

**TOURISM AS
AN ASSET FOR
SUSTAINABLE
DEVELOPMENT**

Moche, Trujillo, Peru

TU Delft
Faculty of Architecture and the Built
Environment
MSc track **Urbanism**

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Photo source: http://www.khuskatravel.com/2016/03/10-lugares-imperdibles-en-el-norte-del_7.html

2nd most populous
metropolitan area in Peru.

TRUJILLO
949 498 inhab.

LIMA
9 989 360 inhab.





a. National Reserve of Paracas, ICA.



b. Líneas de Nazca, ICA.



c. National Reserve Pampa Galera, AYACUCHO.



d. National Reserve of Titicaca, PUNO.



e. Snowy Salkantay, CUSCO.



f. Machu Picchu, CUSCO.



g. Colca Canyon, AREQUIPA.



h. Colca Canyon, AREQUIPA.

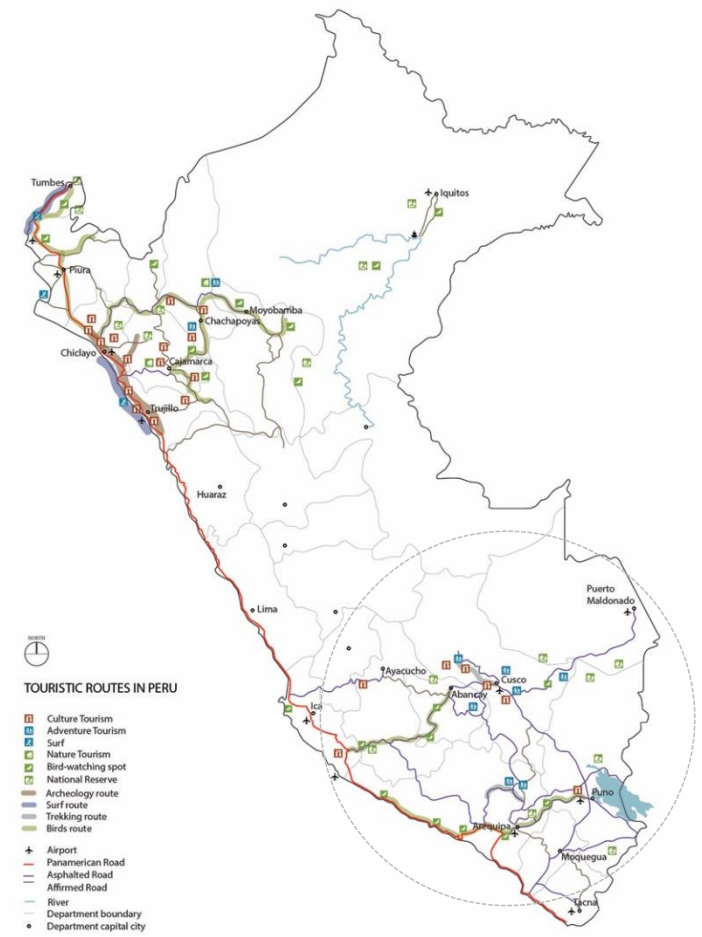


i. National Park of Manu, MADRE DE DIOS.



j. National Reserve of Tambopata, MADRE DE DIOS.

PERU
SOUTH ROUTE



- International-oriented.
- Sierra region: Cultural tourism, Adventure tourism (trekking - mountains, rafting - valleys)



a. National Reserve Pacaya-Samiria, LORETO.



b. Historic Sanctuary of Pómac, LAMBAYEQUE.



c. Mincora Beach, PIURA.



d. Nature Preserve of Tumbes, TUMBES.



e. Royal Tombs of Sipán, CHICLAYO.



f. Huanchaco Beach, TRUJILLO.



g. Huaca del Sol y la Luna, LA LIBERTAD.



h. Chicama Beach, LA LIBERTAD.



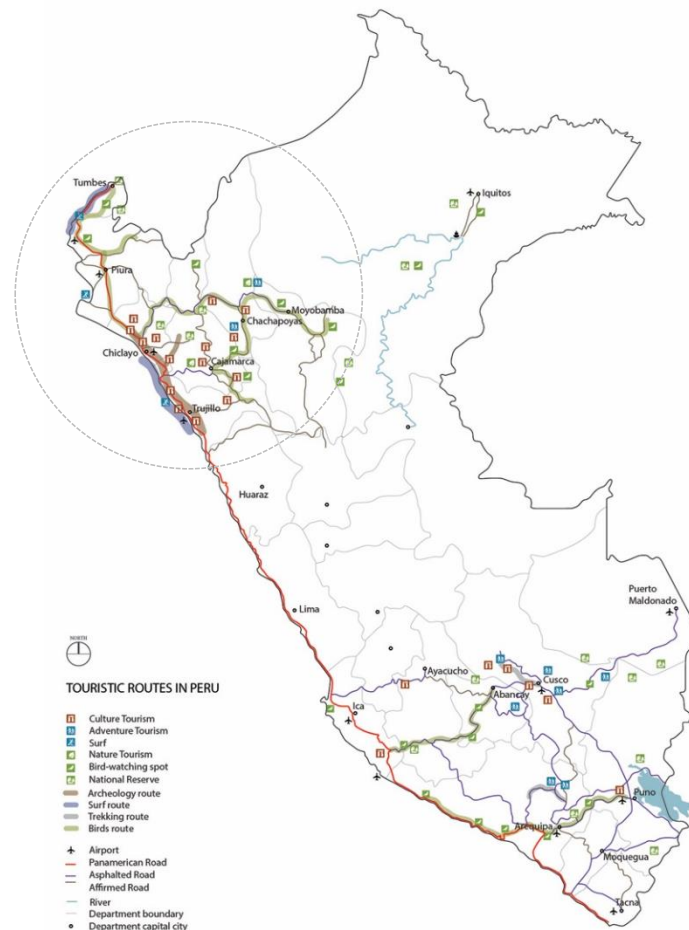
i. Chan Chan citadel, TRUJILLO.



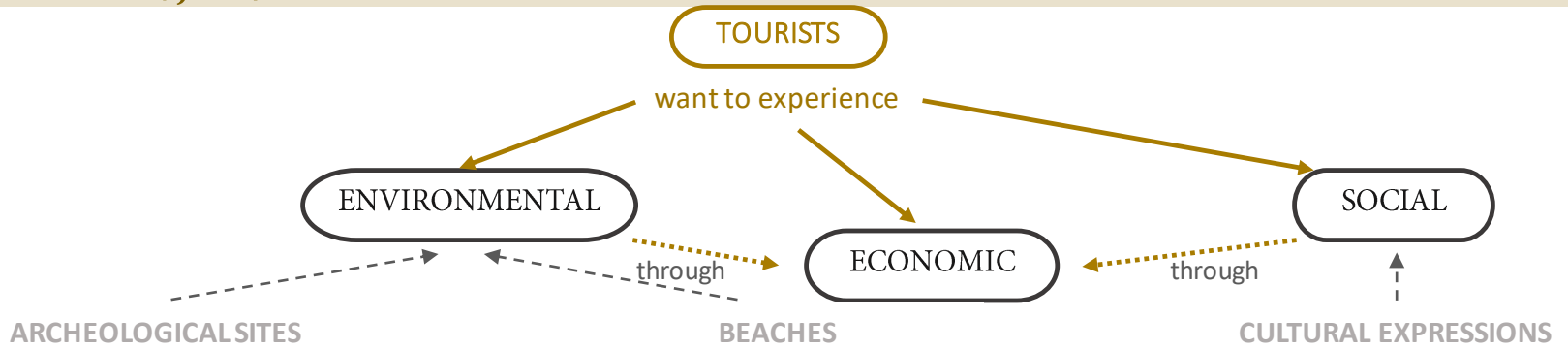
j. Ventanillas de Otuzco, CAJAMARCA.

