

Alianza para el Turismo Comunitario



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

COUNTERPART
INTERNATIONAL



Cooperative Agreement 520-A-00-06-00092

Alianza Para el Turismo Comunitario

USAID | Counterpart International

Quarterly Report, 1st Quarter Fiscal Year 2011

October 2010 to December 2010

TABLE OF CONTENTS

Page:

I. Executive Summary	. 3
II. 1 st Quarter FY 2011 Results Summary Table	5
III. Introduction	. 8
IV. General description of activities and results	9
V. Gender mainstreaming activities and results	... 20

Annex 1. Detailed indicators

I. Executive Summary

The first Quarter of Fiscal Year 2011 marked the beginning of a new phase of the Alianza para el Turismo Comunitario program. The new design of the program, approved by USAID, and the expansion into new geographical areas under a new focus required a relevant deal of institutional relationships work, as well as exploration, evaluation and negotiation of new alternatives for implementation. In some cases this work still continues, as in the ongoing negotiation of the sub award agreements with AGEXPORT's Arts and Crafts Commission and Comunidades de la Tierra, while in other cases the efforts for expanding the work have advanced and consolidated as is the case of the incorporation of new SMEs and community organization into the technical assistance and training programs.

In the Improved marketing and business practices for tourism SMEs and CBOs through the value chain approach, "¡Logremos que su empresa ó destino venda más!" (Let's boost your business) program efforts were focused on renegotiating memoranda of understanding with each individual beneficiary and identifying new beneficiaries in order to expand work. In Petén, 10 new beneficiaries were incorporated into the program and immediately began the technical assistance process. In Lake Atitlán, Counterpart continued to support ADISA, the Santiago Atitlán based organization providing assistance and employment to disabled people, by generating an organizational website, which had been identified as an essential tool in promoting the efforts of the organization, receiving donations and volunteer cooperation, and promoting handicrafts collections improved with previous assistance from Counterpart International. Also in Lake Atitlán, Counterpart continued to work with the Sololá Tourism Commission in order to finish the production of a Tourism Culture Awareness Campaign and to coordinate its implementation in the southern basin of the Lake; this effort was co-financed by the Canadian Cooperation's PROSOL Program.

In the Verapaces region, Counterpart worked with a group of community based tourism destinations and Peace Corps Volunteers to produce a regional catalog of community tourism destinations for the community organizations forming the group called Viviente Verapaz. The catalog, which features 10 community tourism destinations plus a private tour operator that has been working in collaboration with these destinations, was launched at a public event held at Chicoj Cooperative (which hosts a Coffee and Canopy Tour) on October 8th.

In the component for development and consolidation of new tourism products and services in the Western Highlands, Counterpart continued to collaborate with the Ruta Quiché Inexplorado community destinations through a collaboration agreement with the World Tourism Organizations ST-EP Foundation and Movimondo Foundation. On the marketing side, work focused on finalizing the corporate image for the three community destinations involved - Nuevos Mayas, Laj Chimel, and Tubing Chixoy - and initial steps for the production of websites. On the organizational strengthening side, Counterpart supported the development of a series of tools that were used by community members in order to evaluate and systematize experiences during an exchange of experiences tour organized to visit and learn from other ongoing community tourism destinations and organizations. Based on the results of the tour, community leaders drafted an improvement plan that will be carried out in their own community destinations. Work also continued in support of the marketing efforts for Cerro Sija Municipal Park, a joint effort with the Municipality of San Carlos Sija, Helvetas and Conservation International. The webpage www.ecocerrosija.com is live and generating very interesting results in terms of visits generated and positioning.

After completing the initial approaches and agreeing on framework and objectives, sub award agreements are in negotiation process with Comunidades de la Tierra and AGEXPORT. These sub award agreements will be focused on nurturing 3 completely new handicrafts producer groups and strengthening 15 already existing producer groups from the Western Highlands. Both sub award agreements will also include a component for national, regional and international commercialization through international trade fairs as a way to ensure sustainability by generating links with relevant value chains.

This quarter Counterpart received the final report of the New World Crafts Central American Trade Show, 3rd Edition, which was held on September 8th and 9th. Some of the most outstanding results included:

- Showroom featuring 100 stands with high quality handicrafts from all of Central America.
- Awards Ceremony of the 1st Central American Handicrafts Contest held on Wednesday 8th.
- In total, 100 specialized international buyers from USA, Canada, Europe, South America, Japan and Australia visited the event. The funds provided by Counterpart and USAID through the sub award covered the air tickets of 15 important buyers from the USA.
- At the close of the event, the exhibitors reported total sales worth Q 2,800,000 (\$350,000). Based on the experience of previous years, it is estimated that the fair will generate total sales worth approximately Q5,000,000 (\$625,000) for the participating exhibitors after the follow up contacts and activities.
- AGEXPORT considered this edition of the New World Crafts as the most successful thus far, since it consolidated the event as an obligated stop on the international handmade trade show circuit and since it opened important markets by presenting a high quality offer to very relevant buyers from around the world.

