

Alianza para el Turismo Comunitario



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Alianza Para el Turismo Comunitario

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TABLE OF CONTENTS

Page:

I. Executive Summary	3
II. 2 nd Quarter FY 2011 Results Summary Table	5
III. Introduction	8
IV. General description of activities and results	9
V. Gender mainstreaming activities and results	... 27

Annex 1. Detailed indicators

I. Executive Summary

During the Second Quarter of Fiscal Year 2011, Counterpart continued to implement customized technical assistance and training activities for MSMEs and Community Tourism Organizations in key regions of the country through the "Let's boost your business" (*Logremos que su empresa o destino venda más*) program. Marketing and promotional strategies and activities were designed and implemented both with previous and new beneficiaries. Additionally, a series of relevant events were supported through this program including the following:

- i Three seminars on "The use of social networks as promotional tools" for MSMEs and community destinations in the Petén region during March.
- i Counterpart actively supported the South of Petén Tourism Association "TURISURP" in the organization and development of the Second Congress of Tourism Competitiveness of the Self-Management Tourism Committees in the North of Guatemala, which was held from February 17 to 19, 2011, in Hotel Ecológico Finca Ixobel, in Poptún, Petén, with 283 participants.
- i For the second consecutive occasion, Counterpart supported the Uaxactún Tourism Commission in the organization of the Vernal Equinox Festival in the village of Uaxactún, Flores, Petén. The event was held from March 18 to 22, 2011, and aimed at increasing the number of visitors to the archaeological site and to strengthen the community organization.
- i Counterpart worked with Chisec's Community Tourism Association (AGRETUCHI) to produce a series of promotional efforts for the community tourism destinations in Chisec and Raxruhá, Alta Verapaz. A promotional brochure was produced as a very efficient public-private partnership, since four private local SMEs providing tourism services co-sponsored the publication of the brochures. Additionally, the four SMEs represent important business and referral links for the community based destinations. Thanks to this collaborative effort 10,000 brochures will be produced and distributed through hotels and tourism destinations as well as municipal information points prior to the Semana Santa high tourism season.

In the increased access to credit and financial services component, Counterpart initiated work with groups of rural families from the Maya Q'eqchi' communities of Sepalau, Candelaria Camposanto, and La Unión in Alta Verapaz, who are interested in developing new productive alternatives related to tourism services offered in community destinations. Initial meetings and assessments showed that there was a good opportunity to develop new businesses related to providing ingredients and supplies, namely turkeys and chickens, to the food service providers in the region. Alliances are being negotiated with INTECAP for additional technical assistance and local cooperative COOPSAMA for potential credit opportunities.

In the Western Highlands Counterpart continued to work in collaboration with Fundación Movimondo in a project partially financed by the World Tourism Organization's Sustainable Tourism for Elimination of Poverty Foundation (ST-EP). The project is focused on improving and marketing tourism services from indigenous communities in the Quiché region. During this quarter, Counterpart worked with the communities and Movimondo on producing a series of promotional materials including posters, brochures, radio advertisements and websites that can be visited at www.nuevosmayas.com, www.lajchimelecoturismo.com, and www.guatetubing.com. Additionally, Counterpart had a series of exploratory meetings and assessment visits with potential partners and tourism destinations in the Western Highlands, in order to evaluate potential activities and design a more comprehensive work plan for the region.

Also for the Western Highlands, sub award agreements were signed with Comunidades de la Tierra and the Guatemala Exporters Association (AGEXPORT) Arts and Crafts Commission in order to incubate 3 women's handicrafts groups and to strengthen 15 existing handicrafts producing groups respectively.

As part of the sub award agreement with AGEXPORT, the New World Crafts Central American Handicrafts Trade Show was officially presented at an event held in Guatemala City on February 22nd, and which generated extensive media coverage. As a result of the number of stand reservations received during the event, the organizing committee

is considering an increase in the space for stands (over 80% of the available spaces were booked during the launch event).

In collaboration with Guatemala's Protected Areas Council (CONAP), Counterpart has agreed to organize and facilitate a series of regional workshops on visitation planning and management for protected areas, with special emphasis on marketing and impact management. During this quarter a workshop for protected area managers of the central, eastern and central highlands regions was held in Guatemala City on Monday February 21st and Tuesday February 22nd, and in Quetzaltenango on March 16th and 17th. The workshops were attended by participants representing public and private protected area managers, academia, municipalities, Ministry of Culture, INGUAT, and CONAP. The workshops will continue during the next quarter.

In Petén, the Public Use Plan for Mirador Río Azul National Park – Biotopo Naachtun Dos Lagunas, developed with Counterpart's assistance, was finally approved by CONAP's Executive Secretariat, and officially presented at the 19th Meeting of the Mirador Multi-sectorial Roundtable on March 25th. Printing and publication of the Plan will be jointly financed by USAID (through Counterpart and Balam), FUNDESA and PACUNAM. During the event, actors agreed to the creation of the Public Use Unit for the Park, which will be in charge of following up with the implementation and monitoring of the plan

Following on with the training and certification of community tourism guides, the official Community Tourism Guide training program was implemented in collaboration with the Municipality of Chahal, Alta Verapaz. Fifteen community tourism guides undergoing the training process will provide services in Las Conchas Recreation Natural Park as well as in other tourism attractions located within the Municipality.

Counterpart organized a training-of-trainers workshop for the implementation of the Sustainable Tourism Good Practices Guide for Communities of Latin America in order to train a group of facilitators who will be able to either provide trainings in rural communities or train other trainers throughout the country. The training was facilitated by Counterpart's staff and is based on the materials developed in support of the Guide which has been implemented successfully in several communities of Guatemala. In total 8 women, including one indigenous woman, completed the training and are now ready to implement training and technical activities in prioritized rural communities operating tourism services.

Through the sub award with Asociación Balam, Counterpart supported the communities of Carmelita and Uuxactún in the Maya Biosphere, to reach agreements and financing for the construction of tourism related infrastructure. Both projects have undergone the design and community approval phase, and financing for most of the construction has been allocated. Environmental impact assessments are awaiting resolution from the Ministry of Environment.

II. 2nd Quarter FY 2011 results summary table

PMP INDICATORS						
Indicator	Project Global Target	Fiscal Year 2011 Target	1st Qtr. 2011	2nd Qtr. 2011	Total Fiscal Year 2011	Cumulative Total
Income generated (US\$)	\$20,000,000.00	3,500,000.00	668,529.99	837,384.63	1,505,914.62	15,030,591.60
From tourism		2,625,000.00	645,604.62	807,795.24	1,453,399.85	
From handicrafts		875,000.00	22,925.38	29,589.40	52,514.77	
New Jobs created (Full time job equivalents)	8,700	2,580	130	144	274	4,555
Visitors	675,430	75,100	38,174	41,347	79,521	604,951
New SMEs created	220	53	1	1	2	119
Strengthened organizations	1,266 <i>(cumulative LOP)</i>	325 <i>(currently)</i>	68 <i>(currently)</i>	144 <i>(currently)</i>	144 <i>(currently)</i>	1,038 <i>(cumulative LOP)</i>
Credit allocated for tourism and handicrafts initiatives (US\$)	1,005,581.20	100,000.00	0	0	0	\$843,581.20
Leverage (US\$)	8,572,000	750,000	0	537,500	537,500	7,644,458.89
Cost share (US\$)	2,600,000	415,000	17,912.88	192,783	210,696	1,982,655.77

