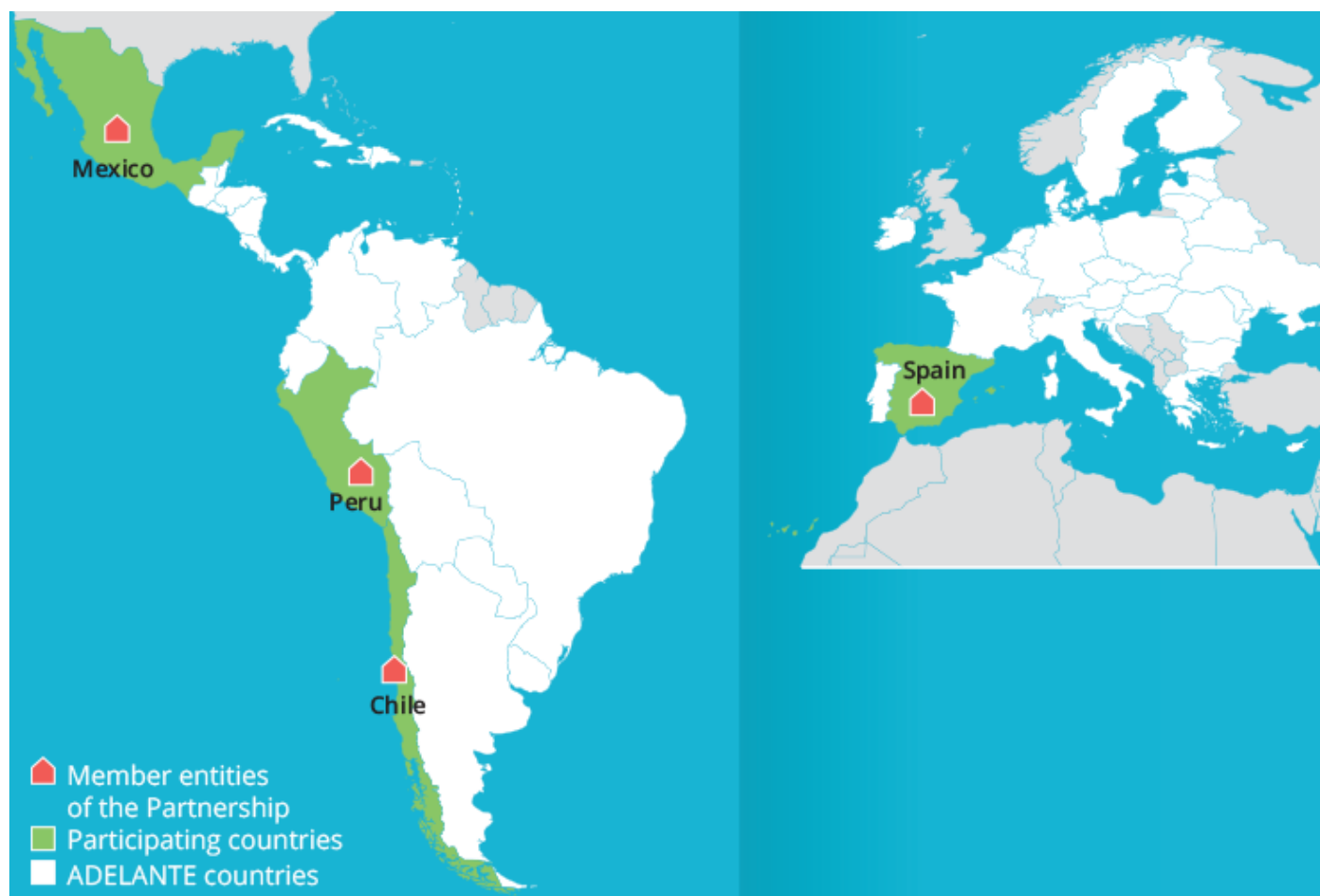


Astrotourism for Sustainable Local Development

PARTNERSHIP



Background

The ***Servicio Nacional de Turismo*** (National Tourism Service - SERNATUR) in Chile is the entity in charge of promoting and sharing information on tourism in Chile. Through its 16 regional directorates, SERNATUR promotes the sustainable development of the tourism industry at the regional and local levels, highlighting the main attractions of each region. In this case, the region of Coquimbo is a world leader in astrotourism.

AstroÁndalus, an innovative Spanish company that offers a full range of astrotourism services, has extensive experience in identifying areas with a high potential for night sky tourism and developing local strategies to promote this sector.

