4. PROPOSED PROGRAM FOR PRIORITY PROJECTS

In this Chapter, the priority interventions on the following components of the proposed program are to be identified.

4.1. Tourism
- On-site Value Enhancement
- Off-site Service and Facilities
- Tourism Marketing

4.2. Infrastructure
- Transport
- Electricity
- Water and Sanitation
- Telecommunication
- Solid Waste Management

Regarding the method of identification of priority intervention for each component, the existing plans and project profiles, if available, are initially collected from concerned ministries and agencies in order to formulate a long list of projects.

After the completion of the long list, the status of implementation of those identified plans was reviewed, and by evaluating each plan according to the set criteria by the Study Team[1] and taking into consideration the overall balance of the projects, a short list for each component was formulated. In this process, several discussions with the related ministries and agencies were held so that their opinions would also be considered in the list of priority projects.

The list of all the priority projects in the proposed program is summarized in Attachement 5 by sub-program component as well as by priority area.

4.1 Sub-Programs for Tourism

In this section, the identified tourism sector projects are to be presented. The identified projects are directly related to tourism strategies and actions for the long-, medium- and short-terms. Identification of projects is carried out for the following three components: On-site value enhancement, off-site facilities and services, and tourism marketing. Brief definitions of these components are as follows.

The on-site value enhancement component includes direct interventions to the identified priority sites (13 archaeological sites and 5 nature sites), considering that these sites are to be main tourism attractions. Priority projects were selected in order to enhance each site's value in terms of tourism, in line with the principles of heritage and natural conservation.

Off-site services and facilities deal with amenities and support infrastructures that are to be developed and implemented in nearby cities and villages which are considered to have potentials to be gateway cities to the priority sites. It intends to facilitate and diversify visitors'

[1] The criteria for each component are to be explained later in this Chapter. However, the geographical distribution in relation to Tourism Cores (as explained in Chapter 3) and possible positive/ negative impacts to the local community are taken into consideration in all the components.

activities when visiting the Study Area, as well as to create potential for local community and residents to participate tourism activities and thus create employment opportunities.

Tourism marketing includes the development of a tourism promotion strategy in the Study Area and advancement of new tourism products. For this component, the Study Team could not identify any existing project from the Mincetur and local governments in the process of the preparation of the long list and intermediate list. However, it is indispensable to include a marketing component for future tourism development, thus the Study Team prepared a new project proposal to be included as one of the priority projects.

4.1.1 On-Site Value Enhancement

On-site value enhancement component includes following three interventions for the priority archaeological and nature sites:

- Research, conservation and restoration of archaeological site
- Research and conservation natural tourist sites
- Improvement of on-site facilities, such as information centers, gates, toilets, information signs, interpretation centers, souvenir shops, cafeterias, parking, and trail networks, among others.

The objectives of these interventions are to make the identified archaeological and natural sites into attractive tourism sites while protecting them. It has to be noted that interventions on this component require special attention from the archaeological point of view. In the meantime, the Study Team intends to promote local participation in tourism development. By having the local community involved in the implementation process will not only have economic impact through the creation of employment, it is also expected that the awareness for the protection of cultural heritage is to be nurtured with a sense of pride for their own heritage.

(1) Long List

For on-site value enhancement, 32 projects profiles and plans are identified in the whole Study Area, by information provided by Mincetur, Amazonas Regional Government, INC Amasonas, Kuelap Special Project, local municipalities and Kuelap Master Plan. The following table is a long list that shows all the identified project profiles and plans.

Table 4.1 Long List of On-Site Value Enhancement Projects/Plans

No.	SNIP	PROJECT	STATUS	ESTIMATED COST (S/.)	SECTOR	PERFIL/PLAN PREPARED BY
1		Achamaqui pre-Hispanic structures research, preservation and value enhancement project	Approval proceeding (INC Lima)	24,950.00	On-siite	INC-Amazonas
2		Paxamarca archaeological site delimitation, research and preservation project, Pisuquia District	Approval proceeding (INC Lima)	34,150.00	On-site	INC-Amazonas
3		Penemal archaeological site intangible area delimitation, research and preservation project	Approval proceeding (INC Lima)	31,650.00	On-site	INC-Amazonas
4		Yacyecuj cave archaeological site research and preservation project	Approval proceeding (INC Lima)	37,150.00	On-site	INC-Amazonas
5		Research and intangible area delimitation project of the Amazonas Dept's archaeological sites of National Directorate Resolution No. 196/INC	Approval proceeing (INC Lima)	253,473.50	On-site	INC-Amazonas
6		Cochabamba's archaeological complex intangible area delimitation, research and preservation project	Approval proceeing (INC Lima)	69,560.00	On-site	INC-Amazonas
7		Purum Llacta archaeological complex and its surroundings, maintenance and research project for preservation	Approval proceeing (INC Lima)	51,684.00	On-site	INC-Amazonas
8		Karajia archaeological complex and surrounding, intangible area delimitation and research project for preservation	Approval proceeing (INC Lima)	58,560.00	On-site	INC-Amazonas
9		Qapac Ñam pre-Hispanic ancient road system recovery and preservation, from Levant District to Higos Urco neighbourhood	Approval proceeing (INC Lima)	47,020.00	On-site	INC-Amazonas
10	21247	Improvement of the national tourist orientation through a standard signing	PERFIL Approved		On-site	MINCETUR (Plan COPESCO)
11		Emergency areas consolidation and tourism conditioning of Kuelap fortress	PERFIL on Evaluation	3,900,000.00	On-site	Project Especial Kuelap
12		Improvement and rehabilitation of Levanto pre-Hispanic channel	PERFIL on Evaluation	1,600,000.00	On-site	Project Especial Kuelap
13		Research, conservation, and conditioning of the tourism and archaeological complex of Purumllacta in Cheto	PERFIL Submitted	5,000,000.00	On-site	Project Especial Kuelap
14	29446	Tourism conditioning of the Alto Utcubamba's archaeological resources (PATAU)	Pre-FS Completed	40,548,484.00	On-site	MINCETUR (Plan COPESCO)
15		Investigation, conservation, restoration, value enhancement and tourism conditioning of Magdalena district.	Proposing		On-site	Amazonas Regional Government
16		Tourism development of Dahuas - Huanca Urco archaeological complex	Proposing	3,000,000.00	On-site	Project Especial Kuelap
17		Conditioning of pedestrian roads for alternative tourism			On-site	Amazonas Regional Government
18		Putting in social use the archaeological monuments of the cultural landscape area of the Kuelap archaeological complex		33,897,063.15	On-site	Kuelap Master Plan
19		Field laboratory (Kuelap)		104,727.34	On-site	Kuelap Master Plan
20		Preventive conservation of buildings, walls and platforms in pre collapsed condition		502,618.31	On-site	Kuelap Master Plan
21		Revash consolidation and integral restructuration		43,903.08	On-site	Kuelap Master Plan
22		Conservation project of the access 2/ Eastern side (Kuelap)		97,739.54	On-site	Kuelap Master Plan
23	19947	Emergency project for the research, conservation and tourism conditioning of the Kuélap fortress	Executed		On-site	Amazonas Regional Government (SEDE
24		El Tintero consolidation and restructuration, Kuelap	Executed	85,763.34	On-site	Kuelap Master Plan
25	5748	Investigation, conservation and tourism conditioning of Kuelap Fortress	Executed		On-site	MINCETUR (Plan COPESCO)
26	23645	Conservation and tourism conditioning of Archaeological Complex of Yalape - Levanto	Executed		On-site	MINCETUR (Plan COPESCO)
27	38563	Value-additing of the old primary school Purificacion Culqui Puiquin and improvement the street	Executed		On-site	MINCETUR (Plan COPESCO)
28		Tourism conditioning of emergency areas of Kuelap Fortress	Executed		On-site	MINCETUR (Plan COPESCO)
29		Master plan for the control and conservation of the archaeological complex of Kuélap and surroundings	Executed		On-site	
30		Research and conservation of the tourism resource of Kuélap fortress to avoid its collapse	Executed		On-site	
31		Northern fortified tower consolidation	Executed	51,255.46	On-site	Kuelap Master Plan
32		Conservation project of the access 1/Eastern side	Executed	149,868.83	On-site	Kuelap Master Plan

Source: JICA Study Team

In terms of the target site/area, the long list includes most of the well-known archeological sites in all provinces of Chachapoyas, Luya and Bongara, where there are a total of 167 archeological sites registered at INC as National Cultural Heritage. However, it has to be noted that the long list only includes projects and plans for archeological sites, and no projects and plans for on-site value enhancement of natural tourism sites has been identified in the process of information collection for the preparation of the long list.

(2) Intermediate List

After the completion of the long list, the status of the project implementation was reviewed by data collection and interview with related ministries and agencies. As a result, 12 projects out of the 32 projects in the long list have already been carried out, thus only the remaining 20 project profiles were considered for further prioritization.

At the time of the long listing, potential project plans were collected from all the target areas and was not limited to the prioriy tourism zones and tourism cores as indicated in Chapter 3.1 (see Table 3.3). In order to balance the tourism projects with the infrastructure projects to be proposed in the program, the Study Team decided to concentrate only on the project plans in the above mentioned priority tourism cores.

The Study Team then proposed the preliminary idea of Priority Tourism Cores and priority sites to Mincetur, INC and other concerned agencies. As a result, the above long list was narrowed down to include only the following activities.

- Research and conservation of identified 13 priority archeological sites (Yalape, Qapac Nam, Karajia, Chipric, Pueblo de los Muertos, Macro, Tella, Kuelap, Ollape, Olan, Revash, La Congona and Laguna de los Condores).
- Improvement of on-site facilities for the aforementioned 13 sites.

The following table shows the result of preliminary prioritization according to the criteria discussed above.

Table 4.2 Intermediate List of On-Site Value Enhancement Projects/Plans

No.	SNIP	PROJECT	STATUS	ESTIMATED COST (S/.)	SECTOR	PERFIL/PLAN PREPARED BY
1		~~Achamaqui pre-Hispanic structures research, preservation and value enhancement project~~	Approval proceeding (INC Lima)	24,950.00	On-siite	INC-Amazonas
2		~~Paxamarca archaeological site delimitation, research and preservation project, Pisuquia District~~	Approval proceeding (INC Lima)	34,150.00	On-site	INC-Amazonas
3		~~Penemal archaeological site intangible area delimitation, research and preservation project~~	Approval proceeding (INC Lima)	31,650.00	On-site	INC-Amazonas
4		~~Yacyecuj cave archaeological site research and preservation project~~	Approval proceeding (INC Lima)	37,150.00	On-site	INC-Amazonas
5		Research and intangible area delimitation project of the Amazonas Dept's archaeological sites of National Directorate Resolution No. 196/INC	Approval proceeing (INC Lima)	253,473.50	On-site	INC-Amazonas
6		~~Cochabamba's archaeological complex intangible area delimitation, research and preservation project~~	Approval proceeing (INC Lima)	69,560.00	On-site	INC-Amazonas
7		~~Purum Llacta archaeological complex and its surroundings, maintenance and research project for preservation~~	Approval proceeing (INC Lima)	51,684.00	On-site	INC-Amazonas
8		Karajia archaeological complex and surrounding, intangible area delimitation and research project for preservation	Approval proceeing (INC Lima)	58,560.00	On-site	INC-Amazonas
9		~~Qapac Ñam pre-Hispanic ancient road system recovery and preservation, from Levant District to Higos Urco neighbourhood~~	Approval proceeing (INC Lima)	47,020.00	On-site	INC-Amazonas
10	21247	~~Improvement of the national tourist orientation through a standard signing~~	PERFIL Approved		On-site	MINCETUR (Plan COPESCO)
11		~~Emergency areas consolidation and tourism conditioning of Kuelap fortress~~	PERFIL on Evaluation	3,900,000.00	On-site	Project Especial Kuelap
12		~~Improvement and rehabilitation of Levanto pre Hispanic channel~~	PERFIL on Evaluation	1,600,000.00	On-site	Project Especial Kuelap
13		~~Research, conservation, and conditioning of the tourism and archaeological complex of Purumllacta in Cheto~~	PERFIL Submitted	5,000,000.00	On-site	Project Especial Kuelap
14	29446	Tourism conditioning of the Alto Utcubamba's archaeological resources (PATAU)	Pre-FS Completed	40,548,484.00	On-site	MINCETUR (Plan COPESCO)
15		Investigation, conservation, restoration, value enhancement and tourism conditioning of Magdalena district.	Proposing		On-site	Amazonas Regional Government
16		~~Tourism development of Dahuas - Huanca Urco archaeological complex~~	Proposing	3,000,000.00	On-site	Project Especial Kuelap
17		~~Conditioning of pedestrian roads for alternative tourism~~			On-site	Amazonas Regional Government
18		Putting in social use the archaeological monuments of the cultural landscape area of the Kuelap archaeological complex		33,897,063.15	On-site	Kuelap Master Plan
19		Field laboratory (Kuelap)		104,727.34	On-site	Kuelap Master Plan
20		Preventive conservation of buildings, walls and platforms in pre collapsed condition		502,618.31	On-site	Kuelap Master Plan
21		Revash consolidation and integral restructuration		43,903.08	On-site	Kuelap Master Plan
22		Conservation project of the access 2/ Eastern side (Kuelap)		97,739.54	On-site	Kuelap Master Plan
23	19947	~~Emergency project for the research, conservation and tourism conditioning of the Kuélap fortress~~	Executed		On-site	Amazonas Regional Government (SEDE
24		~~El Tintero consolidation and restructuration, Kuelap~~	Executed	85,763.34	On-site	Kuelap Master Plan
25	5748	~~Investigation, conservation and tourism conditioning of Kuelap Fortress~~	Executed		On-site	MINCETUR (Plan COPESCO)
26	23645	~~Conservation and tourism conditioning of Archaeological Complex of Yalape - Levanto~~	Executed		On-site	MINCETUR (Plan COPESCO)
27	38563	~~Value additing of the old primary school Purificacion Culqui Puiquin and improvement the street~~	Executed		On-site	MINCETUR (Plan COPESCO)
28		~~Tourism conditioning of emergency areas of Kuelap Fortress~~	Executed		On-site	MINCETUR (Plan COPESCO)
29		~~Master plan for the control and conservation of the archaeological complex of Kuélap and surroundings~~	Executed		On-site	
30		~~Research and conservation of the tourism resource of Kuélap fortress to avoid its collapse~~	Executed		On-site	
31		~~Northern fortified tower consolidation~~	Executed	51,255.46	On-site	Kuelap Master Plan
32		~~Conservation project of the access 1/Eastern side~~	Executed	149,868.83	On-site	Kuelap Master Plan

Source: JICA Study Team

(3) Short List

After the completion of the intermediate list, the Study Team further reviewed the activities for each proposed project, mainly in order to avoid duplication of activities. Eventually, the proposed interventions were reorganized for each site.

The main interventions on archaeological sites are categorized as follows.

1) Investigation

Investigation was carried out in order to obtain necessary geographical and archaeological information for further interventions. This intervention has to be done directly on the archaeological sites, the process has to comply with the policies and regulations stipulated in Regulation of Archaeological Investigation (Reglamento de investigaciones arqueologica) and close coordination with INC is required.

The main items of the archaeological investigation are as follows.

- Structure cleaning
- Topography and planimetry
- Intangible area delimitation
- Archaeological site registration and documentation
- Identification of intervention area(s)
- Archaeological excavation
- Analysis and registration, inventory, storage and material packing

Archaeological investigation is a labor-intensive process; participation of the local community by providing them necessary training shall be considered to create employment opportunities during the implementation period.

2) Preventive Conservation

Preventive conservation is the intervention for the reinforcement of pre-collapsed or abandoned structures in archaeological sites. It includes strengthening of the structure itself, control of vegetation and improvement of drainage around the site, to name a few.

Due to the nature of the intervention, detailed contents of the work shall be decided based on the results of the investigation. The work has to comply with the Regulation of Archaeological Investigation and needs INC's approval.

3) Tourism Facilities

Interventions on tourism facilities include improvement and/or construction of facilities for visitors. Main facilities to be considered are as follows.

- Pedestrian access road to and/or inside the site
- Parking lot
- Ticket office
- Interpretation center (exhibition room, site museum, etc.)
- Signposting (to provide information/ direction)
- Resting area, toilets
- Restaurant, cafeteria, souvenier stand, etc.

The following Table 4.5 shows the interventions for each site. The sites are classified into two categories: settlement archaeological sites and funerary archaeological site. Settlement

archaeological sites represent Chachapoyas-style circular stone structures, whereas the funerary site represents sarcophagi and other type of funerary site structures.

Together with the elaboration of interventions for archaeological sites, formulation of projects for priority nature sites was carried out by the Study Team. As was previously discussed, the Study Team could not identify any project profiles and plans on on-site value enhancement of natural resources during the long listing process. However, some project profiles on Gocta and Yumbilla waterfalls as well as the Canon del Sonche are found out later. Taking these into consideration, the Study Team prepared the priority projects as shown in Table 4.5.

Interventions are tentatively planned in two implementation phases: Phase I for the first three years and Phase II for the next two years. Phase I projects represent the different kinds of tourism attractions in the Study Area, and implementation of proposed interventions for these sites are expected to work as a model or point of reference for further implementation of Phase II projects. Interventions for Phase I projects are highlighted in green in the Table 4.5.

As for the archaeological sites, investigation and preventive conservation for all 13 priority sites will be carried out in Phase I. Extensive excavations and construction of tourism facilities in Phase I will be limited to the three first priority sites. Excavation of tourism facilities of the remaining ten sites will be taken up in Phase II.

Among all priority sites, the Study Team set a first priority to the sites, as follows, for each tourism zone which were identified in Chapter 3.

Among all the priority sites, the Study Team set first priority to the following sites for each tourism zone which were identified in Chapter 3. Different kinds of resources (natural resources, settlement archaeological sites and a funerary archaeological site) are selected in order to provide a wider range of choices to tourists. Among the archaeological sites, the historical importance of the sites and their appeal to tourists in terms of facility of interpretation[2] are taken into consideration in the selection.

Table 4.3 Selected First Priority Sites for Each Tourism Zone

Tourism Zone	First Priority Site	Resource
Tourism Zone 1	Chinata and Yumbilla Falls	Natural Resource
Tourism Zone 2	Pueblo de los Muertos	Archaeological Site (Funerary site)
Tourism Zone 3	Kuelap	Archaeological Site (Settlement)
Tourism Zone 4	Olan	Archaeological Site (Settlement)

Source : JICA Study Team

Brief information on the selected sites and the reasons considered for their selection as priority sites are as follows[3].

[2] All selected archaeological sites are composed of several remaining structures which represent typical Chachapoyan-style settlement complexes (in case of Pueblo de los Muertos, it is considered to have two characteristics of a settlement complex and a funerary site). These sites are considered particulary important as some remaining structures had conserved Chachapoyas-style intricate zigzag and rhomboid friezes in good condition (see Attachment 2). The visible and original features are not only important from the archaeological point of view, but they are also something very attractive for visitors.

[3] For more information on each selected site, see Attachment 2.

Tourism Zone 1: Chinata and Yumbilla Falls


Yumbilla Falls

Location: District of Cuispes, Province of Bongará

Access: Around 1.5 hour trekking from Cuispes

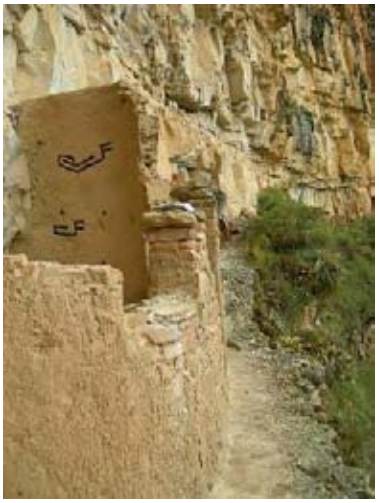
Description: Natural waterfalls composed of several streams of waterfalls. Yumbilla Falls have been considered as one of the highest waterfalls in the world, with a height of 895.4 meters

Reasons for selection:

1. The natural environment along the way to the falls represents the unique flora and fauna in the Amazonas.

2. Both falls are located not far from Gocta falls (771m), which is recognized as the third highest falls in the world today. By improving the tourism facilities in Chinata and Yumbilla, the area is expected to establish its character as a nature and adventure tourism destination.

Tourism Zone 2: Pueblo de los Muertos


Settlement sector, where decorative mural incisions can be observed
(Pueblo de los Muertos)

Location: District of Lamud, Province of Luya

Approx. 30 minutes from Lamud community to the entrance

Access: Approximately a 30-minute trek down the hillside to get to the site. One hour on the way back

Occupancy: Chachapoyas Culture

Description: Settlement and funerary complexes are composed of rectangular enclosures (settlement sector) and groups of sarcophagi (funerary sector). Some walls of the structures and some parts of the cliff are painted and decorated (incision).

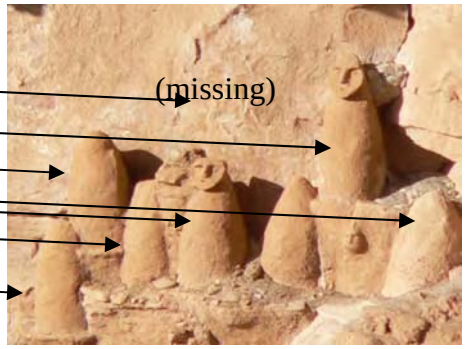
Site Condition: The domestic enclosures are deteriorating but the sarcophagi are well preserved.

Reasons for selection:

1. Its archaeological characteristics of being both a residential and funerary complex has good potential to attract archaeological enthusiasts. Some original features such as mural incisions remain intact and have much archaeological importance.

2. Urgent interventions are necessary in order to recover the authentic status of the sarcophagi, which have been altered by illegal restoration works[4] (see the photos below).

Sarcophagi, BEFORE the alteration (2003)



Sarcophagi, AFTER the alteration (2007)

Tourism Zone 3: Kuelap

Location: District of Tingo, Province of Luya

Located around 1.5 hours from the community of Tingo (way to Choctamal) and around 2.5 hours from Chachapoyas.

Access: 1. By road from the Tingo community to Kuelap parking space and 20 minutes trekking or horse-back riding to the ruins.

2. Around 5 hours of trekking from Tingo over the Cerro Barreta.

Main entrance of the parapet (Kuelap)

Occupancy: Chachapoyas and Inca Cultures

Description: Religious and ceremonial complex built around 800 AD, on top of the Cerro Barreta. Archeological findings indicate that the site was occupied until the early Spanish colonial times. The site was discovered in 1843.

The site is divided in two fortified sets of circular and rectangular structures called *Pueblo Alto* and *Pueblo Bajo*. There are more than 400 circular dwellings in around six hectares land. A restoration and excavation project was started in 1999 and one dwelling has been reconstructed.

Site Condition:

Most of the structures are partially destroyed. Archaeological investigation and

[4] According to INC's report (Informe No.028- 2007/INC-A/MEMP/ARQL) dated May 28th 2007, on the basis of inspections made on the archaeological site of Pueblo de los Muertos in February 2007, some of the sarcophagi have been modified without permission of the INC. INC reached the conclusion because the situation of the sarcophagi in 2007 is remarkably different from the existing photographic registry of the site in 2003. Although INC took legal actions against this illicit alteration, it is still unknown who commited the illegal act.
INC Amazonas considers that the alteration is coarse and was not based on any archaeological standings, thus the original state should be recovered. According to INC's assessment, it is technically feasible to restore the site to its the original conditions.

partial restoration are in progress.

Basic tourism infrastructure and services such as parking, ticket office, exhibition hall, toilet, signpostings and rest areas are already available in and around the site.

Reasons for selection:

1. Being the biggest Chachapoyas ruin in the region in terms of its scale, Kuelap can be as specutacular as the Machu Picchu, if further restoration of the structures are carried out.

2. Considering the increasing number of tourists in recent years as well as in the future, tourism facilities and services have to be improved in terms of capacity and quality.


Remaining structures (Kuelap)

Tourism Zone 4: Olan

Location: San Pedro Annex, District of Montevideo, Province of Chachapoyas

Access: 1 hour trekking from San Pedro Annex

Occupancy: Chachapoyas culture

Description: Biggest archaeological site on the Upper Utcubamba valley with approximately 2 km of extension. Residential and administrative complex of circular and rectangular stone structures, along the ledge of Cerro Ushparan.


Remaining structure (Olan)

Site Condition:

Although most of the structures are covered by vegetation, these are basically well preserved.

Reasons for Selection:

1. The remaining structures of Olan have conserved the original Chachapoyas-style intricate zigzag and rhomboid friezes in rather good conditions.

2. Considering its scale and the rather good conditions of the remaining structures, the site has a good potential to be an archaeological attraction, together with Kuelap.

Estimated Cost

As shown in the following table, the estimated total cost for the on-site value enhancement component is 71,204,042 Nuevo Soles, which is equivalent to over 24 million US dollars approximately[5] in two phases. Costs are estimated based on information and opinions of local

[5] Exchange rate: US$1=S/. 2.95

archaeologists and Mincetur, however, more detailed cost estimates for each site will be necessary in future feasibility study phases[6].

Table 4.4 Estimated cost for On-site Value Enhancement Projects

	Phase I	Phase II	Total
in S/.	49,434,200	21,769,842	71,204,042
in USD	16,757,356	7,379,607	24,136,963

Source: JICA Study Team

Executing Agency

The work shall be executed by the Utcubamba Valley Special Project Unit[7], with close cooperation of the INC Lima and INC Amazonas, and INRENA for the archaeological and nature sites, respectively.

A conservation (archaeology/ natural resources) technical team to be set up under the Special Project Unit will take the role of coordination with related departments in the Amazonas Regional Government, concerned municipalities and private sector entities.

Detailed arrangements on the formation for each proposed project are described in each project sheet attached as Annex to this report.

[6] Regarding the preventive conservation, detailed contents of the work shall be decided upon based on the results of the investigation. Although the cost for preventive conservation proposed in this Study reflects the opinion of archaeologists, it shall be necessary to carry out preliminary archaeological investigation to calculate a more accurate cost for preventive conservation of each site.

[7] See Chapter 5.1. Institutional Arrangement.

Table 4.5 Short List of On-Site Value Enhancement Projects (1/3)

Themtic Actions and Areas	IDENTIFIED PRIORITY PROJECTS FOR ON-SITE VALUE ENHANCEMENT								
	No.	Title	COMPONENTS AND PIP VALUE					Estimated Cost (Theme Total) PHASE I	Estimated Cost (Theme Total) PHASE II
			Components and activities		Estimated Cost (Unit)	Estimated Cost (Activity Total)	Estimated Cost (Project Total)		
1 SETTLEMENT ARCHAEOLOGICAL SITES *Investigaction, preventive conservation and facilities.*									
	1-1	**YALAPE**	Investigation	Structures Cleaning	45,000				
				Topography and planimetry	35,000				
				Intangible area delimitation	75,000				
				Archaeological site registration and documentation (preparation of 'Ficha Tecnicas')	25,000				
				Identification of Intervention area	17,500				
				Archaeological Excavations	3,000,000				
				Analysis and registration, inventory, storage and material packaging	275,000	3,472,500			
			Preventive Conservation	Reinforcement of pre collapse condition structures (vegetation, structure and drainage)	3,000,000	3,000,000			
			Tourism Facilities	Parking lot	58,000				
				Facilities: Welcome area, Ticket office, restrooms, resting area, souvenirs stand, cafeteria and baggage deposit	380,000				
				Signposting: Indicatives, orientation and interpretation	50,000				
				Pedestrian Access: pedestrian circuit inside the archaeological site.	350,000				
				Site Museum: Exhibition hall, warehouse, laboratory, office, restrooms.	950,000	1,788,000	**8,260,500**		
	1-2	**CAPAQ ÑAM**	Investigation	Intangible area delimitation	45,000				
				Topography and planimetry	25,000				
				Archaeological Excavations	17,000				
				Analysis, registration and inventory	75,000	162,000			
			Preventive Conservation	Reinforcement of pavement (vegetation, structure and drainage)	500,000	500,000			
			Tourism Facilities	Parking lot	34,000				
				Facilities: Resting areas	25,000				
				Signposting: Indicatives, orientation and interpretation	45,000	104,000	**766,000**		
	1-3	**TELLA**	Investigation	Structures Cleaning	45,000				
				Topography and planimetry	35,000				
				Intangible area delimitation	75,000				
				Archaeological site registration and documentation (preparation of 'Ficha Tecnicas')	25,000				
				Identification of Intervention area	17,500				
				Archaeological Excavations	1,500,000				
				Analysis and registration, inventory, storage and material packaging	275,000	1,972,500			
			Preventive Conservation	Reinforcement of pre collapse condition structures (vegetation, structure and drainage)	1,900,000	1,900,000			
			Tourism Facilities	Access	500,000				
				Parking lot	45,000				
				Facilities: Ticket office, restrooms, resting area, souvenirs stand, cafeteria and baggage deposit	350,000				
				Signposting: Indicatives, orientation and interpretation	45,000				
				Pedestrian Access: pedestrian circuit inside the archaeological site.	270,000	1,210,000	**5,082,500**		
	1-4	**MACRO**	Investigation	Structures Cleaning	25,000				
				Topography and planimetry	30,000				
				Intangible area delimitation	75,000				
				Archaeological site registration and documentation (preparation of 'Ficha Tecnicas')	25,000				
				Identification of Intervention area	8,000				
				Archaeological Excavations	1,000,000				
				Analysis and registration, inventory, storage and material packaging	250,000	1,413,000			
			Preventive Conservation	Reinforcement of pre collapse condition structures (vegetation, structure and drainage)	1,500,000	1,500,000			
			Tourism Facilities	Parking Lot at Magdalena	34,000				
				Facilities: Ticket office, restrooms, resting area, souvenirs stand, cafeteria and baggage deposit	300,000				
				Pedestrian Access: Improvement of the pedestrian circuit inside the archaeological site.	35,000	369,000	**3,282,000**		
	1-5	**KUELAP**	Investigation	Structures Cleaning	45,000				
				Topography and planimetry	35,000				
				Intangible area delimitation	75,000				
				Archaeological site registration and documentation (preparation of 'Ficha Tecnicas')	25,000				
				Identification of Intervention area	17,500				
				Archaeological Excavations	9,000,000				
				Analysis and registration, inventory, storage and material packaging	275,000	9,472,500			
			Preventive Conservation	Reinforcement of pre collapse condition structures (vegetation, structure and drainage)	9,000,000	9,000,000			
			Tourism Facilities	Parking lot improvement and extension in Maria	65,000				
				Facilities: Restaurant, souvenirs stand, cafeteria and baggage deposit	700,000				
				Signposting: Indicatives, orientation and interpretation	65,000				
				Pedestrian Access: Improvement of the pedestrian circuit inside the archaeological site.	350,000				
				Site Museum: Exhibition hall, warehouse, laboratory, office, restrooms	3,000,000	4,180,000	**22,652,500**		

Table 4.5 Short List of On-Site Value Enhancement Projects (2/3)

Themtic Actions and Areas	IDENTIFIED PRIORITY PROJECTS FOR ON-SITE VALUE ENHANCEMENT								
	No.	Title	COMPONENTS AND PIP VALUE					Estimated Cost (Theme Total) PHASE I	Estimated Cost (Theme Total) PHASE II
			Components and activities		Estimated Cost (Unit)	Estimated Cost (Activity Total)	Estimated Cost (Project Total)		
1 SETTLEMENT ARCHAEOLOGICAL SITES *Investigaction, preventive conservation and facilities.*									
	1-6	**OLLAPE**	Investigation	Structures Cleaning	45,000				
				Topography and planimetry	35,000				
				Intangible area delimitation	75,000				
				Archaeological site registration and documentation (preparation of 'Ficha Tecnicas')	25,000				
				Identification of Intervention area	17,500				
				Archaeological Excavations	2,000,000				
				Analysis and registration, inventory, storage and material packaging	275,000	2,472,500			
			Preventive Conservation	Reinforcement of pre collapse condition structures (vegetation, structure and drainage)	3,000,000	3,000,000			
			Tourism Facilities	Access	500,000				
				Parking lot	58,000				
				Facilities: Ticket office, restrooms, resting area, souvenirs stand, cafeteria and baggage deposit	380,000				
				Signposting: Indicatives, orientation and interpretation	50,000				
				Pedestrian Access: Improvement of the pedestrian circuit inside the archaeological site.	350,000	1,338,000	**6,810,500**		
	1-7	**OLAN**	Investigation	Structures Cleaning	45,000				
				Topography and planimetry	35,000				
				Intangible area delimitation	75,000				
				Archaeological site registration and documentation (preparation of 'Ficha Tecnicas')	25,000				
				Identification of Intervention area	17,500				
				Archaeological Excavations	2,000,000				
				Analysis and registration, inventory, storage and material packaging	275,000	2,472,500			
			Preventive Conservation	Reinforcement of pre collapse condition structures (vegetation, structure and drainage)	3,000,000	3,000,000			
			Tourism Facilities	Access	500,000				
				Parking lot	58,000				
				Facilities: Ticket office, restrooms, resting area, souvenirs stand, cafeteria and baggage deposit	380,000				
				Signposting: Indicatives, orientation and interpretation	50,000				
				Pedestrian Access: Improvement of the pedestrian circuit inside the archaeological site.	350,000	1,338,000	**6,810,500**		
	1-8	**LA CONGONA**	Investigation	Structures Cleaning	45,000				
				Topography and planimetry	35,000				
				Intangible area delimitation	75,000				
				Archaeological site registration and documentation (preparation of 'Ficha Tecnicas')	25,000				
				Identification of Intervention area	17,500				
				Archaeological Excavations	2,000,000				
				Analysis and registration, inventory, storage and material packaging	275,000	2,472,500			
			Preventive Conservation	Reinforcement of pre collapse condition structures (vegetation, structure and drainage)	3,000,000	3,000,000			
			Tourism Facilities	Access	500,000				
				Parking lot	58,000				
				Facilities: Ticket office, restrooms, resting area, souvenirs stand, cafeteria and baggage deposit	380,000				
				Signposting: Indicatives, orientation and interpretation	50,000				
				Pedestrian Access: Improvement of the pedestrian circuit inside the archaeological site.	350,000	1,338,000	**6,810,500**	**44,811,000**	**15,664,000**

Table 4.5 Short List of On-Site Value Enhancement Projects (3/3)

Themtic Actions and Areas	IDENTIFIED PRIORITY PROJECTS FOR ON-SITE VALUE ENHANCEMENT								
	No.	Title	COMPONENTS AND PIP VALUE					Estimated Cost (Theme Total) PHASE I	Estimated Cost (Theme Total) PHASE II
			Components and activities		Estimated Cost (Unit)	Estimated Cost (Activity Total)	Estimated Cost (Project Total)		
2 FUNERARY ARCHAEOLOGICAL SITES *Investigaction, preventive conservation and facilities.*									
	2-1	**PUEBLO DE LOS MUERTOS**	Investigation	Topography and planimetry	35,000				
				Intangible area delimitation	38,000				
				Archaeological site registration and documentation (preparation of 'Ficha Tecnicas')	35,000				
				Identification of Intervention area	17,000				
				Archaeological Excavations	120,000				
				Analysis and registration, inventory, storage and material packaging	78,000	323,000			
			Preventive Conservation	Integral reinforcement of funerary structures Structural intervention, chemical consolidation, finished and final presentation)	320,000	320,000			
			Tourism Facilities	Pedestrian Access: pedestrian circuit inside the archaeological site	47,000				
				Facilities: Ticket office, restrooms, resting area, souvenirs stand, cafeteria and baggage deposit	320,000				
				Signposting: Indicatives, orientation and interpretation	42,000	409,000	**1,052,000**		
	2-2	**KARAJIA**	Investigation	Topography and planimetry	35,000				
				Intangible area delimitation	38,000				
				Archaeological site registration and documentation (preparation of 'Ficha Tecnicas')	35,000				
				Identification of Intervention area	17,000				
				Archaeological Excavations	120,000				
				Analysis and registration, inventory, storage and material packaging	78,000	323,000			
			Preventive Conservation	Integral reinforcement of funerary structures Structural intervention, chemical consolidation, finished and final presentation)	320,000	320,000			
			Tourism Facilities	Pedestrian Access: pedestrian circuit inside the archaeological site	47,000				
				Facilities: Ticket office, restrooms, resting area, souvenirs stand, cafeteria and baggage deposit	190,000				
				Signposting: Indicatives, orientation and interpretation	32,000				
				Interpretation Center	350,000	619,000	**1,262,000**		
	2-3	**CHIPURIC**	Investigation	Archaeological survey	48,000				
				Topography and planimetry	35,000				
				Archaeological site registration and documentation (preparation of 'Ficha Tecnicas')	35,000				
				Identification of Intervention area	17,000				
				Intangible area delimitation	38,000				
				Archaeological Excavations	60,000				
				Analysis and registration, inventory, storage and material packaging	75,000	308,000			
			Preventive Conservation	Integral reinforcement of funerary structures Structural intervention, chemical consolidation, finished and final presentation)	160,000	160,000			
			Tourism Facilities	Parking lot	34,000				
				Pedestrian Access: Improvement of the pedestrian circuit inside the archaeological site.	47,000				
				Facilities: Ticket office, restrooms, resting area, souvenirs stand, cafeteria and baggage deposit	190,000				
				Signposting: Indicatives, orientation and interpretation	32,000	303,000	**771,000**		
	2-4	**REVASH**	Investigation	Archaeological survey	25,200				
				Topography and planimetry	35,000				
				Intangible area delimitation	38,000				
				Archaeological site registration, documentation (preparation of 'Ficha Tecnicas') and evaluation.	35,000				
				Identification of Intervention area	17,000				
				Archaeological Excavations	102,000				
				Analysis and registration, inventory, storage and material packaging	85,000	337,200			
			Preventive Conservation	Integral reinforcement of funerary structures Structural intervention, chemical consolidation, finished and final presentation)	550,000	550,000			
			Tourism Facilities	Facilities: Ticket office, restrooms, resting area, souvenirs stand, cafeteria and baggage deposit	230,000				
				Signposting: Indicatives, orientation and interpretation	32,000	262,000	**1,149,200**		
	2-5	**LAGUNA DE LOS CÓNDORES (Mausoleos)**	Investigation	Archaeological survey	65,000				
				Topography and planimetry	60,000				
				Intangible area delimitation	58,000				
				Archaeological site registration, documentation (preparation of 'Ficha Tecnicas') and evaluation.	25,000				
				Identification of Intervention area	17,000	225,000			
			Preventive Conservation	Integral reinforcement of funerary structures Structural intervention, chemical consolidation, finished and final presentation)	850,000	850,000			
			Tourism Facilities	Facilities: Ticket office, restrooms, resting area, souvenirs stand, cafeteria and baggage deposit	350,000				
				Signposting: Indicatives, orientation and interpretation	35,000				
				Pedestrian Access: Improvement of the pedestrian circuit inside the archaeological site.	280,000	665,000	**1,740,000**	**3,843,200**	**2,131,000**
3 NATURAL RESOURCES									
	3-1	**GOCTA FALLS**	Extension (Existencia SNIP, Reevaluado)	SAN PABLO, COCACHIMBA, GOCTA PIP SNIP 36175	2,136,395	2,136,395	**2,136,395**		
	3-2	**CANON DEL SONCHE**	(Existencia SNIP)	HUANCAS, Mirador PIP SNIP 53989	1,418,447	1,418,447	**1,418,447**		
	3-3	**CHINATA AND YUMBILLA FALLS**	Organization of tourism	Topography and planimetry Organization and strengthening of touristic associations	60,000	780,000	**780,000**		
			Tourism Facilities	Facilities: Ticket office, restrooms, resting area, souvenirs stand, cafeteria and baggage deposit, Signposting: Indicatives, orientation and interpretation	570,000				
				Pedestrian Access: Improvement of the pedestrian circuit.	150,000				
	3-4	**QUIOCTA CAVES**	Organization of tourism	Zoning	60,000	420,000	**420,000**		
				Topography, planimetry and environmental studies					
			Tourism Facilities	Light system	360,000			**780,000**	**3,974,842**
				Trail system					
							TOTAL COST FOR ON-SITE VALUE ENHANCEMENT COMPONENT (BY PHASE)	**49,434,200**	**21,769,842**
							TOTAL COST FOR ON-SITE VALUE ENHANCEMENT COMPONENT (BY PHASE)	**71,204,042**	

Source: JICA Study Team

Implementation Schedule

The total implementation periods for the above listed projects are 36 months for Phase I and 24 months for Phase II. The following table shows a tentative implementation schedule for each shortlisted project.

Table 4.6 Implementation Schedule of On-site Value Enhancement Projects

Themtic Actions and Areas	IDENTIFIED PRIORITY PROJECTS			PHASE I			PHASE II
				YEAR/ MONTH			
	No.	Title	Components and activities	1 (1–12)	2 (1–12)	3 (1–12)	4 (1–12)	5 (1–12)
1 SETTLEMENT ARCHAEOLOGICAL SITES *Investigaction, preventive conservation and facilities.*								
	1-1	YALAPE	Investigation					
			Preventive Conservation					
			Tourism Facilities				(+Excavation)	
	1-2	CAPAQ ÑAM	Investigation					
			Preventive Conservation					
			Tourism Facilities				(+Excavation)	
	1-3	TELLA	Investigation					
			Preventive Conservation					
			Tourism Facilities				(+Excavation)	
	1-4	MACRO	Investigation					
			Preventive Conservation					
			Tourism Facilities				(+Excavation)	
	1-5	KUELAP	Investigation					
			Preventive Conservation					
			Tourism Facilities					
	1-6	OLLAPE	Investigation					
			Preventive Conservation					
			Tourism Facilities				(+Excavation)	
	1-7	OLAN	Investigation					
			Preventive Conservation					
			Tourism Facilities					
	1-8	LA CONGONA	Investigation					
			Preventive Conservation					
			Tourism Facilities				(+Excavation)	
2 FUNERARY ARCHAEOLOGICAL SITES *Investigaction, preventive conservation and facilities.*								
	2-1	PUEBLO DE LOS MUERTOS	Investigation					
			Preventive Conservation					
			Tourism Facilities					
	2-2	KARAJIA	Investigation					
			Preventive Conservation					
			Tourism Facilities				(+Excavation)	
	2-3	CHIPURIC	Investigation					
			Preventive Conservation					
			Tourism Facilities				(+Excavation)	
	2-4	REVASH	Investigation					
			Preventive Conservation					
			Tourism Facilities				(+Excavation)	
	2-5	LAGUNA DE LOS CÓNDORES (Mausoleos)	Investigation					
			Preventive Conservation					
			Tourism Facilities					
3 NATURAL RESOURCES								
	3-1	GOCTA FALLS	SNIP No.36175					
	3-2	CANON DEL SONCHE	SNIP No. 53989					
	3-3	CHINATA AND YUMBILLA FALLS						
	3-4	QUIOCTA CAVES						

Source: JICA Study Team

Recommendations

It is necessary to assign an archaeologist in the Utcubamba Valley Special Project Unit, in order to implement the project in line with conservation policies and regulations such as the Regulation of Archaeological Investigation as mentioned in Chapter 2.3.

It is strongly recommended to hire local residents to participate in the investigation process. It would be ideal if proper coordination is made for the training plan on the off-site services and facilities component. Proposed investigation work is also expected to contribute to the plan of a museum in Chachapoyas, which is proposed in the off-site services and facilities as well.

In the process of implementation, it would be necessary to take countermeasures against vandalism as the earliest stage as possible, considering the present conditions as described in Chapter 2.3. Regarding tourism facilities in the archaeological sites, the Study Team considers that implementation of the three sites in Phase I would be enough to respond to tourists' needs in the short term. However, in the process of the Feasibility Study in the future, it would be necessary to assess in detail the future growth of tourists and the carrying capacity of each site, and to revise the implementation schedule when required.

4.1.2 Off-Site Services and Facilities

The off-site services and facilities component is related to all initiatives regarding tourism facilities and services. Priority projects were identified outside of the main tourism site (i.e.. archaeological sites and nature sites).

This component includes the following activities.

- Development of tourism-related infrastructures such as museums, information and cultural centers, and Michinoeki;
- Development of tourism services and training, such as development of micro-enterprises related to tourism and capacity building for all tourism-related industries;
- Territorial zoning for tourism and environmental improvement by reforestation; and
- Improvement of urban/ rural centers by landscape improvement.

The objectives of these interventions are to establish an integrated tourism corridor in the Study Area, to diversify activities for visitors, to provide integrated service for visitors, and to contribute to the local economy by providing the necessary training in order to further develop tourism-related industries.

(1) Long List

As for off-site services and facilities, 87 projects profiles and plans are identified from information provided by the Mincetur, Amazonas Regional Government, INC Amasonas, Kuelap Special Project, local municipalities and the Kuelap Master Plan. The following is the long list that shows all the identified project profiles and plans.