Following up on the participatory process which began with the review and development of recommendations regarding tourism and biodiversity conservation policies, Counterpart has been supporting Guatemala's Protected Areas Council (CONAP) on the revision of the tourism and visitation regulations and planning tools and at the same time is developing a training program on these topics for CONAP officials and protected area managers. Based on this process, CONAP has requested Counterpart to lead and facilitate a series of regional workshops on visitation planning and management for protected areas, with special emphasis on potential assessment, marketing and impact management. The first workshop was held on Thursday, December 2nd and focused on the importance of potential and feasibility assessment for the development of visitation activities in protected areas of Guatemala. A series of ensuing workshops for different regions are being negotiated with CONAP for implementation in 2011.

In the component for training and certification of community tourism guides Counterpart worked in collaboration with La Laguna Municipality Association of Sololá (Manclalaguna) and Guatemala's Technical Training Institute (INTECAP) to implement 3 community tourism guide certification courses that were completed by 46 new community tourism guides from the communities of San Pedro la Laguna (19 participants), San Pablo la Laguna (16 participants) and San Marcos la Laguna (11 participants). These community guides who completed the courses satisfactorily will begin the process for official accreditation with the National Tourism Institute in the next quarter.

II. 1st. Quarter FY 2011 results summary table

PMP INDICATORS					
	1st. Quarter	FY 2011 Target	LOP Target	Cumulative LOP	% Reached
Total income generated (US\$)	668,529.99	3,500,000.00	20,000,000.00	14,193,206.97	71
<i>Income generated from tourism</i>	645,604.62	2,625,000.00	14,365,912.55	10,386,517.17	
<i>Income generated from handicrafts</i>	22,925.38	875,000.00	5,634,087.45	3,806,689.81	
New Jobs created (Full time job equivalents)	130	2,000	8,700	4,411	51
<i>Men</i>	101				
<i>Women</i>	29				
<i>Indigenous</i>	38				
<i>Non Indigenous</i>	90				
Total visitors	38,174	75,000	675,430	563,604	83
<i>National visitors</i>	26,523				
<i>International visitors</i>	11,651				
New SMEs created	1	53	220	117	53
Credit allocated for tourism and handicrafts initiatives (US\$)	0	100,000.00	1,005,581.20	843,581.20	84
Strengthened organizations	68 <i>(Currently)</i>	325 <i>(Currently)</i>	1266 <i>(Cumulative LOP)</i>	1007 <i>(Cumulative LOP)</i>	80 <i>(Cumulative LOP)</i>
Leverage (US\$)	0	750,000.00	8,571,999.89	7,106,958.89	82.91
COST SHARE (US\$)	17,912.88	415,000.00	2,600,000.00	1,789,872.88	69

ETEO - SO2 / ECON GROWTH INDICATORS					
OP Indicators					
	TOTAL FY 2011 (1st. QTR	FY 2011 Target	LOP Target	Cumulative LOP	% Reached
<i>Program Element 6.2 Private Sector Productivity</i>					
Number of firms receiving USG assistance to improve their management practices	68	325	1,124 (Cumulative LOP)	1007 (Cumulative LOP)	90
Number of SMEs receiving USG assistance to access bank loans or private equity	0	25	196 (Cumulative LOP)	146 (Cumulative LOP)	74
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	4 (Maintained)	4 (Maintained)	4 (Maintained)	4 (Maintained)	100
<i>Program Element 8.1 Natural Resources and Biodiversity</i>					
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	167	1,500	10,869	8,536	79
Number of women	33	700	5,142	4,025	78
Number of men	134	800	5,727	4,511	79
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	27	750	7,210	5,737	80
Sales of goods and services as a result of USAID programs (In thousand \$)	668,530	3,500,000	20,000.00	14,193,207	71

Number of jobs created as a result of USAID programs (Full time job equivalents)	129.63	2,000	8,700	4,411	51
<i>Number of Rural Households benefiting directly from USG interventions</i>	194	1,500	13,372	10,566	79

III. Introduction

Guatemala's rich potential to compete in international markets for tourism and handicrafts based on its natural and cultural heritage and its human resources is undeniable. Since a great number of MSMEs and an increasing number of community based organizations are involved in tourism and handicrafts activities, they are key drivers to help to generate and strengthen enterprises and activities in rural areas. Tourism has become a leading economic activity within the Guatemalan national balance; however, Guatemalan tourism still faces great challenges related to consolidating its traditional and non-traditional offerings and to generating new options for special interest markets that may generate better business, based on Guatemala's unique cultural, archaeological and biodiversity assets. Despite many initiatives, most of them isolated, for the development and marketing of tourism products by communities and small and medium scale businesses, Guatemalan tourism offerings have not been able to penetrate all key markets and in many cases lacks integration into relevant value chains.

