

Plan Wallata 2016 - 2026



PERÚ

Ministerio
de Comercio Exterior
y Turismo



Turismo
Cuida

inspire
collaborate
sustain



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sustain

PLAN WALLATA

2016 - 2026

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Build and strengthen the sustainability of Ollantaytambo as a tourist destination, driving economic and social growth. The central focus of the Wallata Plan is based on strategies integrated into a Local Tourism Development Plan for the town and district, which guarantees the conservation and projection of Ollantaytambo as an authentic

“Living Inca Village,” promoting a model of responsible tourism committed to its heritage.

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Why Wallata?

**Oressochen
melanopterus**

Not only because of the beautiful traditional dance of the district but also because of the bird that inhabits the highland lagoons, considered sacred places that represent the origin of life. The bird also symbolizes fidelity as it stays with the same partner throughout its life. Thus, the aim was to ensure that the joint efforts of civil society, local, regional, and national government, and the private sector—or in Carlos Alberto's words, that "Minka" of tourism—endure over time and become the source of a better quality of life for the district's inhabitants.

Ollantaytambo



Located in the majestic Sacred Valley of the Incas, in the province of Urubamba, Cusco, Ollantaytambo is an iconic destination rising 2,792 meters above sea level at the confluence of the Urubamba and Patacancha rivers. Just 90 km from the city of Cusco, this ancient town is surrounded by the imposing mountains of the Andes, offering spectacular landscapes that captivate those who visit. It includes several communities and populated centers that enrich its cultural and geographical diversity, such as Patacancha, Huilloc, Pachar, Rumira-

Sondormayo, Quellccancca, Yanamayo, Socma, and Marcacocha.

Built during the reign of Inca Pachacutec (1418–1471), Ollantaytambo was a strategic point in the Sacred Valley and later became the fortress of resistance for Manco Inca Yupanqui against the Spanish invasion. Its legacy remains alive in its streets, agricultural terraces, and stone temples that tell centuries of history. Quechua is the predominant language among its inhabitants, although Spanish is also widely spoken, facilitating interaction with visitors.

Its economy is based on agriculture, with essential crops such as corn and potatoes, and tourism, driven by its invaluable cultural and archaeological heritage. With an estimated population of 12,000 inhabitants according to the 2017 census, Ollantaytambo remains a vibrant destination that fuses tradition, history, and nature, attracting both locals and travelers from around the world.



Good morning everyone,

Allillanchu!

Greetings in Quechua,
the native language of the
locality: Hello!

Ollantaytambo has the right and the opportunity to benefit more and better from tourism. The Wallata Plan seeks to improve the quality of life for the 12,000 inhabitants living in the district, in the town, the three basins, and the valley floor, through better tourism management that integrates all interested stakeholders, including the community, the public sector, and the private sector. A Minka of Tourism that benefits the people of Ollantaytambo.

The world needs more Ollantaytambo. The Wallata Plan aims for the 2 million national and international tourists who visit and/or pass through the district annually to also improve their lives by learning and sharing with the Ollantaytambo community its authenticity, its wisdom, its spirituality, its simplicity, its peace, its communion with nature, its creativity, and its ancient, living culture right here in Ollantaytambo.

A Tourism Ayni. A happy and virtuous exchange between the economic value of tourists and the human value of the people of Ollantaytambo.

Peru needs good examples and best practices for its progress and well-being. The Wallata Plan aims to be a model of teamwork: community, local, regional, and national governments, and the private sector, collaborating to achieve inclusive, sustainable, and responsible development.

Ollantaytambo was a Tanka in the Tahuantinsuyo, a point of connection between Cusco and the Antisuyo. It is now a place of union and exchange between the Andean world and visitors from outside, and it can also be a lever, a new Tanka between today's

fragmented Peru and a more united and supportive Peru in the future.

On behalf of the Turismo Cuida and its members, I would like to thank the Ollantaytambo community, its representative associations, the colleagues from MINCETUR, the excellent team of councilors and officials from the municipality, and especially Mayor Elvis Flores Farfán for his strong personal leadership and his civil service vocation for the benefit of Ollantaytambo, and for allowing us to be part of this great initiative: the Wallata Plan.

Añay Ollantaytambo!