In parallel, **AmoMéxico**, a Mexican company specialising in tourism experiences with a low environmental impact and focused on promoting the natural and cultural heritage of local areas, along with the **Colegio Profesional de Licenciados en Turismo de la Región Cusco** (Professional Association of Licensed Tourism Professionals of the Cusco Region - COLITUR) in Peru, an entity with ample experience in tourism initiatives with public-private partnerships, have highlighted the ideal conditions for the development of the astrotourism sector in their respective territories.

With a shared interest in astrotourism, the Partnership member entities have participated in various international meetings and thematic courses over the last 7 years, during which they have been working together to develop innovative astrotourism experiences with a positive impact on the sustainable development of local communities. Lastly, the ADELANTE Window has provided them with the perfect opportunity to formalise a Triangular Cooperation Partnership that will harness the knowledge and experience of each of the member entities, in order to develop recreational experiences that promote the natural and cultural heritage of their local areas, with an emphasis on astrotourism.

Entities and roles

BENEFICIARY ENTITIES

AMOMÉXICO



[Grupo Amo México](#)

Mexico

[Colegio Profesional de Licenciados en Turismo Región Cusco \(COLITUR\)](#)

Peru

FIRST PROVIDER ENTITIES



Servicio Nacional de Turismo (SERNATUR) - Región Coquimbo

Chile

SECOND PROVIDER ENTITIES



AstroÁndalus S.L.

Spain

Development challenges

Community-based tourism initiatives in Peru and Mexico are not capitalising on the economic potential for astrotourism to attract the number of tourists already visiting the area. This situation hinders economic growth and income in these rural areas, both directly and indirectly, by not expanding the range of tourism services offered.

Thanks to this Triangular Cooperation Initiative, the knowledge of the Partnership entities on astrotourism, cultural and identity-based tourism and public-private initiatives will be used to develop and reinforce astrotourism experiences as part of the tourism sector, primarily in the regions of Cusco, Peru and Tehuacán, Mexico, so that people in rural communities offering tourism services can increase their direct and indirect income. This knowledge will be incorporated into an action plan that can be applied in other regions with similar characteristics.

INITIATIVE

This Triangular Cooperation Initiative aims to build capacity among the Partnership entities to create an innovative model to boost tourism in rural areas based on astrotourism, while harnessing the natural heritage of the local areas through sustainable local development.

Triangular approach

The complementary expertise of the Partnership entities will be maximised to develop six astrotourism experiences, equally distributed between Peru and Mexico and based in rural communities, to be implemented through a pilot scheme during the implementation phase of the Initiative. In parallel, the development of an action plan will help establish a solid foundation for the future. This plan will guide the evolving astrotourism experiences in both countries once this Initiative comes to an end, and may also be used by other regions with similar circumstances.

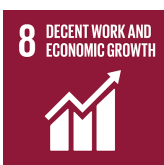
As a result of the required efforts to develop and implement this pilot scheme, this Initiative has the potential to make a positive impact beyond the scope of the Partnership. On the one hand, the companies and guides offering astrotourism services will boost their capacity to bring these experiences to life, in keeping with their respective visions of the tourism industry, while leading to improvements in community-based tourism.

On the other hand, at the institutional level, the aim is to raise awareness and inspire institutional actors in each region regarding their role in promoting sustainable tourism, enriched by a genuine community-based perspective, through the creation of unique astrotourism experiences.

Last but not least, the host communities, as the custodians of both natural and cultural treasures, will be better integrated into tourism networks, which will allow them to capitalise on the economic development opportunities.