The Alianza para el Turismo Comunitario (the Alliance), implemented by Counterpart International and its partners through a cooperative agreement with USAID has represented an excellent opportunity to work at the local level promoting a greater number of micro, small and medium enterprises and enabling them to compete in international markets. The Alliance has generated and continues to establish a wide array of possibilities for poverty reduction, local development and food security through income and job generation in rural areas, while helping to preserve natural and cultural heritage.

By linking sustainable natural and cultural resource management with market opportunities, the necessary economic incentives are generated so that community members become interested in managing their heritage in a sustainable manner and at the same time better adapt to the challenges posed by climate change. In order to support community organizations, MSMEs and other tourism organizations, Counterpart will continue to implement its activities through the following strategies: 1) building the organizational capacity of rural communities and SME tourism operations; 2) creating and marketing Guatemala's distinct brand for natural and cultural community destinations; 3) improving access to marketing, product design and financial services for the SMEs in tourism destinations and handicraft development; 4) using strategic public-private alliances and, 5) improving local support for and participation in the conservation of biological diversity.

This report describes the main activities and results developed during the first quarter of Fiscal Year 2011 (October 1st to December 31st, 2010) in the regions where the project has planned interventions. Counterpart developed the activities in close coordination with institutional partners from the Guatemalan government, private sector and other NGOs including: INGUAT, CONAP, Ministry of Culture and Sports, INTECAP, National Geographic, and Conservation International Guatemala. At the same time, Counterpart continues to generate and strengthen relationships and joint work initiatives with local partners such as tourism committees and commissions, local NGOs, cooperatives and producer groups. Work during this quarter represents the initial phase of a new focus and design for the project. Many of the actions here described are preparatory or expansion actions that have required a big investment of human resources and institutional relationships. It is expected that the first and second quarters of FY 2011 will be somewhat limited in terms of results for new geographical regions and for new activities, but they will be instrumental in laying down the groundwork that will allow for generation of expanded results during the rest of the life of the project.

IV. General description of activities and results

Component A: Tourism and Handicrafts Value Chain Strengthening

Objective 1: Support and create a greater number of sustainable tourism and handicrafts SMEs and community based organizations in rural destinations through the value chain approach.

Objective 2: Improve access to marketing, product design, and financial and credit services for SMEs and community organizations involved in sustainable tourism and/or handicrafts development.

Activities:

1.1 Improve marketing and business practices for tourism SMEs and CBOs through the value chain approach: "Logremos que su empresa ó destino venda más" (Let's boost your business) program

Petén

During this quarter a new round of presentation visits took place in order to incorporate new beneficiaries in to the technical assistance and training program that was carried out with MSMEs and organizations in central and southern Petén. As a result of this process, 10 new beneficiaries became integrated into the program after negotiating and signing their corresponding MOUs. With the incorporation of these new beneficiaries, Counterpart is now working on providing direct technical assistance and training to 32 MSMEs and organizations in Petén through this program. The process for signing the new MOUs is the first step of the customized technical assistance, since Counterpart works with the beneficiaries on performing an analysis of each business and its needs. The new beneficiaries are the following:

No.	Name and nature of business	Location
1	Restaurant & Pizzería Capitán Tortuga	Ciudad Flores
2	Hotel Posada del Cerro	El Remate, Flores
3	Yaxhá Community Tourism Guides Association	Las Viñas, El Naranjo, La Máquina and Yaxhá, Flores
4	Hotel Luis Carlos	Poptún
5	Hotel María Esther	Poptún
6	Oti Hotel	Poptún
7	Hotel Princess Dayanna	Poptún
8	Restaurant Mediterráneo	Poptún
9	Hotel Nakun	San Luis
10	Hotel & Aquatic Park La Pecera	San Luis

Some of the most relevant activities and results for the quarter on this component for the Petén region included work on updating content and web galleries for the websites of different beneficiaries plus the following new products:

Design of corporate image and business cards for

- i Hotel Posada del Cerro in El Remate
- i Hotel Nakum in San Luis Petén
- i Restaurant & Pizzería Mediterráneo in Poptún



Business card with new corporate image for Hotel Nakum, San Luis, Petén



Business cards with new corporate images for Restaurant & Pizzeria Mediterraneo, Poptún, Petén and for Posada del Cerro Hotel, El Remate, Flores, Petén

Sololá

During this quarter Counterpart continued to work with 5 MSMEs and 5 community associations from the municipalities of Panajachel, San Pedro La Laguna, San Juan La Laguna, San Marcos La Laguna and Santiago Atitlán.

ADISA

Counterpart worked with the Association of Parents and Friends of People with Disabilities (ADISA) in order to produce a new web page. ADISA provides employment for people with disabilities from Santiago Atitlán through the production of handicrafts and support of the organization's activities. The web page is a key tool in promoting their work and obtaining donations and volunteer work. The finalized web page may be visited at www.adisagt.com.

