION FOR ANALYZING COMMUNITY-BASED RURAL TOURISM IN THE AMERICAS

	ARGENTINA	CHILE	COLOMBIA	ECUADOR	HONDURAS	PERU	JAMAICA	GUYANA
TITLE OF THE DOCUMENT ANALYZED	Contributions to the Community-Based Rural Tourism Diagnostic Assessment of the OAS, 2018	Exempt Resolution N° 022905, Adopting Definitions and a Rural Tourism Technical Framework, a Program incorporated into a number of instruments and agreements, 2018	Policy Guidelines for Developing Community-based Tourism in Colombia, 2012	Instructions for Registering Community-based Tourism Centers, 2009	Law to Promote Sustainable Rural Tourism, 2011	Guidelines for Developing Community-based Rural Tourism in Peru, 2007	Reply to the request for information by the Government of Peru in connection with the commitment to develop a Management Model for Developing Sustainable Community-based (Rural) Tourism for the Americas, 2019	Indigenous Tourism: Visitors Code of Conduct template, 2019
ENTITY RESPONSIBLE	Argentine Community-based Rural Tourism Network - RATuRC	Institute for Agricultural and Livestock Development, a dependency of the Ministry of Agriculture	Ministry of Trade, Industry, and Tourism	Ministry of Tourism	Secretariat of State/Ministry of Tourism	Ministry of Foreign Trade and Tourism	Ministry of Tourism of Jamaica	Tourism Authority in Guyana
DEFINITION/CONCEPTUALIZATION	Definition: Community-based rural tourism is thus construed to mean a rural indigenous approach to presenting their way of life (<i>modalidad de gestión campesina indígena</i>), rather than a product or something that a tourism provider offers. It refers to a collective provider of tourism services in that provider's territory, whereby the difference of this kind of tourism has to do with authenticity and the encounter of different	Definition: Rural tourism shall be construed to mean the whole set of tourism services in a rural area, <i>the mainstay and principal attraction</i> of which should be experience of forestry, agricultural, and livestock activities as they are practiced and an appreciation of small farmers' identity as a significant factor in the establishment of a relationship between them and visiting passengers and/or tourists, And where it is small farmers' families who host the	Conceptualization: Colombia envisages community-based tourism as the provision of tourism services by an organized community which takes part and involves itself in, and benefits from, the various links in the tourism product supply chain in order to enhance well-being, development, and economic growth, while appreciating the natural and cultural characteristics of the environment that facilitate the provision of competitive,	Article 1. Community-based tourism shall be construed to mean the direct and exclusive provision of accommodation, food, and beverage services, as indicated in Article 5 of the Tourism Law, by legally accredited, organized, and trained communities. Article 3. A community-based tourism center is the place with a community's territory that provides lodging, food, and beverage services, based on a community	Although rural tourism is not defined in the Law, the Law states as follows: "Considering that sustainable rural tourism projects boost the economy and generate employment, especially in the case of farms or estates owned by individuals or legal entities, including social entities, such as cooperatives or estates owned by associations of small farmers (<i>haciendas campesinas</i>), whose activities can give rise to sustainable tourist activities."	Conceptualization: In Peru, community-based rural tourism comprises all tourist, recreational, and complementary activity conducted in a sustainable manner in a rural environment with priority participation by local small and/or native farmers (Afro-Peruvian, indigenous, or native peoples). Sustainability refers to the balanced development overtime of natural, socio-cultural, and economic aspects, that is to say:		

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<p>cultures (el encuentro intercultural), with the personalized approach; the active, directly experienced integration of the visitor with local practices; and his or her familiarization with nature and customs from the perspective of the host community's vision of the universe (cosmovisión).</p> <p>Then there are other advancement-based concepts, including in particular the notion that</p> <ul style="list-style-type: none"> - It complements traditional products, in the sense of adding to, rather than replacing, them. - It is backed or agreed to consensually by the community as a whole or the local organization; - It fosters collective work and the complementing of know-how, potential and shortcomings within the community. - The community draws up its own code of ethical conduct for 	<p>services provided, such as accommodation, food, guided tours, scheduled activities, visits to farms, and/or the specific adventure tourism activities defined by INDAP. The commercial practice of this type of tourism has to be formalized for tax, legal, and health-related purposes, as the case may be, along with accreditation of the skills and training of the human resources providing the services. The administrative aspects of the business and its ties to the market also have to be defined. The provision of rural tourism services shall be based on a narrative or interpretative script designed to make the tourism services provided meaningful, thereby lending added identity and value to this type of tourism.</p>	<p>sustainable, and high-quality services.</p>	<p>organization promoting fair, equitable, responsible, and sustainable local development and salvaging the identity of the community, its customs, and traditions via an exchange of experiences with visitors designed both to provide high-quality services and improve living conditions in the communities.</p>	<p>For its part, Article 3 of the Law establishes that the following are rural tourism projects:</p> <ol style="list-style-type: none"> 1. Rural tourism inns or lodges (posadas): establishments with at least three rooms, with private bathroom, that may provide food and are located in a rural environment. 2. Sustainable Rural Tourism travel agencies: Travel agencies exclusively devoted to sustainable rural tourism. 3. Activities relating to Sustainable Rural Tourism: Tourist attractions developed using rural tourism resources. 4. Food and beverage services: Establishments that provide local food and beverage services, in places and in ways characterized as rural tourism by the National Tourism Authority. 	<p>respect for the environment and for our culture that promotes the wellbeing of the local population. Community-based rural tourism in our country is existential and all-embracing, because it involves communities in responsible stewardship of their natural, cultural, and human resources. It seeks to achieve closer ties with communities and to help conserve the natural and cultural resources of the areas in which tourism is practiced. An intrinsic part of this process is that a community develops the skills needed to handle and generate tourism services tailored to the characteristic features of each product and market needs. It encourages the community to respect, appreciate, and conserve its heritage, while publicizing and promoting it to the rest of the world.</p>		
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OBJECTIVES	<p>visitors, which boils down to a set of recommendations in social, cultural, environmental, economic, and tourist spheres to ensure that the activity is sustainable for both the parties involved;</p> <ul style="list-style-type: none"> - It supports a prominent role, financial autonomy, and respect for rural women; - It boosts the preservation of the local culture and love of the territory in that it fosters dialogue with elders, promotes local identity, preserves archaeological sites, and activates live manifestations of local culture; - It stimulates local production chains through demand for consumer products (be they food, crafts, furniture, or everyday use items). 							