Table 4.7 Long List of Off-Site Services and Facilities Projects/Plans (1/2)

	SNIP	PROJECT	STATUS	ESTIMATED COST (S/.)	SECTOR	COMPOMENT	PERFIL/PLAN PREPARED BY
1		Kuélap's road side station and museum	Pending		Off-site	Facility	Amazonas Regional Government
2		Construction of a scientific, environmental, cultural and economic Eco-centre at Kuelap, Magdalena district		4,854,502.19	Off-site	Facility	Magdalena Municipality
3		La Jalca site museum		192,377.24	Off-site	Facility	Kuelap Master Plan
4		Geotechnic zoning with an urban planning purposes for María, Longuita, Montevideo, La Jalca, Duraznopampa, Lope localities		22,818.14	Off-site	Urban planning	Kuelap Master Plan
5		Geotechnic zoning with an urban planning purposes for Leymebamba locality		11,203.63	Off-site	Urban planning	Kuelap Master Plan
6		Zoning, economic and ecological planning for the sustainable development of the Alto Utcubamba River basin		66,136.73	Off-site	Urban planning	Kuelap Master Plan
7		Rural land use plan - district level		91,764.46	Off-site	Urban planning	Kuelap Master Plan
8	65882	Streets improvement at the Chachapoyas city, Chachapoyas province - Amazonas	PERFIL Approved	230,957.00	Off-site	City improvement	DIRCETUR
9	85677	Citizen security conditioning and implementation at the Chachapoyas district, Chachapoyas province - Amazonas	PERFIL Approved	694,458.00	Off-site	City improvement	DIRCETUR
10		Recovery of neighborhoods, main square, and architectural environment of La Jalca		12,815.31	Off-site	City improvement	Kuelap Master Plan
11		Recovery of historical neighborhoods in Leymebamba		12,401.54	Off-site	City improvement	Kuelap Master Plan
12		Recovery of historical neighborhoods in La Jalca		16,947.23	Off-site	City improvement	Kuelap Master Plan
13		Recovery of Leymebamba main square		12,815.31	Off-site	City improvement	Kuelap Master Plan
14	29727	Recovery of the historic centre of the city of Chachapoyas	Execution		Off-site	City improvement	Chachapoyas Municipality
15	85926	Citizen security conditioning and implementation at the Chiquilin district, Chachapoyas province - Amazonas	PERFIL Approved	324,304.00	Off-site?	City improvement	DIRCETUR
16	38314	Recovery of the historic town of San Bartolo at the Alto Utcubamba valley	Execution	70,707.61	Off-site	City improvement	MINCETUR (Plan COPESCO)
17	37580	Tourism and traditional architecture/ urban surroundings conditioning of the city of Leymebamba	Execution		Off-site	City improvement	MINCETUR (Plan COPESCO)
18	36374	Reconstruction of the traditional architecture at the touristy district of La Jalca at the Alto Utcubamba valley	PERFIL Approved		Off-site	Architecture	MINCETUR (Plan COPESCO)
19	38538	Traditional architecture value enhancement and tourism conditioning of the historic town of Tingo at the Alto Utcubamba valley, Tingo district - Luya -	Execution		Off-site	Architecture	Tingo Municipality
20		Mural paintings conservation for painted houses in Montevideo		23,712.23	Off-site	Architecture	Kuelap Master Plan
21		Conservation and recovery of Montevideo´s painted houses		4,959.46	Off-site	Architecture	Kuelap Master Plan
22		Value enhancement and recovery of colonial and republican churches in San Pedro de Utaq, Montevideo, La Jalca (matrix church and the ancient		33,069.81	Off-site	Architecture	Kuelap Master Plan
23	37227	Tourism and traditional architecture conditioning of the María town	Execution		Off-site	Architecture	MINCETUR (Plan COPESCO)
24		Gocta Master Plan, forestation and reforestation of the upper basin		1,500,000.00	Off-site	Biodiversity/Reforestation	DIRCETUR
25	48895	Reforestation and forestation installation with native wood and exotic species at Magdalena, Magdalena district - Chachapoyas - Amazonas	PERFIL Approved	971,969.00	Off-site	Biodiversity/Reforestation	Magdalena Municipality
26	34217	Forestry development at the Alto Utcubamba tourism area through a tourism and ecological zoning	Zoning Study in Progress		Off-site	Biodiversity/Reforestation	MINCETUR (Plan COPESCO)
27		Convervation of soil, natural resources and forest ecosystems		74,403.46	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
28		Soil and natural resources handling and conservation, micro basin Tingo river - Kuelap		140,540.19	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
29		Development of a communal forest breeding ground for native species (medicinal, forest, fruit and ornamentals)		321,757.20	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
30		In vitro orchids growing		358,692.73	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
31		Native cotton growing		343,062.04	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
32		Estimation of the chlorophyll as a method to measure the productivity of the ecosystems		147,481.70	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
33		Structure and degree of fragmentation of Kuelap's principal Ecosystem and its surroundings -Utcubamba Valley - Chachapoyas		164,712.49	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
34		Identification and development of alternative roads for no conventional tourism in Amazonas region		4,000,000.00	Off-site	Corridor	DIRCETUR
35	29473	Adequate tourism development in the Alto Utcubamba valley	FS completed		Off-site	Corridor	MINCETUR (Plan COPESCO)
36	79221	Conditioning of the tourism circuit of Pedro Ruiz - Cuispes - Chinata - San Carlos - Pedro Ruiz at the province of Bongará - Amazonas región	PERFIL Approved	1,366,990.00	Off-site	Corridor	Amazonas Regional Government
37		Construction of El Mirador tourism corridor to Huana Urco ruins in Huancas.	PERFIL Approved	1,600,000.00	Off-site	Corridor	Project Especial Kuelap
38	12272	Tourism Development Program of Alto Utcumba	Executed		Off-site	Corridor	MINCETUR (Plan COPESCO)
39		Handicraft development project in the upper Utcubamba		4,590,986.24	Off-site	Industry	Kuelap Master Plan
40		Development and support of handicraft production for domestic and international markets for Amazonas artisans		3,000,000.00	Off-site	Industry	DIRCETUR
41		Boosting and promotion to the integrated development of the sector of micro, small company and handicrafts at the Utcubamba's river basin		3,472,200.00	Off-site	Industry	Kuelap Master Plan
42		Boosting and promotion to the integral development of the textile handicraft in Kuelap Tourism Corridor		4,590,986.24	Off-site	Industry	Kuelap Master Plan
43		Promotion and development of the fish farming and hydro biological resources at the Utcubamba's river basin		62,004.81	Off-site	Industry	Kuelap Master Plan
44		Facilitation support for the productive products and for access to domestic and international markets		4,500,000.00	Off-site	Industry	DIRCETUR

Source: JICA Study Team

Table 4.7 Long List of Off-Site Services and Facilities Projects/Plans (2/2)

	SNIP	PROJECT	STATUS	ESTIMATED COST (S/.)	SECTOR	COMPOMENT	PERFIL/PLAN PREPARED BY
45		Installation of a plant of tara in powder		236,210.87	Off-site	Industry	Kuelap Master Plan
46		Investigation project for the primary production, preparation and commercialization of medicinal plants		229,440.08	Off-site	Industry	Kuelap Master Plan
47		"Raymi" ecological cheese production project		415,480.56	Off-site	Industry	Kuelap Master Plan
48		Kuelap roadside station and museum project		12,401.54	Off-site	Industry	Kuelap Master Plan
49		Communal tourism in Magdalena, upper Utcubamba basin		859,369.50	Off-site	Industry	Kuelap Master Plan
50		Rural tourism in San Pedro de Utaq		509,256.00	Off-site	Industry	Kuelap Master Plan
51		Incubator of sustainable tourism for the Kuelap - Leymebamba corridor		439,812.00	Off-site	Industry	Kuelap Master Plan
52	50216	Strengthening of the capacities for the sustainable use of tourism, folklore and natural resources of Magdalena, Magdalena district - Chachapoyas -	PERFIL Approved	789,611.00	Off-site	Training & Education	Magdalena Municipality
53	64769	Strengthening of the tourism capacities at Cuispes town, Cuispes district - Bongará - Amazonas	PERFIL Approved	2,201,109.00	Off-site	Training & Education	Cuispes Municipality
54		Development and technical training in tourism services, Amazonas region		4,000,000.00	Off-site	Training & Education	DIRCETUR
55	61155	Construction, equipment and implementation of the capacitation and formation communal centre of Magdalena's town, Magdalena district -	PERFIL Approved	798,519.00	Off-site	Training & Education	Magdalena Municipality
56		Level of environmental identity of the settler of the Alto Utcubamba's basin, proposal of a program of environmental education		164,712.49	Off-site	Training & Education	Kuelap Master Plan
57		Formation and training workshops of assistants and technicians in archaeological structures conservation		55,555.20	Off-site	Training & Education	Kuelap Master Plan
58		Curricular project that includes the conservation of the natural and cultural heritage. Alto Utcubamba River basin		3,105,136.38	Off-site	Training & Education	Kuelap Master Plan
59		Seminar on recovery of traditional construction technology		62,829.46	Off-site	Training & Education	Kuelap Master Plan
60		Tourism school in the upper Utcubamba basin		118,633.50	Off-site	Training & Education	Kuelap Master Plan
61		Cooperative research center for responsible tourism		1,238,996.70	Off-site	Research	Kuelap Master Plan
62		Revash and Macro archaeologic zones geotechnic study		7,109.33	Off-site	Research	Kuelap Master Plan
63		Inventory and value enhancement of the Alto Utcubamba basin palaeontology resources		551,585.01	Off-site	Research	Kuelap Master Plan
64		Hydrological study and basic plan of handling, and ordering of hydrographic microriver basins at the Utcubamba's river basin		70,271.54	Off-site	Research	Kuelap Master Plan
65		Soil and integrated natural resources study, inventory and evaluation		169,475.19	Off-site	Research	Kuelap Master Plan
66		Investigation of the present state of the useful flora of the Utcubamba's river high basin		208,534.55	Off-site	Research	Kuelap Master Plan
67		Design of a botanical garden for the Kuélap management plan		36,475.46	Off-site	Research	Kuelap Master Plan
68		Archaeological research project for the cultural landscape area of Kuelap		12,441,471.30	On-site	Research	Kuelap Master Plan
69		Inventory and vaule enhanvcement of the Upper Utcubamba basin paleontological resources					
70		Historical investigation on Chachapoyas in the archives of Trujillo and Cajamarca		214,223.17	Off-site	Research	Kuelap Master Plan
71		Historical investigation on Chachapoyas in the archives of Amazonas		199,978.47	Off-site	Research	Kuelap Master Plan
72		Historical investigation on Chachapoyas Cs. XVI-XVIII, in the archives of Lima		182,600.10	Off-site	Research	Kuelap Master Plan
73		Historical investigation on Chachapoyas region in Spanish archives, centuries XVI-XVIII		93,031.81	Off-site	Research	Kuelap Master Plan
74		Historical investigation on Chachapoyas region in the National archive of Colombia		42,340.59	Off-site	Research	Kuelap Master Plan
75		Research project on oral traditions in the upper Utcubamba basin		81,831.07	Off-site	Research	Kuelap Master Plan
76		Project on ethnographic studies on cultural traditions of the upper Utcubamba basin		219,544.31	Off-site	Research	Kuelap Master Plan
77		Analysis and assessment on seat and clay mortars		58,859.58	Off-site	Research	Kuelap Master Plan
78		Kuelap biodeterioration		53,876.97	Off-site	Research	Kuelap Master Plan
79		Study on Kuelap meteorological conditions		89,739.01	Off-site	Research	Kuelap Master Plan
80		Study on archaeological and ethnographic museum of La Jalca and kids museum in San Pedro de Utaq		16,947.23	Off-site	Research	Kuelap Master Plan
81		Ethnographic and Anthropologic studies of upper Andean and native communities in Amazonas region		1,200,000.00	Off-site	Research	DIRCETUR
82		Investigation and conditioning of tourism resources of Magdalena district.	PERFIL in Preparation	7,000,000.00	Off-site	Research	Project Especial Kuelap
83	12658	Construction of a thermal ludic unit (MTL)	PERFIL Approved		Off-site	out of scope area	Cajamarca Municipality
84		Tourism development plan of Condorcanqui province	PERFIL in Preparation	30,000,000.00	Off-site	out of scope area	Project Especial Kuelap
85		Ingegrated tourism developmnt project of Chuquibamba district	Proposing	25,000,000.00	Off-site	out of scope area	Project Especial Kuelap
86		Tourism conditioning of Cerro Chicago, Bagua Grande	Proposing	5,000,000.00	Off-site	out of scope area	Project Especial Kuelap
87		Biodiversity conservation and tourism conditioning of palm tree woods of Ocol	PERFIL Submitted	4,000,000.00	Off-site	out of scope area	Project Especial Kuelap

Source: JICA Study Team

The long list includes most of the well-known tourism sites of natural and cultural heritages in all provinces of Chachapoyas, Luya and Bongara. However, it has to be noted that some well-known, or already developed tourism sites were not included because existing projects and plans have not been identified by the Study Team yet at the time of the list compilation.

(2) Intermediate List

After the completion of the long list, the Study Team confirmed the status of the project implementation for each of the identified projects. As a result, a total of eleven projects, six projects in implementation and five other projects which were out of the scope area, were deleted from the list. Thus, the remaining 76 project profiles are to be considered for prioritization.

In order to decide the criteria for the prioritization of the long listed projects, the Study Team consulted Mincetur and other concerned agencies.

Taking Mincetur's priority and the above evaluation, a tentative criteria to prioritize the proposed projects profiles and plans was set, as follows:

- Existing detailed plan that is approved by the Ministry of Economy and Finance (MEF) as Perfil, Pre-Feasibility Study (Pre-F/S) and Feasibility Study (F/S) level;
- Interventions that target the identified seven tourism priority cores, and those that aim to promote tourism in archeological sites, principally for the selected priority sites (13 archaeological sites and 5 nature sites); and
- Evasion of duplication for similar projects/plans.

The following table shows the result of the preliminary prioritization in accordance with the above criteria.

Table 4.8 Intermediate List of Off-Site Services and Facilities Projects/Plans (1/2)

No.	SNIP	PROJECT	STATUS	ESTIMATED COST (S/.)	SECTOR	COMPOMENT	PERFIL/PLAN PREPARED BY
1		~~Kuélap's road side station and museum~~	Pending		Off-site	Facility	Amazonas Regional Government
2		Construction of a scientific, environmental, cultural and economic Eco-centre at Kuelap, Magdalena district		4,854,502.19	Off-site	Facility	Magdalena Municipality
3		~~La Jalca site museum~~		192,377.24	Off-site	Facility	Kuelap Master Plan
4		~~Geotechnic zoning with an urban planning purposes for María, Longuita, Montevideo, La Jalca, Duraznopampa, Lope localities~~		22,818.14	Off-site	Urban planning	Kuelap Master Plan
5		~~Geotechnic zoning with an urban planning purposes for Leymebamba locality~~		11,203.63	Off-site	Urban planning	Kuelap Master Plan
6		~~Zoning, economic and ecological planning for the sustainable development of the Alto Utcubamba River basin~~		66,136.73	Off-site	Urban planning	Kuelap Master Plan
7		~~Rural land use plan - district level~~		91,764.46	Off-site	Urban planning	Kuelap Master Plan
8	65882	Streets improvement at the Chachapoyas city, Chachapoyas province - Amazonas	PERFIL Approved	230,957.00	Off-site	City improvement	DIRCETUR
9	85677	Citizen security conditioning and implementation at the Chachapoyas district, Chachapoyas province - Amazonas	PERFIL Approved	694,458.00	Off-site	City improvement	DIRCETUR
10		~~Recovery of neighborhoods, main square, and architectural environment of La Jalca~~		12,815.31	Off-site	City improvement	Kuelap Master Plan
11		~~Recovery of historical neighborhoods in Leymebamba~~		12,401.54	Off-site	City improvement	Kuelap Master Plan
12		~~Recovery of historical neighborhoods in La Jalca~~		16,947.23	Off-site	City improvement	Kuelap Master Plan
13		~~Recovery of Leymebamba main square~~		12,815.31	Off-site	City improvement	Kuelap Master Plan
14	29727	~~Recovery of the historic centre of the city of Chachapoyas~~	Execution		Off-site	City improvement	Chachapoyas Municipality
15	85926	Citizen security conditioning and implementation at the Chiquilin district, Chachapoyas province - Amazonas	PERFIL Approved	324,304.00	Off-site?	City improvement	DIRCETUR
16	38314	~~Recovery of the historic town of San Bartolo at the Alto Utcubamba valley~~	Execution	70,707.61	Off-site	City improvement	MINCETUR (Plan COPESCO)
17	37580	~~Tourism and traditional architecture/ urban surroundings conditioning of the city of Leymebamba~~	Execution		Off-site	City improvement	MINCETUR (Plan COPESCO)
18	36374	Reconstruction of the traditional architecture at the touristy district of La Jalca at the Alto Utcubamba valley	PERFIL Approved		Off-site	Architecture	MINCETUR (Plan COPESCO)
19	38538	~~Traditional architecture value enhancement and tourism conditioning of the historic town of Tingo at the Alto Utcubamba valley, Tingo district - Luya -~~	Execution		Off-site	Architecture	Tingo Municipality
20		~~Mural paintings conservation for painted houses in Montevideo~~		23,712.23	Off-site	Architecture	Kuelap Master Plan
21		~~Conservation and recovery of Montevideo's painted houses~~		4,959.46	Off-site	Architecture	Kuelap Master Plan
22		~~Value enhancement and recovery of colonial and republican churches in San Pedro de Utaq, Montevideo, La Jalca (matrix church and the ancient~~		33,069.81	Off-site	Architecture	Kuelap Master Plan
23	37227	~~Tourism and traditional architecture conditioning of the María town~~	Execution		Off-site	Architecture	MINCETUR (Plan COPESCO)
24		~~Gocta Master Plan, forestation and reforestation of the upper basin~~		1,500,000.00	Off-site	Biodiversity/Reforestation	DIRCETUR
25	48895	Reforestation and forestation installation with native wood and exotic species at Magdalena, Magdalena district - Chachapoyas - Amazonas	PERFIL Approved	971,969.00	Off-site	Biodiversity/Reforestation	Magdalena Municipality
26	34217	Forestry development at the Alto Utcubamba tourism area through a tourism and ecological zoning	Zoning Study in Progress		Off-site	Biodiversity/Reforestation	MINCETUR (Plan COPESCO)
27		~~Conservation of soil, natural resources and forest ecosystems~~		74,403.46	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
28		~~Soil and natural resources handling and conservation, micro basin Tingo river - Kuelap~~		140,540.19	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
29		~~Development of a communal forest breeding ground for native species (medicinal, forest, fruit and ornamentals)~~		321,757.20	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
30		~~In vitro orchids growing~~		358,692.73	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
31		~~Native cotton growing~~		343,062.04	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
32		~~Estimation of the chlorophyll as a method to measure the productivity of the ecosystems~~		147,481.70	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
33		~~Structure and degree of fragmentation of Kuelap's principal Ecosystem and its surroundings Utcubamba Valley - Chachapoyas~~		164,712.49	Off-site	Biodiversity/Reforestation	Kuelap Master Plan
34		~~Identification and development of alternative roads for no conventional tourism in Amazonas region~~		4,000,000.00	Off-site	Corridor	DIRCETUR
35	29473	Adequate tourism development in the Alto Utcubamba valley	FS completed		Off-site	Corridor	MINCETUR (Plan COPESCO)
36	79221	Conditioning of the tourism circuit of Pedro Ruiz - Cuispes - Chinata - San Carlos - Pedro Ruiz at the province of Bongará - Amazonas región	PERFIL Approved	1,366,990.00	Off-site	Corridor	Amazonas Regional Government
37		Construction of El Mirador tourism corridor to Huana Urco ruins in Huancas.	PERFIL Approved	1,600,000.00	Off-site	Corridor	Project Especial Kuelap
38	12272	~~Tourism Development Program of Alto Utcumba~~	Executed		Off-site	Corridor	MINCETUR (Plan COPESCO)
39		~~Handicraft development project in the upper Utcubamba~~		4,590,986.24	Off-site	Industry	Kuelap Master Plan
40		~~Development and support of handicraft production for domestic and international markets for Amazonas artisans~~		3,000,000.00	Off-site	Industry	DIRCETUR
41		Boosting and promotion to the integrated development of the sector of micro, small company and handicrafts at the Utcubamba's river basin		3,472,200.00	Off-site	Industry	Kuelap Master Plan
42		~~Boosting and promotion to the integral development of the textile handicraft in Kuelap Tourism Corridor~~		4,590,986.24	Off-site	Industry	Kuelap Master Plan
43		~~Promotion and development of the fish farming and hydro biological resources at the Utcubamba's river basin~~		62,004.81	Off-site	Industry	Kuelap Master Plan
44		~~Facilitation support for the productive products and for access to domestic and international markets~~		4,500,000.00	Off-site	Industry	DIRCETUR

Source: JICA Study Team

Table 4.8 Intermediate List of Off-Site Services and Facilities Projects/Plans (2/2)

No.	SNIP	PROJECT	STATUS	ESTIMATED COST (S/.)	SECTOR	COMPOMENT	PERFIL/PLAN PREPARED BY
45		~~Installation of a plant of tara in powder~~		236,210.87	Off-site	Industry	Kuelap Master Plan
46		~~Investigation project for the primary production, preparation and commercialization of medicinal plants~~		229,440.08	Off-site	Industry	Kuelap Master Plan
47		~~"Raymi" ecological cheese production project~~		415,480.56	Off-site	Industry	Kuelap Master Plan
48		~~Kuelap roadside station and museum project~~		12,401.54	Off-site	Industry	Kuelap Master Plan
49		~~Communal tourism in Magdalena, upper Utcubamba basin~~		859,369.50	Off-site	Industry	Kuelap Master Plan
50		~~Rural tourism in San Pedro de Utaq~~		509,256.00	Off-site	Industry	Kuelap Master Plan
51		~~Incubator of sustainable tourism for the Kuelap - Leymebamba corridor~~		439,812.00	Off-site	Industry	Kuelap Master Plan
52	50216	Strengthening of the capacities for the sustainable use of tourism, folklore and natural resources of Magdalena, Magdalena district - Chachapoyas -	PERFIL Approved	789,611.00	Off-site	Training & Education	Magdalena Municipality
53	64769	Strengthening of the tourism capacities at Cuispes town, Cuispes district - Bongará - Amazonas	PERFIL Approved	2,201,109.00	Off-site	Training & Education	Cuispes Municipality
54		~~Development and technical training in tourism services, Amazonas region~~		4,000,000.00	Off-site	Training & Education	DIRCETUR
55	61155	Construction, equipment and implementation of the capacitation and formation communal centre of Magdalena's town, Magdalena district -	PERFIL Approved	798,519.00	Off-site	Training & Education	Magdalena Municipality
56		~~Level of environmental identity of the settler of the Alto Utcubamba's basin, proposal of a program of environmental education~~		164,712.49	Off-site	Training & Education	Kuelap Master Plan
57		~~Formation and training workshops of assistants and technicians in archaeological structures conservation~~		55,555.20	Off-site	Training & Education	Kuelap Master Plan
58		~~Curricular project that includes the conservation of the natural and cultural heritage. Alto Utcubamba River basin~~		3,105,136.38	Off-site	Training & Education	Kuelap Master Plan
59		~~Seminar on recovery of traditional construction technology~~		62,829.46	Off-site	Training & Education	Kuelap Master Plan
60		Tourism school in the upper Utcubamba basin		118,633.50	Off-site	Training & Education	Kuelap Master Plan
61		~~Cooperative research center for responsible tourism~~		1,238,996.70	Off-site	Research	Kuelap Master Plan
62		~~Revash and Macro archaeologic zones geotechnic study~~		7,109.33	Off-site	Research	Kuelap Master Plan
63		~~Inventory and value enhancement of the Alto Utcubamba basin palaeontology resources~~		551,585.01	Off-site	Research	Kuelap Master Plan
64		~~Hydrological study and basic plan of handling, and ordering of hydrographic microriver basins at the Utcubamba's river basin~~		70,271.54	Off-site	Research	Kuelap Master Plan
65		~~Soil and integrated natural resources study, inventory and evaluation~~		169,475.19	Off-site	Research	Kuelap Master Plan
66		~~Investigation of the present state of the useful flora of the Utcubamba's river high basin~~		208,534.55	Off-site	Research	Kuelap Master Plan
67		~~Design of a botanical garden for the Kuélap management plan~~		36,475.46	Off-site	Research	Kuelap Master Plan
68		~~Archaeological research project for the cultural landscape area of Kuelap~~		12,441,471.30	On-site	Research	Kuelap Master Plan
69		~~Inventory and vaule enhanvcement of the Upper Utcubamba basin paleontological resources~~					
70		~~Historical investigation on Chachapoyas in the archives of Trujillo and Cajamarca~~		214,223.17	Off-site	Research	Kuelap Master Plan
71		~~Historical investigation on Chachapoyas in the archives of Amazonas~~		199,978.47	Off-site	Research	Kuelap Master Plan
72		~~Historical investigation on Chachapoyas Cs. XVI-XVIII, in the archives of Lima~~		182,600.10	Off-site	Research	Kuelap Master Plan
73		~~Historical investigation on Chachapoyas region in Spanish archives, centuries XVI-XVIII~~		93,031.81	Off-site	Research	Kuelap Master Plan
74		~~Historical investigation on Chachapoyas region in the National archive of Colombia~~		42,340.59	Off-site	Research	Kuelap Master Plan
75		~~Research project on oral traditions in the upper Utcubamba basin~~		81,831.07	Off-site	Research	Kuelap Master Plan
76		~~Project on ethnographic studies on cultural traditions of the upper Utcubamba basin~~		219,544.31	Off-site	Research	Kuelap Master Plan
77		~~Analysis and assessment on seat and clay mortars~~		58,859.58	Off-site	Research	Kuelap Master Plan
78		~~Kuelap biodeterioration~~		53,876.97	Off-site	Research	Kuelap Master Plan
79		~~Study on Kuelap meteorological conditions~~		89,739.01	Off-site	Research	Kuelap Master Plan
80		~~Study on archaeological and ethnographic museum of La Jalca and kids museum in San Pedro de Utaq~~		16,947.23	Off-site	Research	Kuelap Master Plan
81		~~Ethnographic and Anthropologic studies of upper Andean and native communities in Amazonas region~~		1,200,000.00	Off-site	Research	DIRCETUR
82		~~Investigation and conditioning of tourism resources of Magdalena district.~~	PERFIL in Preparation	7,000,000.00	Off-site	Research	Project Especial Kuelap
83	12658	~~Construction of a thermal ludic unit (MTL)~~	PERFIL Approved		Off-site	out of scope area	Cajamarca Municipality
84		~~Tourism development plan of Condorcanqui province~~	PERFIL in Preparation	30,000,000.00	Off-site	out of scope area	Project Especial Kuelap
85		~~Ingegrated tourism developmnt project of Chuquibamba district~~	Proposing	25,000,000.00	Off-site	out of scope area	Project Especial Kuelap
86		~~Tourism conditioning of Cerro Chicago, Bagua Grande~~	Proposing	5,000,000.00	Off-site	out of scope area	Project Especial Kuelap
87		~~Biodiversity conservation and tourism conditioning of palm tree woods of Ocol~~	PERFIL Submitted	4,000,000.00	Off-site	out of scope area	Project Especial Kuelap

Source: JICA Study Team

(3) Short list

After the completion of the intermediate list, the Study Team further reviewed the activities of each proposed projects and reorganized activities by adding some new plans, in order to establish a tourism corridor, diversify tourism activities, provide integrated service for visitors, and contribute to the local economic activation.

Identified interventions are as follows.

1. Tourism Conditioning and Facilities

1-1. Tourism Facilities

Tourism facilities include a museum and cultural center in Chachapoyas and tourism promotion awareness project. Those facilities intend to diversify tourism activities for visitors, strengthen tourism-related services by seminars and trainings, as well as to promote awareness in tourism and cultural heritage conservation in the local community.

1-2. Tourism Services

Tourism services include construction of the Michinoeki (roadside station), as described in detail in Chapter 3.6 (4) Japanese Experience of Rural Development and Attachment 5 of this report, and the development of related services as well as trainings.

1-3. Tourism Training

Training includes provision of tourism-related service training as well as new product development for future tourism growth.

2. Local Tourism Development and Environmental Sustainability

2-1. Land Use Planning for Tourism

Land use planning for tourism includes studies and pilot projects, focusing on territorial zoning. It intends to create awareness among local communities for protection and conservation of archaeological heritages and the natural environment through the process of land use planning by local participation.

2-2. Forestation and Reforestation

This intervention includes forestation and reforestation of identified tourism cores in the Study Area.

3. Improvement of Urban/ Rural Centers

3-1. Historic Center Rehabilitation

The rehabilitation and landscape improvement of Chachapoyas's city center, which is designated as Historic Center by INC, will be undertaken by preserving traditional characteristics of architecture and urban planning.

3-2. Urban Center Rehabilitation

It includes city center rehabilitation and landscape improvement by preserving traditional characteristics in architecture and urban planning in identified tourism cores. The historic center rehabilitation of Chachapoyas and this urban center rehabilitation both intend to create attractive city or rural centers with traditional characteristics in architecture and urban planning. As a result, these city/ rural centers are expected to attract tourists by themselves aside from providing better living conditions to local residents.

Interventions are tentatively planned in two implementation phases: Phase I for the first three years and Phase II for the next two years. Projects of the above tourism conditioning and facilities are considered as first priority and will be carried out in Phase I, while projects for

local tourism development and environmental sustainability and improvement of urban/ rural centers will be carried out in Phase II.

Table 4.10 below shows the interventions according to the above classification. Interventions in Phase I are highlighted in green in the table.

Estimated Cost

As shown in the following Table 4.9, the estimated total cost for off-site services and facilities component is 45,756,123 Nuevo Soles, which is equivalent to approximately[8]15.5 million US dollars for the two phases. Estimated cost for each phase is as follows.

Table 4.9 Estimated cost for Off-site Value Services and Facilities

	Phase I	Phase II	Total
in S/.	12,778,919	32,977,204	45,756,123
in USD	4,331,837	11,178,713	15,510,550

Source: JICA Study Team

Executing Agency

As shown in the following table, the off-site tourism services and facilities component consists of three groups of activities: Tourism Conditioning and Facilities, Local Tourism Development and Environmental Sustainability, and Improvement of Urban/ Rural Centers.

For all the above interventions, the Dircetur in the Amazonas Regional Government is considered to be the executing agency. However, close coordination among the Dircetur, Mincetur, municipalities and INC is necessary considering the nature of identified projects. Overall coordination shall be made by the Technical Team for the Utcubamba Valley Project, to be formed under Utcubamba Valley Special Project Unit[9].

[8] Exchange rate: US$1=S/. 2.95
[9] See Chapter 5.1. Institutional Arrangement

Table 4.10 Short List of Off-Site Services and Facilities Projects/Plans (1/3)

Themtic Actions and Areas	IDENTIFIED PRIORITY PROJECTS FOR OFF-SITE SERVICES AND FACILITIES									
	No.	Title	COMPONENTS AND PIP VALUE (S/.)						Estimated Cost (Theme Total) PHASE I	Estimated Cost (Theme Total) PHASE II
				Components and activities	Estimated Cost (Unit)	Estimated Cost (Activity Total)	Estimated Cost (Project Total)			
1 TOURISM CONDITIONING AND FACILITIES										
Tourism Facilities, Services and Training										
1.1 TOURISM FACILITIES										
			A.	**Pre invesment Study and Technical File**		177,000				
				´- Cultural Value Enhacement Program						
				´- Museographic Evaluation						
				´- Regional Museum						
				´- Cultural Center						
		Development, construction , equipment,	**B.**	**Program implementation at a regional level**		73,750				
		and implementation project of the	**C.**	**MUSEUM**		3,871,875				
	1-1-1	REGIONAL MUSEUM and CULTURAL CENTER		´- Lot, 3,000m2.	GRA contribution					
		of AMAZONAS, in the city of		- Roofed Area : 2,400m2. x$ 400/m2.	2,832,000					
		Chachapoyas		´- Open built areas: 400m2. x$ 150/m2.	177,000		**4,779,000**			
				´- Parking Lot : 200m2. x$150/m2.	88,500					
				- Equipment and furniture, 25%	774,375					
				´- Implementation, maintenance and Operation	*SNIP calculation*				**9,283,315**	0
			D.	**CULTURAL CENTER**		632,775				
				´- Lot, 2,000m2.	GRA contribution					
				´-Roofed Area: 500m2. x$ 300/m2.	442,500					
				´- Open built areas and parking lot 300m2. x$ 150/m2.	132,750					
				- Equipment and furniture, 10%	57,525					
				´- Implementation, maintenance and Operation	*SNIP calculation*					
			E.	**Education and Training** ($2,000. x4)		23,600				
	1-1-2	Tourism Conditioning Project of the PEDRO RUIZ'S TOURISM CIRCUIT - CUISPES - CHINATA - SAN CARLOS - PEDRO RUIZ, Bongará Province		PIP with SNIP register , Summary Sheet (Ficha) No. 79221 2008/6/12			**1,366,990**			
		Project of PROMOTION OF LOCAL	**A.**	**Pre invesment Study and Definitive study**	44,250	663,750				
		TOURISM CONDITIONING AND OF THE	**B.**	**Inter institutional Agreement w/ Town Hall**	2,950	44,250				
		PRIORITIZED SURROUNDINGS OF THE CUR	**C.**	**Participative Workshop 1 / Motivation**	4,425	66,375				
	1-1-3	OF THE NTPP OF THE CTVU	**D.**	**Participative Workshop 2 / Communal, for tourism infrastructure**			**3,137,325**			
		Infrastructure communal works		works execution, $ 8,400. x6 works	148,680	2,230,200				
		15 localities, 11 districts	**E.**	**Workshop 3, Initiatives promotion program**						
				of local private investment, Productive housing	8,850	132,750				
1.2 TOURISM SERVICES										
			A.	**Pre invesment Study and Technic File**	29,500	177,000				
		Project of Development, construction ,	**B.**	**Tourist Services Stations (Michinoeki)**		2,276,664				
		equipment and implementation of		´- Lot, 1,000m2.	Community contbt.					
		TOURISM SERVICE STATIONS		- Roofed Area, 350m2. x$250/m2.	258,125					
		(Michinoeki) at the prioritize NTPP		´- Open built areas and parking lot 280m2. x$ 100/m2.	82,600					
	1-2-1	of the CTVU		- Beast of burden parking area, 100m2. x$ 70/m2.	20,650		**2,581,104**		**2,581,104**	**0**
				- Equipment and furniture, 05%	18,069					
		New building work,		´- Implementation, maintenance and Operation	*SNIP calculation*					
		06 localities	**C.**	**Training Workshop business inititives**	3,540	21,240				
			D.	**Training Workshop Services for the Tourist**	8,850	53,100				
			E.	**Local products Promotion Campaign**	8,850	53,100				
1.3 TOURISM TRAINING										
		PROJECT OF QUALIFICATION	**A.**	**Pre invesment Study and Definitive study**	14,750	147,500				
		IN TOURISM SERVICES AND SUPPLY	**B.**	**Interinstitutional agreement w/ Town Hall**	2,950	29,500				
		OF LOCAL PRODUCTS IN THE PRIORITIZED	**C.**	**Training Workshop 1 / Motivation x 2**	8,850	88,500				
	1-3-1	CUR OF THE NTPP AT THE CTVU	**D.**	**Training Workshop 2 /Tourist Services x 2**	35,400	354,000	**914,500**		**914,500**	**0**
		Local Tourism basic Infrastructure	**E.**	**Training Workshop 3 / Productive initiatives** promotion x2	17,700	177,000				
		10 Localities, 08 districts	**F.**	**Construction of a Local Tourism Module**	11,800	118,000				
								TOURISM CONDITIONING AND FACILITIES TOTAL	12,778,919	0

Source: JICA Study Team

Table 4.10 Short List of Off-Site Services and Facilities Projects/Plans (2/3)

Themtic Actions and Areas	IDENTIFIED PRIORITY PROJECTS FOR OFF-SITE SERVICES AND FACILITIES								
	No.	Title	COMPONENTS AND PIP VALUE					Estimated Cost (Theme Total) PHASE I	Estimated Cost (Theme Total) PHASE II
				Components and activities	Estimated Cost (Unit)	Estimated Cost (Activity Total)	Estimated Cost (Project Total)		
2 LOCAL TOURISM DEVELOPMENT AND ENVIRONMENTAL SUSTAINABILITY									
Territorial Touristic Zoning and Reforestation									
2.1 TERRITORIAL ZONING FOR TOURISM									
		PROJECT OF RURAL AND TOURISM	**A.**	**Pre invesment Study and Technic File**	73,750	737,500			
		TERRITORIAL ZONING AT A DISTRICT LEVEL	**B.**	**Ecological - heritage - Touristic Zoning**	11,800	118,000			
	2-1-1	**(OTTD Plans) at the districts of the**	**C.**	**Especific Actions resulting of the OTTD Plan**	23,600	236,000			
		ZT of the CTVU / 10 districts	**D.**	**Participative Local Workshop y Diffusion**	14,750	147,500	**1,292,100**		
		Tech. Town Hall Of. studies & implementation	**E.**	**Office equipment and furniture**					
				Territorial and Touristic Local Zoning x 3	17,700	53,100			
		PROJECT OF RURAL AND TOURISM	**A.**	**Pre invesment Study and Technic File**	59,000	236,000			
		TERRITORIAL ZONING(OTTD Plans)	**B.**	**Pilot Tourism Axis Micro zonfication Plans**	8,850	35,400		**0**	**1,965,900**
		TO ESTABLISH PILOT TOURISM	**C.**	**Specific Actions resulting of the OTTD Plan**	4,425	17,700			
	2-1-2	AXIS, AT THE NTPP OF THE CTVU	**D.**	**Participative Local Workshop and Diffusion**	4,425	17,700	**673,800**		
		Studies and tourism treatment	**E.**	**Landscaping improvement of the pilot tourism axis**		367,000			
		04 Tourism Axis in 04 ZT		'- Landscaping Treatament of the road axis x 140km.	295,000				
				'- View points with interpretative panels , S/.6,000. x12	72,000				
2.2 FORESTATION AND REFORESTATION									
				STAGE 1: Works Completion PIP No. 34217					
		PROJECT OF FOREST DEVELOPMENT	**A.**	**Pre invesment Study and Technic File**	221,250				
		EXTENSION THROUGH A TOURISM	**B.**	**Reforestation of 3 districts**	708,000				
		AND ECOLOGICAL ZONIFICATION OF	**C.**	**Training Workshop**	27,000	1,031,250			
		AT PRIORITIZED DISTRICTS OF THE ZT	**D.**	**Project Supervision**	75,000				
	2-2-1	**AT THE CTVU**	**E.**	**Implementation, maintenance and Operation**	*SNIP calculation*	*SNIP calculation*			
				STAGE 2: Extension & complementation of actions			**5,219,650**	**0**	**5,219,650**
		Forestry development extension	**A.**	**Pre invesment Study and Technic File**	590,000				
		02 stages, 11 districts	**B.**	**Ecological-Economic-Tourist Zonification 8 districts**	1,298,000				
			C.	**Reforestation of 08 districts**	1,888,000	4,188,400			
			D.	**Training Workshop**	212,400				
			E.	**Project Supervision**	200,000				
			F.	**Implementation, maintenance and Operation**	*SNIP calculation*	*SNIP calculation*			
LOCAL TOURISM DEVELOPMENT AND ENVIRONMENTAL SUSTAINABILITY TOTAL								**0**	**7,185,550**

Source: JICA Study Team

Table 4.10 Short List of Off-Site Services and Facilities Projects/Plans (3/3)

Themtic Actions and Areas	IDENTIFIED PRIORITY PROJECTS FOR OFF-SITE SERVICES AND FACILITIES								
	No.	Title	COMPONENTS AND PIP VALUE				Estimated Cost (Theme Total) PHASE I	Estimated Cost (Theme Total) PHASE II
				Components and activities	Estimated Cost (Unit)	Estimated Cost (Activity Total)	Estimated Cost (Project Total)		
3 IMPROVEMENT OF URBAN/RURAL CENTERS *Built-up Heritage Preservation , Rural Arquitechture and Urbanism*									
3.1 HISTORIC CENTERS REVITALIZATION									
	3-1-1	EXTENSION AND STRENGHTENING PROJECT OF THE PRESERVATION AND REVITALIZATION INTERVENTIONS OF THE HISTORICAL CENTER OF THE CITY OF CHACHAPOYAS, Amazonas Region *Studies and Execution, 1rst. Stage*	A.	**Feasibility study and Technic file**		112,450			
				´- Promotion Program, spreading, Knowledge and diffusion of the heritage value of the H.C. of Chachapoyas	2,950				
				´- Public spaces Interventions at the H.C.	29,500				
				´- Streets Interventions /streets of the H.C.	80,000				
			B.	**Program Implementation of Promotion and Diffusion**		29,500	**10,311,950**	**0**	**10,311,950**
			C.	**Integral Public Spaces Recovery**		2,310,000			
				´- Main Square of the H.C. Chachapoyas (AUM)	270,000				
				´- Streets surrounding the Main Square	2,040,000				
			D.	**Integral restoration and put in value of Streets**		7,650,000			
				- Ayacucho, Amazonas, Ortiz Arrieta and Grau streets, 31 blocks total (1st. Stage)	510,000				
				´- Supervision of work		210,000			
3.2 URBAN CENTERS REVITALIZATION (CUR)									
	3-2-1	Project of Improvement, revitalization and Revaluation of the Urban - rural Historical and Traditional Tourism image of the Urban -Rural centers, as a potential Cultural Tourism sustainable resources of the CTVU, Amazonas Region *Extension and complementation of similar works executed*	A.	**Urban Rural Zoning (OUR)**, 10 localities of 9 districts		1,563,500			
				Pre invesment Study and Technic File	826,000				
				´- Topographical survey and Cadastre	236,000				
				´- Cultural Landscaping of the field area	59,000				
				´- Historical Area Demarcation of the CUR	88,500				
				´- Urban - rural Zonfication of the CUR	147,500				
				´- Urban - rural Regulations	59,000				
				Participative Local Workshop	147,500				
			B.	**Preservation and revitalization of the urbano-rural Image (IUR) 08** CUR, 08 districts		9,145,000	**10,802,900**		
				Pre invesment Study and Technic Files	472,000				
				´- Public Spaces Recovery	8,354,400				
				´- Cultural Landscaping Treatament	236,000				
				´-Training Workshop	59,000				
				´- Publications, Diffusion	23,600				
			C.	**Urban - rural Heritage Management (GPUR)**, 08 districts		94,400		**0**	**15,479,704**
				´- Pre-invesment Study and Definitive Study	35,400				
				´- Town Hall Technic Units Implementation	59,000				
	3-2-2	Project of revaluation and Value Enhancement of the historical and traditional Architecture of the Urban- rural Centers, like Tourism heritage - architectonic sustainable resources of the CTVU *Extension and complementation of similar works executed* *15 localities, 11 districts Total*	A.	Tradt. Architecture Value enhancement, 14 CUR of 10 dist.		784,700			
				Pre invesment Study and Definitive study	495,600				
				´- awareness Workshop	103,250				
				´- Regulation for immovables interventions	61,950				
				´- Traditional and vernacular architecture inventory	123,900				
			B.	**Restoration and/or x Value enhancement of the religious** heritage, Church's interventions of 04 CUR, 04 districts		2,070,900	**2,855,600**		
				Pre invesment Study and Technic Files	94,400				
				´- Church's works Intervention	1,888,000				
				´- Training Workshop traditional constructive system	29,500				
				´- Works interventions practical Workshop	59,000				
	3-2-3	**Reconstruction Project of the Traditional Architecture at the district of La Jalca**		PIP with SNIP register , Summary Sheet (Ficha)No. 36374 2006/8/9			**1,821,204**		
							IMPROVEMENT OF URBAN/ RURAL CENTERS TOTAL	**0**	**25,791,654**
OFF-SITE TOURISM FACILITIES AND SERVICES TOTAL (BY PHASE)								**12,778,919**	**32,977,204**
OFF-SITE TOURISM FACILITIES AND SERVICES GRAND TOTAL								**45,756,123**	

Source: JICA Study Team

Implementation Schedule

Total implementation periods for the above listed projects are 36 months for Phase I and 24 months for Phase II. The following table shows a tentative implementation schedule for each shortlisted project.

Table 4.11 Implementation Schedule of Off-Site Services and Facilities Projects (1/2)

Themtic Actions and Areas	IDENTIFIED PRIORITY PROJECTS FOR OFF-SITE SERVICES AND FACILITIES				PHASE I			PHASE II	
					YEAR/ MONTH				
	No.	Title			1	2	3	4	5
1	**TOURISM CONDITIONING AND FACILITIES** *Tourism Facilities, Services and Training*								
	1-1 TOURISM FACILITIES								
	1-1-1	Development, construction , equipment, and implementation project of the REGIONAL MUSEUM and CULTURAL CENTER of AMAZONAS, in the city of Chachapoyas	A.	Feasibility Study and Technica l File Preparation					
			B.	Program implementation at a regional level					
			C.	MUSEUM					
			D.	CULTURAL CENTER					
			E.	Education and Training ($2,000. x4)					
	1-1-2	Tourism Conditioning Project of the PEDRO RUIZ'S TOURISM CIRCUIT - CUISPES - CHINATA - SAN CARLOS - PEDRO RUIZ, Bongará Province	A.	Feasibility Study and Technica l File Preparation					
			B.	Preparation on inter-institutional preparation					
			C.	Workshops for awareness promotion					
			D.	Construction of Facilities					
			E.	Cooperation with local private sector					
	1-1-3	Project of PROMOTION OF LOCAL TOURISM CONDITIONING AND OF THE PRIORITIZED SURROUNDINGS OF THE CUR OF THE NTPP OF THE CTVU	A.	Feasibility Study and Technica l File Preparation					
			B.	Inter institutional Agreement w/ Town Hall					
			C.	Participative Workshop 1 / Motivation					
			D.	Participative Workshop 2 / Communal, for tourism infrastructure					
			E.	Workshop 3, Initiatives promotion program					
	1-2 TOURISM SERVICES								
	1-2-1	Project of Development, construction , equipment and implementation of TOURISM SERVICE STATIONS (Michinoeki) at the prioritize NTPP of the CTVU	A.	Feasibility Study and Technica l File Preparation					
			B.	Tourist Services Stations (Michinoeki)					
			C.	Training Workshop business inititives					
			D.	Training Workshop Services for the Tourist					
			E.	Local products Promotion Campaign					
	1-3 TOURISM TRAINING								
	1-3-1	PROJECT OF QUALIFICATION IN TOURISM SERVICES AND SUPPLY OF LOCAL PRODUCTS IN THE PRIORITIZED CUR OF THE NTPP AT THE CTVU	A.	Feasibility Study and Technica l File Preparation					
			B.	Interinstitutional agreement w/ Town Hall					
			C.	Training Workshop 1 / Motivation x 2					
			D.	Training Workshop 2 /Tourist Services x 2					
			E.	Training Workshop 3 / Productive initiatives					
			F.	Construction of a Local Tourism Module					

Table 4.11 Implementation Schedule of Off-Site Services and Facilities Projects (2/2)

Themtic Actions and Areas	IDENTIFIED PRIORITY PROJECTS FOR OFF-SITE SERVICES AND FACILITIES				PHASE I			PHASE II	
					YEAR/ MONTH				
	No.	Title			1	2	3	4	5
2	**LOCAL TOURISM DEVELOPMENT AND ENVIRONMENTAL SUSTAINABILITY** *Territorial Touristic Zoning and Reforestation*								
	2-1 TERRITORIAL ZONING FOR TOURISM								
	2-1-1	PROJECT OF RURAL AND TOURISM TERRITORIAL ZONING AT A DISTRICT LEVEL (OTTD Plans) at the districts of the ZT of the CTVU / 10 districts *Tech. Town Hall Of. studies & implementation*	A.	Feasibility Study and Technica l File Preparation					
			B.	Ecological - heritage - Touristic Zoning					
			C.	Especific Actions resulting of the OTTD Plan					
			D.	Participative Local Workshop y Diffusion					
			E.	Office equipment and furniture					
	2-1-2	PROJECT OF RURAL AND TOURISM TERRITORIAL ZONING(OTTD Plans) TO ESTABLISH PILOT TOURISM AXIS, AT THE NTPP OF THE CTVU *Studies and tourism treatment*	A.	Feasibility Study and Technica l File Preparation					
			B.	Pilot Tourism Axis Micro zonfication Plans					
			C.	Specific Actions resulting of the OTTD Plan					
			D.	Participative Local Workshop and Diffusion					
			E.	Landscaping improvement of the pilot tourism axis					
	2-2 FORESTATION AND REFORESTATION								
	2-2-1	PROJECT OF FOREST DEVELOPMENT EXTENSION THROUGH A TOURISM AND ECOLOGICAL ZONIFICATION OF AT PRIORITIZED DISTRICTS OF THE ZT		*STAGE 1: Works Completion PIP No. 34217*					
			A.	Feasibility Study and Technica l File Preparation					
			B.	Ecology and Tourism Zoning					
			C.	Reforestation of 3 districts					
			D.	Training Workshop					
3	**IMPROVEMENT OF URBAN/RURAL CENTERS** *Built-up Heritage Preservation , Rural Arquitechture and Urbanism*								
	3-1 HISTORIC CENTERS REVITALIZATION								
	3-1-1	EXTENSION AND STRENGHTENING PROJECT OF THE PRESERVATION AND REVITALIZATION INTERVENTIONS OF THE HISTORICAL CENTER OF THE CITY OF CHACHAPOYAS, Amazonas Region	A.	Feasibility Study and Technica l File Preparation					
			B.	Program Implementation of Promotion and Diffusion					
			C.	Integral Public Spaces Recovery					
			D.	Integral restoration and put in value of Streets					
	3-2 URBAN CENTERS REVITALIZATION								
	3-2-1	Project of Improvement, revitalization and Revaluation of the Urban - rural Historical and Traditional Tourism	A.	Urban Rural Zoning (OUR), 12 localities of 10 districts					
			B.	Preservation and revitalization of the urbano-rural Image					
			C.	Urban - rural Heritage Management (GPUR), 09 districts					
	3-2-2	Enhancement of the historical and traditional Architecture of the Urban- rural Centers,	A.	Tradt. Architecture Value enhancement, 16 CUR of 12 dist.					
			B.	Restoration and/or Value enhancement of the religious					
	3-2-3	Reconstruction Project of the Traditional Architecture at the district of La Jalca		PIP with SNIP register , Summary Sheet (Ficha)No. 36374 2006/8/9					

Recommendations

This component includes a wide range of tourism-related services, training and facilities. It is necessary for the executing agency and the Utcubamba Valley Project Unit to establish the means for coordination and participation of the local community and private sector from the project design phase.

