

“Quinoa heritage as an important resource to be maintained through tourism experiences”



IMAS' Project



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Introduction

- ✓ Quinoa : one of the most outstanding world's crops due to its high nutritional quality (FAO)
=> own international year in 2013
- ✓ Present before the Incas' influence on the ancestral people inhabiting what is Chile today
- ✓ This heritage has been transferred through the time to small-scale farmers along the whole country and the crop survived from extinction in three main areas of Chile

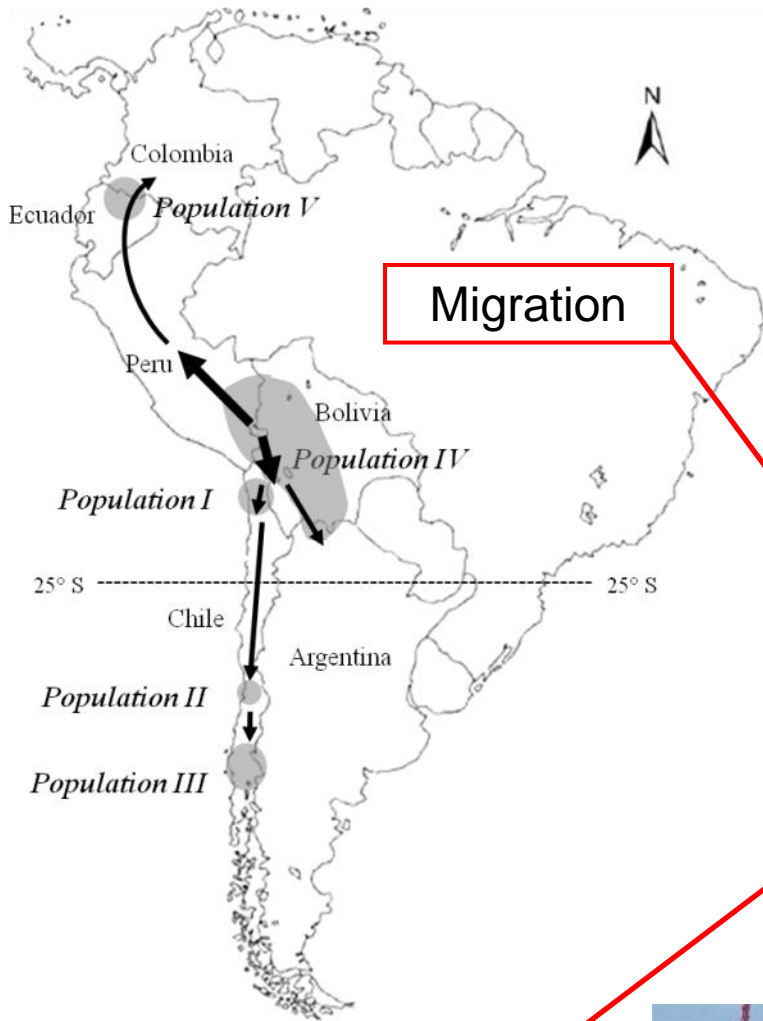


Main goal of this work

- ✓ to develop a sustainable alternative to traditional agriculture, with consideration of the promotion of the landraces diversity and cultural associated practices.
 - So first, we will demonstrate that a strategic analysis of agrotourism is necessary, studying both supply and demand;
 - Second, we will demonstrate the need of improving the competitiveness of small-scale farms to achieve the sustainability of these farming systems.



