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# PUBLIC INVESTMENT IN THE TOURISM AND RISK MANAGEMENT IN THE CONTEXT OF CLIMATE CHANGE: PERUVIAN CASE

Manuel Aparicio Acurio

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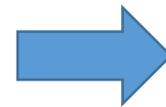
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## Ministry of Foreign Trade and Tourism - MINCETUR

Ley N° 27779 (11.07.2002)

The Ministry of Foreign Trade and Tourism - MINCETUR is responsible for Foreign Trade and Tourism in Peru.



Consolidate Peru as a  
competitive, sustainable,  
quality and safe tourist  
destination



## PUBLIC INVESTMENTS IN TOURISM

Tourist resource + infrastructure + equipment +  
developing management documents + incorporating risk  
management in a context of climate change



Fuente: <https://laposadadecuispes.com/>



<http://misteriosconxana.blogspot.com/2015/06/kuelap-el-machu-picchu-del-norte-peruano.html>

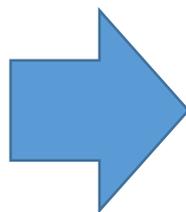
Tourist resource : Kuelap

# METHODOLOGICAL GUIDELINES FOR PUBLIC INVESTMENTS IN TOURISM - PERÚ



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- ✓ Methodological guide for developing Investment Projects of Tourism

<https://www.mef.gob.pe/es/fichas-tecnicas?id=5674>

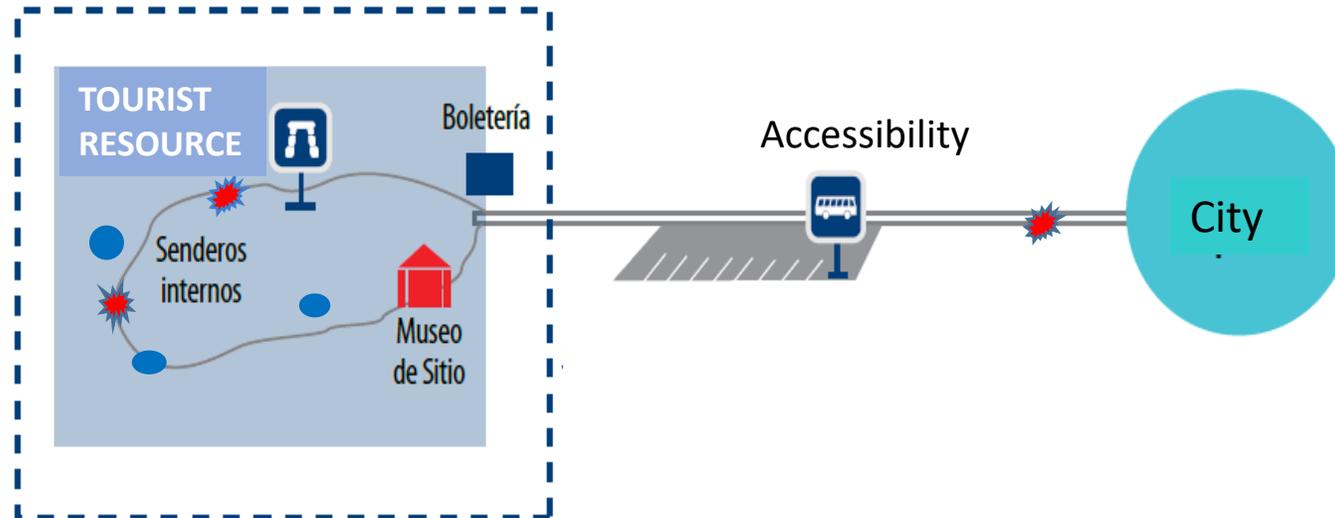
- ✓ Methodological guides for public investments incorporating risk management in a context of climate change (specifically for the market segments of nature, historical culture, high mountain and beach)

