



Alianza para el Turismo Comunitario  
Annual Report  
(May - September 2006)



Annual Report Fiscal Year 2006

May 1st - September 30th 2006

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USAID - Counterpart International



ALIANZA PARA EL TURISMO COMUNITARIO



The tree Maya Tzutuhil Ceremony at San Juan La Laguna, Solola.





## **I. Executive Summary**

One of the project's main activities during this quarter was the elaboration of the first annual work plan for May – September 2006, presented to USAID at the end of July. Counterpart in coordination with INGUAT and USAID organized an event where Mr. Glenn Anders, former USAID Guatemala Mission Director, received acknowledgments for his support to community based tourism; in this event a letter of understanding was signed between USAID, INGUAT and Counterpart, and a support intention letter between Alianza para el Turismo Comunitario partners. CPI started a planning and negotiation process with the Alliance partners that allowed the development of drafts of Sub Agreements, MOUs and diagnostics that have helped to define clearly the activities to be implemented jointly during FY 2007.

Counterpart followed up activities in Alta Verapaz and Petén related, in communities benefited previously by other CPI – USAID projects. CPI has supported AGRETUCHI in the infrastructure project financed by INGUAT and a new proposal for Cancuén was also elaborated and approved by INGUAT. In coordination with Asociación pro Desarrollo del Turismo Sostenible (ATS) and with the support of FUNDESA and Alianza Verde, a strategy was designed to promote access to credit and financial services for tourism and handicrafts MSEs, this activity has allowed ATS to start its first projects under the DaCrédito program designed specially for tourism and artisans sectors. Activities on capacity building for local, regional and national tourism and handicrafts organizations were implemented, including the following topics: administration, accounting, planning, organization and tourism services provision. Through these training workshops, 28 organizations have been strengthened, including rural communities, handicraft producer organization, regional tourism committees and the National Community Tourism Federation (FENATUCGUA).

Furthermore, CPI has facilitated the process among INGUAT and National Geographic Society to start a tourism development and marketing campaign under the principles of "Geotourism". Guatemala will be the 4<sup>th</sup> country in the world to establish a national initiative under this innovative concept. In coordination with Alianza Verde, Rainforest Alliance and Fundesa, Counterpart has been following up the adaptation of "Sustainable Tourism Best Practices" for rural communities of Guatemala. This adaptation will be used as a platform to design training workshops and technical assistance programs to implement best tourism management practices in rural communities and MSEs. In coordination with AGEXPORT's handicraft commission and Fundación Solar, the planning of activities for the program for Stan affected areas has progressed during this quarter.

The main results accomplished during FY 06 (May to September) a) US\$ 64,004.68 of revenues in generated on community based destinations benefited by the project interventions; b) 360 new jobs created; c) 3,458 national tourists and 1,642 international tourists have visited beneficiary community based destinations; d) 107 MSEs have been created for improved access to credit and financial services; e) 28 organizations where strengthened; f) \$ 466,998.68 granted in credits for tourism and artisan sector by DaCrédito / Banco de la República program and g) \$773,660.91 in leverage for activities related to the project.

## **II. Introduction**

The **Alianza para el Turismo Comunitario** (the alliance) is a dynamic public-private consortium of leading tourism development organizations whose main purposes are: a) support and create new community based tourism enterprises, as well as MSEs in rural communities of Guatemala; b) promote and improve the access to credit and financial services for small and medium tourism enterprises; c) improve local communities' capacity to manage and conserve natural and cultural resources through tourism and d) support the participation of local communities in conservation of cultural and natural resources in protected areas surroundings.

The Alliance coordinates strongly activities with Guatemala Government through INGUAT, CONAP, IDAEH and DGPCN; and soon with the National Competitiveness Program (PRONACOM). The alliance organizes activities orientated to tourism and handicrafts MSEs in the following regions: Petén, Izabal, Verapaces, Pacific coast and Highlands with emphasis in Stan Affected Areas. The following sites have been identified as key tourism hubs: a) Highlands (Antigua Guatemala and Atitlán Lake), b) Verapaces (Cobán), c) Petén (Flores), d) Izabal (Río Dulce and Santo Tomás de Castilla) and e) Pacific Coast (Puerto Quetzal). The alliance supports tourism and artisan community MSEs, as well as private ones.

At the end of project's 4th year (2009) the Alliance expects to obtain the following results: a) US \$ 7 millions in handicrafts and tourism revenues in beneficiary areas; b) 5,000 new jobs; c) 5% of international tourists and 250,000 national tourists visit the project destinations; d) 220 new businesses created because of access to credit facilities; e) 60 tourism organizations are strengthened and f) US\$ 16 millions in credits for tourism and artisans MSEs.

The Project benefits sustainable community based tourism organizations and initiatives as well as tourism and artisans MSEs. Project beneficiaries are divided in the following categories:

- a) Members of the National Federation of Community Tourism of Guatemala (FENATUCGUA in Spanish) this organization was constituted in 2005 with the support of the International labor organization (ILO). Counterpart and ILO have worked in the strengthening of this national network formed by 28 community based organizations in the whole country.
- b) Self management committees (CATs in Spanish): CATs were created by INGUAT under the institution's decentralization policy. Formed by micro, small and medium tourism entrepreneurs located in Guatemala's main tourism destinations.
- c) Tourism Business Centers (CETs in Spanish) created by Fundación para el Desarrollo de Guatemala (FUNDESA) Program of Promotion and development of the micro and small enterprises (PRODEPYME in Spanish). CETs are located in main tourism destinations and are formed by a big amount of tourism MSEs
- d) Other community based tourism organizations and networks: in this category are included local or regional community organizations that to date are not FENATUCGUA members like the Community Forest Concessions of the Maya Biosphere Reserve.