Projects proposed for Phase II under the themes of ”local tourism development and environmental sustainability” and ”improvement of urban/rural centers” include many projects, of which the short term effects are difficult to observe (cf. reforestation, urban/ rural zoning and landscape improvement). However, natural beauty and environmental diversity, local culture and tradition consist the major factors that attract tourists. Thus, the long term effects through implementation of these projects should not be ignored. It is strongly recommended to encourage a participatory approach from the project design phase in order to create awareness of the uniqueness and importance of the natural and cultural assets in the Amazonas.

4.1.3 Tourism Marketing

Although marketing is a very important issue for tourism promotion in the Amazonas, no existing projects/plans for its prioritization were identified in this Study. In contrast to the necessity of tourism marketing, an integrated tourism promotion strategy seemed missing. Thus, the Study Team proposes the following projects to be included in order to fill this gap.

(1) Short Listed Project

Identified interventions on tourism marketing are as follows.

1. In-depth analysis/study on the current situation of tourism in Utcubamba Valley

In the Study Area, the Study Team found that information regarding the current conditions of tourism is relatively limited. Thus, this study intends to analyze the current situation of tourism in order to collect baseline information. The main points to be analyzed are as follows:

- Current tourist volume
- Situation of tourism-related private sector activities/projects
- Tourism resources
- Profile of tourists in the Study Area
- Available tourism products
- Current tourism marketing activities

The data obtained in this study is to be utilized in the process of planning and implementation of tourism marketing, which is expected to follow this study.

2. Strategy formulation and development of tourism marketing plans

Strategy formulation for next ten-year period and some tourism marketing project implementation are included as pilot projects. The following tourism marketing projects are proposed.

- Short term tourism product development

- Application of the Japanese experience on rural development: 'Isson Ippin (One-Village One-Product) program' and 'livelihood improvement program'

Introduction of the 'Isson Ippin (One-Village One-Product)' program would be useful in order to create new and varied tourism products as well as to promote regional development.

All through the implementation process, a Japanese expert on the "Isson Ippin" program as well as a program management unit under the Amazonas Regional Government, local stakeholders and consultants/NGOs will support the communities in the smooth program implementation. Main activities of the program are planned, as follows:

- Dissemination of the Isson Ippin concept,
- Capacity building for nurturing local promoters/facilitators of the Isson Ippin program,
- Formation and strengthening of community-oriented organizations for conducting the program activities,
- Research of competitive products made from local resources and using local knowledge, creativity and skills to deliver unique products with higher value-added aiming at both domestic and global markets,
- Development of distribution channels and markets, and
- Cooperation and coordination with "Michinoeki (road station)" program and "Livelihood Improvement Program".

To realize the benefits from the "Michinoeki" and "Isson Ippin" programs, it is indispensable to apply the "Livelihood Improvement Program", which is one of social development programs targeting mainly the rural women in Japan, for the following points:

- to raise the awareness of rural women for self-reliance and economic self-sustenance, and
- to form women's groups that are able to play important roles in the "Michinoeki (road station)" and "Isson Ippin (One-Village One-Product) programs.

Throughout the duration of the implementation phase, a Japanese expert for the "Livelihood Improvement Program", as well as a program management unit under the Amazonas Regional Government, local stakeholders and consultants/NGOs, will support rural women in the smooth program implementation. The following are planned as the main activities of the program:

- Dissemination of the Livelihood Improvement Program concept
- Capacity-building for nurturing local livelihood extension workers of the Livelihood Improvement Program
- Selection and strengthening of priority women's groups for conducting the program activities
- Implemetation of livelihood improvement activities such as small-scale businesses related to tourism, handicrafts, agriculture and food processing, livestock and fisheries, and small-scale enterprises.
- Cooperation and coordination with the "Michinoeki (road station)" and "Isson Ippin" programs

- Promotional actions involving tour operators, airlines, the media and public

Promotional activities include familialization trips, participation to travel fairs, organization of tourism fairs and events, as well as production of necessary promotion materials for TV, the web and other printed media.

- Tourist information center activities in Chachapoyas

A Tourist Information Center in Chachapoyas,will be set-up to serve as a reference point for tourists. In close cooperation with the Project Management Unit, municipality and tourism-related private sectors in the city, it is expected to make full use of local personnel who are trained and/or to be trained as part of the activities in this program.

- Specific support program for Kuelap

This specific program intends to provide necessary support for Kuelap to be included in the World Heritage List in the future. Specific actions need to be developed in cooperation with INC, however, such as publication of research results and promotion using media, are expected.

The following Table 4.12 shows the interventions for the tourism marketing component.

Estimated Cost

As shown in the table, the estimated total cost for tourism marketing is 6.93 million Nuevo Soles, which is equivalent to approximately[10] 2.35 million US dollars.

Executing Agency

For tourism marketing, the Dircetur shall be the responsible executing agency. As this component involves stakeholders in both public and private sectors, close cooperation and coordination among the Amazonas Regional Government, concerned municipalities, the Mincetur, PromPeru and related private sector entities shall be necessary in the implementation stage. A Tourism Marketing Unit to be formed under the Technical Team for Utcubamba Valley Project Unit[11] shall facilitate the coordination among the stakeholders.

[10] Exchange rate: US$1=S/. 2.95
[11] See Chapter 5.1. Institutional Arrangement.

Table 4.12 Short List of Tourism Marketing Project

IDENTIFIED PRIORITY PROJECTS FOR TOURISM MARKETING						
Title	COMPONENTS AND PIP VALUE (S/.)					Estimated Cost (Theme Total)
		Components and activities	Estimated Cost (Unit Total)	Estimated Cost (Activity Total)	Estimated Cost (Project Total)	
Tourism Marketing Project for Utcubamba Valley, Amazonas						
	A	**In-depth analysis study of tourism current situation in Utcubamba Valley**				
		A. 1 Definition and creation of Tourism Strategic Plan and brand name of Utcubamba Valley		15,000	**55,000**	
		A. 2 Compilation of all plans, programs and projects already existing and linked to the touristic sector		15,000		
		A. 3 Tourism situation analysis in Utcubamba valley		25,000		
	B	**Utcubamba Valley tourism general strategy: Strategy Formulation and development of tourism marketing plans (short term/ long term)**				
		B.1 Determinación de formulaciones marco		35,000		
		B.2 Model formulation of tourims project and product marketing				
		B.2.1 Planning of tourism project		450,000		
		B.2.2 Planning and implementation of tourism product marketing		5,790,000		
		Short-term tourism Products Program.	150,000		**6,275,000**	**6,930,000**
		" Isson Ippin (One Village One Product)" Program.	4,000,000			
		Promotional Action Support Materials Development Program	1,000,000			
		"Marketing with Press" Program	160,000			
		"Marketing to Tourists" Program	300,000			
		"Tourism Information Centers" Program	120,000			
		Specific support Program to Kuelap's nomination to World Heritage	60,000			
	C	**Operational Plans**				
		C.1 Development of Operational Plan .				
		C.2 Tourism Sector Human Resources Operational Plan			**600,000**	
		C.3 Tourism Marketing Operational Plan				
		C.4 Organization Plan, Information System and Plan Control				

Source: JICA Study Team

Implementation Schedule

The total implementation period for the above listed projects is 36 months. All projects will be implemented at the same time as the Phase I projects of the other components. The following table shows a tentative implementation schedule for tourism marketing.

Table 4.13 Implementation Schedule of Tourism Marketing Project

IDENTIFIED PRIORITY PROJECT			YEAR/ MONTH		
Title	No.	Components and activities	1 (1 2 3 4 5 6 7 8 9 10 11 12)	2 (1 2 3 4 5 6 7 8 9 10 11 12)	3 (1 2 3 4 5 6 7 8 9 10 11 12)
Tourism Marketing Project for Utcubamba Valley, Amazonas					
	A	In-depth analysis study of tourism current situation in Utcubamba Valley			
	B	Strategy Formulation and development of tourism marketing plans (short term/ long term)			
		Short-term tourism Products Program.			
		" Isson Ippin (One Village One Product)" Program.			
		Promotional Action Support Materials Development Program			
		Marketing promotion activities (towards tour operators, airlines, media and public)			
		"Tourism Information Centers" Program			
		Specific support Program to Kuelap's nomination to World Heritage			
	C	Operational Plans			

Source: JICA Study Team

Recommendations

In the process of strategy formulation, it is necessary that all stakeholders, from the local community to tour operators for example, should participate and contribute to the process. This will ensure that the formulated strategy reflects the actual needs and situation, and so that it will eventually benefit both tourists and the local community in the future. It is also expected that this process provides an opportunity for the exchange of views and opinions of both sides as visitors and hosts. For the hosts' side, it is indispensable to know what kind of products and services are demanded. This process of strategy formulation can also be an excellent opportunity for marketing information collection.

Considering the fact that one of the major obstacles in promoting tourism in Amazonas is the absence of commercial flights to Chachapoyas, it would be necessary to consider the measures to restart regular commercial flights. Although this is a matter of private sector, a scheme to enable regular commercial operation in the early stage of tourism development, such as establishment of a government's quota in ticket sales, would work as an incentive for private carriers. In the stage of strategy development, a preliminary design of such scheme should be considered.

In the Amazonas, the concept and importance of tourism marketing may not have been recognized so far. However, in Peru, there are many public and private entities that have long experience in tourism marketing and attracting tourists from all over the world. It would be highly beneficial to have an opportunity to share their knowledge and lessons learned from their points of view.

4.2 Sub-Program of Infrastructure

Five components of the infrastructure sub-program are evaluated and priority projects were determined in conformity with the priority projects and tourist sites selected during the study. A total of 38 priority infrastructrure projects were selected, as shown in the table below.

Table 4.14 Summary of Priority Project in Infrastructure Sub-Program

Component	Number of Projects		Total	Amount (S/.) / (US$)
Transport	With Profile	10	12	S/.48,012,761
	Without Profile	2		US$16,275,512
Electricity Supply & Energy	With Profil	1 (F/S)	1	S/.23,728,708
	Without Profile	0		US$8,043,630
Water & Sanitation	With Profile	14	17	S/.27,133,983
	Without Profile	3		US$9,197,960
Telecommunications	With Profile	0	1	S/.18,503,629
	Without Profile	1		US$ 6,272,417
Solid Waste Management	With Profile	0	7	S/.5,174,300
	Without Profile	7		US$1,754,000
Total US$ 1.00= S/.2.95			38	S/. 122,553,381 US$ 41,543,519

Source: JICA Study Team

For the preparation of long and short lists of infrastructure projects, the following approach was taken.

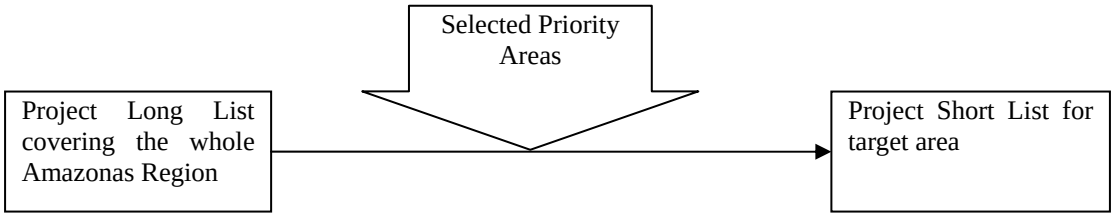
- Long list

Existing projects were identified as culled from interviews conducted with the related ministries in Lima and the project target area.. In addition, the web page of the Ministry of Economy and Finance (MEF) was used in order to verify the project registration into the SNIP system.

- Short list

The short listed projects were selected based on the prioritization of tourism destinations discussed in Chapter 3. For the telecommunications and solid waste management components, the short-listed projects were basically newly elaborated because there is no relevant project.

Figure 4.1 Image of the Priority Project Identification Process



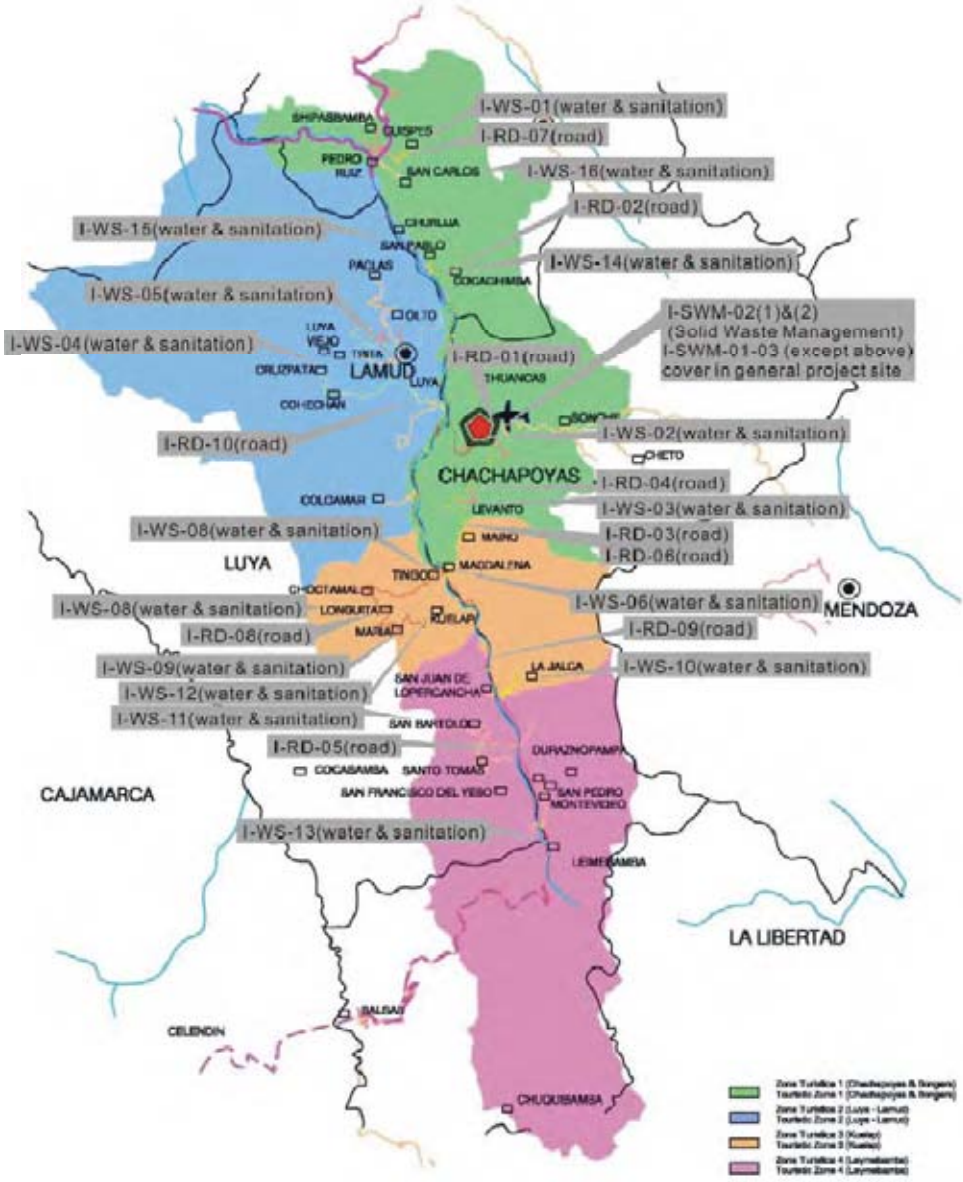
Source: JICA Study Team

As for the cost estimate, where profile is available (mainly for roads and water/sanitation), that data was used after applying the inflation factor. In the case of the electricity component, the information was taken from the existing F/S. For the telecommunication and solid waste management components, market prices in Peru were used to estimate the cost.

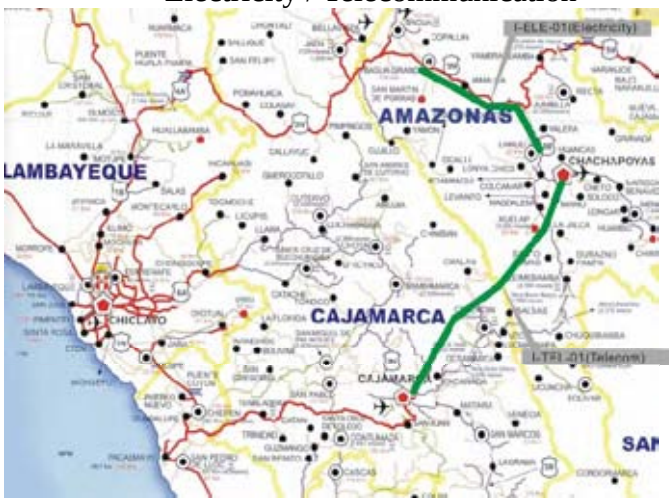
Location maps of all the proposed projects for infrastructure are presented below and the contents of every component are described hereunder.

Figure 4.2 Location Map of proposed projects for infrastructure

<Transport / Water and Sanitation / Solid Waste Management>



<Electricity / Telecommunication>



Source: JICA Study Team

4.2.1 Transport

(1) Long List

For road improvement, 127 project profiles and plans are identified by information provided by the Provias Nacional, Provias Descentralizado, Mincetur, Amazonas Regional Government, INC Amazonas, Kuelap Special Project, local municipalities, and Kuelap Master Plan. The table presented in Attachment 4 is a long list that shows all the identified project profiles and plans.

The national road network is developed under the Proyecto Peru of Provias Nacional. The regional and local roads are in the link with two programs that are managed by Provias Descentralizado, namely, <Programa de Caminos Departamental> and <Programa de Transporte Rural Descenralizado>.

(2) Short list

In order to prepare the short list, priority was given to improve the principal access corridor to the Study area and the access to the prioritized tourist destinations so as to enhance the investment efficiency of the project objective. Projects which fulfill these criteria, but are under execution, already executed, or with financing for the construction were excluded from the short list. There are eight projects which comply with the above mentioned criteria. The table below shows the selected projects.

Table 4.15 Selected Protjects (Transport)

N°	SNIP Code	Project Description	Destination	Entity in charge	Progress	Status
39	59324	IMPROVEMENT OF THE CHACHAPOYAS – AEROPUERTO ROAD	Huancas Airport	GR AMAZONAS	PROFILE	APPROVED
40	33429	IMPROVEMENT OF THE COCAHUAYCO – COCACHIMBA ROAD	Cocachimba	GR AMAZONAS	PROFILE	APPROVED
42	81923	IMPROVEMENT AND RESTORATION OF THE CHACHAPOYAS - LEVANTO - SAN ISIDRO DEL MAYNO - MAGDALENA - EL TINGO LOCAL ROADS	Levanto Magdalena	GR AMAZONAS	PROFILE	PRESENTED
44	9614	RESTORATION AND IMPROVEMENT OF THE LEVANTO - CHACHAPOYAS ROAD	Levanto	GR AMAZONAS	PROFILE	APPROVED
48	47933	IMPROVEMENT AND RESTORATION OF HIERBABUENA - SANTO TOMAS ROAD	San bartolo	GR AMAZONAS	PROFILE	APPROVED
98	41714	CONSTRUCTION OF 1 KM. OF LOCAL ROAD BETWEEN LEVANTO - MAYNO, OSMAL BRIDGE AND IMPROVEMENT 7.90 KM TO A PAVED LEVEL LEVANTO - MAYNO, CHACHAPOYAS PROVINCE – AMAZONAS	Levanto Magdalena	MUNICIPALIDAD PROVINCIAL DE CHACHAPOYAS	PROFILE	APPROVED
108	57012	IMPROVEMENT OF THE ROAD AT THE JAZAN CUISPES CROSSROADS, CUISPES DISTRICT - BONGARA – AMAZONAS	Cuispes	MUNICIPALIDAD DISTRITAL DE CUISPES	PROFILE	APPROVED
111	56677	RESTORATION OF THE LLAUCAN AND HUAQUILLA BRIDGES CHOCTAMAL LOCALITY, LONGUITA DISTRICT- LUYA – AMAZONAS	Choctamal Maria Kuelap	MUNICIPALIDAD DISTRITAL DE LONGUITA	PROFILE	APPROVED

Source: JICA Study Team

In addition to the existing PERFILs, asphalt paving is recommended for the section from the entrance to Chachapoyas to Leymebamba in the second phase (from year 4 of the project) as the road is the principal axis of the tourism development. For this same reason, the road between Caclic and Luya should be upgraded to a paved road in the second phase.

Table 4.16 Additional Project (Transport)

N°	SNIP Code	Project Description	Amount	Entity in charge	Progress
A 01		IMPROVEMENT TO ASPHALT PAVEMENT BETWEEN DV.CHACHAPOYAS AND LEYMEBAMBA	S/.31,050,000	PROVIAS NACIONAL	FICHA
A 02		IMPROVEMENT TO ASPHALT PAVEMENT BETWEEN CACLIC AND LUYA-LAMUD	S/. 6,480,000	PROVIAS DESCENTRALIZADO	FICHA

Source: JICA Study Team

Costs of the above projects are estimated based on information provided by MTC as empirical value from similar projects. For the Dv Chachapoyas – Leymebamba which is a national road, a unit cost of US$150,000 per kilometer was used and US$120,000 per kilometer for the Caclic to Luya Road.

The improvement of the road between Tingo and Kuelap into asphalt pavement was considered but was not included as a priority project because of the difficulty in the actual road alignment. Some security devices may be required to be installed along this road, and its improvement to asphalt pavement should be evaluated when the traffic volume increases.

The roads to San Pablo, San Carlos and Cruzpata are not included in the shortlist because, according to Provias Descentralizado, maintenance of local roads in this zone is carried out every two to three years. It is recommended, therefore, to provide frequent maintenance so that vehicles can be driven with comfort. The Provias Nacional has launched the program named “Proyecto Peru”, which aims to maintain the road for three to five years under contract. Similar mechanism may be useful for the main roads to provide comfortable access for tourists.

Thus, ten projects were selected in the short list for the road sector. The total estimated investment amount is S/.48,012,761 (US$16,275,512).

(3) Short listed Projects and its outline

The principal access to the base cities, namely, Chachapoyas, Luya-Lamud, Tingo/Magdalena, and Leymebamba and the access roads to the priority tourism destinations are considered as the priority projects in transportation sector. No projects related to air transportation was considered because it is judged that the airport infrastructures are at an adequate level and it is necessary to link with tourism promotion to invite commercial flights. The following table shows the outline of selected projects.

Table 4.17 Outline of Selected Projects (Tansport)

Item	Description	
Project number	10	
Project Code/ Project Name	I-RD-01 (SNIP: 59324)	Improvement of Chachapoyas - Airport Road
	I-RD-02 (SNIP: 33429)	Improvement of Cocahuayco - Cocachimba Road
	I-RD-03 (SNIP: 81923)	Improvement and Restoration of Chachapoyas - Levanto - San Isidro del Mayno - Magdalena - El Tingo Local Roads
	I-RD-04 (SNIP: 9614)	Restoration and Improvement of Levanto - Chachapoyas Road
	I-RD-05 (SNIP: 47933)	Improvement and Restoration of Hierbabuena - Santo Tomas Road
	I-RD-06 (SNIP: 41714)	Construction of 1 Km. of Local Road Between

Item	Description	
		Levanto - Mayno, Osmal Bridge and Improvement of 7.90 Km Levanto - Mayno, Chachapoyas to a paved road
	I-RD-07 (SNIP: 57012)	Improvement of the Road at Jazan Cuispes Crossroads, Cuispes District - Bongara -
	I-RD-08 (SNIP: 56677)	Restoration of Llaucan and Huaquilla Bridges Choctamal Locality, Longuita District- Luya -
	I-RD-09 (SNIP: na)	Improvement to Asphalt Pavement Between Dv.Chachapoyas and Leymebamba
	I-RD-10 (SNIP: na)	Improvement to Asphalt Pavement Between Caclic and Luya-Lamud
Project Cost	**Total**	**S/. 48,012,761**
	Phase 1	**S/. 10,482,761**
	I-RD-01 (SNIP: 59324)	S/. 2,712,345
	I-RD-02 (SNIP: 33429)	S/. 363,820
	I-RD-03 (SNIP: 81923)	S/. 3,359,829
	I-RD-04 (SNIP: 9614)	S/. 692,151
	I-RD-05 (SNIP: 47933)	S/. 1,525,680
	I-RD-06 (SNIP: 41714)	S/.1,040,635
	I-RD-07 (SNIP: 57012)	S/.408,989
	I-RD-08 (SNIP: 56677)	S/.379,312
	I-RD-09 (SNIP: na)	S/.31,050,000
	I-RD-10 (SNIP: na)	S/.6,480,000
Executing Agency	Regional Government of Amazonas under agreement with Provias Nacional or Provias Descentralizado	
Execution Period	I-RD-01 (SNIP: 59324)	4 months
	I-RD-02 (SNIP: 33429)	3 months
	I-RD-03 (SNIP: 81923)	6 months
	I-RD-04 (SNIP: 9614)	2 months
	I-RD-05 (SNIP: 47933)	6 months
	I-RD-06 (SNIP: 41714)	4 months
	I-RD-07 (SNIP: 57012)	6 months
	I-RD-08 (SNIP: 56677)	6 months
	I-RD-09 (SNIP: na)	12 months
	I-RD-10 (SNIP: na)	12 months
Funding	Regional Government of Amazonas, Provias Nacional, Provias Descentralizado	
Entity in charge for Maintenance	National Roads: Provias Nacional Regional and local roads: Provias Descentralizado	
Project benefits	- Reduction of transportation time and cost to tourism destinations - Better communication among communities - Quick access for emergencies - Safer transportation for inhabitants and tourists	

Source: JICA Study Team

(4) Project technical description

The road projects include improvement of local/national roads to compacted surface with respective drainage works. Some of sections are proposed to be upgraded to asphalt pavement, such as the road to the airport, the road between Caclic and Luya – Lamud and the road between Dv. Chachapoyas and Balsas. The scope of each project is described below.

<Project Scope>

I-RD-01 (SNIP: 59324) Road improvement of 4.15 km paved road to flexible asphalt surface t=2 inches, from Chachapoyas (km 00+600) - Airport (04+750 km), which includes:

- Preliminary Works: staking out and redesign, clearing and grubbing
- Leveling: excavation of loose materials, loose rock, hard rock, leveling and filling with the same materials
- Pavements: asphalt surface t =2 inches
- Structures: pipe culverts, gutters (concrete ford), retaining walls, ditches
- Traffic Signs: preventive, regulatory, informative and kilometric
- Pontoon: 01 reinforced concrete pontoon on Señor de los Milagros gully.

I-RD-02 (SNIP: 33429) Improvement of local road of 3.04 km gravel surfacefrom Km 01+800 to Km 04+840, Cocahuayco-Cocachimba; that includes the following activities

- Preliminary Works
- Structures and drainage works
- Pavement, traffic signs
- 01 reinforced concrete pontoon
- Environmental mitigation

I-RD-03 (SNIP: 81923) Improvement at compacted level of 44+000 km of road, with a thickness of 15cm, width carriageway 4.00 m and shoulder of 0.50 m, which also includesthe following work items:

- Construction of 55+000 km of triangular ditches of 0.75 m x 0.50 m without cover
- Construction of 20 pipe culverts
- Traffic signs and informative works
- Construction of platforms against slope to stabilize lands in fault areas
- 15 pipe culverts of 36 inches diameter

I-RD-04 (SNIP: 9614) Improvement and rehabilitation with compacted thickness of 20cm, with length of 16 km

I-RD-05 (SNIP: 47933) Rehabilitation and improvement of road to compacted level; structures and drainage works construction and rehabilitation, and construction of 01 Bridge

I-RD-06 (SNIP: 41714) Construction of 1 km of car-transitable narrow path between Levanto - Mayno, Osmal Bridge construction, and improvement of 7.90 km at compacted level t = 10cm, width 3.50 m, and 01 pipe culvert.

I-RD-07 (SNIP: 57012) 11 km road improvement of gravel surface

I-RD-08 (SNIP: 56677) Rehabilitation of 02 bridges: Llaucan Bridge and Huaquilla Bridge. Basic training of population of Cochamal locality

I-RD-09 (SNIP: na)	Improvement of road between Dv. Chachapoyas and Balsas to asphalt pavement (L=167km)
I-RD-10 (SNIP: na)	Improvement of road between Caclic and Luya – Lamud to asphalt pavement (L=18km)

(6) Recommendation

Some of the approved Perfils do not include protection works and/or traffic signs, such as I-RD-06 (SNIP: 41714). It is therefore recommended to review the scope of work in the next stage (Pre F/S) in order to confirm the necessity of these works. The additional investment for such items may be justified from an economic benefit viewpoint.

The improvement of the road between Tingo and Kuelap to asphalt pavement was not included as a priority project because of the difficulty in the actual road alignment. This road section should be carefully monitored and maintained to ensure normal transit at times. Its improvement to asphalt pavement should be evaluated when the traffic volume increases to 200 vehicles /day.

Once the improvement works have been made on the respective roads, it is recommended to provide adequate maintenance so that vehicles can be driven in comfort all the time. A maintenance program similar to the program named “Proyecto Peru” by Provias Nacional may be appropriate for the principal roads to provide comfortable access for tourists. This maintenance budget should be allocated from the ordinary budget of the central and local governments.

4.2.2 Electricity

(1) Project list

To achieve stable energy supply, the connection of the independent CACLIC system to the national grid (SEIN) is essential. It may be necessary to revise the timing of the implementation of connection which is programmed for 2014 by the Ministry of Energy and Mining (MEM). There is a pre-F/S prepared by ADINELSA for the interconnection of the CACLIC and Bagua – Jaen systems that is about to be connected to the national grid. Moreover, the master plan’s transmission line (Cajamarca – Caclic – Moyobamba – Tarapoto) is a 220kV line, another alternative Caclic – Jaen is 138 kV line or 60kV. The comparison between 138kV and 60kV was done in the pre-F/S and the 60kV line was selected as recommended alternative. The project will be financed by FONAFE and implemented by ADINELSA. The project limits the increase of the capacity to 3MW for the Caclic system. This could not be enough to cover the demand of PSE Chachapoyas if the demand increases quickly. However, such a risk is mitigated when the 220kV transmission line between Cajamarca – Caclic – Moyobamba is carried out in 2014 as it is proposed in PRE 2006-2015. When the Caclic system is connected to the national grid (SEIN) at two points, through Bagua – Jaen and Cajamarca – Caclic – Moyobamba, the stability of the energy supply in the Chachapoyas PSE will increase.

(2) Selected Project and its outline

From the alternatives considered to ensure supply to PSE Chachapoyas; ADINELSA has made the corresponding Pre-Feasibility Study and Feasibility Study and has selected the following project:

Table 4. 18 Outline of Project (Interconnection Line 60 kV, Caclic H.C.-Bagua Grande S.S.)

Item	Description
Project number	1
Project Code	I-ELE-01
Project name	60 Kv, Caclic-Bagua Grande Transmission Line Feasibility Study
Project Cost	S/. 23,728,708
Executing Agency	ADINELSA under Ministry of Energy and Mining
Execution Period	12 months
Funding	FONAFE
Entity in charge for Maintenance	Electro Oriente
Social Price Indicator	NPV: S/.41,204,571 (DSR=11%) IRR: 23.34%
Qualitative benefits	Social welfare that cannot be quantified - reduction in criminal acts due to the improvement in the public lighting service - increase in medical care hours - increase of public education hours - increase of the tourism potential in the area.

Source: JICA Study Team

(3) Project Technical description

60 kV, CACLIC-BAGUA GRANDE TRANSMISSION LINE FEASIBILITY STUDY

ADINELSA prepared the "60 kv, Caclic – Bagua Grande Transmission Line and stations" Feasibility Study.

The Energy and Mining Sector Investment and Planning Office has approved the mentioned Feasibility Study and has declared it feasible, taking into consideration that it complies with the provisions under Guideline No. 004-2007-EoF/68.01 of the Public Investment National System. Official Letter Nº 264-2008 /MEM/OGP dated 05th June 2008 formalizes this approval and is shown in the right figure.

The project has two clearly defined parts: one referred to substations and other to transmission lines. In the case of substations, these include the Caclic 60/22.9 kV-7 MVA substation, the Bagua Grande 60/22.9/10 kV-7 /WG/2/11 MVA substation and an outlet cell in 60 kV in the Bagua

Chica substation. In the case of the transmission lines, the project includes the implementation of the 60 kV Caclic-Bagua Grande Transmission Line.

<Project Scope>

Caclic 60/22.9 kV-7 MVA Substation

To connect the 60 kV Caclic-Bagua Grande transmission line to the Caclic system, it is required to construct a linking substation in the Caclic HC. In the area allotted to the Caclic H.C., there exists enough space to locate the substation in question.

Bagua Grande 60/22.9/10 kV-7 /WG/2/11 MVA substation

In the Bagua Grande SS facility, a 7 /WG/2/11 MVA and 60/22.9/10 kV substation should be implemented, as such, the existing 2.5 MVA and 22.9/10 kV transformer should be dismounted. This substation must have two output cells in 60 kV, one of them to receive the 60 kV transmission line from Bagua and the other for interconnection with the Caclic H.C.

Output Cell in 60 kV in the Bagua substation

At the Bagua substation, an output module in 60 kV should be implemented. This will allow connecting with the Bagua Grande substation at the 60 kV level with the existing line at this tension level but currently it has been operating in 22.9 kV.

60 kV Caclic-Bagua Grande Transmission Line

The project consists of the implementation in 60 kV from the Caclic HC up to the Bagua Grande substation, with a total length of 87.5 km.and the conductor to be used is AAAC 120 mm2. Due to the project area characteristics, it is planned to use lattice towers with glass or porcelain insulators.

According to the preliminary trace that has been made, the route line will vary between 450 msnm in the Bagua area and 2400 msnm in the Luya area. Starting from the Caclic HC, the line goes through the adjacent areas of Luya, Lamud, Paclas, Santa Rosa, Chonia, San Jerónimo, Chosgón, Jamaica, Naranjitos, St. Helena localities, to finally reach the Bagua Grande SS.

Between the Bagua Grande and Naranjito localities, the line runs near the Bagua-Pedro Ruiz road. For the section between the Caclic H.C and Paclas, it can be accessed by the Caclic-Luya-Lamud wagon road. For the section between Paclas and Jamaica, there are no wagon roads; only the town called Chosgon has a wagon road that starts from the Bagua-Pedro Ruiz road.

<Project Costs>

The following table shows the costs at market prices for the implementation of this project.

Table 4.19 Project Costs (Electricity)

Item	Description	Investment (S/.)
1	**Line in 60 kV – 3 x 120mm^2 AAAC – Caclic – Bagua Grande - 87.5 km**	**9,737,812**
	- Materials	5,826,966
	- Electromechanical installation and civil works	3,201,434
	- Adjustment of primary line within the affected band	30,030
	- Detailed Engineering	226,461
	- Supervision	452,921
2	**Substations**	**5,600,719**

	- Equipment and material supply	3,972,385
	- Electromechanical installation	585,870
	- Civil work	744,536
	- Detailed Engineering	99,310
	- Supervision	198,619
3	**Direct cost (DC)**	**15,338,531**
3.1	General cost of contractor (12 % of DC)	1,840,624
3.2	Profit (9% of DC)	1,227,093
3.3	Contingency provision (10% of DC)	1,533,853
4	**Total before IGV Tax**	**19,940,091**
	IGV Tax (19% of total cost)	3,788,617
5	**Total including IGV Tax**	**23,728,708**

Source: JICA Study Team

<Implementation Plan>

Based on the Feasibility Study of ADINELSA, an implementation duration of 12 months is proposed as shown in the following figure.

Table 4.20 Implementation Plan (Electricity)

Description (month)	1	2	3	4	5	6	7	8	9	10	11	12
Preliminary Works												
Supply and transportation of materials												
Electromechanical Installation												
Tests												

Source: JICA Study Team

(4) Conclusions and Recommendations

- The Small Electric System of Chachapoyas has the Caclic H.C. as its only supply source and currently needs more power generation.
- In order to achieve a reliable and safer electricity supply, which is identified as one of the needs in this Project, the diversification of the PSE Chachapoyas supply sources is necessary and in particular, the prioritization of its interconnection with the SEIN (National Interconnected Electrical System).
- To further improve the supply safety and reliability level in future electrification programs, simple circuits distribution expansion to double and/or formation of supply rings to the main localities of the PSE Chachapoyas should be considered.
- The best and faster solution to address the supply problem of the PSE Chachapoyas is the interconnection with the SEIN; which could be in 60 kV or in 138 kV. The solution adopted at least would be ready at least in 2010 taking into consideration the financing and construction periods.
- The 60 kV option through the Caclic – Bagua Grande T.L. has been proposed by ADINELSA and was recently approved by the OPI-MINEM. This solution is limited by the capacity of the Jaen – Bagua Grande T. L., whose design does not consider the PSE Chachapoyas demand. The Bagua to Caclic transfer limit would be 3 MW, which

will be insufficient if the PSE Chachapoyas demand becomes greater. However, this limitation would be overcome in 2014 with the commissioning of the 220 kV Cajamarca-Caclic-Moyobampa T.L.

- When the Cajamarca-Caclic-Moyobamba T.L. will be implemented in 2014, the supply to PSE Chachapoyas would increase its reliability by having two points of supply from the SEIN.

4.2.3 Water and Sanitation

(1) Long List

Under the Law 28880, S/.321,484.19 was allocated to the program to finance 161 public investment projects. Law 28919 allowed re-assigning from the fund of SHOCK DE INVERSIONES to 19 public investment projects.

In the period 2006-2007, the Amazonas regional government invested in 40 projects, recording the number of beneficiaries to 53,945 people. The investment sums S/. 29,093.65.

Table 4.21 Long List of Water and Sanitation Projects/Plans

No.	District	SNIP	Project Name	Status	Fund
1	Camporredondo	32595	Renovation, improvement, extension of water supply system and sewerage from the locality of Camporredondo - Luya -Amazonas, Camporredondo District - Luya - Amazonas	Execution	Shock de inversiones
2	Chachapoyas	5637	Channeling Canchulhuayco's gully - Santo Domingo	Executed	Shock de inversiones
3		29820	Improvement and extension the water supply system and sewerage from the locality of Mayno	Executed	Shock de inversiones
4		27692	Sectorization of water supply system and from Chachapoyas	Execution	Shock de inversiones
5		9762	Improvement of water supply system and sewerage and the treatment plant Annex El Molino	Executed	
6		650	Channel of Santa Lucia's gully - Chachapoyas – Amazonas	Perfil viable	
7		3726	Drainage Uu.Pp. Pedro Castro Alva - Chachapoyas - Chachapoyas – Amazonas	Perfil viable	
8		61893	Expansion of the sewerage network 2007, Chachapoyas, Chachapoyas province, Amazonas	Perfil viable	
9		653	Emitter Santa Lucia – Chachapoyas	Perfil viable	
10	Chiliquin	24673	Construction of rural drainage system from Cuelcho	Execution	Shock de inversiones
11		24622	Construction of the rural drainage system of Chicliquin - Chiliquin - Chachapoyas – Amazonas	Perfil viable	
12	Chuquibamba	32598	Improvement and extension of the water supply and sewerage system of the locality of Chuquibamba - Chachapoyas – Amazonas	Perfil viable	
13	Cohechan		Restoration, improvement and/or installation of the water supply system and sewerage of the locality of Cohechan, district of Conila, province of Luya, Department of Amazonas.	Perfil Programado	COPESCO
14	Colcamar	54099	Extension and improvement of the integrated water supply system and sewerage of Colcamar- Colcamar District	Perfil viable	

No.	District	SNIP	Project Name	Status	Fund
15	Cuispes	53566	Expansion and improvement of potable water and construction of sewer pipes in Fanpre, in Cuispes district, Bongara, Amazonas	Perfil viable	
16	Huancas	50200	Extension and improvement of water supply system and sewerage from the locality of Huancas, Huancas District - Chachapoyas - Amazonas .	Execution	Shock de inversiones
	Kuelap	24502	Rehabilitation, improvement and installation of water supply system and sanitation for Caserio Kuelap - Tingo – Luya	Perfil viable	
17	La Jalca	30192	Recovery, extension and improvement of water supply system and sewerage from the locality of La Jalca	Execution	Shock de inversiones
18		90942	Construction, improvement, expansion of the water and sewerage system of the annexes of La Jalca Grande district – Chachapoyas	Evaluation	
19	Levanto	50721	Extension and improvement of water supply system and sewerage from the localities of Cachuc, Levanto y Coyacruz- Colcamar District	Projected	
20	Leymebamba	3326	Improvement and extension of the water supply system and Sewerage system of the locality of Leymebamba	Executed	
21		64145	Expansion and improvement of potable water and sewerage system of Annex Dos de Mayo, Leymebamba, Chachapoyas province, Amazonas	Perfil viable	
22	Longuita	50935	Restoration, improvement and/or installation of the water supply system and sewerage of the locality of Longuita, district of Longuita, province of Luya, Department of Amazonas.	Perfil Viable	COPESCO
23	Luya-Lamud	4665	Improvement and extension of water supply system and sewerage of Luya-Lamud	Execution	
24	Magdalena	17260	Improvement and extension of water supply system and sewerage of Magdalena	Executed	
25		60854	Extension and renovation of water supply system and sewerage from the Sr. De los Milagros Annex - Renovation of collecting network from the locality of Magdalena - Magdalena District.	Perfil viable	
26	Montevideo	79589	Restoration, improvement and/or installation of the water supply system and sewerage of the locality of Montevideo, district of Montevideo, province of Chachapoyas, Department of Amazonas.	Perfil viable	COPESCO
27	Maria	74074	Restoration, improvement and/or installation of the water supply system and sewerage of the locality of Maria, district of Maria, province of Luya, Department of Amazonas.	Evaluation	COPESCO
28	Ocalli	18116	Installation of sewerage system and waste water treatment in Quispes Town, Ocalli District.	Starting	Shock de inversiones
29	Palmira	71478	Extension and improvement of the Integrated water supply system and waste water from the Palmira Annex -District of Leymebamba.	Perfil viable	
30	Quizango	37335	Improvement of the integrated water supply system and sewerage annex Quizango District of Maria	Projected	
31	Santo Tomas		Restoration, improvement and/or installation of the water supply system and sewerage of the locality of Santo Tomas, district of Santo Tomas, province of Luya, Department of Amazonas.	Perfil viable	COPESCO
32	San Bartolo	74377	Restoration, improvement and/or installation of the water supply system and sewerage of the locality of San Bartolo, district of Santo Tomas, province of Luya, Department of Amazonas.	Perfil viable	COPESCO
33	San Juan de Lopecancha		San Juan de Lopecancha Luya	Require finance for study	COPESCO
34	San Francisco de Yeso		San Francisco del Yeso	Require finance for study	COPESCO

No.	District	SNIP	Project Name	Status	Fund
35		51926	Expansion and rehabilitation of water supply system for IPAA-LA FILA, district of San Francisco de Yeso, Luya, Department of Amazonas	Perfil Viable	
36	Tacta-Mrcal. Castilla	48873	Improvement of water supply system and sewerage from the locality of Tacta	Projected	
37	Tingo		Restoration, improvement and/or installation of the water supply system and sewerage of the locality of Tingo, district of Tingo, province of Luya, Department of Amazonas.	Perfil Progr amado	COPESCO
38		24502	Restoration, improvement and/or installation of the water supply system and sewerage of the Kuelap's village - Tingo - Luya – Amazonas	Perfil viable	
39	San Pedro	40827	Construction of sewerage from the Annex San Pedro, Mariscal Castilla District	Projected	
40	Pedro Ruiz		Improvement of sewerage system and construction of a treatment plant for residual water	Executed	
41	Yerbabuena	75955	Improvement and extension of the water supply system and sewerage system of the locality of Yerba Buena	Financed no Executed	

Source: JICA Study Team from different source
Note: Yellow hatched cells are located within the priority area

(2) Project short list

According to the priority districts determined in the Chapter 3.1, the short list is prepared as shown in the Table 4.13. Except Cocachimba, San Pablo and San Carlos, there are existing projects under preparation or execution. Revisions are made on these Perfils in order to assure that the interventions are appropriate to address the increment of visitors in the cities such as Chachapoyas, Luya-Lamud, Tingo/Magdalena and Leymebamba. For the other districts' projects which are located along the priority tourist destinations, along the access or at the destination itself are also reviewed to update the prices and scope.

In the table below, note that (A) means that there are some additional interventions recommended as a result of this study, and (B) refers to projects which amounts are revised according to the inflation rate to-date.

Projects which are under execution were excluded from the shortlist, such as La Jalca, Huancas and Leymebamba.