ETEO - SO2 / ECON GROWTH INDICATORS						
OP Indicators <i>Program Element 6.2 Private Sector Productivity</i>						
Indicator	Project Global Target	Fiscal Year 2011 Target	1st Qtr. 2011	2nd Qtr. 2011	Total Fiscal Year 2011	Cumulative Total
<i>Program Element 6.2 Private Sector Productivity</i>						
Number of firms currently receiving USG assistance to improve management practices	1,124 <i>(cumulative LOP)</i>	325	68	144	144	1,038 <i>(cumulative LOP)</i>
Number of SMEs currently receiving USG assistance to access bank loans or private equity	196 <i>(cumulative LOP)</i>	25	0	0	0	146 <i>(cumulative LOP)</i>
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	4	4 maintained	4 maintained	4 maintained	4 maintained	4
<i>Program Element 8.1 Natural Resources and Biodiversity</i>						
Number of people with increased economic benefits derived from sustainable natural resource	10,869	1,500	167	507	674	9,043

management and conservation as a result of USG assistance						
Number of women	5,142	700	33	255	288	4,280
Number of men	5,727	800	134	252	385	4,762
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	7,210	750	27	332	359	6,069
Sales of goods and services as a result of USAID programs, In thousand \$	20,000	3,500	669	837	1,506	15,031
Number of jobs created as a result of USAID programs (Full time job equivalents)	8,700	2,000	130	144	274	4,555
Number of households benefiting directly from USG interventions.	13,372	1,500	194	813	1,007	12,166

III. Introduction

Guatemala has a rich potential to compete in tourism and international handicrafts markets based on its natural and cultural heritage and its human resources. Tourism and handicrafts initiatives help to generate and strengthen enterprises and activities in rural areas (including community organizations and micro, small and medium enterprises). Tourism has become a leading economic activity within the Guatemalan national balance; however, Guatemalan tourism still faces huge challenges related to consolidating the traditional and non-traditional offerings and to generating new options for special interest markets that may be driven 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, the Guatemalan offering has 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 the 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 second quarter of Fiscal Year 2011 (January 1st to March 31st, 2011) 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.

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**

Counterpart continued providing personalized technical assistance and training services in order to support MSMEs and tourist organizations in the project’s areas of influence through the “Let’s boost your business” program. The main activities and achievements in each region are described below.

Petén

During this quarter six new beneficiaries were incorporated into the Program, reaching a total of 38 MSMEs and beneficiary organizations in the Municipalities of Flores, Santa Elena, Poptún, and San Luis, in the department of Petén. Among the most relevant activities and results, we can mention:

Design of logo and corporate image for: Hotel Posada San Miguel, Restaurante Raíces, Café Raíces and Restaurante Raíces & Beans. Hotel Villa Los Arcos and Café and Bistro Luna are reviewing the logo options that were initially presented to them.



Hotel Posada San Miguel logo.

Yaxhá Community Tourism Guides Association

As part of the strengthening process of this community tourism guides association, formed by inhabitants of the adjoining communities to Yaxha-Nakum-Naranjo National Park who work as guides, Counterpart has worked in the development of the association’s logo and image. Also, Counterpart has been discussing priorities and complementary training resources for the guides’ mandatory updating courses in order to comply with INGUAT’s regulations and to follow up with the community tourism guide training program previously implemented with this group of guides.



Yaxhá Community Tourism Guides Association Logo.

Seminars on "Use of Social Networks as a Promotional Tool"

From March 23 to 25, three seminars were held in coordination with INTECAP, touching on the use of social networks as a tool to promote products and services of tourism businesses.

On March 23 a workshop was implemented in Poptun, with the participation of 14 people (7 women and 7 men) representing 10 tourism businesses, TURISURP, INGUAT, and San Martín de Porres school. On the 24th and 25th the workshops were implemented in Santa Elena, with the participation of 20 people (13 women and 7 men) representing 14 tourism businesses and the tourism commissions of Carmelita and Uaxactún. The purpose of these seminars was to introduce tourism businesses' proprietors and managers to social networks technology (especially Facebook, which globally has the most users) and explain to them how they work and show them how to use these networks to promote their products and services.



Seminar on "Use of Social Networks as an Advertising Tool" in Santa Elena, Petén.

Second Congress of Tourism Competitiveness of the Self-Management Tourism Committees in the North of Guatemala

Counterpart actively supported the South of Petén Tourism Association "TURISURP" - in the organization and development of the Second Congress of Tourism Competitiveness of the Self-Management Tourism Committees in the North of Guatemala, which was held from February 17 to 19, 2011, in Hotel Ecológico Finca Ixobel, in Poptún, Petén, with the participation of 283 people (during the 3 days) representing local, national, and Salvadorian tourism

businesses, and government and municipal institutions. Participants had the opportunity to share experiences, listen to lectures, and participate in business meetings and cultural events; they also participated in FAM trips to tourism destinations in the region.

Célica Contreras, Tourism Technician for the South of Petén, supported the coordination, logistics, and marketing of the event, and also acted as a moderator of the programs during the activity. In addition, Rony Mejía □ Director of the Community Tourism Alliance - gave a lecture on February 18 about Sustainable Tourism, Best Practices, and Certification, which was very well received by the participants.

As a complementary activity, Counterpart worked with the organizers in the design and development of various materials used to promote the activity, including vinyl banners, invitations, diplomas, and commemorative T-shirts. This activity generated revenue of more than Q80,000 (\$10,000) for the services providers who were involved and more than Q25,000 (\$3,125) for the organizer TURISURP.



Participants (left) and Rony Mejía (right) during his lecture on Sustainable Tourism and Best Practices

Vernal Equinox Festival in Uaxactún

For the second consecutive occasion, Counterpart supported the Uaxactún Tourism Commission in the organization of the Vernal Equinox Festival in the village of Uaxactún, Flores, Petén. The event was held from March 18 to 22, 2011, and aimed at increasing the number of visitors to the archaeological site and at strengthening the community organization. The planning and preparation process began in early January. Commissions were designated in a meeting that took place on the 18th of that month, and Counterpart integrated the Promotion and Marketing Commission. Counterpart participated afterwards in six additional planning and coordination meetings (January 20 and 25, February 1st and 7, March 4). In addition to the coordination and logistics support provided through the sub award with Asociación Balam, Counterpart also supported the design of materials to promote the event, including banners, posters, and illuminated signs. INGUAT and the Municipality of Flores financed the production and distribution of these materials.

The event was officially presented at a press conference held on February 7 with local media (cable channels and radio stations). Also, some promotional articles were published in national newspapers, like the one published in Prensa Libre: http://www.prensalibre.com/noticias/Preparan-festival-equinoccio_0_443955646.html

Counterpart participated in the event's inauguration, on March 18, along with representatives of ACOFOP, CONAP, and Asociación Balam.

During the four days of the festival there were cultural and recreational activities, including Maya ceremonies, representation of the Maya Ball Game by the Culture and Sports Ministry, tours through the archaeological site, tasting of typical food from Peten, demonstrations of how gum is obtained, and the main event, which was the observation of sunrise from the Astronomical Commemoration Complex, or Group E, which was designed to mark equinoxes and solstices throughout the year. The event attracted around 1,000 visitors to the community and to the site of Uaxactún.

Additionally, Counterpart worked on specific interventions with the "Let's Boost Your Business" program beneficiaries in order to improve marketing and sales, including the following:

- i Preparation of a preferential client card for Restaurante & Pizzería Capitán Tortuga.
- i Design of a brochure and preferential client card for La Posada de Don José hotel.
- i Final design of three vinyl banners and an information sheet for Posada del Cerro hotel.
- i Design of a vinyl banner for Hotel Ecológico Finca Ixobel.
- i Design of headed notepapers for Restaurante & Pizzería Mediterráneo.
- i Updating of the beneficiaries web pages with Information and photos.

Sololá

During this quarter Counterpart worked with 20 MSMEs who participate in the program in the municipalities of Sololá, Panajachel, San Pedro La Laguna, San Juan La Laguna, San Marcos La Laguna and Santiago Atitlán, focusing on strategy design and implementation of marketing and promotion activities.