- e) Other MSEs: in this category are included tourism and artisan MSEs that are not part of CETs or CATs.

During the first quarter (May-June 2006) most of the activities were focused in the organization of an event where USAID, Counterpart and INGUAT signed a letter of understanding for the Alianza para el Turismo Comunitario Project, as well as letters of intention of support between alliance partners. Coordination and planning between partners started on this period, and afterwards started the elaboration of the first work plan for May-September 2006. Counterpart continued following up activities in Alta Verapaz and Petén, regions with previous presence, and started working on new project areas and executing other components of the project.

During the second quarter of FY 06 (July – September 2006) Counterpart continued the negotiation of the subcontractor agreements and memorandums of understanding with alliance partners. This process was very important to define roles and integrate implementation plans. In coordination with ATS, DaCrédito Program and Banco de la República the alliance started activities under the "access to credit and financial services component" in Izabal and the highlands, activities under "Handicrafts development and marketing activities" were executed by AGEXPORT handicraft commission.

The following report describes the main activities and results accomplished during the Fiscal Year 2006, from May to September 2006. The activities are divided in nine sections: 1. Event for the signing of a Letter of Understanding and letters of support for the project; 2. Negotiation of MOUs and sub agreements with project's partners; 3. Capacity building and strengthening of local, regional and national organizations; 4. Access to credit and financial services; 5. Marketing and promotion; 6. Certification; 7. Handicrafts development and marketing activities; 8. Post-Stan recovery activities; activities that could not be included on other components are listed in section 9; Other activities; 10. Results based on the monitoring and evaluation plan; 11. Found problems, corrective actions and recommendations to improve the implementation; 12. Environmental considerations and 13. Annexes.

### **1. Event for the signing of a Letter of Understanding and Letters of Support for the Project:**

In coordination with INGUAT and USAID, Counterpart organized an event to sign a letter of understanding to support the Alianza para el Turismo Comunitario project among Counterpart, INGUAT and USAID. During this event a confirmation of support letter was also signed by the alliance members. The event was realized on June 7th 2006 in INGUAT building. In this event INGUAT and representatives of communities supported by Counterpart and USAID awarded USAID former mission director Glenn Anders. This event was the first official presentation of the project and counted with the assistance of several media and representatives of the tourism sector. (See pictures in Annex 13.1).

## **2. Negotiation of MOUs and Sub agreements with alliance partners:**

One of the main activities during the first months of the project was the negotiation of cooperation and subcontractor agreements. Main roles, activities, budgets, working mechanisms were included in each agreement. Subcontractor agreements were set up as main priority during this quarter, and at the end of fiscal year first drafts of the subcontractor agreements were obtained with the following partners:

- i FUNDESA, for the implementation of tourism certification and marketing activities in coordination with Alianza Verde and Rainforest Alliance, as well as for technical assistance for tourism MSEs through the CETs network, located in key tourism hubs previously identified for the project.
- i ATS, in charge of access to credit and financial services component, DaCrédito program diffusion and technical assistance to project beneficiaries; focusing on artisan and tourism sectors.
- i Fundación Solar, implementing recovery activities in Stan affected areas in Atitlan Southern Basin.
- i Ak' Tenamit Association, for strengthening of community based tourism school in Izabal
- i Pavo Project, to develop and strengthen activities of oscillated turkey controlled harvesting in the multiple use zones of the Mayan Biosphere Reserve (Uaxactún and Carmelita) and to develop an analysis of project expansion in San Andrés concession.

These agreements will be presented to USAID during the first quarter of Fiscal year 2007 for its revision and approval in order to proceed with the signing and start up of activities. It is important to mention that the negotiation process allowed Counterpart and its partners to initiate jointly activities in spite that the sub agreements are not signed yet.

Discussions related to the establishments of Memorandums of Understanding between alliance partners started on the first months of the project, including the following organizations: a) Anacafé (strengthening of community based coffee tours and coordination of marketing initiatives; b) Proyecto de Desarrollo Competitivo del Turismo Cultural en Comunidades Mayas de Guatemala, (Project of Competitive development of Cultural Tourism in Maya communities) implemented by CAMTUR, for the strengthening of local, regional and national tourism organizations in tourism and marketing sections; e) IDAEH – DGPCN to strengthen community based tourism activities related to archaeological sites based on a specific regulation code for such activity; f) National Geographic society to develop a marketing initiative under the Geotourism brand.

## **3. Capacity building and strengthening of local, regional, and national tourism organizations:**

Activities for this component were implemented mainly in Alta Verapaz and Petén, where CPI had executed previous projects under cooperative agreements with USAID. In the new work areas CPI has established relationships with local organizations and has carried out diagnostic exercises for the implementation of activities during fiscal year 2007. The main activities carried out are described below, according to region of implementation.

