

# Bridging the Gap: The Potential of Justice Tourism in Contributing to Sustainable Development in Montero, Peru



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# Outline

- Introduction
- Research Question
- Background and Literature Review
- Methodology and Case Selection
- Analysis
- Conclusion

# Introduction

- Tourism as a means to economic development
- Benefits and consequences
- Sustainable tourism
- Social and Solidarity Economy
- Justice tourism
- Norandino - Case Study

# Research Question

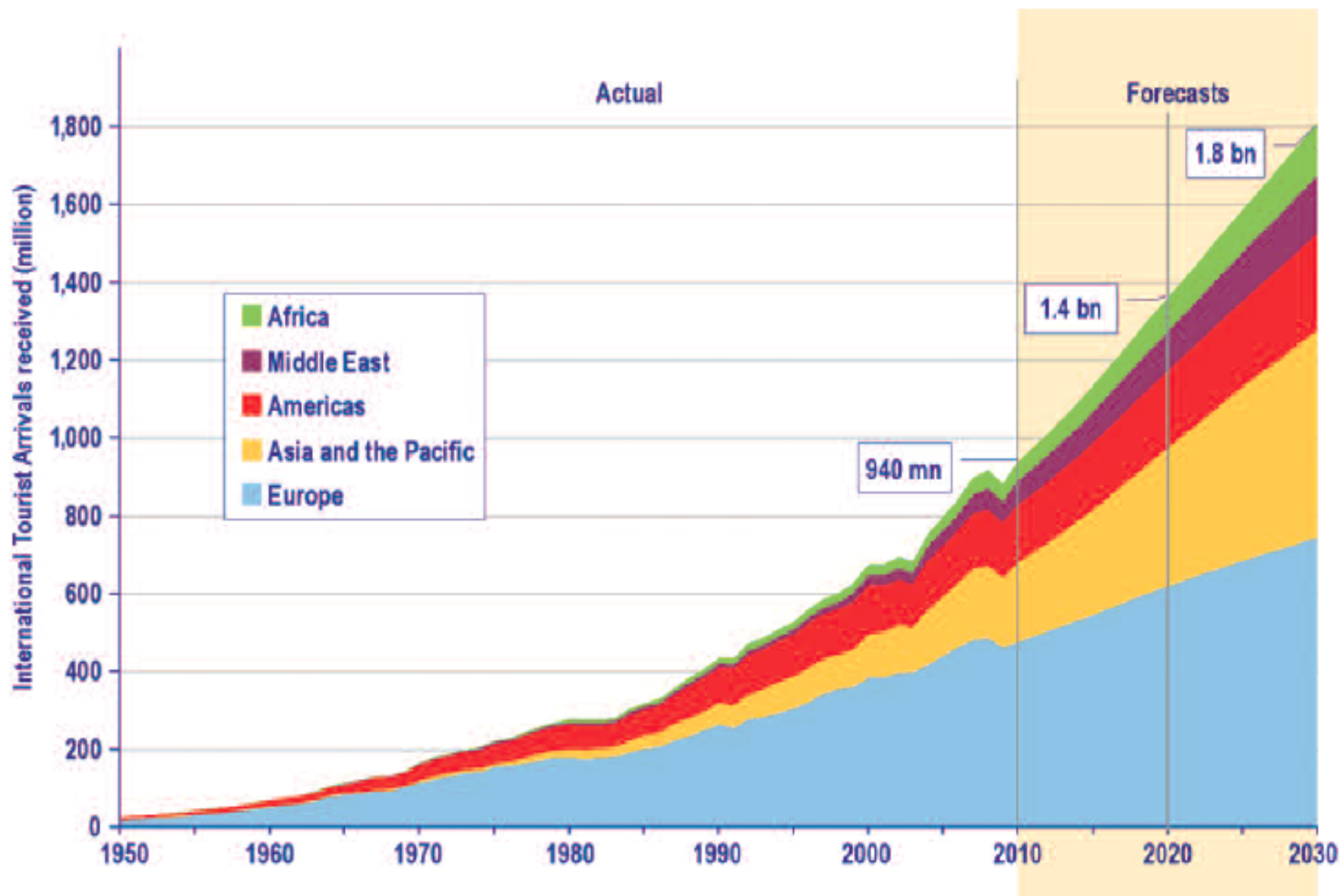
- What are the limits to facilitating growth in justice tourism in the developing world?