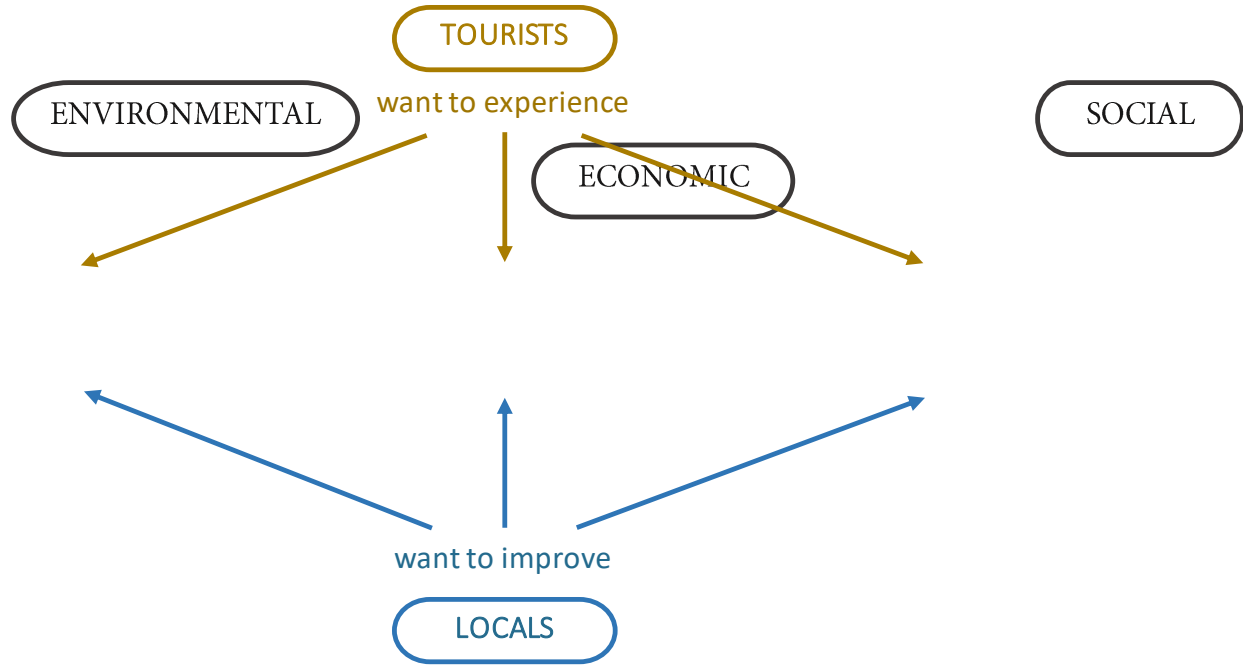
PERU

NORTH ROUTE

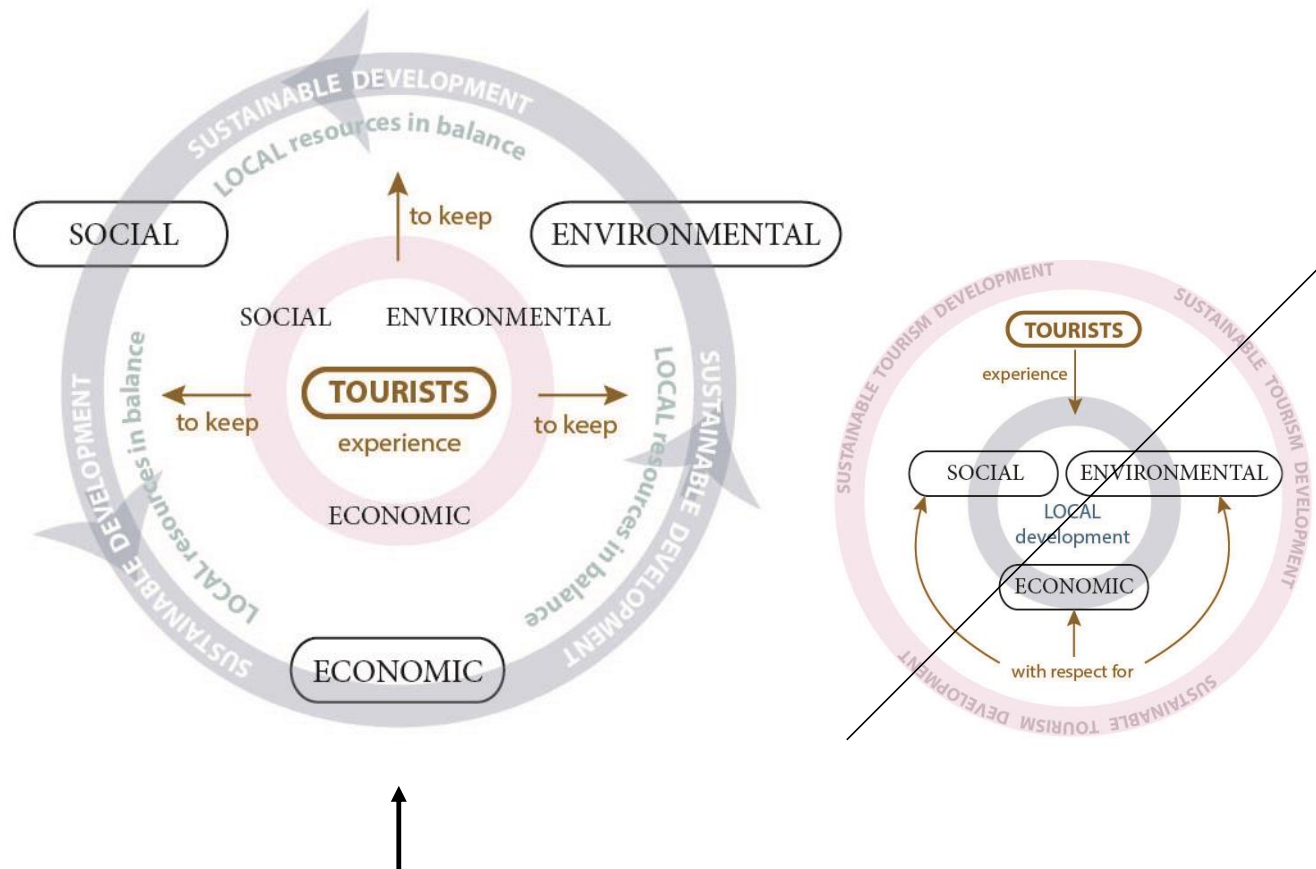


- Mainly National-oriented, growing towards International
- Recent archeological findings
- Costa region: Cultural tourism, Beach tourism, Sports tourism (surfing, sandboarding)



