“Quinoa heritage as an important resource to be maintained through tourism experiences”

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Introduction

✓ Quinoa: one of the most outstanding world’s crops due to its high nutritional quality (FAO)
  => own international year in 2013
✓ Present before the Incas’ influence on the ancestral people inhabiting what is Chile today
✓ This heritage has been transferred through the time to small-scale farmers along the whole country and the crop survived from extinction in three main areas of Chile
Main goal of this work

✓ to develop a sustainable alternative to traditional agriculture, with consideration of the promotion of the landraces diversity and cultural associated practices.

- So first, we will demonstrate that a strategic analysis of agrotourism is necessary, studying both supply and demand;
- Second, we will demonstrate the need of improving the competitiveness of small-scale farms to achieve the sustainability of these farming systems.
1- WHY? Quinoa in Chile, a 5000-year old crop

Migration

Adaptation

Uses
1- Quinoa in Chile, a 5000-year old crop

✓ 1a- The **northern quinoa** is the most adapted crop to **highlands**
✓ plain at high altitude (3500-4000m) – drought (<150mm) and frosts more than 200 days
✓ ancestral cropping system only based on the quinoa and the camel livestock
✓ *Aymara* indigenous local communities called “*ayllu*” : workers organizations “*ayne*”
✓ Landraces associated to specific dishes
✓ Agricultural calendar linked to traditional events
1- Quinoa in Chile, a 5000-year old crop

1b- Quinoa of the central zone is produced by isolated small-scale farmers
- cultivation in the zones of the dry coastal land (<500 mm)
- highest poverty index in the country
- loss risks for old peasants
- significant reduction of quinoa due to the increase of conifers
1- Quinoa in Chile, a 5000-year old crop

1c- The **southern quinoa**: a Mapuche women tradition in home garden

- Ancestral culture: food, religion (*Mudaï*), medicine.
- Almost disappeared after Spanish conquest.
- Reintroduction process with NGO CET-Sur
2- Some Background on Tourism, Agriculture and Biodiversity

✓ the concept of rural tourism is not only linked to the concept of landscape (recreational dimension)
✓ rural tourism includes social aspects: agricultural and industrial processes are associated for production to rural areas.
✓ sustainable rural development needs to place the farmhouses in debate, and their activities in a more integrated landscape.

⇒ "Products" but also "feel“, "experience" and acquisition of “local knowledge”.
Concept of Rural Tourism (1/3)

✓ M. Keane (1990, 1992) : rural tourism definitions:

✔ agrotourism : agroturismo
✔ farm tourism : en la casa de los agricultores
✔ soft tourism, ecotourism : ecoturismo
✔ alternative tourism : turismo alternativo

=> Definition of the E.U “all tourism activities in rural areas”

✓ What’s “rurality”?

✔ Robinson (1990) : opposition between the urban area and the rural area

⇒ Human density, primary production, landscapes and low development, etc.
Globally Ingenious Agricultural Heritage Systems (GIAHS): to safeguard and support world’s agri-cultural heritage systems, FAO started in 2002 an initiative for the conservation and adaptive management of 10 GIAHS pilot sites.

*Worldwide, specific agricultural systems and landscapes have been created, shaped and maintained by generations of farmers and herders based on diverse natural resources, using locally adapted management practices.*

*Building on local knowledge and experience, these agricultural systems reflect the evolution of humankind, the diversity of its knowledge, and its profound relationship with nature.*

These systems have resulted not only in outstanding landscapes, maintenance and adaptation of globally significant agricultural biodiversity, indigenous knowledge systems and resilient ecosystems, but, above all, in the sustained provision of multiple goods and services, food and livelihood security and quality of life.
Integrated Rural Agrotourism (3/3)

- Lane (2005):
  - Characterized by its occupants as a social construction
    - “co-building, negotiation, experimentation”

- The agrotourism is developed
  - By
  - For
  - With
  - the farmers in harmony with all the occupants of the territory.

*Bazile et al (2009); Bourdeau et al (2002)*

- Exchanges, adaptation and domestication of vegetal species on their home garden.
- The undervaluation of traditional knowledge has been an important cause of biodiversity erosion.
To develop sustainable tourism alternatives… … we need to advance together with co-learning.

PARTICIPATION AND CO-LEARNING
3- Three tourism experiences for maintaining the Chilean quinoa’s culture

3a-Farmers’ life experiences on the “Camino del Inca”
3b-Quinoa tours in the Secano costero
3c-Organics but also auto-certified Mapuche products
3a- Farmers’ life experiences on the “Camino del Inca”

The Quinoa of Tarapacá (reg. I)
Natural and historical area,
Farmers culture,
Products and dishes
Quinoa tours?

- Landscapes of interest but quinoa disappeared from fields and dishes.
- Main production area, but limited bed number.
- Few production but ecotourism in the area.
- Agriculture in competition with international tourism.

Quinoa
Camino del Inca: long-distance footpath

Derived touristic attraction to catch existent tourism flux
3b- Quinoa tours in the Secano costero

Quinoa tours (reg. VI):
*Isolated places,*
*Farmers culture,*
*Gastronomy,*
And also other existents touristic sites and successful

Surf opportunities

Traditional salt production

Artisanal beer
Quinoa routes:

Adapted from other existing tourist successful Quinoa route?

Wine route

Adapted from other existing tourist successful
3c- Organics but also auto-certified *Mapuche* products

**A TERRITORIAL MODEL PRODUCTION FOR THE DAWE**

=> to protect a *style* of agriculture and its biodiversity
=> farmers turn into actors of their own commerce system
=> to increase commitment relation with consumers
DAWE (Kinwa Mapuche)
AS FOOD PRODUCED UNDER PROTOCOL AND PRODUCTION MODEL WITH IDENTITY MAPUCHE

Endogenous development process

"RECONSTRUYENDO PARA EL DAWE (Kinwa mapuche) NUESTRAS FORMAS ANCESTRALES DE CUIDADO Y PRODUCCION"
The farmer and “its” heritage: where’s the space for an integrated agrotourism?

<table>
<thead>
<tr>
<th>Duality between food and nonfood goods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duality between Private goods (products) and public goods (landscapes, etc.).</td>
</tr>
<tr>
<td>Duality between Real commercial and Noncommercial</td>
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</tbody>
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Conclusion

Duality between Tourism and NonTourism?
Gracias por su atención y buen viaje con los agricultores!