



USAID
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UNIDOS DE AMÉRICA

Alianza para el
TURISMO COMUNITARIO



Quarterly Report
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Group of Carmelite community guides for practical course in El Mirador, as part of the Community Tourism Guide course.



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I. Executive Summary

During this quarter CPI through the project Alliance for Community Tourism continued to provide advice and technical assistance to strengthen local tourism organizations. In the Verapaz region we continued working on strengthening organizational, administrative and accounting associations that make up the community tourism route Puerta al Mundo Maya. Further to support tourism development and destination management planning, a workshop was held in the Municipal Park Recreation Natural Shells generalities focused on planning in protected areas, protected areas law, contents and importance of management plans and planning public use within this workshop identified the need for a management plan for the area, making CPI advised the Municipal Corporation in developing the terms of reference for and the development of a profile to be presented Rural Pro program - Pro Tourism.

In the Multiple use zone of the Mayan Biosphere Reserve, Petén, CPI and Balam Association provided technical assistance to the Commission of Tourism ACOFOP and partner organizations to develop strategic plans. Also we began advising a project to develop a tourism community school to be funded by the PDP-CRBM / IDB.

In Sololá we continued with the support and advice to the Subcommittee on Tourism CODEDE Solola, provided assistance in the development of the competitiveness agenda in coordination with PRONACOM and annual operating plan.

The implementation of a career community official tour guide in communities surrounding the Yaxha National Park, Petén (26 participants), Carmelita, Petén (21 participants), Candelaria Caves National Park, Alta Verapaz (17 participants), Asociación Ak ' Tenamit, Izabal (20) and San Juan Comalapa, Chimaltenango (20) was completed this quarter as well.

A diagnosis is in protected areas with tourist visitation, including Quirigua, the Quetzal Biotope, Mario Dary, Iximché, Pacaya Volcano National Park and National Park Yaxha. Based on the results and the institutional capacity to implement improvements, we began a process of technical assistance in the Quetzal Biotope, Yaxha, Pacaya Volcano and Las Conchas, on topics including environmental interpretation, promotion and marketing, management visitation and destination, and tourism development planning.

In component of access to credit and financial services, provided continuous technical assistance to 18 tourist and craft enterprises. During the quarter the company received funding Turkeys Kaquik Q.350,000.00 awarded by Banrural.

Established a partnership with the Netherlands Development Cooperation (SNV) and Rainforest Alliance with the aim of finalizing the adaptation of best practice guide for sustainable tourism for communities in Latin America. SNV is funding a consultant to guide the adaptation, while CPI implemented validation workshops and followed the guidance in Guatemala and implemented RA validation workshops in Ecuador and Nicaragua. During the quarter diagnostics companies ended the involvement in the certification process under the label Green Deal, co-funded by USAID Counterpart through sub grant agreement with FUNDESA. Based on the results of the diagnostics, CPI, in coordination with Green Alliance,



implemented 14 seminars-workshops focused on strengthening the weaknesses identified in the diagnostics of the companies involved in the process. The seminar-workshops focused on three areas: marketing and sales, finance and environmental practices, and were implemented in five regions: Guatemala City, Solola, Izabal, Alta Verapaz and Petén. Meanwhile, Green Alliance completed an audit of the companies participating in Green Deal, certifying a total of 27 enterprises in Guatemala and Belize. Finally, as was a business conference for certified products, with the participation of national and international tour operators.

In the marketing component, CPI continued implementing the initiative of strengthening and expanding the tourism value chain (program called "Let's Make your business or tourist destination sell more") combining technical assistance and actions marketing. New companies were incorporated in Petén, Quetzaltenango, Solola and Alta Verapaz. This approach allowed for a much greater impact on the growth of tourism in these regions and increased sales of businesses and participating destinations.

Work on the Geotourism initiative in conjunction with National Geographic, and Anacafé INGUAT focused on establishing formally Geotourism Council and provide feedback for the development of geotourism map guide for Guatemala.

Through the grant agreement with the Commission sub Craft AGEXPORT, actions were continued marketing of handicrafts, including the successful completion of the 1st Central American Crafts Fair "New World Crafts" generating sales of \$ 200,000. Also continued with the visit of international buyers, completed the design of three new lines of handmade products, while one more is in final design phase. We also continued implementation of marketing activities, including visits by international buyers, participation in the festival of Our Cemaco Guatemala, participation in festivals Wal-Mart Central America and the participation in the fair participation of Colombia Crafts Expo.

The main results achieved during this quarter were: a) \$ 1,161,516.07 in sales (of which \$ 469.770 from sales of handicrafts), b) 86 jobs created, c) 1 credit approved in the amount of \$ 44,871.79, d) 71 organizations and MSMEs strengthened tourism, e) 971 people with increased income for sustainable natural resource management and f) 381 people trained in natural resource management and biodiversity conservation.

II. Introduction

The Community Tourism Alliance (the Alliance) - is a public - private partnership in tourism development leading organizations▯ objectives are: (a) support and create new community tourism enterprises and small and medium enterprises in tourism rural areas of Guatemala, (b) improving access to marketing, product design and financial services for small and medium tourism enterprise, (c) improve the capacity of local communities to manage and conserve co cultural resources through tourism and d) improve support to local communities to participate in the conservation of biodiversity in the regions around the project sites.

Project activities are divided into five major components: 1) Strengthening local tourism organizations, regional and national, 2) Access to credit and financial services, 3) the promotion of good management practices and certification, 4) Promotion and marketing of tourism products and 5)



Development and marketing of handicrafts. The following describes the main activities in each of them during the first quarter of fiscal 2008 (October 1 - December 31, 2008).

III. Description of Results and Activities

1. Strengthening local tourism organizations regional and national

1.1. Strengthening organizational and administrative communities Puerta al Mundo Maya route, other communities and destinations of Alta Verapaz:

During this quarter, we continued to advise communities that make up the community tourism route "Puerta al Mundo Maya" in management, accounting, organization and planning. These communities include: Sepalau, El Porvenir II, Candelaria Cemetery, Mucbilha 'I and La Union. This work has been coordinated with approval SANK.

Further to support tourism development planning and destination management Recreational Park Municipal Natural Shells, CPI implemented a workshop for members of the Municipal Corporation of San Rafael Chahal, focused on publicizing guidelines for protected area management, content making processes and management plans and plans for public use. The municipality has expressed interest in developing a management plan for the park, so that CPI has provided assistance in developing a profile for fundraising, which will be submitted to the Program Rural Pro - Pro Tourism.

Other building activities to destinations Verapaces are presented in Section 4.1.3.

1.2. Strengthening community-based tourism in the Maya Biosphere Reserve, Petén:

Tourism Commission of ACOFOP:

During this quarter, Counterpart continued advising Balam Association in organizing and planning the ACOFOP Tourism Commission, made up of community forest concessions Carmelita, Uaxactún - OMYC, AFISAP - San Andres, Green Tree and CUSTOSEL.

On October 9 was a field visit by representatives of the Commission to the Hotel Green Villa Ixobel, located in the municipality of Poptún, Petén, with the aim of exchanging experiences and observe the services Finca Ixobel provides to national and internationally. Eight representatives AFISAP, Carmelita, Green Tree, CUSTOSEL OMYC and participated in this tour, as well ACOFOP Juan Giron, America Rodriguez and Daniel Trujillo BALAM. One of the highlights of the visit was the explanation that participants received from the owner of the hotel, which has more than 30 years of operation, who explained how his business started and the efforts made over time to provide a quality service to all its guests.

CPI participated in a meeting of the Committee on Tourism of the Cooperative Carmelita with several tour operators Flores and Santa Elena, who promote tours to the



archaeological site El Mirador, where they were offered the services provided by the tourism commission such as guides, assistants, cooks, camping equipment and food. Tour operators who participated were Adventure Tourism Tour Operator, Tour Operator Explore, Tikal Connection Martsam Tour Operator and Tour & Travel.

Between October and December, several meetings of the Commission, which were standardized guidelines for the preparation of a plan of action for each partner organization of the committee, drafts were developed individual action plans and identified programmatic lines Strategic Plan of the Tourism Commission. In addition, during these meetings, it was agreed to follow the mechanism to present the project at the School of Community Tourism for RBM communities, to be presented to the PDP-CRBM IDB-financed with the support of Counterpart and Balam Association.

It also signed a letter of understanding between the Cooperative Carmelita, Balam Association, Counterpart International and the U.S. Department of the Interior, in order to better coordinate the work aimed at strengthening the tourism activities in the community of Carmelite. This sets out the way forward for collaboration and joint work in the community.



One meeting of the Tourism Commission with representatives from ACOFOP, Balam Association, CONAP and CPI.

1.1 Controlled use of Carmelita Ocellated Turkey, and San Andres Uaxactún (AFISAP):

During this quarter, negotiations began with Integrated Environmental and Wildlife Management Services for Project implementation turkey 2.009. The activities of this project will begin in the next quarter, after the signing of the corresponding sub donation.

The actions of this component will begin in the second quarter of fiscal year 2009 when it signed the agreement with IEWMS, sub award Turkey Project.



1.2 Strengthening of Specialists in Sustainable Tourism in Izabal

CPI is waiting to receive the work proposal Ak Tenamit Association to proceed to develop the sub grant agreement and start implementing measures to strengthen the program of Specialists in Sustainable Tourism.