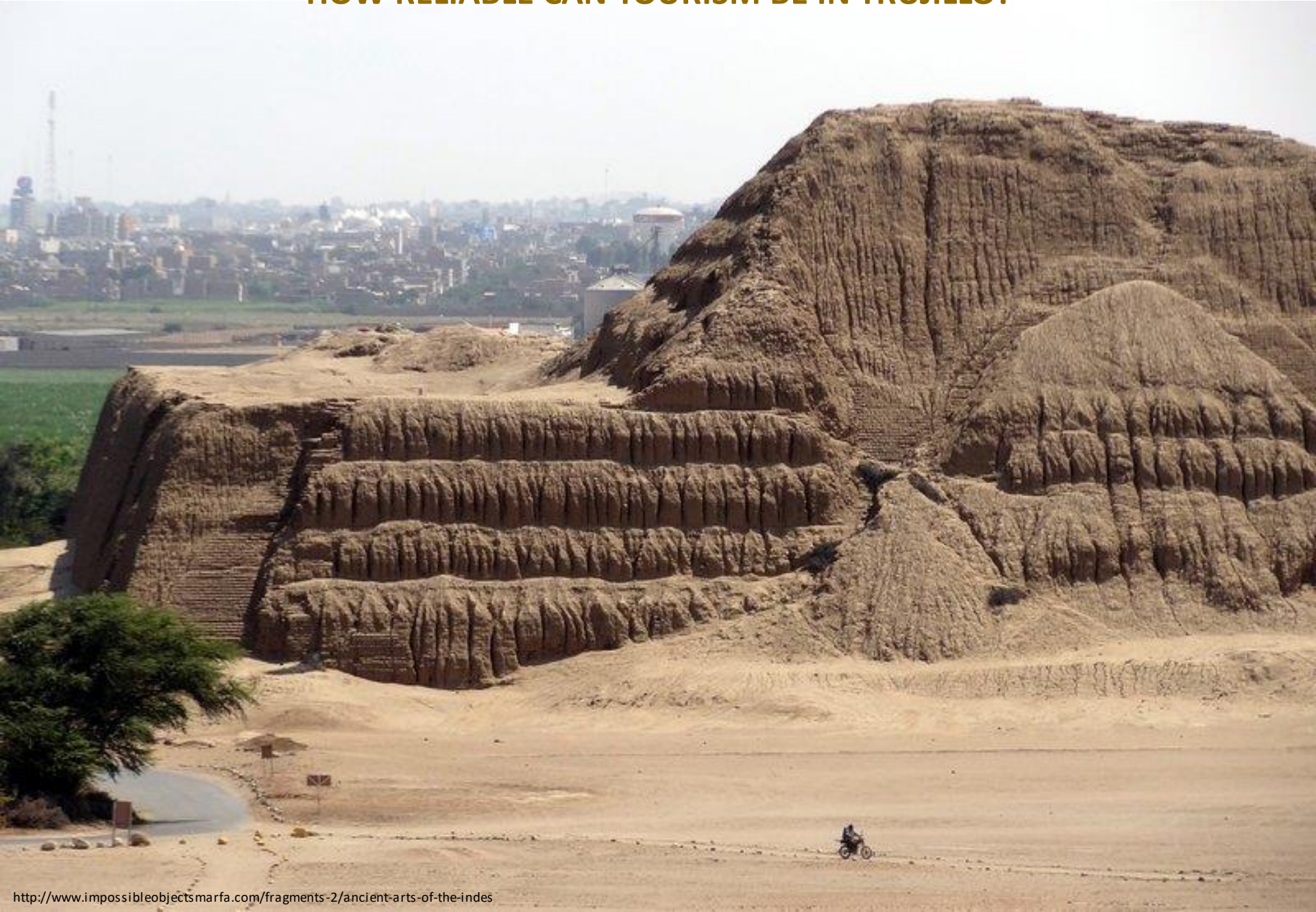


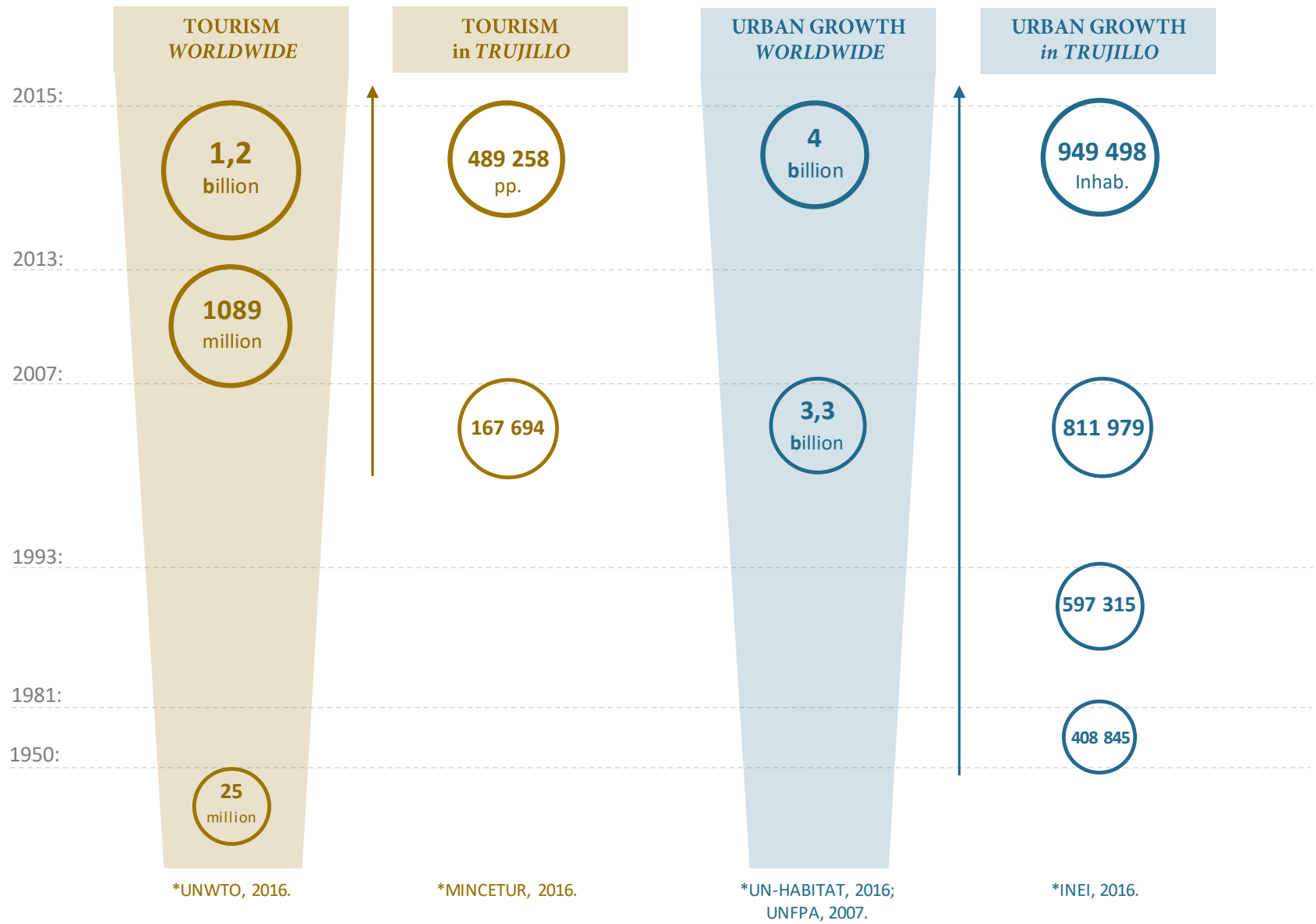
Therefore, why not to boost the tourist assets to achieve sustainable development?



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- WORLD COMISSION ON ENVIRONMENT AND DEVELOPMENT (1987). Our Common Future « The Brundtland Report ».

HOW RELIABLE CAN TOURISM BE IN TRUJILLO?





CHAN CHAN

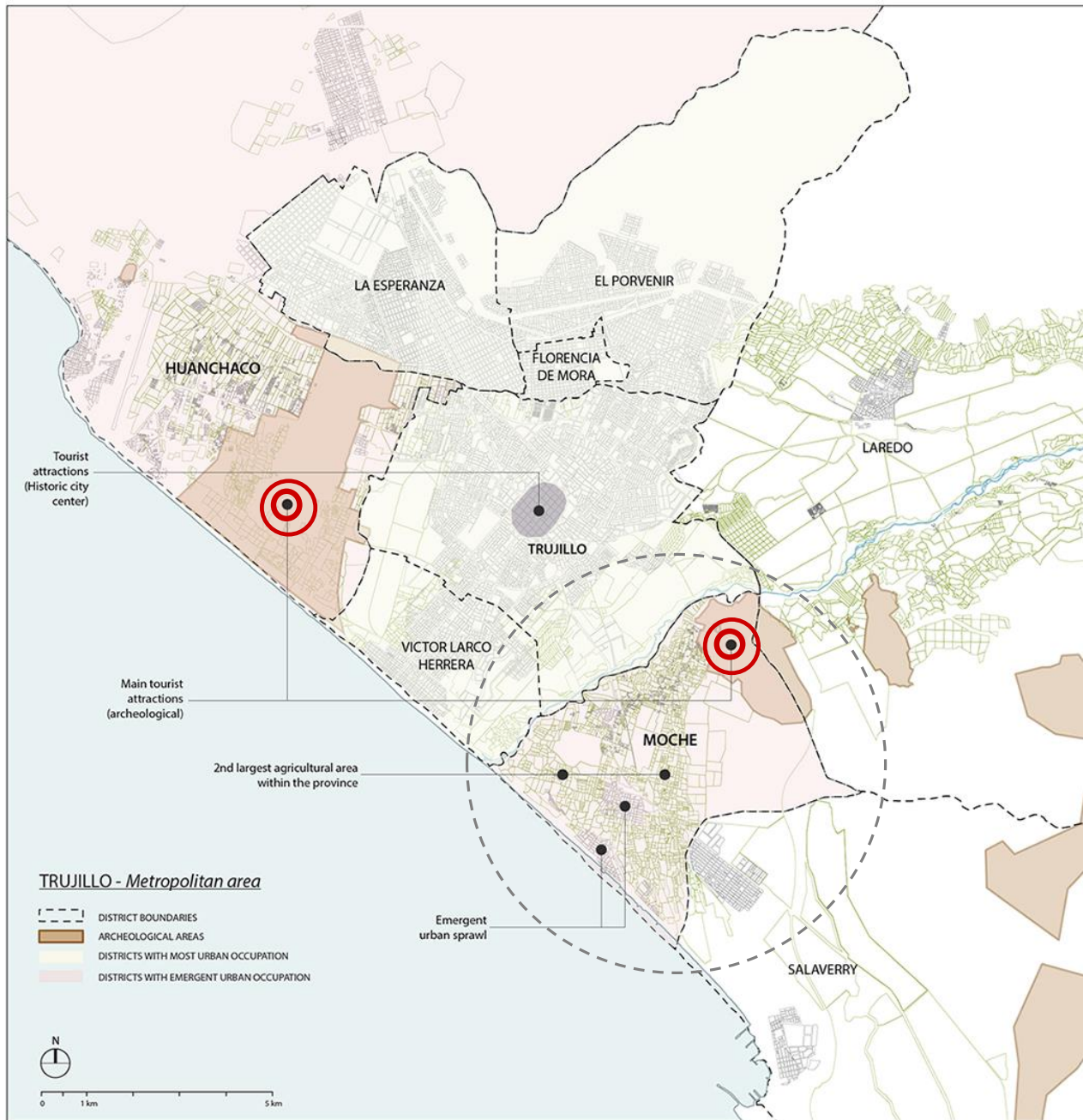


Photo Source: Author

**HUACAS DEL SOL
Y LA LUNA**



Photo Sources: Chan Chan: by author; Huacas del sol y la luna: taken from <http://mountaineeringhuaraz.com/huacas-del-sol-and-la-luna-huacas-de-moche-museum/#.WVKXs2iGNPY>





