



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

Alianza para el
TURISMO COMUNITARIO



Annual Report, Fiscal Year 2010
October 1, 2009 | September 30, 2010
Cooperative Agreement 520-A-00-06-00092-00
| Community Tourism Alliance |
USAID | Counterpart International

October 2010





TABLE OF CONTENTS

	PAGE:
I. Executive Summary	3
II. Introduction	5
III. Comparison of the results with the objectives FY 2010	5
IV. Summary of activities undertaken with funds from the DR-CAFTA	8
V. Overview of the activities and results	14
VI. Main challenges and implementation considerations	33



I. Executive Summary

Public Use Plan for the National Park El Mirador - Rio Azul / Biotopo Naachtún Dos Lagunas, Maya Biosphere Reserve

The Public Use Plan for the National Park El Mirador - Rio Azul / Dos Lagunas Biotopo Naachtún was completed in 2009, funded by CONAP (with support from the Dutch Cooperation) and USAID, through the Community Tourism Alliance. This plan was developed by an intensive participatory process with multiple stakeholders; it involved the active participation of more than 300 people including local communities, government, the private tourism sector, academia, and local and international NGOs. During the process, the general consensus was reached on several key issues related to the development of sustainable tourism for the archaeological site El Mirador and its paths. The results of the plan were to define inputs, determinants, and investments to be supported by the project CRBM PDP-BID-MARN, estimated at U.S. \$3M, which include signage, trail maintenance, and improvements to the camp sites.

Training on sustainable tourism for rural communities

The first workshops ever applied with the Best Practices Guide for Sustainable Tourism Communities in Latin America (developed under the leadership of Counterpart) were implemented during this year. In total, 298 people (141 women) of 8 rural communities have been trained in the implementation of sustainable tourism practices through 11 workshops and follow-up activities, in which they have developed and begun the implementation and monitoring of improvement plans in their communities. Given the fact that most of these communities are located in or near protected areas, training workshops have focused on environmental practices, including solid waste management and conservation of flora and fauna, among other topics.

The project Community Tourism Alliance continued to lead the process for implementing the official training program for the Community Tour Guide in close coordination with the INTECAP. During this semester, CPI has trained a total of 232 community tourism guides (including 58 women) from 19 communities, most of which are located in protected areas.

Tourist Guide of Protected Areas of Guatemala

The first tourist guide of Protected Areas of Guatemala ever edited was produced as a joint effort between CONAP, INGUAT, CI, FONACON, and the Community Tourism Alliance of USAID-CPI. The paper presents attractive, graphical highlights of Guatemala's protected areas most suited for tourism and recreation. Tourist visits are, and will remain, an important source of funds for various protected areas and their surrounding communities. This tool will help increase visitation levels, join protected areas in package tours, and encourage public use planning and coordination of management actions between projects funded by USAID and CONAP. The guide was presented to the media, tour operators, tour guides, government officials, protected area managers, educational institutions, and others, in a press conference on June 21 and in a public activity on June 23. The activities generated extensive coverage by the print and broadcast media, including the following:

http://www.prensalibre.com/economia/Presentan-guia-turistica-reservas-protegidas_0_285571451.html

<http://www.sigloxxi.com/pulso.php?id=13585&b=1>

<http://www.nacion.com/2010-06-22/Economia/UltimaHora/Economia2419700.aspx>

<http://www.diariodecentroamerica.gob.gt/nacional7.html>



Support Maya Biosphere communities in the preparation and negotiation of agreements with the Ministry of Culture and Sports for the management of tourism services in the archaeological sites of Petén

During the year, Counterpart implemented a series of activities to support communities in the Maya Biosphere to develop a constructive relationship with the Ministry of Culture and Sports in order to negotiate agreements that lead to community management that is structured and legally protected for tourism services in specific archaeological sites. Activities included a trip for experience sharing between communities of Puerta al Mundo Maya and Chisec, work sessions and consultation with communities and ACOFOP, and several meetings and consulting with representatives of the Ministry of Culture and Sports. Based on the above activities, general guidelines were drafted for goodwill among ACOFOP and the Ministry of Culture. Following these guidelines, specific agreements were worked for the development and management of tourist services and facilities for local communities in Uaxactún and Carmelita. The agreements have been reviewed and approved by all parties and will be signed in early November 2010. All these activities were done in coordination with the local partner Balam Association, through a sub-grant agreement.

Third Central American Crafts Fair "New World Crafts"

Like the previous two editions, in 2010 Counterpart supported the organization of the third Central American Crafts Fair "New World Crafts" and its follow-up, through a sub-grant agreement with the Commission of Handicrafts AGEXPORT. An important addition to the fair, held on 8 and 9 September at Casa Santo Domingo, Antigua Guatemala, was the introduction of several training workshops and technical assistance that were made months before the fair. Through such activities, artisans and exporters were better prepared as to what to expect from the activity, and what to bring and display in their posts. This led to a more satisfying experience for both the craftsmen and exporters, as well as to international buyers who visited the fair. In total, 100 small businesses and organizations presented their products at the fair. At the same time, 7 conferences touching on important topics of design trends and market intelligence were held during the fair to provide important market intelligence for both artisans and exporters. Based on the information gathered during the two-day activity, it was determined that on-site generated sales were \$350,000. Projections indicate that total sales negotiations and orders following the activity they can generate more than \$3,000,000, and the information will be monitored by the Craft Commission AGEXPORT.

Geotourism MapaGuía of Guatemala and preparation of geotourism strategy for the country

Following the signing of the Charter for Guatemala Geotourism between INGUAT and National Geographic, Counterpart led an extensive consultation process to produce a printed version of a Geotourism MapaGuía Guatemala. Nearly 1,000 proposals were submitted by individual sites and printed forms online, and the information was edited by a team of Counterpart, National Geographic, national counterparts, INGUAT and ANACAFÉ. The printed version of MapaGuía is printed and ready for distribution, and an activity is being planned for release in November 2010. Meanwhile, the online version of MapaGuía is being developed to allow frequent updates and to support a program of training and technical assistance on the implementation of principles of geotourism in MSMEs and destinations.