Eco Spanish School

Counterpart supported these Spanish schools located in San Juan La Laguna and Santiago Atitlán in order to generate a relevant value chain link with "Go Folklore" Tour Operator, which focuses on sales of Spanish learning in

cultural destinations of Latin America. This link has provided Eco Spanish with access to new markets and also generated a contact with a Taiwanese TV producing company which is including information about the school in its documentaries about Guatemala. With Counterpart's support, Eco Spanish produced a batch of promotional stickers that were distributed in main tourism destinations and through the students.



Eco Spanish School promotional sticker

Printed promotional materials

Based on identified needs and resources from the beneficiaries, the following printed promotional materials were produced:

- i Promotional flyer for San Pedro Spanish School, San Pedro La Laguna
- i Business cards for Casa Verde Tour Operator San Pedro La Laguna
- i Business cards for Teixchel women's handicrafts producer group

Solola's Tourism Commission

Counterpart continued to provide support to this public-private dialogue mechanism, by providing technical assistance in the production of promotional pieces for a tourism culture campaign, an effort co-financed by the Canadian Cooperation's PROSOL Program. Counterpart provided technical assistance in the design and final adaptation of communications materials such as posters, stickers, radio and TV spots, hats and uniforms for tourism service providers. Posters, radio and TV spots were produced in Spanish and in the two predominant Maya languages: kaqchikel and tz'utujil. Also, Counterpart presented the tourism culture initiative to the municipalities of the Southern Basin of the lake, negotiated that each municipality would endorse the campaign, and officially handed the materials, hats and uniforms to local tourism service providers. Counterpart prepared an inventory of local communications media and a cost proposal in order to craft adequate air time for the presentation of the radio and TV spots on the Southern Basin of the Lake. Counterpart was also involved in the logistical preparations for a series of tourism culture and customer service workshops that were delivered to community tourism guides and boat service providers in San Pedro la Laguna.

Verapaces

During this quarter Counterpart collaborated with several community organizations from the Verapaces region and with Peace Corps Volunteers to produce a printed catalog of community tourism destinations. The Peace Corps Volunteers had been working with the community destinations to create a tourism alliance that they called 'Viviente Verapaz' (Living Verapaz) and were looking for technical and financial support in order to produce an effective marketing piece to promote the community destinations. Counterpart supported the alliance in ensuring uniformity and quality of the information through a process that allowed the community organizations to learn how to present relevant information for tourism promotion. Counterpart then worked on harmonizing design concepts and producing a format that would allow for the publication of a professional piece. Once agreements were reached with all the participants, Counterpart designed the catalog and its components. After a revision process by all the involved

parties, the catalog was printed and distributed throughout the community tourism destinations and through visits to relevant tour operators from Antigua and Guatemala City. The official presentation event of the catalog was held on October 8th at the Chicoj Cooperative Coffee Tour in Cobán, Alta Verapaz, one of the featured community tourism destinations. The event was attended by community tourism leaders, tour operators and media from the region.

The *Viviente Verapaz* community tourism catalog includes relevant information, such as a general description, activities and services offered, and contact information, for about 10 community tourism destinations:

- i Té Chirrepeco Ecotour
- i Chicoj Coffee Tour
- i Samac Cooperative
- i Sanimtacá Bird watching Tours
- i Río Icbolay
- i Katinamit Museum
- i Puerta al Mundo Maya
- i Cahabón River Rafting - Saquijá
- i El Salto de Chilascó waterfall
- i Río Negro

Eco-Tour Té Chirrepeco
¡El tecito más rico!

¿Qué es?
Es el único tour de té en Guatemala y se desarrolla en la Cooperativa Agrícola Integral Chirrepec, la cual está formada por una comunidad indígena local que se dedica al cultivo, procesamiento y comercialización de té negro, 100% orgánico.

¿Cómo llegar?
Cooperativa Té Chirrepec, Cobán, Alta Verapaz. La Cooperativa está ubicada a 5 km de Cobán sobre la ruta que conduce a San Juan Chameico (Km 217).

Historia del Proyecto
Con la llegada de los alemanes, en 1863, vino a Guatemala Don Oscar Majus Klöffer. A este personaje se le atribuye la siembra inicial de varios cultivos en lo que ahora son nuestras fincas, entre ellos el café, el cardamomo, la pimienta, y, el más importante de todos, el té negro.
En 1967, los comunitarios se organizaron para mejorar el cultivo del té y buscar un mercado potencial, el cual estuviera interesado en consumir el producto. Hoy en día hay más de 300 familias asociadas. Estas familias están encargadas del cuidado, cosecha y aumento de la producción del té en sus propias áreas.

Tour Completo
Incluye el contenido del tour básico más una caminata por las plantaciones, el almácingo y las cuevas sagradas.