	<p>Objectives of the RA TURC:</p> <p>Socio-political:</p> <ul style="list-style-type: none"> - To establish the 	<p>Objective:</p> <p>The purpose of the rural tourism program is to boost rural tourism as an</p>	<p>Objective:</p> <p>General objective:</p> <p>To foster the development of community-based</p>		<p>Objectives of the Law:</p> <ul style="list-style-type: none"> 1) To articulate public policies and 	<p>Objective of Developing Community-based Rural Tourism in Peru:</p> <p>Developing</p>	<p>National Community-based Tourism Policy and Strategy</p> <p>Four objectives need to collectively espouse</p>	

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	<p>organization that will act as a go-between (interlocutor) between the communities and the State in tourism-related matters.</p> <ul style="list-style-type: none"> - To promote public policies and standards that guarantee the rights and wellbeing of communities; - To guarantee institutional support; - To strengthen ties between and among communities - Access to information. <p>Tourism management and promotion:</p> <ul style="list-style-type: none"> - To construct appropriate quality criteria; - To jointly promote the network and its communities; - To generate opportunities for both emerging and already established tourist destinations; - To promote national and international commercial and 	<p>agriculture-related activity, in accordance with current INDAP guidelines and its set of instruments, so as to promote support and technical guidance in the form of advice, training, transfers, and marketing for the enterprises of users who have diversified their sources of income in this segment.</p> <p>Its specific objectives are:</p> <ul style="list-style-type: none"> - To establish the scope and operational definition of rural tourism, in a small farmer context, its relation to how small farmers see themselves, and the requirement that rural tourism be supported by a pre-existing forestry, agriculture or livestock-based production unit - In relevant cases, to classify rural tourism enterprises or business units by type of services provided, as established in the Rules of Procedure 	<p>tourism, geared to participatory entrepreneurial initiatives that help generate employment and income and consolidate tourist destinations, via well-differentiated, competitive, and sustainable tourism products.</p> <p>Specific objectives:</p> <ul style="list-style-type: none"> - To foster the planning of community-based tourism enterprises in keeping with local management strategies and land planning processes. - To provide technical advice to enable communities and community-based tourism sites to acquire a better grasp of the various phases of tourism development. - To promote instruments to support, and sources of financing for, community-based tourism. - To foster the channels needed to promote and market community-based tourism. 	<p>competencies relating to sustainable rural tourism;</p> <ul style="list-style-type: none"> 2) To establish financing mechanisms and tax incentives for sustainable rural tourism enterprises; 3) To establish mechanisms to ensure sustainable exploitation of natural resources with a rural tourism potential; 4) To generate jobs in rural areas. 	<p>Community-based Rural Tourism is part of Objective One of the National Strategic Plan for Tourism - - PENTUR, which promotes "Development of Competitive and Sustainable Tourism Options" as a poverty-reduction strategy.</p> <p>Specific objectives:</p> <ul style="list-style-type: none"> - To diversify the supply of national tourism options by developing competitive tourism products in rural areas. - To guarantee local community participation, promoting the prominent participation of women and young people. - Employment generation and higher incomes for the population involved. - To promote the conservation of natural and cultural resources. - To serve as a tool to help slow down the exodus of the population of our country from rural areas 	<p>for an internationally competitive community-based tourism sector that advances national interests while at the same time generating benefits for the communities involved. Each broad objective breaks down into specific objectives:</p> <ul style="list-style-type: none"> 1) To facilitate the development of an internationally competitive, robust, and inclusive community-based tourism subsector: <ul style="list-style-type: none"> a. To foster a well-coordinated national policy and an operational environment that can lay the foundations for growth of the community-based tourism sector; b. To establish standards with regard to the preparation and sustainability of the export market for community-based tourism enterprises using inputs from the international travel sector; c. To develop a community-based tourism trade
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	<p>strategic partnerships.</p> <p>Cultural and environmental:</p> <ul style="list-style-type: none"> - To reinforce local output with solidarity and inclusion; - To protect and honor local heritage; - To make tourism part of the community's future; - To assess and monitor impacts; - To bolster the use of environment-friendly energy and practices. <p>Economic and commercial:</p> <ul style="list-style-type: none"> - To guarantee self-management for the communities; - To foster fair and transparent commercial agreements. 	<p>for Applying the Classification, Quality, and Security System for Providers of Tourism Services.</p> <ul style="list-style-type: none"> - <i>To establish the terms and conditions for timely delivery of counseling, knowledge transfer, and training to INDAP users who provide or possess potential for rendering rural tourism services, as well as the technical prerequisites for determining the level of training and formalization needed for each segment.</i> - To establish the terms and conditions for promoting and marketing the rural tourism services and businesses of INDAP users, with a view to facilitating their access to domestic and international markets, thereby positioning Rural Tourism as an important segment of special interests tourism. 					<p>mark for use in both domestic and international marketing;</p> <ul style="list-style-type: none"> d. To develop community-based tourism marketing tools for the domestic market and incorporate them in national marketing programs, e. To establish product evaluation and assessment of the capacity of the community, the legal mechanisms and templates and tools needed to support financing for carrying out community-based tourism projects. f. To put together and configure basic tools and programs for training communities and building appropriate skills. g. To develop information and awareness-raising programs and tools to advise and encourage local communities regarding community-based tourism opportunities and
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							<p>requirements.</p> <p>2) Support for local communities, entrepreneurs, and nongovernmental organizations (NGOs) so that they can acquire sustainable community-based tourism experience for the export market.</p> <p>a. To establish a progressive screening strategy to help communities and enterprises, based on a realistic assessment of each community's capacity and tourism potential.</p> <p>b. To involve communities through agreements on the provision of assistance with capacity-building in the community and with developing community-based tourism.</p> <p>c. To facilitate capacity-building and the development of marketing products and programs.</p> <p>d. To help</p>	
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							<p>communities and enterprises undertake viable community-based tourism projects.</p> <p>3) Promotion of community-based tourism policies that consistently pursue, and do not undermine, national policies to protect resources, cultural integrity, and community governance; and</p> <p>a. To incorporate natural, heritage, and cultural assets into community-based tourism products, in such a way as to respect national values and policies and comply with appropriate regulations to safeguard those resources;</p> <p>b. Wherever possible, to enhance the protection and management of resources through community-based tourism.</p> <p>c. To conduct capacity-building and other activities to support the development of</p>	
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							<p>community-based tourism products in keeping with and, where possible, enhancing and improving local governance.</p> <p>4) To support the kind of community-based tourism that generates conditions for promoting national policies and produces social, cultural, economic, and environmental benefits for local communities.</p> <p>a. To ensure that community-based tourism is rooted in each community's strengths and results in social and economic benefits for them.</p> <p>b. To foster employment and the creation of new businesses, poverty reduction, gender equality and empowerment, and environmental benefits in all community-based tourism programs.</p>	
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							c. To provide guides and interpreters of local communities in community-based tourism experiences.	
APPROACH		<p>Strategic approach The task of developing the full potential of this type of tourism lies with the host community, particularly as regards human relations between the provider of services and the tourists. It involves bolstering capacity to work in a network and to promote the local cuisine, food agriculture, and local autonomy, whereby the chief value of this form of tourism is that it safeguards the community's trades, customs, and practices. In order to achieve sustainable demand for it over time and high-quality services, the idea is to jointly promote rural tourism with other entities or in INDAP's own publications and activities. Finally, regulatory guidelines can help solve structural problems with the supply of tourism products in this sector,</p>						

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		<p>particularly those relating to the quality of the services provided and to the low demand that some of these enterprises encounter, compared to their installed capacity and the resources invested.</p>						
<p align="center">PRINCIPLES</p>			<p>Principles: National Community-based Tourism Guidelines abide by the principles governing social tourism policy: In the Quest for Affordable and Inclusive Tourism for all Colombians:</p> <ul style="list-style-type: none"> - Tourism as a right: Based on which steps must be taken to guarantee exercise of the right to recreation and to make the most of one's free time, through tourism for all Colombians. - Sustainability: Based on the conservation and safeguarding of the ancestral values of a culture and of the environment in community-based tourism. - Consensus-building: Based on which the various 					

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			<p>actors involved will agree to take on responsibilities and tasks in order to achieve common goals.</p> <ul style="list-style-type: none">- Social participation: This is a universal human right, construed as "a way of influencing and improving decisions taken."- Co-responsibility Via which individuals, at both the personal and family level, and the various public and private actors representing the country's communities participate in and take on commitment to manage and conduct public policy and to take such steps as are needed to develop social tourism in Colombia.- Social function: In the context of a social State governed by the rule of law, and by facilitating exercise of the right to recreation and free time, tourism contributes to the development of					