1- WHY? Quinoa in Chile, a 5000-year old crop



1- Quinoa in Chile, a 5000-year old crop

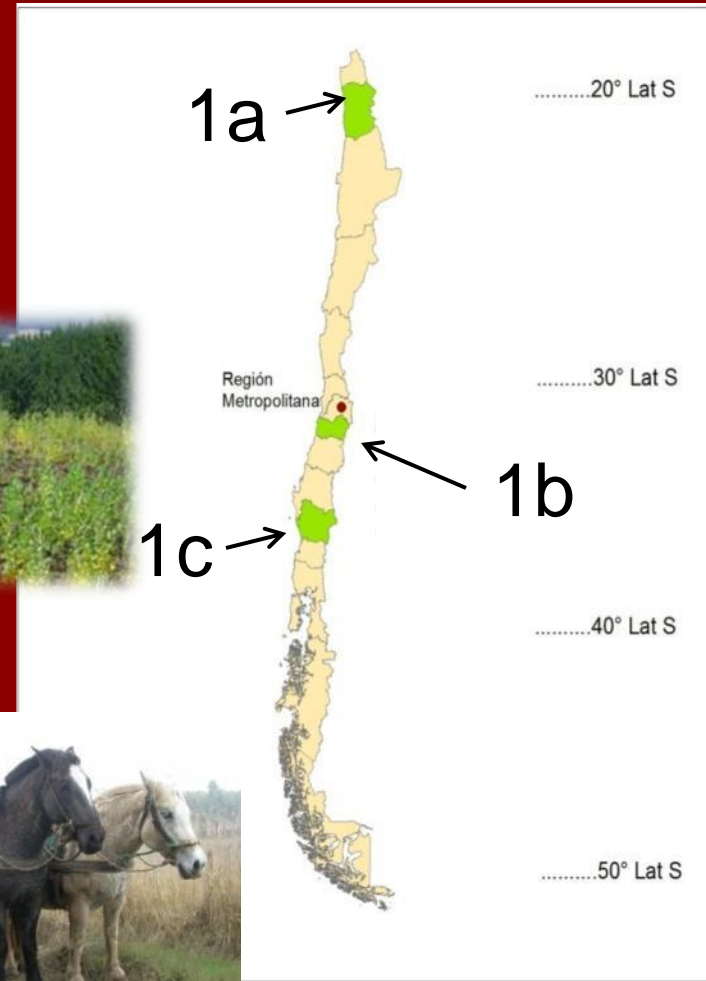
- ✓ 1a- The northern quinoa is the most adapted crop to highlands
 - ☑ plain at high altitude (3500-4000m) – drought (<150mm) and frosts more than 200 days
 - ☑ ancestral cropping system only based on the quinoa and the camel livestock
 - ☑ *Aymara* indigenous local communities called “*ayllu*” : workers organizations “*ayne*”
 - ☑ Landraces associated to specific dishes
 - ☑ Agricultural calendar linked to traditional events



1- Quinoa in Chile, a 5000-year old crop

✓ 1b- Quinoa of the central zone is produced by isolated small-scale farmers

- ✓ cultivation in the zones of the dry coastal land (<500 mm)
- ✓ highest poverty index in the country
- ✓ loss risks for old peasants
- ✓ significant reduction of quinoa due to the increase of conifers



1- Quinoa in Chile, a 5000-year old crop



✓ 1c- The southern quinoa: a Mapuche women tradition in home garden

- ✓ Ancestral culture: food, religion (*Mudai*), medicine.
- ✓ Almost disappeared after Spanish conquest.
- ✓ Reintroduction process with NGO CET-Sur



2- Some Background

on Tourism, Agriculture and Biodiversity

- ✓ the concept of rural tourism is not only linked to the concept of landscape (recreational dimension)
 - ✓ rural tourism includes social aspects : agricultural and industrial processes are associated for production to rural areas.
 - ✓ sustainable rural development needs to place the farmhouses in debate, and their activities in a more integrated landscape.
- ⇒ "Products" but also "feel“, "experience" and acquisition of "local knowledge".



Concept of Rural Tourism (1/3)

✓ M. Keane (1990, 1992) : rural tourism definitions:

- ✓ agrotourism : *agroturismo*
- ✓ farm tourism : *en la casa de los agricultores*
- ✓ soft tourism, ecotourism : *ecoturismo*
- ✓ alternative tourism : *turismo alternativo*
=> Definition of the E.U “all tourism activities in rural areas”

✓ What's “rurality”?

- ✓ Robinson (1990) : opposition between the urban area and the rural area
=> *Human density, primary production, landscapes and low development, etc.*



Concept of Agrobiodiversity (2/3)

Globally Ingenious Agricultural Heritage Systems (GIAHS) : to safeguard and support world's *agri-cultural heritage systems*, FAO started in 2002 an initiative for the conservation and adaptive management of 10 GIAHS pilot sites.

Worldwide, specific agricultural systems and landscapes have been created, shaped and maintained by generations of farmers and herders based on diverse natural resources, using locally adapted management practices.

Building on local knowledge and experience, these agricultural systems reflect the evolution of humankind, the diversity of its knowledge, and its profound relationship with nature.

