Adaptation of the Development of Authentic Indigenous Experiences Methodology to Indigenous Reality in Chile

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Chile’s Indigenous Tourism Picture

<table>
<thead>
<tr>
<th>Indigenous</th>
<th>No Indigenous</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,185,729</td>
<td>17,076,008</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Native American Group</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aymara</td>
<td>50</td>
</tr>
<tr>
<td>Quechua</td>
<td>1</td>
</tr>
<tr>
<td>Lickanantsay</td>
<td>83</td>
</tr>
<tr>
<td>Cola</td>
<td>1</td>
</tr>
<tr>
<td>Diaguita</td>
<td>2</td>
</tr>
<tr>
<td>Rapa Nui</td>
<td>37</td>
</tr>
<tr>
<td>Mapuche - Lafkenche</td>
<td>44</td>
</tr>
<tr>
<td>Mapuche - Pehuenche</td>
<td>56</td>
</tr>
<tr>
<td>Mapuche</td>
<td>121</td>
</tr>
<tr>
<td>Huelliche</td>
<td>120</td>
</tr>
<tr>
<td>Yagán</td>
<td>6</td>
</tr>
</tbody>
</table>

526 Indigenous Tourism Initiatives
Chronology about Chile’s Indigenous Tourism

1995
Orígenes program delivered by Conadi and the Rural Tourism Program of INDAP.

2012
National Tourism Strategy 2012 - 2020, defines indigenous tourism as a priority thematic area.

2011 - 2015
Community Tourism Encounters

2015
• Government Agencies
• Indigenous Tourism International Forum (FITO 2015)

2016
National Public Board of Indigenous Tourism

2017
National Indigenous Tourism Association

2018
National Indigenous Tourism Forum

2019
• Guidelines for the Development of Authentic Indigenous Experiences.
• Indigenous tourism roadmap for the Undersecretary of Tourism
• Manual for the Development of Indigenous Tourism
• Training for the commercialization of Indigenous Tourism

Ethno Tourism – Community Tourism – Rural Tourism

Indigenous Tourism
Chilean Project Team

INDIGENOUS
TOURISM ASSOCIATION OF CANADA
AUTOCHTONE
ASSOCIATION TOURISTIQUE
DU CANADA

Subsecretaría de Turismo
Gobierno de Chile
Objective

Implementation of the “Developing Authentic Indigenous Experiences methodology” developed in Canada by ITAC.

This includes:

• To create guidelines for indigenous tourism entrepreneurs.
• To develop a training linked to the guidelines that allow to advance through the levels identified in the methodology.
Phases

• **1st mission (July):** To understand the gaps and needs.

• **2nd Mission (August – September):** To do a pilot application with a draft of the National Guidelines.

• **3rd Mission (25th – 27th November):** Presentation of the National Guidelines.
1\textsuperscript{st} Mission

- To present the **methodology to the Indigenous Tourism Entrepreneurs** lead by National Indigenous Tourism Association and Mapuche Tourism Society.

- To present the **Methodology to Government Agencies** that work with Indigenous entrepreneurs.

- To have an **overview about the quality and level of the Indigenous Tourism services**.
2nd Mission

• 3 Focus group – Santiago – San Pedro de Atacama - Temuco
• 3 Pilot application focused in Mapuche people – 36 entrepreneurs
Milestones

• Indigenous Tourism leaders were asked.

• Indigenous entrepreneurs point of view was considered.

• The Chilean Tourism Industry was consulted about minimum requirements.

• Government agencies that work in tourism and indigenous development were consulted.
Methodology

If you are in a planning process or you just started an Indigenous Tourism business.

If you have an Indigenous Tourism business and want to improve or grow.

If you have an Indigenous Tourism business ready to the national market and want to work with the Tourism industry partners.

If you want to know more about Indigenous Tourism and the receptive tourism industry.

Cultural Authenticity
- Ready to market
- Ready to export
- Working with FIT and Tours in group

Planning

Visitor Ready
- If you are in a planning process or you just started an Indigenous Tourism business

Market Ready
- If you have an Indigenous Tourism business ready to the national market and want to work with the Tourism industry partners

Export Ready
- If you want to know more about Indigenous Tourism and the receptive tourism industry.
Authenticity
Training hours divided in Commercial operation and Strengthening of the offer.

### Strengthening of the Offer

<table>
<thead>
<tr>
<th>MODULE</th>
<th>NAME OF THE MODULE</th>
<th>LEVEL</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Culture and Authentic Indigenous Tourism Experiences</td>
<td>Planning Visitor ready Market ready Export ready</td>
<td>12</td>
</tr>
<tr>
<td>2</td>
<td>Authenticity of products (Indigenous Experiences)</td>
<td>Planning Visitor ready Market ready Export ready</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Development of Experiences</td>
<td>Planning Visitor ready Market ready</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Operation of Indigenous Tourism</td>
<td>Planning Visitor ready</td>
<td>16</td>
</tr>
<tr>
<td>5</td>
<td>Hospitality in Indigenous Tourism business</td>
<td>Planning Visitor ready</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Training for the development of skills and businesses of indigenous artists</td>
<td>Planning Visitor ready</td>
<td>8</td>
</tr>
</tbody>
</table>

### Commercial Operation

<table>
<thead>
<tr>
<th>MODULE</th>
<th>NAME OF THE MODULE</th>
<th>LEVEL</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Support for the development of indigenous tourism businesses.</td>
<td>Planning Visitor ready</td>
<td>12</td>
</tr>
<tr>
<td>8</td>
<td>Preparation training for the indigenous community</td>
<td>Planning Visitor ready Market ready</td>
<td>12</td>
</tr>
<tr>
<td>9</td>
<td>Market preparation training</td>
<td>Planning Visitor ready</td>
<td>10</td>
</tr>
<tr>
<td>10</td>
<td>Export preparation training</td>
<td>Market ready Export ready</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>Commercialization of indigenous tourism experiences</td>
<td>Visitor ready Market ready Export ready</td>
<td>10</td>
</tr>
<tr>
<td>12</td>
<td>Marketing of indigenous tourism experiences</td>
<td>Visitor ready Market ready Export ready</td>
<td>16</td>
</tr>
</tbody>
</table>
The process ...

Indigenous Tourism Business

Planning

Visitor Ready

Market Ready

Export Ready

Training Modules

Planning

Visitor Ready

Market Ready

Export Ready
Benefits

- Indigenous tourism businesses can advance faster to get an adequate commercial level.

- Indigenous Tourism entrepreneurs understand better tourism industry and benefits.

- Indigenous Tourism entrepreneurs are guided to develop Authentic Indigenous Tourism experiences.

- Government financial resources can be focused in training and marketing.
1. Distribute the National Guidelines

2. Research and development of a complete national strategy

3. Development of more finished tourism training that lasts over time, including securing financial resources.

4. Create a network of trainers

5. Identify services, institutions and partners

6. Development funds
What next ...
Indigenous to Indigenous Methodologies and Know how
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