

European Institute of Innovation, Entrepreneurship, and Technology (EIET)

Course: B.A. in Tourism and Recreation

Subject: Planning and Management of Sustainable Tourism Spaces

Assignment: 4

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Assignment 4

Question 1: Choose a site that has implemented a visitor management plan and explain:

Case Study: Machu Picchu, Peru

Machu Picchu, one of the most famous archaeological sites in the world, is a UNESCO World Heritage Site located in Peru. Due to its popularity, the site has faced serious challenges related to overcrowding, environmental degradation, and cultural preservation. To protect its fragile ecosystem and ensure a sustainable visitor experience, the Peruvian government and UNESCO developed and implemented a Visitor Management Plan (VMP).

Main Reasons for Developing and Implementing the Visitor Management Plan

The main reason for developing a visitor management plan at Machu Picchu was to control the rapid growth of tourism that was threatening the site's sustainability. Tourist numbers rose dramatically—from just a few thousand in the 1980s to nearly 1.5 million annually. This heavy influx caused soil erosion, physical wear to stone structures, and ecological damage to the surrounding cloud forest.

The plan aimed to balance tourism with conservation, ensuring that visitors could continue

to enjoy the site without causing irreversible harm.

Key Challenges Faced by the Site

1. Overcrowding and overtourism.
2. Environmental damage and waste disposal issues.
3. Cultural degradation and loss of authenticity.
4. Poor infrastructure and unregulated tours.

Strategies and Measures Used to Manage These Challenges

1. Visitor caps and timed entry system to reduce congestion.
2. Mandatory guided tours for monitoring and education.
3. Online ticketing system to manage visitor flow.
4. Zoning and route design to protect sensitive areas.
5. Improved waste management and local infrastructure.
6. Community involvement in tourism activities.

Outcomes and Success of the Visitor Management Plan

The Visitor Management Plan has significantly improved the sustainability of Machu Picchu:

- Controlled tourism growth and reduced damage to pathways.
- Improved conservation of vegetation and structures.
- Enhanced visitor experience with better organization.
- Increased local employment and community benefits.
- Recognition as a global model of sustainable tourism.

Although challenges remain during peak seasons, the success of Machu Picchu's Visitor Management Plan demonstrates that strategic planning, regulation, and community participation are essential for sustainable tourism management.

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