### **Verapaces:**

- i CPI continued to support AGRETUCHI (Asociación Gremial de Turismo del Municipio de Chisec, Alta Verapaz, formed by the community tourism associations included in Puerta al Mundo Maya<sup>1</sup>) in the preparation and submittal of a proposal to INGUAT aimed at continuing the site restoration and development of community tourism services at Cancuen Archaeological site. INGUAT approved the proposal and through an agreement between AGRETUCHI and INGUAT provided US \$20,000 for a project to be executed starting in the first quarter of fiscal year 2007. Previously, INGUAT had financed two tourism infrastructure and equipment projects executed successfully by AGRETUCHI and with support from CPI. This previous successful experience of State funded projects implemented by rural communities contributed to INGUAT's decision of trusting this association again for the development of a new project.
  
- i CPI provided technical assistance for the completion and elaboration of the final report for the previous tourism infrastructure and equipment project financed by INGUAT. Radio communications systems were acquired and they have been installed in the Puerta al Mundo Maya communities along with training for the adequate use of the equipment. The final report, prepared with support and assistance from CPI, was presented to the Nation's General Accounting Office (Contraloría) and to INGUAT. Through this project, INGUAT invested US \$ 80,000 in improvements to destinations of Puerta al Mundo Maya.
  
- i The Cancuen Archaeological Project (Vanderbilt University) was conceptualized from the beginning with a vision of converting the site into a model of archaeological research with local participation and a tourism destination managed by local communities, engaged in the preservation of their natural and cultural resources. CPI has been developing activities focused on the communities surrounding Cancuen since 2003. Nonetheless, one of the main weaknesses detected for adequate tourism development, site management, and development of surrounding communities was the lack of a local organization representing the three communities closest to the site, which have been involved during the whole archaeological research and tourism development process. After many years of work, CPI facilitated the establishment of a new inter-community association called "AMERICA" (Maya Association for Rural Education and Integral Development of Cancuen). CPI developed two workshops for planning and organization and has facilitated the communications between AMERICA and the Ministry of Culture and Sports in order to negotiate an agreement allowing the association to provide tourism services in the archaeological site and to participate in site management. This process has benefited greatly from the lessons learned in the Candelaria Caves National Park process facilitated by CPI.

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<sup>1</sup> AGRETUCHI is formed by the following community tourism associations: a) Sepalau Cataltzul Integral Development Association– ADEISP-, b) B'omb'il Pek, El Porvenir II Association –ASBOPP-, c) Maya Q'eqchi' Association for Development and Tourism of Candelaria Camposanto –AMDETCA-, d) Q'eqchi' Mucbilha' I indigenous association, and e) La Unión Development and Tourism Association– ASDETUN-.

- i CPI's team in the Verapaces developed six workshops in the communities of Puerta al Mundo Maya. During the workshops, annual plans were developed and, based on the Easter experience; strategies for the improvement of tourism businesses were developed.
- i CPI has continued to support AGRETUCHI in the organization of ordinary and extraordinary assembly meetings, as well as board meetings. These meetings have been crucial for decisions regarding marketing of tourism products; conflict resolution, consensus building, and monitoring advances in the INGUAT financed projects, among other issues. On the other hand, community tourism organizations from La Unión, Candelaria Camposanto, Mucbilha' I, B'omb'il Pek – El Porvenir II and Sepalau have also received support for the organization of their ordinary and extraordinary assembly meetings.
- i CPI's team in the Verapaces designed and implemented 5 workshops on internal audits for the Puerta al Mundo Maya communities. These workshops have contributed to facilitate cash flow control and result communications between local associations boards and their associates. Most importantly, associates now have the necessary tools with which to request efficient and transparent management of resources by their associations.
- i With support from INTECAP and the regional INGUAT office, representatives of the Puerta al Mundo Maya communities participated in a bird watching tourism workshop in Coban. Participants in the workshop implemented socialization workshops in their own communities with support from CPI.
- i With support from the U.S. Department of the Interior, speleologist James Goodbar performed a design for the improvement of internal trails in caves open to public use in Candelaria Caves National Park. Design focused on visitor impact reduction, and the designs incorporating the use of local materials will be implemented by local communities with support from CPI during fiscal year 2007.
- i With support from Mercy Corps, personnel from CPI – Verapaces participated in a training of trainers workshop titled "Analysis and Transformation of Conflicts, Constructive Communication, Decision making, Construction and Mediation". Acquired knowledge will be applied by CPI personnel in daily activities related to strengthening of local and regional tourism organizations.
- i With support from the local INGUAT office, personal from CPI – Verapaces participated in the "Design and Management of Community Projects" workshop.
- i A technical workshop on "Camping Techniques" was organized in coordination with local offices of INGUAT and INTECAP. Two representatives from each of the Puerta al Mundo Maya communities participated in the training. Afterwards, these community representatives implemented informative workshops in their own communities with support from CPI.
- i Community representatives from Puerta al Mundo Maya participated in "First Aid" and "Tourism entertaining" workshops organized by INGUAT, INTECAP and FUNDESA local

offices. These community representatives then facilitated informative workshops on these topics in their own communities with support from CPI.