local
↑
1st
alfalfa

2nd
asparagus
↓
exports

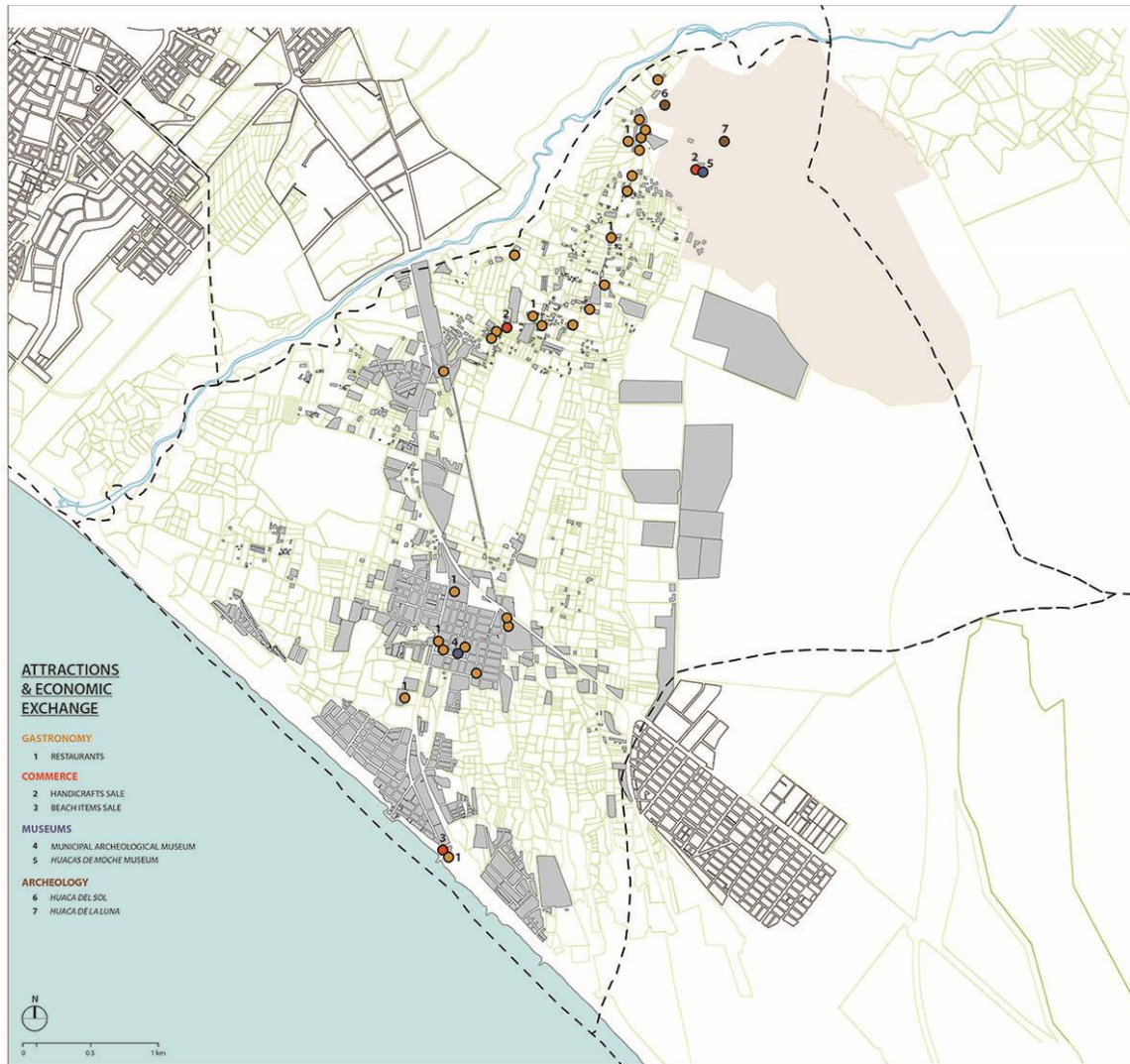
MOCHE

Sources: Google maps.