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			<p>regions, the wellbeing of persons, and a higher standard of living.</p>					
<p align="center">BENEFIT</p>					<p>"Article 4.- Benefits: Developers of sustainable tourism projects shall be entitled to the following benefits:</p> <ol style="list-style-type: none"> 1) Tax exemption for 5 years from the entry into force of this Law on imports of the goods and inputs needed to establish or improve their enterprises, in accordance with the provisions of this Law; 2) Tax exemption for 3 years from the entry into force of this Law on sales tax for the goods and inputs needed to establish or improve their enterprises, in accordance with the provisions of this Law; 3) A 50% cut in income tax for 5 years from start-up, without prejudice to deductions established by law. 	<p>Benefits of community-based rural tourism</p> <p>- Economic: Community-based rural tourism is integrated into the local economy and activities proper to rural areas, given that it mainly entails small and medium-sized enterprises run mostly by local entrepreneurs. Consequently, it is a complementary economic activity that serves to diversify income and, potentially, to slow down the exodus of population and revitalize rural areas, while the community both participates in and benefits from the provision of services. It supplements agriculture, livestock, and crafts-related activities.</p> <p>- Environmental: The natural</p>		

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						<p>environment is a key factor in community-based rural tourism. In order to guarantee sustainable use of the environment, it is essential to establish an appropriate legal framework, engage in balanced planning, and keep improving the way companies are managed. At the same time, community-based rural tourism raises community awareness of the environment, when it observes visitors' keen interest in its preservation.</p> <ul style="list-style-type: none">- Social: Community-based rural tourism is closely tied in with life in the community. Thus, the arrival of tourists can help maintain or improve local infrastructure and services (for example, roads, public transport, commerce, utilities, and so on). In that way, it enhances the local population's standard of living. In addition, rural		
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						<p>tourism may create opportunities for traditionally underprivileged groups in rural areas, such as youth, women, and the elderly. It also affords insight into other ways of life that may enhance one's own.</p> <ul style="list-style-type: none">- Cultural: Given the importance that visitors attach to local culture and traditions, community-based rural tourism should play a key part in their long-term preservation, conservation, and recovery (gastronomy, crafts, folklore, customs, traditional activities, and so on), with no need for tasks to be imposed, in free coordination with the communities. It helps reinforce local identity and institutions, based on the knowledge derived from specialized research (biology, anthropology, rural sociology, and archeology), designed to		
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						<p>highlight the cultural and natural heritage. That appreciation is an incentive to restore and conserve traditional architecture, engineering, and the environment.</p> <p>- Opportunity-related: Community-based rural tourism represents an alternative to conventional tourism, given that in Peru it attracts tourists who practice a responsible form of tourism.</p>		
<p align="center">CHARACTERISTICS</p>		<p>Characteristics of the Program The Program envisages providing technical counseling and terms and conditions that directly support users starting businesses and diversifying their mix of forestry-agriculture-livestock activities by providing rural tourism services, in accordance with the operational definitions and typologies set out in Point 2.1 of this Regulation.</p> <p>The Program sets out primarily to achieve a supply of high-quality</p>				<p>In defining the characteristics of the Program, INDAP mentions the following characteristics: Sustainability refers to the balanced development over time of natural, socio-cultural, and economic aspects, that is to say: respect for the environment and for our culture that promotes the wellbeing of the local population. Community-based rural tourism in our country is existential and all-embracing, because it involves</p>		

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		<p>and diversified rural tourism services. To that end, the support furnished by INDAP will focus on transferring the technical and practical know-how that is essential for developing products and services, taking into consideration application of the Under-secretariat's currently mandatory Classification, Quality, and Security System for Providers of Tourism Services.</p> <p>Through counseling, training, and knowledge transfer activities, support will be provided in such areas as: the development of tourism products and circuits, interpreters' scripts, business management and planning, accounting, public relations, customer service, marketing strategies, satisfying health/sanitation requirements, security and contingency plans, risk management, a system for certifying the quality and sustainability of tourism services, and</p>				<p>communities in responsible stewardship of their natural, cultural, and human resources. It seeks to achieve closer ties with communities and to help conserve the natural and cultural resources of the areas in which tourism is practiced. An intrinsic part of this process is that a community develops the skills needed to handle and generate tourism services tailored to the characteristic features of each product and market needs. It encourages the community to respect, appreciate, and conserve its heritage, while publicizing and promoting it to the rest of the world.</p>		
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		<p>others. Through business chains, partnerships, agreements, technical roadshows, and participation in fairs, seminars, events and business round-tables and the publication and dissemination of physical and digital promotional materials, an effort will be made to boost the marketing and promotion opportunities required to make the tourism sector sustainable. Promotional and marketing activities will only be undertaken for formal enterprises, registered with the tax authorities, with a valid commercial license and all the requisite health and other specific permits, in accordance with the nature of the service they provide. Because of their tourist security ramifications, adventure tourism enterprises are required to receive specialized counseling. Through this Program, INDAP will provide guidelines to determine the scale, timeliness, and relevance of the kinds</p>						
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CRITERIA/ CONDITIONS / STANDARDS	<p>The criteria for incorporating each new community in the network are:</p> <ul style="list-style-type: none"> - A note of presentation by a community that already pertains to the network (functional community backing the new community); - Application by the community to join the network and formal backing of its representatives at each encounter; - Filling in of a registration form with data regarding the group and what it has to offer. 	<p>of support for this segment of investment services. They will prioritize the formalization of, and compliance with, legal requirements for each type of rural tourism defined in Point 2.1 of this Regulation. INDAP's Rural Tourism Program is a platform for establishing technical ties between small farmers' family-based agriculture and the national, regional, and local tourism sector.</p>	<p>Factors needed for Developing Community-based Tourism in Colombia:</p> <ul style="list-style-type: none"> - Community organization: Community organization is the core ingredient in a community-based tourism project and consists of resolute participation by the whole community organizing itself in such a way as to carry out that project and to overcome vulnerabilities through collective work in tourism (The consensus-building processes with ethnic 	<p>Article 4.- Minimum standards for registering community-based tourism centers, broken down into:</p> <p>1. Installations/facilities</p> <ul style="list-style-type: none"> - With regard to size, construction materials, architecture, colors, and internal decoration, an effort should be made to blend installations in with the surroundings and the characteristic features of the community, using a standard color for all the facilities in a Community-based 	<p>Conditions for engaging in community-based rural tourism</p> <ol style="list-style-type: none"> 1. The existence of agricultural or livestock activities, farming, traditional crops, forest-based agro-ecology, agro-forestry, agro-silvo-pastoral production, wildlife management, communities, or natural resources of potential interest to visitors. 2. Community-based rural tourism needs to be regarded as a source of income complementing traditional rural activities, although 			
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		<p>For operational reasons and in order to channel appropriate support, rural tourism enterprises shall be divided into three levels, based on their technical characteristics; business potential and consolidation; the degree of formalization required; and product strategy and proximity to a major tourist destination. Incipient (technical level):</p> <ul style="list-style-type: none"> - Informal tourism projects offered, still at the exploration stage. -The enterprises have tourism potential (proximity to a tourist destination or area capable of attracting tourists, with tourism facilities and connections to already operating tourist circuits or routes). - With no accredited experience of dealing with tourists and public relations. -A business that has yet to be defined in this field. - No formal training and/or specialized 	<p>communities must derive from prior consultation with them.)</p> <ul style="list-style-type: none"> - Vocation to serve: those taking part in a community-based tourism project must have a comprehensive grasp of the implications, costs, and benefits of pertaining to an enterprise of that nature because tourism depends on the goodwill of the providers, as part of the delivery/sale of high-quality services. High quality practices and sustainability: As a pre-requisite for creating competitive advantages in community-based tourism destinations and enterprises, based on looking after natural resources, safeguarding the cultural and environmental heritage, and providing high-quality services. - The connectivity and infrastructure needed to support 	<p>Tourism Center (CTC).</p> <ul style="list-style-type: none"> - The use of species in danger of extinction should be avoided in both construction and decoration. - Installations must be kept clean and free of organic and inorganic waste. - In low temperature areas, installations shall be equipped with systems for keeping out the cold in respect of walls, ceilings, and floors; or else they should have a (firewood or electricity-based) heating system in all units to be used by tourists. - Where chimneys are available, visitors should be allowed to use them and be told how to light fires under them. The firewood should not be wood in danger of extinction. - In warm environments, installations should preferably be equipped with a natural or artificial ventilation system. - A light shall be 	<p>it may become a principal activity.</p> <ol style="list-style-type: none"> 3. There has to be direct and indirect participation and involvement by the local population in the activity and in the marketing thereof. 4. Another major ingredient is the existence of leadership in the community. 5. <i>The</i> community must be conscious of the potential changes that tourism may bring about and must have an interest in developing that activity. 6. One prerequisite is the absence of obvious threats to the community's natural, cultural, and human heritage. 7. Connectivity and the minimum basic infrastructure needed for the service. 8. Accommodation and food services, complementary facilities, and entertainment and recreational activities are tailored to the local, natural, and 	
