Chapter 9

1. An important decision was made in Peru for tourism conservation. The stakeholders involved the state and the environmental protection agencies. The decision was to promote protected tourism that could contribute to land conservation. There was opposition against the decision from businesses in the area including hotels, travel agencies etc. (Zuazo). Ecotourism focused on expanding tourism of the protected areas that involved small-scale alternatives compared to commercial tourism. Small-scale tourism is more effective for promoting conservation of the natural lands. The elimination of commercial or mass tourism improves the possibilities of environmental conservation.
2. The efforts for promoting economic development in Peru included the expansion of protected natural area tourism. This allowed the state to generate revenue of $720 million. It created 36,000 jobs for the people and income of $165 million contributed to households. The revenue generated from tourism provides wages to the local people of the community. Protected tourism contributes to the economic growth and development of the state. Coalitions were made between the state and local community that influenced the final outcome of ecotourism. The coalition between the community and environmental protection agencies leads to positive outcomes that include the preservation of natural resources and land conservation.
3. Social learning in Peru can convince people to promote responsible and green tourism. This will influence them from engaging in practices that could harm natural land and environment. ethical tourism can be promoted by social learning because it will familiarize people with their independent responsibility of protecting the land. Social learning can motivate local tourists of Peru to refrain from activities that could harm natural land including damaging the resources or throwing litter. Social learning has positive impacts on tourism and the land.

Work Cited

Zuazo, Alexa Eunoé Vélez. Over $720 million in profit from tourism in Peru's protected natural areas. 2018. 19 04 2019 <https://news.mongabay.com/2018/03/over-720-million-in-profit-from-tourism-in-perus-protected-natural-areas/>.