0.5 1km

SOCIAL

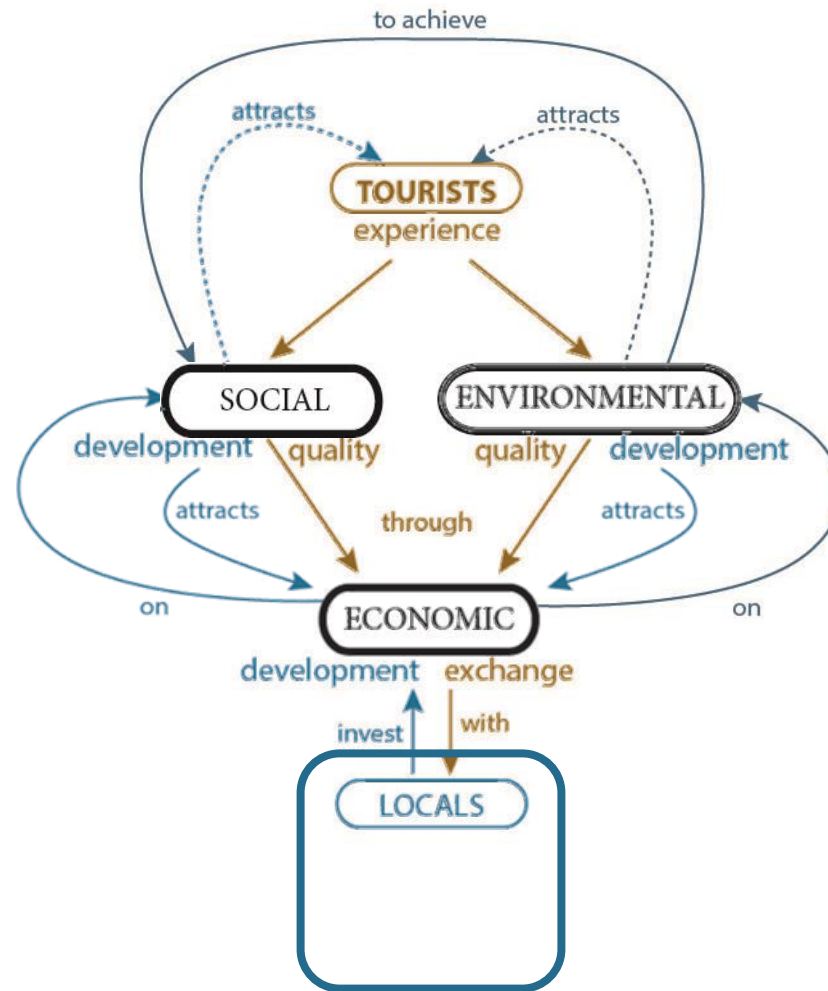


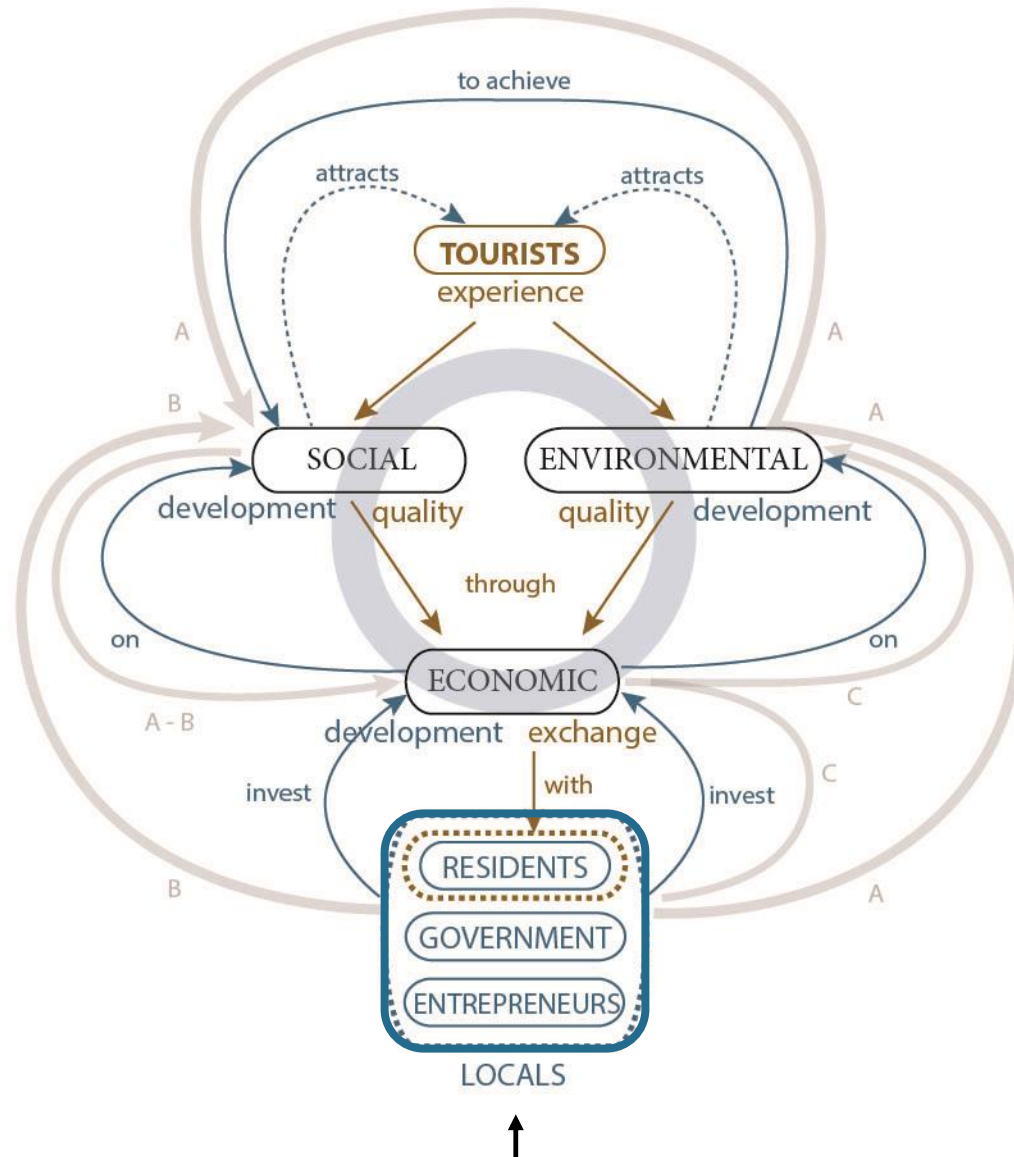
ENVIRONMENTAL



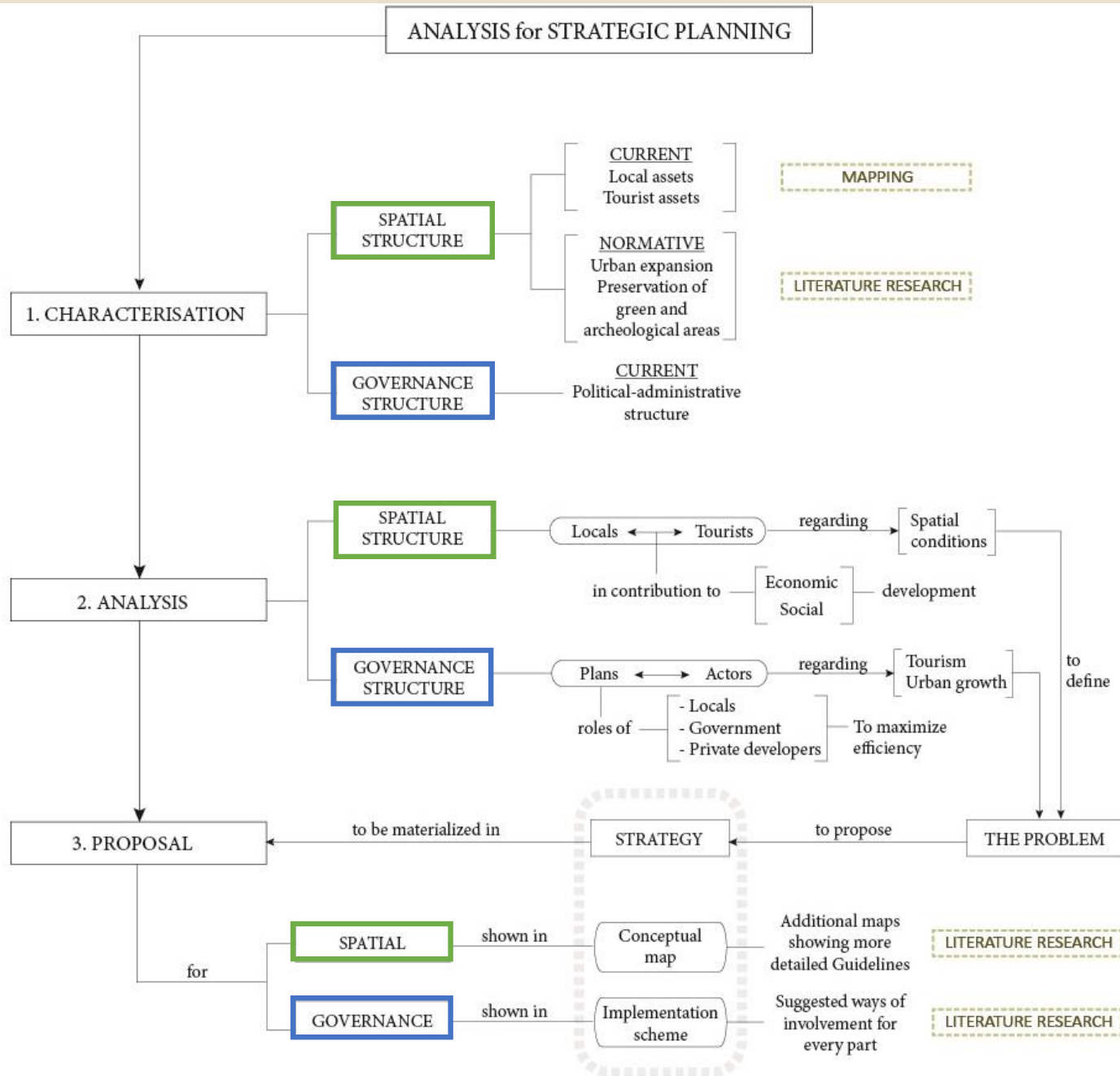
ECONOMIC

How can the tourist assets of Moche help to improve its spatial conditions, to achieve sustainable development?

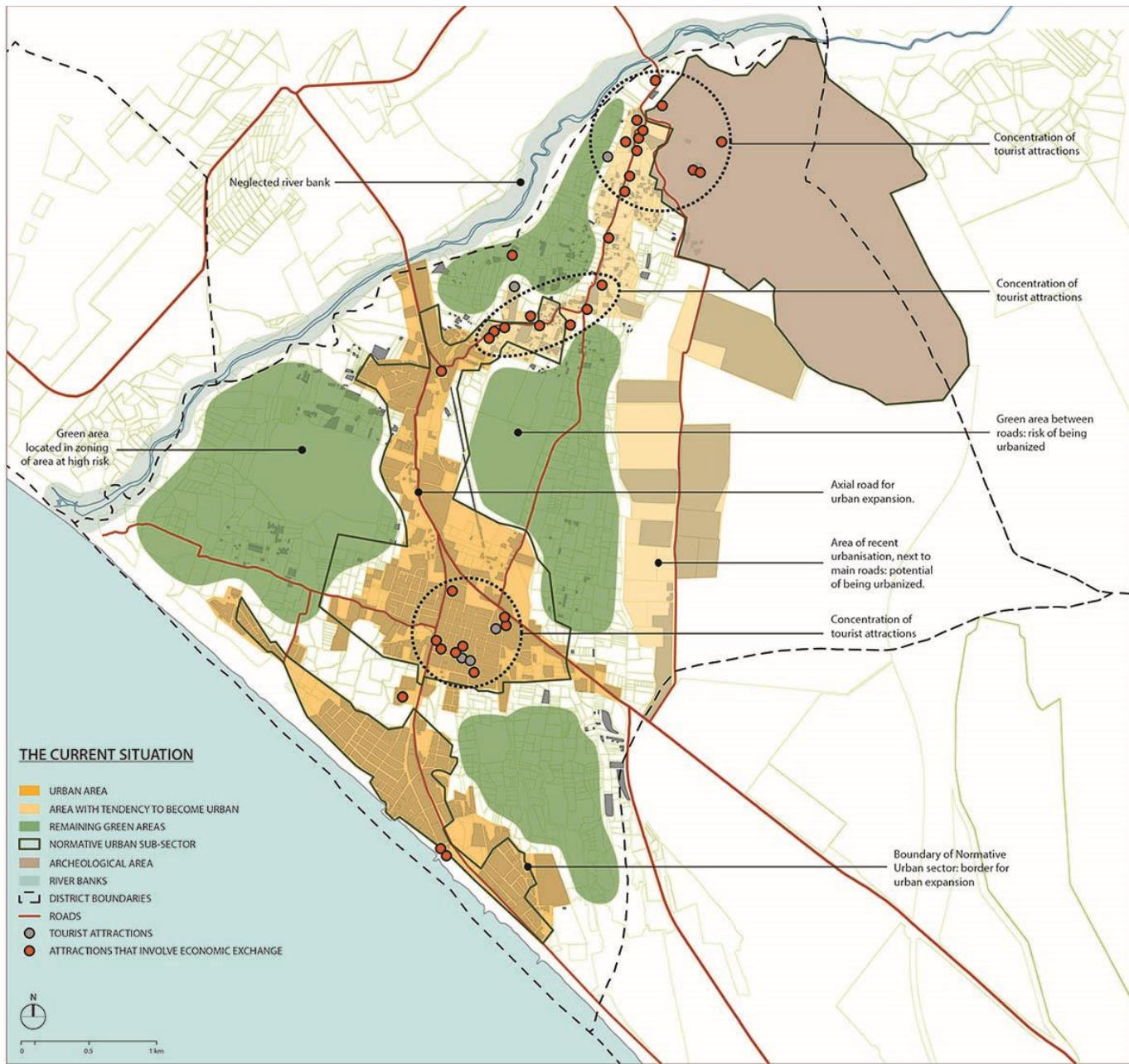


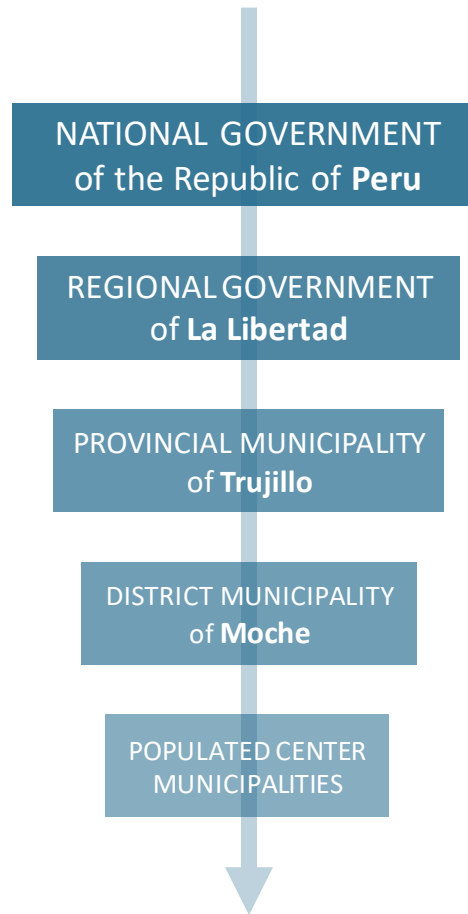


- ALBRECHTS, L. (2008). Strategic Spatial Planning Revisited Experiences from Europe.
- FAINSTEIN, S. (2000). New Directions in Planning Theory. In Urban Affairs Review, Vol. 35, N° 4, PP. 451-478.
- HEALEY, P. (2006). Collaborative Planning: Shaping Places in Fragmented Societies. 2nd edition. New York: Palgrave Macmillan.