Some of the most relevant activities and beneficiaries include:

Fundación Tradiciones Mayas

This foundation works with more than 100 indigenous women in 7 rural communities in Sololá. The Foundation promotes fair trade of high quality handicrafts, mostly made in a back strap loom. They also work in two social programs: Education and Health.

During February and March Counterpart supported this foundation in the design of a flyer to promote a tour through their medicinal plants garden, which is a part of the health program. In this tour visitors may learn about the qualities of medicinal plants and about how women contribute to their families' health and economy with medicinal plants.

Also, as it has been done in past years, Counterpart will help the Foundation to participate in the New World Crafts fair, which will take place in September 21st and 22nd, 2011, in Antigua Guatemala. Groups from the Foundation are producing products specifically designed to meet current international standards and trends required by the fair buyers. Furthermore, the Foundation is thoroughly reviewing the lines and collections in order to attain the highest effectiveness in cost terms and the best use of the producing women's abilities and potential.

Jardín de América Spanish School

Located in Panajachel, this is a school specialized in teaching Spanish as a second language. Based on the initial assessment, Counterpart supported this school by redesigning its logo and its corporate image, and with the preparation of an information sheet that may be distributed physically or electronically to current and potential clients.



Guatemala is famous for its excellent Spanish schools, we would like to invite you to Panajachel to learn Spanish from our highly trained and professional teachers. The Spanish School JARDIN DE AMERICA offers a highly personalized, well-structured course of study in a safe, beautiful, and relaxing environment.

At our school, a Mayan village is your classroom and all its inhabitants, your teachers!

METHODOLOGY

Our teaching methods are based on learning correct grammar through intensive classes with oral and written exercises. Basic conversation is also a very important part of our program for analyzing pronunciation as well as accent. Formal reading and reading comprehension is also highly important. In order to help you to be able to understand different accents, we suggest studying with a different teacher every week, although you can work with one teacher if you prefer.

OUR GENERAL PROGRAM FOR 6 HOURS	
8:00 to 10:30 a.m.	Lessons and written exercises (grammar).
10:30 to 11:00 a.m.	Break. Time to chat with other students or teachers so that you can get to know each other better; drink coffee or tea, or simply rest.
11:00 to 12:00 p.m.	Practice vocabulary, exercises and conversation.
12:00 to 2:00 p.m.	Lunch break
2:00 to 4:00 p.m.	Reading comprehension, practice vocabulary emphasizing pronunciation, conversation involving traditional and cultural topics, games and group dynamics (depending on student's needs and interests). Visit the local markets or other interesting places according to students' interests to grasp specialized vocabulary.

PLACES TO VISIT

1. Butterfly reserve
2. Market day and handicraft cooperatives
3. Visit the local deity Maximón in Santiago Atitlán
4. A sacred cave where Mayan ceremonies take place.
5. Local weaving workshops
6. Scenic Hikes
7. Tours around the lake exploring the surrounding

ACTIVITIES AT SCHOOL

1. Guatemalan movies in Spanish
2. Learn how to prepare your own Guatemalan food and tortillas
3. Many more activities...

WE OFFER

- A private teacher
- Regular schedule according to the package you choose
- All materials, including text and work books
- A weekly test to verify your progress (usually on Friday)
- With four week of study, a certificate from Jardín de América
- A diploma for long term students
- Free internet and WiFi access
- Volunteer Work
- Host Family. Opportunity to live with a Guatemalan family
- Specialized courses for Doctors and Nurses.
- Weekly activities (except transportation and entrance fees when required)
- Organic coffee, tea and purified water
- Receive faxes and phone calls (making calls is possible for a nominal fee)
- Cable TV, movies and documentaries about Guatemala and Central America in Spanish or English with Spanish subtitles
- Information and assistance for trips to other destinations in Guatemala and Central America, as well as the opportunity to be transferred

Join us at **JARDIN DE AMERICA Spanish School** and experience a unique learning process while enjoying Guatemala's traditions

CONTACT US

Avenida Santander, calle del Chalí, Callejón Santo Domingo
Panajachel, Solalá, Guatemala
Tel & Fax: (502) 7762-2037
Email: jardindeamerica_01@yahoo.com
http://www.jardindeamerica.com/



Information sheet including the new corporate image of Jardín de América Spanish School.

Hospedaje El Viajero

This small lodge located in Panajachel offers 9 clean and comfortable rooms with an excellent service to tourists. Counterpart worked on the design of the logo and the corporate image, information sheet, business cards, and entrance sign. Work on the web page is planned for the next quarter.



Descripción general:
Hospedaje El Viajero es un lugar acogedor que reúne las comodidades de un ambiente tranquilo en un entorno natural. Este cálido hospedaje le ofrece un excelente servicio, caracterizado por su atención personalizada, lo que lo convierte en el sitio ideal para descansar en Panajachel.

Nuestro interés es hacerlo sentir como en casa y atenderle bien dentro de un ambiente agradable y familiar.

Nuestros Servicios:
En Hospedaje El Viajero le ofrecemos 9 cómodas e higiénicas habitaciones con ocupación sencilla, doble y triple. Todas nuestras habitaciones cuentan con:

- Baño privado
- Agua caliente
- TV por cable
- Wifi

Servicios complementarios:

- Dos computadoras con acceso a internet
- Cocina
- Servicio de lavandería

Cómo Llegar:
Estamos ubicados al final de la Avenida Santander en Panajachel, a pocos minutos de la playa pública, de los principales comercios, bancos y de la zona viva.

Contáctenos

Final Avenida Santander
Panajachel, Solalá,
Tel: (502) 7762-0128
elviajerohospedaje@gmail.com
www.hospedajeelviajero.com



Information sheet of Hospedaje El Viajero including new corporate image

Hotel Posada Chinimayá:

In order to improve their professional image and the likelihood of forming alliances for this hotel, Counterpart worked in the design of their logo and corporate image, and is working in the design of an information sheet. According to the plan, work on business cards and modification of their web page will be carried out during the next quarter.



Lago Atitlán, Guatemala

New logo for Hotel Posada Chinimayá.

Hotel Cacique Ralón

As part of the strategy to position this hotel located in the town of Sololá in the tourism market, Counterpart worked on the design of a new logo and corporate image. Based on the positioning strategy of this hotel that offers lodging and conference rooms, we plan to work on business cards, an information sheet, and information signs during next quarter.



New logo that will serve as a base for the corporate image of Cacique Ralón Hotel.

El Gran Mirador

Counterpart is supporting the creation process of this new business that will work in the town of Sololá, offering lodging, restaurant, and conference rooms. Besides the technical support in specific tourism matters, as support for launching and marketing positioning, Counterpart is working in the creation of the logo and corporate image. Additionally, Counterpart is contributing to preparing the strategy that will allow the preparation of materials for the inauguration and promotion.

Eco Spanish School

Counterpart worked with these schools, located in San Juan La Laguna and Santiago Atitlán, on updating their website for the efficient use of social networks and on-line lessons, redesigning their business cards, and creating diplomas for students.

Hotel Mansión del Lago

New beneficiary located in San Pedro La Laguna, which offers lodging and conference rooms. Among their services they have a gym and an internet café for guests and tourists. During this quarter, Counterpart worked redesigning their logo and identified new promotional tools that will be developed during the next three months.



New logo for Mansión del Lago Hotel.

Artesanías La Cueva

La Cueva is a handicraft business located in San Juan La Laguna, specializing in leather work, especially shoes and handbags. The business was legally established during this quarter. Counterpart is working with the business in developing a promotion plan. As a first step in the process Counterpart developed a prototype logo.