NOTE (\*): Documents that belong to the old SNIP system and are being revised and updated in the framework of the new system Invierte.pe



# RISK ANALYSIS

## 1) Hazard analysis :



### Hazards:

- Floods
- Landslides
- Invasions
- Heavy rains
- Others



- 2) Exposure analysis
- 3) Fragility analysis
- 4) Resilience analysis

# RISK ANALYSIS



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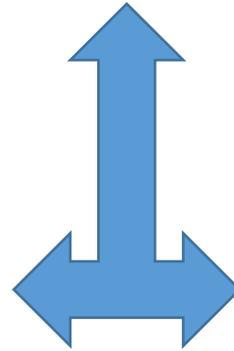
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“Cultural / natural heritage is valuable”

The risk analysis should be mainly about the visitor and the natural/cultural resource



Crédito Fotográfico: Archivo gráfico de El Comercio  
<http://elcomercio.pe>



Crédito Fotográfico: Aeronoticias. <http://aeronoticias.com.pe>



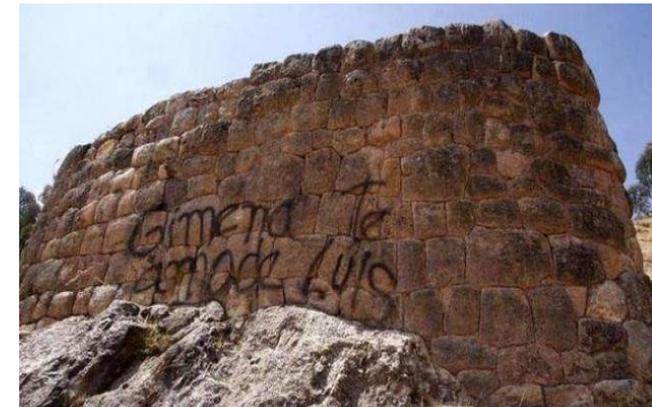
Crédito Fotográfico: Diario el Correo



Crédito Fotográfico: Diario el Comercio



Crédito Fotográfico: <http://reinadelaselva.pe>



Crédito Fotográfico: Perú21

# EXAMPLES: RISK REDUCTION MEASURES



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Conservation of the  
archaeological  
monument

Fuente: a) <https://peru21.pe/lima/expertos-evaluaran-fortaleza-kuelap-danos-lluvias-99837>  
b) <http://pachacamac.cultura.pe/santuario-arqueologico/conservacion>  
c) <http://cultura.gob.pe/patrimonio/arqueologicoinmueble>

Preparation and evacuation  
before and after landslides,  
storms, avalanche, and others



Fuente: <https://larepublica.pe/sociedad/>



Conservation of fauna, flora and  
making stronger the revaluation of  
traditional cultural

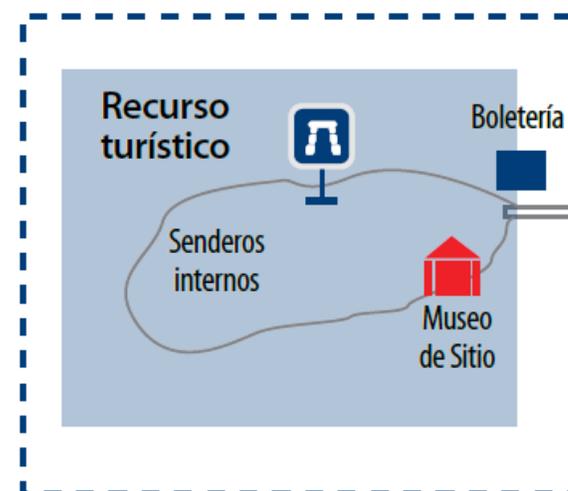
# EXAMPLES: RISK REDUCTION MEASURES

The design of the proposal (and execution) of the Conservation of the Site should be directed by an Archaeologist with the support of a Professional with Specialization in Structures