Tour del Aventurero
Un tour en bicicleta por la plantación más todos los servicios que ofrece el tour completo.
¡Qué sabor! No se puede ir sin degustar nuestro delicioso té, así que después del recorrido le ofrecemos una taza caliente y relajante. El Té Chirrepeco es producido a base de té negro, 100% natural (Carnelia sinensis), y contamos con la certificación de Té Orgánico en Guatemala.

Tour Básico
Este tour es el más corto e incluye una charla sobre la planta, su procesamiento y un breve recorrido por el jardín.

Contacto y Reservas:
Tel: (502)7950-0306
Tel: (502)7950-0307
Email: cachirrepec@yahoo.es
Página Web: www.techirrepeco.com

Sample interior page of the *Viviente Verapaz* community tourism catalog

1.2 Increase access to credit and financial services for tourism and handicraft SMEs

After following up with several community groups from the Verapaces region, Counterpart has identified a potential niche for rural families who want to complement their family incomes with small productive projects related to the production of poultry. Such families have had little or no access to productive assistance in terms of technical training and have traditionally faced serious limitations in terms of access to credit. Following up on this lead, Counterpart has established that these families could play an important role in the tourism value chain by providing raw materials for tourism destinations, especially the poultry products that are usually bought outside of the communities. Counterpart is designing a deeper assessment of this situation and looking for potential regional partners who could support both

the research process and the establishment of a few pilot modules with some of the interested families. Potential partners are the National Technical Training Institute (INTECAP in Cobán) and some local cooperatives and/or bank agencies that could be interested in funding these types of family enterprises. By the next quarter it is expected to have specific families or communities identified and a streamlined process in place for carrying out the necessary technical and feasibility studies.

1.3 Develop and consolidate new tourism products and services in the Western Highlands

Support to community tourism destinations in Ruta Quiché Inexplorado through a collaboration agreement with Fundación ST-EP of the World Tourism Organization and Fundación Movimundo.

Through a previously signed collaboration agreement, Counterpart continued to provide technical and partial financial support to the "Fortalecimiento de Destinos Turísticos Comunitarios en Quiché (Strengthening of Community Tourism Destinations in Quiché)" project. The project's objective is to reinforce community tourism in order to reduce poverty in three community destinations in Quiché. Interventions are focused on strengthening the following community destinations: Nuevos Mayas, Laj Chimel, and Tubing Chixoy.

One of the first activities included in this project, was an exchange of experiences tour to allow members of community tourism initiatives to visit other organizations with similar products and services and in a more advanced state of development. The main objectives of these activities were to generate learning experiences and to stimulate improvements in local operations. However, Counterpart suggested the creation of a mechanism for evaluating and systematizing the experience in order to collect and present field information so that it can easily be translated into practical improvements that could be carried out at the community level. Using the wide experience of its field staff, and the lessons learned during the production of the Sustainable Tourism Good Practices Guide for Communities of Latin America, Counterpart supported Movimundo and the communities in the preparation of an evaluation and implementation tool which considered a series of criteria and recommendations that should be researched during the exchange of experiences tour. The community members who participated in the tours were able to evaluate and systematize information from the visited communities and are currently in the process of implementation of improvements in their own community initiatives.

Additionally, Counterpart continued to work with Movimundo and the communities in order to refine the information and design of the promotional sheets that will serve as a basis for producing a comprehensive promotional package including at least: posters, brochures, radio spots, and web pages.

Cerro Sija Ecological Park, in San Carlos Sija, Quetzaltenango

Counterpart continued to provide technical assistance for the adequate implementation of destination improvement actions financed by Conservation International in the establishment of Cerro Sija Ecological Park. After the conclusion of the process to generate a unified corporate image for Cerro Sija Ecological Park, Counterpart worked with the park managers on the preparation of a series of promotional materials including: bi fold brochure, tri fold brochure, signage for access roads, posters and a web page. The printed promotional materials will be distributed regionally, since the park has been identified as an attractive site for environmental education activities for local and regional schools. The web site for Cerro Sija was launched in November and has produced great results in terms of

generating site visits and climbing positioning on the main search engines. The web page may be visited at www.ecocerrosija.com.



Graphic aspect of the Cerro Sija Ecological Park web page

1.4 Incubate new handicrafts producer groups in the Western Highlands and incorporate into value chains

Counterpart is negotiating a sub award agreement with Guatemalan nonprofit Comunidades de la Tierra in order to cover this component. The aim of the agreement will be for Comunidades de la Tierra to identify women's groups with potential to produce value added handicrafts and nurture them as a rural business inserted into a relevant value chain. Comunidades will focus its efforts on the Western Highlands (probably Totonicapán or Quiché). Through a combined effort, Comunidades de la Tierra and Counterpart will support the women's groups in developing and monitoring progress in organization, legalization, business establishment, business planning, management, finance, production, access to markets and household nutrition. During FY 2011 three rural businesses will be supported and at least 3 handicrafts collections (8 products per collection) will be developed, providing improved income for at least 40 women in the western highlands. Additionally, 5 producer groups already working will receive strengthening through improved financial management and access to markets. Counterpart will submit the sub award agreement for USAID's revision and approval on the first weeks of the next quarter.