Oxlajuj B'atz'

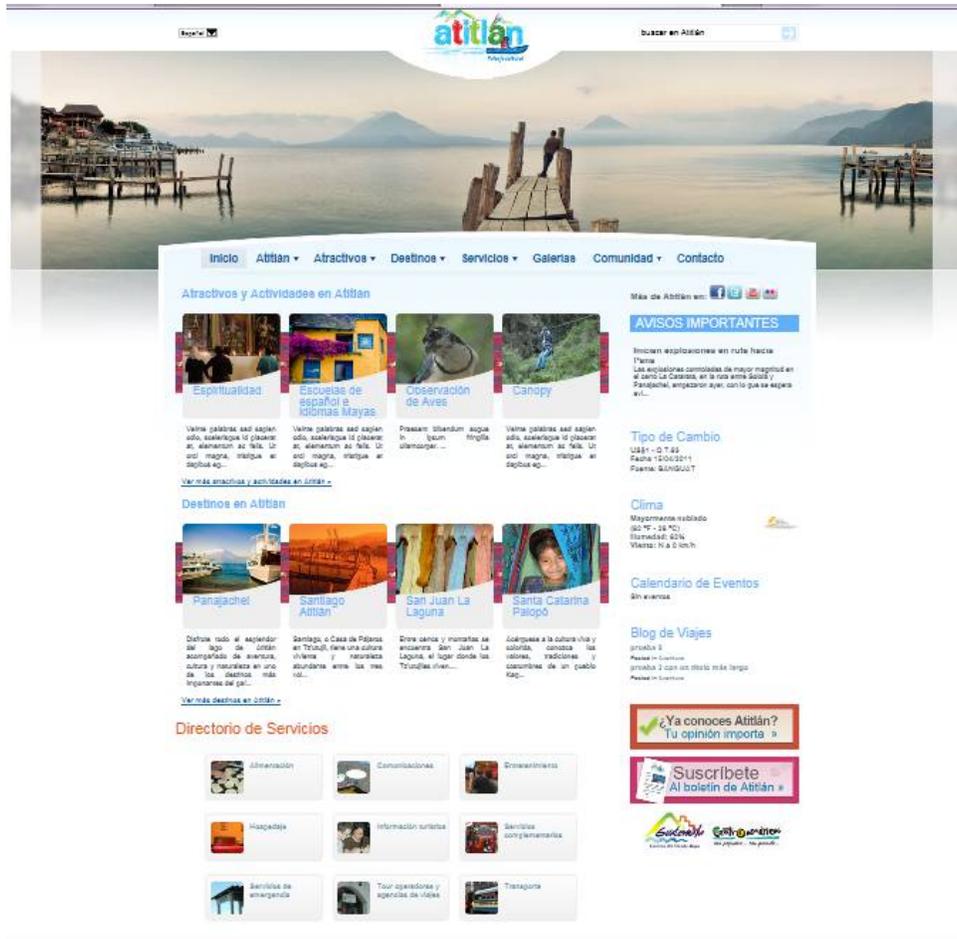
Counterpart worked on the design of sales tags and cards for 11 women handicrafts producer groups working with the United Textile Producers Association ATUKA - Oxlajuj B'atz'.

Other significant interventions in the area were:

- i Design of the front cover of a promotional DVD for the adventure tour operator Rogeris Tours, Panajachel.
- i Design of the logo and promotional strategy for Restaurante Campestre Sololá.
- i Design of the strategy to assist Casa Alegre Tours through improving their logo and corporate image and designing a services catalog and web page.

Sololá's Tourism Commission

Counterpart continued to participate in the Sololá Tourism Commission, leading the Marketing component of the Tourism Development Plan for the region. The main task in this component was the development of the destination web portal for Atitlán. The development of the web portal is being financed by the Canadian Cooperation PROSOL Project, and Counterpart is providing the technical lead and assistance to the process which builds upon previous interventions such as the development of the destination image and a consulting practicum. The complete structure of the web portal is finalized, and the beta phase for content uploading is under way. Counterpart is also working with the Tourism Commission on developing a strategy for the compilation of the additional content needed prior to the launch of the web portal. A demonstrative version of the portal can be visited at <http://www.visitatitlan.com.gt/index.php> pending technical and branding adjustments. Next steps for this initiative include the launch event and promotional activities.



Sample preliminary image of the Atitlán destination portal.

Verapaces

Puerta al Mundo Maya plus local SMEs promotional brochure

As has been done in the past, Counterpart worked with Chisec's Community Tourism Association (AGRETUCHI) to produce a series of promotional efforts for the community tourism destinations in Chisec and Raxruhá, Alta Verapaz. The promotional brochure resulted in a very efficient public-private partnership, since four private local SMEs providing tourism services co-sponsored the publication of the brochures. Additionally, the four SMEs represent important business and referral links for the community based destinations: Coban Travels is a Cobán based tour operator, while Estancia de la Virgen, Villa Victoria and Casa Vieja are all hotels from the Chisec area. Thanks to this collaborative effort 10,000 brochures will be produced and distributed through hotels and tourism destinations as well as municipal information points prior to the Semana Santa (Holy Week) high tourism season.

Improved web presence for Puerta al Mundo Maya destinations

Counterpart continued to work with AGRETUCHI in order to update and improve web and social networking tools to promote community tourism destinations in Chisec and Raxruha. Also, work on text entries as well as tags of the website www.puertamundomaya.com.gt resulted in significantly improved positioning on the most relevant search engines. Traffic continued to be generated and directed through multiple Facebook postings based on several feed sources.

Sepalau Community Canopy Tour

Sepalau community has initiated a project to receive funding and technical assistance for the construction of a canopy tour. Foreseeably, this project will receive in kind support from the Municipality of Chisec and Perenco Oil Company. Counterpart has initiated contact between the Sepalau community and Hun Nal Ye Hotel and tour center so that the owner of this private SME can provide technical support to Sepalau in finishing the planning and design process for the construction of the canopy tour. It is predicted that Counterpart will participate in providing technical assistance and training to the new canopy tour guides and support the promotion of this new tourism initiative aimed at increasing visitation levels for the Sepalau community.

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

During this quarter, Counterpart initiated work with groups of rural families from the Maya Q'eqchi' communities of Sepalau, Candelaria Camposanto, and La Unión in Alta Verapaz, who are interested in developing new productive alternatives related to tourism services offered in community destinations. Initial meetings and assessments showed that there was a good opportunity to develop new businesses related to providing ingredients and supplies to the food service providers in the region, namely turkeys and chickens. Further meetings were held in order to better shape the business ideas and perform a rapid assessment of the market which will include community food providers, as well as local restaurants, while it was identified that the productive projects should focus on raising turkeys, hens and egg laying hens.

Based on the previous results, Counterpart supported a technical and financial evaluation of these potential projects, which showed promising results. After the initial evaluations, Counterpart has facilitated contacts between the local families and potential financial institutions that could provide the necessary credit for the development of the small businesses. After initial contacts and visits, COOPSAMA showed a great interest in and compatibility with the projects under discussion, also offering favorable terms for the future micro entrepreneurs. After a series of informative meetings and site visits, 12 families are ready to continue the process and initiate the paperwork required for the credit in order to establish their small productive projects. At the same time, an agreement with the Coban office of the Technical Training and Productivity Institute (INTECAP) will allow a specialized consultant to provide technical assistance to the families in order to guide them through the first months of the productive cycle. It is estimated that within a year, the productive cycle will be complete and the families will have been able to pay their credit back, allowing for a new round of beneficiaries and also replicating the model in other parts of the country.

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.