Sectoral approach - Contribution to the 2030 Agenda

PRIMARY SDG



Goal 8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

SECONDARY SDG



Goal 11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage

ADELANTE SDG



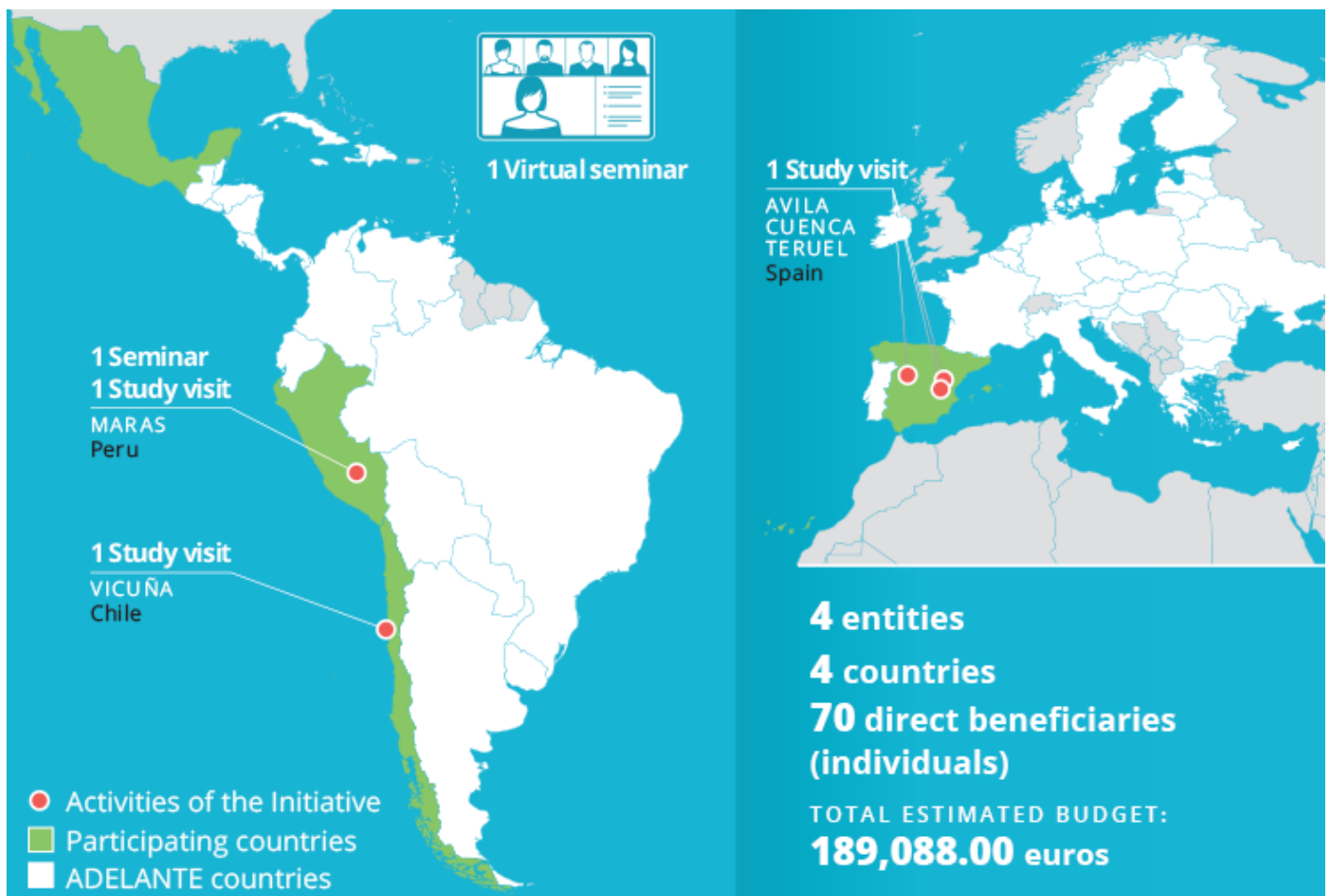
Goal 10.1 By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average

Goal 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status



Goal 17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries

Territorial approach



Intervention methodology

The work plan of this Initiative is based on six activities that will combine internal work with discussions and moments of reflection with external actors, starting with the identification of needs and opportunities and ending with the implementation of pilot experiences.

Activities will kick off with **two study visits** in two regions known for astrotourism; first to the region of Coquimbo in Chile, and then to the cities of Ávila, Cuenca and Teruel in Spain. During these visits, the aim will be to learn about the variety of successful experiences in this sector in both countries, as well as the aspects contributing to the growth of this sector and the innovative experiences related to the local cultural and social heritage. The visit to Chile also provides an opportunity to participate in the World Astrotourism Summit, while the visit to Spain provides the opportunity to participate in the VI International Starlight Meeting, both of which are key global forums in the field of astrotourism.

The visits will be followed by **two seminars**. The first is a hybrid event with public and private institutions to agree on a development agenda for astrotourism in the Sacred Valley of Peru, and the second is a virtual seminar in which potential astrotourism operators in each destination will undergo training.

A **third study visit** will be made by the Partnership member entities to each of the six pilot sites for the implementation of the pilot experiences.

In parallel, a **consultancy** will be carried out to synthesize the knowledge generated, which will be presented in an action plan and final report. As a result of these activities, six astrotourism operations are expected to be up and running in Peru and Mexico.

Direct beneficiaries (individuals)

According to Rule 9 of the Guidelines for Applicants: all persons participating in the activities of the Initiative.

This Initiative aims to reach approximately **70 direct beneficiaries** from the Partnership member entities, as well as representatives of public entities and private companies in the tourism sector. In addition, people working in community tourism are expected to participate as direct beneficiaries in the 6 astrotourism experiences.

Budget

EU contribution: 138,910.00 €

Co-financing - Triangular Cooperation Partnership: 50,178.00 €

Total budget: 189,088.00 €