1.3 Implementation of Career Community Tour Guide:

In 2004 CPI INGUAT started lobbying for the formal recognition of the category of Community tour guide. In 2007, INGUAT approved new regulations for tour guides in Guatemala, which includes that category. Through meetings between INTECAP INGUAT and Ecotourism Division CONAP content developed Race Community Guide to start implementation in priority communities.

From this account, CPI led the process by which it implemented the first 2 courses for a community tourism guide in Petén, one community and one in Yaxhá Carmelita. In Yaxhá National Park, the course began on September 13 with 28 participants from the Las Viñas, Machine and Yaxhá and completed, as scheduled, on December 20, 2008. Participants are pending the final review before continuing with the process of applying for accreditation with the INGUAT. Of the 28 students who started the course, 26 completed (7 women and 19 men), representing a low dropout rate and shows the great interest of the participants in obtaining accreditation.



Student Course on Community Tourism in the Park Nacional Yaxhá

Moreover, the course of Community Tourism Guide began in the village of Carmelita on September 6, ended December 22. Of the 25 participants enrolled in the course, 21 completed the program content (1 woman and 20 men), including a tour of studio practice to the archaeological site El Mirador, with a duration of six days (from 4 to 9 December). CPI supported the planning and logistics to carry out this tour, and also helped pay some of the food and services for participants. As in the case of Yaxhá, you only need to comply with a final exam and continue with the process of accreditation to the INGUAT. The exam will take place on January 22 in the community.



This course was also implemented in communities of Alta Verapaz, Chimaltenango and Izabal during the current quarter. In the Candelaria Caves National Park, Raxruha, Alta Verapaz, some 17 people from communities and Muchilha Candelaria Camposanto 'I. In Izabal, the course was given to 20 students of Specialists in Sustainable Tourism Association Ak 'Tenamit from 11 to 28 November. Finally, in the San Juan Comalapa, Chimaltenango, the course was conducted from 10 November to 12 December, with the participation of 20 people.

We have begun lobbying INTECAP to implement during the next quarter Uaxactún (Petén), San Marcos La Laguna and San Juan la Laguna (Sololá), San Pablo Tacaná (San Marcos) and San Rafael Chilascó (Baja Verapaz).

1.4 Technical Assistance for MSMEs for Tourism Marketing

CPI continued to provide technical assistance to MSMEs and tourist destinations in Petén, Alta Verapaz, Baja Verapaz, Solola, Chimaltenango, Quetzaltenango, Totonicapán, Retalhuleu under the approach of strengthening and expansion of the tourism value chain within the program called "Let's Make it your company or sell more tourist destination." The assistance focused mainly on establishing strategic alliances, developing strategies and sales tools. The development and results of these activities are presented in detail in section 4.1 Strengthening and expansion of the tourism value chain.

1.5 Strengthening and Tourist Destinations Heritage Conservation under principles of Geotourism:

During this quarter geotourism activities focused on the comprehensive review and supplement the database obtained as a result of the phase of nominations. It is planned that the building activities and heritage destinations under the principles of Geotourism begin in April 2009, when it introduced the Geotourism Map Guide to Guatemala.

1.6 Strengthening the Tourism Commission CODEDE Sololá:

CPI continued to participate actively in the activities of the Commission of Departmental Tourism Development Council (CODEDE) of Solola. CPI is part of the working committee of the Tourism Commission of Solola in which, with support from the National Competitiveness Program (PRONACOM), is developing a competitiveness agenda for Atitlán. Within the provisional committee advances include: establishing competitive advantage Atitlan and the Annual Operating Plan for the Commission.

CPI provided technical support for the realization of a drawing competition with children from three municipalities of Solola. The invitation to participate allowed 39 children of basic school level send their drawings, which will help further the development of the tourist image of Atitlán. CPI along with members of the Tourism Commission, acted as a jury and the first six places were chosen. The competition also allowed the involvement of nine local organizations and private companies, as well as CPI and the Tourism Commission. CPI led public relations activities related to the



contest, for which press releases were prepared and newsletters that were distributed in schools and collaborating institutions convened. The media used press releases and were present in both the decision of the winners and the awards.

On the other hand, CPI worked on the development of an online blog for the Tourism Commission. The purpose of this page (<http://www.turismoatitlan.blogspot.com/>) is to facilitate the editing work by the manager of Strategic Revitalization Plan. After building the site, were given practical advice to the manager to update and feed the information space for members and visitors in general. The tool has worked satisfactorily, although the update was interrupted when the contract ceased INGUAT the person who acted as Manager of Tourism Promotion Plan Atitlan.

During the next quarter, CPI will continue to support the Commission's Tourism CODEDE Sololá in implementing actions related to the plan developed by George Washington University and Universidad del Valle de Guatemala.

1.7 Advice on Public Use Management and Visitation in Protected Areas:

During fiscal year 2008 CPI, TNC and CONAP implemented the 1st National Workshop on public use planning in protected areas. One of the most important conclusions of the workshop was that there are significant gaps in the management consulting in public use and visitation in protected areas of the country. In this situation, CPI agreed with COTURAP CONAP and prioritized certain protected areas where CPI visitation could make needs assessments, institutional capacity and implement technical assistance in fiscal year 2009.

The areas in which technical assistance diagnoses made for public use management in protected areas were:

- ▯ Quirigua, Izabal
- ▯ Mario Dary Rivera University Biotope Conservation Quetzal
- ▯ Iximché, Chimaltenango
- ▯ Pacaya Volcano National Park
- ▯ Yaxhá, Petén

During the diagnostic phase was determined that, in fact, all the above areas have major needs in terms of better manage public use and tourism visitation. However, it was also determined that several of these areas have serious structural and institutional constraints to implement improvements that may be suggested as part of a technical process as proposed. Given this situation has begun to work with those areas which were identified intervention areas and concrete improvement actions identified in which the counterparty is institutional capacity to implement the suggested improvements as a result of the technical assistance provided. The areas in which technical assistance will be implemented to improve the management of public use and / or visitor experience are:

- ▯ Mario Dary Rivera University Biotope: Design Review interpretive site, track improvements on trails, production of promotional material.
- ▯ Yaxhá, Petén: Development of interpretive materials, review of visitor management system.



- ▯ Pacaya Volcano National Park: Development of interpretive materials and tools to better manage visitors, at the request of tour operators.
- ▯ Recreational Park Las Conchas, Chahal: Monitoring and technical support to proposals for developing the management plan, marketing technical assistance under the program achieve.

2. Access to Credits and Financial Services

During this quarter CPI continued to advise identified MSMEs interested in seeking funding for expansion of tourist and craft business, or creating new ones.

The advice is to prepare and review financial projections, business plan development, compliance with funding requirements demanded by banks and monitoring system implementation process admitted to banks.

Companies or entrepreneurs who received assistance during this quarter are: 1) Learn Spanish Democracy, 2) Hotel Mazatlan, 3) Hotel Shangri La, 4) Turkeys Kaquik, 5) Internet Caribbean, 6) Ceramics Las Marias, 7) Lax Travel Panajachel, 8) Hotel Posada Maya, 9) Hotel Seagull, 10) Hotel Blue Unicorn, 11) Lucretia Romero, 12) Restaurante La Luna, 13) Sakribal, 14) Tourist Services Atitlán, 15) Manuel Mendez, 16) Spanish School Mayalandia, 17) Spanish School Garden of America and 18) Tour operator RS. Four of these were incorporated into the program of technical assistance in access to credit and financial services during the current quarter.

During this quarter the loan was approved by the company requested Kaquik Turkeys, for the extension of a turkey farm that supplies restaurants in Coban and the incorporation of a tour in the same area. The loan amount was approved Q. 350,00 and granted by Banrural. During this quarter the credit requested by Las Marias Ceramic, amounting to Q.75, 000 was denied by Banrural and is being presented to other financial institutions.

It is noteworthy that before the start of the financial crisis, many employers have expressed not receiving assistance be sure to continue the process. Another factor that may adversely affect the results of this component is that most banks are changing financial conditions, including increased interest rates. For example, reduced Banrural within projects funded under the DCA project 10 years to 6, increasing the interest rate between 2 and 4%.

3. Promotion of Best Practices and Certification

The tourism certification issue is becoming increasingly important with the new trends of the tourism market as well as regional initiatives, particularly the DR-CAFTA. CPI continues to drive the implementation of best practices for sustainable tourism and certification (under the label Green Deal, Green Property Alliance) in the following activities: 1. Completion of adapting and applying best practices guide for communities in Latin America, 2. Support for the process of certification and recertification tourism companies, 3. Marketing companies certified companies / destinations implementing best practices.



3.1 Completion of adapting and applying best practices guide for communities in Latin America

At the end of the 2008 fiscal year, CPI established a partnership with the Netherlands Development Cooperation ▯ based in Nicaragua - (SNV) and Rainforest Alliance to launch a pilot project in Guatemala focused on strengthening rural community tourism, including as one of the main axes of work promoting good practice in rural communities. Under this framework, began the final edition of the Guide to Good Practice for Sustainable Tourism for application in Latin American communities in September 2008 and will have the first draft guide in March 2009.