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		<p>counseling yet received in rural tourism.</p> <ul style="list-style-type: none"> - Not yet formally registered with the tax authorities and/or with no currently valid license and/or required health or other specific permits and/or registration with SERNATUR, depending on the nature of the service to be provided. <p>Already developed (technical level):</p> <ul style="list-style-type: none"> - Offering an increasing number of tourism services/projects. - Already has a list of registered tourists - An established business operating on a permanent or temporary basis. - These enterprises can show proof of having received basic training specifically geared to tourism and. /or counseling by INDAP. - They are formally registered with the tax authorities, have a commercial license currently being processed, and the required health or other specific permits for at least one of the services to be provided, but are not yet registered in 	<p>tourism: The high costs associated with lack of access routes (airports, docks, and roads) hamper the marketing of community-based tourism and enterprises and prevent attainment of the goals established in the business model as an alternative way to improve living conditions in the communities. For that reason, local governments need to commit to organizing the provision of the supporting infrastructure needed and access to tourist destinations, through such mechanisms as public-private partnerships and inter-agency work plans.</p> <p>- Complementary services: to be competitive, every tourist destination must provide basic water, electricity, sanitation, hospital, and security services. Thus community-</p>	<p>placed on the outside to help tourists locate installations. The sign identifying the CTC should also be lit up.</p> <ul style="list-style-type: none"> - Access roads to the CTC, by land, sea, river, or whatever, must be maintained in good condition. (Care shall be taken to keep the entrance path to the CTC installations open and regularly cleaned, removing garbage, undergrowth, logs, stones, or any other obstacle to safe passage and well-lit access to the destination site. - In the case of overland access routes, a vehicle parking lot shall be set aside close to the installations and visitors must be shown the space where they can park their vehicle. - Tourism installations shall be located in specific areas within the community, away from places where animals are kept 	<p>cultural context.</p> <p>9. Tourism products must be based on the communities' traditional knowledge, values, and skills.</p> <p>10. Enterprises must be in a position to cover the real or potential needs of the market.</p>	
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		<p>SERNATUR.</p> <ul style="list-style-type: none"> - They can do business on an occasional basis with travel agencies and/or tour operators. <p>Already well consolidated (technical level):</p> <p>Well positioned provision of tourism services in the tourist destination.</p> <ul style="list-style-type: none"> - They are formally registered with the tax authorities, have a commercial license currently being processed, and the required health or other specific permits for each of the services to be provided, and are registered in SERNATUR. <p>The tourism services offered is geared to ensuring quality and diversification.</p> <ul style="list-style-type: none"> - These enterprises can show proof of specialization in rural tourism for each of the services they provide. They receive technical counseling from INDAP and/or have received specialized advice. -They have all the permits and authorizations needed to operate as a formal business. - Their business dealings include 	<p>based tourism in the regions may be construed as a land management strategy, practiced by both local authorities and community actors, with a view to raising the standard of living of segments of the population with tourism potential. That presupposes effective inter-agency linkages to ensure the well-coordinated provision of those services.</p>	<p>and solid or liquid waste dumps.</p> <ul style="list-style-type: none"> - The latter shall have a waste disposal system. - The installations shall be surrounded with native plants, trees, and flowers, so as to enhance the overall appearance and environment in CTC facilities. - The installations shall be kept in good condition, thanks to periodic upkeep, cleaning, and repair work, on both the outside and inside, with constant checks to see that such work is performed. - A special place within the facilities shall be set aside for tourists to dry their clothes. - Facilities for the disable must be provided. - Each CTC shall have its own in-house operating manual. <p>2. Signposting</p> <ul style="list-style-type: none"> - Each CTC shall have a map or plan of the various areas within it. - Signposts will be installed on access 				
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		<p>regular interaction with travel agencies and/or tour operators.</p>		<p>paths.</p> <ul style="list-style-type: none"> - At the entrance to each CTC, there will be a signpost identifying the name of the Center and the services it provides. - Those signposts shall be in good condition and made of durable non-synthetic materials and tailored to the surroundings. Preferably, they should be made of carved or painted wood and abide by the requirements set out in the Ecuadorian Ministry of Tourism's Corporate Manual for Tourism Signposting. - All areas must be signposted in English and Spanish, including bathrooms, games and sports areas, camping sites, accommodation areas, restaurants, and so on. - If the CTC are located far from main roads or in remote locations, a sign or signpost should be erected showing the 				
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				<p>distance from the main road to the CTC and the way to get there.</p> <ul style="list-style-type: none">- At the entrance to paths, there should be a sign showing the name of the path, any special features it might have, the distance or time needed to reach the destination, and an explanatory map.- All paths must be signposted. <p>3. Communal or shared areas</p> <ul style="list-style-type: none">- Enough furniture (chairs and tables) shall be provided to accommodate as many visitors as possible.- Common areas must be kept clean and tidy.- There shall be a reading and entertainment room or area, with books, magazines, photographs, tourist guides, and so on for tourists to look at.- Common areas shall be built and decorated in the same style as the rest of the installations.				
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				<ul style="list-style-type: none">- Drinking water facilities shall be available in the installations.- Meeting rooms shall be cleaned at convenient times and whenever necessary.- Restrooms must be equipped, at a minimum with:<ul style="list-style-type: none">• A basin with water-saving devices.• Lavatories or dry toilets with a seat and cover in good condition.• Minimum personal hygiene items, towels, biodegradable soap to be replaced when it runs out (biodegradable product dispensers are recommended to facilitate replacement).• Round-the-clock supplies of toilet paper.• Garbage bins with lids.• Direct or forced ventilation.• Walls and floors must be constructed or covered with materials that				
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				<p>can be easily cleaned and disinfected.</p> <ul style="list-style-type: none">• Shared restrooms must be clearly identified and signposted.• Restrooms must be cleaned at least once in the morning and once in the afternoon, or more frequently if necessary. The paper bins in restrooms must be emptied at least twice a day. <p>4. Ambiance</p> <ul style="list-style-type: none">- Matching colors should preferably be used in rooms, bathrooms, restaurants, communal areas, and so on.- Wherever possible, natural products should be used to reflect the local culture in decoration.- Sources of contamination or unpleasant odors shall be avoided.- An effort shall be made to prevent irritating noise caused by kitchens, radios, televisions,				
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				<p>or arguments.</p> <p>5. Decoration</p> <ul style="list-style-type: none">- Preference shall be accorded in decoration to items produced locally, such as crafts and textiles, <p>6. Furniture</p> <ul style="list-style-type: none">- Furniture in the Center must be in good condition, comfortable, and functional.- It must serve the functional purpose it was designed for.- Preference shall be given to the use of environment-friendly paints and paints that protect natural woods.- Preference shall be given to locally made furniture. <p>7. Culture</p> <ul style="list-style-type: none">- Arrange for a variety of cultural activities to offer tourists (dance, music, ceremonies, and rituals, etc.)- Preserve the various cultural facets of the community and restore former ancestral customs.- Accord priority to the sale of				
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				<p>products made in the area.</p> <p>8. Basic conditions for bedrooms</p> <p>- The rooms must be equipped with:</p> <ul style="list-style-type: none">• Beds with mattresses or a place for sleeping bags.• Sheets should be changed every day or when clients leave.• In cold areas, extra blankets, or a heating system, must be available for visitors in the event of low temperatures.• In warm areas, windows shall be fitted with insect screens and beds covered with mosquito nets.• Rooms shall have a closet or cupboard, or similar piece of furniture, with sufficient clothes hangers or drawers.• There must be a place to store suitcases or backpacks.• There must be one bedside table for every two beds and a				
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				<p>table and chair.</p> <ul style="list-style-type: none">• Rooms must have proper (preferably natural) ventilation and lighting,• There shall be at least one bedside lamp for every two beds, unless solar-powered lamps are provided. Exceptionally, where necessary, a candle and matches will be provided, with precautions taken to protect any inflammable items in the room.• Security locks will be provided for all visitors' rooms.• Rooms shall be numbered and (optionally) named, whereby locally significant names are recommended.• Rooms must be clean and orderly.• All equipment and furniture in the rooms must be functional and in a good state of repair.				