Thank you in Quechua
Gracias Ollantaytambo

Carlos Alberto Arrarte[†]
March, 2017

[external consultants]



An expert in sustainable tourism and cultural heritage preservation, was a consultant and coordinator for the Beijing Palace Museum. He analyzed the potential of Ollantaytambo as a tourist destination, visited Cattco, and provided specific recommendations for its operation as an Intercultural Center. At our request, he toured Pachar with local government officials and community representatives to validate the proposal to turn it into a mural village. The first stage of this project in Pachar was inaugurated in November 2022.



An expert in sustainable tourism with over 35 years of experience, has been the president of Small Planet Consulting since 2002, focusing on the development of tourist destinations and businesses. She has worked on international projects in countries such as Peru, Mexico, Brazil, and Japan. During her advisory role in Ollantaytambo, she recommended promoting inclusive tourism products that integrate innovation, benefit local entrepreneurs, and highlight tourism resources. Among the tours promoted are the photographic circuit in Qosqo Ayllu, a visit to a local Chichería, and to Pakaritampu.

[alliances]



Británico is one of the most solid institutions for English language teaching in Peru, and it also serves as a bridge for communication and cultural integration with Great Britain.



Ministry of Culture is the entity responsible for promoting the development of national production, driving key sectors such as industry, fishing, manufacturing, and entrepreneurship. Its mission is to foster competitiveness, innovation, and sustainability in the country's various productive sectors, supporting small and medium-sized enterprises (SMEs) and promoting job creation and economic growth.



Ministry of Foreign Trade and Tourism is the government entity responsible for promoting international trade and tourism as drivers of the country's economic development. It promotes the development of tourism infrastructure, supports entrepreneurs in the sector, and implements measures to foster sustainable tourism.



Ministry of Production is the entity responsible for promoting the development of national production, driving key sectors such as industry, fishing, manufacturing, and entrepreneurship. Its mission is to foster competitiveness, innovation, and sustainability in the country's various productive sectors, supporting small and medium-sized enterprises (SMEs) and promoting job creation and economic growth.

[alliances]



Connects people and businesses who want to volunteer and/or make donations with charitable organizations that need their help, transforming their intention into action.



A company with over 80 years of experience leading the market in paints, chemicals, and adhesives in Peru. They are also present in Chile and Ecuador.



A non-profit organization, it aims to democratize culture in the country to shape good citizens, as well as promote creativity and access to culture for people of all ages and backgrounds.



A collective of Cusco-based artists that promotes the culture and traditions of the Andean region through art. It works on the creation and dissemination of artistic expressions that combine ancestral elements with contemporary proposals.

[agreements]



An international organization that creates future opportunities for youth, supporting vulnerable individuals from childhood and adolescence by facilitating their access to education and a successful transition to employment.



Is a non-profit organization that works in the field of sustainable development, focusing on improving the quality of life for vulnerable communities in Latin America. It specializes in promoting health, education, and environmental protection through projects aimed at social equity and integral development.



Commission for the Promotion of Peru for Export and Tourism, is a government entity responsible for promoting Peru as a tourist destination and fostering the export of Peruvian products. Its mission is to strengthen the country's image internationally by promoting its cultural, natural, and gastronomic diversity, while supporting Peruvian productive sectors to reach new global markets.

[agreements]



An international certification body specializing in sustainable tourism. It offers certification programs that help tourism businesses and destinations implement responsible practices in their operations, promoting social, economic, and environmental sustainability in the tourism industry.



Is a nonprofit organization that promotes responsible and sustainable tourism. It works to preserve cultural and natural heritage, supporting local communities through tourism projects that benefit both the destinations and their inhabitants, fostering cooperation between the public and private sectors.



Brings people and nations together through education, culture, and science. It is prominent in protecting World Heritage and preserving cultural diversity. It promotes inclusive and quality education, supports international scientific cooperation, and advocates for freedom of expression and access to information.



An educational group created with the purpose of filling the world with people who can improve it. Therefore, it designs learning routes and experiences that connect students' aspirations with better life opportunities.



[management framework]

This is the multi-actor, multi-level, and inter-institutional management model that has successfully brought together various stakeholders from the tourism sector, authorities, civil society, and the local population in a joint effort to turn Ollantaytambo into a sustainable and inclusive tourist destination. Its approach includes a prior social diagnosis, the design of a Local Tourism Development Plan, the creation of alliances and agreements for the benefit of the district, and the consolidation of achievements through management assessments. Additionally, constant socialization and feedback are encouraged to continue improving. This management model serves as a reference for other regions, demonstrating that collaborative and planned work is key to sustainable and equitable tourism development.



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