These systems have resulted not only in outstanding landscapes, maintenance and adaptation of globally significant agricultural biodiversity, indigenous knowledge systems and resilient ecosystems, but, above all, in the sustained provision of multiple goods and services, food and livelihood security and quality of life.

Integrated Rural Agrotourism (3/3)



- ✓ Lane (2005) :
 - ✓ Characterized by its occupants as a social construction
 - ☑ “co-building, negotiation, experimentation”
- ✓ The agrotourism is developed
 - By
 - For
 - Withthe farmers in harmony with all the occupants of the territory.

Bazile et al (2009); Bourdeau et al (2002)

- * Exchanges, adaptation and domestication of vegetal species on their home garden.
- * The undervaluation of traditional knowledge has been an important cause of biodiversity erosion.

IMAS

To develop sustainable tourism alternatives...
... we need to advance together with co-learning.

Impact des Modalités d'Accès aux Semences sur la diversité des ressources génétiques en agriculture



**PARTICIPATION
AND
CO-LEARNING**



Y Paula ...





3- Three tourism experiences for maintaining the Chilean quinoa's culture

3a-Farmers' life experiences on the "*Camino del Inca*"

3b-Quinoa tours in the *Secano costero*

3c-Organics but also auto-certified Mapuche products

3a- Farmers' life experiences on the "Camino del Inca"



The Quinoa of Tarapacá (reg. I)
Natural and historical area,
Farmers culture,
Products and dishes



Quinoa tours?

Peru



Landscapes de interest
but quinoa disappeared from
- fields
- dishes

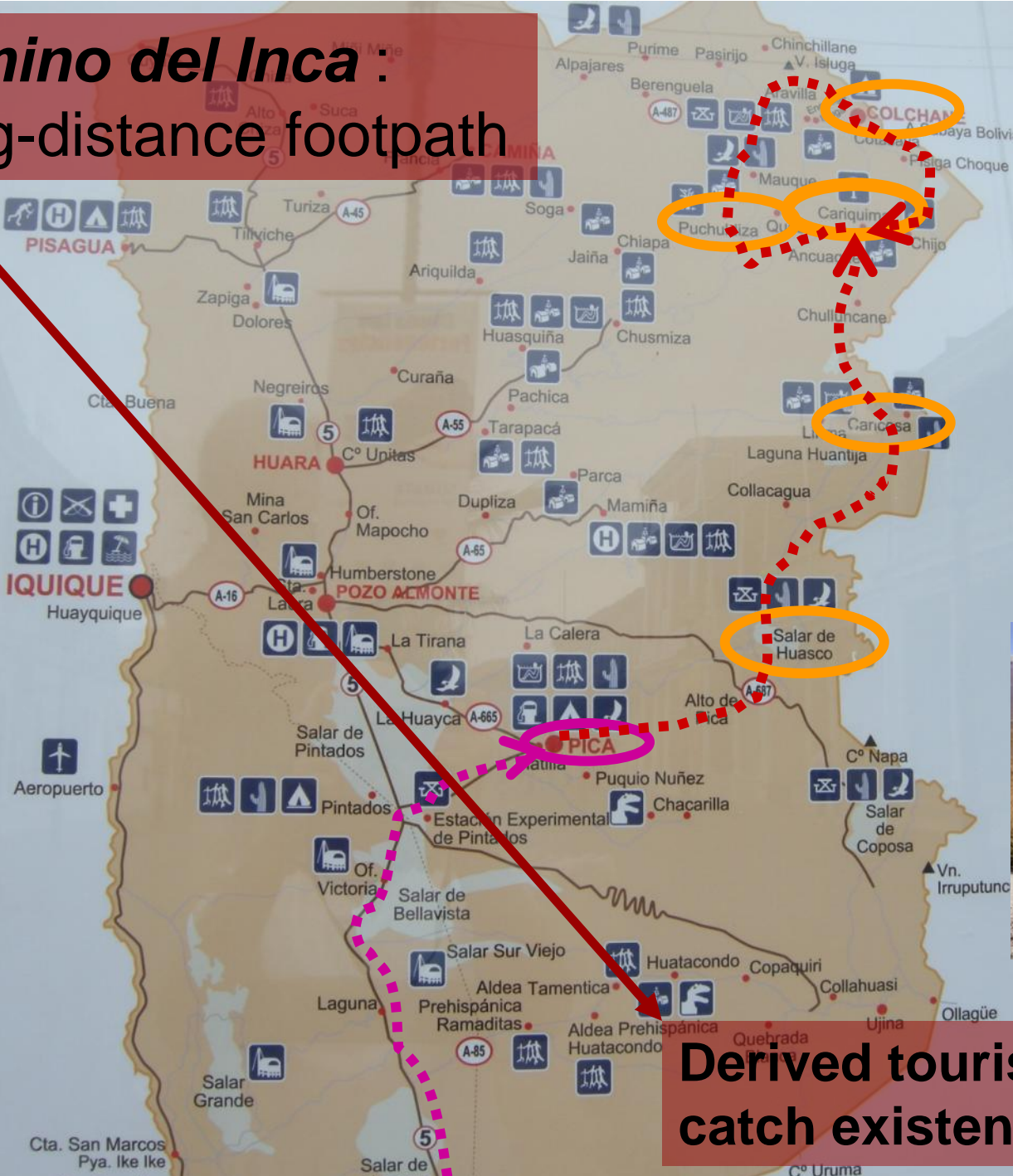
Main production area
But limited bed number