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				<ul style="list-style-type: none">• When visitors share a family's home, dirty clothes or other materials should not be left in communal areas.• Towels shall be changed at least every two days.• Bedrooms and bathrooms shall be cleaned every day, unless a visitor requests otherwise and places that on record.• Areas allocated for bedrooms must be shielded from insects, especially at times of the year when they abound.• Rooms for three or more persons must be large enough, with room to move around and store their belongings.• Each room shall have covered (organic and inorganic) waste disposal bins.• Leaflets shall be left in the room indicating how garbage is to be disposed of and how to save				
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				<p>water and electricity.</p> <ul style="list-style-type: none">• Information will also be left in the rooms containing data about the organization, tourism service schedules, in-house rules, and additional services provided.• Each client shall be entitled to use of the room for 24 hours following arrival.• Bedrooms and bathrooms shall be cleaned at times when visitors are normally outside those rooms or away from the establishment.• The rooms shall post rules or code of conduct, cleaning schedules, etc. <p>- Bathrooms attached to bedrooms:</p> <ul style="list-style-type: none">• The toilet, basin, shower, walls, and floor of the bathroom must be clean and disinfected.• The bathroom must be cleaned				
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				<p>every day.</p> <ul style="list-style-type: none">• The bathroom floor must be dry.• Rooms shall be equipped with private bathrooms or at least one large, complete bathroom (toilet, basin, and shower) for every two rooms or four persons.• The showers shall occupy a space of at least one square meter.• To ensure the safety of tourists, the shower must be equipped with a mat to prevent slipping and a handle to hold on to.• The shower shall have hot water heated either electrically or using a gas heater (located outside the bathroom) or solar energy and the top of the shower must be at least 2.1 meters high.• All bathrooms shall have a shower, a basin,				
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				<p>a mirror, a shelf or drawers, clothes hangers, sufficient toilet paper, soap, shampoo, and a trash bin in which different kinds of waste can be disposed of separately.</p> <ul style="list-style-type: none"> • Each bathroom shall have two towels, one for hands and one for the body. • Each tourist shall be given his/her own set of sheets. • Also recommended, when electricity is available, is a plug next to the mirror, with an indication of the voltage used. • If possible, basins should incorporate water saving devices. • All toilets or dry toilets must have a seat and lid in good repair. • Essential personal hygiene articles must be provided, including biodegradable soap to be 			
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				<p>replaced after each use, with soap/shampoo dispensers wherever possible, Round-the-clock supplies of toilet paper. Hand and full-body towels.</p> <ul style="list-style-type: none">• All bathroom items and cleaning should be provided according to a pre-established schedule. Bathrooms have to have direct or forced ventilation.• Walls and floors must be constructed or covered with materials that can be easily cleaned and disinfected. A bench, counter, hanger, or shelf on which a visitor can place his personal items.• Signs easily seen by visitors showing where trash can be disposed of.• Signs easily seen by visitors showing when towels are changed.				
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				<ul style="list-style-type: none">- Linen and furnishings for rooms:<ul style="list-style-type: none">• Curtains and table cloths should be made of natural textiles, not plastic.• Sheets, towels, mattresses, covers, linen should be bought for the use of tourists only; they should be made of high-quality long-lasting materials.• The linen must be clear and in good conditions, without stains, burn marks, or rips in the cloth.• In cold areas, rooms should be equipped with two blankets per bed and a bed cover. The owner should buy at least two sets of sheets per bed, four blankets (in cold areas) and a set of towels (one large and one small) per person.• Table cloths must be made of cloth, not plastic.				
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				<ul style="list-style-type: none">• Rooms must have a bench, counter, hanger, or shelf on which a visitor can place his personal items. <p>9. Food and beverage services</p> <ul style="list-style-type: none">- Dining room or restaurant• Visitors shall be told about local food products, the importance of agricultural diversity in the area, the nutritional value of local output, and its importance for food security.• Expired food products shall not be served. They must be fresh, natural, organic and in season, and mostly purchased from the community's producers.• The food provided should be homely, local, and varied.• Preference shall be given to organic produce.• No use shall be made of products derived				
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				<p>from protected plant or animal species or products banned from being used in the preparation of food.</p> <ul style="list-style-type: none">• Food containing preservatives should not be bought.• Mayonnaise, milk, butter, cheeses, and meat must be kept refrigerated so that they stay fresh and in good state.• Milk, sugar, marmalade, butter, cheese, yogurt, and so on shall be served in refillable glass or ceramic jars.• Kitchen, storages, and restaurant areas shall be kept clean and disinfected.• Kitchen utensils must be clean and disinfected.• Salt, pepper, sugar, and oil containers, and breadbaskets, shall be clean and in good condition. It is important to				
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				<p>refill them when they are half empty.</p> <ul style="list-style-type: none">• Dining room or restaurant facilities shall be equipped with insect screening systems, especially at times of the year when insects abound.• Breakfast shall be included in the accommodation price and an effort should be made to use family or community - made products.• A two-hour period shall be allowed for clients to have breakfast, and, likewise, two hours for lunch and dinner. Clients have to be clearly notified of those arrangements.• A different set menu shall be offered for each day of the week.• Clients shall be asked to confirm whether they wish to have dinner and whether they are				
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				<p>vegetarian, so as to offer them an alternative.</p> <ul style="list-style-type: none">• The purchase of perishable (rapidly decomposing) products shall be restricted and care taken with expiration dates.• Each establishment should keep a list of local providers.• The kitchen must be cleaned after each meal time (breakfast, lunch, and dinner) and whenever necessary.• Unpleasant odors from kitchens or sewers must be avoided. Wherever possible, kitchens should not be located next to dining rooms.• Every kitchen must be equipped with a fire extinguisher.• Staff must constantly check the supply of gas, electricity, or fuel used, to avoid both leakages and shortages.• Food must be				
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				<p>stored in fresh and dry places, away from sources of humidity (depending on the type of ecosystem) or contamination.</p> <ul style="list-style-type: none">• Perishable food shall be kept cold and/or refrigerated.• Kitchen product containers/bags shall be clearly marked with the name of the product inside and the purchase or expiration date. In the case of canned products, a record must be kept of inventories and turnover to make sure they have not expired. <p>- China.</p> <ul style="list-style-type: none">• Whenever food is served, the proper dishes, cutlery, and plates shall be bought for the use of visitors only.• Glasses shall be made of uncolored glass. The china should				
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				<p>be made of porcelain or a similar material; fragile crystal or plastic dishes shall be avoided.</p> <ul style="list-style-type: none">• Traditional, local crockery is recommended. <p>- Linen and furnishings.</p> <ul style="list-style-type: none">• Curtains, tablecloths, and napkins should preferably be made of natural cloths and be in good condition, clean, with no stains, burn marks, or rips.• Glasses shall be made of uncolored glass. The china should be made of porcelain or a similar material; fragile crystal or plastic dishes shall be avoided.• Traditional, local crockery is recommended. <p>- Personnel</p> <ul style="list-style-type: none">• Kitchen staff must wear uniforms or be identified as such and must use caps and aprons. Men and women				
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				<p>with long hair have to keep it drawn or pinned back.</p> <ul style="list-style-type: none">• Kitchen staff have to abide by basic hygiene rules when handling or preparing food. <p>10. If the Center provides tour or guide services, the guides have to be:</p> <ul style="list-style-type: none">- Accredited or licensed as a native or naturalist guide by the Ministry of Tourism or Ministry of Environment, respectively.- He or she have general knowledge of the country, region, and place where the tour takes place and have proof of experience in the field.- The guide shall demonstrate oral and written fluency in his or her own language, Spanish, and if possible in a foreign language.- Before starting a tour, every guide must be sure to explain the rules to be followed during it (sharing codes of conduct).				