- i Training on “Enterprise Management of Ecotourism Destinations and Offer Diversification” was organized in Chisec, Alta Verapaz, in coordination with INGUAT and the Assistance Program by Colombian Experts. Representatives of local communities and municipalities, and 20 communities from all over the country participated in this training.
- i CPI designed and implemented six training workshops on financial controls in Puerta al Mundo Maya communities. These workshops were held on months following Semana Santa and focused on improving financial management after the high tourism season for the region.
- i CPI facilitated six workshops for the elaboration of a security and emergency attention plan in Puerta al Mundo Maya destinations. As a result of this planning process, coordination between host communities, INGUAT’s tourist assistance program (ASISTUR), Chisec Municipality, National Civil Police, and the local health center has been strengthened.
- i CPI organized two workshops aimed at strengthening the Community Development Council (COCODE) of Mucbilha I and at improving the coordination with the local Q’eqchi’ Indigenous Association of Mucbilha I.
- i Representatives from La Unión and Mucbilha I communities participated in the training for waiters organized by the Coban offices of FUNDESA and the CET. CPI then supported the organization of other four workshops were participants in the original training replicated the experience in their own communities.
- i CPI supported AGRETUCHI in the establishment of two alliances with local tourism operators: Kim Arrin and Guayacan. Both operators have begun promoting packages to Puerta al Mundo Maya destinations. Guayacan has also started selling tours to these community tourism destinations.

**Petén:**

- i Counterpart has continued to support the conflict resolution process and the organizational strengthening process in the Carmelita Community, working with several relevant actors. During February 2006 CPI supported the creation of a Community Development Council (COCODE) in Carmelita, a figure that should exist in every community according to current Decentralization and Development Council legislation. At that time the Presidency’s Executive Coordination Secretary (SCEP) had expressed its interest in developing several social development projects in the community. The overall objective was to create a “model community” in the Multiple Use Zone (ZUM) of the Maya Biosphere. Besides, it was general belief that creating a COCODE would allow for the inclusion of the whole community in development related activities, reducing present levels of conflict and division. Being tourism a major concern for the community, the creation of a Tourism Commission within the COCODE was considered from the beginning. CPI organized two workshops aimed at facilitating the organization and the creation of a set of norms for the COCODE.

- i Two workshops focused on updating the community tourism work plan were organized and facilitated by CPI.
- i CPI organized one workshop for the presentation of the "Training Guide on Nature and Archaeology of El Peru Archaeological Site". The activity aimed at local guides from the Paso Caballos community received support from CONAP, WCS, and Asociación Balam. CPI supported the whole process of this guide which besides the final training included: elaboration by a Peace Corps volunteer and validation by representatives from the Government and Waka - Peru Archaeological Project.
- i CPI has provided assistance for the regional office of INGUAT in Petén for the strengthening of the local tourism committees (CATs). Seven regional workshops for capability strengthening have been carried out with representatives from 6 CATs (Flores, El Remate, Melchor de Mencos, Sayaxché, La Libertad, and Poptun). After the initial workshops each committee received a visit where the actual situation and work vision were evaluated. As a result of these meetings a SWOT analysis was carried out and training and strengthening needs were identified. The whole process culminated in the creation of the CAT at a department level for Peten. This initiative has been applauded by INGUAT and it is expected that lessons learned will facilitate the replication of this process in other departments of the country.
- i CPI facilitated 3 organizational strengthening workshops in Paso Caballos community at the Laguna del Tigre National Park. The workshops, organized in coordination with CONAP and Asociación Balam, provided a space for negotiation and discussion of needed improvements between different tourism committees operating in the community.
- i In coordination with ACOFOP and Asociación Balam, CPI supported the establishment of a Tourism Commission for the Community Forest Concessions in the Multiple Use Zone of the Maya Biosphere. The forestry concessions initially forming the commission are Carmelita, Uaxactun, Arbol Verde, San Andres and Custosel. The creation of this commission was ratified by the ACOFOP General Assembly. CPI organized two planning workshops for this community in collaboration with ACOFOP and Asociación Balam.
- i In coordination with Asociación Balam and Ak' Tenamit association, CPI organized a field trip to Izabal with representatives from the Tourism Commission of the Community Forestry Concessions. The main objective of the trip was an exchange of experiences with local Association Ak' Tenamit. Special emphasis was put on the "Sustainable Tourism School", operated by Ak' Tenamit and catering to students of local communities who at the same time manage a restaurant and a free trade shop through the "practical classroom" methodology. The field trip was considered so successful that the commission decided to begin actions aimed at replicating this school in Peten. CPI, Ak' Tenamit and Balam presented a project profile to INGUAT for the construction of the vocational school in Petén, the project received initial approval and execution is expected to begin in 2007. The Ministry of Education has also expressed its support to the program.

### **Highlands:**

- i A diagnostic of strengthening needs of community organizations in the Southern Basin of Lake Atitlan was performed as a part of the discussion process for an agreement with Fundacion Solar. CPI and Fundacion Solar will work jointly in economic recovery activities in areas affected by tropical storm Stan. Other consultations were carried out with INGUAT and FUNDESA in order to define strengthening priorities for existing affiliates of CATs and CETs. The aforementioned list of priorities will be the basis for activities to be implemented during fiscal year 2007.