Few production
but ecotourism in the area

Agriculture in competition with
International tourism

 quinoa

Camino del Inca : long-distance footpath



Derived touristic attraction to catch existent tourism flux

3b- Quinoa tours in the *Secano costero*

Surf opportunities



Traditional salt production



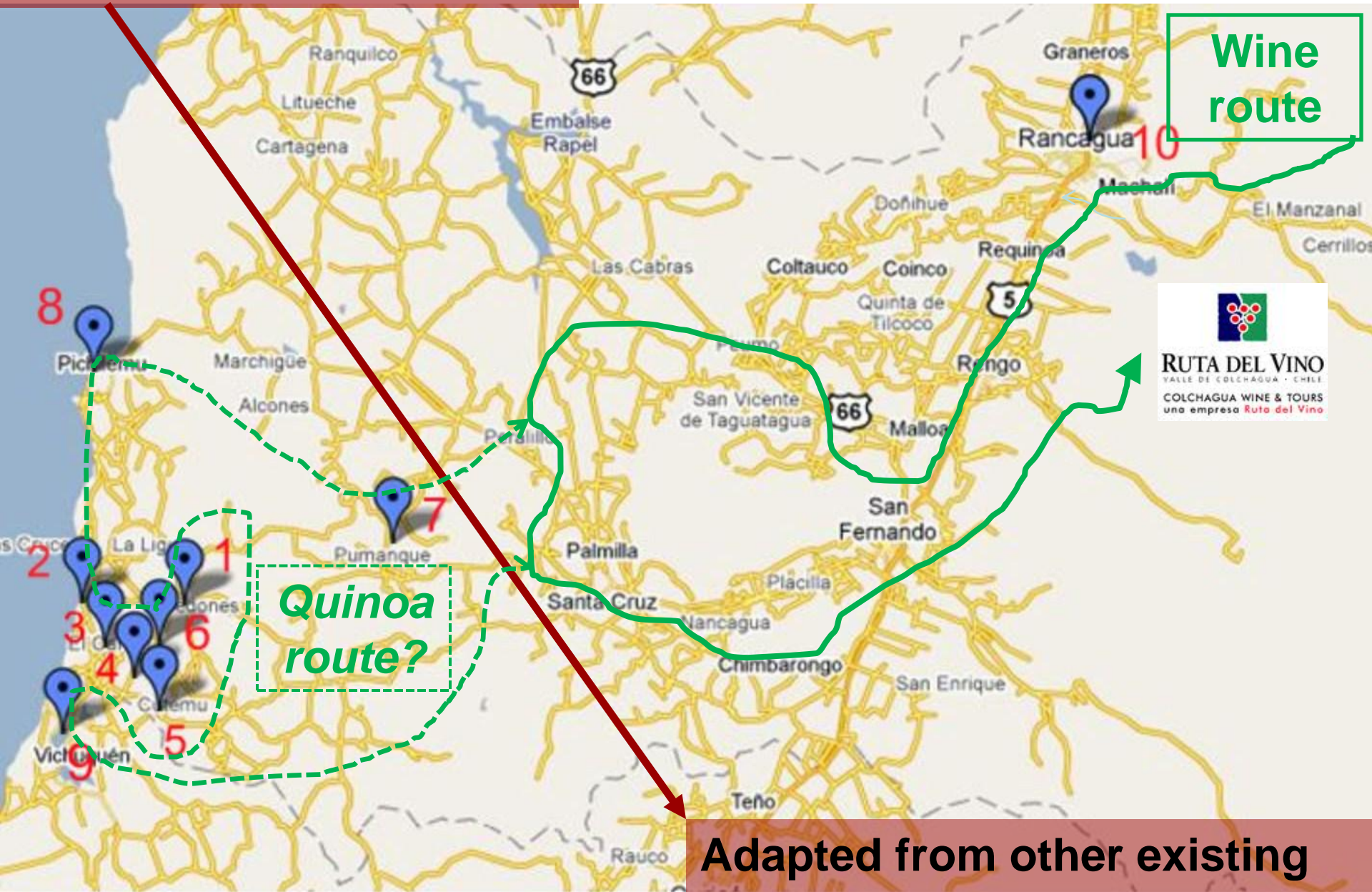
Artisanal beer



Quinoa tours (reg. VI):
Isolated places,
Farmers culture,
Gastronomy,

And also other existents
touristic sites and successful

Quinoa routes:



Wine route

Quinoa route?

Adapted from other existing tourist successful

3c- Organics but also auto-certified *Mapuche* products



A TERRITORIAL MODEL PRODUCTION FOR THE DAWE
=> to protect a style of agriculture and its biodiversity