# Literature Review

Why is tourism in the developing world so important?

- Growth in international tourist arrivals
- Developing country characteristics
- Tourism used as a development tool

## UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



Source: (UNWTO 2014)

# Literature Review

Why is tourism in the developing world so important?

- Growth in international tourist arrivals
- Developing country characteristics
- Tourism used as a development tool

# Literature Review

- Benefits of tourism in the developing world
  - Economic
  - Cultural
  - Environmental
  - Political



# Literature Review

- Impacts of tourism in the developing world
  - Economic
  - Cultural
  - Environmental

# Literature Review

- The rise of alternative forms of tourism
  - Defining Sustainable Tourism
  - Critical Approach to Sustainable Tourism
    - Cooptation of the term
  - A shift in objectives within tourism

# Literature Review

## **Capitalist Economy**

- Economic action is solely a result of economic self-interest
- “The Rational Economic Man”

## **Social and Solidarity Economy**

- Nuanced and dynamic nature of economic relations
- Different rationalities

# Literature Review

## Social and Solidarity Economy (SSE)

- What is SSE?
  - “SSE refers to the production of goods and services by a broad range of organizations and enterprises that have explicit social and often environmental objectives, and are guided by principles and practices of cooperation, solidarity, ethics and democratic self-management” (United Nations Inter-Agency Task force on Social and Solidarity Economy, iv)

# Literature Review

- SSE is comprised of concepts and practices such as:
  - Alternative money
  - Community currencies
  - Social finance
  - Microfinance
  - Fair trade
  - Self-help groups
  - Cooperatives
  - Associations
  - Collectively owned and managed social enterprises
  - Time banks
  - Local exchange trading schemes

# Literature Review

- Limitations to SSE:
  - Add-on to capitalist development policies
  - Ambiguous
  - Translating SSE into policy
  - Maintaining values within capitalism
  - Shifting of internal dynamics
  - Balancing objectives of stakeholders
  - Difficulty securing finance and support

# Literature Review

- Limitations of SSE not mentioned in the literature
  - Lack of knowledge on SSE
- Tourism can be a channel to educate on SSE
- Symbiotic relationship
  - Sustainable development <-> Justice Tourism <-> SSE

# Literature Review

## Justice Tourism

- What is it?
  - Social force rather than an industry
  - Builds solidarity between visitors and those visited
  - Promotes mutual understanding
  - Supports local communities
  - Maximizes local benefits