Table 4.22 Short List of Water and Sanitation Projects/Plans

No.	District	SNIP	Project Name	Status	Note
1	Chachapoyas	61808	Expansion of the water supply network, Chachapoyas, Chachapoyas province, Amazonas	Perfil viable	(A)
		61893	Expansion of the sewerage network 2007, Chachapoyas, Chachapoyas province, Amazonas	Perfil viable	(A)
		653	Emitter Santa Lucia - Chachapoyas	Perfil viable	(A)
2	Cuispes	53566	Expansion and improvement of potable water and construction of sewer pipes in Fanpre, in Cuispes district, Bongara, Amazonas	Perfil viable	(A)
3	Cruzpata	48709	Improvement of water supply system and construction of sewerage in Cruzpata, Trita, Luya, Amazonas	Perfil viable	(A)
4	Kuelap	24502	Rehabilitation, improvement and installation of water supply system and sanitation for Caserio Kuelap - Tingo - Luya	Perfil viable	(B)
5	La Jalca	30192	Improvement of water and sanitation system in La Jalca	Execution	Shock de

					Inversion
6	Levanto	50721	Extension and improvement of water supply system and sewerage from the localities of Cachuc, Levanto y Coyacruz- Colcamar District	Projected	(A)
7	Leymebamba (dos de mayo)	64145	Expansion and improvement of potable water and sewerage system of Annex Dos de Mayo, Leymebamba, Chachapoyas province, Amazonas	Perfil viable	(B)
8	Longuita	50935	Restoration, improvement and/or installation of the water supply system and sewerage of the locality of Longuita, district of Longuita, province of Luya, Department of Amazonas.	Perfil Viable	COPESCO (B)
9	Luya-Lamud	4665	Improvement and extension of water supply system and sewerage of Luya-Lamud	Execution	(A)
10	Magdalena	60854	Extension and renovation of water supply system and sewerage from the Sr. De los Milagros Annex - Renovation of collecting Red from the locality of Magdalena - Magdalena District.	Perfil viable	(B)
11	Maria	74074	Restoration, improvement and/or installation of the water supply system and sewerage of the locality of Maria, district of Maria, province of Luya, Department of Amazonas.	Evaluation	COPESCO (B)
12	San Bartolo	74377	Restoration, improvement and/or installation of the water supply system and sewerage of the locality of San Bartolo, district of Santo Tomas, province of Luya, Department of Amazonas.	Perfil viable	COPESCO (B)
13	Tingo		Restoration, improvement and/or installation of the water supply system and sewerage of the locality of Tingo, district of Tingo, province of Luya, Department of Amazonas.	Perfil Programado	COPESCO (A)

Source: JICA Study Team

Additional fichas are prepared in the districts where any existing Perfil or projects were identified.

Table 4.23 Additional Projects of Water and Sanitation

No.	District	SNIP	Project Name	Status	Fund
A1	Cocachimba		Water supply and sewerage system installation in the annex of Cochachimba, San Pablo de Valera, Bongara	Ficha	Mincetur
A2	San Pablo		Expansion of water supply and sewerage system in San Pablo de Valera, Bongara	Ficha	Mincetur
A3	San Carlos		Expansion of water supply and sewerage system in San Carlos de Valera, Bongara	Ficha	Mincetur

Source: JICA Study Team

Thus, 16 projects are selected for the water and sanitation component. The total estimated amount of investment is S/. 27,133,983 (US$9,197,960).

(3) Selected Projects and its outline

Fourteen projects with Perfil were selected in accordance with the priority tourism sites. Three fichas were newly prepared where any Perfil was not found. Some of projects

require additional works which were not included in the original Perfil. These additional works are considered in the project scope. The outline of the projects is shown below.

Table 4.24 Outline of Selected Project (Water and Sanitation)

Item	Description
Project number	17
Project Code/ Project Name	I-WS-01 (SNIP: 98645) Expansion and improvement of potable water and sewerage system in Nueva Alianza, El Porvenir, Franre and La Colmena, Cuispes district, Bongara I-WS-02 (SNIP: 61893,61808,653) Expansion of the sewerage network 2007, Chachapoyas, Chachapoyas province I-WS-03 (SNIP: 50721) Extension and improvement of water supply and sewerage system from the localities of Cachuc, Levanto and Coyacruz- Colcamar District I-WS-04 (SNIP: 48709) Improvement of water supply system and construction of sewerage system of Cruzpata, Trita district, Luya I-WS-05 (SNIP: 4665) Improvement and extension of water supply and sewerage system of Luya-Lamud I-WS-06 (SNIP: 60854) Expansion and renovation of water supply and sewerage system from the Sr. de los Milagros Annex - Renovation of collecting network from the locality of Magdalena - Magdalena District I-WS-07 (SNIP: na) Restoration, improvement and/or installation of the water supply and sewerage system of the locality of Tingo, district of Tingo, province of Luya I-WS-08SNIP: 50935) Restoration, improvement and/or installation of the water supply and sewerage system of the locality of Longuita, district of Longuita, province of Luya I-WS-09 (SNIP: 74074) Restoration, improvement and/or installation of the water supply and sewerage system of the locality of Maria, district of Maria, province of Luya I-WS-10 (SNIP: 30192) Recovery, extension and improvement of water supply and sewerage system from the locality of La Jalca I-WS-11 (SNIP: 74377) Restoration, improvement and/or installation of the water supply system and sewerage of the locality of San Bartolo, district of Santo Tomas, province of Luya I-WS-12 (SNIP: 24502) Restoration, improvement and/or installation of the water supply system and sewerage of the Kuelap's village, Tingo, Luya I-WS-13 (SNIP: 64145) Expansion and improvement of potable water and sewerage system of Anexo Dos de Mayo, Leymebamba, Chachapoyas I-WS-14 (SNIP: na) Improvement and expansion of water supply system, potable water distribution, collection and treatment of sewerage of Cocachimba, San Pablo de Valera, Bongara I-WS-15 (SNIP: na) Rehabilitation, improvement and expansion of water supply system, distribution of potable water, and collection and treatment of sewerage of San Pablo de Valera, Bongara I-WS-16 (SNIP: na) Rehabilitation, improvement and expansion of water supply system, potable water distribution and, collection and treatment of the sewage of San Carlos, Bongara

Item	Description	
Project Cost	**Total**	**S/. 27,133,983**
	I-WS-01 (SNIP: 98645)	S/.796,314
	I-WS-02 (SNIP: 61893,61808,653)	S/. 3,321,662
	I-WS-03 (SNIP: 50721)	S/. 718,413
	I-WS-04 (SNIP: 48709)	S/. 994,657
	I-WS-05 (SNIP: 4665)	S/. 7,381,387
	I-WS-06 (SNIP: 60854)	S/. 878,981
	I-WS-07 (SNIP: na)	S/. 2,945,147
	I-WS-08 (SNIP: 50935)	S/. 736,702
	I-WS-09 (SNIP: 74074)	S/. 1,107,771
	I-WS-10 (SNIP: 30192)	S/. 3,917,230
	I-WS-11 (SNIP: 74377)	S/. 234,449
	I-WS-12 (SNIP: 24502)	S/.302,340
	I-WS-13 (SNIP: 64145)	S/. 1,027,965
	I-WS-14 (SNIP: na)	S/. 1,000,467
	I-WS-15 (SNIP: na)	S/. 969,484
	I-WS-16 (SNIP: na)	S/. 801,015
Executing Agency	Regional government of Amazonas and municipalities	
Execution Period	I-WS-01 (SNIP: 98645)	4 months
	I-WS-02 (SNIP: 61893,61808,653)	5 months
	I-WS-03 (SNIP: 50721)	3 months
	I-WS-04 (SNIP: 48709)	5 months
	I-WS-05 (SNIP: 4665)	6 months
	I-WS-06 (SNIP: 60854)	6 months
	I-WS-07 (SNIP: na)	5 months
	I-WS-08 (SNIP: 50935)	5 months
	I-WS-09 (SNIP: 74074)	12 months
	I-WS-10 (SNIP: 30192)	3 months
	I-WS-11 (SNIP: 74377)	12 months
	I-WS-12 (SNIP: 24502)	3 months
	I-WS-13 (SNIP: 64145)	6 months
	I-WS-14 (SNIP: na)	3 months
	I-WS-15 (SNIP: na)	4 months
	I-WS-16 (SNIP: na)	3 months
Funding	Mincetur (Plan Copesco), Agua para Todos, Regional government, Municipalities	
Entity in charge for Maintenance	Municipalities	
Project benefits	- Access to better quality of potable water - Improvement of coverage of potable water - Less impact to environment - Better attention to tourists	

Source: JICA Study Team

(4) Project Technical description

The description of project scope including the recommended additional works is shown below. Italic characters are additionally recommended by the Study team.

I-WS-01 (SNIP: 98645) – Cuispes

Potable water system
- Collecting
- Construction of reservoir
- Conduct of line installation
- Pressure-break chamber installation
- Air valves and drain installation
- Treatment Plant: sediment, pre filter and slow filter

- Distribution network installation
- Household connections installation

Sanitation System

- Collectors network, primary and secondary networks installation
- Household connections installation
- Treatment and Final Disposal: Grit Chamber construction, desanding (channel), septic tank, distribution box, leaching wells
- Training: Sanitary education

I-WS-02 (SNIP: 61893,61808,653) – Chachapoyas

- Conduct of line installation
- Network distribution installation
- 19 splices execution
- Network separation
- 10 Pressure-break stations installation
- Household connections relocation
- Household water connections rehabilitation
- Treatment plant construction
- Existing treatment expansion
- Secondary network of potable water installation
- Sewer network collectors installation

I-WS-03 (SNIP: 50721) – Levanto

- Collecting works
- Conducting works
- Improving the extraction line
- Improving the distribution network
- Training in sanitation

Treatment Water Plant

- Rehabilitation of pre filter
- Construction of slow filter

I-WS-04 (SNIP: 48709) - Cruzpata

- Conducting line installation
- Reservoir construction
- Gathering network installation
- Canal construction
- Household connections installation
- Optional lagoon construction
- Evacuation line installation
- Training
- Collecting
- Water Treatment Plant: Construction of sediment and slow filter

I-WS-05 (SNIP: 4665) Luya - Lamud

Lamud

- Collecting Works
- Conducting Lines
- Water Treatment Plant improvement and construction of slow filter
- Installing micrometers
- Transmitter construction from Luya to Lamud
- Drains treatment by Imhoff tanks and biological filters

- Training in sanitation

Potable water System

- Potable water redistribution

Sewer System

- Drainers collection networks

Luya

Potable water System

- Potable water redistribution

Sewer System

- Drainers collection networks

I-WS-06 (SNIP: 60854) - Magdalena

- Replenishment of collection network of Magdalena
- Installing drainers networks in sector Parshul, Canghas, Huillín and Shungun
- Wastewater treatment
- Construction of four septic tanks
- Construction of four infiltration trenches

I-WS-07 (SNIP: na) - Tingo

Potable Water system

- Intake
- Conduction line
- Rehabilitation and expansion of treatment and storage system
- Disinfection system
- Distribution network

Sanitation System

- Collectors network installation
- Household connections installation

I-WS-08 (SNIP: 50935) – Choctamal, Longuita

Potable water System

- New collecting construction
- New conducting line construction
- Extracting line improvement
- Distribution network improvement
- Training

Sewerage System

- Sewer network construction
- Wastewater Treatment Plant construction

I-WS-09 (SNIP: 74074) - Maria

Water system

- Collection improvement
- Conducting line
- Air pass construction
- Distribution network expansion
- 41 Household connections installation
- Sediment construction.
- Reservoir and hypochlorous rehabilitation
- Training

Sanitation System

- Sewer system installation

- Drain construction
- 79 household connections installation
- Chamber gates construction
- Flow distributor construction
- Improvement of primary and secondary stabilization gap
- Construction of collecting chamber
- Environmental mitigation

I-WS-10 (SNIP: 30192) – La Jalca

- Gap collecting construction
- Distribution network rehabilitation for 8300 m
- 405 household connections construction
- Settler construction
- Slow filter construction
- Hypochlorinator construction
- Training

I-WS-11 (SNIP: 74377) – San Bartolo

Water system
- New collecting construction
- Conducting line
- Storage
- Distribution network
- Physical lost reduction
- Technical cadastre
- Services management

Sewer system:
- Sanitation coverage expansion
- Treatment systems improvement

I-WS-12 (SNIP: 24502) - Kuelap

Potable water System
- Collecting improvement
- Settler rehabilitation
- Pressure-break chambers rehabilitation on conducting line
- Conducting line rehabilitation and improvement
- Slow filter rehabilitation and improvement
- Existing reservoir rehabilitation
- Extraction line facility rehabilitation and distribution network
- Pressure-break chamber facility rehabilitation on extracting line
- Household connections installation and rehabilitation (54 units)
- Service management: implementation actions, training.
- Environmental impact mitigation

Drainage System
- Latrines with hydraulic drag
- Septic tanks, infiltration trenches or percolation.
- Sanitary latrines construction (56 units)
- Septic tank and infiltration percolation trenches
- Environmental mitigation

I-WS-13 (SNIP: 64145) – Dos de Mayo (Leymebamba)

- Potable water distribution network improvement

- 149 pre-household connections installation, with meters
- Collector networks improvement
- 58 canals construction
- 149 pre-household connections installation
- Grid chamber and desanding construction
- Imhoff tank construction
- Drying bottom construction
- Biological filter construction
- Environmental impact mitigation
- Training

I-WS-14 (SNIP: na) - Cocachimba

Potable water System
- Collecting
- Construction of reservoir
- Conducting line installation
- Pressure-break chamber installation
- Air valves and drain installation
- Treatment Plant: sediment, pre filter and slow filter
- Distribution network installation
- Household connections installation

Sanitation System
- Collectors network, primary and secondary networks installation
- Household connections installation
- Treatment and Final Disposal: Grid chamber construction, desanding (channel), septic tank, distribution box, leaching wells
- Training: Sanitary education

I-WS-15 (SNIP: na) – San Pablo de Valera

Potable water System
- Collecting
- Construction of reservoir
- Conducting line installation
- Pressure-break chamber installation
- Air valves and drain installation
- Treatment Plant: sediment, pre filter and slow filter
- Distribution network installation
- Household connections installation

Sanitation System
- Collectors network, primary and secondary networks installation
- Household connections installation
- Treatment and Final Disposal: Grid chamber construction, desanding (channel), septic tank, distribution box, leaching wells
- Training: Sanitary education

I-WS-16 (SNIP: na) - San Carlos

Potable water System
- Collecting
- Construction of reservoir
- Conducting line installation
- Pressure-break chamber installation
- Air valves and drain installation
- Treatment Plant: sediment, pre filter and slow filter

- Distribution network installation
- Household connections installation

Sanitation System

- Collectors network, primary and secondary networks installation
- Household connections installation
- Treatment and Final Disposal: Grid chamber construction, desanding (channel), septic tank, distribution box, leaching wells
- Training: Sanitary education

4.2.4 Telecommunication

As there is not any existing project, the project long list was not prepared.

From its characteristics, the emergency communication system does not require alternatives but a similar type that is used by the Provias Nacional in the remote areas along the national highway was considered.

Example of emergency communication device (provias)

Example of emergency communication device (provias)

Example of emergency communication device in USA

For broad band communication, the following alternatives are considered.

- Satellite communication
- Microwave + Optical fiber
- Optical fiber

The following table shows the comparison of each alternative.

Table 4.25 Comparison of Alternatives

Satellite	Microwave + Optical fiber	Optical fiber
Comparison of Advantages		
• Large coverage in mountainous zone • Quick construction • Quick and flexible expansion	• Flexible installation in mountainous area (microwave) • Less expensive for long distance compared to optical fiber	• Huge capacity of the band • Free from interference and noise • Maintenance-free in the installed line • No retard
Comparison of Disadvantages		
• Retard due to long distance • Considerable cost for usage right of satellite broad band • Not adequate for massive users	• Communication cut when visual communication is blocked	• The cost increases by distance

Source: JICA Study Team

Satellite communication is thus excluded from the final comparison because of its limited capacity. From the cost point of view, the combination of microwave and optical fiber was selected as the recommendable solution.

The table below presents the comparison of cost between microwave + optical fiber and optical fiber only.

Table 4.26 Comparison of Cost

Investment Amount (US$)		
	Microwave + Optical Fiber	Optical Fiber only
Technical Design	**8,150.00**	**33,800.00**
Project Management & Supervision	**281,850.00**	**281,850.00**
Field Survey and Study	**8,400.00**	**21,700.00**
Implementación de Infraestructura	**4,890,000.00**	**16,750,000.00**
Sensibilización	21,600.00	21,600.00
Capacitación	96,000.00	96,000.00
(sub total)	**117,600.00**	**117,600.00**
Plataforma Web	**75,000.00**	**75,000.00**
Sub Total Costo	**5,381,000.00**	**17,279,950.00**
% Imprevistos	3%	3%
Imprevistos $	**161,430.00**	**518,398.50**
Costos Directo + Imprevistos	5,542,430.00	17,798,348.50
% Gastos Generales	12%	12%
Gastos Generales	**665,091.60**	**2,135,801.82**
TOTAL	**6,207,521.60**	**19,934,150.32**

Source: JICA Study Team

As a conclusion, the installation of a broadband network by microwave and optical fiber and an emergency communication system is the selected Project.

(1) Selected Projects and its outline

One project with two principal objectives is proposed. One of the objectives is to introduce broad band internet connection service in the Study area and the other is to install an emergency communication system (SOS system) along the access to and in the tourism destinations. Project outline is shown in the table below.

Table 4.27 Outline of Selected Projects (Telecommunication)

Item	Description
Project number	1
Project Code	I-TEL-01
Project name	Implementation of infrastructure for telecommunication and broad band internet service for the tourism circuit of Utcubamba Valley
Project Cost	S/. 18,503,629
Executing Agency	Ministry of Transport and Communication (MTC)
Execution Period	12 months
Funding	MINCETUR and FITEL
Entity in charge for	MTC with private operators

Maintenance	
Qualitative benefits	- Increase tourism activities of local and foreign tourists, offering better telecommunication and broad band internet services - Reduction of time and cost of document formalities - Increase the access to the better service from private and public sectors (health, education, tourism, domestic security etc) - Assure safety of tourists

(2) Project technical description

The selected alternative of the combination of microwave and optical fiber is to connect Cajamarca and Chachapoyas by microwave for 130 km distance, and then to connect the principal localities, namely Chchapoyas, Tingo, Leymebamba, Lamud and Caclic where Michinoekis are proposed by optical fiber.

In the cities where Michinoekis are proposed, it is expected to develop community activities and local products promotion, in addition to the usage of the place for rest of tourists. The telecommunication and broad band internet services will be utilized to enhance activities such as promotion, through internet. The Project will include the following scope.

<Project Scope>

Installation of terminals in Chachapoyas and Cajamarca and installation of three repeaters between terminals

The microwave links that are part of the ground microwave networks are broadband systems and use radio frequencies that occupy the SHF (Super High Frequency) band of the electromagnetic spectrum and range from 2 GHz to 30 Ghz.

These links are used to transmit digital base band signals obtained after a Time-Division Multiplexing (TDM) process, carrying voice, video or data. The means of transmission is the atmosphere; therefore, the line of sight is needed in order to make these links operate correctly; otherwise, the signal will get lost due to obstructions in the atmosphere while the microwave is spread.

Digital hierarchy (SDH)

The digital signals delivered by time-division multiplexer (TDM) comply to a hierarchy of levels recognized by the UIT, network telecommunication manufacturers and operators worldwide. The SDH (Synchronous Digital Hierarchy) network infrastructure is recognized by the UIT-T recommendations and refer to a synchronous transportation network, standardized to be able to transport synchronous and asynchronous signals, it multiplexes low-speed to high-speed signals, it performs efficient transmission of great information capacities, it has multiplexing and demultiplexing flexibilization, as well as taking out or introducing signals without multiplexing and demultiplexing.

The SDH speed levels are as follows:

STM-1 at 155.520 Mbps

STM-4 at 622.080 Mbps

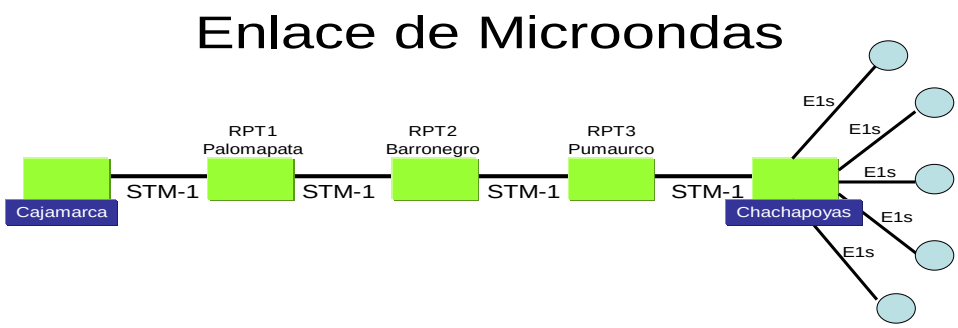
STM-16 at 2,488.320 Mbps

These digital signals are the ones that would be applied at the entrance of the microwave equipment and would act as base band signals.

The forecasted microwave links to be installed will use the infrastructure of Telefónica del Peru (towers, booths, etc.) on the path of their SDH microwave network that joins Cajamarca to Chachapoyas; that is why radio equipment of two terminals (Cajamarca and Chachapoyas) and three repeaters (Palomapata, Barronegro y Pumaurco) are required to be implemented. The E1 links from the main node in Chachapoyas with the other twelve secondary nodes that will be in each one of the districts, will be made with optical fiber cable. Initially, cabling for five towns [Chachapoyas, Lamud (Luya), Tingo, Leimebamba y Catlic] will be implemented. In each secondary node, a switch of 24 ports via optical fiber (FO) cables will be installed.

The microwave link will be made up of transmission equipment at STM-1 level from Cajamarca to Chachapoyas. At STM-1 level, this can handle up to 1890 voice channels or 63 E1 concerning broadband internet information.

Figure 4.3 Image of the Microwave Link



SOS system for inhabitants and tourists

The assistance system on roads (SOS system) for local inhabitants and tourists is made up of a group of communication elements installed along the road and a Control Center (CCO), from which the received calls are attended to and managed. The system is supported by a GSM Mobile Telephony communication system existent in the zone.

The assistant post or "SOS Post" provides the drivers with a direct link to the Control Center operator, allowing assistance to the user in any type of emergency; thus, it is a necessary assistance system on the road.

Control Center for Operation and Maintenance

A main screen shows the last event logs recorded. Another screen shows the incoming events in text mode, with all the relevant information and gives the possibility to change the status from pending to attended, once the information is entered; and to save them in a database. At the moment a call is received, the screen will show any graphic-type file (JPG, BMP, TIFF, etc.) that is previously linked with the relevant post, providing better graphic visualization of the event. Furthermore, the system has a database with information on workshops, hospitals, ambulance, etc. that corresponds to the kilometric point of the calling post.

The integrated telephone recording allows the registration of telephone conversations with the posts. The integration makes viable the same search engine for events and by double-clicking

on the event, the telephone conversation between the operator and the final user can be listened to, having a much quicker and more efficient operation.

It can be installed somewhere else, it takes a mobile line equivalent to the ones in the posts and allows making tests. The CMM generates interrogation to know the conditions of the posts in a time sequence that is programmable by the user. It receives and identifies the calls generated by the Call Box of their sensors and low-battery warnings, showing their tension values with decimals of volts. Besides, it allows Tx and Rx level adjustment and permits looking at existing signal levels on each post.

<Project Costs>

The following table shows the costs at market prices for the project implementation.

Table 4.28 Project Cost (Telecommunication)

Item	Description	Investment (S/.)
1	**Technical designs**	**23,635**
2	**Supervision**	**817,365**
2	**Direct Costs**	**15,198,900**
	- Field Survey	24,360
	- Implementation of infrastructure	14,616,000
	- Sensitization and training	341,040
	- Implementation of Web Platform	217,500
3	General Cost	**1,982,532**
	Contingency provision	**481,197**
4	**Total**	**18,503,629**

Source: JICA Study Team

(3) Recommendation

The selected project is a combination of microwave and optical fiber which is most appropriate from the technical and economical point of view. In the future, when the demand increases, it may be necessary to evaluate an expansion of the capacity of the microwave repeater from SDH -1 to SDH -4 or higher based on the demand, or install optical fiber to maximize the service level.

4.2.5 Solid Waste Management

(1) Selected Projects and its outline

In order to fulfill the expectations of the local residents and the future needs of cleaning of the zone, three components are elaborated as follows.

a) Institutional and operative strengthening

b) Improvement and extension of the solid waste infrastructure (5 sub packages)

c) Citizens participation and awareness

Table 4.29 Outline of Selected Projects (Solid Waste Management)

Item	Description
Project	7

Item	Description
number	
Project Code/ Project Name	I-SWM-01: Institutional and operative strengthening I-SWM-02(1): Closure of existing garbage dump in Chachapoyas I-SWM-02(2): Landfill construction in Chachapoyas I-SWM-02(3): Recycling plant construction I-SWM-02(4): Optimization of collecting system I-SWM-02(5): Integral solid waste management (sub systems) I-SWM-03: Citizens participation and awareness
Project Cost	Total: S/. 5,174,300 (US$1,754,000) I-SWM-01 S/.734,550 (US$249,000) I-SWM-02(1) S/. 1,060,820 (US$359,600) I-SWM-02(2) S/. 902,700 (US$306,000) I-SWM-02(3) S/. 368,750 (US$125,000) I-SWM-02(4) S/. 303,850 (US$103,000) I-SWM-02(5) S/. 1,319,830 (US$447,400) I-SWM-03 S/.483,800 (US$164,000)
Executing Agency	Regional government of Amazonas (to be examined further in the following phases)
Execution Period	I-SWM-01 36 months I-SWM-02(1) 21 months I-SWM-02(2) 12 months I-SWM-02(3) 12 months I-SWM-02(4) 6 months I-SWM-02(5) 24 months I-SWM-03 36 months
Funding	Regional government of Amazonas
Entity in charge for Maintenance	Newly created dedicated organization in coordination with provinces and districts
Expected benefits	I-SWM-01: Institutional and operative strengthening - Increase capability of municipalities to assure the public cleaning service and cleanliness of parks and gardens offer adequate services - Better capability of municipalities to collect the payments for public cleaning - Contribution to recover the deficit of public cleaning service I-SWM-02(1): Closure of existing garbage dump in Chachapoyas - Substantial reduction of environmental contamination in the actual garbage dump area - Reduction of the incidents of transmissible illness by the contaminated environment, in particular, acute diarrhea and acute respiratory infection - Establishment of green areas in the recovered site - Re-direction of the flow of solid waste towards an adequately managed landfill - Improvement of occupational and legal conditions of recycling workers I-SWM-02(2): Landfill construction in Chachapoyas - Substantial reduction of environmental contamination in the actual garbage dump area - Reduction of the incidents of transmissible illness by the contaminated environment, particularly acute diarrhea and acute respiratory infection - Re-direction of the flow of solid waste towards an adequately managed

Item	Description
	landfill - Elimination of critical points of accumulation of solid waste in other districts in the Project Area I-SWM-02(3): Recycling plant construction - Substantial reduction of environmental contamination in the actual garbage dump area - Reduction of the incidents of transmissible illness by the contaminated environment, particularly acute diarrhea and acute respiratory infection - Re-direction of the flow of solid waste towards an adequately managed landfill - Improvement of occupational and legal conditions of recycling workers - Offer of an excellent agricultural soil enriching by means of compost and less usage of agrochemicals I-SWM-02(4): Optimization of collecting system - Substantial reduction of environmental contamination in the actual garbage dump area - Reduction of the incidents of transmissible illness by the contaminated environment, particularly acute diarrhea and acute respiratory infection - Increase the environment quality of urban inhabitants I-SWM-02(5): Integral solid waste management (sub systems) - Assurance of quality and coverage of the public clearing service of the locality within the Project area - Prevention of environmental contamination and minimizing transmissible illness incidents - Increase the quality of supply for eco-tourism services in small localities I-SWM-03: Citizens Participation and Awareness - Facilitating the labor of selective collection of solid waste to be recycled and commercialized - Contribution to minimize and prevent the contamination of localities from the effects of solid waste - Facilitating the work of stockpiling, transfer and hauling of solid waste to Chachapoyas - Reduction of the incidents of transmissible illness by the contaminated environment, particularly acute diarrhea and acute respiratory infection

(2) Project technical description

<Project Scope>

Three components are considered in the plan as follows.

a) Institutional and operative strengthening

The objective of this component is to increase the management, administrative and financial capacities of the municipalities. To achieve this objective, actions in three fields had been planned (Project: I-SWM-01 or 3.1 -1)

① Municipal personnel training

② Advisory for the establishment of modern systems of administration and management for public cleaning services

③ Equipment and complementary activities: computer equipment, cadastre, creation of a data base, fee collection system, etc.

b) Improvement and extension of the solid waste infrastructure

1 Chachapoyas

- Dump yard closing Project (Project: I-SWM-02(1) or 3.2.1 -1)
- Land fill Project (Project: I-SWM-02(2) or 3.2.1 -2)
- Project of a reuse and recycle plant (treatment/recycling): compost and inert materials recycling (Project: I-SWM-02(3) or 3.2.1 -3)
- Project of optimization of the garbage selective collection system (Project: I-SWM-02(4) or 3.2.1 - 4)

2 Utcubamba's Eco-touristic Corridor localities (Project: I-SWM-02(5) or 3.2.2-I)

The localities will be integrated in subsystems of solid waste handling as proposed in the table. This was prepared considering the location, proximity and characteristics of the locality.

Table 4.30 Localities of Each Sub-System

Sub-system	Locality
I	Cuispes
	San Carlos
	Pedro Ruiz
	San Pablo
	Cocachimba
II	Huancas
	Chachapoyas: I-SWM-02(1)-(4) or 3.2.1
	Levanto
III	Lamud
	Luya
	Cruzpata
IV	Magdalena
	Tingo
	Choctamal
	Longuita
	María
	Kuelap Pueblo
V	La Jalca
	San Bartolo
	Leymebamba

Source: JICA Study Team

In each subsystem, a model of solid waste management will be implemented, in accordance with the following conditions:

- Renovation of the vehicular fleet of waste collection in the localities that already

collect with trucks (Huancas, Levanto, Lamud, Luya, Magdalena and Tingo);

- Progressive implementation of garbage collection selective system with non-motorized vehicles (three-wheel) in smaller localities, basically those that does not have trucks;
- Location of a stockpile center or a segregated waste plant of transference by each one of the localities;
- To implement compost systems, using the organic remainders, in the localities of more than 2,000 inhabitants;
- To implement a system with a truck for the collection of the waste secreted from the stockpile center of each locality to be evacuated towards Chachapoyas. Each subsystem will be taken care of two times per month.

This model will be outlined in an integrated system of solid waste management in the localities of the Utcubamba's Eco-touristic Corridor.

c) Citizens Participation and Awareness

The citizens' participation will be focused on the following:

- To promote the separation of the organic and inorganic solid waste within the residences;
- To generate the appropriate payment for the public cleaning service received;
- To specify the relationship that exists between the environmental contamination, health and the loss of the tourist attributes of the zone.

To fulfill the above mentioned focuses, one project with following activities is recommended.

- Environmental education at the schools with the participation of the PTAs
- Tributary awareness campaigns
- Educational campaigns for waste segregation at home and for garbage selective collection system

d) Management model of integrated solid waste system

In any scenario, the city of Chachapoyas must have its own operator. Two options for the centralized and integrated administration of the system of solid waste handling in the other localities have been established, as follows:

- A public company constituted by all the municipalities that renders the service integrally to all the localities, with the exception of Chachapoyas.
- A private concessionary company for the following services: transference, collection, transport, recycling (compost) and disposition in Chachapoyas.

<Project Costs>

The following Table shows the costs at market prices for this project implementation.

Table 4.31 Project Cost (Solid Waste Management)

Item	Description	Investment (US$)
I-SWM-01	(total)	**249,000**
	- Design of the program of training	30,000
	- Implementation of training program	120,000
	- Implementation of administrative system	33,000
	- Installation of basic kit in localities including database	66,000
I-SWM-02(1)	(total)	**359,600**
	- Design of garbage dump closure	15,000
	- Environmental Impact Assessment	10,000
	- Permission and License	5,000
	- Implementation of the work	300,000
	- Implementation of social responsibility program	20,000
	- Maintenance cost (US$800 x 12 months)	9,600
I-SWM-02(2)	(total)	**306,000**
	- Design of landfill	20,000
	- Environmental Impact Assessment	10,000
	- Permission and License	5,000
	- Implementation of the work	250,000
	- Elimination of critical points of garbage accumulation in small localities	21,000
I-SWM-02(3)	(total)	**125,000**
	- Design of recycling plant	25,000
	- Environmental Impact Assessment	10,000
	- Permission and License	5,000
	- Implementation of the work	75,000
	- Implementation of social responsibility program	10,000
I-SWM-02(4)	(total)	**103,000**
	- Acquisition of one vehicle for collection (5 tons)	100,000
	- Optimization of route and training	3,000
I-SWM-02(5)	Equipment	**447,400**
	- 6 trucks of 3 tons (US$20,000/unit)	120,000
	- 8 adopted motorcars of 1m^3 (US$3,000/unit)	24,000
	- 7 tricycles of 0.3 m^3 (US$600/unit)	4,900
	- 21 small stockpile centers (US$7,000/location)	147,000
	- 1 truck of 5 tons for collection and transportation	30,000
	- 21 micro-compost plants (US$2,500/location)	52,500
	Technical Advisory	
	- Technical advisory (US$2,000/month)	48,000
	- Workshop of specific training (US$1,000/workshop)	21,000
I-SWM-03	(total)	**164,000**
	- Design of environmental education program	5,000
	- Execution of environmental education program	66,000
	- Design of tribunal sensitization promotion program	5,000
	- Execution of tribunal sensitization promotion program	33,000
	- Design of solid waste segregation education program	5,000
	- Execution of solid waste segregation education program	50,000
	Grand Total	US$1,754,000 (S/.5,174,300)

Source: JICA Study Team

<Implementation Plan>

The following implementation schedule for the solid waste component is suggested. The total period estimated is 36 months for project execution. After completing the project, the services are expected to be continued by the municipalities with participation of the private sector.

Table 4.32 Implementation Plan (Solid Waste Management)

Components (month)	1-6	7-12	13-18	19-24	25-30	31-36
I-SWM-01						
- Design of the program of training						
- Implementation of training program						
I-SWM-02(1)						
- Design of garbage dump closure						
- Environmental Impact Assessment and permission						
- Implementation of the work & program						
I-SWM-02(2)						
- Design of landfill						
- Environmental Impact Assessment and permission						
- Implementation of the work						
I-SWM-02(3)						
- Design of recycling plant						
- Environmental Impact Assessment and permission						
- Implementation of the work & program						
I-SWM-02(4)						
- Preparation of bid documents						
- Optimization of route and training						
- Acquisition of vehicles and implementation of routes						
I-SWM-02(5)						
- Design of model						
- Procedures, licenses and permissions						
- Implementation						
I-SWM-03						
- Design of education programs						
- Execution of education program						

Source: JICA Study Team

5. IMPLEMENTATION PLAN FOR PROPOSED PROGRAM

5.1 Institutional Arrangement

Following the current institutional system of the Kuelap Special Project Unit, which is an existing unit under the Amazonas regional government and only promotes the Kuelap Master Plan as described in the Chapter 2.3, an institutional set-up for project management and implementation of the program is proposed with the following objectives:

- to secure smooth implementation of the proposed program in consideration of socio-economic as well as the tourism sector conditions in Amazonas,
- to reorganize and strengthen the Kuelap Special Project Unit in order to deal with a comprehensive tourism development,
- to build up the capacity of regional government staff on project planning, project management, collaboration system among governmental agencies, and project monitoring and evaluation.

(1) Project Management

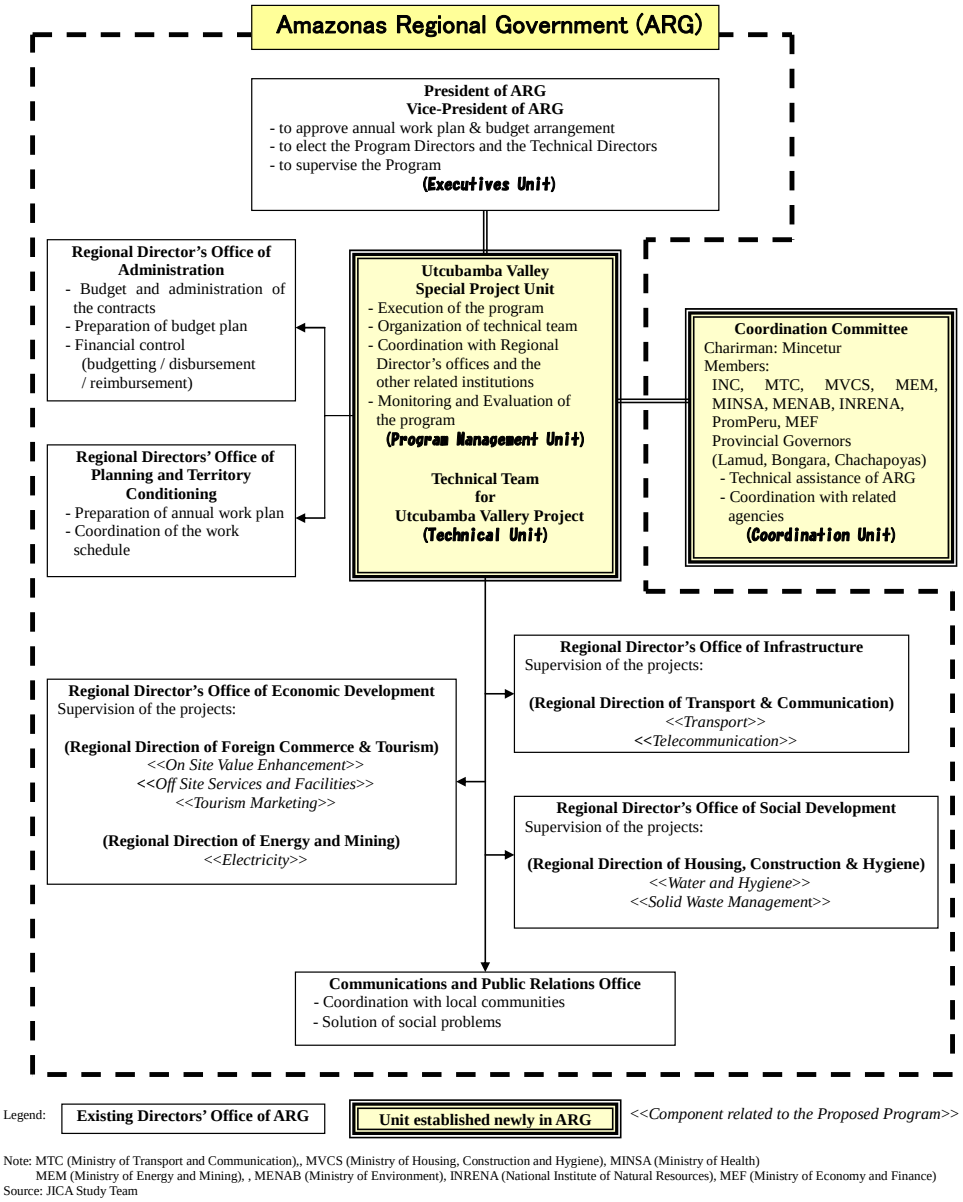
The program executing agency would be the Amazonas Regional Government (ARG). In the implementation of the proposed program, ARG would coordinate all activities of the relevant government agencies and regional organizations. The implementing units of ARG are the various regional directors' offices for their respective field of works as presented in the organizational chart. In addition, it is proposed to set-up a coordination committee, headed by Mincetur, in order to support administratively and technically. The organizational chart shows the proposed institutional set-up for the management of the proposed program.

In this context, it is necessary to establish the Utcubamba Valley Special Project Unit (UVSPU), which assumes direct responsibility for the program implementation as a program management unit, under the ARG. As the program fund will be allocated through UVSPU, a lot of the activities are to be carried out by UVSPU in close cooperation with a coordination committee and various government institutions. The expected functions of the UVSPU are shown in the organizational chart. Moreover, a technical team, which is composed of specialists for every sector, is to be organized under the UVSPU.

The UVSPU office will be established in Chachapoyas, since the unit has to have a close cooperation and coordination with the ARG in Chachapoyas. A program director, who has adequate knowledge of the government system and donor procedures, shall be appointed from the government senior staff by the president of the ARG..

In addition, the UVSPU should provide to the public all information obtained through monitoring and evaluation in order to keep the program implementation transparent.

Figure 5.1 Proposed Institutional Set up for Program Implementation



Note: MTC (Ministry of Transport and Communication),, MVCS (Ministry of Housing, Construction and Hygiene), MINSA (Ministry of Health)
MEM (Ministry of Energy and Mining), , MENAB (Ministry of Environment), INRENA (National Institute of Natural Resources), MEF (Ministry of Economy and Finance)
Source: JICA Study Team

(2) Consultants and NGOs

There are only a few ongoing and scheduled tourism and infrastructure works in the near future. On the other hand, existing government staff are not adequate in number to directly handle such increased tourist volume of the program. In this context, assignment of management consultants is indispensable to assist and manage UVSPU in the program implementation.

In addition to the assignment of management consultants, a group of technical consultants shall be separately assigned for the consulting services and construction works on each project in behalf of the government officers. This system will be applicable to both tourism sector and infrastructure works.

The management and technical consultants will have adequate numbers of foreign experts as well as local experts, as follows.

Table 5.1 Experts Required by Management Consultants

Title / Speciality	Origin	Main Roles
Sub-Team Leader (Project Mangement)	Peruvian	Work with a Team Leader in UVSPU (who has extensive experience and knowledge on project management in Peru)
Sub-Team Leader (Project Mangement)	Foreign	Work with a Team Leader in UVSPU (who has extensive experience and knowledge on comprehensive rural development, including tourism development)
Technical Leader (Administration)	Peruvian	Work with Regional Director's Office of Administration
Technical Leader (Planning)	Peruvian/ Foreign	Work with Regional Director's Office of Planning and Territory Conditioning
Technical Leader (Tourism)	Peruvian/ Foreign	Work with Regional Direction of Foreign Commerce and Tourism
Technical Leader (Infrastructure)	Peruvian	Work with Regional Director's Offices of Infrastructure / Social development / Economic Development
Technical Leader (Community relations)	Peruvian	Work with Communications and Public Relations Office
Technical Specialists	Peruvian	Technical cooperation as required
Technical Specialists	Foreign	Technical cooperation as required (ex. Japanese experience of rural development: Michinoeki, Isson Ippin, Livelihood Improvement Program, etc.)

Source: JICA Study Team

In addition to the above experts, sub-professional and supporting staff are to be assigned to the management consultancy team.

It should be clearly defined that project implementation shall be carried out by full participation of local stakeholders, including community people. It would therefore be required to assign consultants and/or NGOs to facilitate various activities of local stakeholders.

(3) Other Institutions

The proposed program consists of various components of works. Thus, many government agencies at the central, regional, provincial and municipality levels, as well as the private tourism sector, will be involved in the program implementation. Various government institutions will provide necessary guidance and technical support for planning and implementation of the program as requested by UVSPU.

The governmental institutions and private agencies related to the program implementation are shown on the matrix below.

Table 5.2 Major Agencies Related to Proposed Program Implementation

Government Agencies Concerned		
Work category	***Central***	***Regional & Provincial***
Program Management	Mincetur	RGA
On-Site Value Enhancement	Mincetur, INC	RGA, Municipalities
Off-Site Services & Facilities	Mincetur, INC	RGA, Municipalities
Tourism Promotion	Mincetur, PromPeru	RGA, Municipalities
Transport	MTC (Provias)	RGA, Municipalities
Electricity	MEM	RGA, Municipalities
Water and Sanitation	Min. Vivienda	RGA, Municipalities
Telecommunication	MTC	RGA, Municipalities
Solid Waste Management	Min. Salud, Min. Ambiente	RGA, Municipalities

Source: JICA Study Team

Furthermore, in addition to the UVSPU, local contractors and community-based organizations will play an important role for the program implementation, since other government institutions, consultants and NGOs will carry out the actual field works.

5.2 Implementation Schedule

As mentioned in detail by activity or component in the sub-program for both tourism and infrastructure in Chapter 4, the proposed program would be completed within five years in the tourism sub-program and within three years after commencement of the infrastructure component.

The required execution period by component is summarized as follows.

Table 5.3 Necessary Execution Period by Component of Proposed Program

Component	Necessary Execution Period
Sub-Program of Tourism sector	
- On-Site Value Enhancement	Five (5) years
- Off-Site Services and Facilities	Five (5) years
- Tourism Marketing	Four (4) years
Sub-Program of Infrastructure	
- Transport	One (1) years
- Electricity	One (1) years
- Water and Sanitation	One (1) years
- Telecommunication	One (1) years
- Solid Waste Management	Three (3) years

Source: JICA Study Team

5.3 Estimated Costs

(1) Implementation Costs for the Proposed Program

As mentioned in detail in Chapter 4 and the Perfils by component/activity in the Annex report, the implementation cost has been carefully estimated for the proposed program in accordance with data collected from related governmental agencies and through field surveys on various work items as well as services. In addition, various administration and management costs are calculated as shown in the following sections. The total costs required for the proposed program will amount to S/. 309,970,792 or US dollar 103,406,630 as presented in the table below.

Table 5.4 Estimated Cost of Proposed Program by Component

Component	Amount (S/.)	Amount (US$)
Tourism sector Sub-Program	**123,890,165**	**41,996,665**
- On-Site Value Enhancement	71,204,042	24,136,963
- Off-Site Services and Facilities	45,756,123	15,510,550
- Tourism Marketing	6,930,000	2,349,152
Infrastructure Sub-Program	**122,553,381**	**41,543,519**
- Transport	48,012,761	16,275,512
- Electricity	23,728,708	8,043,630
- Water and Sanitation	27,133,983	9,197,960
- Telecommunications	18,503,629	6,272,417
- Solid Waste Management	5,174,300	1,754,000
(Tourism sector + Infrastructure Sub-Program)	**246,443,546**	**83,540,184**
Vehicles & Equipment	**2,181,000**	**739,000**
Management Consultant	**17,302,813**	**5,865,360**
Program Administration Costs	**7,415,491**	**2,513,726**
(Sub-Total)	**273,342,850**	**92,658,270**
Escalation *	**9,293,657**	**1,482,532**
Physical Contingencies **	**27,334,285**	**9,265,827**
Total	**309,970,792**	**103,406,630**

* Price escalation assuming 1.6% in foreign currency and 3.4% in Peruvian New Soles
** Contingencies: 10%
Note: US$ 1.00= S/.2.95, Tax and duties are included.
Source: JICA Study Team

(2) Vehicles and Equipment

In order to assure mobility of the program staff as well as government officers in relation to implementation, vehicles and office equipment have to be procured under the program. Similarly, vehicles and equipment required for operation and maintenance shall be procured. The total estimated cost for these procurements is around 739 thousand US dollars (2,181 thousand Peruvian New Soles) as shown in Attachment 6.

(3) Management Consultants

Budget for management consultants is approximately 7% of the direct program cost, amounting around 6,073 thousand US dollars (17,917 thousand Peruvian New Soles). However, the budget for taxes was estimated separately.

(4) Program Administration Costs

Project administration cost includes the UVSPU operation costs, land acquisition costs, compensation costs, etc. Costs are estimated to be US$ 2,603 thousand (S/. 7,678 thousand), which is approximately 3% of the direct project cost. However, the budget for taxes was likewise estimated separately.

6. PROGRAM EVALUATION

6.1 Social Impacts

The proposed program aims, not only at tourism promotion, but also at comprehensive rural development to enhance the social and economic levels in the local communities of the Utcubamba Valley area in the Amazonas. The expected number of beneficiaries through the implementation of the whole proposed program is more than 124,283. These are residents living in Chachapoyas, Bongara and Luya provinces. Various expected social impacts are as follows:

(1) Improvement of Local People's Income and Employment Opportunities

Tourism promotion and rural development bring about expectations as to employment opportunities and increase and stabilization of the local people's income, as a result of income generating activities in the tourism industry , as well as in activities of other small to medium enterprises.