=> farmers turn into actors of their own commerce system
=> to increase commitment relation with consumers

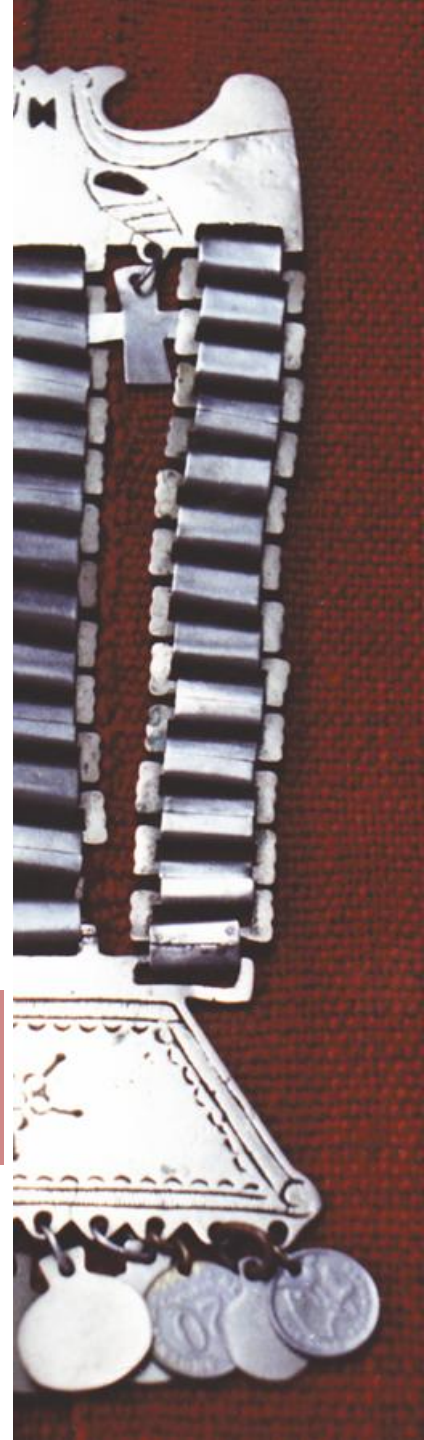




DAWE (Kinwa Mapuche)
AS FOOD PRODUCED UNDER PROTOCOL AND
PRODUCTION MODEL WITH IDENTITY MAPUCHE



**Endogenous development
process**



“RECONSTRUYENDO PARA EL DAWE (Kinwa mapuche) NUESTRAS FORMAS ANCESTRALES DE CUIDADO Y PRODUCCION”

The farmer and “*its*” heritage : where’s the space for an integrated agrotourism?

Duality between food and nonfood goods

Duality between Private goods (products) and public goods (landscapes, etc.).

Duality between Real commercial and Noncommercial

Conclusion

Duality between Tourism and NonTourism?





Thank you

Gracias por su atención
y buen viaje con los
agricultores !

