



**Turismo
Cuida**

Pachar Mural Painting 2.0

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Objective

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The mural painting activity is conceived as a tool for community development and aims to preserve the culture of Pachar through the sense of belonging of the local inhabitants. It seeks to increase the number of visits, add value and position the community of Pachar as a destination that preserves and recognizes its tangible and intangible natural and cultural heritage.

Challenges

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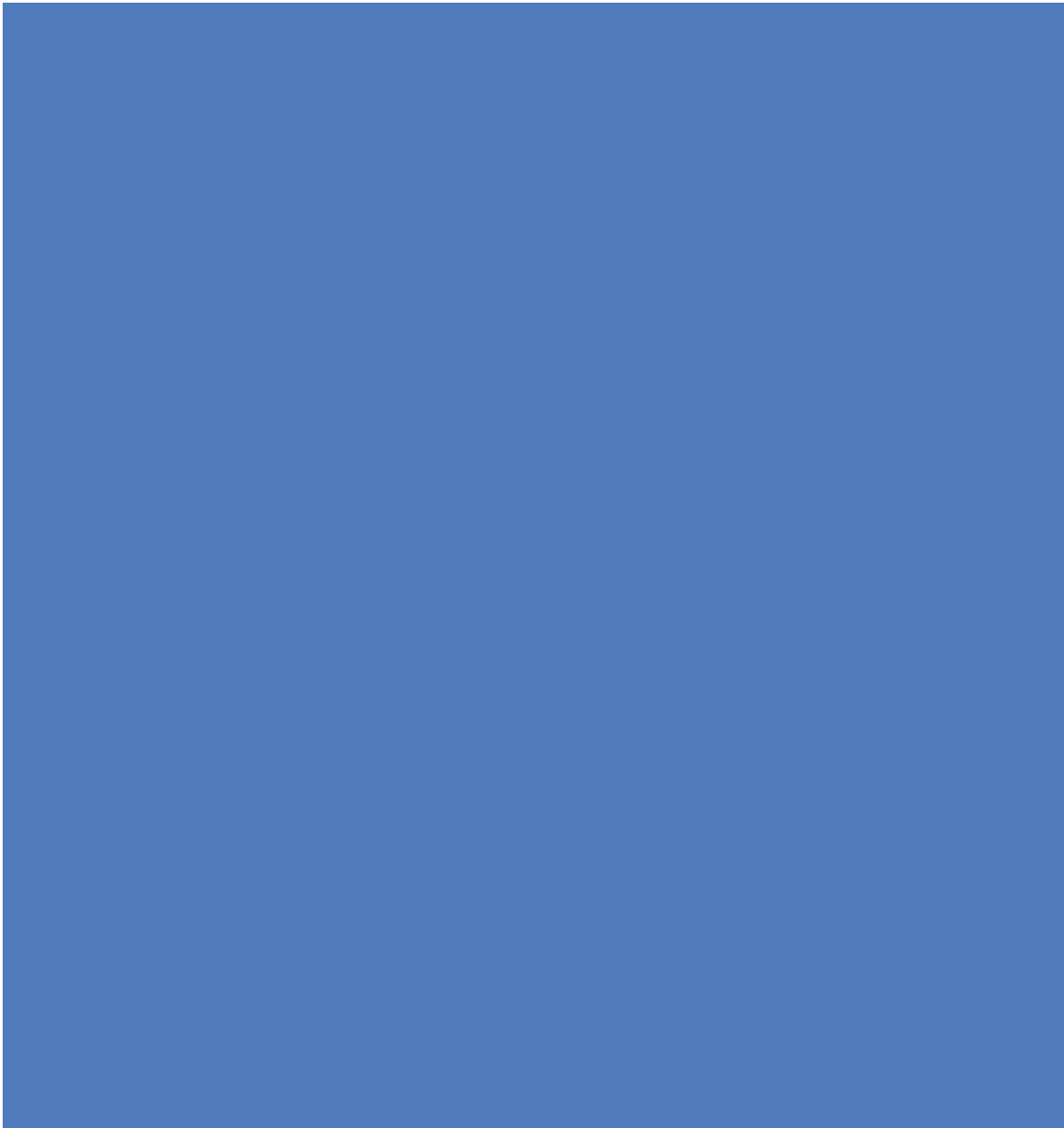
- The community has not yet painted murals on all the houses in Pachar, they feel frustrated.
- There are still narratives related to the natural and cultural heritage that need to be muralized.
- There is a population with expectations of continuing to strengthen Pachar as a tourist attraction.
- There are still untapped opportunities directly related to Pachar's tourism positioning.

Beneficiaries

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- Pachar Community: Strengthening its presence and positioning it as a town with its own identity.
- Owners of the Muralized Houses: Reinforcing their sense of identity.
- Owners of the Non-Muralized houses: Becoming part of this initiative.
- Collaborators: Creating alliances for shared work in Pachar.
- Ollantaytambo Destination: Positioning itself as a destination with diverse offerings.

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Activities

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- Generate community engagement..
- Establish alliances with local authorities.
- Awareness workshops with the community to strengthen the sense of belonging and promote a better understanding of version 2.0..
- Intervention of the whole town with murals.
- Equipment with infrastructure..
- Training in product creation.
- Promotion on social media through videos, photos and testimonials..

Results

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- Enhance the sense of belonging among the residents by connecting them with the cultural and natural heritage of the Pachar community.
- Increase the number of visitors to Pachar.
- Improvement in the population's perception of the community's value for tourism..
- Increase in entrepreneurship due to the intervention.
- Strengthening the community's social fabric through active participation in tourism.

Indicators

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- % of surveyed inhabitants who feel strongly connected to the murals.
- Number of visitors to Pachar since the completion of the project.
- % of residents who believe the murals have significantly increase the community's value.
- Number of tourism-related businesses established as a result of the mural project.
- % of residents who report increased participation in community activities since the project's completion.



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Budget

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Concept	Amount USD
Sensitization workshops	\$17,568
Filming and video	\$1,450
Professional photographs	\$550
Anthropologist	\$1,600
Fees for 10 Collaborators	\$3,245
Materials	\$7,027
Surveys	\$680
Collaborators meals	\$3,165
Tickets LIM/CUS/LIM (3 trips x 2 pax)	\$1,080
Project Manager Fees	\$1,800
Per diem/accommodation	\$2,980
Signage	\$10,000
Product co-creation & training	\$5,000

Total Estimated:

\$56,145

Anchor Partner

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