Supporting communities of Puerta al Mundo Maya, Chisec, for the implementation of projects financed by the INGUAT to improve tourism products and services

Counterpart associations continue to support Maya Q'eqchi' who run sites in Puerta al Mundo Maya Raxruhá and Chisec to develop better management of partnerships through improved financial controls and reporting to stakeholders. In addition, Counterpart supported AGRETUCHI to develop and complete a project in the tourism improvement of the Cancuén archaeological site and to prepare the final reports to INGUAT. We managed and developed a similar project for the site in the Cemetery Candelaria Candelaria Caves National



Park. Counterpart continues to provide support in monitoring activities and procedures for reporting between the community organization and INGUAT.

II. Introduction

The Community Tourism Alliance (the Alliance) is a public-private consortium of leading organizations in tourism development, led by Counterpart International. The Alliance promotes economic development through the strengthening of the tourism and handicrafts in rural Guatemala, based on the following objectives: (a) support and create new community enterprises and small and medium tourism enterprises in rural Guatemala, (b) improving access to marketing, product design, and financial services for small and medium tourism enterprises, (c) improve the capacity of local communities to co-manage and preserve cultural resources through tourism, and (d) improve support local communities in their participation in the preservation of biodiversity in the region surrounding the program areas.

The Alliance coordinates its activities closely with the Government of Guatemala through INGUAT, CONAP, MICUDE-DGPCN and COTURAP. The activities focus on micro, small and medium tourism enterprises and crafts and are developed in the following regions: Petén, the Verapaz, and the Altiplano (Quetzaltenango and Solola).

This report presents the main achievements and activities developed during FY 2010 (October 1, 2009 - September 30, 2010).

III. Comparison of the results with the objectives AF 2010

The main results of the FY 10 include: a) 2,380 rural households benefiting directly from interventions of the United States Government (USG), b) 282 firms receiving USG assistance to improve their management practices, c) 50 SMEs receiving USG assistance to access bank loans or private equity, d) 4 mechanisms used public-private dialogue as a result of USG assistance, e) 1,503 people (761 women) with increased economic benefits derived from sustainable management and conservation of natural resources, f) 877 people receiving USG supported training on natural resource management and / or biodiversity conservation, g) \$ 4.1 million in sales of goods and services as a result of USAID programs, and h) 2,536 jobs created. As described in the following table, the results were less than projected in the indicators Number of firms receiving USG assistance to improve their management practices and Number of jobs created, while the targets were exceeded in all other indicators.



INDICATORS OF ECONOMIC GROWTH				
Program element 6.2: private sector productivity				
Indicator	OBJECTIVE FY 2010	ACHIEVED FY 2010	% OF VARIATION	JUSTIFICATION
Number of rural households benefiting directly from USG interventions	2,000	2,380	(+) 19%	The estimated number of rural households benefiting directly based on the total number of people with increased economic benefits derived from sustainable management and conservation of natural resources; and persons receiving training in natural resource management. A more dynamic and efficient coordination with local municipalities, INTECAP, and local partners, as well as positive results based conservation activities in the market, generated outstanding results in both indicators, exceeding the expected results in the number of households benefiting directly from interventions program.

Indicator	OBJECTIVE FY 2010	ACHIEVED FY 2010	% OF VARIATION	JUSTIFICATION
Number of firms receiving USG assistance to improve their management practices	350	282	(-) 20%	Technical assistance programs for SMEs and community tourism groups were completed in FY 2010. Since the date of completion of the original project was in September 2010, Counterpart pledged not to start new activities with these beneficiaries of the program, which are not reflected in the final number. Moreover, the delay in launching the Geotourism of Guatemala MapaGuía not allowed to start technical assistance activities planned to implement principles of geotourism in SMEs and community organizations, which will begin in 2011. A total of 50 SMEs were assisted to access bank loans, as projected.
Number of SMEs receiving USG assistance to access bank loans or private equity	50	50	0	Technical assistance programs for SMEs and community tourism groups Were completed in FY 2010. Since the date of completion of the original project was in September 2010, Counterpart Pledged not to start new Activities With These beneficiaries of the program, Which Are Not Reflected in the final number. Moreover, the delay in launching the Geotourism of Guatemala MapaGuía not allowed to start technical assistance planned Activities to Implement Principles of Geotourism in SMEs and Community Organizations, Which Will begin in 2011. A total of 50 SMEs assisted to access Were bank loans, as Projected.



Number of mechanisms used public-private dialogue as a result of USG assistance	4	4	0	4 mechanisms of public-private dialogue were held in FY 2010: a) Sololá Tourism Commission, b) Community Tourism Roundtable, c) Geotourism Council, and d) Coordinating Group for Tourism and Protected Areas.
Program element 8.1: NATURAL RESOURCES AND BIODIVERSITY				
Indicator	OBJECTIVE FY 2010	ACHIEVED FY 2010	% OF VARIATION	JUSTIFICATION
Number of people with increased economic benefits derived from sustainable management and conservation of natural resources as a result of USG assistance	1,250	1,503	(+) 50%	Improved coordination with local stakeholders related to natural resource management and biodiversity conservation, combined With The Implementation of new conservation Activities based on markets, generated a Greater Number of People with Increased Economic benefits for program interventions.
Number of Females	500	761		
Number of Males	700	742		

Indicator	OBJECTIVE FY 2010	ACHIEVED FY 2010	% OF VARIATION	JUSTIFICATION
Number of people receiving USG supported training on natural resource management and / or biodiversity conservation	500	877	(+) 75%	More efficient coordination with local municipalities, INTECAP, and other local partners, as well as the start of the implementation of training for rural communities based on the Guide for Sustainable Tourism Best Practices for Communities of Latin America, allowed to involve a number of people much higher in workshops on natural resource management.