Adaptation Consultancy Good Practice Guide has started well for what CPI has participated with RA in the first session of presentation of results. So far the general structures of both the Guide to Good Practice for Sustainable Tourism Communities and Leader's Guide Trainer. Samples also showed charts diagramming the environmental field and a chapter GBP. The guide will be ready by the end of April 2009, which CPI can start making use of the material with their beneficiaries at a later date.

3.2 Support to the process of certification and recertification of tourism enterprises

Since we joined the Alliance for Community Tourism, CPI has supported tourism certification activities of MSMEs. During this quarter, through a sub grant agreement with Green Alliance Association, supported the CPI process diagnostics and audits of MSMEs involved in the Green Deal certification program through the sub grant agreement signed with FUNDESA, including new ventures in pursuit of obtaining the seal and companies undergoing recertification.

Based on the needs identified by the diagnoses made in 2008, in October 2008 CPI implemented directly Seminars-Workshops for tourism businesses certified in the certification process and invited. The workshops lasted approximately 5 hours each and were conducted in the following areas:

- Guatemala City
- Izabal
- Petén
- Panajachel
- Coban

The theme of the seminar-workshops, as well as the number of firms and beneficiaries are summarized in the following table.



Workshop Theme	Key Topics Covered	Companies Benefited	# of People Assisted
Marketing and Sales	<ul style="list-style-type: none"> - Practical concepts of marketing - Basic concepts of high performance sales - Administration and management of marketing - Administration and management of sales, - Development and implementation of administrative manuals - Development of marketing and promotion plan - Development of business plan / sales. 	34	65
Implementation of Good Environmental Practices	<ul style="list-style-type: none"> - Management and sustainable use of water - Management and sustainable use of energy - Forms of appropriate behavior and codes of conduct to the flora and fauna in natural heritage sites - Environmental Education as a crosscutting all previous 	61	130
Financial Management	<ul style="list-style-type: none"> - Quick analysis of financial statements - Steps in the creation of a business plan useful - Preparation of a cash flow and cash management - Incorporation of enterprise technology to be more efficient and profitable - International Financial Reporting Standards-IFRS. 	55	73

Providing technical assistance has contributed significantly to more companies every day joining the implementation of best practices. In many cases, companies were assisted and accredited Green Deal certification so the support has been positive.

3.3 Marketing of certified companies and destinations implementing best practices

Business Roundtable

CPI and Green Alliance conducted the Business Round Green Deal 2008, held in December. In this, we had the participation of 23 international tour operators interested in integrating their products and services packets certificates. A activity were present



companies that were certified and re-certified. The aim of the conference was to encourage business operators to national and international tourism to include within their enterprise sales catalogs and certified sustainability by Green Deal, strengthen strategic partnerships and encourage intra-regional tourism between Exhibitors (certified companies) and buyers (domestic and foreign).

Among the certified companies, participated in specialized initiatives and issues such segments: adventure tourism, agrotourism, nature, culture, archeology, among others. Also present were numerous mass media, domestic and foreign, among which may be mentioned: Thirteen Telecentre, CidNewsMedia, online travel advisory, American Digital Newspaper, Siglo XXI, and Cicerone Tour Bureau.



Rony Mejia, deputy director of Alliance for Community Tourism the press conference of presentation of certificates Green Deal.

The following table lists the participating tour operators:

No.	Name	Company	Country
1	Carlos Jimenez	Explore	Guatemala
2	Beat Brunschwiler	Via venture	Guatemala
3	Percy Stancent	P.T.P	Guatemala
4	Marvin Alvares	Servicios E. Transp. Turísticos	Guatemala
5	Eduardo Herrera	Top Team Travel	Guatemala
6	Rolando Schweikeet	Transter tours	Guatemala
7	Alejandro Valladares	STP	Guatemala
8	Bruno Kuppinger	San Creek Lodge	Belize
9	Yolanda Cardona	Intermundo	Honduras
10	Mónica Gómez	Ayuntamiento Tenosique	México
11	Arturo Romero	Ayuntamiento Tenosique	México
12	Roberto Pérez Díaz	Universo Maya	México
13	Cesar Fonseca	Vallescondido	México



14	Rafael Ibarra	Agua y cielo	México
15	Juan Carlos Jiménez	Viajes Pomono	México
16	Manuel Antonio Sanchez	Ecotour maya	México
17	David Franco	Cotton Tree Lodge	Belize
18	Wendy Gomez	Destinos Alternativos de CV	México
19	Guillermo Fonseca	Busilha Usumacinta	México
20	Carlos Aguirre	Lacandona	México
21	Francisco Belmont	Fomento Ecotur	México
22	Ricardo Romero	Sti Travel TGU-HON	Honduras
23	José Nieves	Turismo Nieves	México

CPI and Green Alliance will monitor the sales generated through this business conference in the remainder of fiscal year 2009.

Delivery of Green Deal Certificates 2008

In order to reward and publicize certified companies this year, Green Alliance, with the support of CPI certificates held delivering Green Deal 2008. The effort of various tourism initiatives in the implementation of sustainable practices has been rewarded. This product, 27 companies Guatemalan and Belize were accredited certification at various levels of compliance.

The following is a list of companies that were certified this year:

No.	Representative	Company	Location
1	Edmundo Solis (*)	Hotel Jaguar Inn Tikal	Peten
2	Juan Carlos Sagastume (*)	Hotel Maya Internacional	Peten
3	Benedicto Grijalva (*)	Restaurante Capitan Tortuga	Peten
4	Rosita de Kuhn (*)	Hotel La Casa de Don David	Aldea El Remate
5	Benedicto Grijalva (*)	Martsam Tour & Travel	Peten
6	Magdalena Guerra (*)	Hotel Villa Maya	Peten
7	Hugo Monrroy (*)	Restaurante El Hacendado	Peten
8	Verena Reyna (*)	Hotel Villa Los Arcos	Peten
9	Isaul Chub (*)	Restaurante Bugamama	Izabal
10	Manfred Hunger (*)	Hotel Villa Caribe	Izabal
11	Eugenio Gobbato (*)	Hacienda Tijax	Izabal
12	Rodolfo Garrido	Antojitos Doña María	Izabal
13	Amabilia Tiul (*)	Hotel Catamaran	Izabal
14	Beat Brunshwiler (*)	Tour Operador Via Venture	Antigua Guatemala
15	Manuel Aguilar (*)	Hotel Villa Colonial	Antigua Guatemala
16	Aura Ileana Gordillo	Ram Tzul	Verapaces
17	Brenda Chenal	Alcazar de Doña Victoria	Verapaces



18	Alvaro Yat (*)	Cooperativa Chicoj	Verapaces
19	Antonio Ralda (*)	Takalik Maya Lodge	Retauleu
20	Carmen de Moran	Hotel Posada de Don José	Retauleu
21	Mayra de Alarcon (*)	Hotel Quetzali	Guatemala
22	Jean Francois Clotuche (*)	Tour Operador Mayan Zone	Guatemala
23	Alejandro Valladares (*)	STP Petén / Guatemala	Guatemala
24	Lourdes Perez (*)	Rupalaj Kistalin	Guatemala
25	Silvia de Rey (*)	Hotel Ajau	Guatemala
26	Widthmark Estrada (*)	Tour Operador Ixcanan Travel	Guatemala
27	Gabriel Queche (*)	Hotel Villa Santa Catarina	Guatemala
28	Shenny Manzanero (*)	Hotel Casa Caballo Blanco	Belice

CPI also prepared a directory of companies that are implementing sustainable tourism practices, with the aim of supporting them in marketing. The catalog has a total of 40 individual sheets, one for each business, which are detailed in an integrated services offering. Among the 40 companies are all certified for this year and those who are in the process of certification with the Green Seal Deal.

4. Marketing of Tourism Products

4.1 Strengthening and Expanding the Tourism Value Chain

Since fiscal 2007, CPI work focused marketing and technical assistance to destinations comprehensive strengthening and expanding the tourism value chain. This approach has led to very important results in increased visitation to these destinations, as well as increased income generation and access to new markets. CPI's assistance continue to be offered within this approach, facilitating the creation of sales tools under the program called "Let's Make your business or tourist destination sell more" ("we achieve"). Here are the activities of this program to the general level and in each of the regions of influence. Annex 1 provides examples of materials and sales tools developed under this program in the current quarter.

4.1.1 Altiplano ▯ Sololá / Chimaltenango:

Program Expansion accomplished in Solola and Chimaltenango

As part of the work that was done in Solola during this last quarter with the tourism industry, two new companies were added to the program "Let's Make". With the latter, and are 10 companies with which it works only in Panajachel. The first is Tolimán Excursions, an operator of Panajachel that serve primarily dedicated shuttles. Sakaric Ri is the other new grouping. This is an association of more than 30 operators and Panajachel which is expected to work on issues relevant department due to his influence in tourism in the region. Among the materials that have been



prioritized and worked with both companies may be mentioned the following: improvement and development of brand image and business cards. Due to the recent addition of both groups, progress is relatively simple, however, has planned a series of promotional materials important to start work in the next quarter.

a. Monitoring Program Partners ▯ Let's Make

CPI has continued the work done during the last quarter with companies and Tecpán Solola, Chimaltenango. The monitoring has been ongoing for nine trade groups with which it has been working. In promotional materials worked in the region are: blankets design, brochures, unifoliales, menus, flyers, business cards, banners, websites, interpretation, and even designs for stickers and shirts.