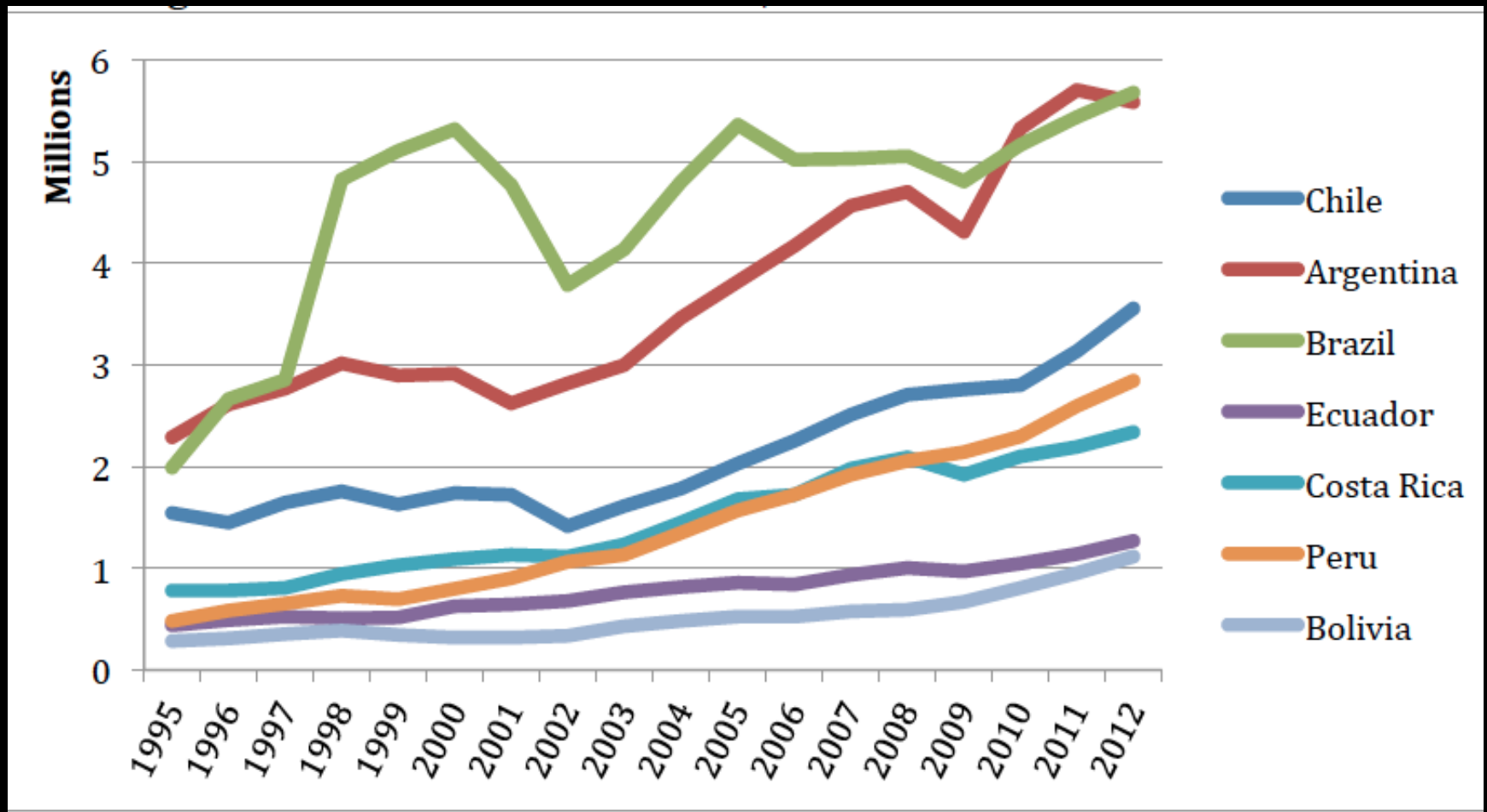
# Literature Review

- Examples of Justice Tourism
  - Global Exchange Program
  - Alternative Tourism Group
  - Norandino cooperative

# Methodology/Case Selection

- National Tourism
  - International Tourism: Number of Arrivals 1995-2012
- Cooperativa Norandino
- Case Study and Location ---Montero, Peru
  - Map
- Tourism project

# International Tourism 1995-2012



Source: (World Bank 2012)

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Source: <http://mapsof.net/map/peru-regions-and-departments>



Source: [http://www.perutours.com/19pi/mapa\\_provincia\\_ayabaca.jpg](http://www.perutours.com/19pi/mapa_provincia_ayabaca.jpg)



Source: <http://www.encuestas.com.pe/category/encuestas-elecciones-regionales/encuestas-region-piura/page/3/>









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# Methodology/Case Selection

- Case study
  - Exploratory Research
  - Interviews
    - Cooperative members, government officials, host families
  - Participant observation and informal conversations
  - Tourism Document Analysis

















# Analysis

- Justice tourism through SSE in Montero
- Limitations to the development of justice Tourism
  - National investment in tourism – Piura
  - Promotion and infrastructure
  - Collaboration between stakeholders
  - The lodge



# Analysis

- Justice tourism through SSE in Montero
- Limitations to the development of justice Tourism
  - National investment in tourism – Piura
  - Promotion
  - Infrastructure
  - Collaboration between stakeholders

# Analysis

- Discussion and recommendations
  - External funding
  - Collaboration, especially the municipal government

# Conclusion

- Justice tourism (like SSE) has environmental, social and economic objectives
- Powerful tool for alternative economies
- More research to identify successful and unsuccessful destinations