SO2 CORE PMP INDICATORS				
Indicator	OBJECTIVE FY 2010	ACHIEVED FY 2010	% OF VARIATION	JUSTIFICATION
Sales of goods and services as a result of USAID programs (in thousands of U.S. \$)	1,000	4,101.91	(+) 310%	During FY 10 sales were much higher than expected, due to a larger number of SMEs and producer groups incorporated into the program in previous fiscal years, and the realization of mid-term results of the integration activities to value chains tourism and handicrafts.
Number of jobs created as a result of USAID programs	4,455	2,536	(-) 43%	During FY 10 is made greater emphasis on collecting detailed information on the activities of handicraft production, reflecting an increase in jobs created by the program compared to previous years. However, the tourism sector is not a labor intensive activity, which is why the results achieved this year are even lower than projected.



IV. Summary of activities undertaken with funds from the DR-CAFTA



This section summarizes the activities carried out with funds from the DR-CAFTA assigned to this Cooperative Agreement.

Within technical assistance for the proper handling of visitors in protected areas with funding from the DR-CAFTA-DR, CPI continued to provide technical assistance on key issues related to the management of public use in protected areas and views over FY 2010 as part of a working agreement with CONAP and COTURAP. As previously agreed, the work focused on developing and reviewing tools for the development and management of tourism activities in protected areas and views. The outstanding achievements are described below:

Public Use Plan for the National Park El Mirador - Rio Azul / Biotopo Naachtún Dos Lagunas, Maya Biosphere Reserve

The Public Use Plan for the National Park El Mirador - Rio Azul / Dos Lagunas Biotopo Naachtún was completed in 2009, funded by CONAP (with support from the Dutch Cooperation) and USAID, through the Alliance for Community Tourism. This plan was developed in several workshops and consultations, following an intensive participatory process with multiple stakeholders: It involved the active participation of more than 300 people including local communities, government, the private tourism sector, academia, NGOs and local and international. General consensus was reached on several key issues related to the development of sustainable tourism for the archaeological site El Mirador and paths. The results of the plan were to define inputs determinants investments to be supported by the project CRBM PDP-BID-MARN, estimated at U.S. \$ 3M, which include signage, trail maintenance, and improvements to the camp sites.

Update of the Guidelines for Planning and Management Views and ecotourism for the Guatemalan System of Protected Areas (SIGAP)

Counterpart continued to provide support and technical assistance to COTURAP and CONAP in the development and review of guidelines and tools for planning and management of tourism activities in protected areas and visits to produce tools adapted to the characteristics and challenges of the areas protected in the country.

CPI led the process to produce the new guidelines and planning documents, which were discussed and validated in a workshop held on 2 and 3 February 2010 with staff from CONAP, MICUDE, and INGUAT and protected area managers from various regions. Besides presenting the draft of the new documents, we presented several case studies of currently protected areas that are visited and that were considered in the preparation of documents. The revised version of the Guidelines for Planning and Management of Protected Areas was presented to CONAP and is under internal review of the Technical and Legal Departments prior to approval and publication.

Based on the results of the workshop mentioned above, Counterpart and CONAP agreed to prioritize work preparing a guide and a training program for protected area managers on how to plan and develop better visits in protected areas. CPI has been leading the process employed to carry out this guide and the training program; the draft is now being discussed with other members of CONAP and COTURAP. Some of the topics included in the guide and the training program are:



- i Monitoring and management of visitor impacts
- i Standards and guidelines for activities specific views
- i Marketing and promotion of protected areas
- i Financial management and administrative revenues views
- i Assessment of tourism potential
- i Feasibility studies

Tourist Guide of Protected Areas of Guatemala

The Tourist Guide of Protected Areas of Guatemala was produced by a 2 year process initiated by CPI. During the process, we developed the initial concept of the guide with content, comments were received from the administrators of each protected area included, and technical issues of design were resolved. The complete Travel Guide was presented at a public event on June 23 in Guatemala City with the participation of about 250 people, including representatives of public and private protected areas, officials from various government institutions, civil society organizations, tourism entrepreneurs, academia, international cooperation, and media.

This guidebook is the first joint development effort of the relevant areas of the Guatemalan System of Protected Areas. Its attractive design and ease of use facilitates the sharing of information of 51 protected areas suitable for sightseeing. The publication of the guide was a joint effort of CONAP, INGUAT, Conservation International, FONACON, and CPI, who contributed to the original concept, technical content, illustrations, and funds for printing and directory submission. The presentation generated extensive media coverage, including the following:

http://www.prensalibre.com/economia/Presentan-guia-turistica-reservas-protegidas_0_285571451.html

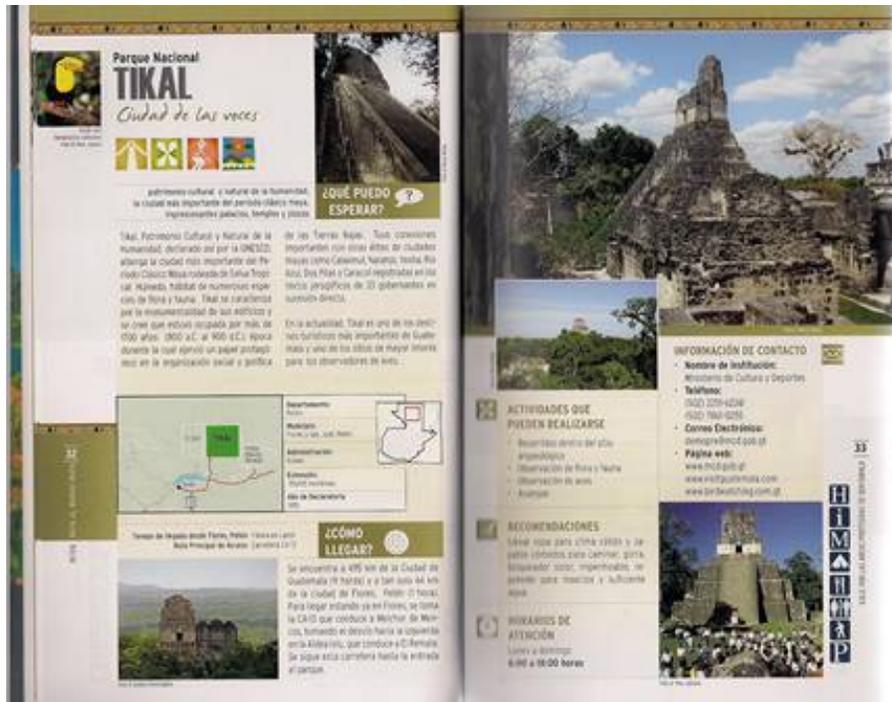
<http://www.sigloxxi.com/pulso.php?id=13585&b=1>