Within tourism enterprises benefiting from the program Let's Make exists an interesting mix with which CPI has identified several strategies to improve sales job. The partners are comprised Atitlan hotels, tour operators, souvenir shops, a restaurant and a foundation of fair trade craft. Furthermore, in Tecpan, has continued the work of interpretation for the museum farm Molino Helvetia. To date the process of interpretation ended and it is pending approval by the board.

b. Campaign "Stay another day" to increase stay in Atitlán

As part of the consulting practice "Strategy and action plan of marketing and communications for the region of Lake Atitlan in Guatemala and benchmarking analysis of community-based tourism in the region" and UVG GWU, supported by CPI, identified the need for promote existing tourism Atitlán to encourage longer stays in the area. To respond to this opportunity identified, CPI is working in coordination with the Tourism Commission Sub CODEDE Solola, to generate a strategy from the standpoint of "Stay another day" in which products promote the destination. During this quarter, CPI worked on refining the methodology for carrying out the stages prior to the implementation of the Strategy. The methodology includes both systematize and analyze information on the target market, and from secondary sources about the products available, complementing the inventories of products and services that have been previously developed.

4.1.2 Altiplano ▯ Quetzaltenango / Tonicapán / Retalhuleu:

a. Follow Let's Make program partners

The CPI team continued to perform activities with the four original partners of the program "Let's Make your company or tourist destination sell more" in Quetzaltenango.

Additionally, contacts were made with potential partners, and achieved the signing of four new MOUs with various companies in Quetzaltenango. The new member companies are: Learn Spanish Miguel Angel Asturias, Cultural Center and Spanish School Minerva, Amerindia Bilingual Center and the Association of Spanish Schools Coordinator (ACEEQ), which includes most of the Spanish language schools in the area.



With these four new integrated "Let's Make" companies to the program, CPI has given technical assistance in marketing and selling a total of eight trade associations during the current quarter. The support has focused mainly on the development of various promotional materials as shown below.

Business Cards: Three companies approve finished cards that CPI prepared in conjunction with them: CBA, Doña Pancha Chocolate and My House Bed & Breakfast.

Flyers: We performed a flyer with the hotel My House Bed & Breakfast and one that was done in conjunction with the Los Altos and Trolley Chocolate Doña Pancha.

Unifoliales: In order to make known the journeys made by the tram Altos Quetzaltenango, produced a new flyer that describes the packages. This material is being used to market the company in electronic and printed form with tour operators and local level.

Factsheets: also designed a newsletter for Los Altos Tramway which was used for the show "Expoturismo Guatemática" and other events nationwide.

Branding: It worked 2 logos, one with Tinimit Ulew Spanish School, which is in the final stages of approval and another with the hotel My House Bed & Breakfast.

Poster: Tourism cluster Retalhuleu CPI approached for support in developing promotional materials. A poster was prepared for a marimba concert series that took place in the central park of the city.

Notably, in November 2008, the Tourism Cluster Retalhuleu also request support for the production of promotional materials for cultural, opened the doors to CPI to establish memoranda of understanding with its members. This work will begin in January 2009 with six companies and candidates as the Cluster group

4.1.3 Verapaces:

a. Follow Let's Make program partners

During 2008 fiscal year nationwide CPI launched the program "Let's Make your company or destination sell more" in the area of Verapaz. Joined 18 partners, including community destinations, MSMEs and municipalities. These partners were provided with technical assistance in marketing, destination management and business administration. Following the successful establishment of local partnerships between tourist destinations and tourism providers through joint marketing, which is able to increase tourist visitation, CPI has continued to provide assistance in marketing and product development to these partners.



Pom-Rocja ASODIRP Ti La - Ecoregion Lachuá
With ASODIRP Association, which manages the community tourism products at the destination Rocja 'Ti Pom The' of the Ecoregion Lachuá worked on revising and improving the packaging of tourism products. The first activity was a visit to exchange experiences of tourism management to communities and Mucbilha I Camposanto Candelaria in Puerta al Mundo Maya. One of the main results of the exchange tour and subsequent technical assistance is that, in the absence of standardization and unified marketing services; a package was structured base which can cater for 1-15 guests with all related services. This measure is ordered to better guide activities and service providers in La Ti Pom Rocjá 'and has managed to offer a more tangible and easy way to buy for visitors.

With ACODESERESA Association (Association of Community Development Councils Second Level Region III of St. Lucia), which is beginning to implement tourism in Salinas Nueve Cerros, in the ecoregion Lachuá, continued technical assistance to better target their development of tourism products and services. They made an exchange tour with communities and Mucbilha I Camposanto Candelaria in Puerta al Mundo Maya and were given training modules on Mayan Culture and Environmental Protection average 20 community representatives, mostly women, involved in the activity Desk.

Chilascó, Baja Verapaz
We worked with the association ADESOCHI, developing tourism activities in Chilascó, in the production of a new fact sheet and a promotional flyer, which were distributed at the Tourism Fair of Verapaz, held in Salama, Baja Verapaz and Fair MSMEs during the Verapaces held in Coban.

Rafting Saquijá, Cahabón, Alta Verapaz
In coordination with the tour operator Adventure Tourism, based in Coban and running a program with support PRODEVER be toured exchange of experiences between cities and tourist service providers at the community level. Representatives of the association ADETES, offering tours Cahabón river rafting, from the village Saquijá, visited and shared experiences with managers of tourism destinations in the Candelaria Camposanto and Mucbilha I Puerta al Mundo Maya.

Tea Tour Chirrepeco
When making an assessment tour operations Chirrepeco Tea in San Juan Chamelco, during the previous quarter, it was determined that one of the factors that were limiting the development and expansion of the activity was the fact that there were only one guide, who played their activities empirically. The Cooperative requested the support of CPI to implement an induction training for tour guides for Chirrepeco Tea Tour, so that, following the experience of Puerta al Mundo Maya were implemented early induction modules. Six representatives of the cooperative participated in trainings on: Role of the Guide, Tours Thematic Organization and Introduction to Archaeology.



b. Program Expansion Header Accomplished in Coban

The good results achieved with this program in the Verapaces have caught the attention of tourism entrepreneurs of Coban. Therefore, CPI Began the expansion of this program involving tour operators and hotels located in the provincial capital, providing assistance in image, marketing and management of tourism businesses.

During the first phase of work in Coban, whave joined the program the following options:

- ▯ Art-Handed
- ▯ Covadonga
- ▯ Travels Coban
- ▯ Hostal Casa Luna
- ▯ Carey, Pyrography and Crafts

These companies received technical assistance in the development and improvement of promotional image, development of marketing tools and assistance in improving the tourism product. It is planned to expand the basic partner progresses that have been made with eleven partners in implementing the first activities.

4.1.4 Petén:

a. Assistance to existing partners

He continued to assist current members of the program we will, in the development of promotional materials and web page creation. In addition, as required by the partners, are supported on specific issues, such as development cost of the services they provide and visitor registration management and income.

Following the signing of the memorandum of understanding between CPI and TURISURP (South Tourism Association of Peten, which includes the municipalities of Dolores, and San Luis Poptún), in November 2008, seven companies have teamed up again; making a total of 22 partners that currently support CPI.

CPI's technical assistance with old and new members of the visits has been able to gather information and photographs, texts and development and consultancy cost development. During November, the CPI team worked with members TURISURP, assessing the area's tourism and identifying opportunities to provide technical assistance more personalized and efficient. Information was also collected and photographs were taken of the following destinations:

1. Spa Falls, Dolores
2. Finca El Profe, Dolores
3. Ixcun Archaeological Site, Dolores
4. Regional Museum of Dolores, Dolores
5. Naj Tunich Caves, Poptún



6. Balneario Las Pozas, Poptún
7. Wellness Nuns, Poptún
8. Hotel and Restaurant Gil Town, Poptún
9. Restaurant Sussy, Poptún
10. Hotel and Restaurant the Squire, Poptún

We also produced a multi-destination / quadrifolia brochure to promote destinations in the region (Annex), which is under review by the partners.

c. Large Let's Make Program

During this quarter, CPI expanded the coverage of the program accomplishments in Petén. We signed three additional MOUs to provide technical assistance in marketing and merchandising. The new partners are: Mrs. Tager Esperanza Diaz, owner of the Hotel and Restaurant located at City House Amelia Flores, Petén Mr. Manuel Villamar, owner of Tikal Connection Tour Operator located in Santa Elena, Petén and Mr. Joshua David Reyes, owner Maya Trails Tour Operator, located in Santa Elena, Petén.

With the three companies some progress has been made in highlighting the development of: business cards, a unifoliar, blanket and blanket desktop vertical. These materials were used by the Hotel and Restaurant Casa Amelia in the Business Roundtable of CETS, which was held in Guatemala City on November 27, 2008. With the two operators, there has been progress in the drafting of information for a web page, in addition to support for the legalization of Mayan Trails Tour Operator. The latter will be collecting information for the preparation of promotional materials for next quarter.