*Methodology chart for analysis. Source: Made by autor.





NATIONAL

Updated National Strategic Development Plan "Perú hacia el 2021".

PHYSICAL-SPATIAL COMPONENT

National Plan of Urban Development: "Perú: Territorio para todos". Policy guidelines 2006-2015

TOURISM COMPONENT

National Strategic Tourism Plan (PENTUR) 2016-2025

REGIONAL

Regional Concerted Development Plan (PDRC) of *La Libertad* Region 2010-2021.

TOURISM COMPONENT

Regional Strategic Tourism Plan (PERTUR) *La Libertad* 2011-2021

PROVINCIAL

Local Concerted Development Plan (PDLC) of *Trujillo* Province 2017-2030.

PHYSICAL-SPATIAL COMPONENT

Plan of Territorial Conditioning (PAT) of *Trujillo* Province 2013-2021.
Plan for Metropolitan Urban Development (PDUM) of *Trujillo* 2012-2021.

TOURISM COMPONENT

Provincial Strategic Tourism Plan (PEPTUR) 2014-2021

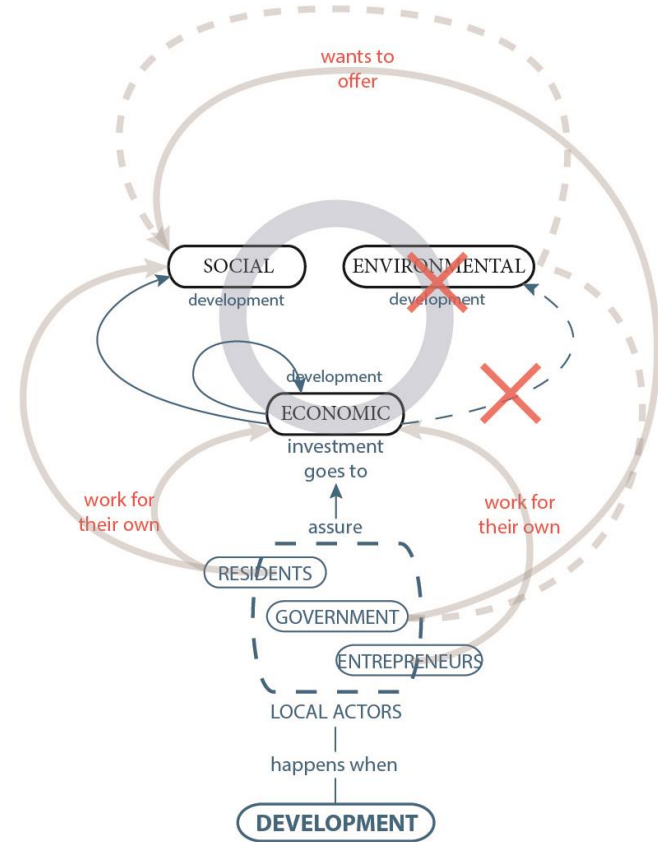
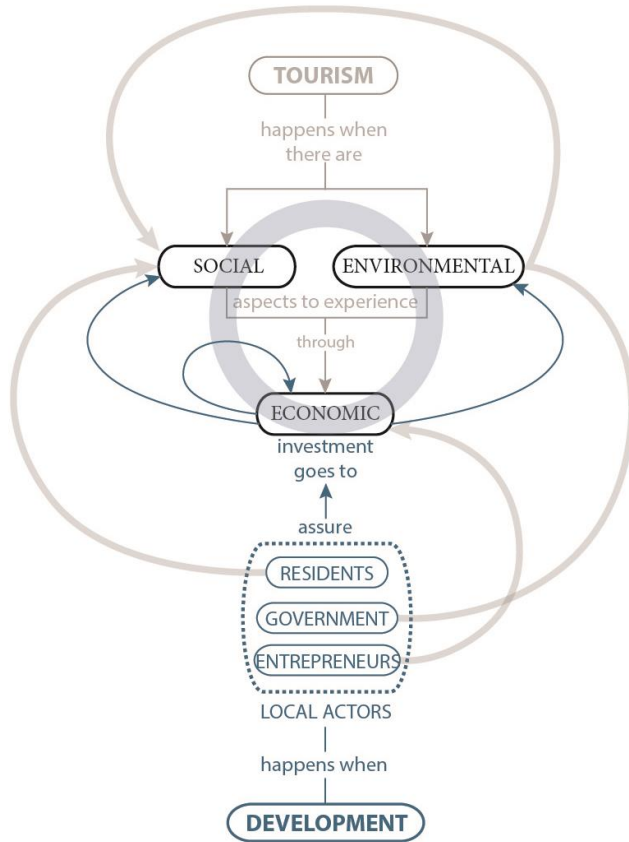
DISTRICT

Local Concerted Development Plan (PDLC) of *Moche* 2021.

PHYSICAL-SPATIAL COMPONENT

PROPOSED BY PDUM:

Urban Development Plan of *Moche*.
Scheme of Urban Ordering of *Miramar* Village Center.
Specific Buffer Zone Plan of the Archeological Complex *Huacas del Sol y la Luna*.
Specific Plan of Tourism Development of *Moche* Countryside.
Plan Específico para el Tratamiento Urbanístico de la franja costera.





A STRATEGIC SPATIAL PLAN *for Moche*

VISION

By 2030, Moche district is an important tourist destination within Trujillo province. It is attractive enough to compete with other national destinations within the country to offer a locally-oriented-experience for national and international tourists visiting Trujillo. Its tourist attractiveness, has make it possible for it to reach environmental, social and economic improvements, and continues working towards a more sustainable development model.

GENERAL OBJECTIVES

- 01.** To increase Moche's tourist attractiveness to make it more competitive and able to catch multiple tourist types visiting surrounding areas.
- 02.** To improve local environmental conditions, so that living areas are attractive enough for residents to live in, being this a stimulus for their social and economic development.

**TOURISM
DEVELOPMENT**

**URBAN
DEVELOPMENT**

SPECIFIC OBJECTIVES

- 01.** To reinforce Moche's cultural and environmental identity to make it more unique and, therefore, touristically competitive within the region.
- 02.** To offer a wider range of experiences that cover the different tourist niches possible to be found in Moche, namely archeological, gastronomic, historical, socio-cultural, and beach tourism.
- 03.** To offer an accessible and safe environment for tourists, that is easily connected to other main tourist spots in the province.
- 04.** To guide urban expansion in a way that it does not put into risk the main environmental assets of the district, namely archeological and agricultural ones.
- 05.** To develop areas of concentration of activities and services, that are the generators of economic development.





01. To reinforce Moche's cultural and environmental identity to make it more unique and, therefore, touristically competitive within the region.

- A. Development of nodes over the territory, with spatial differentiated qualities that correspond to a local identity proper of its specific location, for instance urban-rural, or rural-agricultural.
- B. Regain societal will for participation in urban regeneration projects, where urban improvement affects directly their local environment and can turn into a source of economic income.

SPATIAL

GOVERNANCE



02. To offer a wider range of experiences that cover the different tourist niches possible to be found in Moche, namely archeological, gastronomic, historical, socio-cultural, and beach tourism.

- A. Provide with tourist facilities and services that guarantee tourists have a comfortable environment to enjoy their stay, and that are in line with the type of tourism they expect to experience.
- B. Involve local actors (society and business sector) in the enterprise of providing different types of services that correspond with the needs of the different tourist types, and make it a business for living.

SPATIAL

GOVERNANCE



03. To offer an accessible and safe environment for tourists, that is easily connected to other main tourist spots in the province.

- A. Improve the roads infrastructure and the transport system in the district, within it and with surrounding districts, by elaborating a transport system plan that is inclusive and environmentally friendly.
- B. Involve society in the elaboration of urban design guidelines for main tourist routes, that boost identity qualities; and involve them in construction works and maintenance of those renewed streets.

SPATIAL

GOVERNANCE



04. To guide urban expansion in a way that it does not put into risk the main environmental assets of the district, namely archeological and agricultural ones.

- A. Control urban occupation by defining the boundaries and spatial qualities of those areas allowed for it. This strategy is boosted by increasing the attractiveness of the urban environment within the boundaries, to reinforce everyone wants to settle down as close as possible to the urban nodes.
- B. Preserve vulnerable areas, such as archeological and agricultural ones, that due to its nature seem to be empty and are at constant risk of being urbanized, not only by normative means, but also by physical ones that boost its open-landscape character.

SPATIAL

GOVERNANCE



05. To develop areas of concentration of activities and services, that are the generators of economic development.

- A. Create physical conditions for strategic areas to become attractive to be developed or consolidated.
- B. Attract urban developers to invest in existing and to be potentially developed urban areas, due to its economic potential for attracting visitors and being centers of local businesses.

SPATIAL

GOVERNANCE







The countryside belt before. Image Source: Google Street view, 2017.