Crédito Fotográfico: Perú 21 <http://peru21.pe>

The outline of the internal circuit in the tourist resource must minimize the exposure of risk to visitors and the tourist resource



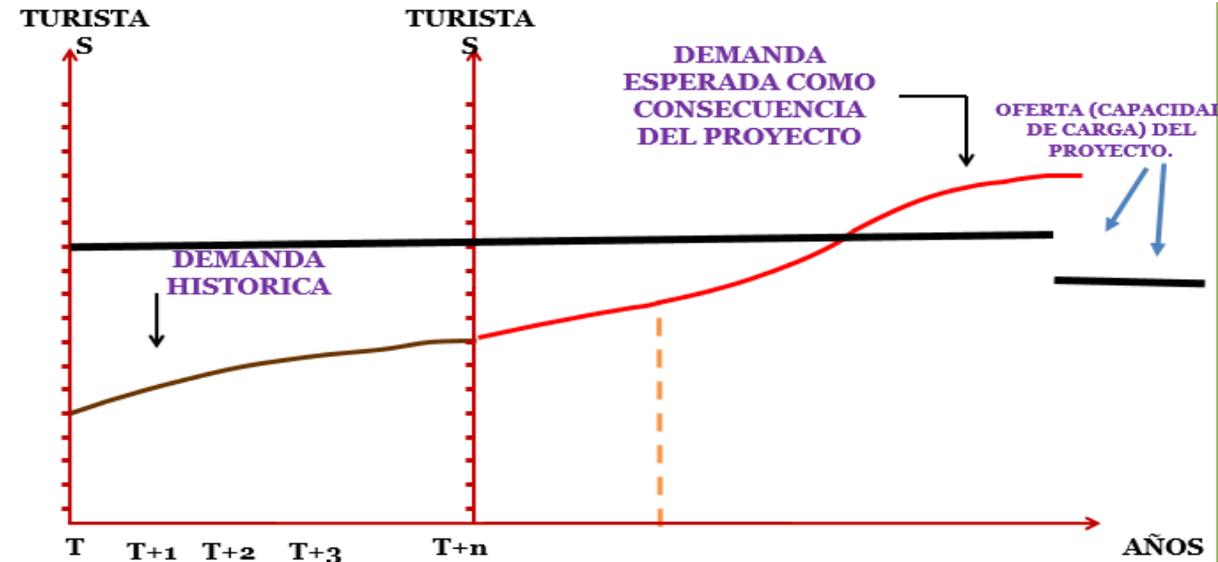
Crédito Fotográfico: [Full Days Perú](#)



# SUPPLY-DEMAND

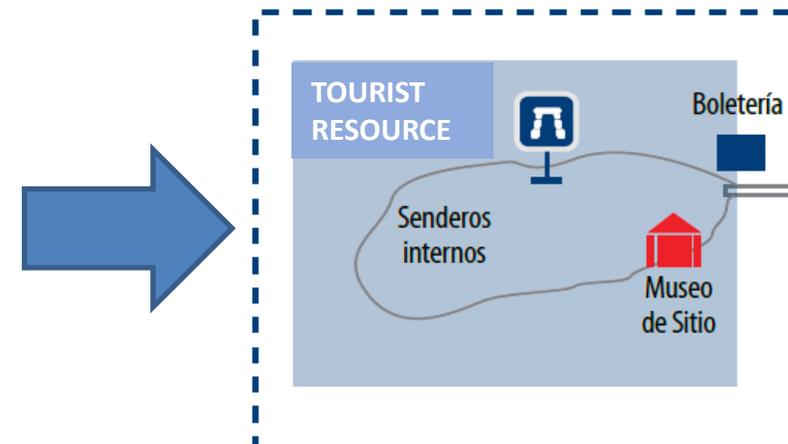
## Demand:

- Consider that the period of visit to the tourist resort will not be the same every day of the year, it depends on the climatic conditions.
- The demand can be affected by the occurrence of hazards (altering the tourist's planning and the perception of quality).