### **3. Access to credit and financial services**

Tourism and artisan sectors have always lacked of specific financing programs, besides such organizations and MSEs involved in this activities do not fulfill the standard requirements to access to credit and financial services programs offered by the traditional banking system. The Sustainable Tourism Association has been carrying out a special program designed in coordination with Banco de la República and DaCrédito program orientated to attend these sectors. ATS and Counterpart with Fundesa and Alianza Verde association have developed a strategy to promote access to credit and financial services for communities and handicraft and tourism MSEs. This strategy includes 6 activities: a) DaCrédito – Banco de la República program presentations in key tourism hubs (Antigua, Flores, Izabal, Petén, Atitlán Lake and Cobán) presented to artisan and tourism MSEs, local committees and other local organizations related to those sectors; b) identification of potential local tourism and artisan organizations and implementation of informational workshops; c) training workshops for CPI and CETs staff, in order to provide them with tools to inform potential beneficiaries of this program; d) credit program promotion; e) follow up and f) technical assistance for credit beneficiaries.

- i To date five information workshops have been developed in Izabal, Petén and the Highlands, in each of this workshops a technical assistance program has been presented for tourism MSEs that FUNDESA carries out through their Enterprise Tourism Centers (CETs in Spanish) as well as Alianza Verde – Rainforest Alliance sustainable tourism certification program Green Deal.
- i Until the end of this quarter 107 credits for a total amount of US \$ 466,988.35, have been granted for tourism and artisan sectors. The providence of these credits has created 107 new businesses and 360 new jobs, and it is estimated that it will generate revenues for about US\$ 7,668,421.80. ATS-DaCrédito is providing technical assistance in credits management to their beneficiaries.

### **4. Marketing and Promotion:**

- i In May, INGUAT organized the “Encuentro Mundo Maya”. During this event, Counterpart was chosen by INGUAT to give a presentation about the development of community-based tourism as a new modality in the country. CPI informed the media and tour operators about

the services and products offered by Puerta al Mundo Maya route and other destinations that belong to FENATUCGUA.

- i Counterpart also cooperated with INGUAT by facilitating the participation of representatives of the Center for Sustainable Tourism of National Geographic society in this event. Several meetings between INGUAT, CPI and NGS took part during the event; INGUAT declared its intention to work in coordination with both organizations to develop promotional materials and campaigns under "Geotourism" concept for Guatemala, where the community based tourism initiatives and MSEs services will be the main part.
- i INGUAT has included the tourism services offered by communities and CATs in their national tourism campaign, as well as in other promotional events in El Salvador. In the future some community tourism products will be promoted by the responsible tourism network Echo Way in Europe.

## **5. Certification**

- i Counterpart in coordination with Alianza Verde, Rainforest Alliance and FUNDESA has started the adaptation of the "Sustainable Tourism Best Practices" for rural communities of Guatemala. This adaptation will be used as a platform to design training workshops and technical assistance programs to implement the best management practices for sustainable tourism and start the process to obtain the Green Deal seal tourism certification. For year 2007 the alliance has planed to certify 30 MSEs in the country and test the applicability of the guide into local communities.
- i Validation workshops will be implemented in coordination with the Alliance members (FUNDESA, Alianza Verde and Rainforest Alliance) to organize certification activities and the application of best management practices on tourism for MSEs and rural communities.

## **6. Handicraft development and Marketing activities**

In coordination with AGEXPORT's handicraft commission, a strategy to develop handicraft products in Stan affected areas has been created. The main activities to be implemented in the following months are detailed below:

- i For January 2007, five handicrafts collections fulfilling the tendencies and marketing requirements will be designed and developed. An international designer (Patti Carpenter) specialized in handicrafts design, traveled to Guatemala to advise four producer organizations in San Juan La Laguna, Santiago Atitlán, San Pablo and San Antonio Palopó among the identified organizations. Mrs. Carpenter also provided technical assistance to students of Rafael Landivar University that will follow up the work with the producer organizations.
- i In coordination with UNESCO, the commission organized a seminar of Tendencies in color, design and fashion for 2007 and its application for handicrafts sector, this activity was

directed to producer organization, entrepreneurs and designers. 40 participants attended to this event.

- i The collections to be developed will be presented and marketed in January 2007 in the International Gift Show in New York. Six promotional events will be organized on national and regional level in Wall-Mart C.A, Siman and Cemaco through year 2007.
- i Six international buyers will be contacted to establish commercial contracts with local producers.
- i Two handicraft stores will be opened in the handicrafts market in Guatemala City and Pez Vela Marina in Puerto Quetzal. The developed collections will be commercialized through these new stores.
- i It is expected that the aforementioned activities will generate estimated revenues of US \$ 500,000.

## **7. Post Stan recovery activities**

In coordination with Fundación Solar, Counterpart conducted an assessment and action plan for the economic reactivation of Atitlan Southern Basin, one of the most affected areas by Stan storm. To date, four groups in San Juan la Laguna, San Marcos la Laguna and San Pablo have been identified as main priorities and will be receive support in order to accomplish its economic recovery, emphasizing in tourism and artisan sectors. The main activities to be implemented are: community group organization, technical assistance and training workshops, planning, project management and marketing. Besides, with the support of other alliance partners other MSEs of the region will be strengthened and included in marketing and promotion component.