<http://www.nacion.com/2010-06-22/Economia/UltimaHora/Economia2419700.aspx>

<http://www.diariodecentroamerica.gob.gt/nacional7.html>



Activity presentation of the Tourist Guide of Protected Areas of Guatemala



Internal pages of the Tourist Guide Protected Areas of Guatemala

Interpretive signs for Mario Dary Biotope

As part of the support provided to specific protected areas, CPI supported CECON and Conservation International in the production of interpretive signs for Mario Dary Biotope in Baja Verapaz. Seven interpretive signs were developed, printed, and installed on trails in this protected area.





Promoting certification and sustainable tourism best practices

Promoting sustainable tourism practices continued in two lines of work: the implementation of the Best Practices Guide for Sustainable Tourism Communities in Latin America and the promotion and implementation of sustainable tourism certification.

Training Guide for Sustainable Tourism Best Practices for Communities in Latin America

The first workshop open to trainer of trainers, based on the Guide for Sustainable Tourism Best Practices for Communities of Latin America, was conducted in collaboration with the INGUAT, the National Roundtable on Community Tourism and JICA on 14 and 15 October 2009. In attendance were 24 trainers, local tourism committees, NGOs, community organizations, tour operators, and completed training academy on the guide and its toolboxes.

Throughout the year, we included workshops on specific topics piloting the implementation of the guidelines in selected rural communities of Guatemala. A total of 11 workshops were conducted in eight communities, with the participation of 298 people (141 women). Some of the main topics covered during the workshops included: solid waste management, impacts of tourism, water management, land use, and conservation of forests, plants, and animals related to tourism and protected areas. In each case, we developed improvement plans / implementation tailored to the circumstances of each community. CPI has worked closely with each community to identify additional sources of cooperation and resources relevant to the implementation of the plans prepared. Communities where there were workshops on Sustainable Tourism Best Practices are:

- i Petén: Uaxactún and Carmelita
- i Sololá: San Juan la Laguna (2)
- i Alta Verapaz: Candelaria Cemetery (2), Mucbilha I (2), Sepalau
- i Baja Verapaz: San Rafael Chilascó
- i Quetzaltenango: Nueva Alianza



Practical activity on classification of solid waste in a workshop on Best Practices in Sustainable Tourism



Practical activity on endangered species, in a workshop on Best Practices in Sustainable Tourism

Technical assistance for the implementation and certification of good practices under the seal GREAT Green Deal

Certification of sustainable tourism was relaunched in Guatemala with the certification seal GREAT Green Deal. Through a joint effort of the certifier Certifica, Counterpart-USAID, Rainforest Alliance, and the AL-Invest project of the European Union, made a package that included training and technical assistance for the implementation of best practices and subsequent certification process. The process was implemented in the following phases: a) identifying certifiable companies, b) introductory workshop on best practices and certification, c) initial checks in situ, d) verification reporting, e) implementation of technical assistance and training focused on addressing the challenges identified, and f) final assessment and evaluation to determine if certification is applicable.

In total, 47 companies entered the certification process and were evaluated by means of in situ initial checks. 37 companies who chose to remain in the process received training and technical assistance, supported by CPI, Rainforest Alliance, and AL-Invest. Final evaluations to determine which companies will be certified by GREAT Green Deal are being made.

It is worth mentioning that GREAT Green Deal has based its policy on Global Sustainable Tourism Criteria of Sustainable Tourism Stewardship Council. The Guatemalan program pioneered the implementation of the Global Criteria, which can present special challenges for some of the participants, as these guidelines raise more standards than those used in the past.

Coordination of the geotourism initiative

The paper MapaGuía of Guatemala was completed and printed during this fiscal year, becoming the first MapaGuía of geotourism of an entire country. Different political situations beyond the control of the Alliance, have delayed the official launch activity, which is expected to take place in November 2010. The MapaGuía will be distributed at international tourism fairs and delivered to the relevant visitors, ANACAFE and INGUAT.

Complementing the geotourism initiative, and in light of the delay in the presentation of the printed map, Counterpart started the next phases of the project. On the one hand, we are running a detailed review of the principles of geotourism and its application to Guatemalan SMEs and destinations to produce a set of



guidelines, training materials, and procedures. On the other hand, Counterpart negotiated a contract with Old Town Creative, an authorized provider of the Division of the National Geographic Maps, which has been working under the guidance of Counterpart, in creating the online version of MapaGuía. The online MapaGuía will be a promotional tool for dialogue; it is compatible with advances in Web 2.0 and offers great potential for interaction with social networks, multiple publishers, and users. The online MapaGuía has been adapted to the conditions in Guatemala, following previous experiences of several projects such as www.yellowstonegeotourism.org and www.sierranevadageotourism.org. Counterpart has led the process of developing the content management system (dorsal system) as well as interactive displays (frontal system) and is currently developing the process to complement the original proposals received for the printed map. Once launched, the online MapaGuía provides an intensive marketing and promotion tool.