Also during this quarter potential program partners were visited, who came to solicit the support of the project. Result of this approach, starting next quarter are likely to work with the Savannah Hotel, Restaurant La Buga, Zotz restaurant and The Gallery Hotel El Mirador del Lago in Flores, Hotel Villa Los Arcos and Restaurant The Mijaro in Santa Elena; Hotel Paraiso Maya in San Jose, Hotel and Restaurant Mom Ami gardenias in the attempt, among others.

4.2 Promotion of sites and initiatives based on geotourism map guide:

During this quarter geotourism activities were focused on the comprehensive review and supplement the database obtained as a result of the phase of nominations.

The Advisory Council / Committee Geotourism, was formally integrated and established, comprising representatives of private sectors, academia and government. During this quarter, the Advisory Council support team worked on CPI and NGS to provide and validate information for the map.

We used the new database (Geotourism Council feedback and new nominations identified), to generate the latest nominations database that was sent to NGS. It has kept the exchange of information and views throughout the quarter. In addition, we added a new list of nominations for each region. With the support of the CPI team, extensive



research was done on the internet and other sources, and information was collected with complete description of each new nomination. Then the description of each nomination was translated into English. It was visited by journalist Roger Hamilton, who conducted a series of interviews to provide content to the map during the week of 5 to 11 October. The visit was coordinated in conjunction with the Center for Sustainable Destinations NGS and the ANACAFE team, the agenda of the visit.

On the other hand, CPI has worked in coordination with NGS to review the list of festivals for the map. We compared the list sent by NGS and the list sent in the latest version of the database to start with nominations analysis listing.

We received the draft guide map (map side and side issues) by NGS, for review. It began with a review of various aspects of the side of the map, as are the issues texts, photographs and design, among others.

The promotion of sites and initiatives based on the guide map start once it has been published and released. However, it is worth mentioning that in some of the sites that were "discovered" in the nominations phase have been initiated to strengthen its management before the commencement of the development phase, as in the case of cataracts and Nuns in Poptún, Petén.

4.3 Inclusive Business Initiative in Lake Atitlán:

As part of the measures designed to strengthen and expand the value chain priority in community tourism destinations in Guatemala, the Alliance has identified the possibility of implementing a pilot inclusive business in the region of Lake Atitlán. In principle, it has been determined that community destinations and craft some EU companies in the Atitlán region need to improve their marketing channels. The inclusive business initiative is to identify providers who are in the lowest level of the value chain or not yet inserted effectively in the value chain and link them with businesses and initiatives active in the value chain to be marketed better. In principle it will work on getting Panajachel hotels diversify the range of services available to the visitor, through promotion and marketing of tourism options and crafts community around the lake.

During this quarter, two hotels were identified that are already well positioned in the value chain of Panajachel. The first is the Hotel Posada de Don Rodrigo and the second is the Hotel Porta Hotel del Lago. Both companies could be ideal for the start of work on Atitlán Inclusive Business because of its commercial importance. During the next quarter there will be a deeper approach to determine the degree of interest and of both companies to participate in this program and work in coordination with organizations and productive craft nearby communities.

4.4 Re-design of website INGUAT and tourist road signs:



CPI INGUAT made several approaches to deal with design issues of Guatemala tourism website (www.visitguatemala.com) and tourist road signs, offering technical support for these activities in accordance with the standards and best practices adopted internationally.

On the subject of tourism website, CPI conducted an evaluation of current portal based AIDA model and the standards proposed by the World Tourism Organization. Based on this evaluation we made a number of suggestions to INGUAT to consider when planning and negotiating tourism website redesign. CPI was invited to participate in the planning and monitoring and technical INGUAT provider identified for this task. Changing INGUAT authorities in November 2008 interrupted this process and that key staff that he was tracking this issue was relieved of their positions, so that CPI will continue to offer technical support when you resume the subject.

A similar case happened in the field of tourism road signs, which had managed to draw a CPI efficiently that give technical assistance in developing the tourist road marking plan. With the change of government, the project came to be reevaluated and is looking forward to what the new administration INGUAT determines.

5. Development and Marketing of Handicrafts

Within the framework of the cooperation agreement between the Commission of Handicrafts Guatemalan Exporters Association - AGEXPORT-and Project Community Alliance for Tourism, there have been several activities supporting artisan development in different departments.

The period from October to December 2008 was mainly focused on trade promotion activities, resulting in different opportunities in local, regional and international efforts to promote the products developed. These activities contributed to increased sales of Guatemalan handicrafts in different markets, and the improvement of living standards of artisans served, by increasing the quality and diversity of supply craft.

5.1 Promoting Regional and International:

▯ New World Crafts▯ Fair

The 1st. Central American Crafts Fair "New World Crafts" was conceptualized and designed as a direct intervention strategy to facilitate the marketing of American craft product. The fair, which was held on 22 and 23 October at the Expo Center Hotel Grand Tikal Futura, allowing buyers to offer a regional offer, with which found, in one place, the products of the 5 countries represented, with special emphasis on Guatemalans.

The contribution provided by CPI - USAID financed the visit consisted of 13 buyers from USA. The event facilitated the launch of the product lines, supported allowing organizations to access regional and international buyers, generating significant sales.



Collection	Exporter	Amount of Sales US\$.
Textiles made in loom dyed with natural dyes. Personal accessories and Products for table	Women Weavers Association LEMA with natural dyes.	\$ 3,000.00
Textiles made for pedal loom Products for Mesa	Artisans Association of Aj Quen/Ri Itzam.	\$ 5,000.00
Textiles made on a backstrap loom Products made for table	Flor del Campo Group Mayan treasures	\$ 2,500.00
Jewelry made with beads Accessories	AMAFGUA/Innova	\$ 3,000.00
Accessories made of wood hooks	Carpentry Workshop Atitlán/Casa de los Gigantes.	\$ 14,000.00
Textiles made pedal loom Personal accessories	Colorful	\$ 6,000.00
		\$ 27,500.00

Total closed sales during the fair were \$ 200,000. The fair received coverage in various national media.

http://www.guatemala-times.com/index.php?option=com_content&task=view&id=463

<http://www.prensalibre.com/pl/2008/octubre/23/271717.html>

<http://www.guatemala.gob.gt/noticia.php?codigo=1388&tipo=1>

Craft Festival - Our Guatemala

During this quarter, CPI helped organize the Craft Festival "Guatemala Our" event held for 10 years in the 4 major stores Cemaco. The group participation Assoc Lema, Aj Quen Assoc Mayan Treasures, De Colores, Giants House and Innova, generated \$ 40,000.00 in sales. It is worth mentioning that this event this year reported sales of \$ 198,000.00 from the 22 participating companies.



Wal-Mart Craft Festival - Expressions of Our Land

CPI also supported the organization of this event, which has been developing for six years in the super markets Hiper Paiz of Guatemala, to celebrate the month of Mother. Given the success of this event, now also performed in major hyper markets every Wal-Mart in Central reporting an annual growth of 20% approximately.

As part of the pre-event activities during the quarter, a Show Room was set up to where companies have the opportunity to offer the team of buyers Wal-Mart products. Orders were generated for about \$ 200,000.00 for Guatemalan artisans.

Other Activities:

Supported groups also participated in other promotional activities which generated additional sales by \$ 12,000.00.

5.2 International Fairs:

Handicrafts Expo Colombia:

Coordinated the visit coordinator and chairman of the Board of the Commission of Handicrafts Handicrafts Expo Colombia, generating the following results:

- Alliance between the institution and AGEXPORT Crafts of Colombia.
- Identification of potential this show offers exhibitors from Guatemala and possible participation in future
- Understand the organization, flow, supply and demand of the fair as learning to apply to the show "New World Crafts" that was organized at that time in Guatemala.





5.3 Arrival of International Buyers

The Commission constantly promotes Crafts buyers coming into the country, to become acquainted with new proposals generated and traditionally supply offers Guatemala. During this period he attended six international buyers from the U.S., Switzerland and England who established contact with 20 companies exporting. Visits generated sales of \$ 12,000.00.

5.4 Development of promotional material for the handicraft sector

This component allowed the organizations benefiting from the project, the development of different promotional materials. Among them we can mention:

- Catalogues of the product line developed
- Information leaflets
- Business Cards
- Reviewing the company's image and

The following table summarizes the sales achieved during this quarter:

Activity	Amount
Monitoring at the New York Gift Fair	\$ 7,000.00
International Buyers Visit	\$ 12,000.00
New World Crafts	\$ 200,000.00
Our Guatemala (CEMACO)	\$ 14,663.17
Expressions of Our Land (Wal-Mart)	\$ 200,000.00
Advocacy (varias)	\$ 12,000.00
TOTAL	\$ 445,663.17

5.5 Strategic Planning

Given the growth that has taken the Commission of Handicrafts and diversification of activities, the Board asked to hire a consulting firm to work on the Strategic Plan. The remaining funds for the project this quarter were used to partially cover services consulting company that is internally strengthened the Commission Agexport Craft.



Annex 1. Examples of materials and sales tools developed as part of the company or we can get your Tourist Destination Sell More:

- i Design of promotional bags for Adventure Tourism Tour Operator, Petén:



- i Fact Sheet: Tranvía Los Altos, Quetzaltenango:



¿Quiénes Somos?