## **8. Other activities**

- i Counterpart has supported US DOI in their first visits to Petén, as part of their agreement signed with Guatemala government related to the tourism development and management of El Mirador – Río Azul national park. Counterpart's team supported Cynthia Perera in the organization of meetings in Peten with key actors (including representatives of IDAEH, CONAP, INGUAT, ACOFOP, WCS, Carmelita community, and tour operators among others) and participated in inspection visits to Carmelita and El Mirador archaeological site in company of FARES, IDAEH, CONAP, Asociacion Balam and Carmelita community representatives. In coordination with Asociacion Balam and ACOFOP, CPI has provided feedback related to the elaboration of El Mirador workplan first draft, focusing in obtain a consensus between different actors respecting the legal frame for the Maya Biosphere Reserve. Counterpart has also provided ideas and suggestions to Asociacion Balam , the entity in charge of the creation of a multi sector round table for El Mirador Area with CEPF funds. The purpose of this table is that the

stakeholders related to this area (Government, civil society and local and international organizations) manage together to define and discuss actions for the development and conservation of this area.

### 10. Main results based on the Monitoring and Evaluation Plan:

The following table shows the main results accomplished from May to September 2006. In the Annex 13.4 a table showing the detailed indicators is included.

Indicator	Planned FY 06 (May - September 06)	Accomplished	Comments
<b>Revenues</b>	\$25,000	\$65,003.68	See Annex 13.4
From tourism	\$25,000	\$65,004.68	See Annex 13.4
From handicrafts	0	0	The first sales will be done during the first quarters of FY 2007
Projected Dacrédito / Banco de la República credit facility	0	\$7,668,421.80	Projected the period of financing (2 - 5 years)  See Annex 13.4
<b>Employment</b>	50	360	See Annex 13.4
Men		59	See Annex 13.4
Women		301	See Annex 13.4
Indigenous		325	See Annex 13.4
Non indigenous		35	See Annex 13.4
<b>National visitors</b>	0	3458	See Annex 13.4
<b>International visitors</b>	0	1642	See Annex 13.4
<b>MSEs created</b>	5	107	See Annex 13.4
<b>Strengthening of local tourism and handicraft organizations</b>	5	28	See Annex 13.4
<b>Credits available for tourism and handicrafts</b>	1,000,000	\$466,998.35	See Annex 13.4
<b>Leverage</b>	1,300,000	\$ 773,660.91	See Annex 13.4

## **11. Problems found, corrective actions and recommendations to improve implementation:**

In general, the project has not found any mayor problem during its implementation. However, this section presents a few difficulties found, as well as situations that in the future could cause problems, including corrective actions and recommendations to improve its execution.

### **i Coordination between COCODE and organizations in charge of tourism development in communities:**

Most of the community tourism initiatives are managed by civil associations established by local communities. According to the "Ley de Consejos de Desarrollo" in rural communities must exist a Community Development Council (COCODE in Spanish), chaired by the auxiliary mayor, whom trough its multiple commissions manage community development projects. Normally, tourism activity has not been included in a specific commission in these councils. This situation has caused power struggles between the groups in charge of tourism activities and the COCODE, the main authority in communities. This situation has had special importance in two particular cases: a) communities in Candelaria Caves National Park, Chisec, Alta Verapaz and b) Carmelita Community in the Multiple Use Zone of the Mayan Biosphere Reserve, San Andrés, Petén.

In 2004, the local communities of Candelaria Caves Nacional Park trough their community associations and COCODEs, signed a co-participation in management agreement with the Ministry of Culture and Sports. The COCODE have become more involved in subjects related to the payment of land value granted to the communities before signing the agreement, while the associations have focused their efforts in operative aspects related to tourism business.

Meanwhile, in Carmelita there exists three organized groups: a Cooperative that signed a contract with the State of a concession destined to forest sustainable use, several organizations that provide tourism services grouped in a Tourism Council and a COCODE recently established. This community is characterized because of its division regarding to tourism development. The Cooperative has been the most successful organization in the community because of its responsibility to the state and represents most of its population.

In both places, Candelaria and Carmelita the absence of specified duties for COCODE and tourism organizations has caused confusion between local populations. Besides, a constant power struggle over decision making related to community development and funds management. Among the corrective actions that counterpart has implemented are found: the facilitation of inner audits and organization of informative assemblies where all the community can receive information about funds management from both organizations. A process to elaborate regulation codes which define clearly functions and

responsibilities of the institution in the community as well as coordination mechanisms between both organizations. Following Ak' Tenamit Association's example, the idea that the associations in charge of tourism management in rural communities assign an amount of the utilities to projects managed by COCODE, has started to be promoted. This strategy could contribute to the change the perception of communities and create self awareness of the benefits of tourism, since most of the time the revenues benefit only the providers of tourism services (guides, cooks, among others).

**i Training workshops for communities:**

The achieved experience in working with communities has showed that by providing short training courses, in Spanish, focused on technical aspects have a low impact. A strategy that has showed good results is the adaptation of contents for rural communities, preparing workshops with practical nature, and follows them up in the local language. This has been applied by Counterpart in former projects financed by USAID in Alta Verapaz and Petén. Nonetheless, this modality requires the constant presence of facilitators that will direct the process in communities. This dynamic is hard to apply under the Alianza para el Turismo Comunitario scheme, because of the number of beneficiary communities involved in the project. Counterpart will continue the appliance of this modality, focusing on punctual technical assistance and training workshops subjects. Besides, Counterpart will keep promoting the exchange of experiences between communities, which has showed to be a high impact technique.