Designing the home page of Guatemala Geotourism MapaGuía online

Implementation of the official program of training and accreditation for Community Tourism Guide

CPI continued to lead the process for the implementation of the official program of training for the Community Tourism Guide in close cooperation with the INTECAP. During this semester, a total of 232 community guides 19 communities (including 58 women) have been trained, most of them in communities located in or near protected areas. In most cases, the implementation of training and accreditation program has been conducted in close collaboration and sharing costs with other local and international organizations, including the INGUAT, municipalities, JICA, Spanish cooperation, tourism associations, and others. The following list summarizes the communities where trainings have been, or are currently underway:

- i Salinas Nueve Cerros - Lachuá Lagoon National Park, Alta Verapaz
- i Sepalau Lagoons, Alta Verapaz
- i Multiple Use Area Monterrico - Hawaii, Santa Rosa



- i Archaeological Park Quirigua, Izabal
- i Santa Catarina Palopó - RUMCLA, Solola
- i Santiago Atitlan - RUMCLA, Solola
- i New Horizon, Petén
- i National Park Yaxhá - Nakum Naranjo, Petén
- i National Park Rio Dulce, Izabal
- i Tayasal Peninsula, Petén
- i Chaculá, Huehuetenango
- i Green Tree, Petén
- i Ixlú, Petén
- i Melchor de Mencos, Petén
- i San Pablo Tacaná, San Marcos
- i Mucbilha I, Alta Verapaz
- i Candlemas Cemetery, Alta Verapaz
- i Chilascó, Baja Verapaz
- i San Marcos La Laguna, Solola
- i San Pedro La Laguna, Solola
- i San Pablo La Laguna, Solola

Additionally, in coordination with the INTECAP, from 21 to 25 June, we held a course for birding tour guides with 31 tourist guides in Petén, as part of their mandatory update process. The course included a workshop at the National Park Yaxhá-Nakum-Naranjo.



Course participants training to be birding tour guides



V. General Activities of Results and Activities

1. Strengthening Local Regional, and National tourism Organizations

a. Destination management and administrative and organizational strengthening in communities of Puerta al Mundo Maya, Alta Verapaz

CPI collaborated with the Association of Tourism Chisec (AGRETUCHI) in several coordination initiatives with mayors and municipal corporations in Chisec and Raxruhá. During the season before Easter of 2010, a safety and assistance to tourists plan was developed in coordination with the National Police, the Municipal Traffic Police, the National Tourist Assistance (ASISTUR), INGUAT, local health centers, CONRED, the Red Cross, and community tourist destinations. An information center and was inducted into Chisec. This activity led the initiative to establish a permanent center of tourist services in the region, for which negotiations are underway with local municipalities and the Governor of Alta Verapaz.



Information Center in Chisec during Easter 2010

Additionally, CPI and AGRETUCHI continued providing support in the implementation, monitoring, and reporting of INGUAT funded projects to improve tourism services in Candelaria Cemetery. Key achievements included the Guatecompras bidding process and project implementation with additional support by the City of Raxruhá.

In a related field, CPI continued to provide technical assistance to individual associations that are handled by AGRETUCHI and other destinations in the region of the Verapaz in matters relating to accounting, accountability, and reporting to members and stakeholders. Each of the 11 associations prepared, reviewed, and socialized monthly reports. Partnerships are: ADEISP (Development Association Sepalau), ASBOPP (Association B'omb'il Pek El Porvenir II),



ASIQMUC (Indian Association Q'eqchi 'Mucbilha'), AMDETCA (Asociación Maya Q'eqchi 'Development Camposanto Candelaria and Tourism), ASDETUN (Development and Tourism Association of the Union), AMERICA (Maya Association for Rural Education and Development Cancuén), AGRETUCHI, Cooperativa Nuevo Amanecer, ADESOCHI (Sustainable Development Association Chilascó), Cooperativa Chicoj and ACODESERESA.

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

ACOFOP Tourism Commission

The main focus of the work with the Tourism Commission ACOFOP was facilitating agreements on the proper implementation of sustainable tourism in specific areas of the Maya Biosphere Reserve. This component, developed in collaboration with the Association Balam, included several coordination meetings between community representatives and the Ministry of Culture to negotiate an agreement on community management of cultural resources located in the Multiple Use Zone. It produced a general agreement among all communities and the Ministry of Culture. Additionally, specific agreements were drafted: one with the Carmelite community on the implementation and management of infrastructure and tourist services on the Tintal site and another Uaxactún community for the management of tourist services in the community site. After drafting the agreements, they were submitted to the legal department of the Ministry of Culture for review and we continued lobbying for their signatures. The final versions of the agreements are already approved and are expected to be signed at the beginning of FY 2011.



Meeting between ACOFOP Tourism Commission and the Ministry of Culture with the participation of Balam and Counterpart.

Also through sub-grant agreement with Balam, we held a coordination process and negotiations with the Government of Petén and INGUAT to allocate funds to improve infrastructure and tourism services on the route to El Mirador. The planned improvements include a campground, bungalows, restrooms, and an upgraded kitchen. Preliminary steps for the project included the preparation of topographic maps and preliminary designs and



the allocation of funds for each institution. The infrastructure development and improvements are expected in December 2010, once it has met the environmental requirements. The investment amounts are estimated at Q900,000.00 by INGUAT and Q400,000.00 by the Government of Petén.

Balam and Counterpart continued to participate in and provide inputs to the planning process and implementation of the project "Definition and management of a tourist destination in the area north cluster Cuatro Balam", funded by IDB-MIF and PACUNAM, and implemented by FUNDESA.

Equinox Festival in Uaxactún

As part of working with the Tourism Commission Uaxactún, CPI supported the implementation of the Equinox Festival in the community. The activity was held from 19 to 21 March through a series of coordinated efforts, including marketing and promotion, transport, assembly of various cultural activities, and observation of the equinox from the observatory of the archaeological site. The results: the activity generated more than 1,000 visits by individuals to the community during its three days, which is a larger number of visitors than was recorded for all of 2009. The activity will be repeated annually.