As mentioned in section 2.1, as of 2007, the numbers of unemployment in the target area are 12,517 PEA (working population) composed by 4,773 PEA in Chachapoyas, 2,728 PEA in Bongara and 5,016 PEA in Luya provinces. The implementation of the project will benefit those unemployed PEAs, in the both short and long terms. Around 2,700 additional employment is expected by the tourism promotion and rural development based on the average employment share of tourism related business in Peru (3-3.5% according to Mincetur) and the current estimate value in Amazonas (less than 1% according to Dircetur).

It is expected for the local people to increase direct employment opportunites throughout the proposed program implementation and construction stages, as non-qualified workers, technical assistants and then in the newly creasted job positions mainly related to the tourism services. Some employment possibilities are listed below.

- Construction worker for buildings and infrastructures
- Assistant for conservation of archaelogical sites
- Vender and worker for Isson Ippin production and sales in Michinoekis
- Worker in increased restaurants and hotels

(2) Revitalization of Rural Economy

The proposed program will promote tourism industry-related income generation activities, such as handicrafts, hotel and restaurant industries that will support local people and community-based oraganizations, as they start small business at the household and community levels. Particularly, the "Michinoeki" and "Isson Ippin (One Village One Product)" campaigns will lead to a new rural economy movement.

In addition to the rural tourism industry promotion, local industries, such as agricultural production, livestock breeding, and inland aquaculture, will expand through a demand increase from the tourism sector at the community level, as well as at district and regional levels.

All these would contribute to re-activating the rural economy in the Utcubamba Valley area in the Amazonas.

(3) Poverty Reduction

As noted in Section 2.1, over 93% of the districts in the Chachapoyas, Bongara, and Luya provinces fall between the "Level 1 (poorest)" and "Level 2 (poorer)" categories in the Peruvian Poverty Map. Over half of the total PEA in the Amazonas earned less than S./200 per month in 2005.

At the beginning, the local people will get cash income exceeding S./550 per month, at least, which is the country's minimum monthly wage, during the proposed program implementation and construction stage.

Furthermore, tourism promotion and rural development, as well as other income-generation activities, would substantially increase income levels for local farmers and villagers, and consequently, it is expected that poverty levels would decrease in the Utcubamba Valley area in Amazonas.

(4) Social and Economic Empowerment of Women

Strengthening women's groups through the income generation program and tourism industry, is to provide a "place" for, and an "organization" in women's community activities. In addition, micro-credits managed mainly by women's groups are to strengthen such activities.

Particular attention is paid to productive or income-generating activities, as well as women's participation in every organization to be started for the program implementation. This involves even ensuring the inclusion of at least one woman member in the community-based organizations' executive committee and the inclusion of women's groups. Further, the proposed infrastructure improvement would certainly reduce burdens imposed on women.

The foregoing activities would enable women's social and economic status to improve in the community.

(5) Capacity Building of Stakeholders

The proposed program includes (i) training on project implementation, such as planning, operation, and management, for local officers in the related agencies, (ii) training on tourism promotion and services of tourism sector staff, and (iii) training on community-based organization strengthening and income-generating activities for local people.

Such capacity building would largely contribute to enhance their skill levels, as well as ensure smooth program implementation in the future.

(6) Dissemination to Other Areas as a Model

The proposed program would prove the upgrading and strengthening of tourism promotion practices in cultural and natural heritage sites, on behalf of rural infrastructure and livelihood improvement.

These practices would be disseminated to the surrounding areas and other regions as a model for a comprehensive rural development program, as well as an integrated tourism development program.

Particularly, if and when the proposed "Michinoeki" and Isson Ippin (One Village One Product)" campaigns for tourism promotion and livelihood improvement turn out to be successful, they would serve as models for future rural development in Peru.

6.2 Environmental Impacts

6.2.1 Initial Environmental Evaluation

The initial environmental evaluation was carried out by the Study Team on the priority projects that were expected/foreseen to cause positive/negative impacts and public pollution on the surrounding social and natural environment according to the guidelines provided by Mincetur (*Ministry Resolution 195-2006 - Mincetur/DM of Environmental Policy in Tourism Sector*) as well as those set by JICA.

The main objectives of the evaluation are:

- To identify any anticipated environmental impacts when implementing the priority projects, based on environmental baseline data and field reconnaissance,
- To make any judgments as to what the critical issues are for the priority projects, and
- To propose any mitigation measures and alternatives for the foreseen negative environmental impacts.

6.2.2 Results of Initial Environment Evaluation

Based on the above-mentioned evaluation, there is no major predictable environmental impact in any of the proposed projects for tourism promotion and infrastructure improvement. As such, the proposed projects will not need a detailed environmental impact assessment. However, environmental considerations are actually needed for some moderate and minor negative impacts. In line with the Peruvian environmental regulations, further studies are to be conducted to get more information and to propose mitigation measures for negative impacts in the next stage of feasibility studies. In particular, it is indispensable to consider the following points for the archaeological and cultural sites.

- to obtain CIRA prior to the commencement of the project, following the process stipulated in Supreme Resolution 004-2000-ED, Resolution for Cultural Heritage Explorations and Excavations (see Chapter 2.3 for details), in keeping close communication and coordination with INC.
- to analyze the carrying capacity of the site prior to the commencement of the project to avoid damages to cultural assets.
- to assign registered archaeologist(s) thoroughout the project planning and construction stages.
- to establish an operation and maintenance guideline which would include plans to prevent natural and human damages to cultural heritages.

Results of the initial environment evaluation by priority project are presented in the form of an environmental impact matrix as shown below.

(1) On-Site Value Enhancement (Archaeological Sites: Settlement Complex)

The proposed project implementation does not foresee any serious negative impacts. In addition to cultural tourism promotion in the Amazonas, local people who work in the informal sectors will receive temporary job opportunities such as laborers in excavation work and other public works.

Cultural heritage sites will be preserved through the proposed projects. Any anticipated environmental impacts that might be caused by the project are shown in the table below. Proposed mitigation measures for moderate impacts are as follows.

Population distribution and resettlement/ Community splitting in pre-construction stage

- To prepare countermeasure plans against any anticipated risks, such as conflict over land ownership, the right of use of any cultural heritage sites, and the distribution of benefits among neighboring communities/municipalities during the project pre-construction stages;
- To consider a local neighbor participation system that takes into account gender issues and the local socio-cultural background; and
- To hold a series of public hearings with neighbors, communities, municipalities and other stakeholders (INC, Mincetur, Regional Government)

Table 6.1 Initial Environmental Evaluation for On-Site Value Enhancement Component (1/3)

Name of the Project : Archaeological Sites: Settlement Complex

Environmental Impacts of the Project	Pre-Construction Stage (before the construction)	Construction Stage (during the construction)	Operation Stage (after the construction)
Natural Environment			
- Topography	-	△	-
- Soil erosion	-	△	-
- Ground water	-	-	-
- Hydrological situation	-	-	-
- Coastal zone	-	-	-
- Flora & fauna	-	△	-
Social Environment			
- Population distribution & resettlement	□	-	-
- Economic activities	-	○	○
- Traffic &public facilities	-	△	-
- Split of communities	□	-	-
- Water rights and fishing rights	-	-	-
- Sanitary condition	-	-	-
- Landscape	-	-	○
- Natural and cultural assets	-	△	○
Public Pollution			
- Air pollution	-	-	-
- Water pollution	-	-	-
- Soil contamination	-	-	-
- Noise & vibration	-	-	-

Notes: ○=Positive Impact, △=Minor Impact, □=Moderate Impact, ×=Serious Impact, -=No Impact, ?=Not Clear
Source: JICA Study Team

(2) On-Site Value Enhancement (Archaeological Sites: Funerary Sites)

The proposed projects will contribute to cultural heritage conservation and enhancement, as well as have socio-economic benefits, not only for the tourism sector but also the local communities.

No serious impacts are foreseen in this project implementation. Anticipated environmental impacts are shown in the table below. Proposed mitigation measures for negative impacts, especially against social environment, are as follows:

Population distribution and resettlement /Community splitting in pre-construction stage

- To make countermeasure plans against any anticipated risks, such as conflict over land ownership, the right of use of any cultural heritage sites, and the distribution of benefits among neighboring communities/municipalities during the project pre-construction stages;
- To consider local neighbor participation system, by taking into account gender issues and the local socio-cultural background; and
- To coordinate a series of public hearings among neighbors, communities, municipalities and other stakeholders (INC, Mincetur, Regional Government)

Table 6.1 Initial Environmental Evaluation for On-Site Value Enhancement Component (2/3)

Name of the Project : Archaeological Sites: Funerary Site

Environmental Impacts of the Project	Pre-Construction Stage (before the construction)	Construction Stage (during the construction)	Operation Stage (after the construction)
Natural Environment			
- Topography	-	△	-
- Soil erosion	-	△	-
- Ground water	-	-	-
- Hydrological situation	-	-	-
- Coastal zone	-	-	-
- Flora & fauna	-	△	-
Social Environment			
- Population distribution & resettlement	□	-	-
- Economic activities	-	○	○
- Traffic &public facilities	-	△	-
- Split of communities	□	-	-
- Water rights and fishing rights	-	-	-
- Sanitary condition	-	-	-
- Landscape	-	-	○
- Natural and cultural assets	-	△	○
Public Pollution			
- Air pollution	-	-	-
- Water pollution	-	-	-
- Soil contamination	-	-	-
- Noise & vibration	-	-	-

Notes: ○=Positive Impact, △=Minor Impact, □=Moderate Impact, ×=Serious Impact, -=No Impact, ?=Not Clear
Source: JICA Study Team

(3) On-Site Value Enhancement (Natural Resource Sites)

The proposed projects, along with the recommended community participation, will enhance tourism sites, since natural resource conservation is taken into account.

The proposed projects will cause no serious negative impacts in/around the project areas. A basic environmental impact matrix is shown in the table below. Mitigation measures for minor impacts on wild flora and fauna are proposed as follows.

Flora and fauna damages during the construction and operation stages

- To develop mitigation and compensation environmental management approaches in coordination with INRENA, the municipalities, local communities, and local stakeholders towards avoiding damages to wild flora and fauna;
- To review and/or revise regulations for wild flora and fauna protection, such as hunting, fishing, and deforestation;
- To carefully study any environmental issues in the Quiocta Caves, as there is quite limited knowledge on cave touring (spelunking) in Peru; and
- To consider a community participation system for wild flora and fauna protection.

Table 6.1 Initial Environmental Evaluation for On-Site Value Enhancement Component (3/3)

Name of the Project : Archaeological Sites: Natural Resources Site

Environmental Impacts of the Project	Pre-Construction Stage (before the construction)	Construction Stage (during the construction)	Operation Stage (after the construction)
Natural Environment			
- Topography	-	△	-
- Soil erosion	-	△	-
- Ground water	-	-	-
- Hydrological situation	-	-	-
- Coastal zone	-	-	-
- Flora & fauna	-	△	△
Social Environment			
- Population distribution & resettlement	-	-	-
- Economic activities	-	○	○
- Traffic &public facilities	-	△	-
- Split of communities	-	-	-
- Water rights and fishing rights	△	-	-
- Sanitary condition	-	-	-
- Landscape	-	-	○
- Natural and cultural assets	-	△	○
Public Pollution			
- Air pollution	-	-	-
- Water pollution	-	-	-
- Soil contamination	-	-	-
- Noise & vibration	-	-	-

Notes: ○=Positive Impact, △=Minor Impact, □=Moderate Impact, ×=Serious Impact, -=No Impact, ?=Not Clear
Source: JICA Study Team

(4) Off-Site Services and Facilities (Tourism Equipping)

New tourism facilities, such as museums, training centers, and Michinoeki, will boost the tourism sector, not only at the facility sites but also in the whole of the Amazonas region. In particular, as part of the comprehensive rural development component, the Michinoeki project will provide job opportunities for rural people, as well as improve their social condition and enhance livelihood prospects.

No serious impacts are foreseen in the proposed project implementation. Any anticipated environmental impacts/damages caused by tourism facility constructions are shown in the table below. Proposed impact mitigation measures are as follows:

Population distribution and resettlement during the pre-construction stage

- To make countermeasure plans against any anticipated risks, such as conflicts over land ownership and complaints about any construction site decisions between neighboring communities/municipalities;
- To consider a local neighborhood participation system that takes into account gender issues, especially in the Michinoeki project operation and management;
- To hold a series of public hearings among neighbors, communities, municipalities and other stakeholders (Mincetur, Regional Government, etc.); and
- To conduct awareness campaigns on rural development through tourism promotions at the new tourism facilities.

Table 6.2 Initial Environmental Evaluation for Off-Site Services and Facilities Component (1/3)

Name of the Project : Construction of Tourism Facilities

Environmental Impacts of the Project	Pre-Construction Stage (before the construction)	Construction Stage (during the construction)	Operation Stage (after the construction)
Natural Environment			
- Topography	-	△	-
- Soil erosion	-	△	-
- Ground water	-	△	-
- Hydrological situation	-	-	-
- Coastal zone	-	-	-
- Flora & fauna	-	△	-
Social Environment			
- Population distribution & resettlement	□	△	
- Economic activities	-	○	○
- Traffic &public facilities	-	-	○
- Split of communities	-	-	-
- Water rights and fishing rights	-	-	-
- Sanitary condition	-	-	○
- Landscape	-	-	○
- Natural and cultural assets	-	-	-
Public Pollution			
- Air pollution	-	-	-
- Water pollution	-	-	-
- Soil contamination	-	-	-
- Noise & vibration	-	△	△

Notes: ○=Positive Impact, △=Minor Impact, □=Moderate Impact, ×=Serious Impact, -=No Impact, ?=Not Clear
Source: JICA Study Team

(5) Off-Site Services and Facilities
(Tourism-related environmental and social strengthening)

As a direct impact, afforestation and reforestation projects will offer better conditions for natural resource conservation in the Amazonas region. In addition, local people will have job opportunities for afforestation activities and, as an indirect impact, there will be awareness campaigns for environmental and ecological issues.

The proposed projects will cause no serious negative impacts in/around project areas, as shown in the matrix below. However, mitigation measures for minor impacts on afforestation activities are to be considered as follows:

Damages to flora and fauna during the construction stage

- To work on environmental management, mitigation and compensation approaches along with INRENA, the municipalities, local communities and local stakeholders, in order to avoid any damages to wild flora and fauna;
- To consider a afforestation/reforestation control system under local community management; and
- To consider a community participation system for wild flora and fauna protection.

Table 6.2 Initial Environmental Evaluation for Off-Site Services and Facilities Component (2/3)

Name of the Project : Tourism related environmental and social strengthening

Environmental Impacts of the Project	Pre-Construction Stage (before the construction)	Construction Stage (during the construction)	Operation Stage (after the construction)
Natural Environment			
- Topography	-	△	○
- Soil erosion	-	△	○
- Ground water	-	-	-
- Hydrological situation	-	-	-
- Coastal zone	-	-	-
- Flora & fauna	-	△	○
Social Environment			
- Population distribution & resettlement	-	-	-
- Economic activities	-	○	○
- Traffic &public facilities	-	-	-
- Split of communities	-	-	-
- Water rights and fishing rights	-	-	-
- Sanitary condition	-	-	-
- Landscape	-	-	○
- Natural and cultural assets	-	-	○
Public Pollution			
- Air pollution	-	-	-
- Water pollution	-	-	-
- Soil contamination	-	-	-
- Noise & vibration	-	-	-

Notes: ○=Positive Impact, △=Minor Impact, □=Moderate Impact, ×=Serious Impact, -=No Impact, ?=Not Clear
Source: JICA Study Team

(6) Off-Site Services and Facilities
(Rural/urban architecture and landscape improvement)

Landscape improvement will fascinate tourists, and historical architecture is taken into account since these enhance the beauty of local surroundings. In addition to tourism promotion, the proposed projects and infrastructure development will offer better livelihood conditions and improve socio-economic activities.

No serious impacts are foreseen in the proposed project implementation. Anticipated impacts that might be caused by the proposed projects are shown in the table below and impact mitigation measures are proposed as follows:

Traffic suspension during the construction stage

- To prepare a detour plan to ensure that daily transport capacity is managed, as well as tourist route plans against any occasional traffic suspensions during the construction stage; in the urban area, rush hours, paths for pedestrians and domestic animals, etc. should be taken into account;
- To consider appropriate camp locations, machine patios, etc.; and
- To hold a series of public hearings among neighbors, communities, municipalities and other stakeholders (MTC-Provias, Mincetur, INC).

Table 6.2 Initial Environmental Evaluation for Off-Site Services and Facilities Component (3/3)

Name of the Project : Rural/urban architecture and landscape improvement

Environmental Impacts of the Project	Pre-Construction Stage (before the construction)	Construction Stage (during the construction)	Operation Stage (after the construction)
Natural Environment			
- Topography	-	△	-
- Soil erosion	-	-	-
- Ground water	-	△	-
- Hydrological situation	-	-	-
- Coastal zone	-	-	-
- Flora & fauna	-	△	-
Social Environment			
- Population distribution & resettlement	△	△	
- Economic activities	-	○	○
- Traffic &public facilities	-	□	○
- Split of communities	-	-	-
- Water rights and fishing rights	-	-	-
- Sanitary condition	-	-	○
- Landscape	-	△	○
- Natural and cultural assets	-	-	○
Public Pollution			
- Air pollution	-	-	-
- Water pollution	-	-	-
- Soil contamination	-	-	-
- Noise & vibration	-	△	△

Notes: ○=Positive Impact, △=Minor Impact, □=Moderate Impact, ×=Serious Impact, -=No Impact, ?=Not Clear
Source: JICA Study Team

(7) Transport Component (Road Improvement Projects)

No serious impacts are foreseen for the proposed project implementation. Tourist sites will gain better accessibility conditions and local people will enjoy the socio-economic benefits as well as enhanced accessibility to public facilities and sites.

Environmental impacts of the proposed transport projects are shown in the table below. The following major mitigation measures for moderate impacts are recommended:

Population distribution and resettlement during the planning stage

- To develop a population distribution and resettlement improvement plan;
- To hold public hearings about the projects with the local people; and
- To conduct an appropriate land expropriation policy in line with the national regulations.

Noise and vibrations during the construction stage

- To stress surveillance, both by and on the implementing agency and related organizations;
- To have the implementing agency and contractors carry out environmental education efforts; and
- To use noise suppressors.

Table 6.3 Initial Environmental Evaluation for Transport Component

Name of the Project : Road Improvement Project

Environmental Impacts of the Project	Pre-Construction Stage (before the construction)	Construction Stage (during the construction)	Operation Stage (after the construction)
Natural Environment			
- Topography	-	△	-
- Soil erosion	-	△	-
- Ground water	-	-	-
- Hydrological situation	-	-	-
- Coastal zone	-	-	-
- Flora & fauna	-	△	-
Social Environment			
- Population distribution & resettlement	□	-	-
- Economic activities	-	○	○
- Traffic &public facilities	-	△	○
- Split of communities	-	-	-
- Water rights and fishing rights	△	-	-
- Sanitary condition	-	-	-
- Landscape	-	△	-
- Natural and cultural assets	-	-	○
Public Pollution			
- Air pollution	-	△	-
- Water pollution	-	△	-
- Soil contamination	-	△	-
- Noise & vibration	-	□	△

Notes: ○=Positive Impact, △=Minor Impact, □=Moderate Impact, ×=Serious Impact, -=No Impact, ?=Not Clear
Source: JICA Study Team

(8) Electricity Component (Grid Line Connection Project)

This priority project is a connection work between the grid line provided from the Caclic power station and the national grid line. It is anticipated that it will cause no major negative impacts in/around the project area. However, environmental management is actually necessary to mitigate any moderate and minor impacts during the implementation stage.

A basic environmental impact matrix is shown in the table below. Proposed mitigation measures for the moderate impacts are as follows:

Damages to flora and fauna during the construction and operation stages

- To develop environmental management, mitigation and compensation approaches, together with INRENA, the municipalities, local communities, and local stakeholders, to prevent any damages to wild flora and fauna;
- To review and/or revise any regulations for wild flora and fauna protection, such as hunting, fishing and deforestation;
- To take into account a community participation system for wild flora and fauna protection;
- To take safety measures for wild animal safety/security, especially birds, as well as for the local people and tourists;

Table 6.4 Initial Environmental Evaluation for Electricity Component

Name of the Project : National Grid Line Connection Project

Environmental Impacts of the Project	Pre-Construction Stage (before the construction)	Construction Stage (during the construction)	Operation Stage (after the construction)
Natural Environment			
- Topography	-	-	-
- Soil erosion	-	△	-
- Ground water	-	-	-
- Hydrological situation	-	-	-
- Coastal zone	-	-	-
- Flora & fauna	-	□	△
Social Environment			
- Population distribution & resettlement		-	-
- Economic activities	-	○	○
- Traffic &public facilities	-	-	○
- Split of communities	-	-	-
- Water rights and fishing rights	-	-	-
- Sanitary condition	-	-	-
- Landscape	-	△	-
- Natural and cultural assets	-	△	△
Public Pollution			
- Air pollution	-	-	-
- Water pollution	-	-	-
- Soil contamination	-	-	-
- Noise & vibration	-	△	-

Notes: ○=Positive Impact, △=Minor Impact, □=Moderate Impact, ×=Serious Impact, -=No Impact, ?=Not Clear
Source: JICA Study Team

(9) Water and Sanitation Component
(Water Supply Facility Improvement / Sewerage System Installation)

This program will contribute major socio-economic benefits. It is expected to improve not only tourism services, but also public health and sanitation for local people and tourists.

This program will cause no major negative impacts in/around the project areas. Moderate and minor impacts are, however, to be properly managed along with the relevant mitigation measures, in cooperation with the local municipalities, Provias-MTC, and an implementing organization, as suggested below. The subsequent table shows expected/anticipated environmental impacts on the project areas

Traffic suspension during the construction stage (sewerage system development)

- To prepare a detour plan to ensure daily transport capacity, as well as set-up tourist route plans against any occasional traffic suspensions during the construction stage especially in the urban area, by taking into account rush hours, paths for pedestrians and domestic animals; and
- To consider appropriate camp locations and machine patios.

Table 6.5 Initial Environmental Evaluation for Water and Hygiene Compoment

Name of the Project : Improvement of Water Supply Facilities / Establishment of Sewrage System

Environmental Impacts of the Project	Pre-Construction Stage (before the construction)	Construction Stage (during the construction)	Operation Stage (after the construction)
Natural Environment			
- Topography	-	△	-
- Soil erosion	-	-	-
- Ground water	-	-	○
- Hydrological situation	-	-	○
- Coastal zone	-	-	-
- Flora & fauna	-	-	-
Social Environment			
- Population distribution & resettlement	-	-	-
- Economic activities	-	○	○
- Traffic &public facilities	-	□	○
- Split of communities	-	-	-
- Water rights and fishing rights	△	-	-
- Sanitary condition	-	-	○
- Landscape	-	△	-
- Natural and cultural assets	-	-	-
Public Pollution			
- Air pollution	-	-	-
- Water pollution	-	△	-
- Soil contamination	-	△	-
- Noise & vibration	-	△	-

Notes: ○=Positive Impact, △=Minor Impact, □=Moderate Impact, ×=Serious Impact, -=No Impact, ?=Not Clear
Source: JICA Study Team

(10) Telecommunications
(Broadband-Internet System & Emergency System Development)

No serious impacts are foreseen in the proposed project implementation. The tourism sector will be served with a better telecommunications accessibility in/around tourist sites, especially in remote villages far away from urban areas, such as the *Laguna de Condres*, *Congona*, *Yumbilla*, *Gocta*, etc. In addition, the regional socio-economic conditions will be boosted with the implementation of the broadband-internet system.

Environmental impacts of the telecommunications component's proposed projects are shown in the table below. Major mitigation measures for moderate impacts are discussed hereunder.

Topography and Soil Erosion during the construction stage

- To review and follow the land use regulations for broadband-internet line underground installation, in consideration of the topographic conditions as well as wild flora and fauna protection; and
- To consider proper installation procedures so that no soil erosion in hilly and mountainous areas is caused.

Table 6.6 Initial Environmental Evaluation for Telecommunication Component

Name of the Project : Development of Broadband-Internet System and Emergency System

Environmental Impacts of the Project	Pre-Construction Stage (before the construction)	Construction Stage (during the construction)	Operation Stage (after the construction)
Natural Environment			
- Topography	-	□	-
- Soil erosion	-	□	-
- Ground water	-	-	-
- Hydrological situation	-	-	-
- Coastal zone	-	-	-
- Flora & fauna	-	△	-
Social Environment			
- Population distribution & resettlement	△	-	-
- Economic activities	-	○	○
- Traffic &public facilities	-	-	○
- Split of communities	-	-	-
- Water rights and fishing rights	-	-	-
- Sanitary condition	-	-	-
- Landscape	-	△	-
- Natural and cultural assets	-	-	-
Public Pollution			
- Air pollution	-	-	-
- Water pollution	-	-	-
- Soil contamination	-	△	-
- Noise & vibration	-	△	-

Notes: ○=Positive Impact, △=Minor Impact, □=Moderate Impact, ×=Serious Impact, -=No Impact, ?=Not Clear
Source: JICA Study Team

(11) Solid Waste Management
(Disposal Facility and Solid Waste Landfill Management Development)

Setting up this system will offer better landscape conditions to the tourism sector, not only in/around the tourist sites, but also throughout the Amazonas region. In addition, it is expected that local people will improve in their public health and hygiene conditions, and become aware of environmental issues.

No serious impacts are foreseen in this project implementation. Anticipated environmental impacts are shown in the table below. Proposed mitigation measures for negative impacts, especially public pollution, are as follows.

Water pollution and soil contamination during the operation stage

- To review and follow the land use regulations for disposal facility and landfill installation;
- To consider appropriate measures to prevent causing public pollution, such as water and soil contamination in/around the disposal facilities and landfill area; and
- To conduct an awareness-raising campaign on environmental issues for municipalities, the contractor, the operating organization, and local people, especially neighbors living around the disposal sites.

Table 6.7 Initial Environmental Evaluation for Solid Waste Management Component

Name of the Project : Development of Solid Waste Management System

Environmental Impacts of the Project	Pre-Construction Stage (before the construction)	Construction Stage (during the construction)	Operation Stage (after the construction)
Natural Environment			
- Topography	-	-	-
- Soil erosion	-	-	-
- Ground water	-	△	△
- Hydrological situation	-	-	-
- Coastal zone	-	-	-
- Flora & fauna	-	-	○
Social Environment			
- Population distribution & resettlement	△	△	△
- Economic activities	-	○	-
- Traffic &public facilities	-	-	-
- Split of communities	-	-	-
- Water rights and fishing rights	-	-	-
- Sanitary condition	-	-	○
- Landscape	-	-	○
- Natural and cultural assets	-	-	-
Public Pollution			
- Air pollution	-	-	-
- Water pollution	-	-	□
- Soil contamination	-	-	□
- Noise & vibration	-	△	△

Notes: ○=Positive Impact, △=Minor Impact, □=Moderate Impact, ×=Serious Impact, -=No Impact, ?=Not Clear
Source: JICA Study Team

6.3 Economic Justification

(1) Demand Forecast

Based on the demand analysis, overnight stays are expected to reach 287,322 stays in the year 2018, under the "with Project" condition.

Table 6.8 Estimated Demand of Overnight Stay in Chachapoyas 2008-2018

PERIOD	DEMAND OF OVERNIGHT STAY (stays)
2009	86,830
2010	103,050
2011	126,084
2012	149,118
2013	172,152
2014	195,186
2015	218,220
2016	241,254
2017	264,288
2018	287,322

Source: JICA Study Team

(2) Cost - Benefit Analysis

The total project cost is calculated from the investment amounts for the short-listed projects and the maintenance cost, provided that the projects which have already been approved as economically feasible by the Minstry of Economy and Finance (MEF) are in accordance with SNIP.

The project benefit is basically calculated from the average expenses of national and foreign tourists due to the consequent improvement of tourism services because of the investment.

Two alternatives are evaluated for comparison purposes. One alternative is to carry out a staged investment and the other is to make the whole investment in the first year of project implementation. It is concluded that the staged investment alternative is more feasible and sustainable.

Based on the annual economic cost and benefit flows, the Economic Internal Rate of Return (EIRR), Benefit-Cost Ratio (B/C) and Net Present Value, NPV(B-C) are summarized below. In estimating the B/C and NPV, a discount rate of 11% was assumed. The detailed calculation is presented in Attachment 7 and the Prefil report.

- EIRR: 25.7%
- B/C: 1.34
- NPV: S./54,258,996

The above indicators confirm that the proposed program is economically feasible.

6.4 Risks

Anticipated risks to be taken into account for the proposed program are as follows:

(1) No Regular Airlines

As of December 2008, there are no regular flights to the Chachapoyas airport from any other airports in Peru. It is pointed out that traffic access to the Amazonas is one of the major issues for tourism promotion in the region.

Proposed projects for road improvement in the Study Area are expected to cause an extensive impact on accessibility improvement to tourist sites in the Amazonas, but only a mild impact on increase of the tourist numbers.

In order to reach the expected number of tourists in Amazonas, particularly foreign tourists, it is essential to establish regular flights to the Chachapoyas airport, at least from the Lima (Jorge Chavez) airport.

Therefore, As is already mentioned in Chapter 4, it is strongly recommended that a scheme to enable regular commercial operation in the early stage of tourism development, such as establishment of a government's quota in ticket sales, shall be developed.

(2) Passive Disposition of Private Sector

Tourism in the Amazonas is not well-known and familiar to the private tourism sector in Lima as well as to international cities due to the underdeveloped condition of tourism sites in the region.

Private tourism sector, such as travel agencies, hotels, restaurants and tour conductors, has a quite important role to promote rural tourism in the Amazonas, not only to attract large number of tourists but also to provide better services for tourists.

In this context, it is expected that through the proposed program, the private sector will be interested in tourism in the Amazonas, especially on the tourism marketing component.

(3) Damages to Cultural Heritage

Most INC-registered cultural heritage sites are important resources for tourism promotion in the Amazonas. However, most cultural heritages in this area are located in private properties, and are facing serious protection and preservation issues, as pointed out in the Section 2.2.

Inspite of this situation, INC conducts only limited interventions to preserve cultural heritage sites due to budget constraints and insufficient human resources. To make matters worse, the local people who own the land where the heritage sites are located, do nothing about this, and use the land for farming purposes, without understanding the land's value for tourism, as well as a cultural heritage.

(4) Damages to Natural Resources

Protection of natural resources is limited in the Amazonas. As the buffer zones are the only areas that have been strictly set under protection by governmental authorities, the local people casually develop afforestation for farmland purposes on the outskirts of natural resources and natural heritage sites.

This situation causes damages on wild fauna and flora, which are valuable tourism resources for the ecotourism and agrotourism industries. The decreased flora and fauna values will lead to a decreased number of tourists and the stagnation of tourism promotion in the Amazonas region.

(5) Limited Coordination among the Related Authorities

The proposed program will entail multi-sectoral involvement, not only of the tourism sector but also various infrastructure sectors.

Without close coordination among the authorities related to the proposed program, smooth implementation will not be realized.

7. ALTERNATIVES FOR DEVELOPMENT PACKAGE

To realize comprehensive rural development through tourism promotion in the Amazonas, it is indispensable to conduct the full-scale implementation of the proposed program. However, there are various constraints such as development funds, human resources, and coordination of the related agencies to implement the full-scale program simultaneously in the near future. Thus, some alternatives on development packages are proposed taking into consideration the concepts and strategies for rural development as described in the Chapter 3.

As shown in Chapter 4, the total amount of full scale amount is S/. 309,970,972.

Table 7.1 Estimated Cost of Proposed Program by Component

Component	Amount (S/.)	Amount (US$)
Tourism sector Sub-Program	**123,890,165**	**41,996,665**
- On-Site Value Enhancement	71,204,042	24,136,963
- Off-Site Services and Facilities	45,756,123	15,510,550
- Tourism Marketing	6,930,000	2,349,152
Infrastructure Sub-Program	**122,553,381**	**41,543,519**
- Transport	48,012,761	16,275,512
- Electricity	23,728,708	8,043,630
- Water and Sanitation	27,133,983	9,197,960
- Telecommunications	18,503,629	6,272,417
- Solid Waste Management	5,174,300	1,754,000
(Tourism sector + Infrastructure Sub-Program)	**246,443,546**	**83,540,184**
Vehicles & Equipment	**2,181,000**	**739,000**
Management Consultant	**17,302,813**	**5,865,360**
Program Administration Costs	**7,415,491**	**2,513,726**
(Sub-Total)	**273,342,850**	**92,658,270**
Escalation *	**9,293,657**	**1,482,532**
Physical Contingencies **	**27,334,285**	**9,265,827**
Total	**309,970,792**	**103,406,630**

* Price escalation assuming 1.6% in foreign currency and 3.4% in Peruvian New Soles
** Contingencies: 10%
Note: US$ 1.00= S/.2.95, Tax and duties are included.
Source: JICA Study Team

7.1 Preconditions

The following points are to be taken into account to select the projects for the development packages.

(1) Overall goal and program purposes

As mentioned in Chapter 3, the development packages are to be considered in the overall goal and purposes of the proposed program.

- to contribute to poverty alleviation in Amazonas <overall goal>
- to activate regional economy through promotion of the tourism industry <program purpose>
- to supply better livelihood conditions through infrastructure improvement <program purpose>

(2) First Priority Sites

Based on the selection of tourism cores and priority sites in Chapters 3 and 4 of this report, the first priority sites for the development packages are as follows.

- Chinata and Yumbilla Falls (Natural resource site)
- Pueblo de los Muertos (Archaeological site: funerary site)
- Kuelap (Archaeological site: settelement)
- Olan (Archaeological site: settelement)

Those sites, composed of different kinds of resources (natural resources, settlement archaeological sites and a funerary archaeological site), are selected in order to provide a wider range of choices to tourists. It is intended to enhance the strong point of tourism in Amazonas, which is the variety of types of tourism it can offer.

With regards to the archaeological sites, the historical importance of the sites and their appeal to tourists in terms of facility of interpretation are taken into consideration in the selection. All selected archaeological sites are composed of several remaining structures which represent typical Chachapoyan-style settlement complexes (in case of Pueblo de los Muertos, it is considered to have two characteristics of a settlement complex and a funerary site). Thus, those sites have a potential to be the main tourism attractions in the future. In the meantime, it also has to be pointed out that those archaeological sites need urgent interventions against deterioration caused by lack of, or inappropriate maintenance[1].

Geographical balance is also considered in formulating the development packages in view of the overall goal of contributing to poverty alleviation in Amazonas. Besides the four above mentioned priority sites, seven tourism cores (TC) along Utcubamba Valley are to be considered in formulating the development packages.

Table 7.2 Selected Tourism Cores and Priority Sites

Tourism Cores	Identified Priority Sites: Archaeological (Ar) / Nature (Na)	Towns/ Villages	Provinces
TC-1	GOCTA (Na)	Cocachimba, San Pablo	Bongará
	YUMBILLA (Na)	Cuispes, Pedro Ruiz	
	CHINATA (Na)	San Carlos	
TC-2	CAÑON DEL SONCHE (Na)	Chachapoyas, Huancas	Chachapoyas
	YALAPE (Ar), CAPAQ NAM (Ar)	Levanto	
TC- 3	KARAJIA (Ar), CHIPRIC (Ar)	Cruzpata	Luya
	PUEBLO DE LOS MUERTOS (Ar), QUIOCTA (Na)	Lámud, Luya	
TC- 4	TELLA (Ar), MACRO (Ar)	Magdalena	Chachapoyas
	KUELAP (Ar)	Tingo, Choctamal, Lónguita, Maria	Luya
TC- 5	OLLAPE (Ar)	La Jalca	Chachapoyas
	OLAN (Ar)		
TC- 6	REVASH (Ar)	San Bartolo	Luya
TC- 7	LA CONGONA (Ar), LAGUNA DE LOS CONDORES (Ar)	Leymebamba	Chachapoyas
7 Cores	**13 Archaeological Sites＋5 Nature Sites**	**19 Towns/ Villages**	**3 Provinces**

Source: JICA Study Team

[1] Please refer to Chapter 4.1.1 for more information on those selected first priority sites.

(3) Tourism Promotion Image

In accordance with the tourism promotion image in the future Amazonas as drawn in Section 3.8, the following components are to be considered first priorities.

- Road improvement for the promotion of the North-Eastern Tourism Circuit (Amazonas – La Libertad – Lambayeque – Cajamarca – San Martin),
- Promotion of the Michinoeki network, including the Isson Ippin program (One Village One Product) with community participation, and
- Tourism marketing, including the promotion of direct flights between Lima and Chahcapoyas.

7.2 Alternatives of Development Packages

In consideration of the preconditions above, reasonable and practical alternatives of development package are presented below. The summary of each project is presented including expected executing agency, current condition, major issues, cost and so on in the Attachment 5.

(1) Development Package for Basic Projects (DPBP)

This development package is composed of basic components for rural tourism development as shown in the table below. The projects in the package are indispensable to realize the tourism promotion image in the Amazonas as well as the basic concepts and strategies described in Chapter 3.

The direct cost of the DPBP is S/. 89,806,040 or US$ 30,442,725 in total.

Table 7.3 Development Package for Basic Projects on Tourism Sub-Component

No.	Basic Project	Cost (S/.)
BP1	Capacity building for tourism-related industries: Tourism Service Training <Off-Site Services and Facilities>	S/.914,500 US$310,000
BP2	Off-site facility development: Museum, Michinoeki, Information center, Vocational training center <Off-Site Services and Facilities>	S/.2,581,104 US$874,951
BP3	In-depth Analysis of Tourism Situation in Utcubamba Valley: Data collection and in-depth analysis <Tourism Marketing>	S/.55,000 US$18,644
BP4	Utcubamba Valley Tourism general strategy formulation and marketing promotion activities: Strategy formulation, Isson Ippin (One-Village One-Product program), Marketing material development, Marketing to media, Marketing to tourists, Tourism information center, Special assistance for Kuelap's inclusion into the World Heritage <Tourism Marketing>	S/.6,275,000 US$2,127,119
	Total	**S/.9,825,604** **US$3,330,713**

Source : JICA Study Team

Table 7.4 Development Package for Basic Projects on Infrastructure Sub-Component

No.	Basic Project	Cost (S/.)
BP5	Main road network improvement: Dv.Chachapoyas - Leymebamba (69km) <Transport>	S/.31,050,000 US$10,525,424
BP6	Main road network improvement: Caclic - Luya/Lamud (18km) <Transport>	S/.6,480,000 US$2,196,610
BP7	Access road improvement to tourist sites: Chachapoyas - Airport (4.2km) <Transport>	S/.2,712,345 US$919,439
	Total	**S/.40,242,345** **US$13,641,473**

Source : JICA Study Team

Table 7.5 Development Package for Basic Projects on First Priority Sites

No.	Development Package	Cost (S./)
FP1	**<Chinata and Yumbilla Falls Sites Area>**	
	a) Natural resources conservation <On-Site Value Enhancement>	780,000
	b) Access road improvement to tourist sites: Jazan - Cuispes (11km) <Transport>	408,909
	c) Installation of water and sewerage systems to rural villages: Cuispes and San Carlos <Water and Sanitation>	796,314 801,015
	d) Integrated solid waste management (sub systems) <Solid Waste Management>	154,875
	Total	**S/.2,941,113** **US$996,987**
FP2	**<Pueblo de los Muertos Site Area>**	
	a) Archeological site conservation/ restoration <On-Site Value Enhancement>	643,000
	b) Integral solid waste management (sub systems) <Solid Waste Management>	123,900
	Total	**S/.766,900** **US$259,966**
FP3	**<Kuelap Site Area>**	
	a) Archeological site conservation/ restoration <On-Site Value Enhancement>	18,472,500
	b) On-site facility development <On-Site Value Enhancement>	4,180,000
	c) Access road improvement to tourist sites: - Llaucan and Huaquilla Bridges in Choctamal <Transport>	379,312
	d) Installation of water and sewerage systems to rural villages: Magdalena, Tingo, Longuita - Choctamal, Maria, Kuelap <Water and Sanitation>	5,970,941 (in total)
	e) Integrated solid waste management (sub systems) <Solid Waste Management>	185,850
	Total	**S/.29,188,603** **US$9,894,442**
FP4	**<Olan Site Area>**	
	a) Archeological site conservation/ restoration <On-Site Value Enhancement>	5,472,500
	b) On-site facility development <On-Site Value Enhancement>	1,338,000
	c) Integrated solid waste management (sub systems) <Solid Waste Management>	30,975
	Total	**S./6,841,475** **US$2,319,144**
	Grand Total	**S/.39,738,091** **US$13,470,539**

Note: BP6 of DPBP in Pueblos de los Muertos site area and BP7 of DPBP in Olan site area are excluded
Source : JICA Study Team

(2) Development Package by Tourism Area (DPTA)

In accordance with the program purposes as well as the overall goal, these development packages covered almost all components of the proposed program as a comprehensive tourism development in a regional tourism area.

The direct cost of the DPTA is S/. 83,471,516 or US$ 28,295,429 in total.

Table 7.6 Development Package by Tourism Area

No.	Development Package	Cost (S./)
TA1	**<TC-1 Area: Gocta>**	
	a) Natural resources conservation: Gocta <On-Site Value Enhancement>	1,356,395
	b) Access road improvement to tourist sites: Cocahuayco - Cocachimba (3.0km) <Transport>	363,820
	c) Installation of water and sewerage systems to rural villages: Cocachimba, San Pablo <Water and Sanitation>	1,969,951
	Total	**S/.3,690,166** **US$1,250,904**
TA2	**<TC-2 Area: Cañon del Sonche, Yalape, Capaq Nam>**	
	a) Archeological site conservation/ restoration: Yallape, Capaq Nam <On-Site	7,134,500

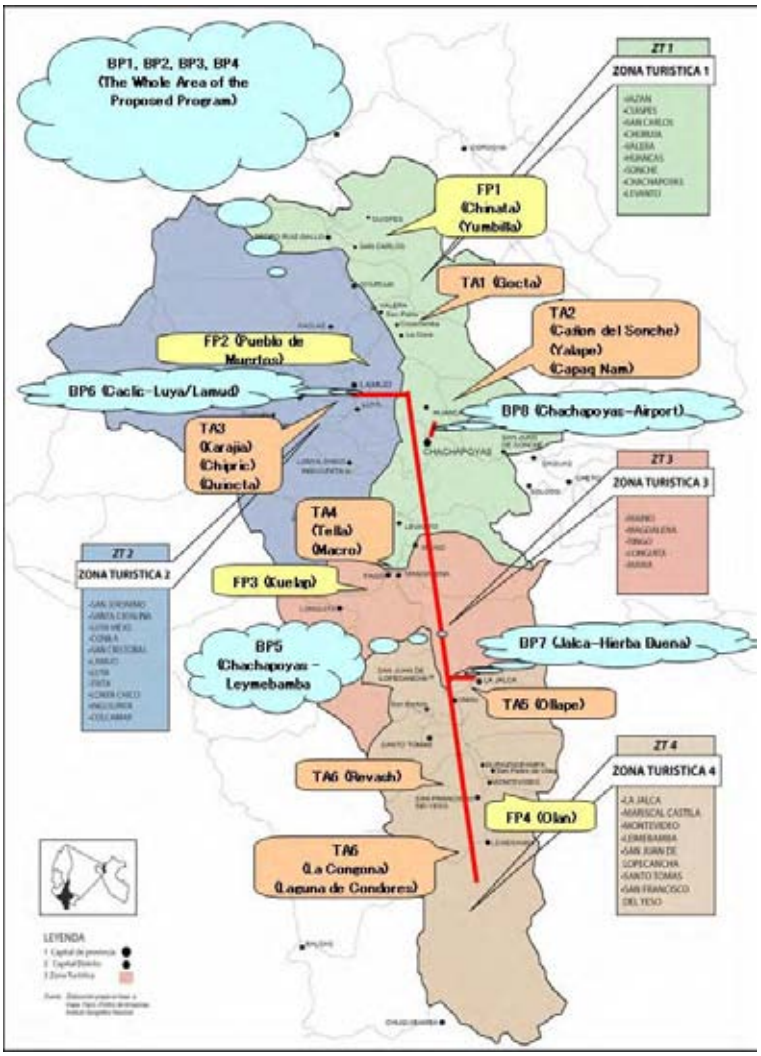
	Value Enhancement>	
	b) Natural resources conservation: Cañon del Sonche <On-Site Value Enhancement>	1,418,447
	c) On-site facility development: Yallape, Capaq Nam <On-Site Value Enhancement>	1,892,000
	d) Off-site facility development: Chachpoyas Museum and Cultural Center <Off-Site Services and Facilities>	4,779,000
	e) Rural/urban architecture landscape improvement: Historic Center Revitalization < Off-Site Services and Facilities>	10,311,950
	f) Access road improvement to tourist sites: Levanto - Chachapoyas (16 km) <Transport>	692,151
	g) Quality improvement of water and sewerage systems in major cities: Chachapoyas <Water and Sanitation>	3,321,662
	h) Installation of water and sewerage systems to rural villages: Levanto <Water and Sanitation>	718,413
	i) Waste management system: <Solid Waste Management>	1,122,770
	Total	**S/.31,390,893** **US$10,640,981**
TA3	**<TC-3 Area: Karajia, Chipric, Quiocta>**	
	a) Archeological site conservation/ restoration: Karajia, Chipric <On-Site Value Enhancement>	1,111,000
	b) Natural resources conservation: Quiocta <On-Site Value Enhancement>	420,000
	c) On-site facility development: Karajia, Chipric, Pueblo de Muertos <On-Site Value Enhancement>	1,331,000
	d) Quality improvement of water and sewerage systems in major cities: Lamud, Luya <Water and Sanitation>	7,381,387
	e) Installation of water and sewerage systems to rural villages: Cruzpata <Water and Sanitation>	994,657
	Total	**S/.11,238,044** **US$3,809,506**
TA4	**<TC-4 Area: Tella, Macro>**	
	a) Archeological site conservation/ restoration: Tella, Macro <On-Site Value Enhancement>	6,785,500
	b) On-site facility development: Tella, Macro <On-Site Value Enhancement>	1,579,000
	c) Access road improvement to tourist sites: Chachapoyas – Mayno – Magdalena - El Tingo (44km), Levanto - Mayno (8.9km) <Transport>	4,400,464
	Total	**S/.12,764,964** **US$4,327,106**
TA5	**<TC-5 Area: Ollape>**	
	a) Archeological site conservation/ restoration: Ollape <On-Site Value Enhancement>	5,472,500
	b) On-site facility development: Ollape <On-Site Value Enhancement>	1,338,000
	c) Installation of water and sewage system to rural villages: La Jalca <Water and Sanitation>	3,917,230
	Total	**S/.10,727,730** **US$3,917,233**
TA6	**<TC-6 Area: Revash >**	
	a) Archeological site conservation/ restoration: Revash <On-Site Value Enhancement>	887,200
	b) On-site facility development: Revash <On-Site Value Enhancement>	1,338,000
	c) Access road improvement to tourist sites: Hierbabuena – Santo Tomas (14km) <Transport>	1,525,680
	d) Installation of water and sewerage systems to rural villages: San Bartolo <Water and Sanitation>	234,449
	e) Integrated solid waste management (sub systems) <Solid Waste Management>	61,950
	Total	**S/.4,047,279** **US$1,371,959**
TA7	**<TC-7 Area: La Congona, Laguna de Condores>**	
	a) Archeological site conservation/ restoration: La Congona, Laguna de	6,547,500

	Condres <On-Site Value Enhancement>	
	b) On-site facility development: La Congona, Laguna de Condres <On-Site Value Enhancement>	2,003,000
	c) Installation of water and sewerage systems to rural villages: Dos de Mayo <Water and Sanitation>	1,027,965
	d) Integrated solid waste management (sub systems) <Solid Waste Management>	30,975
	Total	**S/.9,609,440** **US$3,257,437**
	Grand Total	**S/83,471,516** **US$28,295,429**

Note: Projects of Development Package for Basic Projects are excluded.
Source : JICA Study Team

The locations of the Development Package for Basic Projects and the Development Package by Tourism Area are shown in the following figure.