Simultaneously Counterpart will contribute to the strengthening of training initiatives, like the Sustainable Tourism School for local communities in Izabal, as well as its replication model in other areas of the country. This model has proved that community tourism development will be more effective by working with young people, with intensive formal education programs with practical components.

**i Weakness of CATs :**

Self management tourism committees (Comités de Autogestión Turística ó CATs in Spanish) were promoted by INGUAT as par of a decentralization policy. The rapprochement work and diagnosis realized with CATs has proved that these committees have become weaker with the pass of time. Generally they lack of planning schemes and their members lack of a common vision, and are formed by persons with personal interests. CPI in coordination with INGUAT has started an assessment of the current situation of selected CATs and has started a planning process focused on goals that can be accomplished in one year, including besides access to other benefits included in the project, such as training, technical assistance and access to credit. One of the main lessons learned about these committees is that usually, these CATs want to develop high scale projects (such as customs offices, roads, etc.), very difficult to fund, disappointing most of their members. In addition, as an alternative for the division and lack of coordination among the municipal CATs, CPI has proposed and implemented the first CAT at a district level (in Peten). This second level organization will promote projects that benefit each municipality.

**i Controversias related to tourism development of El Mirador Río Azul National Park and Izabal:**

The Mirador Río Azul National Park, especially El Mirador archaeological site is an area with a lot of controversies related to tourism development. There are several efforts promoted by archaeological projects, local communities, local NGOs, international NGOs and the Government of Guatemala to develop El Mirador site as a tourism attraction, but these initiatives has not been coordinated and the area lacks of a common vision. In addition, there have been constant rumors about private investments for tourism development, causing fear in the communities of be left apart on the benefits of tourism. Furthermore, Carmelita community, the nearest community and gateway to El Mirador, there are still divisions and problems among different tourism services providers.

CPI's activities have been focused on the strengthening of the organization of Carmelita community, reducing the level of conflict among tourism service providers. The success of any tourism development in the region will depend on the level of organization of the community and their ability to provide quality tourism service and to manage the natural and cultural resources. Furthermore, CPI keeps a close coordination among with NGOs and GoG institutions relate to the area. One of the main problems identified is the lack common goals, objectives and mission for the park among communities, government and other organizations, and the lack of consensus among stakeholders to define the way in which tourism has be developed, the best way to respect existing forest concession contracts and develop such activities according to the guidelines for core zones of the Maya Biosphere Reserve and how to guarantee that any tourism initiative will benefit local communities promoting sustainable use of natural and cultural patrimony. Recently, CPI has supported an initiative to create a multi sector round table promoted by Asociación Balam, aiming to start the process of dialogue, conflict resolution and participatory planning among representatives of the GoG, local communities, local and international NGOs. This round table will be officially established by the President Berger in September or October. CPI has been recognized by local organizations and the GoG as the organization leading the process of tourism development and strengthening of the organization of Carmelita community, requesting our participation in the round table.

We believe that similar processes have to be promoted in other areas of the country in which tourism represents a great opportunity for economic development and conservation, before problems start. A similar initiative could be replicated in the Izabal region, where a new cruise ship terminal will be built in Puerto Santo Tomás de Castilla supported by INGUAT, as well as national and international entrepreneurs, generating uncertainty among local communities and local small scale tourism entrepreneurs. A similar initiative could also be the arena to start a planning process for sustainable tourism development in the region.



## **12. Environmental Considerations:**

According to the Attachment A, section A. 13 Special Provisions, 6. Environment of the Cooperative Agreement # 520-A-00-06-00092-00, Initial Environmental Examinations (IEEs) will be developed, as well as environmental impact assessments following USAID's Environmental Guidelines for Development Activities in Latin America, if applicable in activities of the components a) Access to Credit and Financial Services, b) Marketing and Development of Handicraft Products and c) Post Stan Recovery Activities. Counterpart have presented this requirement to the partners related with this components, providing the specific guidelines regarding Small scale tourism infrastructure, MSEs \$ Microfinances and Ecotourism. Furthermore, these considerations have been included in the drafts of the partner's sub agreements.

Although the project does not implement directly infrastructure projects, the established guidelines will be applied for such projects funded by credits promoted by the project or by complementary funds leveraged by the Alliance. During FY 06 no activity related to infrastructure was implemented.

The initial environmental evaluation for SO2 provided a categorical exclusion for activities related with training, meetings and education. For these activities is not necessary to conduct neither an IEE or impact mitigation plans.

### 13. Annexes:

#### 13.1 Photo of event to sign a letter of understanding among CPI – USAID and INGUAT and letters of intention from partners, to support the Alianza para el Turismo Comunitario Project.



**Photo 1.** Signature of letter of understanding to support Alianza para el Turismo Comunitario Project by Harry Dorcus (CPI's COO), Glenn Anders (former USAID Guatemala Mission Director), Dan Mooney (INGUAT's Director) and Willy Kaltschmitt (Tourism Presidential Commissioner).

#### 13.2 Asociación de Tejedoras Ixoqi':



**Photo 2.** Women members of the Asociación de Tejedoras Ixoqi', Chimaltenango, benefited by the Dacrédito – Banco de la República credit facility for the production of textiles.

