

Plan Wallata 2016-2021

3. Institutional:	SG2: To consolidate local commercial links based on demand.									Budget
	SG4: To promote the interaction and integration of public and private efforts, adopting innovative models of integral management based on mutual understanding and communication.									
GENERAL AND SPECIFIC ACTION PLAN	Goal	Indicator	General responsibility and coordination	IMPLEMENTATION TIMETABLE						Budget
				2016	2017	2018	2019	2020	2021	
GPA: 3.1. Strengthening of municipal management for tourism development										
SPA 3.1.1. Increase professionals in the Tourism Development Division from 2 to 6.	Goal: 6 professionals by the 4th year of implementation	Indicator: # of professionals contracted for the tourism division.	MDO					x		S/.96,000.00
SPA. 3.1.2. Tourism training programme for officials (6 month period) with advise from MINCETUR.	Goal: 1 training programme by the end of each year of implementation	Indicator: # of officials advised and trained by MINCETUR	MINCETUR		x	x	x	x	x	S/.90,000.00
SPA. 3.1.3. Incorporate professionals into the monitoring unit	Goal: 2 professionals by the 2nd year of implementation	Indicator: # of monitoring professionals	MDO				x			S/.144,000.00

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SPA. 3.1.4. Technical support and accompaniment for drafting profiles of tourism and townscape projects	Goal: 2 sessions by year 1 of implementation	Indicator: # of profiles of tourism and townscape projects	MINCETUR		x					S/.90,000.00
SPA 3.1.5. Exchange of experiences with regional or domestic destinations using good management practices	Goal: 1 exchange every year of implementation	Indicator: # of exchanges of experiences of good practices in Peru	TURISMO CUIDA/MPU		x	x	x	x	x	S/.75,000.00
SPA. 3.1.6. Exchange visits and training in tourism management for technical personnel of MDO	Goal: 1 training session and 1 exchange visit per year for MDO personnel	Indicator: number of MDO personnel who have been on training sessions and exchange visits	TURISMO CUIDA/MPU			x	x	x	x	S/.60,000.00
GPA: 3.2. Strengthening local trade association										
SPA: 3.2.1. Formalisation programme for hotels and restaurants in Ollantaytambo	Goal: 100% increase in members by year 1 of implementation	Indicator: # of members officially registered with the association	MDO		x	x	x	x	x	S/.10,000.00

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SPA: 3.2.2. Training in association management, leadership, entrepreneurship and team work	Goal: 2 sessions by year 2 of implementation	Indicator: # of members of AHORA Ollantaytambo trained in team work.	MDO			x	x	x	x	S/.20,000.00
SPA: 3.2.3. Attendance and accompaniment in drafting projects for AHORA Ollantaytambo	Goal: 2 accompaniment sessions by year 1 of implementation	Indicator: # of projects drawn up and # of sources of financing obtained	MDO		x					S/.10,000.00
SPA: 3.2.4. Exchange of experience at national and international levels with good destination management practices	Goal: 1 exchange every year of implementation	Indicator: # of exchanges of experiences in good destination management practices	MDO		x	x	x	x	x	S/.50,000.00
GPA: 3.3. Links between public and private institutions										
SPA 3.3.1. By-law institutionalising the Ollantaytambo Consultative Committee as manager of the Wallata Plan	Goal: Registered by the 1st year of implementation	Indicator: Registry entry and/or by-law recognising the CT	Wallata Plan Management Board		x					S/.1,000.00

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SPA 3.3.2. Development of synergies and strategic alliances between institutions and agreement with institutional members of TurismoCuida	Goal: 5 agreements on completion of implementation	Indicator: # of agreements entered into	Wallata Plan Management Board		x	x	x	x	x	S/.90,000.00
SPA 3.3.3. Encouragement of by-laws concerning civic improvements and local services	Goal: 1 by-law by the 1st year of implementation	Indicator: By-law enforced	MDO		x					S/.5,000.00
SPA 3.3.4. Quarterly monitoring of compliance with the actions of the PDTO	Goal: 3 monitoring meetings per year of implementation	Indicator: # of monitoring meetings during the year	MDO		x	x	x	x	x	S/.14,000.00
SPA 3.3.5. Start of a process of transfers and exchange of experiences	Goal: 2 exchanges for each year of implementation	Indicator: # of exchanges of experiences in good destination management practices	MDO			x	x	x	x	S/.75,000.00