Activities during the Equinox Festival in Uaxactún

c. Technical and Marketing Assistance for Tourism MSMEs

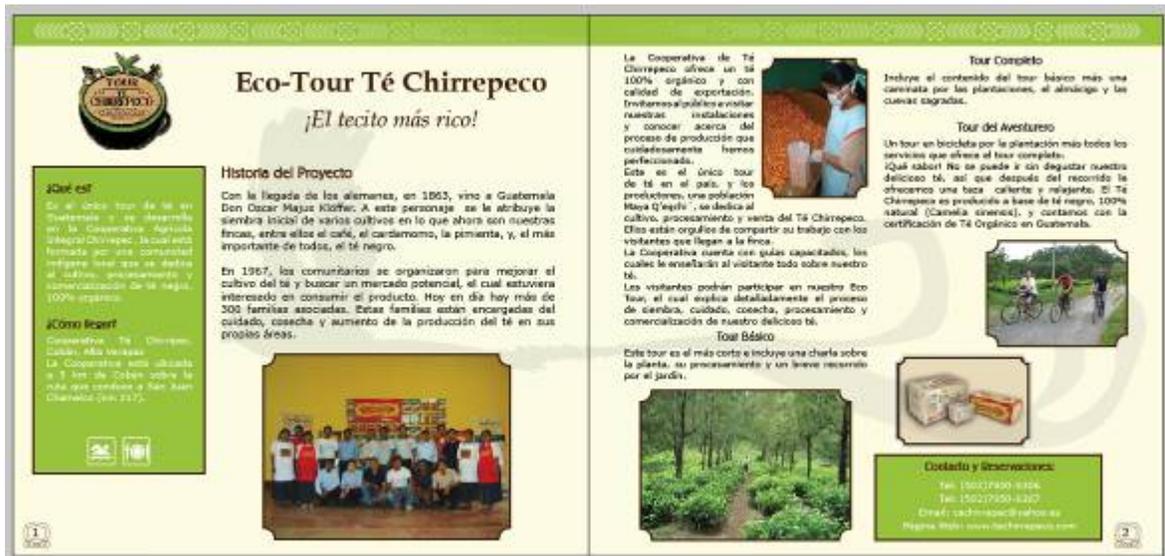
CPI continued to provide technical assistance to MSMEs in marketing affairs and tourism organizations in Petén, the Verapaces, Solola, Quetzaltenango, and Huehuetenango under the approach of strengthening the value chain. Technical assistance focused on the creation of strategic alliances, marketing strategy development, and marketing tools. The activities and outcomes of work with specific MSMEs are presented in Section 3. Market tourism products.

As for destinations, major achievements included the production of promotional material for tourism associations in the Verapaz and Petén. This is detailed below:

Viviente Verapaz

During the last quarter of FY 2010, Counterpart worked with an emerging group of community tourism destinations in the region Verapaces. In close collaboration with Peace Corps volunteers, Counterpart completed the editing and design process for the production of a brochure showing the destinations of organization Viviente Verapaz. The brochure, which shows 10 community destinations and tour operators, will be released in an activity to be held in October in Alta Verapaz, and distributed to relevant tour operators Coban, Peten, Guatemala City and Antigua. The community destinations listed are:

- i Tea Ecotour Chirrepeco
- i Coffee Tour in Chicoj
- i Coffee Tour in Samac
- i Tour of birding in Sanimtacá
- i Tours River basins in Icbolay
- i Museum Katinamit
- i Puerta al Mundo Maya
- i Tours of rafting on the Rio Cahabón
- i Chilascó
- i Black River Historical Tour
- i Coban Travels (Tour Operator)



Inside of Viviente Verapaz booklet

Catalog of community tourism destinations

In collaboration with Ak'Tenamit, and with funding from the Catalan Cooperation and ACICAFOC, Counterpart produced a catalog of community tourism destinations called "Welcome to the land of harmony". The catalog shows a circuit of community tourism destinations are in the process of developing a community tourism operator. The destinations included are handled by Ak'Tenamit in Izabal, Corazón del Bosque, and the community Nueva Alianza.



Cover and an inside page of the catalog of community tourism destinations

Puerta al Mundo Maya

As part of the support provided to the destinations of Puerta al Mundo Maya, we developed a global marketing strategy to reposition these destinations. The main tools of this strategy included a new website, a printed brochure, catalog sales, and a Facebook campaign. For most of the materials, Counterpart provided technical assistance in developing the content and design; communities of Puerta al Mundo Maya paid for impressions.



Homepage on the internet www.puertamundomaya.com.gt



Turisurp

Turisurp is Self Management Committee of Tourism (CAT) which covers the municipalities of Dolores, Poptún, and San Luis in southern Petén. Counterpart provides technical assistance in marketing and destination management for Turisurp as an organization and its individual member MSMEs. As part of the support provided to the organization, this fiscal year we launched the website showing all CAT destinations.



Homepage on the Internet www.rutanajtunich.com

d. Support Sololá Tourism Commission

During FY 2010, Counterpart continued to support the Tourism Commission of Solola, participating as an active member and leading the technical efforts of marketing and communication. Some highlights of the work with the Tourism Commission include:

Conclusion of the Atitlan brand

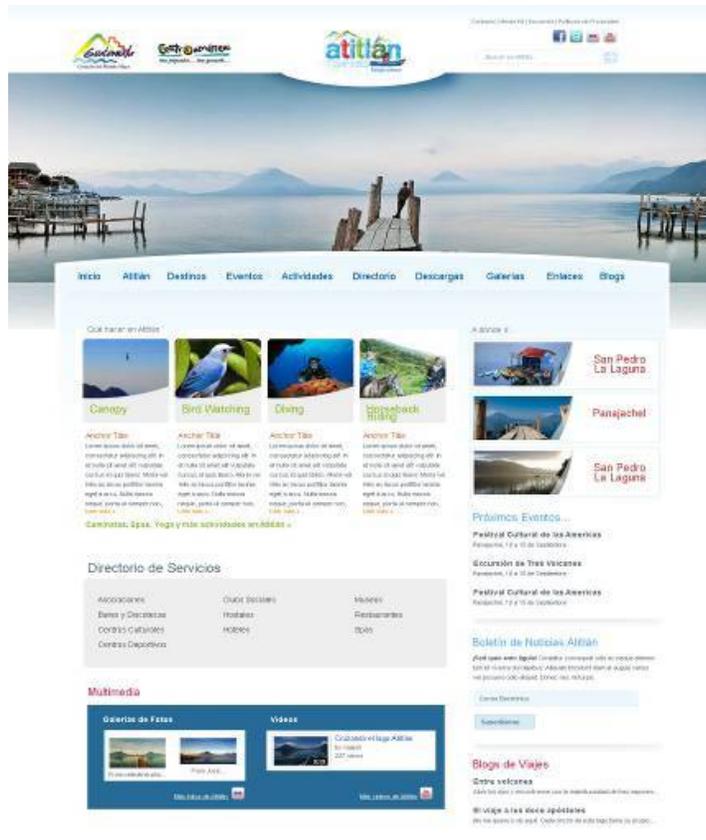
CPI led the process to consolidate and produce a destination brand for Lake Atitlan as a tourist destination. The participatory process involved a series of preliminary workshops in which stakeholders, such as municipalities, tourism SMEs, NGOs, and relevant personalities provided inputs that were processed and transformed into a creative portfolio. The marketing team worked with Counterpart on drafts of the preliminary ideas of the brand, based on the portfolio. The initial discussion drafts then went through a comment process. The Tourism Commission decided to hire an advertising company to finalize and produce the brand manual, and Counterpart was appointed as liaison with the advertising agency for technical matters. After a thorough process of review and comment, the target mark was passed and has been incorporated in some materials generated by the Commission as part of its campaign for Tourism Culture and other promotional efforts. A formal business presentation and disclosure is scheduled for the beginning of 2011.