1.5 Strengthen artisan groups already operating in the Western Highlands through the development of value added handicrafts collections and insertion into value chains

Sub award with AGEXPORT's Arts and Crafts Commission for fiscal years 2011 and 2012

Counterpart is negotiating a sub award agreement with the Guatemalan Exporter's Association (AGEXPORT) Arts and Crafts Commission. Work through this sub award will focus on providing technical assistance to handicrafts producing groups for product diversification, access to markets, and improved group management. Also, the sub award will contribute to improved access to markets and implementation of commercialization activities for Guatemalan handicrafts producers in general. It is expected that the sub award will involve the strengthening of 20 producer groups from the western highlands (Huehuetenango, Totonicapán, Quiché, Quetzaltenango and possibly San Marcos). AGEXPORT will put a special focus in selecting women's groups from vulnerable communities. The agreement will also involve general promotion and commercialization support for the handicrafts sector in general including participation in relevant international trade shows and partial organization of the New World Crafts Central American Handicrafts trade show.

From the previous sub award agreement with AGEXPORT, which was finalized on September 30, 2010, the following are the most outstanding activities and results:

3rd New World Crafts Central American Handicrafts Trade Show

As on the previous two years, Counterpart and USAID co-hosted the New World Crafts Central American Trade Show in its 3rd Edition. The event, organized by AGEXPORT's Arts and Crafts Commission, was held at Casa Santo Domingo in Antigua Guatemala on September 8th and 9th, and it featured several interesting activities including:

- Showroom featuring 100 stands with high quality handicrafts from all of Central America.
- Seminars with international experts covering topics such as "Participation in International Trade Shows", "Fashion Trends of the American Market", and "AZO Dyes and their Implications for the Export Market".
- Awards Ceremony of the 1st Central American Handicrafts Contest held on Wednesday 8th.

In total, 100 specialized international buyers from USA, Canada, Europe, South America, Japan and Australia visited the event. The funds provided by Counterpart and USAID through the sub award covered the air tickets of 15 important buyers from the USA.

At the close of the event, the exhibitors reported total sales worth Q 2,800,000 (\$350,000). Based on the experience of previous years, it is estimated that the fair will generate total sales worth approximately Q5,000,000 (\$625,000) for the participating exhibitors after the follow up contacts and activities.

AGEXPORT considered this edition of the New World Crafts as the most successful thus far, since it consolidated the event as an obligated stop on the international handmade trade show circuit and since it opened important markets by presenting a high quality offer to very relevant buyers from around the world. For additional information you may visit www.nwcguatemala.com or follow news of the event via Facebook at www.facebook.com/NWCGUATEMALA

New York International Gift Fair (NYIGF) and Jerusalem International Arts and Crafts Fair

Through the sub award with AGEXPORT, Counterpart supported the participation of three Guatemalan enterprises that constitute important value chain links for Guatemalan artisans in the NYIGF. The NYIGF is one of the most important gift shows in the world and was held on August 14 to 19, 2010 at the Javit Convention Center. The participation of these enterprises in the Gift Fair generated sales worth \$40,000 and additional contacts that will be pursued in the future.

Through a joint effort with Guatemala's Foreign Ministry, *De Colores* enterprise was supported in order to participate in the Jerusalem International Arts and Crafts Fair, generating sales worth \$15,000.

Component B: Market-based Conservation Strategies through Tourism and Handicrafts Sectors

Objective 3: Improve the capacity of local communities and other key stakeholders to co-manage and preserve natural and cultural resources through tourism.

Objective 4: Improve local community and other key stakeholders support for and participation in the conservation of biological diversity in the regions around key tourism sites.

2.1 Improve local and institutional capabilities on public use planning and tourism management in protected areas

Workshop on potential and feasibility assessment for the development of visitation activities in protected areas of Guatemala

Following up on the participatory process which began with the review and development of recommendations regarding tourism and biodiversity conservation policies, Counterpart has been supporting Guatemala's Protected Areas Council (CONAP) in the revision of the tourism and visitation regulations and planning tools and, at the same time, is developing a training program on these topics for CONAP officials and protected area managers. Based on this process, CONAP has requested Counterpart to lead and facilitate a series of regional workshops on visitation planning and management for protected areas, with special emphasis on potential assessment, marketing and impact management.

The first workshop was held on Thursday December 2nd and focused on the importance of potential and feasibility assessment for the development of visitation activities in protected areas of Guatemala. The event was attended by 29 participants (24 men and 5 women) including CONAP officials, private protected area proprietors, and representatives of NGOs and municipalities managing protected areas. During the workshop, participants, who mostly represented protected areas with incipient or projected tourism and visitation activities, received basic training and materials for the development of potential assessments and pre-feasibility studies in order to develop more competitive products and to better assess the sustainability of possible investments. The workshop received positive feedback; follow up activities (including the sharing of additional information and materials) were identified, and new topics and locations for future workshops were also identified.