Figure 7.1 Location of Development Packages



※ BP：Development Package for Basic Projetcs（First priority sites and infrastructure）
※ TA：Development Package by Tourism Area
※ ZT：Tourism Zone
※ The red line in the map shows the road which is to be paved in one of the projects in Development Package for Basic Projects.

Source: JICA Study Team

7.3 Proposed Development Packages

Based on the alternatives of the development packages above-mentioned, the development packages were integrated as priority packages. The integrated development packages are summarized with their strengths and weaknesses as presented in the table below.

In consideration of the integrated development packages proposed in the table, the Amazonas Regional Government is to select a development package of comprehensive tourism development in consultation with Mincetur, the central and local authorities, and international donors.

Table 7.7 Proposed Integrated Development Packages

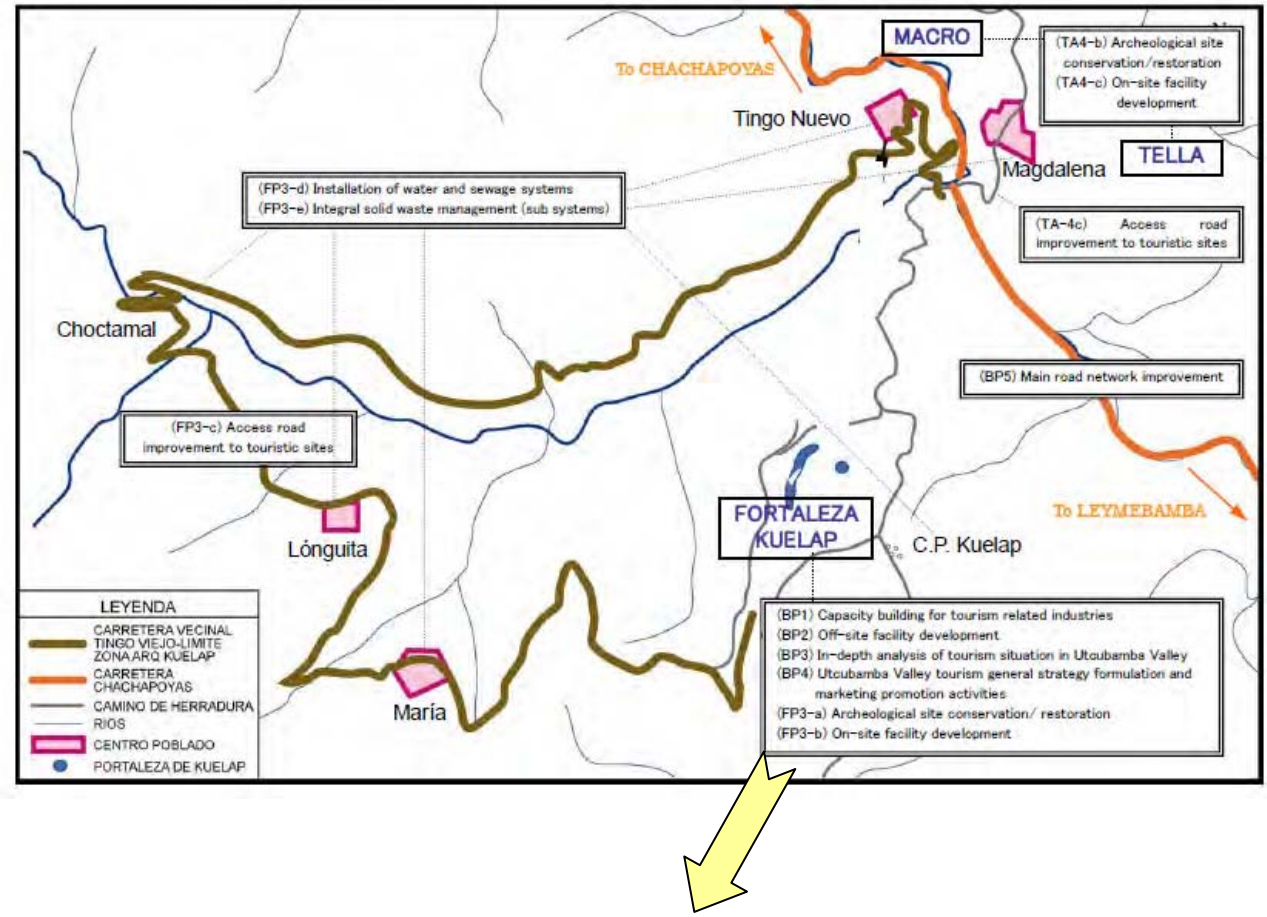
No	Proposed Package	Cost	Strength	Weakness
1	DPBP	**<Direct Cost>** **S/.89,806,040** **US$30,442,725** **<Total Cost>** **S/.114,497,308** **US$38,196,213**	- to determine urgent issues for tourism promotion - to utilize Japanese experiences of rural development with community participation - to apply experiences of the package to other tourist areas as a model case	- to impact directly on the limited areas and beneficiaries in/around priority sites - to be confronted with support of the extension to other tourist areas in near future
2	DPBP + DPTA	**<Direct Cost>** **S/.173,277,556** **US$58,738,155** **<Total Cost>** **S/.200,176,860** **US$67,856,241**	- to determine urgent issues for tourism promotion - to utilize Japanese experiences of rural development with community participation - to establish nuclear tourism areas and new tourism corridors in the Amazonas	- to be managed by the Amazonas Regional Government with support of central and local authorities - to source out the funds and to pay back the loans with support of central government and international donors
3	DPBP + DPTA + Other Short Listed Projects	**<Direct Cost>** **S/.247,342,850** **US$9,265,827** **<Total Cost>** **S/.309,970,792** **US$103,406,630**	- to determine urgent issues for tourism promotion - to utilize Japanese experiences of rural development with community participation - to establish nuclear tourism areas in the Amazonas - to conduct comprehensive tourism development in the Utcubamba Valley area - to promote the tourism circuit in northern Peru	- to be managed by the Amazonas Regional Government with strong support of central and local authorities - to find the fund sources and to pay back the loans with strong support of central government and international donors

Note: Total costs are calculated on the following conditions:
- Price escalation assuming 1.6% in foreign currency and 3.4% in Peruvian New Soles
- Contingencies: 10%

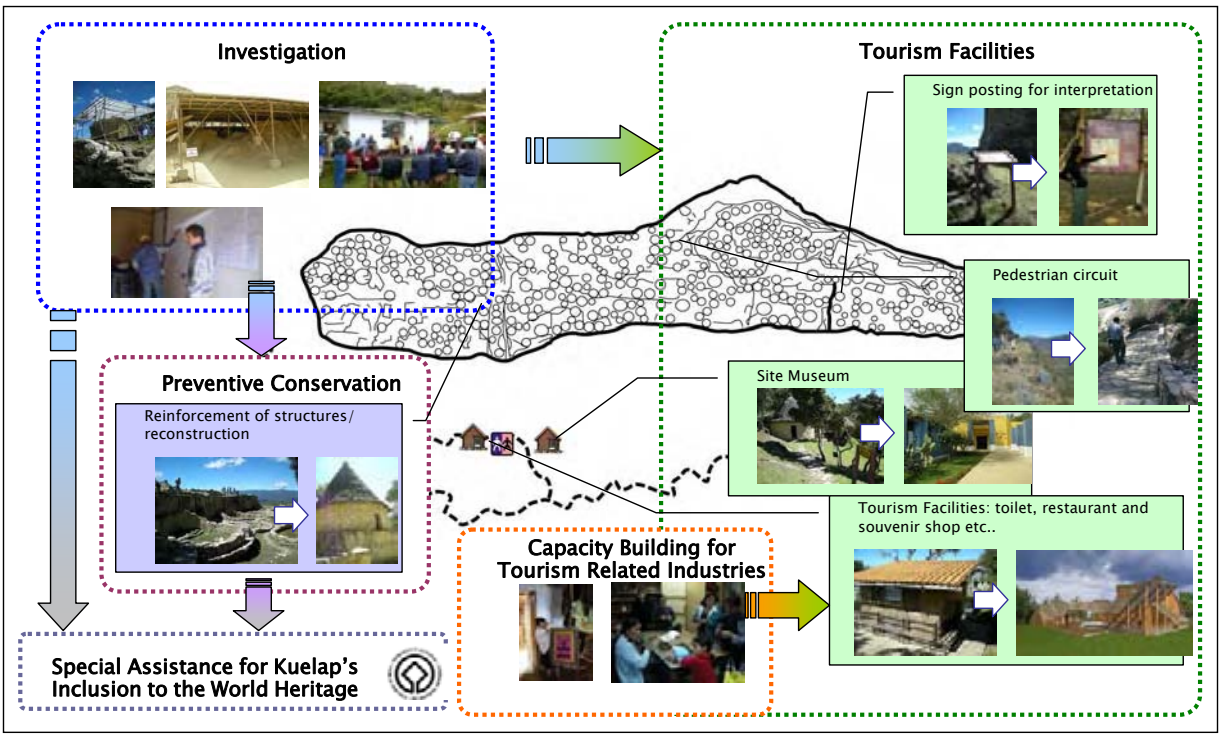
Source: JICA Study Team

A sample image of the integrated development package in and around the Kuelap area is presented in the figure below.

Figure 7.2 Sample Image of the Integrated Development Package (around Kuelap)



(Sample Image of On-site Value Enhancement in/around Kuelap)



Source: JICA Study Team

The implementation schedules and periods of every component are described in detail in Chapter 4. In the design of an implementation schedule for the integrated development packages, the following points have been considered:

- Every component of the Development Package for Basic Projects (DPBP) is to be implemented in the first stage (around three years).
- Almost all the components of the Development Package by Tourism Area (DPTA) are to be implemented in the late first stage and in the second stage (around two years).
- Some of the components in the DPTA, particularly archeological conservation/ restoration and solid waste management, are to be implemented from the middle of the first stage, for efficiency considerations.

Based on the above-mentioned points, a preliminary implementation schedule for the proposed integrated development package is presented below.

Table 7.8 Preliminary Implementation Schedule for the DPBP

Themtic Actions and Areas	Proposed Packages and Priority Projects		PHASE I				PHASE II	
			YEAR/ MONTH					
	No.	Components and activities	1	2	3	4	5	
Development Package for Basic Projects								
	BP1	Capacity building for tourism related industries: Tourism Service Training <Off-Site Services and Facilities>						
	BP2	Off-site facility development: Museum, Michinoeki, Information center, Vocational training center <Off-Site Services and Facilities>						
	BP3	In-depth Analysis of Tourism Situation in Utcubamba Valley: Data collection and In-depth analysis <Tourism Marketing>						
	BP4	Utcubamba Valley Tourism General Strategy formulation and Marketing Promotion Activities: Strategy Formulation, Isson Ippin (One-Village One-Product program), Marketing Material Development, Marketing to press, Marketing to tourists, Tourism information <Tourism Marketing>						
	BP5	Main road network improvement: Dv.Chachapoyas - Leymebamba (69km) <Transport>						
	BP6	Main road network improvement: Caclic - Luya/Lamud (18km) <Transport>						
	BP7	Access road improvement to touristic sites: Chachapoyas - Airport (4.2km)						
	FP1	**<Chinata and Yumbilla Falls Sites Area>**						
		Natural resources conservation <On-Site Value Enhancement>						
		Access road improvement to touristic sites: Jazan - Cuispes (11km) <Transport>						
		Installation of water and sewage systems to rural villages: Cuispes and San Carlos <Water and Sanitation>						
		Integral solid waste management (sub systems) <Solid Waste Management>						
	FP2	**<Pueblo de los Muertos Site Area>**						
		Archeological site conservation/ restoration <On-Site Value Enhancement>						
		Integral solid waste management (sub systems) <Solid Waste Management>						
	FP3	**<Kuelap Site Area>**						
		Archeological site conservation/ restoration <On-Site Value Enhancement>						
		On-site facility development <On-Site Value Enhancement>						
		Access road improvement to touristic sites: - Llaucan and Huaquilla Bridges in Choctamal <Transport>						
		Installation of water and sewage systems to rural villages: Magdalena, Tingo, Longuita - Choctamal, Maria, Kuelap <Water and Sanitation>						
		Integral solid waste management (sub systems) <Solid Waste Management>						
	FP4	**<Olan Site Area>**						
		Archeological site conservation/ restoration <On-Site Value Enhancement>						
		On-site facility development <On-Site Value Enhancement>						
		Integral solid waste management (sub systems) <Solid Waste Management>						

Source: JICA Study Team

Table 7.9 Preliminary Implementation Schedule for the DPTA

Themtic Actions and Areas	Proposed Packages and Priority Projects		PHASE I																						PHASE II											
			YEAR/ MONTH																																	
	No.	Components and activities	1												2												3											
			1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Development Package by Tourism Area																																						
	TA1	**<TC-1 Area: Gocta>**																																				
		Natural resources conservation: Gocta <On-Site Value Enhancement>																																				
		Access road improvement to touristic sites: Cocahuayco - Cocachimba (3.0km) <Transport>																																				
		Installation of water and sewage systems to rural villages: Cocachimba, San Pablo <Water and Sanitation>																																				
	TA2	**<TC-2 Area: Cañon del Sonche, Yalape, Capaq Nam>**																																				
		Archeological site conservation/ restoration: Yallape, Capaq Nam <On-Site Value Enhancement>																																				
		Natural resources conservation: Cañon del Sonche <On-Site Value Enhancement>																																				
		On-site facility development: Yallape, Capaq Nam <On-Site Value Enhancement>																																				
		Off-site facility development: Chachpoyas Museum and Cultural Center <Off-Site Services and Facilities>																																				
		Rural/urban architecture landscape improvement: Historic Center Revitalization < Off-Site Services and Facilities>																																				
		Access road improvement to touristic sites: Levanto - Chachapoyas (16 km) <Transport>																																				
		Quality Improvement of water and sewage systems in major cities: Chachapoyas <Water and Sanitation>																																				
		Installation of water and sewage systems to rural villages: Levanto <Water and Sanitation>																																				
		Waste management System: <Solid Waste Management>																																				
	TA3	**<TC-3 Area: Karajia, Chipric, Quiocta>**																																				
		Archeological site conservation/ restoration: Karajia, Chipric <On-Site Value Enhancement>																																				
		Natural resources conservation: Quiocta <On-Site Value Enhancement>																																				
		On-site facility development: Karajia, Chipric, Pueblo de Muertos <On-Site Value Enhancement>																																				
		Quality Improvement of water and sewage systems in major cities: Lamud, Luya <Water and Sanitation>																																				
		Installation of water and sewage systems to rural villages: Cruzpata <Water and Sanitation>																																				
	TA4	**<TC-4 Area: Tella, Macro>**																																				
		Archeological site conservation/ restoration: Tella, Macro <On-Site Value Enhancement>																																				
		On-site facility development: Tella, Macro <On-Site Value Enhancement>																																				
		Access road improvement to touristic sites: Chachapoyas – Mayno – Magdalena - El Tingo (44km), Levanto - Mayno (8.9km) <Transport>																																				
	TA5	**<TC-5 Area: Ollape>**																																				
		Archeological site conservation/ restoration: Ollape <On-Site Value Enhancement>																																				
		On-site facility development: Ollape <On-Site Value Enhancement>																																				
		Installation of water and sewage systems to rural villages: La Jalca <Water and Sanitation>																																				
	TA6	**<TC-6 Area: Revash >**																																				
		Archeological site conservation/ restoration: Revash <On-Site Value Enhancement>																																				
		On-site facility development: Revash <On-Site Value Enhancement>																																				
		Access road improvement to touristic sites: Hierbabuena – Santo Tomas (14km) <Transport>																																				
		Installation of water and sewage systems to rural villages: San Bartolo <Water and Sanitation>																																				
		Integral solid waste management (sub systems) <Solid Waste Management>																																				
	TA7	**<TC-7 Area: La Congona, Laguna de Condores>**																																				
		Archeological site conservation/ restoration: La Congona, Laguna de Condres <On-Site Value Enhancement>																																				
		On-site facility development: La Congona, Laguna de Condres <On-Site Value Enhancement>																																				
		Installation of water and sewage systems to rural villages: Dos de Mayo <Water and Sanitation>																																				
		Integral solid waste management (sub systems) <Solid Waste Management>																																				

Source: JICA Study Team

8. CONCLUSION AND RECOMMENDATIONS

8.1 Conclusion

This study has three objectives for rural development through tourism promotion in the Amazonas as described in the Chapter 1.2. The conclusion for the objectives are summarized as follows.

Objective 1 **To explicate the necessity and potentials of a tourism development project in northern Peru in relation with poverty alleviation and economic development**

From the review of the existing projects/programs to promote tourism sector as well as socio-economic development in the Amazonas and for further studies, the necessity and potentials of tourism development is discussed in this Study as described in the Chapter 2. The results are that the northern tourism region, Amazonas in particular, should be given the first priority for public sector intervention for tourism development.

<Socio-economic Aspect>

According to the Peruvian poverty map prepared by FONCODES, Amazonas is one of the most under-developed regions in Peru. In particular, Chachapoyas, Bongara and Luya provinces, where the study area and the important tourism areas are in the Amazonas, are one of the poorest areas in comparison with Amazonas average. Based on the poverty conditions, job and income gereration opportunities are quite limited in the Amazonas. Unemployment rates in the three provinces (27.5% in average) are quite high compared with the national average (4.3%)

Social indicators, such as education and health conditions in Amazonas, are also relatively low compared to the national conditions[1]. Poverty alleviation through improvement of the livelihood conditions is the key issue for the Amazonas Regional Government.

<Tourism>

The southern tourism region in Peru has well-known tourism resources such as Cusco, Machu Picchu, Titicaca Lake and Nasca Lines, and therefore, tourism investment has been initiated in the region to accommodate an increasing number of international visitors[2]. Tourism has already taken off to contribute to the regional economy.

On the other hand, the northern tourism region is still in a premature stage of tourism development despite the potential of its tourism resources. However, even in comparison with the above mentioned sites in Peru, archaeological and natural resources represented by the fortress of Kuelap and the Gocta and Yumbilla Falls in Amazonas have distinctive attractiveness to visitors. In comparison with other well-known tourism areas in Peru, the Amazonas is

1 Completion rate of primary school in Amazonas (2005): 50% (national average: 64%), malnutrition rate in Amazonas (1999): 40% (national average: 28%)

2 The monitoring reports (1999/ 2002) by UNEDCO World Heritage Committee, the sanctuary of Machu Picchu, one of the major tourism sites in southern Peru, recommends that detailed studies on carrying capacity of the site should be undertaken as the number of the visitors may exceed the capacity of the site. National Institute of Culture (INC) of Peru estimated in 2001 that the carrying capacity of the site is 2500 people at a time and 3400 people per day. According to Mincetur, the number of visitors to Machu Picchu in 2007 is approximately 800,000. It indicates that an average of 2200 people visit the site per day.

characterized by the coexistence of the above archaeological and natural resources. Thus, what makes Amazonas distinctive would be the variety of experiences it can offer: cultural, adventure and natural. Remains of pre-Inca cultures and idyllic ambience that cannot be experienced in the world famous tourism destinations are also the assets of Amazonas. However, in spite of those merits, the number of tourists, especially foreign tourists is very small compared to the south[3]. The premature infrastructural development is certainly one of the reasons for this. But other issues, such as waste management and the lack of publicity as a tourism destination also have to be improved.

<Infrastructure>

Basic infrastructure in the Amazonas is under-developed. In particular, the conditions of paved roads, electricity and sewerage systems are quite behind compared with the national condition. Improvement of basic infrastructure is one of the urgent issues for regional development as well as tourism promotion in Amazonas.

In the JICA workshop, which was participated in by local authorities such as local governmental officers, private tourism sector, and community people in Chachapoyas, it was pointed out that improvement of infrastructure related to tourism is the key issue to strengthen tourism promotion in the Amazonas.

As of January 2009, there is no regular flight service to Chachapoyas although the improvement of a terminal building of Chachapoyas airport is in progress. Therefore, road transportation is being the only means to get to Chachapoyas. From Chiclayo, one of the major cities in northern coastal area of Peru and which is connected to Lima in 2 hours by a number of regular commercial flights, it takes 10 hours by bus and 8 hours by car. The long travel time from Lima would discourages tourists, especially tourists from abroad, from visiting Amazonas. Thus, it is indispensable to restart commercial regular or charter flights from Lima to Chachapoyas in order to promote tourism in the region as well as to improve the livelihood of local communities. In the meantime, the road transportation remains the only option of reaching Chachapoyas for the moment. As an basis for the movement of tourists as well as for the daily life of local residents, it is therefore necessary to improve the road conditions by paving and the reduction of travel time. The workshop participants recognized that transport improvement was indispensable for tourism development as well as rural and economic development.

It takes continuous efforts in order to tackle above mentioned issues on tourism and infrastructure. However, the improvement of the level of services in tourism and infrastructure can stimulate the untapped potential of tourism in the region, and contribute to the increase in number of tourists and tourism sector in the future.

Objective 2 To identify and draw a comprehensive picture for rural development through tourism promotion in the Amazonas

Based on the analysis of current conditions in Chapter 2, a comprehensive picture for rural development through tourism promotion is identified and drawn as described in Chapter 3. The comprehensive picture has been formulated as a new development package in consideration of

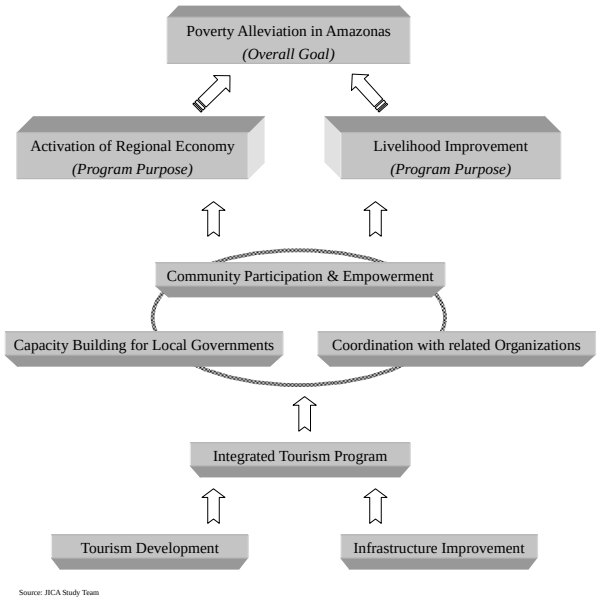
3 Statistics on the number of foreign and national tourist in 2007 shows that there were 890,000 foreign and 510,000 national visitors in Cusco, whereas there were 9000 foreign and 160,000 national visitors in Amazonas.

community participation and empowerment, capacity building for local government, and coordination with related organizations.

<Basic Concept and Strategy>

The points taken into account in formulating a comprehensive program for rural development through tourism promotion are presented in Figure 8.1. It is necessary to promote the improvement of tourism service and facilities as well as iinfrastructure in pararell in order to contribute to the increase of tourists and improvement of livelihood, as shown in Figure 8.2.

Figure 8.1 Conceptual Diagram of Basic Concept/ Strategy for the Proposed Program



Source: JICA Study Team

Figure 8.2 Issues Regarding Tourism Development and Necessary Actions

Issues		Necessary Actions
Information on tourism resources has to be available to tourists	⇒	Tourism Marketing Promotion Tourism promotion, website on the internet, promotion with tour operators
Tourism resources have to be attractive to make potential tourists decide to come	⇒	Value Enhancement of Tourism Site Conservation , excavation and restoration of archaeological site, museums
Basic infrastructure is necessary to attract tourists and to improve the living conditions of local residents	⇒	Inprovement of infrastructure to contribute to increase of tourists and to improve the living conditions Movement (road transportation, signage, commercial flight), rest area, hotel and restaurant, communication, water, waste management…..
Cooperation among the stakeholders (the government, private sector, implementing agency and local residents) is indispensable	⇒	Cooperastion among the stakeholders Tourism publicity, promotion for commercial flight operation, cooperation with neibouring cities, private sector's development (hotel, electricity etc.), community participation, community participation by volunteer basis, formation of associations/ committees on tourism related issues
System to guarantee an equitable return from tourism to local communities/ residents to ensure continuous support from them	⇒	Implementation plans and organizational structure Inclusion of local products and local workforce in tourism, system to ensure an equitable return of benefit to local communities and residents, cooperation of local schools and museum

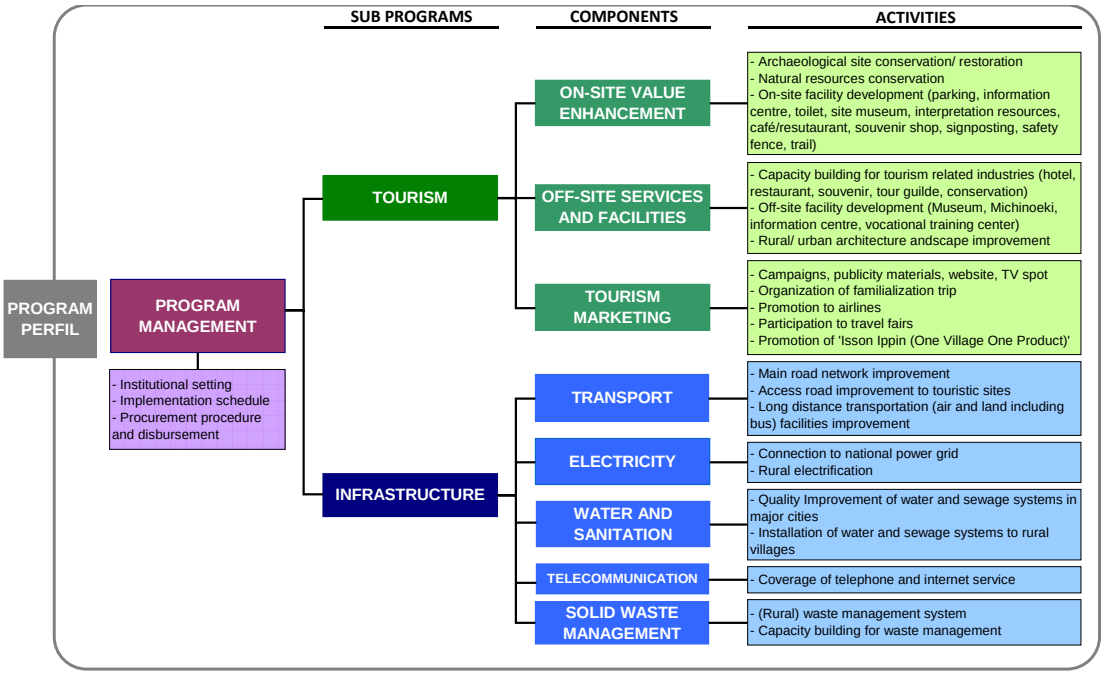
Source: JICA Study Team

It is necessary that above actions are planned and implemented in consideration of diverse factors such as finance, human resources and capacity building. For example, it is possible to start the implementation where the surrounding preconditions are most favorable, and to proceed to other actions in several phases. In that case, the capacity building can be implementated gradually in phases. It would be necessary to formulate a realistic implementation plan considering the circumsgtances on the ground.

<Structure of Integrated Rural Development>

The basic structure considered in the preparation of the integrated program for rural development through tourism promotion is presented in the figure below.

Figure 8.3 Structure of Rural Development through Tourism Promotion



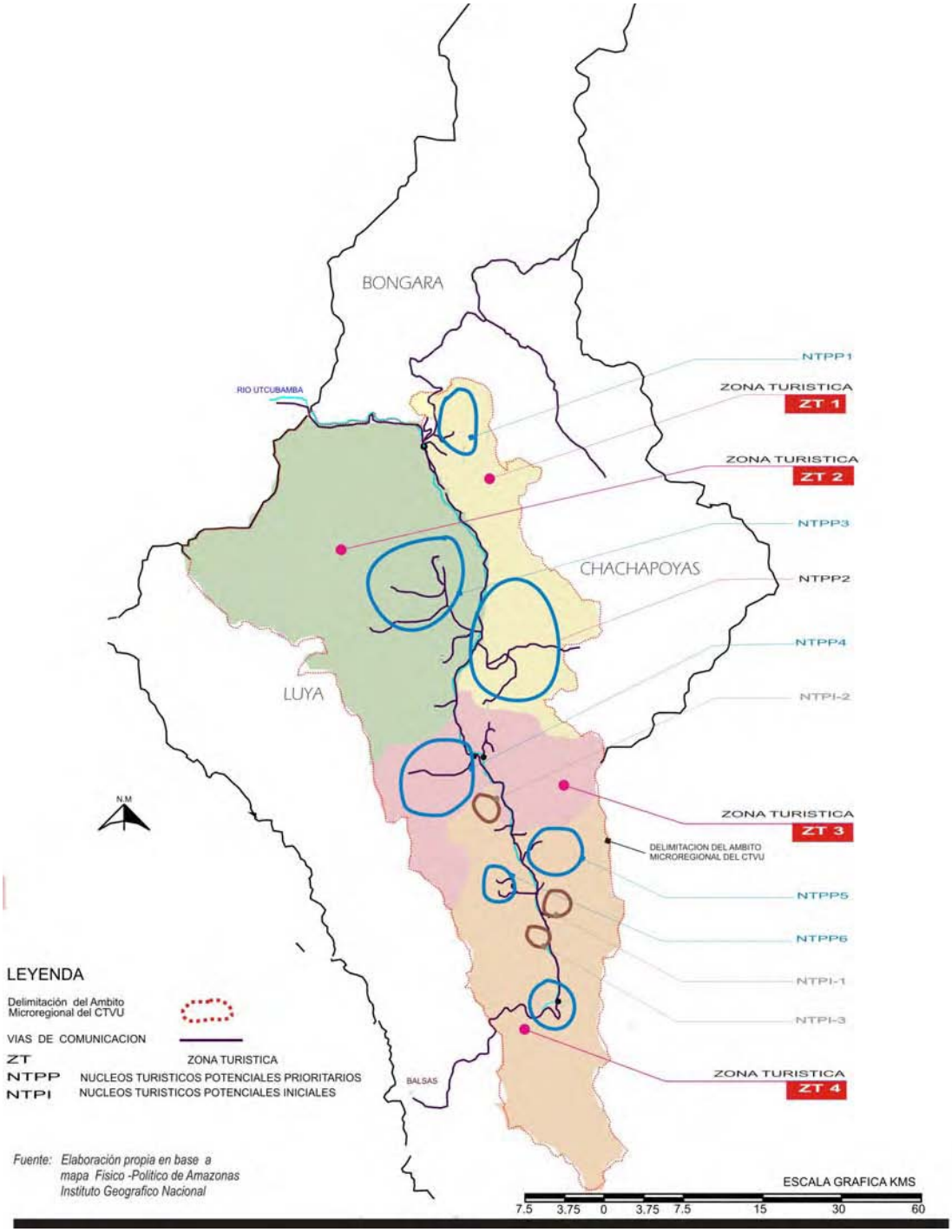
Source: JICA Study Team

<Selected Tourism Cores and Priority Sites>

The Study Team together with Mincetur and the Amazonas Regional Government identified thirteen archaeological sites and five nature sites in seven tourism cores as priority sites in the Utcubamba Valley area, which covers nineteen towns and villages in three provinces.

In particular, Chinata and Yumbilla Falls, Pueblo de los Muertos, Kuelap and Olan are selected as first priority sites, considering their archaeological value, needs for emergency conservation works as well as scale and name recognition of the site. Those four sites include natural and archaeological resources, which represent the variety of archaeological resources in Amazonas.

Figure 8.4 Selected Tourism Cores in Each Tourism Zone



Source: JICA Study Team

Table 8.1 Selected Tourism Cores and Priority Sites

Zone	Tourism Cores	Identified Priority Sites: Archaeological (Ar) / Nature (Na)	Description of the site	Towns/ Villages	Provinces
1	TC-1	GOCTA (Na)	Each waterfalls is recognized as one of the world tallest waterfalls (Gocta is the third tallest and Yumbilla is the fifth). Good trekking way to get to the falls from nearby village observing fauna & flora of the area.	Cocachimba San Pablo	Bongará
		YUMBILLA (Na)		Cuispes Pedro Ruiz	
		CHINATA (Na)		San Carlos	
	TC-2	CAÑON DEL SONCHE (Na)	Grand canyon along the Utcubamba River. Magnificent view from the viewpoint on the cliff.	Chachapoyas Huancas	Chachapoyas
		YALAPE (Ar)	Ruin of housing complex of Chachapoyas Culture. There are some rectangular structure while typical Chachapoyan structures are circular.	Levanto	
		CAPAQ NAM (Ar)	Ruin of a road network in Inca culture, known as the 'Inca Road'.		
2	TC- 3	KARAJIA (Ar) CHIPRIC (Ar)	Ancient funerary site where there are sarcophagi in the form of human. Sarcophagi in Karajia are well known in Peru, sometimes reffered as 'Moai in Peru'	Cruzpata	Luya
		PUEBLO DE LOS MUERTOS (Ar)	Ancient funerary and residential site. Sarcophagi and ruin of house-shaped residence remain.	Lámud	
		QUIOCTA (Na)	A limestone cave with 700 meters of stretch, covered in calcareous formations. Potential to be a tourism attraction if the presentation is improved by proper lighting.	Luya	
3	TC- 4	TELLA (Ar) MACRO (Ar)	Ruin of stone dwellings of Chachapoyas culture. Macro site stretches along the ledge of a cliff.	Magdalena	Chachapoyas
		KUELAP (Ar)	Largest ruin of Chachapoyas culture. Beside dewllings, a larger structure, which is now considered to have had religious importance is excavated. Academic research is in progress.	Tingo, Choctamal Lónguita, Maria	Luya
4	TC- 5	OLLAPE (Ar)	Ruin of circular dwellings and a defensive tower. Intricate decorations, typical in Chachapoyas culture is well preserved.	La Jalca	Chachapoyas
		OLAN (Ar)	Ruin of circular dwellings, which is supposed to be one of the largest in scale in Chachapoyas culture. Decorative ornaments of the structure are well preserved.		
	TC- 6	REVASH (Ar)	Ancient funerary site. House-shaped funerary buildings and some wall paintings remain intact.	San Bartolo	Luya
	TC- 7	LA CONGONA (Ar)	Ruin of circular and rectangular dwellings of Chachapoyas culture.	Leymebamba	Chachapoyas
		LAGUNA DE LOS CONDORES (Ar)	Several funerary sites which were used from pre-Inca to Spanish era remain overlooking the lake. Number of mummies are discovered in recent years. It takes more than 6 hours to get there on a horseback from Leymebamba, but chganging fauna and flora accoring to the altitude and some waterfalls can be observed on the way.		
4 Zones	**7 Cores**	**13 Archaeological Sites＋5 Nature Sites**		**19 Towns/ Villages**	**3 Provinces**

Source: JICA Study Team

<Concept and Strategy on Poverty Alleviation>

To realize the overall goal of the proposed program, i.e. “to contribute to poverty alleviation in the Amazonas”, the following points are taken into account in the formulation of the rural development program to tackle with poverty issues in the Amazonas.

- Community-driven approach
- Livelihood improvement approach
- Empowerment of rural women
- Japanese experience in rural development

As a measns of improvement of tourism services and rural development, Michinoeki is evaluated to be suitable in the Study Area because facilities for tourists such as tourist information, rest areas and souvenir shops are very limited in spite of the number of tourism resources along the road. Michinoeki located along the road can be an efficient station to provide services than creating smaller facilities on each tourism site. It is also beneficial to local communities as it can be an outlet to sell local products.

In order to successfully introduce the Michinoeki, it is necessary to undertake a wide variety of activities such as product development, collaboration with production groups and formulation of operation and management plans, to name some. Japanese experience in rural development through Michinoeki, Isson Ippin (one village one product) and livelihood improvement program will contribute to activate the regional exonomy and improve livelihood conditions as well as to promote the tourism sector in the Amazonas.

Objective 3 **To prepare an integrated program profile in compliance with the Peruvian National Public Investment System (SNIP).**

Based on the analysis of current conditions and identification of the comprehensive picture for rural development through tourism promotion in the Amazonas, an integrated program profile (Perfil) is forumulated in compliance with the Peruvian National Investment System (SNIP) as discussed in Chapters 4 to 7. The program profile is presented in detail in the Annex report with supporting sector reports.

SNIP requires the following procedures for tourism development projects.

1) Implementing agency (Mincetur, the Amazonas Regional Government etc.) prepares an integrated tourism development program. Approval from the Ministry of Economy and Finance (MEF)

2) Implementing agency (Mincetur, the Amazonas Regional Government etc.) undertakes pre Feasibility Study for the program. Approval from the MEF.

3) Implementing agency (Mincetur, the Amazonas Regional Government etc.) undertakes Feaibility Study for the program. Approval from MEF.

Once all the above steps are taken and approval by the Ministry of Economy and Finance is obtained, the fund for the program is to be secured and the program can be implemented.

<Short Listed Projects>

Through the evaluation of long- and intermediate-listed projects, short listed projects are selected as priority projects in every component with estimated cost, expected executing agency, and implementation schedule in Chapter 4.

<Implementation Plan>

The implementation plan and organization for the proposed program is described in Chapter 5.

The program executing agency would be the Amazonas Regional Government (ARG). In connection with the implementation of the proposed program, ARG would coordinate all activities of the relevant government agencies and regional organizations. The implementing units of ARG are the various regional directors' offices for respective field of the works. A coordination committee is to be set up, headed by the Mincetur, in order to administratively and technically support the program. In addition, it is recommended to establish the Utcubamba Valley Special Project Unit, which assumes direct responsibility for the program implementation as a program management unit, under the ARG in Chachapoyas.

<Estimated Costs for the Proposed Program>

As estimated in Chapter 5, the total costs required of the proposed program will amount to S/. 309,970,792 or US dollar 103,406,630 as presented in the table below.

Table 8.2 Estimated Cost of Proposed Program by Component

Component	Amount (S/.)	Amount (US$)
Tourism sector Sub-Program	**123,890,165**	**41,996,665**
- On-Site Value Enhancement	71,204,042	24,136,963
- Off-Site Services and Facilities	45,756,123	15,510,550
- Tourism Marketing	6,930,000	2,349,152
Infrastructure Sub-Program	**122,553,381**	**41,543,519**
- Transport	48,012,761	16,275,512
- Electricity	23,728,708	8,043,630
- Water and Sanitation	27,133,983	9,197,960
- Telecommunications	18,503,629	6,272,417
- Solid Waste Management	5,174,300	1,754,000
(Tourism sector + Infrastructure Sub-Program)	**246,443,546**	**83,540,184**
Vehicles & Equipment	**2,181,000**	**739,000**
Management Consultant	**17,302,813**	**5,865,360**
Program Administration Costs	**7,415,491**	**2,513,726**
(Sub-Total)	**273,342,850**	**92,658,270**
Escalation *	**9,293,657**	**1,482,532**
Physical Contingencies **	**27,334,285**	**9,265,827**
Total	**309,970,792**	**103,406,630**

* Price escalation assuming 1.6% in foreign currency and 3.4% in Peruvian New Soles
** Contingencies: 10%
Note: US$ 1.00= S/.2.95, Tax and duties are included.
Source: JICA Study Team

<Program Evaluation>

The proposed program is evaluated socially, environmentally and economically in Chapter 6. The expected number of new employment opportunities and the economic internal rate of return

(EIRR) are caluculated based on the demand estimate and the data on tourists' spending[4] used in the Feasibility Study by Mincetur.

Through the implementation of the whole proposed program, the expected number of beneficiaries in terms of new employment opportunities, who live in Chachapoyas, Bongara and Luya provinces, is more than 2,700. From a qualitative standpoint, the expected impacts include (i) poverty alleviation, (ii) livelihood improvement, (iii) improvement in small-scale farmers' income level, (iv) women's empowerment, and (v) local stakeholder capacity building, especially local government officers. In addition, as endorsed by the proposed program execution, collaboration among local stakeholders would contribute to the promotion of an integrated rural development in the Amazonas.

Environmentally speaking, a major negative impact is not predicted in the proposed program, and a detailed environmental impact assessment (EIA) is not needed to implement the proposed program.

The economic internal rate of return (EIRR) is evaluated to be 25.7%. This EIRR is high enough to justify the program implementation. However, it would be necessary to carry out more detailed analysis in the process of feasibility study. Project planning should be based on the analysis including factors such as the number and percentage of foreign visitors and demand sensitivity. It is also necessary to consider a case where the growth of demand is stagnant, especially in planning the operation and maintenance.

<Risks>

Anticipated risks to be taken into account for the proposed program are described in Chapter 6:

- No Regular Airline flights
- Passive Disposition of the Private Sector
- Damages to Cultural Heritage
- Damages to Natural Resources
- Limited Coordination among the Related Authorities

Other anticipated risks include unsufficient collaboration with local communities and the discrepancy in estimated and actual demand.

<Alternatives of Development Package>

To realize comprehensive rural development through tourism promotion, it is indispensable to conduct the full-scale implemention of the proposed program. There are, however, various constraints such as lack of development funds, limited human resources and poor coordination of the related agencies to implement the full-scale program simultaneously in the near future. The following development packages are proposed in Chapter 7.

- Development Package for Basic Projects
- Development Package by Tourism Area

4 Based on a Feasibility Study by Mincetur: Annual demand growth rate 16%, 'With' case acounts for 125% of 'Without' case (based on the data comparing before and after the development of Machu Picchu, which was 130%), foreigners account for 4% of total number of tourists. Tourist spending is calculated based on the same source: 240 soles/day for foreign tourists and 75 soles/day for Peruvian tourists.

Table 8.3 Summary of Development Packages

Project	Package
Shortlisted Projects (70 projects) ※including projects proposed by JICA Study Team Infrastructure＋Tourism development in 7 Tourism Core	Development Package for Basic Project (11projects) Infrastructure＋First Priority 4 sites
	Development Package by Tourism Area (41projects) Priority Projects in 7 tourism cores
	Other projects

Source: JICA Study Team

<Development Package for Basic Projects>

This development package is composed of basic components for rural tourism development. The projects in the package are indispensable for realizing the tourism promotion image in the Amazonas as well as the basic concepts and strategies described in Chapter 3. Development in the first priority sites are prioritized,thus, this package is to be included in any development package as a basic project.

- Number of Projects: 11 Projects
- First Target Areas: 4 areas <Chinata and Yumbilla Falls Sites Area>, <Pueblo de los Muertos Site Area>, <Kuelap Site Area>, <Olan Site Area>
- Grand Total Costs: S/.89,806,040 (US$ 30,442,725)

<Development Package by Tourism Area>

In accordance with the program purposes as well as the overall goal, the development packages include almost all components of the proposed program as a comprehensive tourism development in a regional tourism area.

- Number of Development Package: 7 Packages
- Target Areas: 7 areas <Gocta Area>, <Cañon del Sonche, Yalape, Capaq Nam Area>, <Karajia, Chipric, Quiocta Area>, <Tella, Macro Area>, <Ollape Area>, <Revash Area>, <La Congona, Laguna de Condores Area>
- Grand Total Costs: S/. 83,471,516 (US$ 28,295,429)

<Integrated Development Package>

Based on alternatives of the development packages above-mentioned, the development packages are integrated as a priority package. The details of the integrated development packages are summarized in Chapter 7.

Table 8.4 Estimated Cost of Integrated Development Package

No	Proposed Package	Direct Cost	Total Cost
1	DPBP	**S/.89,806,040** **US$30,442,725**	**S/.114,497,308** **US$38,196,213**
2	DPBP + DPTA	**S/.173,277,556** **US$58,738,155**	**S/.200,176,860** **US$67,856,241**
3	DPBP + DPTA + Other Short Listed Projects	**S/.247,342,850** **US$9,265,827**	**S/.309,970,792** **US$103,406,630**

Source: JICA Study Team

In consideration of the integrated development packages proposed in the above table, the Amazonas Regional Government is to select a development package for comprehensive tourism development in consultation with Mincetur, the central and local authorities, and international donors.

<Preliminary Implementation Schedule for Development Package>

The implementation schedules and periods of every component are described in detail in Chapter 4. To design an implementation schedule of the integrated development packages, the following points are to be considered:

- Every component of the Development Package for Basic Projects (DPBP) is to be implemented in the first stage (around three years).
- Almost all the components of the Development Package by Tourism Area (DPTA) are to be implemented in the late first stage and in the second stage (2 years).

