



Urban Agenda Platform

The global platform for sharing progress, action and knowledge on the implementation of the New Urban Agenda to achieve sustainable urban development.

ArTourism: Art and tourism combined to generate social inclusion and vibrant communities

Region	Latin America and the Caribbean
Award Scheme	World Urban Campaign
Sustainable Development Goals	Goal 11 - Make cities and human settlements inclusive, safe, resilient and sustainable

Summary

Artourism is a model to generate urban social inclusion: enhance the sense of belonging to a place and; promote an equitable access to the arts.

Background and Objective

It is done through the creation of community-based artworks portraying their main characteristics of an area and the later tourism around it to break stereotypes. The solution has helped to attract visitors in a neighborhood that has been famous for its marginalization, but not tourism opportunities. So far 100% of the tourist who have visited La Perseverancia left with a positive image of the area, realizing that the prejudices people were talking about were not real. Since the mural has been created, the community has protected them, with the artworks remaining intact until the day. There's a potential to involve the at-risk youth from the community to be the tour guides to receive a sustainable income, thus improving their quality of living.

Innovative Initiative

Empowerment in the urban space + promotion of social capital

Resources devoted to delivery

Know more: <https://www.youtube.com/watch?v=UclrSSEQs0E> <http://wanderlustsoul.strikingly.com>