**13.3 Information Workshop on Certification, Access to Credit and Technical Assistance for tourism MSEs in Izabal:**



**Photo 3.** Representatives of the tourism industry and handicraft producers organizations, during an Information Workshop on Certification, Access to Credit and Technical Assistance for SMEs in Puerto Barrios, Izabal, organized by Counterpart, ATS, Alianza Verde and FUNDESA.

## ANNEX 13.4 DETAILED INDICATORS

ALIANZA PARA EL TURISMO COMUNITARIO - USAID / COUNTERPART  
FISCAL YEAR: 2006

REVENUES	From Tourism (US \$)		From Handicrafts (US \$)		Total (US \$)
	1st qtr (May - June)	2nd qtr (July - September)	1st qtr (May - June)	2nd qtr (July - September)	
AGRETUCHI	21,332.24	13,267.44	-	-	34,599.68
Community Forest Concessions Tourism Commission	5,000.00	25,404.00	-	-	30,404.00
Projected Dacrédito	5,646,026.80	-	1,697,506.80	324,888.16	7,668,421.76
<b>TOTAL</b>	<b>5,672,359.04</b>	<b>5,672,359.04</b>	<b>1,697,506.80</b>	<b>1,697,506.80</b>	<b>7,733,425.44</b>

EMPLOYMENT	Men		Women		Indigenous	Non Indigenous	Total
	1st qtr (May - June)	2nd qtr (July - September)	1st qtr (May - June)	2nd qtr (July - September)			
AGRETUCHI	20	15	15	0	35	0	35
Dacrédito	39	0	184	102	287	38	325
<b>TOTAL</b>	<b>59</b>	<b>0</b>	<b>199</b>	<b>102</b>	<b>322</b>	<b>38</b>	<b>360</b>

NATIONAL TOURISTS	1st qtr (May - June)	2nd qtr (July - September)	Total
AGRETUCHI	2452	917	3369
Community Forest Concessions Tourism Commission	0	89	89
<b>TOTAL</b>	<b>2452</b>	<b>1006</b>	<b>3458</b>

INTERNATIONAL TOURISTS	1st qtr (May - June)	2nd qtr (July - September)	Total
AGRETUCHI	613	103	716
Community Forest Concessions Tourism Commission	500	426	926
<b>TOTAL</b>	<b>1113</b>	<b>529</b>	<b>1642</b>

SMEs CREATED	1st qtr (May - June)	2nd qtr (July - September)	Total
Dacrédito	73	34	107
<b>TOTAL</b>	<b>73</b>	<b>34</b>	<b>107</b>

ORGANIZATIONS STRENGTHENED	#	NAMES
Asociación Gremial de Turismo de Chisec	6	AMERICA, ADEISP, ASBOPP, AMDETCA, ASDETUN, ASIQMUC y AGRETUCHI.
Community Forest Concessions Tourism Commission	3	Comisión Turismo Carmelita, COCODE Carmelita y Comisión de Turismo de Concesiones Forestales
Federación Nacional de Turismo Comunitario de Guatemala	1	FENATUCGUA.
Comités de Autogestión Turística (CATs)	7	Flores, Melchor de Mencos, La Libertad, Sayaxché, Poptún, El Remate y CAT Departamental Petén.
Centros Empresariales de Turismo	2	CET Livingston y CET Petén.
Dacrédito	4	ASODIGUA, Asociación Ixqi y Gremial de Taxis de Puerto Barrios
Comisión de Artesanías / áreas afectadas por Stan	4	Artesanías del Pueblo Maya (San Antonio Palopó), Cerámica Atitlán (San Antonio Palopó), Joyería Tzutuñil (Santiago Atitlán) y Asociación de Artesanas de San Juan La Laguna.
Proyecto Pavo	0	
Others	1	Comité de Turismo Paso Caballos
<b>TOTALES</b>	<b>28</b>	

CREDITS FOR TOURISM & HANDICRAFTS	1st qtr (May - June)		2nd qtr (July - September)		Total US\$
	Q.	US \$	Q.	US \$	
CATs	2,500,000	328,947.37	-	-	328,947.37
Others	730216.8	96,081.16	318,970.66	41,969.82	138,050.98
<b>TOTALES</b>	<b>3230216.8</b>	<b>425,028.53</b>	<b>318,970.66</b>	<b>41,969.82</b>	<b>466,998.35</b>

LEVERAGE	1st qtr (May - June)	2nd qtr (July - September)	Total US \$
INGUAT (Infraestructura turística Y capacitación)	30,000.00	25,000.00	55,000.00
FUNDESA - AV	-	1,500.00	1,500.00
ATS	-	8,000.00	8,000.00
Banco de la República	425,028.53	41,969.82	466,998.35
Dacrédito	28,211.45	2,351.11	30,562.56
Comisión Artesanías AGEXPRONT	-	10,000.00	10,000.00
INGUAT (Mercadeo)	10,000.00	5,000.00	15,000.00
INTECAP	-	3,500.00	3,500.00
US DOI	40,800.00	40,800.00	81,600.00
Counterpart	50,000.00	50,000.00	100,000.00
Otros (AGRETUCHI)	-	1,500.00	1,500.00
<b>TOTAL</b>	<b>584,039.98</b>	<b>189,620.93</b>	<b>773,660.91</b>

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