Counterpart provided technical and 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. Counterpart provided technical assistance working together with Movimundo in marketing and promotion for the following destinations: Nuevos Mayas, Laj Chimele, and Tubing Chixoy. Through the technical support process, Counterpart worked with each community group to produce logos and corporate images, information sheets, and web sites. During this quarter, the three websites were produced, and can be visited at the following links:

www.nuevosmayas.com

www.lajchimelecoturismo.com

www.quatetubing.com

In addition, Counterpart worked with the community destinations and Movimundo team to design and print multiple-destination promotional materials. As a result, 1,500 brochures were printed for each destination. 3,000 multiple-destination brochures and 1,000 posters with information about the three sites were also produced. All these materials are being distributed in the country's main destinations, in universities, and at INGUAT tourist information offices throughout the country. Additionally, Counterpart supported the production of 3 scripts for 3 radio spots that are being transmitted by Emisoras Unidas, a national radio chain.



Multiple-destination brochure of Ruta Quiché Inexplorado.

Cerro Sija Ecological Park, in San Carlos Sija, Quetzaltenango

During this quarter 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. Counterpart worked with the Cerro Sija community management association to improve an initial proposal of an interpretative trail. Based on a preliminary script of the interpretive stations, Counterpart worked together with the park management to improve the text and the stations' graphic design. The trail's design and interpretation will be finished early in the next quarter.

In addition, Counterpart finished the design of the admission tickets and of a visitors' register book, both of which will help to keep a better control of visitors and admittance revenue and to plan promotional actions. Also, Counterpart developed four signs that will guide visitors to the park. It is very important to mention that the support of Counterpart has allowed for greater investment in the park, since all of the funding originally planned for consultancies was used to produce materials, while Counterpart provided the technical assistance, eliminating the need for consultancies and leading the park management through a learning-by-doing process.

Assessments and visits for future interventions

During this quarter Counterpart visited and met with several institutions that work supporting the development of sustainable and community tourism products in the Western Highlands. Counterpart also visited the focus regions and met institutional and community actors. Based on these visits and community initiatives scouted, Counterpart prepared current assessments for each region. Through these assessments, Counterpart evaluates opportunities, resources, and challenges to the development of community tourism projects. Such opportunities are framed in the work plan for the Western Highlands that will be implemented until September 2012.

During February and March, Counterpart held initial visits and meetings with Western Highlands' institutions including: Red Nacional de Grupos Gestores in Quetzaltenango, Fundación para el Desarrollo (FUNDAP), Helvetas in San Marcos, Quetzaltenango and Totonicapán. Also, Counterpart visited local development initiatives like the Co-

administration Committee of the Ecological Park Cerro Sija and the G-40 group in the community of Agua Caliente in San Carlos Sija, Quetzaltenango.

San Marcos Municipal Regional Parks

In collaboration with Helvetas' San Marcos department office and its coordinator, Armando Martínez, Counterpart visited Refugio del Quetzal Park in San Rafael Pie de la Cuesta and the Municipal Regional Parks of San Pedro Sacatepéquez and San Marcos in San Marcos. These parks have different levels of tourism preparedness, development, and potential. For San Pedro and San Marcos parks, the main foreseen actions include the implementation of educational and environmental interpretation products, directed to local schools and institutes. On the other side, Refugio del Quetzal, although not currently receiving technical assistance for its development as a tourism destination was identified to have great potential, especially for the bird watching segment. Based on the visits' results and coordination with Helvetas, Counterpart is negotiating a work plan and collaboration agreement in order to provide technical support and training to the mentioned parks. Promotion, marketing, sustainable tourism best practices, guide training and public use planning will be the main topics to be included in the technical assistance to be provided for these parks.

'Vuelve a la Vida' hot springs in the Agua Caliente community, San Carlos Sija, Quetzaltenango

Counterpart visited the 'Vuelve a la Vida' hot springs pools in San Carlos Sija, Quetzaltenango, located on the road to Huehuetenango. During the site visit, Counterpart met with representatives of the G-40 Group, which is formed by Agua Caliente inhabitants and is in charge of the management of these hot-springs pools, and with Peace Corps Volunteer Emily Hendersen.

G-40 Group promotes 'Vuelve a la Vida' hot-springs as an initiative to contribute to the economic development of the community. G-40 Group seeks to strengthen its organization in order to improve the quality of its products and services and to better contribute to community development. Based on the visit's results, Counterpart is coordinating and meeting with other organizations to design a Support Program that serves the community's needs and interests, and that allows an improvement of tourism services.

Totonicapán Community Forests

Counterpart visited the following communities in charge of the management of forests in the department:

- i Chuamazán forest, administered by 'Asociación Parcialidad Indígena Chuamazán',
- i El Aprisco, which is an ecotourism project of CDRO Association,
- i Quiacquix community forest, and
- i the border of the Community Vásquez forest.

Víctor Vásquez (Helvetas coordinator in Totonicapán), Patricia Barrios (technician hired by Helvetas for the revision, improvement and implementation of business plans made for communities with tourism and business potential), Pedro Merino (coordinator of the Western Highlands Region), and the board of directors of each community association in charge of the forest management participated in the visit. Forest promoters joined in the visit to Quiacquix and Vásquez forests. The initial assessment for the Totonicapán community forests showed that there is a great deal of conflicts and misinformation regarding the use of resources and for all of the sites visited tourism is not a main activity. Based on the results of the assessments and previous experience, Counterpart is recommending pursuing other options outside of the community forests in order to initiate tourism development in the department of Totonicapán, including community led tours and educational tours.

Writing and approval of the Work Plan for the Western Highlands Region of Counterpart International

Once the assessments were completed, Counterpart worked on designing a work plan for the Western Highlands Region spanning from February 2011 to September 2012. The plan includes specific activities and actions to be applied in the visited destinations. These will seek to strengthen the weakest aspects of the tourist destinations and to improve the products and train local personnel. This work plan will be discussed and approved together with Helvetas during the following quarter in order to develop planned activities.

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

The subaward agreement with Comunidades de la Tierra was signed. Through this subaward, handicrafts producing groups with some potential to develop a handicrafts business in areas with high poverty will be evaluated and selected in the Western Highlands (most probably Totonicapán). Based on the Comunidades de la Tierra model for incubation of new businesses in rural areas and their inclusion in relevant value chains, the selected groups (formed mainly by women) will receive technical assistance in organization and legalization topics, as well as in business establishment, planning, management, financial aspects, production and access to markets. The products to be developed by these groups will be designed with support from an expert design team focusing on market trends. A key advantage in working with Comundiades de la Tierra is their direct link to Kiej de los Bosques, a major partner in the commercialization of the newly developed products.

During FY 2011, three rural businesses will be nurtured 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.

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

The sub award agreement with the Guatemalan Exporter's Association (AGEXPORT) Arts and Crafts Commission was signed. 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.

During the remainder of FY 2011, work will focus on 15 producer groups from the western highlands (Huehuetenango, Totonicapán, Quiché, Quetzaltenango and possibly San Marcos). The groups to be selected will have a basic level of organization and production, so activities will be focused on the diversification of value added products based on market trends and with support from international and local designers.

Official launch of New World Crafts 2011

As part of the support and commercialization activities for the Guatemalan handicrafts sector in general, the sub award with AGEXPORT includes partial funding for the organization of the New World Crafts Trade Fair and other relevant international events.

The official launch of the "New World Crafts" Central American Handicrafts Trade Fair, 4th Edition, was held on February 22nd in Guatemala City. At the event, the organizing committee presented the new features of the event for 2011, which include expanded exhibition space for 105 stands, buyers from new regions including Japan, and a new format for the creativity contest and conferences. Relevant results of the previous edition of the fair were also presented, including the generation of over \$600,000.00 worth of sales and positioning of the event in the agenda of

major handicrafts traders around the world. The 2010 event was attended by 90 international buyers and 1,000 visitors, and it is expected that these numbers will increase by at least 15% for this year's event.