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				<ul style="list-style-type: none">- During the tour, the guide will emphasize the importance of conserving and protecting the natural heritage and of appreciating the local cultural heritage.- He or she shall be punctual and stick to the schedule for each excursion. Should that not be possible for any reason, the visitors must be notified and consulted.- During the trip, the guide must cater to all those taking part in it.- He or she shall bring along a bag with materials to be used during the tour, depending on the distance to be covered (maps, a compass, torch, binoculars, and, where necessary, food, a trash bag, mobile communication equipment, and, importantly, a first aid kit, and so on.- The guide must have had training in administering first aid and be prepared to handle medical				
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				<p>emergencies,</p> <p>11. Transportation services within the Center</p> <p>- Riverine or via canal</p> <ul style="list-style-type: none">• Safety requirements: life vest, waterproof clothing, flares, torch, first-aid kit, departure record, basic mechanical repair tool-kit, both the inside and outside of the vessel need to be in good condition, that is to say with no safety issues for the tourists, and a means of communication.• Comfort: trash bags inside the vessel, floor mats to prevent slipping, a baggage compartment, ventilation, air conditioning and/or heating. The vessel must be clear. Talks need to be given about emergency and evacuation routines. Care shall be taken				
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				<p>not to contaminate the water with fuel, oil, or other lubricants.</p> <p>12. Additional or complementary services</p> <ul style="list-style-type: none">- Each CTC shall have a tourism management team. It shall register all those entering and leaving the CTC.- It shall have liability disclaimer forms. Monthly surveys shall be conducted to record and analyze visitor profiles.- CTCs shall have contracts for clients and/or tour operators, as well as staff.- They shall be responsible when promoting their services, avoiding falsehoods or exaggeration when informing consumers.- CTCs must have a training program. They must have operating licenses that meet the legal requirements for community-based tourism operations in Ecuador.- They shall keep				
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				<p>records of reservations, containing the requisite data, address, telephone number, and prices.</p> <ul style="list-style-type: none">- They shall have leaflets containing their name, address, telephone number, and route or way to get to the establishment and explaining the services provided, the characteristics of the facilities and surroundings, the recreational activities available in the area, and the local cuisine.- CTC shall be open to the public all year round. <p>13. Provision of information</p> <ul style="list-style-type: none">- Each CTC shall have appropriate means of posting information (a blackboard, exhibit, giant poster, file, etc.) regarding services and activities provided in the CTC and in the community, with timetables and prices, a map of the area, nearby tourist sites, and				
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				<p>public transportation schedules.</p> <ul style="list-style-type: none">- Information shall be provided about the natural, cultural, and social environment of the community to which the CTC pertains , about how it goes about its day-to-day work, and how visitors can cooperate, for instance by helping to save on water or electricity or helping with waste disposal, and so on. Visitors shall be notified appropriately of the CTC's code of conduct.- Visitors and personnel will both be kept informed of the species of flora and fauna found in the surroundings.- Information about services provided will be made available, along with forms for making suggestions and comments. <p>14. Security and hygiene</p> <ul style="list-style-type: none">- 14.1 Each CTC shall				
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				<p>be equipped with a first aid kit and, if possible, a fire extinguisher in all at-risk areas, such as the kitchen and in communal areas. The CTC shall have a communications system (landline phone, mobile phone, radio communications equipment). In the absence of a telephone, tourists must be told where the nearest one is.</p> <ul style="list-style-type: none">- Emergency telephone numbers shall be clearly posted (nearest doctor, hospital, Red Cross, fire-fighters, police, etc.), along with indications of safe zones or evacuation areas within the CTC. Information must also be clearly posted on how long it will take to reach the nearest hospital or health center in the event of an emergency, and their location.- Prevention information must also be clearly signposted in English and Spanish.				
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				<ul style="list-style-type: none">- Sources of infection associated with stagnant water, dirt, or rot are to be avoided. Fumigation and pest control activities shall be carried out from time to time, using natural products.- Biodegradable cleaning and personal hygiene products should be used to minimize harm to the environment.- Well signposted garbage bins shall be distributed prominently all over the facilities.- Garbage bins labeled for organic and inorganic waste must be located above all in communal and recreational areas, the kitchen, dining rooms, and areas used by staff. To expedite recycling, the inorganic waste bins should be separated into those for paper, glass, cans, plastic, batteries, and so on. A place should be designated for general trash dumping where the different kinds of				
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				<p>waste can be separated to facilitate recycling.</p> <ul style="list-style-type: none">- Both the general dump site and final waste collection areas need to be kept clean and in good condition. Care must be taken to ensure that final disposal of waste that cannot be processed locally takes place in the nearest town, provided that it has public waste collection facilities and is outside the tour area or protected area, as the case may be.- A record must be kept of the garbage generated. Visitors must be encouraged to take with them any non-rechargeable batteries used on the tour and that cannot be processed in Ecuador.- Given that organic waste can be recycled as fertilizer, a program should be developed, tailored to conditions in the area, for reusing such waste.- It must be				
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				<p>signposted (using a flag or beacon) so that it can be located from far away.</p> <p>15. Procedure for registering Community-based Tourism Centers</p> <p>All natural or legal persons must, prior to starting activities and once only, register and obtain the Single Annual Operating License in the Ministry of Tourism or in the municipalities and provincial councils to which said Ministry delegates that function. This, the following procedure needs to be followed to register tourism establishments:</p> <ul style="list-style-type: none">- The National Tourism Resources Management Office, under-secretariats, regional management offices, and provincial directorates of the Ministry of Tourism must have a form listing the requirements established in Article 2 of this Instruction to be				
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				<p>submitted by CTCs prior to registration. That form shall be given to anyone who asks for it.</p> <ul style="list-style-type: none">- Once the requisite documentation has been received, a MINTUR official shall evaluate the establishment. That evaluation shall be conducted at the address given by the establishment and shall determine the activity and capacity of the establishment and whether it meets the minimum standards set in this Instruction.- Once the evaluation report has been drawn up, the establishment shall be registered in the corresponding book, using the data on the form submitted by the supervisor, and shall be given a serial registration number.- Once the registration fee of US\$80 envisaged in Decision No. 20050015 of July 26, 2005 has been				
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				<p>paid, along with payment of one thousandth of the assets, the establishment shall be granted a registration certificate, with which to apply for the single annual operating license.</p> <ul style="list-style-type: none"> - Once the documents have been handed in, that process shall take no more than eight days. - The CTC shall employ at least three persons, a number to be increased depending on the CTC's capacity, in order to provide better service to tourists. 				
