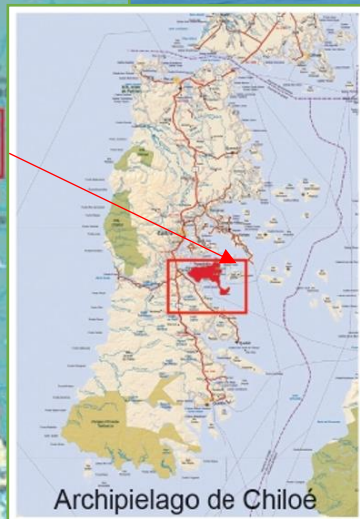


Puqueldón, Chile  
Officially recognized as a Best Tourism Village by UN Tourism in 2022

# Cultivating Heritage: Agritourism Experiences from the Field

Cultivando el patrimonio: experiencias de agroturismo desde el terreno





Puqueldón is an island commune located on Lemuy Island, part of the Chiloé Archipelago, which comprises more than 40 islands. It has a population of 4,048 inhabitants, all living in rural areas.

Rural tourism is a key driver of local development, led by family-run micro-enterprises that have embraced agrotourism and experience-based tourism as ways to diversify their economy. These initiatives highlight the community's everyday life, traditions, and cultural heritage.



- In 2011, Chiloé was recognized as a Globally Important Agricultural Heritage System (GIAHS) for the richness of its farming practices, the conservation of biodiversity, and the cultural significance of native potatoes, Chiloé garlic, and other traditional crops that embody the archipelago's identity.
- Additionally, three of its churches have been designated UNESCO World Heritage Sites.

# Women's leadership in agrotourism and cooperatives.

Liderazgo de las mujeres en el agroturismo y las cooperativas.



Women are the backbone of tourism in Chiloé, with 67% of enterprises led by them. One remarkable example is Yolanda Millapichun, who is recognized as the guardian of 112 native potato varieties—a role that highlights her dedication to preserving the archipelago's agricultural and cultural heritage.

Through her work, she has safeguarded the traditional seeds passed down from her ancestors, ensuring biodiversity while transmitting knowledge about the cultivation and culinary use of potatoes.

Her contribution not only strengthens food security but also reinforces cultural identity and fosters appreciation for ancestral farming practices.





## Women's leadership in agrotourism and cooperatives.

Liderazgo de las mujeres en el agroturismo y las cooperativas.

Undoubtedly, one of the most successful experiences is led by 10 women farmers, members of the Chilcoop Cooperative.

They diversified their production by venturing into tourism through the Native Potato Route, which allows visitors to witness and take part in the productive and gastronomic process. Tourists connect with the land and with local knowledge about the cultivation of native potatoes, as well as collaborative traditions such as the Minga.

Today, they also have a line of products such as potato chocolates and potato chips, which has enabled them to participate in international fairs.

Celebrating  
Women in  
**BEST  
TOURISM  
VILLAGES**



PUQUELDÓN  
CHILE





# How Minga and communal practices are translated into tourism experiences.

Cómo la Minga y las prácticas comunales se traducen en experiencias turísticas.

In Chiloé and on Lemuy Island, the *Minga* is still practiced—an ancestral tradition of community and voluntary work carried out to achieve a collective goal.

The Native Potato Route offers visitors an interactive journey that immerses them in an authentic local tourism experience.

One of the highlights is the *Minga Tiradura de Casa*, which has become a major attraction, drawing more than 5,000 visitors every February.

This event not only showcases Chiloé's rich cultural traditions but also provides a vivid glimpse into the everyday practices of rural life in Puqueldón.





# Agrotourism as a vehicle for conserving native potato diversity.

El agroturismo como vehículo para la conservación de la diversidad de la papa nativa

Agrotourism has become a powerful tool for conservation—not only of native potato varieties, but also of the traditions and customs that shape local identity.

**Casa Pindal**, a family-run lodging certified under the GIAHS (Globally Important Agricultural Heritage Systems) program, successfully blends hospitality, nature, and culture. Its approach integrates agrotourism as a means of preserving the diversity of native potatoes while transmitting traditional farming knowledge.

Visitors can also enjoy unique experiences such as **forest bathing**, designed to foster a deeper connection with the natural environment. In addition, Casa Pindal offers cuisine prepared with ingredients from its own garden and from local producers, strengthening the circular economy and celebrating the authentic flavors of Chiloé.





## Agrotourism as a vehicle for conserving native potato diversity.

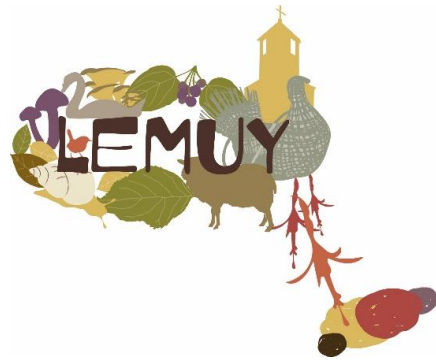
El agroturismo como vehículo para la conservación de la diversidad de la papa nativa

Today, new ventures are finding in agrotourism and the native potato a space for creativity and innovation.

One inspiring example is Teresa Baeza, who began her career in traditional jewelry-making and has since developed expertise in crafting unique pieces from native potatoes—transforming this ancestral crop into a source of artistic and cultural value.\*\*

Across the Commune of Puqueldón, a growing diversity of initiatives is emerging, showcasing the potential of agrotourism and rural tourism to drive innovation while honoring local traditions





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Thank you very much for your attention!

“Cultivating Heritage: Agritourism Experiences from the Field”  
 (“Cultivando el patrimonio: experiencias de agroturismo desde el terreno”)