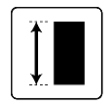
THE COUNTRYSIDE BELT



LAND USE



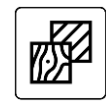
VISUAL OPENNESS



HEIGHT OF BUILDINGS



ELEVATION DENSITY



RECOMMEND. FOR MATERIALS



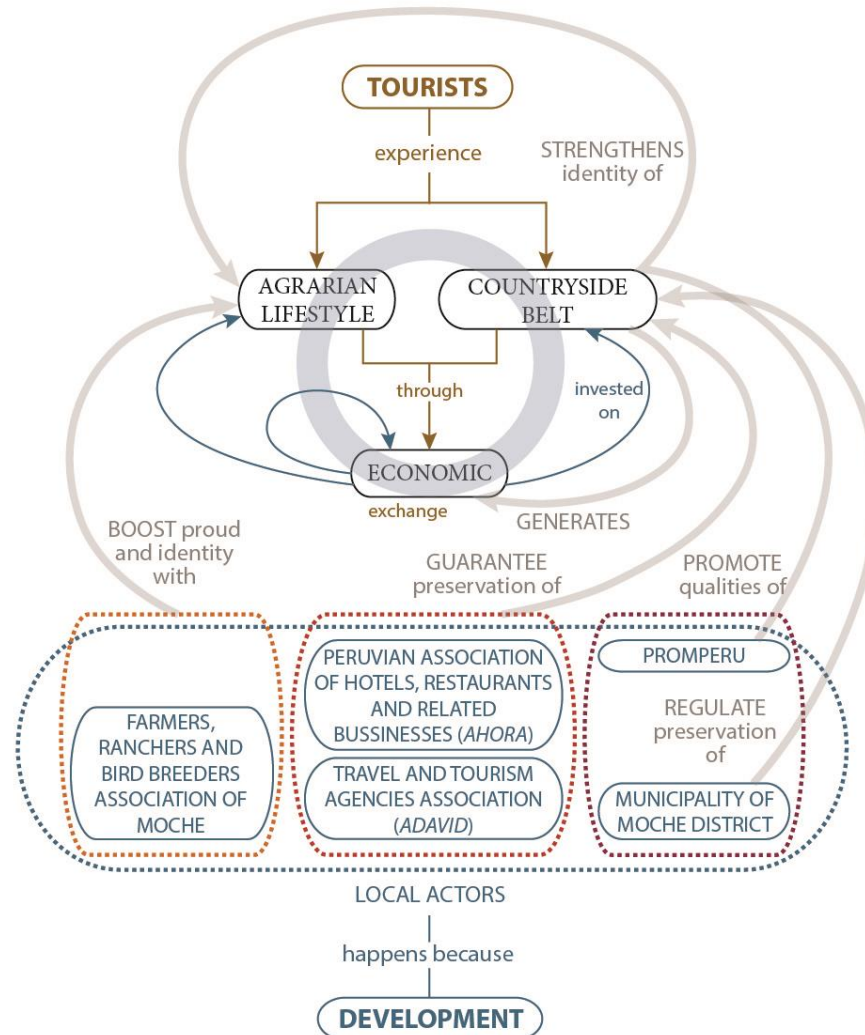
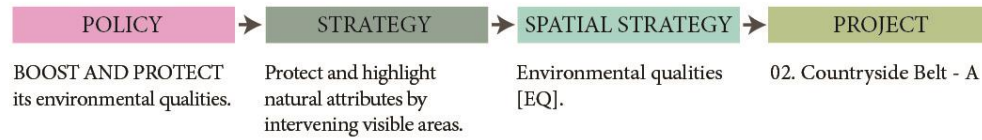
RECOMMEND. FOR SERVICES



RESTRICTION OF BUILT AREA



02. COUNTRYSIDE BELT.





The countryside belt before. Image Source: Google Street view, 2017.

LAS DELICIAS PROMENADE



LAND USE



VISUAL
OPENESS



HEIGHTS OF
BUILDINGS



ELEVATION
DENSITY



RECOMMEND.
FOR MATERIALS

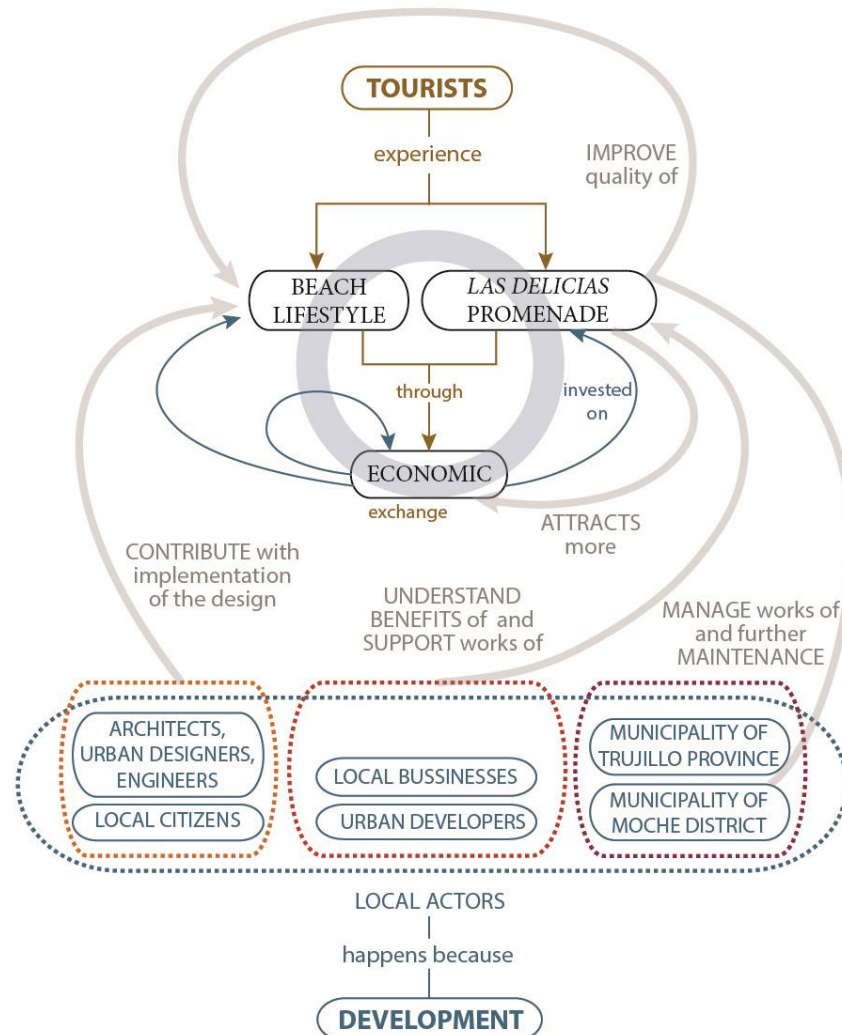
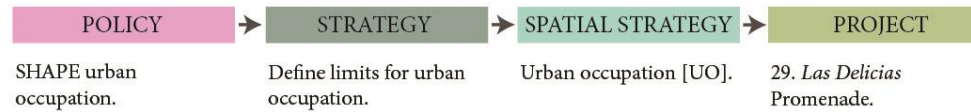


RECOMMEND.
FOR SERVICES



RESTRICTION
OF BUILT AREA

29. LAS DELICIAS PROMENADE.





The countryside belt before. Image Source: Google Street view, 2017.

THE ARCHEOLOGICAL NODE



LAND USE



VISUAL
OPENESS



HEIGHT OF
BUILDINGS



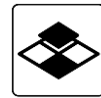
ELEVATION
DENSITY



RECOMMEND.
FOR MATERIALS



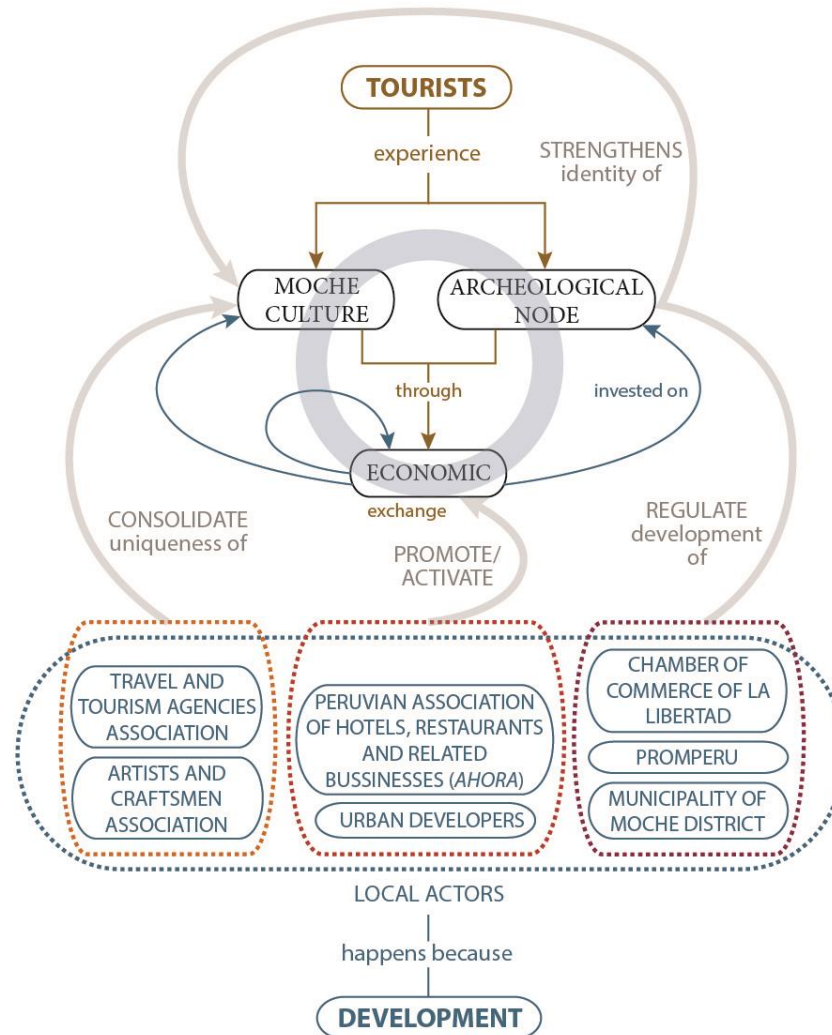
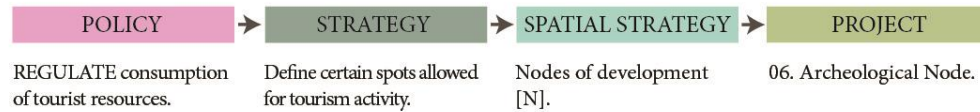
RECOMMEND.
FOR SERVICES