Table 8.5 Current Conditions and Countermeasures (1/2)

Sub Program	Current Condition	Countermeasures (Priority Projects)	Package (BP: Basic Projects TA: Tourism Area)
Tourism	**<On site value enhancement>** - Many of the sites are left in nature and lack of maintenance and management is causing deterioration of archaeological sites - There are very little or no facilities for visitors - Some archaeological/ natural sites are not safe for visitors	- Comprehensive archaeological site preservation works including investigation, and preventive conservation works - Establish/ improve facilities for visitors (ticket office, restroom, cafeteria etc.) - Estanlish/ improve safety measures such as fence and improved walkways inside the site	BP: Conservation and excavation of four first priority archaeological sites, improvement of tourist facilities (ticket office etc.) in Kuelap, Ollape and Chinata & Yumbilla TA: Concervation and excavation of other priority archaeological sie, improvement of tourist facilities
	<Off-site Services and Facilities> - Tourism facilities are not sufficient in number and quality - Lack of variety of tourism services - Limited participation of local residents	- Establish tourism facilities such as information center, museum and 'Michi no Eki (roadside station)' - Capacity development of tourism related services and products, targeting local residents	BP: Construction of Michinoeki,training of tourismrelated services TA: Construction of a museum in Chachapoyas, conservation of historicalcenter (architecture and landscape)
	<Tourism Marketing> - Limited national/ international recognition due to limited marketing activities - Limited means of access from Lima - Limited awareness for the need of markeing activities - Lack of tourism development strategy and plans	- Marketing actitivities utilising media such as internet, TV, magazines etc. - Promotion activities involving related private sector companies such as tour operators and airlines companies - Formulation of a tourism marketing strategy (short term/ long term) - Participatory projects such as Isson Ippin (One Village One Product) for local awareness raising and livelihood improvement - Support Kuelap's inclusion to the World Heritage list in order to achieve more recognition	BP: Formulation of long and short term marketing strategy, marketing activities, Isson Ippin, Support for Kuelap's inclusion to the World Heritage list TA: None

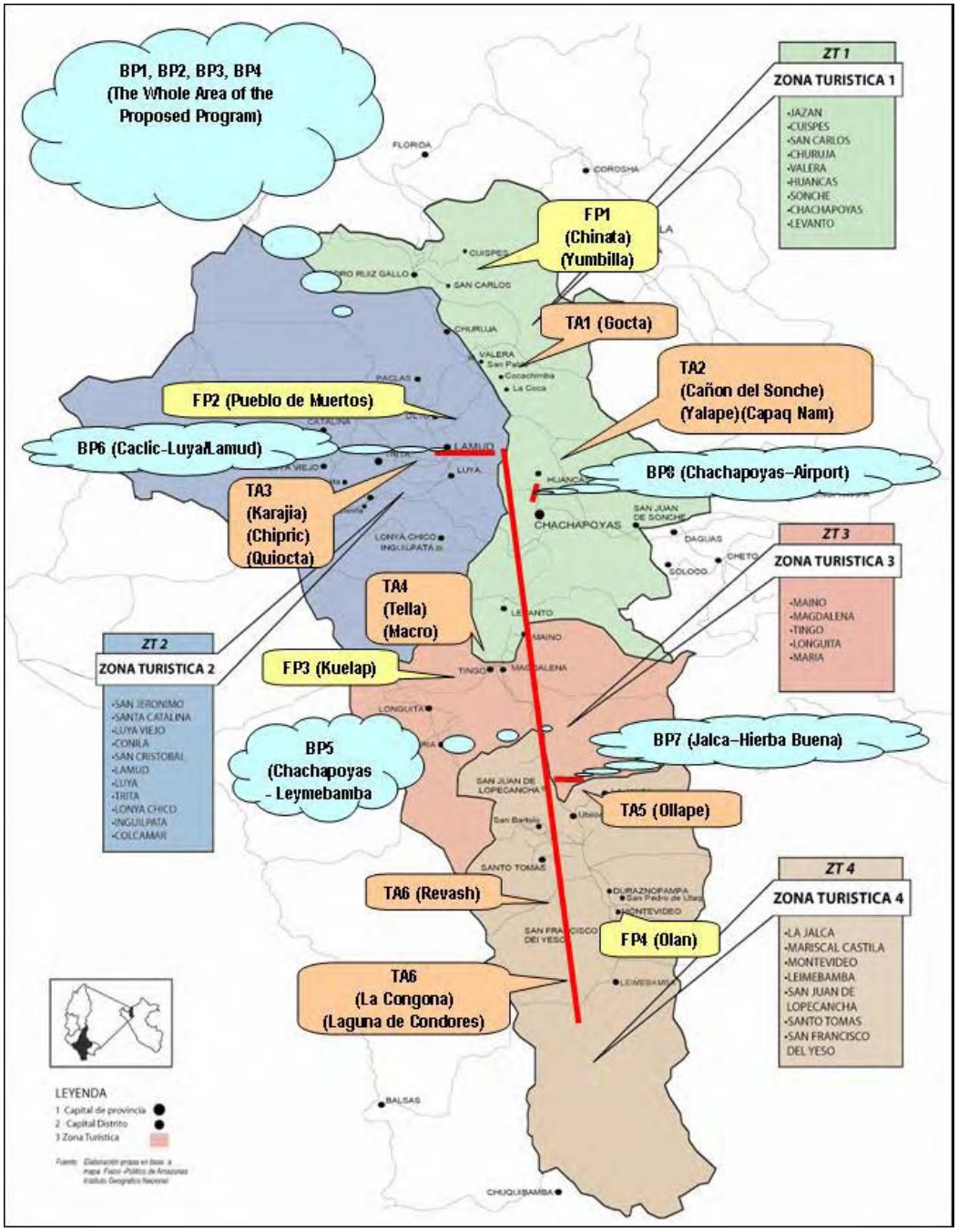
Source: JICA Study Team

Table 8.5 Current Conditions and Countermeasures (2/2)

Sub Program	Current Condition	Countermeasures (Priority Projects)	Package (BP: Basic Projects TA: Tourism Area)
Infra-structure	**<Land and air transport>** - No commercial flights available from Lima to Chachapoyas - Land access takes 6 -10 hours from principal airports nearby - Roads in the study area are unpaved except the section from Pedro Ruiz to Chachapoyas	- Asphalt pavement in the principal access between Pedro Ruiz, Chchapoyas, Leymebamba and Luya/Lamud so that tourists are able to travel at 60km/h speed - Promotion on attracting commercial flight to Chachapoyas is emphasized - Accesses to principal tourist destinations are prioritized	BP: Improvement of main access road TA: Construction/ improvement of access road to priority sites
	<Energy> - Independent CACLIC system is not stable and will suffer from supply shortage to attend rapidly increasing demand - Some localities (not district centers) are not electrificated	- Connection of CACLIC to national energy grid by connecting with Bagua-Jaen system is progressed and the F/S approval is obtained. Electricity company is expected to commence the work before 2010 by own finance. Approximately half of the total cost is secured, but there's a possibility of public finance. - Another connection with National Grid (SEIN) is expected at 2014 through Cajamarca - Rural electrification is not considered in this Study	BP/TA: None (Plans of improvement by private sector: only some works for which the finance is not secured are included in the shortlist.)
	<Telecommunication> - Very limited capacity and quaility of internet and telephone services are avialable in the study area - There is no way to communicate in case of emergency at remote tourist destinations - Mobile phone companies are entering to the study area slowly	- Broadband internet service in the target area is provided - Telephone service in the target area can be provided from the same broadband network meanwhile mobile phone coverage reaches an acceptable area - Emergency communication system is installed along and at the remote tourist destinations	BP/TA: None (Connection along the main road will be done by private sector)
	<Water and Sanitation> - In the study area, coverage of water supply is relatively high although it is not always treated appropriately. - Waste water is not treated in most of the districts in study area and it is not even collected in some places.	- By implenting projects recommended in the study, coverage of adequately treated water will reach 100% and waste water also be collected and treated at 100% in selected districts	BP: Part of tourism cores TA: Remaining tourism cores
	<Solid Waste Management> - Practically, there is not well organizaed management system - Most of solid waste is dumped at bank of river - Only some cases residents pay for solid waste collection	- Appropriate landfill is constructed and operated - Capaciy building of person in charge is carried out - Diffusion of culture of payment to solid waste management service	BP: Part of sub systems on tourism cores TA: Remaining sub-systems on tourism cores Other: Remaining system

Source: JICA Study Team

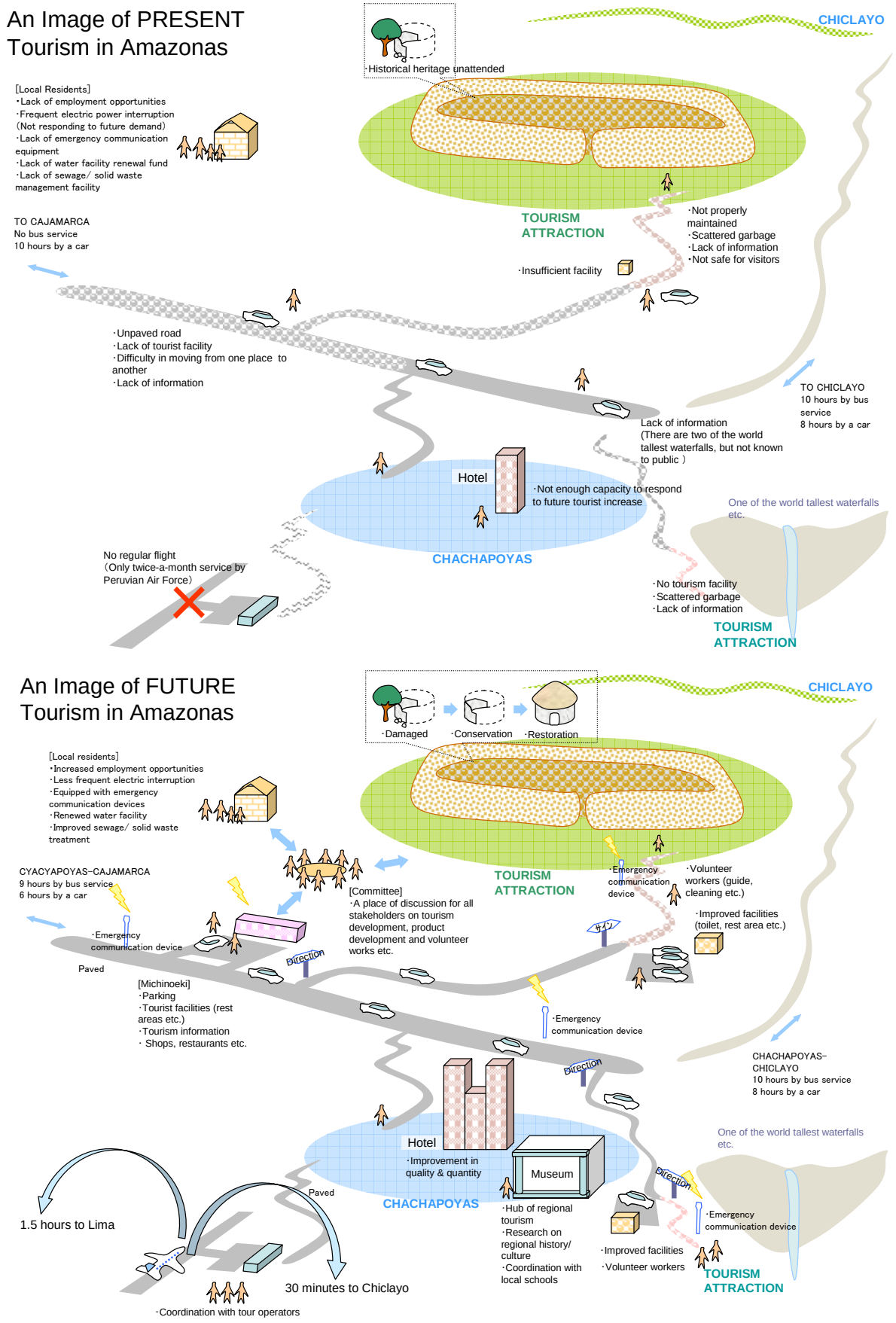
Figure 8.5 Location of the Development Packages



Source: JICA Study Team

*BP：Development Package for Basic Projetcs（First priority sites and infrastructure）
*TA：Development Package by Tourism Area
*ZT：Tourism Zone
*The red line in the map shows the road which is to be paved in one of the projects in Development Package for Basic Projects.

Figure 8.6 Image of Improvement by Tourism Development and Related Actions



Source: JICA Study Team

Table 8.6 Chronological Image of Program Implementation and Related Actions

Year		-2	-1	0	Commencement	2	3	4	5	6
Government Level	-Completion of JICA Study -Visit of Minister (Mincetur) to Japan	-Perfil approval -Pre-FS implementation	-Approval of project - Budget allocation and fund raising (ex. application to donors etc.)				- Budget allocation and fund raising for Phase II		- Evaluation of Phase I	
Regional/ Local Government Level		-Pre-FS implementation -Marketing Activities -Formulation of implementing organization	- Marketing Activities	- Selection of constructor/ consultant etc. - Marketing Activities	-Commencement of Phase I - Marketing Activities	-Implementation of Phase I - Detailed review of Phase II - Marketing Activities	- Completion of Phase I - Marketing Activities	-Commencement of Phase II -Marketing activities	- Completion of Phase II - Monitoring and improvement plans Marketing activities	- Monitoring and improvement activities - Marketing activities
Tourism On-site			- Training of personnel	- Training of personnel	- Conservation, excavation and facility improvement in 3 archaeological sites - Facility improvement in 1 nature site	- Conservation, excavation and facility improvement in 3 archaeological sites - Facility improvement in 1 nature site	- Conservation, excavation and facility improvement in 3 archaeological sites	- Conservation, excavation and facility improvement in 10 archaeological sites - Facimily improvement in other nature sites	- Conservation, excavation and facility improvement in 10 archaeological sites - Facimily improvement in other nature sites	-Further onservation and research works
Tourism Off-site		- Facility design - Operational planning		-	- Conservation of Michinoeki - Training of tourism related services	- Michinoeki opens - Training of tourism related services - Museum planning and preparation	- Museum planning and preparation	- Construction of museum - Training of personnel - Preparation for opening	- Construction of museum - training of personnel - Museum opens -Conservation of historical center (architecture/ landscape)	-Conservation of historical center (architecture/ landscape)
Tourism Marketing		- Market Study - Formulation of preliminary marketing plans	-Formulation of short term marketing strategy - Product development - HP/ materials development - Marketing actiities - Promotion for restarting of flights to Chachapoyas	-Review of short term marketing strategy - Marketing activities (continued)	-Formulation of long term marketing strategy - Marketing activities (continued)	- Marketing activities (continued)	- Marketing activities (continued) - Support for Kuelap's inclusion to the World Heritage	- Review and improvement of operational plans - Marketing activities (continued) - Support for Kuelap's inclusion to the World Heritage	- Marketing activities (continued) - Support for Kuelap's inclusion to the World Heritage	- Review and improvement of operational plans
Infrastructure					- Road improvement	- Road improvement - Access road improvement/ water supply/ sewage system in 2 tourism cores - Solid waste management system in 7 tourism cores	- Access road improvement in 4 tourism cores - Water supply/ sewage system in 6 tourism cores - Solid waste management system in 7 tourism cores	- Solid waste management system in 7 tourism cores	- Solid waste management system in 7 tourism cores	
Infrastructure (other)					-Connection to national electricity grid (by private sector) - Improvement of communication					
Implementing Organization		- Preliminary plans for organizational structure	-Consensus building amonth the stakeholders - Selection and procurement of PMU	- Necessary arrangements for implementation	- Program Implementation	- Program Implementation	- Program Implementation	- Program Implementation	-Confirmation on operation and maintenance organization	-Handover to operation and maintenance organization
Community Organization		- Preliminary plans for organizational structure	- Consensus building among the stakeholders	- Consensus building among the stakeholders						

* This table only shows hypothetical image of program implementation and other related actions.
Source: JICA Study Team

8.2 Recommendations

This Study recommends the following:

(1) Approval of Perfil and Earliest Implementation of F/S

In order to tackle poverty alleviation, it has been urged to promote tourism sector in the Amazonas. However, tourism promotion has been limited to a small scale and partial development. Since there is a large portion of unemployed population, around 28 percent of the working population in the Utcubamba Valley area have long been waiting for socio-economic development, and are willing to find job opportunities as quickly as possible; thus, the earliest implementation of the proposed program is recommended.

First of all, the Investment Program Office (OPI) of the Amazonas regional government should promote and follow-up to get an approval of the proposed profile (Perfil) with support of Mincetur and the Ministry of Economy and Finance (MEF) under the Peruvian Public Investment National System (SNIP). In particular, the following points are to be considered.

- Number of the program profile for comprehensive development, which was covered with multi-sectors and approved under the SNIP, was quite limited in Peru. Not a few program profiles were divided as a sector project due to the difficulty of the approval as a comprehensive development program. However, the Amazonas Regional Government should emphasize the strong points of comprehensive tourism development as described in Chapter 3.
- Based on the implementation plan proposed in Chapter 5, the institutional set-up is to be re-considered in detail to realize smooth implementation of the proposed program. In particular, responsibilities of the related units in the Amazonas Regional Government are to be made clear for the program implementation.

Secondly, a pre-feasibility study (Pre F/S) and/or a feasibility study (F/S) for the proposed program are to be quickly conducted in accordance with SNIP after the approval of the Perfil for early implementation of the proposed program.

No doubt the proposed program will improve livelihood through tourism promotion. It is recommended that the Amazonas Regional Government requests an international donor, as well as the central government to fund the Pre-F/S and/or F/S for the proposed program.

(2) Coordination among the Relevant Institutions

As described in Chapter 5.1, coordination among the related stakeholders, especially various government offices at the central, regional, municipality and local levels, is very important to maximize the program benefits and improve livelihood conditiosn in the Alto Utcubamba Valley area. To this end, it is recommended to establish the Utcubamba Valley Special Project Unit as a project management unit in the Amazonas Regional Government to initiate this coordination as soon as possible. It is also recommended to organize the Coordination Committee under the chairmanship of the Mincetur for smooth program implementation .

(3) Operation and Maintenance Costs

After the completion of the proposed program, it is pointed out that the local authorities have to ensure availability of operation and maintenance costs for sustaining better services and

activities. In this context, it is recommended to study in detail in the operational and maintenance costs in a pre-feasibility study (Pre F/S) and/or a feasibility study (F/S). In particular, it is to be elaborated how to conserve tourism resources including natural and cultural assets as mentioned in the Chapter 2.3, 3.5 and 6.4. For example, it is a model system for the INC-Amazonas to adopt the INC-Cusco system, which manage their revenue and expenditure apart from the INC headquaters.

(4) Community-Oriented Participatory Approach

In the implementation of rural development in Amazonas, it is pointed out that the dependent syndrome had been prevalent among local beneficiaries. This syndrome should be avoided in the implementation of the proposed program by encouraging awareness of self-reliance and self-dependence, and strengthening community-based organizations, so that future operation and management of the activities under the proposed program could be carried out by community-based organizations by themselves.

In order to realize this concept, awareness-raising of stakeholders, especially local government officers and beneficiaries, and formulation of system to ensure an equitable return from tourism to local communities are indispensable. In this context, it is recommended to carry out awareness programs on this concept repeatedly such as the ‘Community-driven Approach’, ‘Livelihood Improvement Approach’, ‘Empowerment of Rural Women’ and ‘Japanese Experience of Rural Development’.

Attachment 1

Minutes of Understanding

"Decenio de las Personas con Discapacidad en el Perú"
"Año de las Cumbres Mundiales en el Perú"

Ministerio de Comercio Exterior y Turismo
Despacho Ministerial

Mincetur
Ministerio de Comercio Exterior y Turismo

2/

ACTA DE ENTENDIMIENTO

Acta de Entendimiento entre:

- El **Ministerio de Comercio Exterior y Turismo**, identificado con R.U.C. N° 20504774288, representado por la Ministra de Comercio Exterior y Turismo, señora MERCEDES ARAOZ FERNÁNDEZ, designada por Resolución Suprema No. 232-2006-MINCETUR, identificada con DNI N° 10275651, con domicilio legal en Calle Uno Oeste N°. 50, Urbanización Córpac, Lima 27, en adelante **MINCETUR**;

- El **Japan Bank for International Cooperation**, identificado con R.U.C. No. 20516387786, representado por el Representante Residente de su Oficina Representativa en Lima, señor HIDEYUKI MARUOKA, identificado con Pasaporte N° MB3112222, con poder suficiente inscrito en el Asiento A 0002 de la Partida N° 12019842 del Registro de Poderes otorgados por Sociedades Constituidas o Sucursales establecidas en el Extranjero, con domicilio legal en Av. Canaval Moreyra N° 380, Oficina N° 302, Lima 27, Provincia de Lima, Región Lima, en adelante **JBIC**;

En los términos y condiciones siguientes:

1°.- LAS PARTES

MINCETUR, de conformidad con la Ley N° 27790 – Ley de Organización y Funciones del Ministerio de Comercio Exterior y Turismo, tiene como competencia definir, dirigir, ejecutar, coordinar y supervisar la política de comercio exterior y de turismo. En materia de turismo promueve, orienta y regula la actividad turística, con el fin de impulsar su desarrollo sostenible, incluyendo la promoción, orientación y regulación de la artesanía.

MINCETUR cuenta con un Plan Estratégico Nacional de Turismo - PENTUR, de largo plazo, uno de cuyos Objetivos Estratégicos es: *1. Desarrollar una oferta turística competitiva y sostenible*; a través de la *Innovación, desarrollo y consolidación de productos turísticos competitivos con la participación de todos los actores, y la Promoción de la inversión pública y privada en el desarrollo de infraestructura básica y puesta en valor de los recursos turísticos, así como de la planta turística,* entre otros.

En orden al cumplimiento de dicho plan, MINCETUR tiene interés en desarrollar el turismo rural y comunitario, en especial en la zona de la sierra y de la selva, pudiendo citarse particularmente el estudio del circuito turístico Nor Oriental de la Macro Región Amazónica, que comprende los Departamentos de Lambayeque, Cajamarca, La Libertad y Amazonas.

El **JBIC**, fue fundado en octubre de 1999, con domicilio en Japón, es la única institución financiera gubernamental japonesa que tiene como función principal otorgar préstamos y además realizar indagaciones e investigaciones para la identificación de posibles proyectos de inversión pública que contribuyan al desarrollo social y económico de los países en vías de desarrollo.

El JBIC, manifiesta su interés en realizar el Estudio de Desarrollo Rural para el Fortalecimiento de Turismo en el Perú, como se detalla en el Anexo 1 adjunto y que forma parte integral de la presente Acta.

VICE MINISTRO DE TURISMO

ASESORÍA LEGAL

MINCETUR Dirección General DIRECCIÓN GENERAL DE ASESORÍA JURÍDICA

3/

Ministerio de Comercio Exterior y Turismo
Despacho Ministerial

Mincetur
Ministerio de Comercio Exterior y Turismo

2°.- BASE LEGAL

Ley N° 27790 – Ley de Organización y Funciones del MINCETUR.
Decreto Suprema N° 031-2007-RE, artículo 6°.

3°.- OBJETIVO

La presente Acta establece los acuerdos a que llegan el **MINCETUR** y el **JBIC**, en vía de colaboración mutua, para la elaboración del "Estudio de Desarrollo Rural para el Fortalecimiento del Turismo en el Perú", en los términos del Anexo 1 que forma parte de la presente Acta.

4°.- COMPROMISOS

MINCETUR y **JBIC** han acordado asumir, para el cumplimiento del objetivo de la presente Acta, los lineamientos contenidos en los Anexos 1 y 2 que forman parte del presente documento. Asimismo ambas partes confirman que la elaboración del Estudio de Desarrollo Rural para el Fortalecimiento de Turismo en el Perú no implica la decisión o responsabilidad del JBIC para brindar empréstito alguno.

En tal sentido:

4.1 **MINCETUR** se compromete a:

a) Brindar la asesoría técnica disponible, para la elaboración de los documentos objeto de la presente Acta.
b) Proporcionar al equipo de estudio del **JBIC**, toda la información disponible y relevante así como informaciones y documentos solicitados por el Equipo.
c) Brindar apoyo de personal cuando así lo requiera el equipo de estudio.
d) Brindar espacio físico apropiado para que el equipo de estudio se pueda instalar.
e) Orientar y apoyar al equipo de estudio en las gestiones para la obtención de permisos de entrada y de salida, a fin de llevar a cabo el trabajo de campo.
f) Orientar y apoyar al equipo de estudio en cuanto a medidas de seguridad que pudiera requerir.
g) Dar opinión sobre los Reportes que presente el equipo de estudio.

4.2 El **JBIC** se compromete a:

a) Financiar íntegramente todos los gastos, de acuerdo con el Contrato que suscriba el **JBIC** y el equipo de estudio (Consultor), que se generen para la elaboración del "Estudio de Desarrollo Rural para el Fortalecimiento del Turismo en el Perú", según los lineamientos que se detallan en el Anexo 1 de la presente Acta, dentro del límite de la asignación del presupuesto anual de el **JBIC**.
b) Elaborar los documentos mencionados en el inciso precedente, a través de la empresa consultora elegida por el **JBIC**, de acuerdo a los lineamientos contenidos en el Anexo 1 de la presente Acta.
c) Entregar al **MINCETUR** veinte (20) ejemplares del Estudio mencionado, en idioma español, sin reembolso ni condición alguna.
d) Entregar al **MINCETUR**, toda aquella información que haya servido de sustento para la elaboración del Estudio citado.

VICE MINISTRO DE TURISMO

ASESORÍA LEGAL

MINCETUR Dirección General OFICINA GENERAL DE ASESORÍA JURÍDICA

2

4/

Ministerio de Comercio Exterior y Turismo
Despacho Ministerial

Mincetur
Ministerio de Comercio Exterior y Turismo

5°.- COMITÉ DE COORDINACIÓN

Con el propósito de lograr una eficaz ejecución de los compromisos asumidos mediante la presente Acta, se constituye el Comité de Coordinación para el seguimiento y ejecución del Acta, conformado por un representante de cada una de las partes que suscriben el mismo, representante que se denominará "Coordinador", cualquier cambio de Coordinador tendrá que ser comunicado por escrito a la otra parte, en un plazo no mayor de siete (7) días.

El **MINCETUR** designa como su coordinador al Director (a) Nacional de Desarrollo Turístico.

El Coordinador del **JBIC** será designado por la Oficina Representativa en Lima del JBIC.

6°.- VIGENCIA DE LOS ACUERDOS

La vigencia de los compromisos asumidos mediante la presente Acta, se sujetan al cronograma de implementación previsto en el Anexo 1, el cual puede ser prorrogable.

7°.- MÁXIMA COLABORACIÓN

Ambas partes se comprometen a procurar su máxima colaboración para el cumplimiento de los objetivos asumidos mediante la presente Acta.

Firmado en la ciudad de Lima, en dos originales, a los ..11.... días del mes ..junio... del año dos mil ocho.

MINISTERIO DE COMERCIO EXTERIOR Y TURISMO	JAPAN BANK FOR INTERNATIONAL COOPERATION
MERCEDES ARAOZ FERNÁNDEZ Ministra de Comercio Exterior y de Turismo MINCETUR	HIDEYUKI MARUOKA Representante Residente OFICINA REPRESENTATIVA EN LIMA JBIC

ACTA DE ENTENDIMIENTO

Acta de Entendimiento entre:

- El **Ministerio de Comercio Exterior y Turismo**, identificado con R.U.C. N° 20504774288, representado por la Ministra de Comercio Exterior y Turismo, señora MERCEDES ARAOZ FERNÁNDEZ, designada por Resolución Suprema No. -2006-MINCETUR, identificada con DNI N° , con domicilio legal en Calle Uno Oeste N°. 50, Urbanización Córpac, Lima 27, en adelante **MINCETUR;**

- El **Japan Bank for International Cooperation**, identificado con R.U.C. No. 20516387786, representado por el Representante Residente de su Oficina Representativa en Lima, señor HIDEYUKI MARUOKA, identificado con Pasaporte N° MB3112222, con poder suficiente inscrito en el Asiento A 0002 de la Partida N° 12019842 del Registro de Poderes otorgados por Sociedades Constituidas o Sucursales establecidas en el Extranjero, con domicilio legal en Av. Canaval Moreyra N° 380, Oficina N° 302, Lima 27, Provincia de Lima, Región Lima, en adelante **JBIC**;

En los términos y condiciones siguientes:

1°.- LAS PARTES

MINCETUR, de conformidad con la Ley Nº 27790 – Ley de Organización y Funciones del Ministerio de Comercio Exterior y Turismo, tiene como competencia definir, dirigir, ejecutar, coordinar y supervisar la política de comercio exterior y de turismo. En materia de turismo promueve, orienta y regula la actividad turística, con el fin de impulsar su desarrollo sostenible, incluyendo la promoción, orientación y regulación de la artesanía.

MINCETUR cuenta con un Plan Estratégico Nacional de Turismo - PENTUR, de largo plazo, uno de cuyos Objetivos Estratégicos es: *1. Desarrollar una oferta turística competitiva y sostenible*; a través de la *Innovación, desarrollo y consolidación de productos turísticos competitivos con la participación de todos los actores, y la Promoción de la inversión pública y privada en el desarrollo de infraestructura básica y puesta en valor de los recursos turísticos, así como de la planta turística,* entre otros.

En orden al cumplimiento de dicho plan, MINCETUR tiene interés en desarrollar el turismo rural y comunitario, en especial en la zona de la sierra y de la selva, pudiendo citarse particularmente el estudio del circuito turístico Nor Oriental de la Macro Región Amazónica, que comprende los Departamentos de Lambayeque, Cajamarca, La Libertad y Amazonas.

El **JBIC,** fue fundado en octubre de 1999, con domicilio en Japón, es la única institución financiera gubernamental japonesa que tiene como función principal otorgar préstamos y además realizar indagaciones e investigaciones para la identificación de posibles proyectos de inversión pública que contribuyan al desarrollo social y económico de los países en vías de desarrollo.

El **JBIC**, manifiesta su interés en realizar el Estudio de Desarrollo Rural para el Fortalecimiento de Turismo en el Perú, como se detalla en el Anexo 1 adjunto y que forma parte integral de la presente Acta.

2°.- BASE LEGAL

Ley N° 27790 – Ley de Organización y Funciones del MINCETUR.
Decreto Suprema N° 031-2007-RE, artículo 6°.

3°.- OBJETIVO

La presente Acta establece los acuerdos a que llegan el **MINCETUR** y el **JBIC,** en vía de colaboración mutua, para la elaboración del "Estudio de Desarrollo Rural para el Fortalecimiento del Turismo en el Perú", en los términos del Anexo 1 que forma parte de la presente Acta.

4°.- COMPROMISOS

MINCETUR y **JBIC** han acordado asumir, para el cumplimiento del objetivo de la presente Acta, los lineamientos contenidos en los Anexos 1 y 2 que forman parte del presente documento. Asimismo ambas partes confirman que la elaboración del Estudio de Desarrollo Rural para el Fortalecimiento de Turismo en el Perú no implica la decisión o responsabilidad del JBIC para brindar empréstito alguno.

En tal sentido:

4.1 **MINCETUR se compromete** a:

a) Brindar la asesoría técnica disponible, para la elaboración de los documentos objeto de la presente Acta.
b) Proporcionar al equipo de estudio del **JBIC**, toda la información disponible y relevante así como informaciones y documentos solicitados por el Equipo.
c) Brindar apoyo de personal cuando así lo requiera el equipo de estudio.
d) Brindar espacio físico apropiado para que el equipo de estudio se pueda instalar.
e) Orientar y apoyar al equipo de estudio en las gestiones para la obtención de permisos de entrada y de salida, a fin de llevar a cabo el trabajo de campo.
f) Orientar y apoyar al equipo de estudio en cuanto a medidas de seguridad que pudiera requerir.
g) Dar opinión sobre los Reportes que presente el equipo de estudio.

4.2 El **JBIC** se compromete a:

a) Financiar íntegramente todos los gastos, de acuerdo con el Contrato que suscriba el **JBIC** y el equipo de estudio (Consultor), que se generen para la elaboración del "Estudio de Desarrollo Rural para el Fortalecimiento del Turismo en el Perú", según los lineamientos que se detallan en el Anexo 1 de la presente Acta, dentro del límite de la asignación del presupuesto anual de el **JBIC**.
b) Elaborar los documentos mencionados en el inciso precedente, a través de la empresa consultora elegida por el **JBIC,** de acuerdo a los lineamientos contenidos en el Anexo 1 de la presente Acta.
c) Entregar al **MINCETUR** veinte (20) ejemplares del Estudio mencionado, en idioma español, sin reembolso ni condición alguna.
d) Entregar al **MINCETUR**, toda aquella información que haya servido de sustento para la elaboración del Estudio citado.

5°.- COMITÉ DE COORDINACIÓN

Con el propósito de lograr una eficaz ejecución de los compromisos asumidos mediante la presente Acta, se constituye el Comité de Coordinación para el seguimiento y ejecución del Acta, conformado por un representante de cada una de las partes que suscriben el mismo, representante que se denominará “Coordinador”, cualquier cambio de Coordinador tendrá que ser comunicado por escrito a la otra parte, en un plazo no mayor de siete (7) días.

El **MINCETUR** designa como su coordinador a :

El Coordinador del **JBIC** será designado por la Oficina Representativa el Lima del JBIC.

6°.- VIGENCIA DE LOS ACUERDOS

La vigencia de los compromisos asumidos mediante la presente Acta, se sujetan al cronograma de implementación previsto en el Anexo 1, el cual puede ser prorrogable.

7°.- MÁXIMA COLABORACIÓN

Ambas partes se comprometen a procurar su máxima colaboración para el cumplimiento de los objetivos asumidos mediante la presente Acta.

Firmado en la ciudad de Lima, en dos originales, a los ……. días del mes …… del año dos mil ocho.

MINISTERIO DE COMERCIO EXTERIOR Y TURISMO JAPAN BANK FOR INTERNATIONAL COOPERATION

MERCEDES ARAOZ FERNÁNDEZ
Ministra de Comercio Exterior y de Turismo
MINCETUR

HIDEYUKI MARUOKA
Representante Residente
OFICINA REPRESENTATIVA EN LIMA
JBIC

Anexo-1

Programa para la Implementación del Estudio Piloto del JBIC para la formación de proyectos para el Desarrollo Rural a través de Proyectos de Promoción del Turismo

1. Antecedentes

En el Perú, alrededor de la mitad de la población vive en la pobreza y mayor de ellos habitan en zonas rurales del país. En busca de aliviar este problema y corregir la desigualdad regional, el Gobierno del Perú ubica la reducción de la pobreza a través del desarrollo regional como una de las áreas prioritarias.

Considerando la necesidad y urgencia por fomentar la reducción de la pobreza en zonas rurales, son considerados como instrumentos útiles, la generación de actividades que generen ingresos aprovechando los recursos locales disponibles y el desarrollo regional a través de la mejora de la infraestructura.

El Turismo es uno de los más prometedores y potenciales sectores para el desarrollo regional en el Perú. Las áreas rurales del Perú son ricas en propiedades naturales y culturales que pueden contribuir hacia el desarrollo del turismo, el cual puede brindar un impacto positivo a las condiciones socio económicas peruanas. De acuerdo a la Organización Mundial del Turismo, el turismo es la tercera gran industria generadora de divisas y la cantidad es equivalente al 8% del total de exportaciones del Perú (2004). El Ministerio de Comercio Exterior y Turismo ha recopilado el Plan Nacional Estratégico de Turismo para promover aún más el desarrollo regional por medio del turismo a través del mejoramiento de la infraestructura en los alrededores de los sitios turísticos y la utilización de los recursos potenciales.

Sin embargo, la falta de fondos y recursos humanos son obstáculos para atender los temas y problemas del sector turístico peruano. Por las mismas razones, una estrategia de promoción turística en el mediano y largo plazo no ha sido desarrollada. El Centro y Norte del Perú, donde existe un potencial turístico, viene sufriendo de desigualdad económica y el turismo en dichas áreas se encuentra atrasado en comparación al sur del país, donde existe un mayor número de sitios mundialmente famosos tales como Machu Picchu, Cusco y Puno. También ha sido señalado que hay solamente limitadas oportunidades para los residentes locales en participar en el desarrollo regional.

Bajo estas circunstancias, es necesario considerar medios de asistencia para la reducción de la pobreza y el alivio en la desigualdad regional. El desarrollo del turismo y el desarrollo en la infraestructura pueden ser los medios para lograr tales objetivos, particularmente en el norte y centro del Perú donde el desarrollo regional y la reducción de la pobreza se necesitan urgentemente.

2. Descripción del proyecto sujeto a la revisión por el Estudio

(1) Objetivos

1) Alivio de la pobreza a través del crecimiento socio económico y el involucramiento de la comunidad.
2) Promoción del desarrollo socio económico para contribuir en atender la inequidad regional.

(2) Alcance del Proyecto

El Proyecto consiste de cinco (5) principales componentes tal como se resumen a continuación:

Componente	Resumen
1) Mejoramiento y ejecución de servicios para la facilitación turística.	- Construcción/rehabilitación de los servicios turísticos (Centro de información, hotel (parador), museos, mercado de artesanías, etc.)
2) Construcción y mejoramiento de infraestructura necesaria.	- Construcción/rehabilitación de las infraestructuras necesarias (carreteras/puentes, estación de descanso en el camino, agua/desagüe, residuos sólidos, señalización, electrificación, etc.)
3) Recuperación y mejoramiento de los recursos y/o atractivos turísticos.	- Arreglo de los existentes recursos turísticos (puesta en valor de los recursos turísticos naturales y/o culturales, planes de desarrollo turístico/territorial, reforestación, recuperación de pueblos y viajes históricos, etc.) - Elaboración de la conservación/excavación de herencia histórica
4) Desarrollo de capacidades del sector turístico.	-Fortalecimiento del desarrollo del recurso humano (Manejo y gestión de servicios turísticos, capacitación a las autoridades a nivel regional y local, recuerdos (artesanías), etc.). Fortalecimiento del marketing y la promoción.
5) Promoción de la participación de la comunidad.	- Mejoramiento del sentido de la conciencia comunitaria (Sensibilización, concientización, mejoramiento ambiental en el contenido del viaje. Manejo de servicios de viaje, etc.). - Programa para la generación de ingresos/mejoramiento de los medios de ingreso.

(3) Estructura de Implementación

- Contraparte:
  Ministerio de Comercio Exterior y Turismo (MINCETUR)

3. Términos de Referencia del Estudio

(1) Revisar y confirmar la necesidad del proyecto.
(2) Analizar la situación actual del desarrollo rural, sector turismo y, proporcionar un diagnóstico.
(3) Revisar los estudios y planes existentes de desarrollo rural y de desarrollo turístico para seleccionar proyectos prioritarios.
(4) Preparar una lista de proyectos prioritarios focalizándose en la Región de Amazonas.
(5) Preparar planes de acción para el desarrollo del turismo rural.
(6) Preparar un Perfil (a nivel de Programa) tal como el Ministerio de Comercio Exterior y Turismo lo requiere (SNIP).
(7) Realizar un taller sobre los resultados del estudio y recoger los comentarios del Ministerio de Comercio Exterior y Turismo para el proyecto.

4. Marco para la Implementación del Estudio

(1) Equipo del Estudio

JBIC seleccionará y enviará un Equipo de Estudio para llevar a cabo los servicios y dicho Equipo cuenta con los consultores locales. El Equipo del Estudio y los consultores locales estará integrado por un grupo de personas con las siguientes especialidades:

- Especialista en turismo
- Especialista en infraestructura vial
- Especialista en electrificación
- Especialista en estudio de mercado
- Especialista en agua y saneamiento
- Especialista en residuos sólidos
- Especialista en arquitectura
- Especialista en conservación
- Especialista en arqueología
- Especialista en evaluación económica
- Especialista en manejo del terreno
- Especialista en costos y presupuesto
- Especialista en sociología, solución de conflictos
- Otros quienes sean considerados por el consultor.

(2) Cronograma de Implementación

Junio/Julio 2008	- Discusiones y confirmación del Programa de Implementación del Estudio - Aprobación por JBIC con conformidad del MINCETUR - Firmas del Acta de Entendimiento entre el JBIC y el MINCETUR para el Programa del Estudio. - Movilización del equipo de Estudio, inicio del Estudio, presentación del Informe de inicio. - Taller - Informe intermedio

Noviembre/Diciembre 2008 - Presentación del borrador del Informe final
- Misión para el borrador del Informe final
- Taller
- Presentación del Informe final

(3) Informes

El Equipo de estudio preparará y presentará los siguientes Informes en español:

Informe de inicio	:	20 copias
Informe intermedio	:	20 copias
Borrador del Informe final	:	20 copias
Informe final	:	20 copias
Informe final (Resumen)	:	20 copias

* El Informe final puede ser divulgado al público a su solicitud, de acuerdo a la ley del Japón respecto al Acceso a la información, hecha por la Organización Administrativa. JBIC consultará al MINCETUR en cuanto a los contenidos y secciones a ser divulgados al público.

(4) Monitoreo
El trabajo del Equipo de estudio será sujeto a revisión periódica por JBIC. El personal de JBIC atenderá reuniones necesarias entre el Equipo de estudio y MINCETUR y/o otras organizaciones involucradas durante la implementación del Estudio.

5. Compromisos de MINCETUR y de otras organizaciones involucradas

Las Unidades Ejecutoras y otras organizaciones relevantes, tal como MINCETUR, emprenderán acciones para proporcionar los siguientes para apoyar la implementación de los servicios del Estudio de acuerdo al cronograma a través de una cooperación estrecha con las autoridades relacionadas del Gobierno Peruano:

(1) Brindar la asesoría técnica disponible, para la elaboración de los documentos objeto de la presente Acta.
(2) Proporcionar al equipo de estudio del **JBIC**, toda la información disponible y relevante así como informaciones y documentos solicitados por el Equipo.
(3) Brindar apoyo de personal cuando así lo requiera el equipo de estudio.
(4) Brindar espacios físico apropiado para que el equipo de estudio se pueda instalar.
(5) Orientar y apoyar al equipo de estudio en las gestiones para la obtención de permisos de entrada y de salida, a fin de llevar a cabo el trabajo de campo.
(6) Orientar y apoyar al equipo de estudio en cuanto a medidas de seguridad que pudiera requerir.
(7) Dar la opinión a los Reportes que presente el equipo de estudio.

6. Otros

La naturaleza de los servicios a ser rendidos por el Equipo del estudio será exclusivamente de asesoría, con todas las decisiones concernientes a que si acepta o implementa cualquier recomendación(es) realizado o instrucción(es) dada durante la

implementación de los servicios será de responsabilidad del Gobierno Peruano y otras agencias involucradas.

El Gobierno Peruano, a través de sus agencias relevantes debe tomar con su propia responsabilidad, todas las medidas necesarias para la utilización de las recomendaciones y resultados del Estudio en los futuros proyectos.

[FINAL]

Anexo-2

Principales Puntos Discutidos

1. JBIC informó que este estudio para la formación de proyectos está basado en la propuesta hecha por Nippon Koei Latin America-Caribbean Co.,Ltd./KRI International Corporation, y fue considerada como una de las mejores propuestas presentadas.

MINCETUR tomó nota de esto y expresó su colaboración en una forma armonizada con el equipo consultor.

2. MINCETUR presentó el documento "Términos de Referencia para elaboración de: a) El diagnostico de los recursos culturales y naturales del Alto Utcubamba; y b) Elaborar el perfil del proyecto: "desarrollo turístico del corredor eco turístico del alto Utcubamba, en la región Amazonas"," como Términos de Referencia del Estudio (Término de Referencia).

Sin embargo, ambas partes acordaron el punto 3. del Anexo-1 como los TdR de este Estudio, tomando en consideración que el contenido de los "Términos de Referencia" presentados por el MINCETUR, a que se hace referencia en el párrafo precedente y que se adjuntan en este documento, serán referidos como un marco referencial para el desarrollo y elaboración del Estudio.

3. MINCETUR expresó su interés que cada borrador de los reportes especificados en el punto 4.(3) del Programa de Implementación del Estudio será consultado al JBIC y MINCETUR.

JBIC acordó con esto.

[FINAL]

SERVICIO DE CONSULTORÍA

PRESTACIÓN DE SERVICIO DE CONSULTORÍA PARA ELABORAR los SIGUIENTES ESTUDIOS:

A. EL DIAGNOSTICO DE LOS RECURSOS CULTURALES Y NATURALES DEL ALTO UTCUBAMBA

B. ELABORAR EL PERFIL DEL PROYECTO: "DESARROLLO TURISTICO DEL CORREDOR ECOTURÍSTICO DEL ALTO UTCUBAMBA, EN LA REGION AMAZONAS",

TERMINOS DE REFERENCIA

INDICE

TÉRMINOS DE REFERENCIA

1.0 ASPECTOS GENERALES

1.1. ANTECEDENTES

El Ministerio de Comercio Exterior y Turismo MINCETUR es el ente rector a nivel nacional en materia turística, tiene como atribuciones la formulación, establecimiento y ejecución de la política y estrategia nacional de turismo, así como las funciones normativas de fiscalización, gestión y administración de la actividad turística, realizando coordinaciones con otras instituciones para aunar esfuerzos con el propósito de efectivizar acciones y generar nuevas fuentes de trabajo e ingresos mediante la facilitación y promoción del Turismo Histórico y Cultural.

El Ministerio de Comercio Exterior y Turismo a fin de contribuir a aumentar y diversificar la oferta turística ha considerado en sus lineamientos de politica el desarrollo del Circuito Turistico Nor Oriental, dentro del cual se enmarcan las regiones de Lambayeque, Cajamarca, La Libertad y Amazonas, y es en esta ultima región en donde se han identificado recursos turísticos y cultura que ameritan ser puestos en valor, de tal manera que no solo se incremente la Oferta Turística , con condiciones de seguridad, calidad, calidez de infraestructura y de adecuados servicios turísticos, si no también que contribuyan a generar un mayor bienestar en términos de generación de excedentes propias para las zonas o areas respectivos.

Este compromiso se basa en el hecho de que tal tema se enmarca dentro de las bases estratégicas del Plan Estratégico Nacional de Turismo 2005-2015 (PENTUR). De esta forma se cumple con la segunda meta ("Implementar un banco de proyectos en turismo y desarrollar acciones para su difusión entre el sector público, privado y sociedad en general") planteada en la sexta estrategia ("Promoción de la inversión publica y privada en el desarrollo de infraestructura básica y puesta en valor de los recursos turísticos, así como de planta turística") del primero de los objetivos estratégicos del PENTUR ("Desarrollar una oferta competitiva y sostenible

Por otro lado, el PLAN MAESTRO DE MANEJO Y CONSERVACION DEL COMPLEJO ARQUEOLOGICO DE KUELAP Y SU ENTORNO, realizado mediante un Convenio entre el INC y ProInversión, contempla en los volúmenes 5 y 5A el Proyecto de Investigación y Conservación del Patrimonio Cultural, Sub-Proyecto de Conservación, donde se hace énfasis en la conservación de los recursos arqueológicos del Alto Utcubamba, para su manejo turístico sostenible. Este documento constituye un importante avance en la conservación del patrimonio arqueológico del Valle del Alto Utcubamba, constituyendo una importante fuente de información en la formulación del presente estudio.

Proyectos Ejecutados y/o formulados.-

- Plan Maestro De Manejo y Conservación del Complejo Arqueológico de Kuelap y su entorno
- Investigación y conservación del recurso turístico Fortaleza de Kuélap para evitar su colapso (2003)

- Proyecto de emergencia para la investigación y acondicionamiento turístico de la Fortaleza de Kuelap etapas I, II, Y III
- Desarrollo forestal en zonas turísticas del alto utcubamba mediante una zonificacion ecológica y turística
- Acondicionamiento turístico y arquitectura tradicional localidad de Maria (S/.1'994,306).
- Puesta en valor de la arquitectura tradicional y acondicionamiento turístico del pueblo histórico del Tingo en el valle del Alto Utcubamba (S/. 1'128,199).
- Reconstrucción de la arquitectura tradicional en el distrito turístico de La Jalca (S/. 1'821,204).
- Acondicionamiento turístico del entorno urbano - arquitectónico tradicional en Leymebamba (S/. 832,080).
- Recuperación del pueblo histórico de San Bartolo en el valle del Alto Utcubamba. (S/. 1'020,545).
- Rehabilitación del aeropuerto de Chachapoyas.

