



WORLD TOURISM DAY ECOTOURISM PROMOTION IN PERU

The World Tourism Organization (UNWTO) celebrates every September 27 the World Tourism Day. This date commemorates a world tourism milestone, when back in 1980 the World Tourism Organization Statutes were approved.

The main objective of the World Tourism Day is to promote among the international community the importance of tourism, its social, cultural, political and economic values, the perfect occasion for highlighting Peru's potential as an ecotourism destination. Active tourism and ecotourism in particular give excellent opportunities to reduce poverty in isolated zones, bringing out natural beauty and biodiversity, promoting sustainability and environmental conservation.

Ecotourism is a tool for educating and raising awareness among citizens in environmental matters, such as the necessity of protecting and preserve fragile ecosystems. There are important benefits that ecotourism bring to communities, regions, and ecosystems. For this reason it is urgent the cooperation of the interested parts to guarantee the equitable benefits' distribution.

Peru is a mega diverse country, source of biological richness, cultural and gastronomical diversity. This has put us in the eye of the world, considering that Peru is one of the 17 countries with the biggest biological diversity in the world. Therefore Inkaterra joins this celebration with a special program that includes different activities: a lecture on sustainability at Inkaterra Machu Picchu Pueblo Hotel; the participation of the Inkaterra's Workshop children and our in-house biologist, Carmen Soto, at a local radial program "Knowing Machu Picchu" sponsored by the Ministry of Culture; the reforestation of the gardens at the Inkaterra Machu Picchu Pueblo Hotel; placing informative charts on this celebration; and one-hour black out at the hotel to raise awareness on energy consumption.