Somos una empresa original, ofrecemos recorridos narrados por medio de un guía alrededor del centro histórico de Quetzaltenango y sus alrededores. Prestando un servicio personalizado, recorremos más de 20 sitios de interés, calles, parques, iglesias e innumerables monumentos.

Ofrecemos también contacto directo con la naturaleza, visitando los cerros, volcanes y montañas que rodean la Ciudad de Quetzaltenango. Tendrá la oportunidad de darse un baño tónico en aguas termales, realizar caminatas y visitar distintos miradores donde se podrá observar la majestuosa Ciudad de Los Altos.

Si cuenta con tiempo limitado, al utilizar nuestro servicio logrará conocer nuestra ciudad, de forma corta, segura y confortable. Lo invitamos a viajar por el ferrocarril de la historia.

Nuestros Servicios

Círculo A:
Recorrido por el oeste de la ciudad, visitando edificios del centro histórico, Chocolate de Doña Pancha, la antigua estación del Ferrocarril de los Altos y el Cementerio General.

Círculo B:
Recorrido por el este de la ciudad, visitando los barrios antiguos de la Ciudad de Quetzaltenango, la Fábrica de Muñecas Típicas y el Distrito Cultural Jesús Castillo.

Círculo C:
Visita al mirador del Cerro el Baúl, donde podrá observar nuestra hermosa ciudad el impactante paisaje montañoso que rodea Quetzaltenango, viviendo un contacto con la naturaleza.

- Horarios flexibles a convenir con Operadores Turísticos
- Recorridos con un mínimo de 8 - 8 personas con reservación previa
- Guías en inglés disponibles con previo aviso.

Precios a Operadores - Turistas Nacionales

- grupos mayores de 20 pax: Q. 18,00
- grupos mayores de 15 pax: Q. 18,00
- grupos mayores de 10 pax: Q. 20,00

Nota:

- Para turistas extranjeros el paquete tendrá un valor extra de Q. 18,00
- Pago de Guía Bilingüe Q. 10,00
- Ingreso Museo Ferrocarril Q. 8,00
- Valor de taza de chocolate o café Q. 8,00




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Página web: www.tranviadelosaltos.com



i Promotional banner for New 7 wonders campaign of Natural Atilán:



• Joint promotional flyer, Los Altos and Chocolate Tram Doña Pancha, Quetzaltenango:





i Promotional Flyer Route Mono Canopy, Petén:

Canopy Tour
La Ruta del Mono
Parque Ecológico Huleu Che Ha

La Ruta del Mono le ofrece la oportunidad de desplazarse a toda velocidad disfrutando del bosque tropical desde una perspectiva única. El recorrido incluye un extenso puente colgante y 13 plataformas interconectadas por el cable del canopy. La aventura es tan grande en La Ruta del Mono que partes del famoso programa Survivor fueron filmadas aquí en el año 2005.

La visita a La Ruta del Mono puede complementarse con varias opciones de actividades en la selva, incluyendo:

- Recorridos por senderos interpretativos para conocer mejor el ecosistema
- Observación de aves
- Canopy nocturno
- Bicicleta de montaña
- Visita a un campamento chichero

Sitio de filmación del programa Survivor.

Contacto
Teléfonos: 5553-6664, 5442-2110
5036-4169 y 4121-3882
e-mail: canoymonoruta@yahoo.com
Km.45 Ruta Melchor de Mencos

i Promotional Brochure Maya Traditions Foundation, Solola (English and Spanish):

LOS PROGRAMAS DE TRADICIONES MAYAS

Programa de Salud
Contamos con un hermoso jardín de plantas medicinales donde se producen medicamentos naturales; allí capacitamos a personas en el uso de plantas medicinales y realizamos giras educativas.

Este programa es un recurso valioso para la comunidad de Panajachel, ya que ofrecemos nuestros servicios y productos naturales a promotoras de salud, personas, organizaciones y escuelas de las diferentes comunidades del departamento de Solola.

Programa de Artesanía
Acompañamos a nuestros grupos de artesanas con asistencia técnica y organizacional.

A través del apoyo de donantes, hemos implementado capacitaciones en técnicas artesanales y talleres en diseño y colores. La Participación en estos talleres permite que las mujeres desarrollen sus habilidades y también aprendan nuevas técnicas que les permitan acceder mejor al mercado global.

Programa de Educación
Ofrecemos becas de educación formal a los hijos de las artesanas con las que trabajamos. Los jóvenes becados que estudian el básico y diversificado participan en capacitaciones y realizan un proyecto de servicio comunitario cada año en sus comunidades.

Los talleres han incluido temas como liderazgo, orientación profesional y derechos humanos; además, en los últimos diez años, nuestros estudiantes han compartido con las artesanas conocimientos básicos de matemáticas, se les ha instruido en cómo firmar, leer y escribir en español.

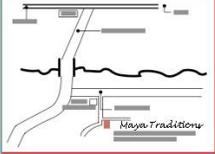
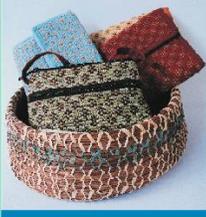
Fundación Tradiciones Mayas

"Tejiendo la cultura con oportunidad"

INFORMACIÓN
Fundación Tradiciones Mayas, Calle del Chotar, Barrio Juayama, Panajachel, el teléfono: 776222879 o al correo electrónico: www.mayatraditions.com
guatemala@mayatraditions.com

Material diseñado con apoyo de USAID Alianza para el Turismo Comunitario



<p>Maya Traditions Foundation</p> <p>The Foundation is dedicated to preserving and promoting high quality textiles and artisan products, contributing to the development of 85 indigenous women weavers in the highlands of Guatemala. The Foundation works with six artisan groups from different regions, supporting the preservation of their culture and facilitating access to local and international Fair Trade markets.</p>  <p>Store and Products</p> <p>The Foundation's store offers visitors the opportunity to purchase very high quality textiles and other products elaborated by the artisans. The majority of our products are made using the traditional backstrap loom. Working with international designers, the weavers are able to create products that reflect traditional designs with a modern perspective to appeal to a variety of buyers.</p> <p>Visit us and discover our exclusive designs including products such as bags, table runners, Mayan dolls, scarves, purses, wallets, and much more.</p>	<p>WHY BUY FROM FTM?</p> <p>Your purchase supports the Fair Trade movement, provides income for weavers and contributes to the preservation of the ancient technique of backstrap weaving.</p>  <p>Visiting Hours</p> <p>Monday, Wednesday and Friday from 9 a.m to 1 p.m. For visits outside these hours please call us on (502) 7753-2924 or contact us via email on guatemala@mayatraditions.com</p> <p>Location</p> <p>Callejon Chotzar, Barrio Jucanya, Panajachel.</p> 	<p>WHAT IS FAIR TRADE?</p> <p>The fundamental principles of Fair Trade include:</p> <ul style="list-style-type: none"> • A fair wage in the local context, working towards sustainability and independence for local producers • Establishment of long-term trade relationships with producers and artisans • Environmentally sustainable production methods • Provision of healthy working conditions <p>Working within the Fair Trade framework FTM empowers women artisans by offering an opportunity to become economically independent.</p> 
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i □ Banner desktop promotional tourism fairs, Adventure Travel Tour Operator, Petén:



i □ New Menu for Restaurant El Pedregal, Santa Aponia, Chimaltenango:



Por la mañana...



Temprano cada mañana, encendemos el corazón de nuestra cocina, la estufa de leña, en la cual preparamos y mantenemos calientes todos los alimentos que servimos en El Pedregal.

Todos los platos siempre acompañados de arroz, pan integral, mermelada, queso, crema, frutas, frijoles, salsa picante y café.

Huevos Estrellados:

- simples Q, Q, Q
- a la ranchera Q, Q, Q
- al caballo (Dos huevos estrellados sobre salsa sazada bañados en salsa ranchera) Q, Q, Q
- el pedregal (sazado) Q, Q, Q

Huevos revueltos:

- simples Q, Q, Q
- con tomate y cebolla Q, Q, Q
- con chorizo o estremeño Q, Q, Q
- con longaniza Q, Q, Q
- con toallo Q, Q, Q
- con jamón ahumado Q, Q, Q
- con todo Q, Q, Q

Desayunos Especiales

- Carne asada o longaniza o chorizo Q, Q, Q
- Misto (salsa sazada, costilla ahogada, longaniza y lástara de cerdo) Q, Q, Q
- Fruta (frutas mixtas de la estación) Q, Q, Q
- Plátanos fritos Q, Q, Q
- Panqueques Q, Q, Q

al medio día...



La mayoría de los alimentos que servimos en El Pedregal los producimos aquí mismo en nuestra granja, como la leche, el queso, las verduras, las jaleas y el pan.

Todos los platos siempre acompañados de sopa del día, aguacate, arroz, chímol, ensalada del día, queso, tortillas, salsa picante y postre del día.