		<p>Targeted customer INDAP users, be they individuals or legal entities, that is to say, small farmers and</p>		<p>Article 2. - In order to register community-based tourism centers, communities have to be constituted as legal</p>	<p>Beneficiaries Eligible for the benefits provided for in this Law are all individuals or legally</p>			

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REQUIREMENTS OR CHARACTERISTICS OF THE TARGETED CUSTOMERS /BENEFICIARIES	<p>agricultural producers who provide rural tourism services, as defined in these Regulations, and who shall be classified in accordance with the above-mentioned criteria. To be included in the Rural Tourism Program users must satisfy the following admissibility requirements:</p> <p>General requirements:</p> <ul style="list-style-type: none"> - To meet the requirements to be beneficiaries, pursuant to the Organic Law of INDAP N° 18.910, amended by Law N° 19.213 - Not have any past-due debts to INDAP <p>Specific requirements are the specific technical terms and conditions to be met by users.</p> <p>Specific requirements for each technical level</p> <p>Incipient:</p> <ul style="list-style-type: none"> - - Informal tourism projects offered, still at the exploration stage. - They have tourism potential (proximity to a 	<p>entities duly authorized by the competent authority. Community-based tourism centers have to be registered in the regional offices or provincial directorates of the Ministry of Tourism The following documentation must be provided:</p> <p>a) Application to register addressed to the highest authority of the Ministry of Tourism indicating the activities to be carried out;</p> <p>b) Accreditation of the organization pursuant to the Political Constitution of the Republic (Article 84); Articles 1 and 3 of the Law of Organizations and Rules Governing Communities; and other regulations, especially Ministerial Decision No. 20070130, published in the Official Gazette No. 266 of February 6, 2008 or technical report substantiating community status of the Center issued by the Secretariat fir Peoples, Social Movements, and Citizen Participation, by the Plurinational Federation of</p>	<p>constituted legal entities carrying on activities classified as tourism projects by the National Tourism Authorities, pursuant to this Law; they shall receive full benefits when they are included in the investment ceiling established therein. The aforementioned ceiling shall apply in the case of cooperatives and small farmer or municipal associations, or mixed enterprises in which at least fifty-one percent (51%) is investment.</p>			
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		<p>tourist destination or area capable of attracting tourists, with tourism facilities and connections to already operating tourist circuits or routes).</p> <ul style="list-style-type: none"> - With no accredited experience of dealing with tourists and public relations. - A business that has yet to be defined in this field. - No formal training and/or specialized counseling yet received in rural tourism. - Not yet formally registered with the tax authorities and/or with no currently valid license and/or required health or other specific permits and/or registration with SERNATUR, depending on the nature of the service to be provided. - Sign the Sworn Statement of commitment to commence activities within no more than one year and a half of 		<p>Community-based Tourism of Ecuador, FEPTCE. Except for the organizations established in Article 7 of the Tourism Law</p> <p>c) Appointment confirming the legal representation of the applicant for registration on behalf of the community-based tourism center;</p> <p>d) Minutes , signed by members of the organization, showing proof the decision to register as well as the powers delegated to the person who will act as legal representative for registration;</p> <p>e) Documents showing that those responsible for providing services have received courses and/or professional training in tourism</p> <p>f) Payment of the amount set by the Ministry; pursuant to Decision No. 20050015 of July 26, 2005. (Numbered paragraph 1.2.3);</p> <p>g) Certified copy of the Single Taxpayer Register showing the provision of community-based tourism services as the purpose of the legal entity; and</p> <p>h) A description of the</p>				
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		<p>beginning to offer tourism services or of registration in the Program.</p> <p>Developed:</p> <ul style="list-style-type: none"> - - Offering an increasing number of tourism services/projects. - -Already has a list of registered tourists - - An established business operating on a permanent or temporary basis. - - These enterprises can show proof of having received basic training specifically geared to tourism and. /or counseling by INDAP. - - They are formally registered with the tax authorities, have a commercial license currently being processed, and the required health or other specific permits for at least one of the services to be provided, but are not yet registered in SERNATUR. - - They can do business on an occasional basis with travel agencies and/or tour operators. 		<p>tourism services to be provided, and the geographical area in which they will be provided.</p>				
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		<p>Consolidated:</p> <ul style="list-style-type: none">- Well positioned provision of tourism services in the tourist destination.- They are formally registered with the tax authorities, have a commercial license currently being processed, and the required health or other specific permits for each of the services to be provided, and are registered in SERNATUR.- The tourism services offered is geared to ensuring quality and diversification.- These enterprises can show proof of specialization in rural tourism for each of the services they provide.- They receive technical counseling from INDAP and/or have received specialized advice.- They have all the permits and authorizations needed to operate as a formal business.						
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		<p>- - Their business dealings include regular interaction with travel agencies and/or tour operators.</p>						
<p>TYPES OF MANAGEMENT</p>						<p>Management types in community-based rural tourism 1. Public management Through its local governments and in coordination with district and provincial municipalities, the State must exercise the powers vested in it by providing basic public goods, land planning, local planning, and the creation of a suitable environment for local enterprises, along with other functions more specifically related to community-based rural tourism, such as tourist area zoning, tourism development plans, and waste management. 2. Corporate</p>		

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						<p>management:</p> <ul style="list-style-type: none"> - Private management: Includes local governments (municipal enterprises), private entrepreneurs, and part of the members of a community, provided that they pertain to an enterprise - Community management: The majority of a community participates in decision-making and benefits - Mixed management: Local entrepreneurs plus NGOs, local entrepreneurs plus private enterprise, local entrepreneurs plus NGOs plus private enterprise, and local entrepreneurs plus local government. 		
<p align="center">OPERATIONAL PROCEDURE</p>		<p>OPERATIONAL PROCEDURE:</p> <p>1. Dissemination: Regional Directorates shall disseminate these Definitions and Technical Framework</p>						

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		<p>for Rural Tourism in all the media they deem appropriate for fostering the registration of INDAP users and potential users in the Program. That notwithstanding, the National Directorate of INDAP shall -- at least once a year or whenever it so decides, post on the INDAP web site (www.indap.gob.cl) a call to users and potential users to register with the Rural Tourism Program. That promotion should contain information describing the characteristics and requirements of the Program.</p> <p>Users with specific queries or requiring clarifications should resort to the offices of the corresponding Regional Directorate of INDAP on the dates and at the times established by those offices.</p> <p>When disseminating the objectives of this program, it must be stressed that, pursuant to INDAP's Organic Law, both men and women users have equal access to the information needed to apply for</p>						
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benefits. Accordingly, in its information media, such as posters, booklets, and so on, INDAP shall take special care to ensure that they are distributed in places that women farmers and producers can access.