The organizing committee and AGEXPORT recognized and thanked USAID's and Counterpart's continued financial and technical support to the event in its four editions through Counterpart International's Community Tourism Alliance. Guatemala's major media outlets covered the event, including the official newspaper, Diario de Centroamerica. The New World Crafts event will be held at Casa Santo Domingo in Antigua Guatemala on September 21st and 22nd, 2011. The launch event was considered a total success; 103 out of 105 stands were reserved immediately following the event, so the organizing committee is evaluating the possibility of expanding the exhibit space.

Diario de Centro América newspaper article: <http://www.dca.gob.gt/economia3.html>

Siglo XXI newspaper article: <http://www.sigloxxi.com./pulso.php?id=30675>

Prensa Libre newspaper article: http://www.prensalibre.com/economia/Artesanos-exponen-productos_0_432556749.html

Follow the New World Crafts on Facebook @: <http://www.facebook.com/NWCGUATEMALA>

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

Workshops for improved visitors' management in Guatemala's Protected Areas system

In collaboration with Guatemala's Protected Areas Council (CONAP), Counterpart will facilitate a series of regional workshops on visitation planning and management for protected areas, with special emphasis on marketing and impact management.

During this quarter a workshop for protected area managers of the central, eastern and central highlands regions was held in Guatemala City on Monday February 21st and Tuesday February 22nd at Conquistador Ramada Hotel. The workshop was attended by 35 participants (8 women and 27 men), including public and private protected area managers, as well as representatives from Ministry of Culture, INGUAT, and CONAP.

The second workshop was held in Quetzaltenango on March 16th and 17th with 11 women and 24 men representing CONAP regional offices as well as protected areas, such as Tacaná Volcano, El Recuerdo Private Natural Reserve,

Chuirraxamoló Park, Chikabal Volcano, Todos Santos Chuchumatán Municipal Park, San Marcos Municipal Park and Sequiché-San Andrés Semetabaj Municipal Park.

During the next quarter, these workshops will continue to be implemented in the Verapaces, Izabal, and Petén regions, and new topics for a future round of workshops are under discussion with CONAP.

Official approval of the Public Use Plan for Mirador Río Azul National Park

Between 2009 and 2010 the Community Tourism Alliance and CONAP co-financed the preparation of the Public Use Plan for Mirador Río Azul National Park □ Biotopo Naachtun Dos Lagunas. The participatory process that was carried out facilitated important agreements among relevant actors related to biodiversity and cultural heritage conservation as well as tourism development in the Maya Biosphere Reserve. After a detailed revision process, the plan was finally approved by CONAP's Executive Secretariat. The Public Use Plan was officially presented at the 19th Meeting of the Mirador Multisectoral Roundtable on March 25th. During this same meeting, the following actions were agreed upon in order to insure implementation of the plan:

- a. Printing and publication of the Plan to be financed by USAID (through Counterpart and Balam), FUNDESA and PACUNAM.
- b. Socialization of the Plan with key actors, especially concessionary groups from Carmelita, Uaxactún and the Melchor de Mencos Block.
- c. Creation of the Administration Committee for the Park, to be formed by representatives from CONAP, the Ministry of Culture and CECON-USAC.
- d. Creation of the Public Use Unit for the Park, which will be in charge of following up with implementation and monitoring of the plan

Technical assistance for tourism service providers in protected areas

As part of the support strategy for the co-management structure of Yaxhá-Nakum-Naranjo National Park, Counterpart coordinated the implementation of a customized technical assistance event for service providers of communities surrounding the park. The technical assistance was provided by Guatemala's Technical Training and Productivity Institute (INTECAP) as part of a wider collaborative effort with Counterpart. The event was held from March 28th to 31st and it focused on basic service aspects including hygiene, personal appearance, food manipulation, preparation and presentation of typical dishes, and customer service. Having a clear purpose for the inclusion of women in tourism related activities at the park, the event was attended by 24 women and 2 men who provide guiding, food, ground and water transportation services within the park and was part of the preparatory activities leading to the Semana Santa (Holy Week) high season.

Additionally, through the sub award agreement with Asociación Balam, and in coordination with FUNDESA, a course on safe and hygienic food management was held with participants from the Carmelita and Uaxactún communities in order to improve their capabilities in providing quality services to visitors of the Carmelita □ Mirador circuit and Uaxactún archaeological site.

Coordination and support to Las Conchas Recreation Natural Park in Chahal, Alta Verapaz

Counterpart was invited by the Mayor of Chahal, Alta Verapaz to participate in a meeting with INGUAT in order to discuss future collaboration actions for Las Conchas Recreation Natural Park. In the past, Counterpart supported the municipality in the creation of basic tourism management guidelines and a system for visitor control. Through this joint initiative with INGUAT, Counterpart will continue to provide technical assistance in the development of marketing and visitation management actions. The first action being undertaken by Counterpart is providing technical assistance in the production of a series of interpretive signs for the park.

Maya Biosphere Reserve Multiple Use Zone Advisory Council

Counterpart participates as an active member of the Maya Biosphere Multiple Use Zone Advisory Council since many of the community tourism activities based in the Maya Biosphere originate or are developed within the Multiple Use Zone. Through USAID funding, Counterpart is providing logistic support for planning, coordinating, and monitoring activities of the Consultative Board. One of the main purposes of the Advisory Council is to lead and help in the fulfillment of a project financed by FONACON (through NPV) for institutional and presence strengthening in this key zone of the Maya Biosphere.

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

This component experienced difficulties due to several problems related to the institutional partners involved in this activity. A lack of implementation from the European Union's AI Invest funded program, which provided complementary funding for the certification activities, has prevented new SMEs from becoming incorporated into the process. Counterpart continues to participate in the negotiation process to determine the most appropriate ways to continue promoting sustainable tourism certification among tourism SMEs and will continue to discuss possible courses of action with the AOTR based on new developments regarding this issue.

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

Training of Community Tourism Guides in Chahal, Alta Verapaz

In collaboration with the Municipality of Chahal, Alta Verapaz, the official Community Tourism Guide training program was implemented with 10 women and 5 men from the locality. These community tourism guides will provide services in Las Conchas Recreation Natural Park as well as in other tourism attractions located within the Municipality.

Identification of new groups for the implementation of the Community Tourism Guide Training Program

Counterpart continued to work in collaboration with INGUAT and the national Community Tourism Roundtable in order to identify new groups with which the Official Community Tourism Guide Training Program could be implemented. Based on these activities, the initial selection exams for the implementation of the training program were conducted during the last week of April in Santa Lucía Utatlán and San José Chacacyá, Sololá in collaboration with the Manctzolojyá Municipalities Community. Once the results from the initial examination become available, final participants lists will be structured and logistic details for the implementation of the courses will begin.

Initial visits and contacts have been established with potential future communities in which to implement the training program. It is expected that during the following quarter the program will be implemented in several new communities with a special focus on the Western Highlands, including several communities in San Marcos, Chikabal Volcano, Nueva Alianza □ Quetzaltenango, Chichicastenango, and in other areas such as Santo Domingo Xenacoj.

2.4 Design and implement expansion strategy for Geotourism initiative in Guatemala

During this quarter, Counterpart and the Geotourism Council worked on preparing a series of methodological and strategic documents that will serve to guide and support the follow up actions of the Geotourism strategy for Guatemala, including the launch and promotion of the online map.

The first document is a full analysis of the situation of the Geotourism initiative in Guatemala and its context both nationally and internationally. Counterpart performed a revision of the Geotourism concept and its implications and adapted the guiding principles and criteria to the situation of MSMEs and destinations in Guatemala. Based on the findings of the analysis, operation schemes for an improved Geotourism Council and Advisory Panel were set forth and the main considerations for the management of the online map guide platform were systematized. It is important

to mention that by completing this process Counterpart and the Guatemala Geotourism Council continue to be pioneers in the implementation of Geotourism initiatives beyond the production of a printed map guide.

The second document is 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 are established and the roles of the Geotourism partners are outlined. On the other hand, detailed procedures for operations and information treatment in the online map guide are also established. The third document is a detailed work plan based on the previous two documents.