Maya Biosphere Reserve Multiple Use Zone Advisory Council

In the past Counterpart has participated informally in the meetings of the Maya Biosphere Reserve's Multiple Use Zone Advisory Council. Given the fact that most tourism activities in the Maya Biosphere Reserve originate or go through the Multiple Use Zone, CONAP and several partners invited Counterpart to become more involved in the Multiple Use Zone Advisory Council. Based on such requests and on the imminent implementation of a Guatemala Government funded program in this area, Counterpart will evaluate with USAID the possibility of allocating some resources in order to leverage ongoing efforts in the Multiple Use Zone.

Tikal National Park Master Planning Process

Counterpart participated actively on the process for the updating of Tikal National Park's Master Plan. Counterpart participated in the working groups related to public use and community relations, where it provided insight and advice both to park managers and to community representatives. Based on the issues discussed during this process and on the main topics outlined in the plan, Counterpart will continue to look for future opportunities that would allow for greater support to sustainable tourism and public use in this important National Park.

2.2 Support SMEs in the implementation of good management and environmental practices leading to a sustainable tourism certification seal

This component was implemented through an agreement with Certificaciones de Centroamérica, S.A., -CERTIFICA- in order to implement verifications and technical assistance leading to certification through the GREAT Green Deal Sustainable Tourism Certification Seal. Complementary activities were financed through a project funded by the European Union's AI Invest Program and by Rainforest Alliance's Tourism Division.

In total, 41 tourism enterprises were involved in at least one step of the GREAT Green Deal certification process during Fiscal Year 2010. The process included the following activities for all the enterprises involved:

- An introductory workshop on Sustainable Tourism Good Management Practices and Certification, including an introduction to the certification process under the GREAT Green Deal model, which is also endorsed by the Global Sustainable Tourism Criteria.
- An initial verification or preparatory audit for each enterprise, in order to appraise the current state of compliance and potential areas for improvement as well as major flaws to be solved.
- Ensuing technical assistance based on the results of the initial preparatory audit. This technical assistance phase includes customized technical assistance plus training events.
- A second verification in order to evaluate the results of the technical assistance and of the changes implemented as a result of the initial verification.
- Pre audit preparation technical assistance in order to prepare all the required documentation and details.
- Audit.
- Certification or non-certification depending on results of the final audit.

In total, 13 businesses received the GREAT Green Deal certification, while 5 more are still awaiting final results.

Additionally, Counterpart has been supporting technically and logistically the operations of the GREAT Green Deal Certification Commission, which is a required institution under the regulations dictated by the Global Sustainable Tourism Certification Criteria.

2.3 Facilitate training and certification or re-certification of a larger number of Community Tourism Guides

In collaboration with La Laguna Municipality Association of Sololá (Manclalaguna), Counterpart and Guatemala's Technical Training Institute (INTECAP) implemented 3 community tourism guides certification courses that were completed by 46 new community tourism guides from the communities of San Pedro la Laguna (19 participants), San Pablo la Laguna (16 participants) and San Marcos la Laguna (11 participants). These community guides who completed the courses satisfactorily will begin the process for official accreditation with the National Tourism Institute in the next quarter.



Community Tourism Guides from San Pedro La Laguna



Community tourism guides and instructor from San Pablo La Laguna

2.4 Design and implement expansion strategy for Geotourism initiative in Guatemala

Counterpart and the Geotourism Council identified that in order to reorient the Geotourism activities and to continue with operations of the online Geotourism portal, the initiative required methodological and strategic tools that would lay out the rules and regulations for the initiative. Terms of reference for the production of these tools were prepared and revised, and production of the tools should take place during the next quarter.

One of the expected products will include a comprehensive analysis of the situation of the Geotourism initiative in Guatemala and its context both nationally and internationally. The second product will be an operational manual establishing the necessary procedures and systems for the Geotourism initiative to progress as intended. Detailed procedures for the functioning of the Council and Advisory Panel will be established and the roles of the Geotourism partners will be delineated. On the other hand, detailed procedures for operations and entries treatment in the online map guide will also be established.

2.5 Implement environmental and sustainable tourism good management practices in rural communities

Puerta al Mundo Maya Communities, Alta Verapaz

During this quarter Counterpart worked with the community associations operating the Puerta al Mundo Maya destinations in order to carry out a series of SWOT assessments in order to identify priority areas of work during this new phase of the project. It was identified that the main area of need was the strengthening of management and financial procedures in the associations.

A financial and managerial procedures manual will be designed in collaboration with the community associations, and the members of the board will be trained on its application. This activity will be implemented individually with all of the 5 community organizations managing tourism destinations and with AGRETUCHI, the second level organization that includes the individual community organizations. These procedures will become part of the statutes of the community associations in order to ensure proper implementation despite the changes in board conformation.

