

Progress Report II

Developing Communal Monitoring Strategies through community-based tourism in the Peruvian Amazon

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Grant type : Rufford Small Grant
Executive Summary: This project will enhance the existing communal monitoring system of the Tamshiyacu Tahuayo Communal Regional Conservation Area (TTCRCA), Loreto – Peru, while developing a community-based wildlife monitoring tourism product. The 420,081 hectares of the protected area present three different ecosystems, habitat of many vulnerable and endangered. The project will incorporate camera traps to improve current monitoring strategies, a process that will be led and implemented by community rangers. Simultaneously, the project will empower a local tourism association, by developing a community-based wildlife monitoring tourism product, generating an additional source of income.

Publishing plan : We plan to publish the results in two online platforms:
<http://www.speclab.org/> and <http://www.lamingaturistica.com/>

Amount applied for £3,608
Principal countries : Peru
Category : Ecotourism
Pages : 12 pp.

Project: Developing Communal Monitoring Strategies through community-based tourism in the Peruvian Amazon

This project will enhance the existing communal monitoring system of the Tamshiyacu Tahuayo Communal Regional Conservation Area (TTCRCA), Loreto – Peru, while developing a community-based wildlife monitoring tourism product. The 420,081 hectares of the protected area present three different ecosystems, habitat of many vulnerable and endangered. The project will incorporate camera traps to improve current monitoring strategies, a process that will be led and implemented by community rangers. Simultaneously, the project will empower a local tourism association, by developing a community-based wildlife monitoring tourism product, generating an additional source of income.

We developed the following activities:

1) To enhance monitoring strategies of wildlife in the protected area.

Activity **Program:** **Patrols** **and** **Reports**
From July, 2018 to April, 2019, there are going to be a total of 20 patrols in the area of the communities of San Pedro and Diamante /7 de Julio, “Quebrada Blanco” – Blanco Creek, and 30 patrols in area of the community of El Chino, Tahuayo River.
During the months of July and August the community patrollers had conducted the patrols and reported back the memory cards to assist them to identify potential infractions and wildlife sightseeing.

EL CHINO





QUEBRADA BLANCO: SAN PEDRO AND DIAMANTE/7 DE JULIO







2) To diversify community-based tourism products.

In order to achieve this, we have developed along with Excelsa, a tourism product (first report) advertising to promote the tourism product>

<http://www.lamingaturistica.com/communities-conservation/>

<https://www.facebook.com/LaMingaTuristica/>

COMMUNITY & CONSERVATION

LA MINGA TURISTICA & VIVA TURISMO COMMUNAL BRINGS YOU THIS UNIQUE EXPERIENCE



Picture 1. The banner created for facebook post and the website

Next steps:

- To continue to implement patrolling and monitoring wildlife with the use of Camera Traps
- To update species Data Base & Photographic Printed Records.
- To continue to monitoring tourism product online response.

ANNEX

FACEBOOK STATISTICS REPORT

Link	Publis hed	Organic reach of the publica tion	Impres sions	Users who interac t with the publica tion	Total number of people belonging to the target audience of the publication who clicked on it in the news section (unique users.)	Total: number of clicks on your publication in the news section of users belonging to your target audience (total count).	Total: number of impressions of the publication of the page for people who liked the page (total count).	Total: number of people who saw the publicati on of the page because they indicated that they like your page (unique users)	People who liked the page and interacted with your publication in total
https://www.facebook.com/LaMingaTuristica/posts/2143982452340661	8/21/2018	1360	2149	87	64	87	474	216	38