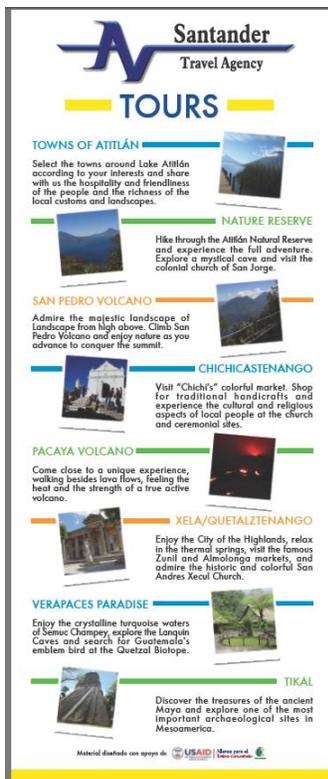
Almuerzos de:

- Carne asada Q, Q, Q
- Costilla ahogada Q, Q, Q
- Chuleta de cerdo Q, Q, Q
- Longaniza Q, Q, Q
- Pluma horneada Q, Q, Q
- Estofado Q, Q, Q
- Chorizo natrumeño Q, Q, Q
- Misto (carne asada, costilla ahogada, longaniza y chuleta de cerdo) Q, Q, Q
- Pollo (sazonado frito de semana) Q, Q, Q



Nuestras hortizas, cuidadas por Don Rufino, nos provee de verduras y hierbas orgánicas para los deliciosos platillos de El Pedregal.

i Banner service Santander Tours, Panajachel:



Santander
Travel Agency
TOURS

TOWNS OF AITILÁN
Select the towns around Lake Aitilán according to your interests and share with us the hospitality and friendliness of the people and the richness of the local customs and landscapes.

NATURE RESERVE
Hike through the Aitilán Natural Reserve and experience the full adventure. Explore a mystical cave and visit the colonial church of San Jorge.

SAN PEDRO VOLCANO
Admire the majestic landscape of landscape from high above. Climb San Pedro Volcano and enjoy nature as you advance to conquer the summit.

CHICHICASTENANGO
Visit "Chich's" colorful market. Shop for traditional handicrafts and experience the cultural and religious aspects of local people at the church and ceremonial sites.

PACAYA VOLCANO
Come close to a unique experience, walking besides lava flows, feeling the heat and the strength of a true active volcano.

XELA/QUETALZENANGO
Enjoy the City of the Highlands, relax in the thermal springs, visit the famous Zenit and Almolongo markets, and admire the historic and colorful San Andres Xecul Church.

VERAPACES PARADISE
Enjoy the crystalline turquoise waters of Semuc Champey, explore the Lanquin Caves and search for Guatemala's emblem bird at the Quetzal Biotope.

TIKAL
Discover the treasures of the ancient Maya and explore one of the most important archaeological sites in Mesoamerica.

Material diseñado con apoyo de USAID

i Promotional Flyer My House Bed Breakfast, Quetzaltenango:



Si viaja a **Quetzaltenango**
por negocios o turismo

My House
Bed & Breakfast



Su casa, lejos de casa

Tranquilidad, servicio y atención
personalizada para hacerlo sentir a gusto,
ofreciendo:

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- Internet inalámbrico
- T.V. con cable
- Teléfono
- Parqueo
- Desayuno incluido




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Quetzaltenango, Guatemala
Teléfono: (502) 7765-2611, 7765-2370, 7765-2936
E-mail: posadamyhouse@hotmail.com

i Fact sheets for certified businesses, including Green Deal in catalog




Actividades y Atractivos

Descripción General:
La Asociación de Guías de Ecoturismo Ruq'ulaj K'ist'alin, es una organización comunitaria 100% local que promueve sitios, actividades y costumbres propias de los Tz'ujiltes, con el fin de ponerlas en valor y conservar la cultura y los recursos naturales con los que se cuenta. Ruq'ulaj K'ist'alin ofrece la posibilidad de escoger entre varios recorridos por el pueblo en compañía de vendedores guías comunitarios.

Actividades y Servicios

Textiles
Descubra cómo un grupo de mujeres ha mantenido vivo el tejido de lana a base de plantas nativas.

Plantas Medicinales
Conoce cómo un grupo de mujeres ha conservado la fabricación de productos naturales a base de plantas.

Museo a cielo abierto
Un conjunto de árboles ha elaborado una serie invaluable de obras que han convertido las calles de San Juan en una auténtica galería a cielo abierto.

Pasca tradicional
Los productores juevenos muestran técnicas ancestrales de pesca a los visitantes mientras trabajan en forma conjunta.

Esportividad
Visite la famosa delgada conocida como Meximón, la Iglesia colonial de San Juan y los sitios de las 4 cruces.

Rastro Maya - Ruq'ulaj K'ist'alin
Experimente una interesante mezcla de palaje y rituales mayas desde la base de la montaña Rastro Maya.

Observación de Aves
San Juan La Laguna premia a los observadores de aves con alrededor de 50 especies, siendo el ave de quetzal la más atractiva para muchos.

Cafées Tour
Experimente todo el proceso de elaboración del café orgánico, desde su cultivo hasta la degustación de una deliciosa taza.

Ruta del Miel
Mujeres juevenas le enseñarán a cocinar platos tradicionales elaborados a base del grano sagrado. Finalmente, deguste de panes, miel, chuchitos y demás dulces.

Facilidades y Servicios

Tours guiados
Estructuración de paquetes
Alimentación y Hospedaje
Internet
Teléfono

Horario de atención al público
De 8:00 hrs a 17:00 hrs. De Lunes a Domingo

¿Cómo llegar?
Por vía acuática agua: La lancha se toma en Panajachel o en San Pedro la Laguna. El viaje desde Panajachel (Muelle Tz'ar'uj'u) dura aproximadamente 25 minutos y desde San Pedro un máximo de 5.

Contacto
San Juan La Laguna, 80018
Tels: (502) 8564-1738, (502) 8564-0340
(502) 8887-1454, (502) 8516-5953.
Correos: ruqulaj@hotmail.com
ruqalajstain@gmail.com
ruqalajstain@yahoo.es
Web: www.ruqalajstain.org

AJAU
Hotel & Café
Mi casa es su casa



Actividades y Atractivos

Descripción General:
El Hotel Ajau está adaptado en un edificio de principios del siglo XXI que forma parte del patrimonio nacional del país pues se encuentra dentro del Centro Histórico de la Ciudad de Guatemala. Siendo un negocio familiar fundado en 1991, ofrece la atención ideal para quienes quieren sentirse como en su casa. Su ubicación lo hace accesible a un sinnúmero de atractivos como iglesias coloridas, museos, bibliotecas, cafés, bares, etc.

Dentro de las 35 habitaciones del hotel, el visitante gozará de servicios de calidad, limpieza y seguridad. Además cuenta con áreas de café en la que los huéspedes pueden relajarse, conversar, planificar su viaje por el país o disfrutar de un buen libro mientras degustan un buen café. El Hotel Ajau es una excelente alternativa para descansar y descubrir las maravillas del Centro Histórico de la Ciudad de Guatemala.

Reservando la Diferencia:
El Hotel Ajau está comprometido con preservar los encantos que hay en sus alrededores y para ello apoya varios proyectos de mantenimiento y restauración de los ambientes del centro histórico. Por otro lado, las políticas de la empresa incluyen regulaciones que promueven el buen uso de todos los suministros y de generar conciencia entre los huéspedes para el ahorro de agua y electricidad durante su estadía.

Facilidades y Servicios

Traslados del hotel-aeropuerto y viceversa.
Servicio de llamadas internacionales.
Agua caliente, baños privados, lavandería, servicio de Internet (WiFi), bedroom, televisión por cable, entre otros.



¿Cómo llegar?
Ajau Hotel & Café se encuentra ubicado en el corazón del Centro Histórico de la Ciudad de Guatemala, en la 1ª Avenida 15-62 zona 1, A.7 km del Aeropuerto Internacional La Aurora.

Contacto
Dirección: 1ª Avenida 15-62 zona 1
Centro Histórico
Guatemala, Guatemala.
Tel: +502) 5205-6137
Fax: +502) 5251-8097
E-mail: hotelajau@hotmail.com




Actividades y Atractivos

Descripción General
Aventuras Turísticas es un operador guatemalteco con 14 años de experiencia en la organización de viajes por todo el país, con énfasis en Alta y Baja Verapaz. Su calidad en el servicio lo ha distinguido de otras empresas y hoy en día es la elección para muchos viajeros. Aventuras Turísticas ha puesto mucho énfasis en la preparación constante de su personal así como del equipo y servicios que utilizan por lo que todo el viaje es garantizado.

Actividades y Atracciones
Aventuras Turísticas se caracteriza por brindar experiencias de aventura extrema en ambientes 100% naturales con verdaderos concordes. Dentro de sus actividades destacan: Rafting, rafting, buceo, espeleología y tubing. Las maravillas de las Verapaces le permiten al visitante conocer más de 30 destinos turísticos, acomodados especialmente en itinerarios variados y cómodos. Dentro de los atractivos más conocidos se encuentran: Semuc Champey, las Cuevas de Cobandán, las Cataratas de Guachajón, el río Cahabón, el Bioparque de Guatemala, además de Tours de Café y Té, entre muchos otros.

Facilidades y Servicios

Guías turísticos
Transporte (Buses, microbuses y carros taxi)
Información turística
Organización de viajes a toda la república
Tours privados (desde 1/2 día hasta 3 o más días)
Horario de atención al público
8:00 a.m. a 12:00 p.m.
de lunes a domingo

¿Cómo llegar?
Nos encontramos en el Centro de Cobán, en la 3ª. Calle 2-38 zona 3 Barrio Barro Domingo, Interior Hostal Doña Victoria.