RESTRICTION
OF BUILT AREA



06. ARCHEOLOGICAL NODE.





THE RURAL EXPERIENCE



LAND USE



VISUAL
OPENESS



HEIGHT OF
BUILDINGS



ELEVATION
DENSITY



RECOMMEND.
FOR MATERIALS



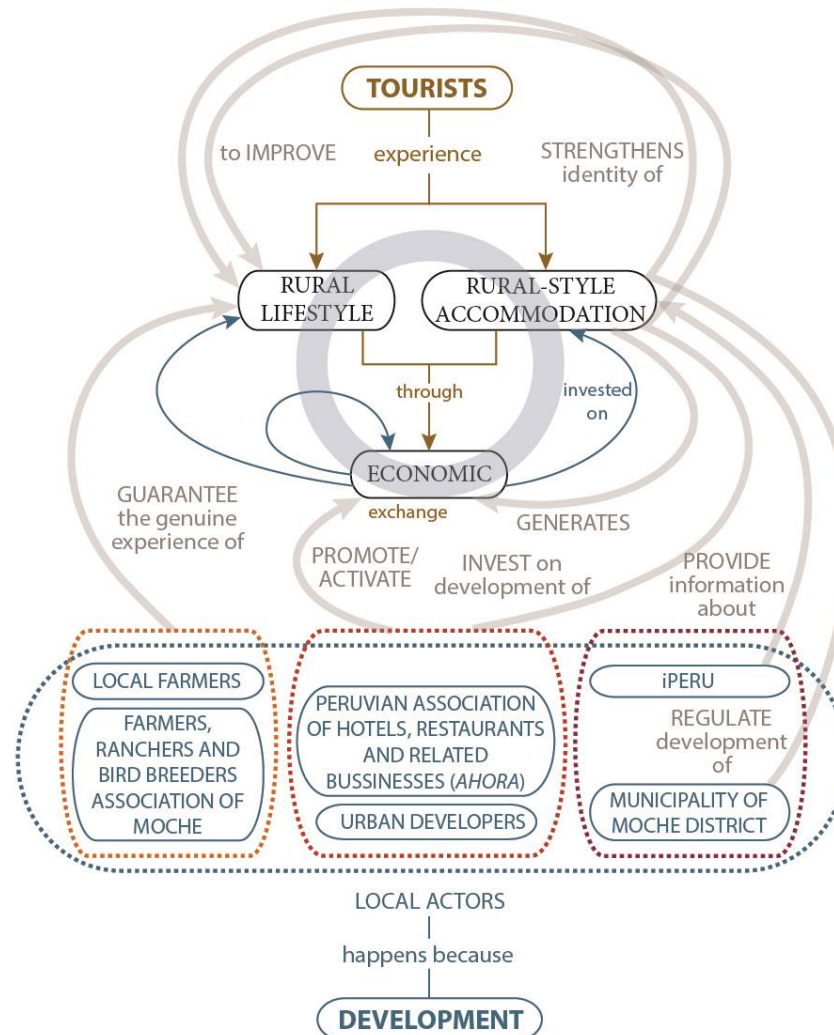
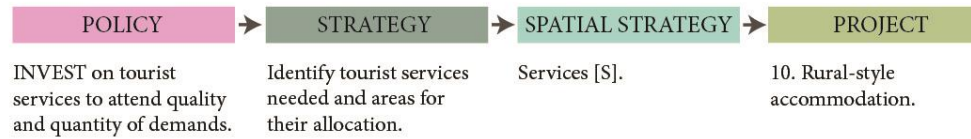
RECOMMEND.
FOR SERVICES



RESTRICTION
OF BUILT AREA



10. RURAL STYLE ACCOMMODATION.





The countryside belt before. Image Source: Google Street view, 2017.

DIEGO FERRE STREET



LAND USE



VISUAL
OPENESS



HEIGHT OF
BUILDINGS



ELEVATION
DENSITY



RECOMMEND.
FOR MATERIALS



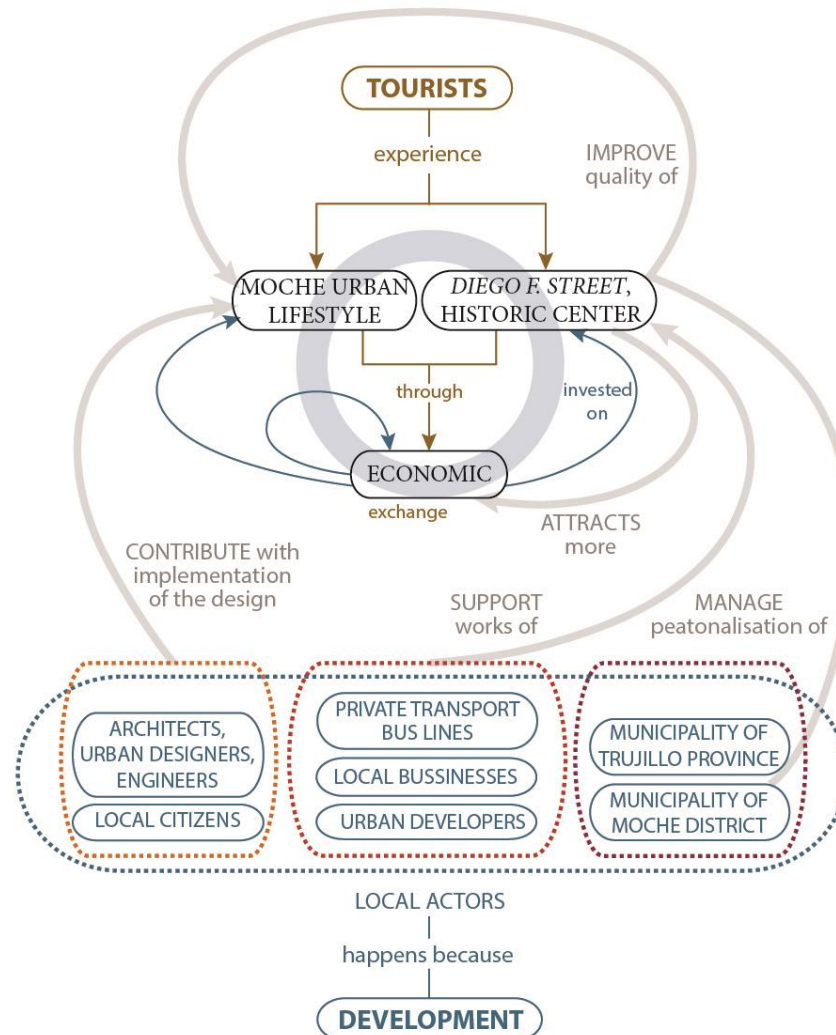
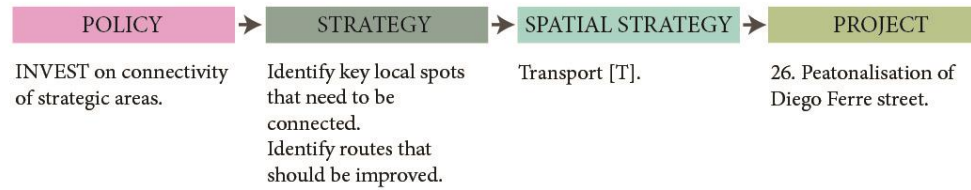
RECOMMEND.
FOR SERVICES



RESTRICTION
OF BUILT AREA



26. PEATONALISATION OF DIEGO FERRE STREET.





LA RUTA MOCHE
THE MOCHE ROUTE





“It was a fascinating place for sure, and I was particularly impressed by the fact that these civilizations existed LONG before the Incas, yet we tend to think of Peru in terms only of the Inca civilization.”

- Barbara Weibel (July, 2015), *tourist*.