2. Registration of Users in the Program

To register with the Program, users must meet the general and specific requirements set out in Point 4 of this Regulation. The first step -- user inscription -- entails filling in the Registration Form for INDAP's Rural Tourism Program using an automated (digital) procedure to be posted at www.indap.gob.cl, operated by the user himself and/or with the assistance of an INDAP customer service professional. The information provided on that Registration Form will enable INDAP to conduct an initial assessment of the candidate and store the data in an initial database of the INDAP

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		<p>Rural Tourism Program.</p> <p>3. Admissibility of applications: Once the Registration Form for the Program has been correctly received, the Head of the Area assigned and/or the Regional Executive in Charge of Rural Tourism shall assess the admissibility of the application.</p> <p>At that point, the applicant shall be notified whether it has been admitted or not, and, if it has, she or he shall be sent pertinent documentation needed to determine whether the candidate meets the technical requirement established in the Program. Incipient, Developed, or Consolidated, as the case may be.</p> <p>After that, a Technical Report will be drawn up in situ by the Senior Executive and INDAP's Regional Executive in charge of Rural Tourism, to corroborate the information furnished by the candidate.</p> <p>4. Entry into the</p>					
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		<p>Program: Once the in-situ Technical Report of the Senior Executive and/or Head of Rural Tourism in INDAP has been completed, users shall be entitled to receive Program support.</p> <p>The Regional Directorate shall send the National Head of the Rural Tourism Program the list of users (individuals or enterprises) that have entered the Program. The Regional Head of the Program shall notify the users taking part that the process has ended, so that activities can start.</p>						
TYPES OF SUPPORT / GUIDELINES		<p>Types of support</p> <p>Various types of support are envisaged for users: Each Regional Directorate of INDAP shall appoint a Regional Head of the Rural Tourism Program to provide technical guidance, coordinate, and arrange institutional support for the enterprises in accordance with the technical standing and focus of users at the various technical levels established: incipient, developed, and</p>	<p>National guidelines for community-based rural tourism</p> <p>1. Planning community-based tourism To develop a model for organized, innovative, and sustainable tourism, geared to generating value and overcoming the competitiveness challenges faced by the sector, the starting point has to be land planning and land use plans that provide opportunities and spaces for developing tourism, with the active participation of</p>					

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		<p>consolidated. He or she will likewise support and monitor Program users. This technical standing and focus shall apply to the different instruments, programs, and agreements of INDAP, which shall entail a variety of different types of support, such as counseling, training, and investments.</p> <p>1. Counseling or advisory services: Depending on the funding available in its budget, INDAP may organize specialized counseling for users in the field either directly or through third parties, in the form of regular programs, agreements, and/or partnerships.</p> <p>2. Training: Depending on the funding available in its budget, INDAP may organize training for users for users, either directly or through third parties, in the form of agreements, and/or partnerships. The training shall be geared to raising skills, abilities, and technical requirements to enable users to embark on high-quality and specialized</p>	<p>local inhabitants. At the same time, it is important to pool the efforts of national and regional entities to come up with tools that can serve as guidance for community-based tourism enterprises in the country and help them structure their work plans for developing their tourism projects. All that presupposes a series of actions:</p> <ul style="list-style-type: none"> - Development management - Management or community-based tourism enterprises <p>2. Technical counseling for developing tourism: Currently, many of the problems faced by a majority of community-based tourism enterprises nationwide stem from insufficient access to training and professional advancement programs for developing tourism, which means that national government and local government efforts need to be channeled into technical counseling to</p>					
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		<p>rural tourism business activities, Types of support:</p> <ul style="list-style-type: none"> - <i>Basic training</i>: here the formats will be geared to incipient and developed technical levels, i.e. those that lack proof of specific training in the field in key areas for the business to function, such as: developing tourism products and circuits, interpretation scripts, business management and planning, accounting, public relations, customer service, marketing strategies, and formal compliance with health standards. - <i>Specialized training</i>: here the formats will be geared to developed and consolidated technical levels: i.e. those that can show proof of specific training in the field in areas that are basic for the business to functions, but that need to address specialized topics, such as: security and contingency plans, risk management, a system for certifying the quality and sustainability of tourism services, and other aspects 	<p>boost communities' performance with running and developing tourism products.</p> <ul style="list-style-type: none"> - Market research and design of tourism products - Provision of tourism services - A culture of tourism <p>3. Access to financing mechanisms Financial leverage is emerging as one of the most important prerequisites in the quest for sustainability in community-based tourism enterprises, given the geographical location and socio-economic conditions of most projects nationwide. Thus, mechanisms have to be found to facilitate access to credit and to the National Government's current project financing facilities. Also needed are new options for promoting a culture of support for investments of that nature.</p> <p>4. Promotion and marketing of community-based tourism While it is true that community-based tourism is not considered a tourism product, it is</p>				
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		<p>regulated in the Rules of Procedure for Applying the Classification, Quality, and Security System for Providers of Tourism Services in Chile, among others. Beneficiaries may be selected at either the national or regional level depending on the nature of each course or users' technical levels.</p> <p>3. Promotion Tourism enterprises will also have a promotional component, depending on their technical level, whereby promotion may be direct or via third parties. Promotional activities may entail participation in fairs, seminars, events and business round-tables and the publication and dissemination of physical and digital promotional materials. Promotional and marketing activities shall only be possible for formal enterprises and shall involve specific requirements to be determined by the Institution for each promotional activity. For actions entailing</p>	<p>important to come up with strategies for marketing and selling this trend as a specific segment of the country's tourism portfolio, given the growing global tendency to seek out experiences of this kind. Thus, support should be given to communities, to help them execute promotional and marketing activities that disseminate and publicize the products and services they provide.</p>					
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		<p>joint promotion with the National Tourism Service (SERNATUR) users will have to be registered in that institution. These forms of support are not mutually exclusive and do not preclude other INDAP programs.</p> <p>4. Investments: The Regional Head of Rural Tourism shall set guidelines for investment tenders or for investment requirements, based on the gaps identified at the various levels mentioned above or on specific needs identified in the counseling provided to users in this field. Those invited to take part in tenders shall be governed by the current regulations for INDAP investment programs.</p>						
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<p>A VISITORS' CODE OF CONDUCT</p>								<p>Visitors Code of Conduct template: The following code of conduct will help communities define and select features they might want to establish fir indigenous tourism visitors:</p> <ul style="list-style-type: none"> - Plan the future. Investigate local customs and social standards before coming to Guyana, or upon arrival, especially if you wish to visit our indigenous communities. Evaluate the credentials and practices of tourism companies and guides and determine what needs to be done to ensure that their visit benefits the indigenous communities. - Follow the rules. Make sure you obtain a permit to visit indigenous communities before you arrive, especially if you are not traveling with a tour operator or if you will be staying at an eco-lodge owned by the community. Respect the rights of the community's
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								<p>landowners and stick to areas open to visitors. If you are not sure, ask. Remember that the fees you pay to visit the communities support the livelihood of indigenous peoples.</p> <ul style="list-style-type: none">- Show respect. Always ask permission before taking any photo. That is a very simple, but important, gesture. Also bear traditions and cultural etiquette in mind during your visit. Make an extra effort to listen and learn, especially when an elderly person is speaking.- Support the local culture. Be ready to spend your money on local communities providing local food, products, and crafts. What you spend will benefit the people you get to know and, in some cases, the community as a whole. That also encourages the communities to preserve their cultural heritage
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DEFINITIONS OF OTHER TERMS RELATING TO COMMUNITY-BASED RURAL TOURISM	<ul style="list-style-type: none"> - Collective enterprise - Community enterprise - Community-based tourism enterprise - Rural women - Rural setting 	<ul style="list-style-type: none"> - Entrepreneur - Rural tourism enterprise or unit - Rural tourism enterprise - Rural communities - Rural area (<i>espacio rural</i>) 	<p>Community: Community means a group of people who are joined together and organized in the quest for a common objective by establishing rules and functions.</p>	<p>Rural tourism enterprises</p> <p>Rural employment generation</p>	<ul style="list-style-type: none"> - Small-farmer (<i>campesina</i>) and/or native communities (Afro-Peruvian Peoples and Indigenous or Native Peoples) - Community - Enterprise 	<p>and reinforces local pride.</p> <ul style="list-style-type: none"> - Be open to what the communities consider sacred. If you are invited to take part in some kind of spiritual ceremony, try to be discreet. And bear in mind that many events are indeed sacred and not open to the public. - Protect Guyana's wildlife. Help protect the country's abundant wildlife. The same wildlife that you hope to see may be served during your visit, Reduce demand by no adding to the problem. - Be conscious of waste disposal. Recycling is unusual and plastic waste is usually burnt or buried. If you have to buy disposable plastic items, take them with you.
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	<ul style="list-style-type: none"> - Rural territory - Rural areas (<i>espacios rurales</i>) - Rural context - Rural populations 		<p>Enterprise: a set of persons, variables, and factors coming together in the process of creating a company. A way of thinking and acting geared to the creation of wealth. It is a way of thinking, reasoning, and acting that is focused on opportunities, imbued with an overall vision, that is conducted with balanced leadership and involved calculated risk management and results in the generation of value benefiting the company, the economy, and society.</p> <ul style="list-style-type: none"> - Small-farmer families (<i>Familias campesinas</i>) - Community organization - Community-based tourism enterprise - Rural zones - Rural areas - Rural home/housing - Rural accommodation/lo dging 		<ul style="list-style-type: none"> - Rural enterprises - Local enterprises - Local inhabitant/resident 	
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