Brand Image Target Atitlán

Qualification process facilitation web portal

Based on the recommendations of the Advisory Practicum, conducted in 2008 with the George Washington University and the Universidad del Valle, and the marketing plan of Atitlán as a destination, the Tourism Commission appointed Counterpart to lead the technical process leading to the production of a destination web portal for Atitlán based on the standards suggested by the World Tourism Organization of the UN. Counterpart prepared the technical terms of reference, which were used by the project PROSOL Canadian cooperation to start the bidding process for hiring a firm to develop the website. Counterpart participated in the preliminary screening and interview process and has been doing the technical liaison between the Tourism Commission and the firm hired to move the process forward. Appearances were approved for the updated interface, and the firm is working with Counterpart for structuring signature database fields for the content management system. In the coming months, Counterpart will work with the Tourism Commission in the design and implementation of a participatory process to populate the website with relevant information.



Design approved for destination web portal

Participation in cleaning beaches after Tropical Storm Agatha

After the devastating effects of Tropical Storm Agatha on Lake Atitlan, Counterpart supported the Tourism Commission in the planning and execution of various beach cleanup efforts and awareness on solid waste management in key tourist sites. Mass rallies were organized for cleaning public beaches during June in Panajachel. In total, more than 1,000 students and nearly 800 local volunteers participated in coordinating land and water cleaning of the beaches. Collection efforts resulted in the removal of 1,200 tons of organic waste, 7 tons of PET plastic, 200 pounds of glass, and 1 ton of wood. We also supported similar cleanup efforts on a smaller scale in San Pedro and San Juan La Laguna.



Cleaning mass rallies on public beaches in Panajachel

e. Training program for tourism SMEs

During this year, Counterpart identified the opportunity to facilitate the implementation of additional training programs in coordination with INTECAP. On the one hand, several SMEs that receive technical assistance from the Community Tourism Alliance requested support for training to improve performance and quality of their services, and on the other hand, INTECAP offers training programs for tourism businesses but usually can not identify and gather a minimum number of participants to implement the courses. Additionally, in some cases municipalities and in other cases other cooperation projects had expressed their willingness to devote resources to the implementation of such training programs.

Two pilot regions were selected to start such training programs: Petén and Alta Verapaz. The Community Tourism Alliance offered scholarships of 50% for participants, covered the costs of meals and headquarters, and coordinated the logistics, while the INTECAP



covered the costs of training materials and instructors. The rest of the costs were paid by the attendees.

In Petén, priority courses were "Excellence in tourism services" and "Marketing". In total, three workshops were implemented on "Excellence in tourist services," in Santa Elena, El Remante, and the southern region, with the participation of 73 people (43 women). Three workshops on "Marketing" were implemented in the same areas, with 34 participants (14 women). A total of 36 tourism SMEs were represented.



Attendees of the marketing training workshop in Santa Elena, Petén.

In Alta Verapaz, additional support was received by the municipalities of Chisec and Raxruhá, which covered part of the costs. The topics prioritized in both areas were "Customer Service" and "Effective Negotiating". We implemented a total of four workshops, one on each topic for each region, with a total of 46 participants (20 women), representing 25 tourism SMEs.



Workshop Participants in Raxruhá on Effective Negotiating, Alta Verapaz



2. Access to credits and financial services

In FY 2010, Counterpart continued to provide technical assistance to SMEs and community organizations seeking funds to create new tourism or craft businesses or expand existing ones. This support includes assistance in project design, business planning, financial analysis, identifying sources of funding, and guidance in the application process.

Twelve additional SMEs joined this component, for a total of 50 SMEs receiving technical assistance in accessing bank loans. The SMEs are of Petén, Solola, Quetzaltenango, Retalhuleu, Sacatepéquez, Izabal, Santa Rosa, and Totonicapán.

A total of 23 projects were presented to each BanRural and Arrend. Of all the projects submitted, only one has been officially rejected by BanRural due to poor credit history. However, the review and coordination with BanRural not been as fluid as expected, and none of the projects submitted have been approved yet. Additionally, declines in tourist arrivals this year and recent natural disasters have influenced the decision of many employers to pause and take additional time to reconsider their original plans, and in a few cases, abandon the process.

3. Marketing tourism products

a) Strengthening and expansion of tourism value chains

Counterpart continued to provide technical assistance and work on various marketing efforts based on the value chain approach. SMEs and community organizations in Petén, Verapaces, Solola, Quetzaltenango, and Huehuetenango benefited from this initiative. Below is a short summary of the most relevant activities and results:

Internet Marketing

Internet marketing has become the primary mechanism for sales promotion for tourism companies. Guatemalan SMEs have faced all kinds of challenges that limit their access to Internet marketing. These challenges range from ignorance of how the Internet works to the inability to buy domains and hosting without using a credit card. Technical assistance by Counterpart combines basic competence in internet marketing, web development services, contact local hosting providers, and advanced marketing strategies for SMEs Web 2.0 and community organizations.

