



Otavalo Declaration

**Sustainable and competitive
community-based tourism with
cultural identity**

The representatives from Bolivia, Ecuador and Peru to the International Technical Meeting on the *Management of Sustainable and Competitive Tourism: Alliances between State, Enterprise and Community*, held from 12 to 14 September 2001, organized by the Ministry of Tourism of Ecuador, the National Confederation of Indigenous Peoples of Ecuador (CONAIE), the Municipality of Otavalo and the ILO, aware of our responsibilities and duties, agree to:

1. Encourage national governments to set up policies which provide an enabling environment to tourism development, recognizing the distinctive contributions of indigenous cultures to the diversification of the national tourism supply, in order to take advantage of the new opportunities generated by the global market.
2. Promote national awareness so as to integrate relevant components of cultural diversity, intercultural exchange and social equity in the programmes of educational institutions.
3. Foster incentives to help community-based tourism fully achieve its economic and social potential, while minimizing harmful effects on the environment, on the cultural heritage and values of indigenous peoples.
4. Promote training programmes for human resources in the tourism sector and raise the managerial skills and the quality of community-based services in particular.
5. Spur the setting-up of a regional *"Network of Community-based Tourism"* with a view to promoting their destinations and ensuring their authenticity and sustainability.
6. Encourage national governments and Ministries of Tourism in particular, to formulate and implement a legal framework that recognizes, governs, encourages and guarantees the activities of community-based tourist enterprises.
7. Call on public institutions responsible for tourism development to establish in their structure the appropriate means and procedures of representation, dialogue and negotiation with the community organizations in order to achieve their specific goals.
8. Encourage alliances and the implementation of common-interest programmes between central and local governments, private enterprises and NGOs to enhance the advantages of sustainable and competitive community-based tourism with cultural identity, with respect for the cosmic vision of indigenous people.
9. Call on local governments, public institutions and the private sector to provide community enterprises greater access to markets, financial services and infrastructure.
10. Institutionalize and support the activities of community-based tourism within the framework of the collective rights of indigenous peoples set out in ILO Convention N° 169, ratified by all countries participating in this consultation.
11. Promote the authentic expressions of the indigenous peoples' cultural identity, their values, habits and symbols, which are a source of the uniqueness and competitiveness of their tourism products.
12. Strengthen the regional organs of representation and coordination of community-based tourism, and encourage solidarity between peoples and better understanding of world cultures.

Done in Otavalo, Province of Imbabura, Ecuador, on the 14th of September 2001