Proyectos En Formulación.-

- Implementación de telecabinas entre la localidad de tingo nuevo y la fortaleza de kuelap - amazonas
- Acondicionamiento Turístico De Los Recursos Arqueológicos Del Alto
- Proyecto de agua y saneamiento en Montevideo
- Proyecto de agua y saneamiento en Tingo
- Proyecto de agua y saneamiento en Santo Tomas
- Proyecto de agua y saneamiento en San Bartolo

1.2. OBJETO

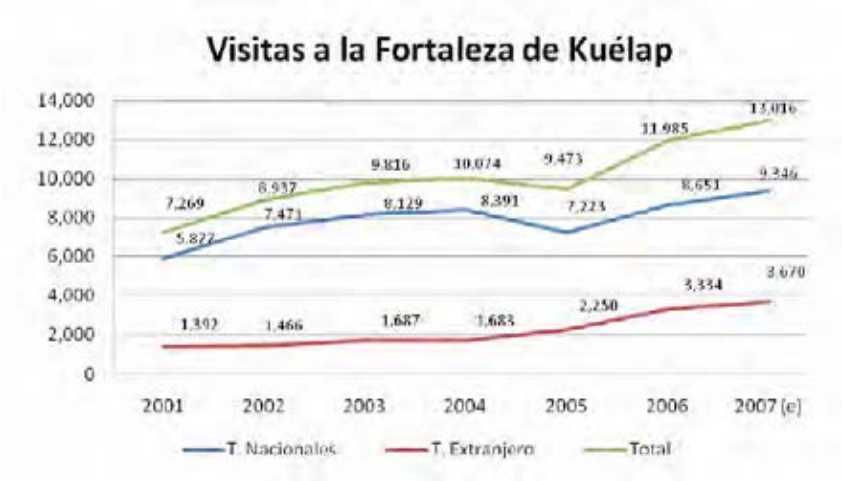
Contratar los servicios de Consultoría para la elaboración del Diagnóstico de los recursos culturales y naturales del alto Utcubamba y del estudio de Pre-Inversión a nivel de Perfil de Proyecto orientado "Desarrollo turístico del corredor Ecoturístico del Alto Utcubamba, en la Región Amazonas", en el marco del Sistema Nacional de Inversión Pública – SNIP.

2.0 UBICACIÓN

El estudio de diagnóstico se elaborará para el Valle del Utcubamba y la zona de influencia que abarca el circuito turístico que involucra 12 zonas arqueológicas, 2 cataratas del ámbito del Valle del Utcubamba. En este sentido se debe precisar que la delimitación establecida trasciende los límites de la sección alta (ubicada al sur) del valle del río Utcubamba, en este sentido se incluyen recintos arqueológicos de la zona de influencia arqueológica de los Chachapoyas.

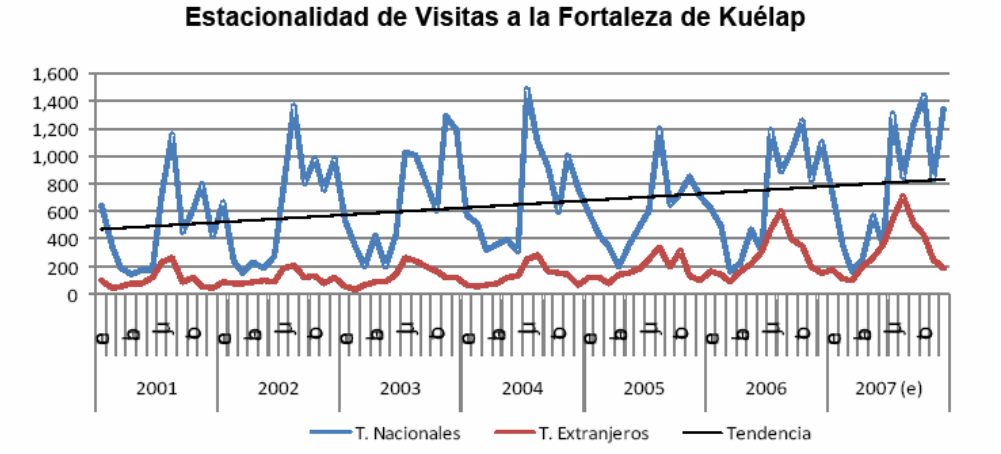
El Estudio de preinversión a nivel de perfil se formulara en el ámbito del mencionado valle.

El crecimiento de las visitas a la Fortaleza de Kuelap, principal icono en el Valle del Alto Utcubamba, en el último año ha sido de 26.5%, pasando de 9,473 a 11,985 visitantes del año 2005 al año 2006. Este gran crecimiento en el número de visitantes a la Fortaleza es producto de una mayor promoción por parte del Estado.



La principal repercusión de estas tendencias, se da sobre la estimación de las tasas de crecimiento vegetativo para ambos tipos de visitantes. Así, en el caso de los visitantes nacionales, se tiene una tasa de crecimiento del 8%, mientras que en el caso de los visitantes extranjeros esta es de 19%.

Con respecto a la estacionalidad, los visitantes nacionales arriban en mayor medida a la Fortaleza desde el mes de Julio hasta el mes de Enero, de modo que los meses desde Febrero a Junio constituyen la temporada baja; sin embargo, la diferencia entre estas temporadas es bastante amplia.



En el caso de los visitantes extranjeros, la estacionalidad se produce en los mismos meses que en caso nacional, pero de una manera mucho más suave. Sin embargo, desde el año 2005, esta estacionalidad se ha hecho más remarcada.

3.0 DESARROLLO DE ACTIVIDADES

3.1. PARA EL ESTUDIO DE DIAGNÓSTICO,

Revisión de toda la información existente y visita de campo a la zona donde se ubica, que debe ser coordinada con las instituciones involucradas, con la finalidad de verificar la veracidad de la información e iniciar el desarrollo del perfil sobre la base de información sólida.

a) Efectuar el análisis cuantitativo y cualitativo de identificación de intervenciones en el Alto Utcubamba.

b) Elaborar un mapeo y estado de situación de las diversas intervenciones que se desarrollan en el Alto Utcubamba, para efectos de evitar duplicidades.

c) Coordinar al más alto nivel la participación de los sectores de servicios, de transporte, salud, energía, medio ambiente y vivienda, tal que permita planificar en forma integrada el desarrollo turístico de la zona.

3.2. PARA EL PROYECTO A NIVEL DE PERFIL

El perfil a desarrollar deberá ser producto de un proceso de priorización a nivel de las intervenciones a proponer, para ello se deberá tener en cuenta lo siguiente:

a) Efectuar talleres de involucrados.

b) Para el estudio de preinversión, realizar encuestas u otros métodos de muestreo para su utilización en el estudio de mercado, para la determinación de las preferencias de los visitantes y de la tarifa.

c) Desarrollar un análisis comparativo de estrategias que permitan la consecución del objetivo central del Proyecto, dentro de las cuales se debe considerar alternativas de intervención, recorridos (circuitos, corredores, entre otros) y otros, en base a las cuales se realizará una revisión para definir en forma conjunta con las entidades involucradas en el ámbito de intervención (INC, INRENA, DIRCETUR, Gobierno Regional, Gobiernos Locales, Vice Ministerio de Turismo, Ministerio de Transportes y Comunicaciones, el Ministerio de Vivienda Construcción y Saneamiento), las que se ajusten de forma eficiente y óptima a los requerimientos del sector.

4.0 ALCANCES DEL SERVICIO DE CONSULTORIA

El objeto del presente servicio incluye la elaboración del estudio de diagnóstico y la aprobación del estudio de preinversión a nivel de perfil hasta la autorización del siguiente nivel de estudio, de acuerdo a lo establecido en las normas del Sistema Nacional de Inversión Pública.

Para la ejecución del servicio de consultoría se requiere, como mínimo, que el CONSULTOR y su Equipo Técnico se encuentren hábiles en el ejercicio profesional y desarrolle las actividades de acuerdo a lo establecido en las normas vigentes y del SNIP.

4.1 TAREA 1: PLAN DE TRABAJO

Consistirá en la elaboración de un Plan de Trabajo – **PRIMER INFORME** para la ejecución de la consultoría, el mismo que deberá contener como mínimo: metodología de trabajo,

recursos e insumos con los que se contara el consultor, cronograma de ejecución del servicio detallado el personal asignado.

4.2 TAREA 2: ALCANCES DEL SERVICIO PARA EL DIAGNOSTICO

Elaboración de un diagnostico situacional, detallando las condiciones actuales y pasadas, abarcando como mínimo: características demográficas, sociales y económicas de la población (Población afectada, Tasa de crecimiento, numero de visitantes, y sus características, estado actual del saneamiento físico legal de las áreas a intervenir, empleo, nivel de ingresos de los visitantes, accesibilidad y medios de transporte, servicios públicos, recursos turísticos, circuitos en el que se encuentra inscrito, etc.), estado del sistema actual de las estructuras y/o infraestructura identificados (Tipo, material, altura, capacidad, antigüedad, equipamiento, etc.), sistema de administración y organización, entre otras.

Realizar el análisis cuantitativo y cualitativo de identificación de intervenciones en el Alto Utcubamba, en especial del diagnóstico e identificación de los recursos culturales y naturales de la zona. Así mismo, el estudio deberá contener un mapeo y estado de situación de las diversas intervenciones que se desarrollan y por desarrollar en el Alto Utcubamba, para efectos de evitar duplicidades. La consultoría debe incluir la coordinación la participación de los sectores de servicios, de transporte, salud, energía, medio ambiente y vivienda, tal que permita planificar en forma integrada el desarrollo turístico de la zona.

El estudio de diagnóstico de recursos culturales y naturales deberá abordar los siguientes aspectos propuestos:

- **MEJORAMIENTO E IMPLEMENTACIÓN DE SERVICIOS PARA LA FACILITACIÓN TURÍSTICA**
  - Construcción, rehabilitación y/o mejoramiento de las instalaciones turísticas: centro de información, museo, mercado de artesanías, paradores etc.

- **CONSTRUCCIÓN Y/O MEJORAMIENTO INFRAESTRUCTURA**
  - Infraestructura vial local, regional e intraregional necesaria para el desarrollo turístico.
  - Abastecimiento de Agua y Sistema de alcantarillado, Drenaje Pluvial y tratamiento de aguas residuales para las localidades involucradas en el ámbito de interés del diagnóstico.
  - Recolección, tratamiento y disposición final de residuos sólidos.
  - Mejoramiento y rehabilitación del sistema de electrificación para las localidades involucradas en el ámbito de interés del diagnóstico.
  - Señalización.
  - Otras.

- **RECUPERACIÓN Y ACONDICIONAMIENTO DE LOS RECURSOS TURÍSTICOS**
  - Ordenamiento territorial y turístico (planes),
  - Reforestación
  - Investigación y conservación recursos culturales, históricos y naturales involucrados en el ámbito de influencia del valle del Utcubamba.
  - Recuperación de Pueblo Turísticos e Históricos
  - Elaboración de Expediente para presentación como Patrimonio Cultural de la Humanidad

- **DESARROLLO DE CAPACIDADES EN EL SECTOR TURÍSTICO**
  - Fortalecimiento del desarrollo de los recursos humanos: manejo y gestión de servicios turísticos,

- Fortalecimiento de la comercialización y promoción: Gestión de servicios y oficios turísticos y artesanales, generación de valor de marcas colectivas, etc.
- Capacitación en el manejo y gestión de servicios turísticos
- Puesta en valor de la identidad local (productos tradicionales, como la artesanía, que se ofrecen al turista).
- Fortalecimiento de capacidades de las autoridades a nivel regional y local.
- Otros identificados

- **PROMOCIÓN PARA LA PARTICIPACIÓN DE LA COMUNIDAD**
  - Concientización turística (contenidos Turísticos en la curricula educativa),
  - Sensibilización en conservación y manejo recursos,
  - Capacitación, educación, sensibilización ambiental, y conciencia turística

INFORMACIÓN A PROPORCIONAR AL CONSULTOR

La información que se le proporcionará al CONSULTOR será referencial, la cual será coordinada con las áreas correspondientes del Vice Ministerio de Turismo.

PRESENTACION DEL DIAGNOSTICO

Para la presentación del **SEGUNDO INFORME** el **CONSULTOR** deberá presentar los siguientes subproductos:

- Producto entregable Final: 20 ejemplares (castellano)

Los documentos ser entregados en un CD conteniendo los textos y cálculos, procesados en Word y Excel para Windows 98 ó superior**.**

4.3. TAREA 3: ALCANCES DEL SERVICIO DE CONSULTORIA DEL ESTUDIO DEL ESTUDIO DE PREINVERSIÓN "DESARROLLO TURÍSTICO DEL CORREDOR ECOTURÍSTICO DEL ALTO UTCUBAMBA"

La elaboración del estudio de preinversión deberá ser realizado por EL CONSULTOR de conformidad con los Contenidos Mínimos previstos en el Anexo 5A del SNIP, considerado en el marco de la vigente Directiva General del Sistema Nacional de Inversión Pública, la Directiva Nº 004-2007-EF/68.01.

RESUMEN EJECUTIVO

En este resumen, se deberá presentar una síntesis del estudio de perfil que contemple los siguientes aspectos:

A. Nombre del Proyecto de Inversión Pública (PIP)
B. Objetivo del proyecto
C. Balance oferta y demanda de los bienes o servicios del PIP
D. Descripción técnica del PIP
E. Costos del PIP
F. Beneficios del PIP
G. Resultados de la evaluación social
H. Sostenibilidad del PIP
I. Impacto ambiental
J. Organización y Gestión
K. Plan de Implementación

L. Conclusiones y Recomendaciones
M. Marco Lógico

ASPECTOS GENERALES

Nombre del Proyecto

Definir la denominación del proyecto, la cual debe permitir identificar el tipo de intervención, su objetivo y ubicación, debiéndose mantener durante todo el ciclo del proyecto.

Unidad Formuladora y la Unidad Ejecutora

Colocar el nombre de la Unidad Formuladora, y el nombre del funcionario responsable de la formulación. Proponer la Unidad Ejecutora del proyecto, sustentando la competencia funcional y las capacidades operativas.

Participación de las entidades involucradas y de beneficiarios

Consignar las opiniones y acuerdos de entidades involucradas y de los beneficiarios del proyecto respecto a su interés y compromisos de ejecución del proyecto; así como de su operación y mantenimiento.

Marco de referencia

En este punto se deberá especificar los siguientes aspectos:

• Un resumen de los principales antecedentes del proyecto.

• Prioridad del proyecto y la manera en que se enmarca en los Lineamientos de Política Sectorial-funcional, los Planes de Desarrollo Concertados y el Programa Multianual de Inversión Pública, en el contexto nacional, regional y local.

IDENTIFICACION

Diagnóstico de la situación actual

Presentar un diagnóstico detallado de las condiciones actuales y pasadas de la producción o provisión de bienes y servicios, que contenga:

• Descripción de la situación actual basada en indicadores cuantitativos y cualitativos,
• Causas de la situación existente,
• Evolución de la situación en el pasado reciente,
• Población afectada y sus características,
• Describir las áreas afectadas.

Asimismo, se deberán identificar los peligros (tipología, frecuencia, severidad) que han afectado o pueden afectar a la zona en la que se ubica la infraestructura existente y la proyectada, respectivamente. Se deberá contar con información secundaria sobre probabilidad de ocurrencia de los peligros identificados.

Definición del problema y sus causas

Especificar con precisión el problema central identificado. Determinar las principales causas que lo generan, así como sus características cuantitativas y cualitativas. Incluir el árbol de causas-problema-efectos.

Objetivo del proyecto

Describir el objetivo central o propósito del proyecto, así como los objetivos específicos, los cuales deben reflejar los cambios que se espera lograr con la intervención. Incluir el árbol de medios-objetivo-fines.

Alternativas de solución

Plantear las alternativas de solución al problema, teniendo en consideración las causas que las generan y los objetivos a alcanzar. Para la formulación de alternativas se deberá considerar el análisis del aprovechamiento u optimización de otras intervenciones existentes o previstas que coadyuven en la solución del problema planteado. Asimismo, se deberán señalar los intentos de soluciones anteriores.

Las alternativas de solución deben:

i. Tener relación con el objetivo central;
ii. Técnicamente posibles y pertinentes;

iii. Corresponder a las competencias de la institución a cargo de la formulación, o haber logrado un acuerdo institucional con la institución competente.

FORMULACION Y EVALUACION

Análisis de la Demanda

Definir los bienes y/o servicios que serán intervenidos por el proyecto y que corresponden directamente con el problema identificado. Determinar y analizar la demanda actual, en base a información primaria y secundaria, detallando los determinantes que la afectan.

a. Definir el ámbito de influencia del proyecto y la población objetivo.

b. Analizar la tendencia de utilización del servicio público a intervenir y los determinantes que la afectan.

c. Describir las características generales de la demanda, las cuales deben ser concordantes con las características de los bienes o servicios que producirá el proyecto.

Proyectar la demanda a lo largo del horizonte de evaluación del proyecto, señalando los parámetros y metodología utilizada.

Análisis de la Oferta

Determinar la oferta actual, identificar y analizar sus principales restricciones.

a. Describir la oferta actual del bien o servicio, identificando los principales factores de producción (recursos humanos, infraestructura, equipamiento, gestión, entre otros).

b. Señalar las dificultades o problemas que eventualmente estén impidiendo que la entidad oferente provea el bien o servicio adecuadamente. Identificar los factores de producción que generen restricción de oferta. Incluir un análisis comparativo de la situación actual con referencia a estándares nacionales, o internacionales si éstos no existieran.

c. Determinar la oferta optimizada del bien o servicio en la situación sin proyecto, considerando los rendimientos de los principales factores de producción.

Proyectar la oferta optimizada a lo largo del horizonte de evaluación del proyecto, describiendo los supuestos utilizados.

Balance Oferta Demanda

Determinar la demanda actual y proyectada no atendida adecuadamente (déficit o brecha).

Planteamiento técnico de las alternativas

Describir las alternativas existentes para lograr el objetivo del proyecto. Las alternativas pueden diferenciarse unas de otras en aspectos importantes como: localización, tecnología de producción o de construcción, tamaño óptimo, etapas de construcción y operación, vida útil del proyecto, organización y gestión, etc. Las alternativas deberán incluir acciones para reducir los probables daños y/o pérdidas que se podrían generar por la probable ocurrencia de desastres durante la vida útil del proyecto. Determinar las metas a ser cubiertas por las diversas alternativas, con el sustento respectivo. Cada alternativa deberá señalar el requerimiento de consultorías, infraestructura, equipamiento, recurso humano simple y especializado y otros, necesarios para la implementación del proyecto. Así mismo, se requiere que se adjunte información complementaria en los siguientes casos:

i. En el caso de que el proyecto contemple intervenciones en infraestructura incluir información de los indicadores relevantes que reflejen la situación actual optimizada y la situación esperada con el proyecto, que permitan sustentar la intervención a realizar. De igual forma si se trata de intervenciones en equipamiento.

ii. En el caso de que el proyecto contemple intervenciones en mejoras tecnológicas adjuntar información que permita analizar: a) vigencia tecnológica, b) posibilidades de contar con capacitación a usuarios, asistencia técnica durante la operación y mantenimiento; c) disponibilidad de recursos humanos especializados para su operación; d) describir las características y tendencias de los mercados de los principales insumos y factores productivos requeridos para producir el bien o servicio, e) describir las dificultades que podrían impedir que dichos insumos y factores productivos estén disponibles en las cantidades y calidades requeridos.

iii. En el caso de que el proyecto contemple intervenciones en mejoras de capacidad humana y estructura institucional adjuntar información que permita analizar la vinculación entre las intervenciones propuestas y los resultados esperados.

Costos

Para la estimación del monto de inversión de cada alternativa, presentar los costos desagregados por componentes y rubros, precisando las cantidades y precios unitarios. En el caso de inversión en infraestructura, se deberá considerar el tipo de suelo, características de la topografía del terreno, disponibilidad o condiciones de traslado de insumos para la ejecución de la obra, entre otros.

En el caso de inversión en equipamiento, se deberá precisar las características técnicas básicas e incluir cotizaciones.

En el caso de inversión en capital humano o mejoras institucionales, estimar los costos de los especialistas que intervendrán. Los costos de operación y mantenimiento deberán precisar los costos de personal, insumos y servicios más importantes, entre otros.

Estimar los costos de operación y mantenimiento de la situación "sin proyecto", definida como la situación actual optimizada. Describir los supuestos y parámetros utilizados. Explicar porqué, si fuera el caso, no se ha logrado materializar una situación optimizada.

Determinar los costos incrementales de las diferentes alternativas, definida como la diferencia entre la situación "con proyecto" y la situación "sin proyecto".

Beneficios

Identificar, definir y sustentar los beneficios directos de la intervención. Estimar los beneficios que se generarían por cada una de las diferentes alternativas del proyecto. Estimar los beneficios que se generarían por las acciones o intervenciones de la situación actual optimizada. Determinar los beneficios incrementales definidos como la diferencia entre la situación "con proyecto" y la situación "sin proyecto".

Evaluación Social

Se deberá realizar a precios sociales considerando los parámetros de evaluación señalados en la normatividad del SNIP. Detallar los resultados de la evaluación social de las alternativas planteadas, aplicando uno de los siguientes métodos:

A. Metodología costo/beneficio

Aplicar esta metodología a los proyectos en los cuales los beneficios se pueden cuantificar monetariamente y, por tanto, se pueden comparar directamente con los costos. Los beneficios y costos que se comparan son los "incrementales". Se deberán utilizar los indicadores de Valor Actual Neto (VAN) y Tasa Interna de Retorno (TIR).

B. Metodología costo/efectividad

Aplicar esta metodología de evaluación sólo en el caso que no sea posible efectuar una cuantificación adecuada de los beneficios en términos monetarios. Esta metodología consiste en comparar las intervenciones que producen similares beneficios esperados con el objeto de seleccionar la de menor costo dentro de los límites de una línea de corte.

Análisis de Sensibilidad

Determinar los factores que pueden afectar los flujos de beneficios y costos. Analizar el comportamiento de los indicadores de rentabilidad de las alternativas ante posibles variaciones de los factores que afectan los flujos de beneficios y costos. Definir los rangos de variación de los factores que el proyecto podrá enfrentar sin afectar su rentabilidad social.

Análisis de Sostenibilidad

Detallar los factores que garanticen que el proyecto generará los beneficios y resultados esperados del proyecto a lo largo de su vida útil. Deberá incluir los siguientes aspectos:

a. Los arreglos institucionales previstos para la fase de operación y mantenimiento,

b. La capacidad de gestión de la organización encargada del proyecto en su etapa de operación;

c. Financiamiento de los costos de operación y mantenimiento, señalando cuales serían los aportes de las partes involucradas (Estado, beneficiarios, otros).

d. La participación de los beneficiarios.

Impacto ambiental

Identificar las variables ambientales que podrían ser afectadas positiva o negativamente por la intervención. Describir los impactos positivos y negativos del proyecto y el planteamiento de medidas de mitigación. Los costos de las medidas de mitigación deberán ser incluidos en el cálculo de costos de las diversas alternativas.

Selección de alternativa

Seleccionar la alternativa de acuerdo con los resultados de la evaluación social, del análisis de sensibilidad y de sostenibilidad, explicitando los criterios y razones de tal selección. Describir la alternativa seleccionada para producir las cantidades previstas de bienes o servicios, detallando la localización, tecnología de producción o de construcción y tamaño óptimo.

Plan de Implementación

Detallar la programación de las actividades previstas para el logro de las metas del proyecto, indicando secuencia y ruta crítica, duración, responsables y recursos necesarios. Incluir las condiciones previas relevantes para garantizar el inicio oportuno y adecuado de la ejecución.

Organización y Gestión

En el marco de los roles y funciones que deberá cumplir cada uno de los actores que participan en la ejecución así como en la operación del proyecto, analizar la capacidades técnicas, administrativas y financieras para poder llevar a cabo las funciones asignadas.

Los costos de organización y gestión deben estar incluidos en los respectivos presupuestos de inversión y de operación. Se deberá recomendar la modalidad de ejecución (contrata, administración directa) más apropiada para cada uno de los componentes de la inversión, sustentando los criterios utilizados.

En aquellos proyectos que contemplen la ejecución de obras por Administración Directa, se deberá sustentar que la Unidad Ejecutora responsable de su ejecución cuente con el personal técnico-administrativo, los equipos necesarios y la capacidad operativa para asegurar el cumplimiento de las metas previstas. La Entidad debe demostrar que el costo total de la obra a ejecutarse por Administración Directa, será menor que si se ejecutara por contrata, tomando como referencia costos de proyectos similares.

Matriz de marco lógico para la alternativa seleccionada

Se presentará la matriz definitiva del marco lógico de la alternativa seleccionada, en la que se deberán consignar los indicadores relevantes y sus valores actuales y esperados, a ser considerados en la etapa de seguimiento y evaluación ex post.

CONCLUSION

Mencionar las alternativas priorizadas y recomendar la siguiente acción a realizar con relación al ciclo de proyecto.

ANEXOS

Incluir como anexos cualquier información que precise algunos de los puntos considerados en este perfil.

PRESENTACION

Para la presentación del **TERCER INFORME** el **CONSULTOR** deberá presenta los siguiente subproductos:

- Producto entregable Intermedio: 20 ejemplares (castellano)
- Producto entregable Final: 20 ejemplares (castellano)

Los documentos ser entregados en un CD conteniendo los textos y cálculos, procesados en Word y Excel para Windows 98 ó superior.

Es necesario mencionar que como parte de la elaboración del perfil del proyecto, se deberá efectuar las gestiones ante la OPI correspondiente, hasta la obtención de la aprobación correspondiente.

5.0 SUPERVISIÓN

La supervisión del cumplimiento de las tareas del **CONSULTOR** estará a cargo de un representante designado del Vice Ministerio de Turismo y del JBIC-Lima. Asimismo el CONSULTOR deberá coordinar con el Viceministerio de Turismo, la Oficina de Presupuesto e Inversiones y el JBIC – Lima, con la finalidad de tomar conocimiento de los alcances registrados al Proyecto por esta unidad.

6.0 INFORMES A ENTREGAR

Durante el estudio se presentaran informes progresivos de avance, asimismo el CONSULTOR, los mismos que corresponderán a:

Primer Informe:	Corresponde a la Tarea 1
Segundo Informe:	Corresponde a la Tarea 2
Documento Final:	Corresponde a la Tarea 3

7.0 PERSONAL MINIMO REQUERIDO

Por la naturaleza de los estudios, se considera necesario que el postor cuente con un equipo profesional de apoyo, debidamente titulado y colegiado, esto le permitirá desarrollar los aspectos técnicos del Proyecto de Inversión Pública, de esta manera el equipo de trabajo mínimo queda como sigue:

Jefe de Proyecto (Ingeniero, Economista y/o Arquitecto)
Profesional en Ingeniería, Economista y/o Arquitectura debidamente colegiado, con experiencia en la elaboración y/o haber participado en la elaboración de 10 Estudios de Proyectos Inversión Pública (fase de pre-inversión), con especialización en Formulación y Evaluación de Proyectos de Inversión Publica. Será el responsable de conducir todas las actividades del servicio y de coordinar el desarrollo del perfil y los documentos que lo sustenten.

- Especialista en Turismo
- Especialista en Infraestructura vial
- Especialista en electrificación
- Especialista en estudio de mercado
- Especialista en agua y saneamiento
- Especialista en residuos sólidos
- Especialista en arquitectura
- Especialista en arqueología
- Especialista en evaluación económica
- Especialista ordenamiento territorial
- Sociólogo – Especialista en solución de conflicto

El Jefe de proyecto deberá programar los flujos de tiempos necesarios para la presencia de los profesionales correspondientes.
[FINAL]

Attachment 2

Information on Major Tourism Resources in the Study Area

ATTACHMENT 2

Information on Major Tourism Resources in the Study Area

Note: Information in this Annex is collected by the Study Team members during their field trip to Amazonas, from June to September 2008.

US Dollar 1 (US$ 1) = 2.95 Peruvian Nuevo Sol (S/. 2.95)

1 Peruvian Nuevo Sol (S/. 1) = 0.338 US Dollar (US$ 0.338)

(as of September 2008)

Site:	MACRO
Location	District of Magdalena, Province of Chachapoyas, Amazonas Located around 2 kilometers from the road to Leymebamba (approx. 5 minutes from Tingo), and 35 kilometers from Chachapoyas.
Access	*Oroya o Huaro* (cable basket) to cross the Utcubamba river at Tingo. Approximately 15 minutes trekking.
Occupancy	Chachapoyas Culture
Altitude & Orientation	Approx. 1765 m.a.s.l. E-W
Entrance Fee	None
Signposting	One indicative panel in the pedestrian road to Macro. No informative panels outside or inside the complex.
INC Registration and Mapping	Registered
Description	Residential complex of circular stone structures, arranged contiguously in different levels along the ledge of Cerro Condechaca.
Site Condition	Most of the structures have been looted and deteriorated.
Other Aspects	Orchids (all year round) around the pedestrian road to the site, *Huarapo* tasting (traditional drink of fermented sugar cane), cellphone signal (Claro) Lack of tourism facilities nearby.
Site Photos	






Site:	TELLA
Location	Distrit of Magdalena, Province of Chachapoyas, Amazonas. Located 2 hours from Chachapoyas across the road to Magdalena.
Access	3 Kms trekking from the road to Magdalena.
Occupancy	Chachapoyas culture.
Altitude & Orientation	Approx. 1765 m.a.s.l. E-W
Entrance Fee	None
Signposting	No indicative or informative panels inside and outside the archaeological complex.
INC Registration and Mapping	Registered.
Description	Apparently residential complex of circular stone structures, along the ledge of Cerro Tella. It is located around the Inca road from Celendin to Cjamarca.
Site Condition	Most of the structures have been looted and deteriorated.
Other Aspects	- Lack of tourism facilities nearby.
Site photos	



Site:	KUELAP
Location	District of Tingo, Province of Luya, Amazonas Located around 1.5 hours from the community of Tingo (way to Choctamal) and around 2.5 hours from Chachapoyas.
Access	1. Road from Tingo community to Kuelap parking space and 20 minutes trekking or horse-back riding to the ruins. 2. Around 5 hour trekking from Tingo over the Cerro Barreta.
Occupancy	Chachapoyas and Inca Cultures
Altitude & Orientation	Approx. 2885 m.a.s.l E- W
Entrance Fee	Adults: S/. 12.00, Senior: S/. 7.00, Students: S/. 7.00, Schoolchildren: S/. 1.00
Signposting	Presence of indicative and informative panels.
INC Registration and Mapping	INC registered and mapped.
Description	Religious and ceremonial complex built around 800 AD, on top of Cerro Barreta. Archeological findings indicate that the site was occupied until early Spanish colonial times. The site was discovered in 1843. The site is divided in two fortified set of circular and rectangular structures called *Pueblo Alto* and *Pueblo Bajo*. There are more than 400 circular dwellings on around six hectare land. A restoration and excavation project started in 1999 and one dwelling has been reconstructed.
Site Condition	Most of the structures are partially destroyed.
Other Aspects	- Parking at the entrance. Communal horse rental service (S/. 5.00 each) is available. - Rest spaces on the pedestrian road to the site. - A small food/ drink stall, toilets and information centre near the entrance to the site. - Kuelap Master Plan is formulated in 2003. - Lack of tourism facilities nearby.
Site photos	






Site:	OLAN
Location	San Pedro annex, Distrit of Montevideo, Province of Chachapoyas, Amazonas.
Access	1 hour trekking from San Pedro annex.
Occupancy	Chachapoyas culture.
Altitude & Orientation	2750 m.a.s.l. aprox. E – W
Entrance Fee	None.
Signposting	No informative panels inside the complex. Only one indicative panel on the road to La Jalca signing the entrance to the archaeological site.
INC Registration and Mapping	Registered.
Description	Biggest archaeological site on the Upper Utcubamba valley with 2 kms large extension approx. Apparently residential and administrative complex of circular and rectangular stone structures, along the ledge of Cerro Ushparan.
Site Condition	Most of the structures are covered by vegetation and well preserved.
Other Aspects	- Lack of tourism facilities nearby.
Site photos	



Site:	OLLAPE
Location	District of La Jalca, Province of Chachapoyas, Amazonas Entrance by the road to La Jalca community, approx. 30 minutes from Tingo.
Access	Approx. 20 minutes trekking (600 meters) from the road leading to La Jalca.
Occupancy	Chachapoyas Culture
Altitude & Orientation	Approx. 2740 m.a.s.l. E – W
Entrance Fee	None
Signposting	No informative panels inside the complex. There is only one indicative panel on the road to La Jalca indicating the entrance to the archaeological site.
INC Registration and Mapping	Registered
Description	Residential and administrative complex, settled over the Cerro Ushparan, composed of several circular structures.
Site Condition	Structures are covered by vegetation
Other Aspects	- Proximity to the historical community of La Jalca where there are 500 year-old church and traditional textile and handicraft workshop - A wooden gate to avoid the entrance of livestock. - Lack of tourism facilities and specialized guides.
Site photos	






Site:	LA CONGONA
Location	District of San Francisco del Yeso, Province of Chachapoyas, Amazonas
Access	2.5 to 3 hours trekking across a pedestrian road from the community of Leymebamba or 2 hours by horse-back riding.
Occupancy	Chachapoyas Culture
Altitude & Orientation	Approx. 2710 m.a.s.l. E- W
Entrance Fee	None
Signposting	No informative/ indicative panels.
INC Registration and Mapping	Registered and Mapped
Description	Domestic and administrative complex settled on Cerro San Cristobal, composed of several circular, semicircular structures and fortified towers.
Site Condition	Structures are covered by vegetation
Other Aspects	- Proximity to the town of Leymebamba - Horse rental service (S/. 20.00 each per day) is available from Leymebamba - Lack of tourism facilities
Site photos	






Site:	REVASH
Location	District of Santo Tomas, Province of Luya, Amazonas Approx. 1.5 hours from Leymebamba across the road Leymebamba- Yerbabuena - San Bartolo.
Access	20 minutes trekking from San Bartolo community or 2.5 hours trekking from the road to Santo Tomas community.
Occupancy	Chachapoyas Culture.
Altitude & Orientation	Approx. 2660 m.a.s.l. SE
Entrance Fee	None
Signposting	Indicative panels on the road and on the pedestrian path to Revash. No informative panels in the archaeological complex.
INC Registration and Mapping	Registered
Description	Funerary complex settled on the cliff of Cerro Puchingogo, composed of little rectangular painted structures. Ocher and white paintings are remaining inside and outside the structures.
Site Condition	The site shows extensive damages by vandalism, however, the structures keep a good grade of conservation due to conservation works.
Other Aspects	- There is a small touristy center on the road from Santo Tomas community to the entrance to Revash (entrance fee: S/. 1). It has some replicas of Revash structures and Karajia sarcophagi along the cliff. - Circulation in the site is extremely dangerous because of narrow paths along the cliff without any parapet. Due to the geographical features, visitor capacity is very limited. - Lack of tourism facilities and specialized guide
Site photos	






Site:	LAGUNA DE LOS CONDORES
Location	District of Huicungo, Province of Mariscal Caceres, San Martin
Access	40 kilometer pedestrian and horse-back riding from Leymebamba community. Approx. 9 hours
Occupancy	Chachapoyas and Inca Cultures.
Altitude & Orientation	Approx. 2700 m.a.s.l. n.a
Entrance Fee	Horse rental: S/. 20.00 each per day Forage for horses: S/. 6.00 per day Guides: S/. 25.00 per day Accommodation in a nearby cabin: S/. 15.00 per night INC Permission: S/. 40.00 per person Boots rental: S/. 5.00 each
Signposting	The road is signposted for little posts indicating mileage from Leymebamba. No information and indicative panels.
INC Registration and Mapping	18 funerary sites and several domestic sites have been registered and mapped around the lagoon.
Description	The lake is also known as Laguna de las Momias (Lake of mummies) after the discovery of mausoleums (funerary sites) in 1996. Extraordinary flora and fauna existing around the site. The lagoon was probably considered as a place of worship for ancient Chachapoyas.
Site Condition	n.a
Other Aspects	- Visit with a guide is compulsory. - There is accommodation in a rustic cabin. - Trout fishing in the lake. - Lack of tourism facilities.
Site photos	

Site:	LLAQTACOCHA
Location	District of Huicungo, Province of Mariscal Caceres, San Martin. In the surrounding area of Laguna de los Condores.
Access	15 minutes trekking from a cabin near Laguna de los Condores, across the road to the lake
Occupancy	Chachapoyas – Inca Cultures.
Altitude & Orientation	Approx. 2850 m.a.s.l. E- W
Entrance Fee	(See Laguna de los Condores)
Signposting	There are little posts indicating mileage from Leymebamba. There is one panel indicating the location of the archaeological complex.
INC Registration and Mapping	Registered and mapped
Description	Domestic complex composed of several circular and rectangular enclosures.
Site Condition	Structures are deteriorating. Only the enclosure bases and some parts of the walls remain.
Other Aspects	(See Laguna de los Cóndores)
Site photos	


Site:	MOUSOLEO (Chullpas) of LAGUNA DE LOS CONDORES
Location	District of Huicungo, Province of Mariscal Caceres, San Martin. In the surrounding area of Laguna de los Condores.
Access	2.5 hour trekking from the cabin on the way to Laguna de los Condores.
Occupancy	Chachapoyas – Inca Cultures.
Altitude & Orientation	Approx. 2850 m.a.s.l. NE
Entrance Fee	(See Laguna de los Condores)
Signposting	No of indicative and informative panels on the pedestrian road and inside the complex.
INC Registration and Mapping	Registered and Mapped
Description	Funerary complex composed of six contiguous funerary enclosures (*chulpas*) perched on the cliff overlooking the lake. The walls of the enclosures and hills are painted and decorated. Ocher and white paintings are inside and outside the structures.
Site Condition	Structures and paintings are in good conditions due to conservation works.
Other Aspects	- Leymebamba Museum was inaugurated in 2000 to study, store and exhibit more than two hundred mummies and two thousand artifacts found in the site. - 17 similar funerary sites have been registered around the Lagoon. - Dirt trail leading to the site can be dangerous in rainy season, and some part of the trail (ex. ladders to climb a cliff) needs maintenance. - Lack of tourism facilities nearby.
Site photos	







Site:	KARAJIA
Location	San Miguel de Cruz Pata annex, District of Trita, Province of Luya, Amazonas
Access	30 minute trekking from Cruz Pata community.
Occupancy	Chachapoyas Culture.
Altitude & Orientation	Approx. 2625 m.a.s.l. NE
Entrance Fee	Cruz Pata community is collecting S/. 3.00 per person.
Signposting	Presence of indicative panels on the road. No informative panels.
INC Registration and Mapping	Registered and Mapped
Description	Funerary complex composed of two sets of sarcophagi. One is composed of six 2.5 meters height (approx.) sarcophagi, painted and decorated in ocher over white. The other set, located to the south east of the first one, is composed of four smaller sarcophagi, painted in white without any decoration. All of them are made with wood and mud.
Site Condition	There used to be eight sarcophagi but two were collapsed. Remaining sarcophagi are well preserved.
Other Aspects	- Rest space (benches) on pedestrian trail. - At the hut collecting entrance fee, some drinks and souvenirs are available - A conflict with Trita community is reported, due to distribution of entrance fee revenue. - Revenue from the entrance fee is not always utilized for conservation or improvement of the tourism facilities or access. - Lack of tourism facilities and specialized guides.
Site photos	







Site:	CHIPURIC
Location	Locality of Chipuric, Distrit of Luya Viejo, Province of Luya, Amazonas
Access	3 Kms. far from Karajía.
Occupancy	Chachapoyas culture.
Altitude & Orientation	2625 m.a.s.l. approx.
Entrance Fee	None.
Signposting	No indicative or informative panels either inside or outside the archaeological site.
INC Registration and Mapping	Registered and Mapping.
Description	Domestic and funerary complex composed by stone circular structures and sets of wood and mud made sarcophagi.
Site Condition	Most of the structures are semi destroyed and constantly deteriorated.
Other Aspects	Lack of tourism facilities and specialized guides.
Site photos	

Site:	YALAPE
Location	District of Levanto, Province of Chachapoyas, Amazonas
Access	40 minutes approx. from Chachapoyas city.15 minute trekking from the road Levanto – Chachapoyas.
Occupancy	Chachapoyas Culture.
Altitude & Orientation	Approx. 2780 m.a.s.l. N- S
Entrance Fee	None
Signposting	One indicative panel on the road. No informative panels inside the complex.
INC Registration and Mapping	Registered
Description	Domestic and administrative complex probably composed of three sets of circular and rectangular structures in three different levels. Furthermore, the highest levels of the complex present big walls surround the structures and a pre-hispanic path that probably connected this complex with others.
Site Condition	Some of the structures are destroyed or semi destroyed although some others are well preserved.
Other Aspects	- Proximity to Chachapoyas city - Lack of tourism facilities and specialized guides.
Site photos	






Site:	CAPAQ ÑAN
Location	Districts of Levanto and Chachapoyas, Province of Chachapoyas, Amazonas.
Access	From Levanto.
Occupancy	Chachapoyas and Inca cultures.
Altitude & Orientation	2335 - 2780 m.a.s.l. approx. N – S?
Entrance Fee	None
Signposting	No indicative or informative panels over the road.
INC Registration and Mapping	Registered.
Description	Pre Hispanic road network that integrate several archaeological sites in the region. It is considered, not only as a commercial network, but a power instrument as well. The road network shows different ways of construction because of the number of ethnical groups who built it.
Site Condition	The ancient road network is totally abandoned and its conservation varies according the stretch, how ever most part of the road is not well preserved.
Other Aspects	- Visit with a guide is convenient. - No resting spaces (benches) on the pedestrian trail to the site. - Lack of tourism facilities across the road.
Site Photos	




Site:	PUEBLO DE LOS MUERTOS
Location	District of Lamud, Province of Luya, Amazonas Approx. 30 minutes from Lamud community to the entrance
Access	Approx. 30 minute trekking down the hillside to get to the site. One hour on the way back
Occupancy	Chachapoyas Culture.
Altitude & Orientation	Approx. 2260 m.a.s.l. SE
Entrance Fee	S/. 3.00 per person, collected in a Tourist Information Centre in Lamud.
Signposting	Presence of indicative panels on the pedestrian road.
INC Registration and Mapping	Registered
Description	Domestic and funerary complex composed of rectangular enclosures (domestic sector) and groups of sarcophagi (funerary sector). Some walls of the structures and some parts of the cliff are painted and decorated (incision).
Site Condition	Domestic enclosures are deteriorating but the sarcophagi are well preserved.
Other Aspects	- Visit with a guide is compulsory. - Rest spaces (benches) on the pedestrian trail to the site. - A gate with a lock right before the complex in order to avoid people entrance without any previous permission. - Circulation in the archaeological complex is dangerous because of narrow paths along the cliff without any parapet. Due to the geographical features, visitor capacity is very limited. - Walls are damaged by vandalism. - Lack of tourism facilities nearby.
Site photos	

Site:	LEYMEBAMBA MUSEUM
Location	District of Leymebamba, province of Chachapoyas, Amazonas.
Access	Around 10 minutes by car from Leymebamba
Occupancy	n/a
Altitude & Orientation	n/a
Entrance Fee	Adult/University students: S/. 5.00, School children: S/. 1.00
Signposting	Indicative panels in the road. There are several indicative and informative panels inside the museum.
INC Registration and Mapping	n/a
Description	Inaugurated in June 2000 with support by Austrian Archaeological Society and other private donors, the Leymebamba Museum displays more than 200 mummies and burial offerings recovered in 1996 from Laguna de los Cóndores as well as ceramics, textiles and wood figures from Chachapoyas and Inca cultures. The museum has modern facilities including a room for conservation treatments for organic artifacts, with equipment to monitor climatic conditions.
Site Condition	n/a
Other Aspects	- Many interactive exhibit and full-size models of archaeological sites in the region. - An orchid garden and a courtyard exhibiting range of local plants. Llamas in the garden. - Accommodation facility in the museum for visiting researchers. - A museum shop that sells handicraft items produced by local people as well as books and other souvenirs. - Entrance fee revenue covers only 5% of the museum maintenance cost. - No bilingual guides and information services. Descriptions of exhibit items are in Spanish and German.
Site photos	








Site:	QUIOCTA CAVES
Location	District of Lamud Province of Luya, Amazonas
Access	Around 30 minutes by car from Lamud (dirt road) and 10 minute trekking to the entrance of the cave.
Occupancy	n/a
Altitude & Orientation	Approx. 2400 m.a.s.l.
Entrance Fee	Entrance fee: S/. 3.00 per person, Guide service: S/. 20.00, Boots Rental: S/. 1.00
Signposting	No indicative or informative panels on the road.
INC Registration and Mapping	Mapped
Description	A natural limestone cave composed of four large chambers, with a 5 meters diameter entrance and 585 meters accessible length (30 minute trekking). The cave is covered in stalactites and stalagmites, and some pre Inca burial site are found in the cave.
Site Condition	Guide posts are installed to control the flow of the visitors and to avoid deterioration of limestone.
Other Aspects	- Visit with a guide is compulsory. - There is a steel fence locked by a padlock (built by the municipality), to avoid people entrance without any payment and a guide. - No illumination is installed in the, which makes it difficult to observe the limestone. - Lack of tourism facilities
Site photos	






Site:	GOCTA FALLS
Location	Located in the surrounding area of Cocachimba and San Pablo villages. District of Valera, Province of Bongará, Amazonas
Access	Around 2.5 hour trekking from the village of Cocachimba.
Occupancy	n/a
Altitude & Orientation	Approx. 1800 m.a.s.l.
Entrance Fee	Adults: S/. 5.00, Students/Children: S/. 2.50, Guide Service: S/. 20.00
Signposting	Only one panel in Cocachimba indicating the beginning of the pedestrian road. No informative panels.
INC Registration and Mapping	Mapped
Description	A natural waterfall (composed of two water falls), also know as La Chorrera. The falls are considered the third highest waterfall in the world with 771 meters length, but it was only 2002 that the falls were recognized internationally.
Site Condition	n/a
Other Aspects	- Rainforest flora and fauna. - Myths based on the waterfall (Gold waterfall and the mermaids). - Restrooms and a restaurant on the road. Site development is carried out by the support of Fund Italo Peruano.
Site photos	






Site:	YUMBILLA FALLS
Location	District of Cuispes. Province of Bongará, Amazonas
Access	Around 1.5 hour trekking from Cuispes.
Occupancy	n/a
Altitude & Orientation	Approx. 1900 m.a.s.l.
Entrance Fee	None
Signposting	No informative and indicative panel on the pedestrian road to the waterfall.
INC Registration and Mapping	Mapped
Description	Natural waterfalls composed of four waterfalls. It is recently considered as the third largest waterfall in the world with 895.4 meters length.
Site Condition	n/a
Other Aspects	- Rainforest flora and fauna. - Lack of tourism facilities and specialized guides.
Site photos	






Site:	LAGUNA DE POMACOCHAS
Location	District of La Florida. Province of Bongará, Amazonas
Access	Around 30 minutes by car from Pedro Ruiz across the road to Tarapoto (Km 325 – Marginal de la Selva road)
Occupancy	n/a
Altitude & Orientation	Approx. 2150 m.a.s.l.
Entrance Fee	None
Signposting	Indicatives panels over the road and an informative panel by the lake.
INC Registration and Mapping	Mapped
Description	This lagoon has an extension of 12 km^2 and is considered one of the biggest in Peru. It is believed that its depth can reach 80m. The lagoon is fed by rainfalls, several streams and underground water.
Site Condition	n/a
Other Aspects	- Boat rental is available. - One way: S/. 1.00, Round trip: S/. 2.00, Around the lagoon: S/. 4.00. - Trout fishing. - A small pier to get to the boats and fishing. - Lack of tourism facilities and specialized guides.
Site photos