Using the aforementioned tools, Counterpart is working with INGUAT and ANACAFE in order to establish dates and resources into the detailed work plan in order to execute the next steps for the implementation of this phase of the initiative and the promotion of the online tools. Official launch of the online map guide and implementation of the work plan is foreseen for the next quarter.

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

Trainer of trainers workshop on the implementation of the Sustainable Tourism Good Practices Guide for Communities of Latin America

Counterpart organized a trainer of trainers workshop for the implementation of the Sustainable Tourism Good Practices Guide for Communities of Latin America in order to train a group of facilitators who could either provide trainings in rural communities or train other trainers throughout the country. The training was facilitated by Counterpart's staff and is based on the materials developed in support of the Guide which has been implemented successfully in several communities of Guatemala. In total 8 women, including one indigenous woman, completed the training and are now ready to implement training and technical activities in prioritized rural communities operating tourism services. The participants who demonstrated better performance during the training will be considered in order to expand Counterpart's base of consultants in order to implement sustainable tourism activities. Counterpart will continue to develop agreements with rural communities in order to provide training and technical assistance for the implementation of sustainable tourism good practices in the project focus areas.

Workshop on environmental and service good practices for members of Spanish School value chains in San Pedro La Laguna

A workshop with families providing homestay and hospitality services for Spanish schools in San Pedro La Laguna, was held on January 7th. The main topics covered included: roles of host families, order and hygiene, cultural interaction, and appropriate use of water and energy. The 12 women participants are members of families who regularly provide homestay and other hospitality services to foreign Spanish students enrolled in schools of San Pedro La Laguna. This workshop is part of a series of workshops aimed at improving overall services and environmental good practices of the Spanish schools in San Pedro La Laguna and their value chain members.



Women participating in the sustainable tourism workshops for homestay families in San Pedro la Laguna.

Solid waste management workshops in Raxruhá, Alta Verapaz

Through an alliance with the Municipality of Raxruhá, and its Environment and Tourism Office, a series of solid waste management workshops were implemented in seven municipal schools and with members of the Transportation Associations of Raxruha and Fray Bartolomé de las Casas. In total, 101 women and 109 men participated in these workshops aimed at improving the conservation of the local environment in the municipalities and reducing the visual impact of solid waste in the tourism destinations of the locality.

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

Carmelita Community

As reported the previous quarter, Carmelita Cooperative signed a cooperation agreement with the Ministry of Culture and Sports. The agreement authorizes the construction of basic infrastructure for tourism activities in El Tintal archaeological site and allows for the development of a strategic plan that will enable adequate management of the infrastructure and of other archaeological sites in the community concession area.

Based on the previously mentioned agreement, the community's tourism commission has negotiated with the Ministry of Culture the construction of basic tourism infrastructure including: 1) An open thatched structure to house camping tents, 2) Thatched structure with cement floor that will serve as kitchen and eating area, 3) Total remodeling of the restrooms at El Tintal, 4) Construction of showers, and 5) Construction of a storage room to house basic equipment. The tourism commission in collaboration with Ministry of Culture personnel will provide the labor for the construction of the infrastructure. In a complementary fashion, the recent official approval of the Mirador - Río Azul Public Use Plan will generate the enabling environment for the incorporation of El Tintal into the main tourism circuits to visit El Mirador and for the proper regulation and promotion of community tourism services.

Additionally, through the sub award with Asociación Balam, Counterpart has been supporting Carmelita's Tourism Commission in negotiating a project for construction of basic tourism infrastructure in the community of Carmelita. The site selected for the construction is located where an old camping site was initiated 10 years ago. Through this negotiation process, INGUAT assigned Q500,000 (\$62,500) for the construction of the infrastructure, while the Departmental Development Council (CODEDE) will provide an additional Q700,000 (\$87,500) in order to complement the project.

Once both projects are approved, they will be placed on the official public bidding process through Guatecompras.

Uaxactun Community

During this quarter, work with the community of Uaxactun was focused on following up implementation of the cooperation agreement signed between Uaxactun's Cooperative (OMYC) and the Ministry of Culture in October 2010. The agreement enables OMYC to legally provide tourism services in the Uaxactún archaeological site and also enables OMYC to build an information and promotion center in the public use area of Tikal National Park.

Thanks to the support provided by Counterpart, through the sub award with Asociación Balam, OMYC was able to obtain a compromise from INGUAT in order to invest Q 600,000 (\$75,000) in the construction and implementation of the information and promotion center in Tikal. The project will be implemented immediately after the Carmelita project mentioned above is completed. The site selection process in collaboration with the management of Tikal National Park is also underway.

Environmental compliance related to the infrastructure in Carmelita □ El Tintal and Uaxactun

At the time of writing of this report, the environmental forms for the construction of infrastructure in El Tintal and Carmelita were under revision by the Ministry of the Environment (and CONAP) and the EMP forms to be submitted to USAID were being prepared. Once a favorable resolution is received from the Ministry of the Environment, the EMP forms will be submitted along with the Ministry's resolution to the AOTR for USAID approval.

Pavo Project □ Controlled Oscillated Turkey Harvesting in the Maya Biosphere

During 2010 there was no hunting season under the Pavo Project due to the world financial crisis, which caused a considerable reduction in the number of reservations. For the 2011 season, the outlook is to have at least 6 hunters, which is the minimum necessary to break even with the controlled oscillated turkey hunting operation. On this occasion, instead of operating through a sub award with Pavo Project, Counterpart will support specific field preparation activities through a collaboration agreement with Uaxactun's Cooperative (OMYC) which has created a specific account for the management of Pavo Project activities. During March, activities focused on completing the biological monitoring work, obtaining the required hunting and weapons permits, and reconstruction of the camp which was severely damaged after two years of not being used. Two groups of hunters are expected for the 2nd and 3rd week of April. Additionally to the traditional hunting and monitoring activities, it is expected that this year CONAP and a filming team will participate in order to document the activities and to conduct in depth biological studies based on stomach contents of the turkeys. A full description of activities and results will be included in the 3rd Quarter Report.

V. Gender mainstreaming activities and results

During the First Quarter of Fiscal Year 2011, Counterpart collaborated with Vital Voices to carry out a workshop on gender mainstreaming for the Community Tourism Alliance. The main results of the workshop showed that Counterpart was already implementing several gender mainstreaming activities that needed to be better documented and that there was still room for new activities and approaches in order to favor the participation of women at different levels. Based on the results of this workshop and follow up activities implemented by Counterpart the main actions and results during this quarter included:

Technical assistance for tourism service providers in protected areas

In many rural communities of the Maya Biosphere tourism guiding has traditionally been an activity performed mainly by men. Many of the tours require long journeys into the forest, which prevent the participation of women. That is not the case in Yahá-Nakum-Naranjo National Park, where several women from the surrounding communities are involved in tourism guiding activities and have been trained and certified through the joint efforts of Counterpart, INTECAP and the Park's Management. Counterpart, however, identified field for improvement in women's involvement and strengthening. Several women from surrounding communities usually travel to the park in order to sell food, drinks and handicrafts to visitors during weekends and holidays. After talking with some of the women leaders, Counterpart identified that the women were eager to improve their quality of services and products and that the park managers were willing to contribute. Thus, Counterpart performed a needs assessment with the women service providers and brought in Guatemala's Technical Training and Productivity Institute (INTECAP), a longtime partner in the implementation of training activities, in order to create a tailored program for the women providing services at this wonderful park. The training and technical assistance sessions covered varied topics such as basic service aspects including hygiene, personal appearance, food manipulation, preparation and presentation of typical dishes, and customer service. Having a clear purpose for the inclusion of women in tourism related activities at the park, the event was attended by 24 women and 2 men who provide guiding, food, and ground and water transportation services within the park and was part of the preparatory activities leading to the Semana Santa (Holy Week) high season.