## Supply:

- Load capacity must be estimated, which is calculated with the support of a specialist in archaeological conservation, specialist in environmental studies and tourism (considering the stress of the resource, environmental impacts, and others).



# SOCIAL EVALUATION

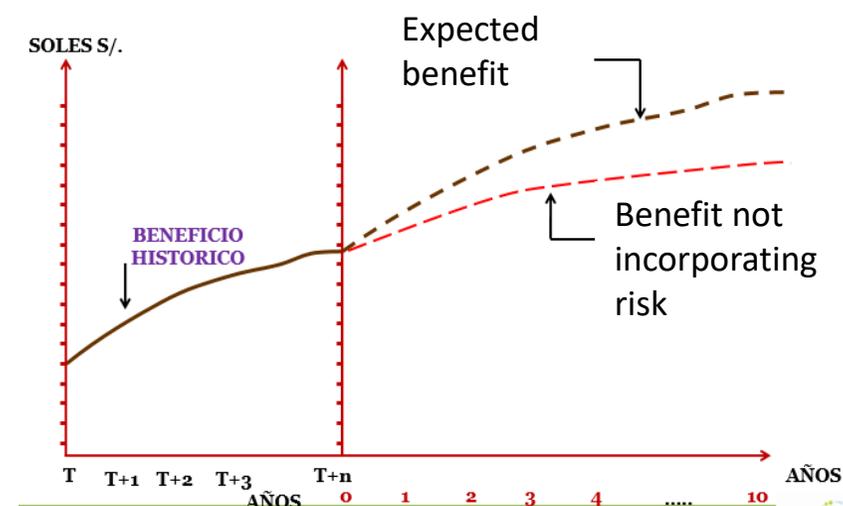
## Cost / Benefit Methodology



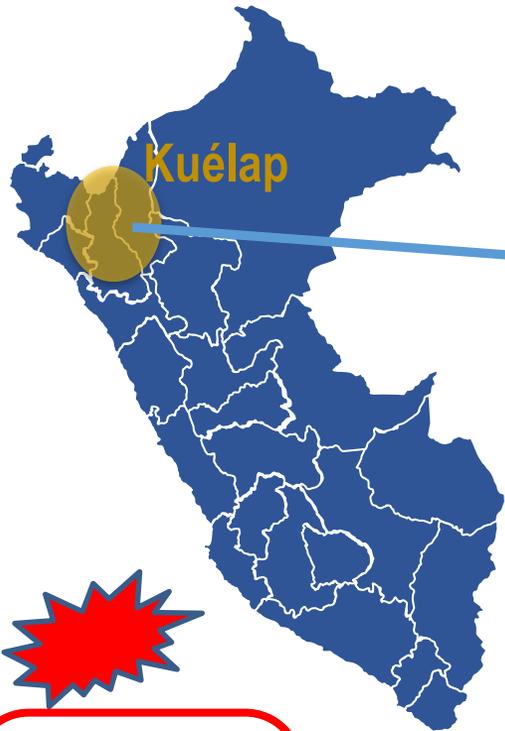
- Tourist flow
  - Time permanence and tourist spending
  - Recovery time of the tourist flow
- benefits

¿ What happens if the risk management measures are not used- CC?

If the tourist resource and the visitors are affected by the occurrence of a hazard, the social benefits and profitability will decrease.



# CASE : "IMPROVEMENT OF THE PUBLIC TOURIST SERVICES IN ARCHAEOLOGICAL MONUMENT KUÉLAP, DISTRICT OF TINGO, PROVINCE OF LUYA, AMAZONAS"



- Storms
- Lightening
- Fires
- Heavy rains
- Landslides
- Invasions
- Accidents



- Lightning rod-
- Drainage system
- Tarps
- Plans of MR
- Internal routes, signals
- Conservation.

