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

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Outline

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

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

• What are the limits to facilitating growth in justice tourism in the developing world?
Literature Review

Why is tourism in the developing world so important?

• Growth in international tourist arrivals
• Developing country characteristics
• Tourism used as a development tool
Literature Review

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• Growth in international tourist arrivals
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Literature Review

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

• Impacts of tourism in the developing world
  – Economic
  – Cultural
  – Environmental
Literature Review

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

Capitalist Economy

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

Social and Solidarity Economy

- Nuanced and dynamic nature of economic relations
- Different rationalities
Social and Solidarity Economy (SSE)

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

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

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

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

Justice Tourism

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

• Examples of Justice Tourism
  – Global Exchange Program
  – Alternative Tourism Group
  – Norandino cooperative
Methodology/Case Selection

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

Source: (World Bank 2012)
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Cooperativa de Servicios Multiples

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Methodology/Case Selection

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

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

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• Discussion and recommendations
  – External funding
  – Collaboration, especially the municipal government
Conclusion

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