Special emphasis was placed in providing special conditions in order to favor women's participation.

Support to women's groups in the highlands (Sololá and Western Highlands)

It was identified that one of the main gender issues in the Guatemalan Highlands is the lack of economic opportunities for rural women who have had little or no access to education and are "tied up" to their homes. Many of these women are able to make some supplementary income by working on handicrafts, however if not tied to a relevant value chain, their economic opportunities are occasional and usually low value.

Sololá – Support to women's groups in collaboration with Fundación Tradiciones Mayas

As in the past, Counterpart continued to work with Fundación Tradiciones Mayas which not only provides a relevant value chain for women producing handicrafts but provides value added both in the fair trade focus of the handicrafts work and in the complementary health and education activities that bring an integral approach to the improved livelihoods of over 100 women in rural communities around Lake Atitlán. Counterpart supported this foundation in the design of a flyer to promote a tour through their medicinal plants garden, which is a part of the health program. In this tour, visitors learn about the qualities of medicinal plants and about how women contribute to their families' health and economy with medicinal plants. Also, Counterpart will help the Foundation to participate in the New World Crafts fair, which will take place in September 21st and 22nd, 2011, in Antigua Guatemala. Groups from the Foundation are producing products specifically designed to meet current international standards and tendencies required by the fair buyers. Furthermore, the Foundation is thoroughly reviewing the lines and collections in order to attain the highest effectiveness in cost terms and the best use of the producing women's abilities and potential.

Western Highlands – incubation and strengthening of women's handicrafts producer groups

Through the sub award with Comunidades de la Tierra, During Fiscal Year 2011 three rural businesses will be incubated 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. Through these activities the women will move from being independent handicrafts producers to establishing an enterprise linked to a value added value chain. Additionally, 5 producer groups already working will receive strengthening through improved financial management and access to markets.

Through the sub award with AGEXPORT's Arts and Crafts Commission, fifteen women's groups from the Western Highlands will develop value added handicrafts collections based on market trends and improved designs. The new collections will be promoted both at the New World Crafts Central American Exhibit and at the main international handicrafts trade shows, including the New York International Gift Fair and the Santa Fe Gift Show.

San Pedro La Laguna, Sololá - Workshop on environmental and service good practices for members of Spanish School value chains

Counterpart has been supporting the product development and marketing efforts of San Pedro Spanish School in San Pedro La Laguna during approximately three years. After assessing gender and value chain issues within the school, it was identified that one of the groups that needed support in order to provide a better service and generate greater customer satisfaction were the families providing homestay services for the Spanish students. Homestay activities are usually carried out by women who have had little or no access to training or technical assistance. San Pedro Spanish School decided to invest in training these women in order to provide an improved homestay to its students and co-financed an environmental and service good practices assessment and series of workshops for the women. Counterpart's staff performed an initial service and good practice assessment in order to identify potentials and needs. Based on the results of the assessment, a workshop on families providing a homestay and hospitality service for Spanish students was held on January 7th. The main topics covered included: roles of host families, order and hygiene, cultural interaction, and appropriate use of water and energy. The 12 women participants are members of families who regularly provide homestay and other hospitality services to foreign Spanish students enrolled in schools of San Pedro La Laguna. A series of workshops in order to cover the basic needs identified will be carried out during the next quarters.

Documentation of gender mainstreaming interventions and results in the Puerta al Mundo Maya communities

It was identified that Counterpart had already been engaged in gender mainstreaming activities in the associations managing the Puerta al Mundo Maya community tourism destinations in Chisec and Raxruhá, Alta Verapaz. Thus, during this quarter a methodology was agreed upon by which activities and results to increase women participation in association membership, association activities and decision making spaces will be documented. The work is currently under way and results will be presented along with the Third Quarter report.

ANNEX 1. DETAILED INDICATORS

COMMUNITY TOURISM ALLIANCE - USAID /
COUNTERPART INTERNATIONAL

FISCAL YEAR: 2011

QUARTER: 2

REVENUE	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>From Tourism</i>	645,604.62	807,795.24			1,453,399.85	2,625,000.00	14,365,912.55	11,194,312.40	75
<i>From Handicrafts</i>	22,925.38	29,589.40			52,514.77	875,000.00	5,634,087.45	3,836,279.20	
Total	668,529.99	837,384.63	-	-	1,505,914.62	3,500,000.00	20,000,000.00	15,030,591.60	

EMPLOYMENT	1 qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>Men</i>	101	69			170	2,000	8,700	4,555	52
<i>Women</i>	29	75			104				
<i>Indigenous</i>	38	86			124				
<i>Non Indigenous</i>	92	58			150				
Total	130	144	0	0	274				

NATIONAL TOURISTS	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>National tourists</i>	26,523	27,708			54,231	75,000	675,430	604,951	90
<i>International Tourists</i>	11,651	13,639			25,290				
TOTAL VISITORS	38,174	41,347	-	-	79,521				

MSME's CREATED	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>MSME's Created</i>	1	1	0		2	53	220	119	54

CREDIT GRANTED FOR TOURISM AND CRAFTS	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
<i>Amount of Loans</i>	-	-	-	-	-	100,000.00	1,005,581.20	843,581.20	84
Totales	-	-	-	-	-				

ORGANIZATIONS STRENGTHENED	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Let's Make Partners (Petén)	32	38			38	325	1266	1038	82
Let's Make Partners (Sololá)	14	36			36				
Let's Make Partners (Quetzaltenango - Retalhuleu - Huehuetenango)	0	0			0				
Socios Logremos (Verapaces)	17	17			17				
Logremos altiplano occidental	0	0			0				
Community organizations Maya Biosphere Reserve	5	5			5				
Technical assistance program in administrative tools	0	0			0				
Certification Program	0	0			0				
Career Community tour guide	0	0			0				
Access to credit and financial services	0	0			0				
Design and Handicraft Marketing	0	0			0				
Implementation of Best Practices in communities	0	8			8				
Incubation of new companies (Communities of the Earth)	0	0			0				
Strengthening existing businesses (Communities of the earth)	0	0			0				
Skilled crafts market access	0	0			0				
Raxruha MSME Training Program	0	0			0				
Chisec MSME Training Program	0	0			0				
Petén MSME Training Program	0	24			24				
Groups western highlands	0	0			0				
Other 1	0	16			16				
Other 2	0	0			0				
Total	68	144	0	0	144				
TOTAL PRODUCER GROUPS	23	41			41				
TOTAL NEW BENEFICIARIES	8	31			39				

LEVERAGED FUNDS	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Total	0	537,500.00		0	537,500.00	750,000.00	8,572,000.00	7,644,458.89	89.18

COST SHARE	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
	17,912.88	192,783			210,696	415,000.00	2,600,000.00	1,982,655.77	76

ETEO - SO2 / ECON GROWTH INDICATORS

OP Indicators	1st qtr	2nd qtr	3rd qtr	4th qtr	TOTAL FY 2011	FY 2011 Target	LOP Target	Accumulated LOP	% Achieved
Program Element 6.2 Private Sector									
Productivity									
Number of firms receiving USG assistance to improve their management practices	68	144			68	325	1,124	1038	92
Number of SMEs receiving USG assistance to access bank loans or private equity	0	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	507	-	-	674	1,500	10,869	9,043	83
number of women	33	255			288	700	5,142	4,280	83
number of men	134	252			385	800	5,727	4,762	83
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation.	27	332			359	750	7,210	6,069	84

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 \$	669	837	0.00	0.00	1,506	3,500,000	20,000.00	15,031	75
Number of jobs created as a result of USAID programs	130	144	0	0	273.83	2,000	8,700	4,555	52

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	813			1,007	1,500	13,372	12,166	91