Additionally, it was identified that structuring AGRETUCHI into working committees would allow for a more effective management of the organization. Thus the committees of compliance, marketing, education, project development and good practices were organized and implemented.

Also, Counterpart has been discussing the possibility of implementing a municipal solid waste management program in collaboration with the Municipality of Raxruhá and the Peace Corps. The activities would consider doing trainings and practical activities through local schools.

San Pedro La Laguna

In collaboration with the local San Pedro Spanish School, Counterpart will implement a series of workshops and activities for the implementation of sustainable tourism good practices with families that host Spanish students attending this school. San Pedro Spanish will co finance the technical assistance and training activities as a way of improving the living conditions of the families providing services to its students and as a means of increasing the level of satisfaction of the students with their homestay.

During this quarter, Counterpart performed an initial assessment, based on the Sustainable Tourism Good Practices Guide for Communities of Latin America, of 12 homes providing homestay services to students. Based on the results of this assessment, Counterpart will work with San Pedro Spanish School to design the training and technical assistance activities to be implemented in the following quarters.



Typical features of the facilities at a home providing homestay services in San Pedro la Laguna

2.6 Strengthen the working relationship between the government of Guatemala and the Maya Biosphere Reserve communities for tourism development

Sub award agreement with Asociación Balam

The main focus during this quarter was the negotiation of the sub award agreement with Asociación Balam, through which a substantial portion of the support to the Maya Biosphere communities is channeled. The main focus of the agreement will be to support the activities of the tourism commissions of Carmelita, Uaxactún, Tayasal and the communities located around Yaxhá-Nakum-Naranjo National Park. The agreement will also include support to ACOFOPs tourism commission and technical assistance for the implementation of tourism improvements and services in Uaxactún and Carmelita. The draft of the sub award agreement has been submitted to USAID for revision and approval.

Carmelita Community

Counterpart is participating as an active member in the group that has been called "Unidos por la conservación (United for Conservation)", which is preparing the guidelines for a feasibility study that could lead to a conservation agreement for the Cooperative and Community of Carmelita in the Maya Biosphere Reserve. During a meeting held

on October 19th in Petén, the initial terms of reference for the feasibility study and the main activities undergoing implementation in the community were shared among members of the group that includes: Asociación Balam, FUNDESA, Wildlife Conservation Society, ACOFOP, CONAP, Rainforest Alliance and the Carmelita Cooperative

V. Gender mainstreaming activities and results

Workshop on Gender Mainstreaming and production of Gender Mainstreaming Manual for the Community Tourism Alliance

In order to better identify and address gender related issues and opportunities, Counterpart Guatemala teamed up with Vital Voices Guatemala and organized a workshop on Gender Equality and Inclusion for all of Counterpart's Guatemala staff. The workshop was carried out during the last working week of December. The main objectives of the workshop were to systematize the past experiences, lessons learned and work performed during the previous phase of the Community Tourism Alliance, to introduce gender mainstreaming concepts and focus for Counterpart staff, and to generate a Gender Mainstreaming Manual to guide future implementation of the Community Tourism Alliance activities. Results of the workshop showed that Counterpart was already implementing several gender mainstreaming activities that needed to be better documented; also it was noted that there are plenty of opportunities for new activities and approaches in order to favor the participation of women at different levels.

The Gender Mainstreaming Manual generated through this effort will be put into action during the next quarter in order to identify key activities that need to be carried out in each thematic area of the project and in each region in order to better document gender mainstreaming activities and to introduce the necessary gender mainstreaming focus into new programming using the chain of impacts tool. Counterpart's senior staff will work with each region and thematic area coordinator in order to identify key issues and activities and to plan expected actions and results. Relevant gender mainstreaming information will be introduced into weekly, monthly and quarterly reports as well as into the success stories submitted to USAID mission.

Number of firms receiving USG assistance to improve their management practices	68				68	325	1,124	1007	90
Number of SMEs receiving USG assistance to access bank loans or private equity	0				0	25	196	146	74
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	4	4	4	4	4	4	4	4	100

Program Element 8.1 Natural Resources and Biodiversity	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL FY 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	167	-	-	-	167	1,500	10,869	8,536	79
number of women	33				33	700	5,142	4,025	78
number of men	134				134	800	5,727	4,511	79
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	27				27	750	7,210	5,737	80

Current PMP Indicators	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL FY 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Sales of goods and services as a result of USAID programs, in thousand \$	668,530	0.00	0.00	0.00	668,530	3,500,000	20,000.00	14,193,207	71
Number of jobs created as a result of USAID programs	130	0	0	0	129.63	2,000	8,700	4,411	51

Number of Rural Households benefiting directly from USG interventions	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL FY 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
	194				194	1,500	13,372	10,566	79