To the Inhabitants of Ollantaytambo, and to all those Peruvians and foreigners interested in the sustainable and responsible development of Ollantaytambo:

We are honoured to present the “Plan Wallata”. A five-year 2016-2021 Tourism Development Plan for the Town and District of Ollantaytambo, to ensure the sustainability of Ollantaytambo as a “Living Inca Town” destination, based on a territorial approach and a diverse product offering, achieved with the shared responsibility of all actors involved, to contribute to the sustainable, economic and social development of our community, as well as to promote the preservation and conservation of our cultural and natural heritage.

The “Plan Wallata” seeks to make tourism the mainstay of inclusive development, sustainable prosperity and a strengthening of identity and self-esteem for the Ollantaytambo Community, and to serve as a model for other communities in Peru and the world. We invite you to read the attached plan and to join in the effort to achieve it.

Elvis Flores Farfán - District Mayor of Ollantaytambo
Carlos Alberto Arrarte - Founding President of Turismo Cuida Civil Association
Ollantaytambo  Cusco - Peru

Foundation Date: 1440
Population: 11,151 inhabitants
Number of Households: 2,269
Economically Active Population: 3,203
Main Economic Activities: Agriculture, Tourism, Trade

Area of the District: 645 km$^2$
District Height: 2,600 - 3,800 masl

Source: Promo Region Cusco and INEI-National Censuses 2007
VISION

“In 2021, Ollantaytambo is recognised as a competitive destination and a model of sustainability for tourism, offering a safe, orderly and clean environment, generating a “Living Inca Town” brand, which fosters local economic development and high social impact in virtue of the shared responsibility of all parties involved.”

MISSION

“To provide Ollantaytambo with the strategic guidelines to intervene, accompany and manage tourism, built by the stakeholders in a participatory manner, in pursuit of consolidating a sustainable tourism product, where the visitor may have unique experiences based on living cultures and a well conserved natural environment, generating an improvement in the quality of life and identity of the populations involved.”
Strategic Objectives
**General objective**

Build the sustainability of the Ollantaytambo Destination based on a territorial approach, a diverse product offering, achieved with the shared responsibility of the actors involved to contribute to economic and social development.

**Specific objectives**

- Promote sustainable urban and territorial conditioning while maintaining cultural heritage.

- Position the Ollantaytambo Destination as a “Living Inca Town” that offers unique experiences.

- Consolidate the local economic development focused on tourism demand.

- Promote the articulation and integration of public and private efforts by adopting innovative models of integral management based on mutual understanding and communication.
MANAGEMENT MODEL
Management Model

Scope of Action
- Territories
- Products

Managing Entity
- Board of Directors of the Plan Wallata

Members
- Civil Society
  - Private Sector
  - Public Sector

District Municipality of Ollantaytambo
Provincial Municipality of Urubamba
Ministry of Culture
Ministry of Foreign Trade and Tourism
Regional Tourism Directorate
Cusco Destination Management Office
TursimoCuida Civil Association
Cusco Chamber of Tourism
Arariwa Civil Association
Sustainable Preservation Initiative
Hotel and Restaurant Association of Ollantaytambo
Farmers Association of Ollantaytambo
Representatives of the Artisan Associations of the three basins
Transporters Association of Ollantaytambo
Tourist Protection Network
The Overseer of the Marcaqocha Festival of the Patacancha Basin
Up to three representatives of the community selected by consensus
Plan of Action
1. PRODUCT MANAGEMENT AND DEVELOPMENT

- Formulation of public investment spaces in Ollantaytambo
- Programme for the identification of investments and micro investments in topics related to tourism and cultural activities
- Management of tourism resources and products
- Consolidation of Artisan Handcrafts offering
- Value of culture as a tourism product
- Quality improvement
- Human Resource Training Program
2. **Urban and Territorial Conditioning**

- Re-directing of Public Investment Projects to Align with Plan Wallata
- Territorial Ordering and Economic Security
- Urban Planning
- Organisation of Economic Activities within the Monumental Heritage Site
- Design and Implementation of the Signage System
- Embellishment of facades and streets
- Environmental Management of the Destination
- Implementation and Improvement of Access Roads to Ollantaytambo
- Tourist Protection Network
3. Institutionality

Strengthening of municipal management for tourism development

Fostering of Local Trade Associations

Articulation of public and private institutions
4. Commercial Articulation and Tourism Promotion

Development of a tourist culture in the host population

Information and tourist advice

Development of strategy and specific target pattern for the destination

Development of multimedia tools

Use and management of brand

Media strategy application

Promotion of Ollantaytambo

Implementation of the Social Tourism Program
Members of TurismoCuida
The “Plan Wallata” has received input from the following institutions: Ministry of Culture, Ministry of Environment, Ministry of Transport and Communications, National Chamber of Tourism - CANATUR, Peruvian Association of Incoming and Internal Tourism Operators - APOTUR, Peruvian Association of Adventure Tourism, Ecotourism and Responsible Tourism - APTAE, among others.

We thank all those involved in the Ollantaytambo Community; the local, regional and national governments, especially the former Deputy Minister of Tourism Maria del Carmen de Reparaz and the current Deputy Minister of Tourism Rogers Valencia; the technical team at the Tourism Innovation Department in the Ministry of Foreign Trade and Tourism and everyone who has been interested and helpful in the sustainable and responsible development of Ollantaytambo.
For more information on the Plan Wallata
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