

# TUI COLOURFUL CULTURES PERU

July 2022 to July 2024

With tourism at a standstill during the pandemic, the fragility of the informal employment sector was exposed. Without savings or social protection, many artisans experienced **financial vulnerability**. Alongside this, a lack of access to education can lead to economic dependence, **especially for women**.

So the TUI Care Foundation has created the Colourful Cultures Peru programme, to **enhance the weaving techniques of 135 female artisans** and train them in how to boost their sales of unique handmade products for the tourism market.

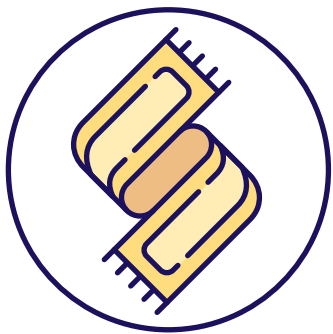
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## OUR OBJECTIVES



To strengthen socio-economic inclusion by encouraging tourists to the area



To empower women by harnessing their traditional weaving skills and boosting their income



To preserve the local cultural heritage and identity of Ollantaytambo

## WHO WE'RE WORKING WITH

Artisans from 5 Quechua-speaking rural communities within the Patacancha basin in the Ollantaytambo district (Cusco): **Patacancha, Rumira-Sondormayo, Huilloc, Quellccanca** and **Yanamayo**

### PATACANCHA BASIN

- 1 Huilloc - 3 543 m.a.s.l.
- 2 Patacancha - 3 811 m.a.s.l.
- 3 Rumira-Sondormayo - 3 809 m.a.s.l.
- 4 Yanamayo - 3 953 m.a.s.l.
- 5 Quellccanca - 3 799 m.a.s.l.



## TO CREATE MASTERPIECES INCLUDING...



Living-room Collection



Dining-room Collection



Bedroom Collection



Accessories

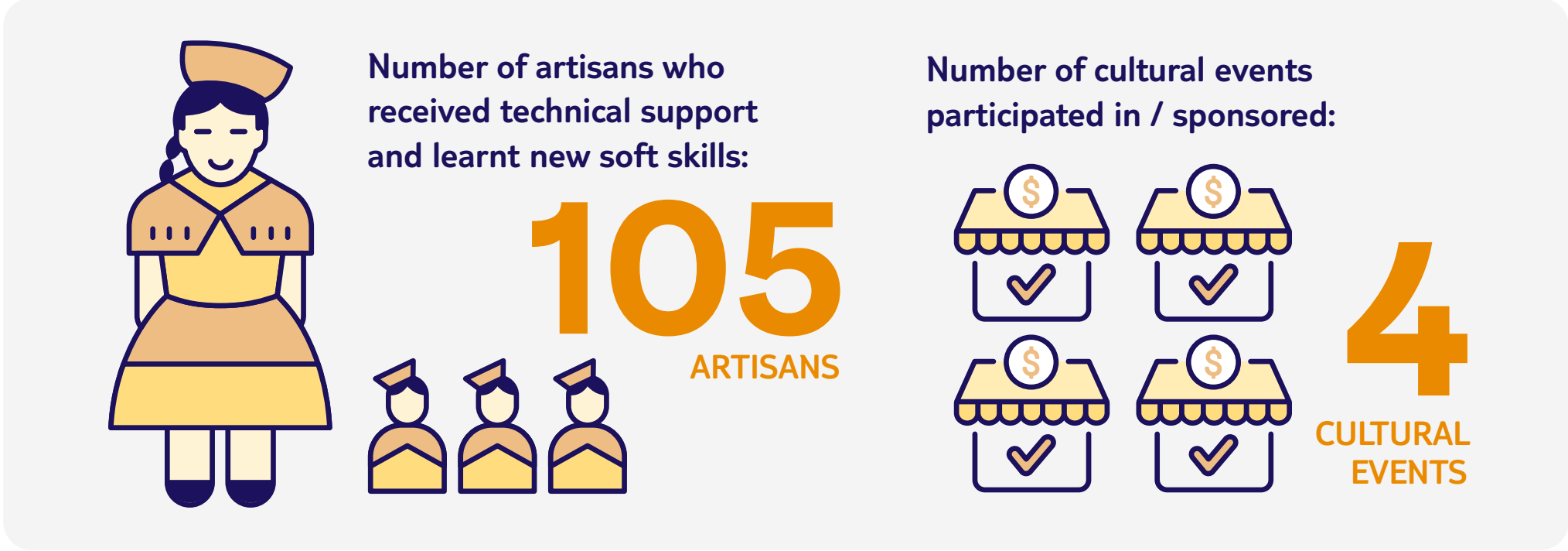


# PROGRESS SO FAR

## CULTURAL PRESERVATION



## SOFT SKILL DEVELOPMENT



## ECONOMIC DEVELOPMENT



## POSITIVE EXPERIENCES

1

Local cooperatives **strengthened their organisational structure** and are able to invoice electronically, allowing the implementation of **two exhibiting areas** in Cusco for the first time.

2

Products weaved by the artisans were **evaluated and approved** by Ministry of Culture, this enabled them to participate on **Ruraq Maki National Fair**, the most important event to promote, exhibit and sell textiles in Peru.

3

Three artisans **travelled out of their region for the first time** to participate in National fairs, they felt **proud to represent** their rural communities and exhibit their beautiful handmade textiles in the capital city, Lima.