Contacto
Dirección: 3ª calle 2-38 zona 3, Cobán, Alta Verapaz.
Web: www.aventuraturisticas.com
E-Mail: aventuraturisticascom@hotmail.com
Teléfono: (502)7951 4213 ; (502)7952 1143



Actividades y Atractivos

Descripción General
El Hotel Villa Caribe, en Livingston (Izabal), forma parte de la corporación guatemalteca "Villas de Guatemala". Este espectacular hotel ubicado en el Caribe guatemalteco cuenta con 40 habitaciones estándar y dos junior suites. Todos los cuartos tienen su propio balcón desde el cual puedan disfrutar de los paisajes únicos del Río Dulce así como del mar. Adicionalmente, el hotel se encuentra inmerso en el corazón de la cultura Garifuna, principal motivo de visita de miles de personas. El hotel pone también a disposición de sus visitantes, el servicio del restaurante Bababá y el café Dugu, distinguidos por su excelencia.

Atracciones y Actividades
Gracias a su ubicación céntrica, Villa Caribe es un sitio privilegiado para quienes quieren iniciar su viaje y adentrarse en los destinos de Caribe. Dentro de los atractivos más importantes se pueden mencionar: Livingston, Playa Blanca, Siete Altos, Cañón de Río Dulce, Asociación M. Tiramit, el Bioparque Chocón Machacas, los Cayos de Belice y la ciudad Patrimonio de la Humanidad Quirigua. Todos ellos cercanos a las instalaciones de Villa Caribe.

Facilidades y Servicios

Plazas privadas (libre a hotel) y a 20 minutos
Internet, teléfono y Fax (en recepción)
Piscina
Asistencia médica (en recepción)

Traslado en lancha desde Puerto Barrios y Río Dulce (previa solicitud)
Ecuraciones (información en recepción)
Lavandería
Cambio de moneda (USD, Euro)
Información Turística
Salón para eventos
Servicio de alimentación a la habitación y en el área de piscina

¿Cómo llegar?
Villa Caribe se encuentra sobre la calle principal de Livingston, Izabal, a dos cuadras del embarcadero. Es posible llegar a Livingston en lancha desde Puerto Barrios o Río Dulce.

Contacto
Contacto: MANFRED HUNGER
Dirección: Guatemala, Livingston, Izabal, Centro
E-Mail: villacaribe@villasdeguatemala.com
Teléfono: (502)794 70016
en Guatemala: (502)2216500
Web: www.villasdeguatemala.com

i Factsheet portal of Yaxhá, Petén:



Restaurante El Portal de Yaxhá
Disfruta la naturaleza, degusta el sabor local

Su mejor opción cuando visita Yaxhá

Desde el año 2006 los visitantes de Yaxhá cuentan con una excelente opción para sus alimentos y para relajarse en un lugar cómodo. El Portal de Yaxhá es una empresa familiar que brinda empleo a miembros de la comunidad local y que ha utilizado arquitectura y materiales locales en su construcción.

Gracias a su ambiente agradable y a su amplio menú de comida nacional e internacional, El Portal de Yaxhá se ha convertido en la opción favorita para los turistas que visitan la región. Operadoras de turismo, agencias de viajes, grupos empresariales y escolares y público en general han probado ya, y están recomendando, El Portal de Yaxhá.

Todos los alimentos son preparados en el momento, higiénicamente, con productos frescos cultivados en la región.

Opciones para almuerzo y cena incluyen:
Pollo con champiñones, arroz y vegetales
Vegetariano: plátanos, arroz, frijoles y vegetales
Pastas: carbonara, bolegnesa, pomodoro, pesto
Lomito a la plancha con arroz y vegetales
Fajitas de pollo a base de crema
Puyaso al carbón con arroz y vegetales

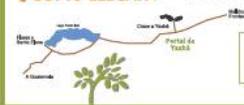
Todos los platos van acompañados de sopa de nuez de ramón, alimento básico en la historia de los mayas.

Pedidos especiales: Pepián o Kak'ik

Opciones para desayuno:
Típico: huevos al gusto, plátanos, queso, crema y frijoles
Americano: huevos revueltos, tocino y frijoles
Continental: fruta de la estación y pan tostado con mantequilla y mermelada.

Con previa reservación, se puede servir alimentación dentro del sitio arqueológico de Yaxhá, a orillas de la laguna.

¿CÓMO LLEGAR?



Reservaciones: Manela Margoth Lima 4 Adix Lima
Tel. 4247-9358 y 4333-7973
e-mail: elportaldeyaxha@gmail.com



- Promotional Brochure TURISURP, Poptún destinations, San Luis and Dolores, Petén:

DOLORES

- 365 kilómetros hasta San Luis, Petén (1 hora y media) desde la Ciudad Capital.
- 190 kilómetros hasta Poptún, Petén (1 hora y media a 2 horas) desde Flores (Cabecera Departamental de Petén).
- 110 kilómetros hasta San Luis, Petén (1 hora y media a 2 horas) desde Río Dulce, Itzamal.

CONTACTENOS

Para mayor información sobre las empresas y destinos de la TURISURP puede comunicarse a:

Teléfono: 7022-1234567890
www.turismopetén.org

Sur de Petén
San Luis, Poptún y Dolores

Naturaleza, arqueología, romanticismo y aventura
Guatemala, Centro América

ANNEX 2. DETAILED INDICATORS

COMMUNITY TOURISM ALLIANCE - USAID /
COUNTERPART INTERNATIONAL

FISCAL YEAR: 2009

QUARTER: 1

REVENUE	1st qtr
<i>From Tourism</i>	691,745.35
<i>From Handcraft</i>	469,770.72
Total	1,161,516.07

EMPLOYMENT	1st qtr
<i>Men</i>	61
<i>Women</i>	25
<i>Indigenous</i>	59
<i>Non Indigenous</i>	27
Total	86

NATIONAL TOURISTS	1st qtr
<i>National Tourists</i>	14,899

INTERNATIONAL TOURISTS	1st qtr
<i>International Tourists</i>	18,965
<i>Tourists without a particular nationality</i>	0

MSMEs Created	1st qtr
<i>MSME's Created</i>	1

CREDITOS OTORGADOS PARA TURISMO Y ARTESANIAS	1st qtr
<i>Pavos Kak ik - Banrural</i>	44,871.79

STRENGTHENED ORGANIZATIONS	
<i>Let's Make New Partners (Petén)</i>	2
<i>Let's Make New Partners (Sololá)</i>	2
<i>Let's Make New Partners (Quetzaltenango)</i>	3
<i>Let's Make New Partners(Coban)</i>	7
<i>Access to credit and financial services</i>	4
<i>Good Practice Seminars</i>	49
<i>Career community Tour Guide</i>	4
TOTAL	71

LEVERAGED FUNDS

PARTNER	In-kind	Cash	Total
Fundacion Solar	-	12,271.44	12,271.44
Rupalaj Kistalin	-	69,737.00	69,737.00
AGEXPORT	-	98,537.47	98,537.47
INTECAP Verapaces	-	1,570.51	1,570.51
INTECAP Izabal	-	1,570.51	1,570.51
INTECAP Chimaltenango	-	1,570.51	1,570.51
BANRURAL	-	44,871.79	44,871.79
ACOFOP	-	1,976.28	1,976.28
ACOFOP - DEGL	-	40,000.00	40,000.00
SNV	-	30,848.64	30,848.64
INGUAT Manuales Guia Comunitario	-	252.15	252.15
INGUAT Redturs	-	16,253.72	16,253.72
Carmelita	650.64	-	650.64
Asociación Balam	-	2,166.67	2,166.67
CI	-	35,382.82	35,382.82
Alianza Verde Seminarios	-	4,471.52	4,471.52
Alianza Verde Rueda de Negocios	-	7,500.00	7,500.00
CECI Talleres Servicio al Cliente	-	4,888.85	4,888.85
CECI Carrera Guia Comunitario Ak tenamit	-	294.87	294.87
MIPYMEs Solola	-	2,211.73	2,211.73
MIPYMEs Quetzaltenango	16.02	85.25	101.27
MIPYMEs Petén	-	1,070.90	1,070.90
MIPYMEs Verapaces	-	12,842.98	12,842.98
CONAP Proyecto Holanda	-	31,280.00	31,280.00
Nuestro Diario	6794.87	-	6,794.87
Participantes curso guía turístico comunitario	13,000.00	-	13,000.00
TOTAL	7,461.53	421,655.61	429,117.14

ETEO - SO2 / ECON GROWTH INDICATORS	
OP Indicators	
Program Element 6.2 Private Sector Productivity	1st qtr
Number of firms receiving USG assistance to improve their management practices	71
Number of SMEs receiving USG assistance to access bank loans or private equity	4
Number of public-private dialogue mechanisms utilized as a result of USG assistance	3
Program Element 8.1 Natural Resources and Biodiversity	1st qtr
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	971
number of women	447
number of men	524
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	381
Current PMP Indicators	1st qtr
Sales of goods and services as a result of USAID programs. In thousand \$	1,161
Number of jobs created as a result of USAID programs	86