For most SMEs and community organizations, the first step is to produce a website or improve their existing one. CPI staff works individually with representatives of SMEs and communities to create a site that meets the interests and requirements of each company and also meets web standards. At the same time, we optimize the site and its contents for positioning on search engines. With this process, there was a total of 27 new sites this year. The list of websites produced is:



Petén:

www.laposadadedonjose.com
www.canopymonoruta.com
www.hotelmiradordellago.com
www.rutanajitunich.com
www.paraisomayapeten.com
www.tikalcnx.com
www.explorequate.com
www.hotelcasamelia.com
www.hugoscraft.com
www.artesaniasmadera.com
www.giltown.com
www.casaviejahotel.com
www.elhacendadopeten.com

Atitlán:

www.hotelvilladelangel.com
www.orbitaspanish.com
www.transportatitlan.com
www.ecolanguages.org
www.guatemalaprofessionalspanishschools.com

Verapaces:

www.hotelposadadedonantonio.com
www.puertomundomaya.com.gt
www.riosachichacoban.com
www.coffeetourchicoj.com

Quetzaltenango:

www.chocolatededonapancha.com
www.tranviadelosaltos.com
www.hotelvilladedonandres.com
www.hotelposadamyhousebandb.com
<http://www.xelapages.com/juansisay/>

After the original built websites, Counterpart continues to work with SMEs and community organizations to update content, improve search engine positions, and generate marketing and internet promotion associated with the sites. In several cases, assistance was implemented for various marketing partners for several social networks, including Facebook, YouTube, and other channels. The main challenges that the partners have has been updating the content and responding to requests for information in a responsive and timely manner.

In addition, on November 19, we performed a workshop of Petén SMEs on management and better use of web pages. In this workshop, 6 SMEs received basic information about Internet marketing and its tools, and received specific training on managing and updating the content of their websites.



Internet Workshop with Petén SMEs

Development of marketing materials

Based on individual marketing strategies for SMEs and community organizations, CPI continued to support the production of specific marketing materials of various kinds. New members usually require the production of business cards, flyers, and brochures. Members who already have basic materials requested assistance with other types of materials, including sales catalogs for tour operators, sales catalogs for craft producers, and a wide range of point of sale materials, including blankets, MUPIs, signs, and restaurant menus. In the region of Solola, CPI supported women's groups who sell crafts through the Batz Oxlajuj Association.

Educational tourism destinations in Puerta al Mundo Maya

As part of efforts to search for the target niche markets of Puerta al Mundo Maya, CPI and CIRMA collaborated with University of Arizona in the planning and development of activities related to a course of study abroad for college, which included a field seminar in Puerta al Mundo Maya. The first field trip with 10 students and 4 teachers and staff took place in March with very successful results. During the visit, an agreement was reached with the communities to receive at least a similar group each year, formalizing an important trade link segment by Scientific-Academic-Volunteer-Education (SAVE, for its acronym in English), which is particularly relevant for community tourism activities such as those developed in Puerta al Mundo Maya.



Participants in the field trip experience sharing with communities in Puerta al Mundo Maya

4. Development and Marketing of handicrafts

Third Central American Crafts Fair "New World Crafts"

As for the previous two editions, in 2010 Counterpart supported the organization of the third Central American Crafts Fair "New World Crafts" and its follow-up through a sub-grant agreement with the Commission of Handicrafts AGEXPORT. An important addition to the fair, held on 8 and 9 September at Casa Santo Domingo, Antigua Guatemala, was the introduction of several training workshops and technical assistance that were made months before the fair. Through such activities, artisans and exporters were better prepared as to what to expect from the activity and what to bring and display in their posts. This led to a more satisfying experience for both the craftsmen and exporters, as well as to international buyers who visited the fair. In total, 100 small businesses and organizations presented their products at the fair. At the same time, 7 conferences touching on important topics such as design trends and market intelligence were held during the fair to provide important market intelligence for both artisans and exporters. Based on the information gathered during the two-day activity, it was determined that on-site generated sales of \$350,000. Projections indicate that total sales negotiations and orders following the activity they can generate more than \$3,000,000; this information will be monitored by the Craft Commission AGEXPORT.

In addition to the fair, there were also crafts marketing activities with Wal-Mart and Wal-Mart Central America as well as CEMACO shops.

Design and marketing of new collections of handicrafts

As in previous years, through the sub-grant agreement with the Craft Commission AGEXPORT, four groups of producers received technical assistance for the production and marketing of handicrafts improved collections. Producer groups were: a) Manos Especiales, b) ADISA, c)



Tradiciones Mayas, and d) Manos Preciosas. ADISA (Association of Parents and Friends of People with Disabilities) is an association that provides rehabilitation, education and vocational opportunities for people with limited abilities in Santiago Atitlán. Their vocational program is based on the production of handicrafts, which also helps to generate income for the families of young people with limited capacities. Manos Especiales is a group of mothers of children with limited abilities, who generate income to support their homes through the production and marketing of handicrafts.

The team provided technical support for the production of new collections consisted of:

- i Colvin Inglés, the international designer who was in charge of evaluating proposals from groups and design new product lines to be developed, focusing primarily on the export market.



The international designer Colvin Inglés in a working session with Maya Traditions

- i Two local designers, who supervised and guided the producer groups in the production of prototypes based on designs by the international designer. Local designers also participated in logistical issues, looking for suppliers, overseeing deliveries, controlling the quality of raw materials, and providing daily monitoring groups.
- i The entire process is monitored and guided by the Craft Commission AGEXPORT, which is responsible for approving and monitoring performance milestones.

In total, four new collections of crafts were developed, one for each group of producers.

ADISA

Collection of Christmas products and angels

Materials: recycled paper

Technique: papier mache



Special Hands

Collection of personal accessories, including bags and cosmetic bags of various sizes and colors

Materials: cotton and dacron thread.

Technique: backstrap loom and embroidered by hand



Mayan Tradition

Accessories for men, women, and traveler, including bags and cosmetic bags in 5 colors
Materials: Cotton, Dacron, and raincoat
Technique: backstrap looms and pedal





Precious Hands

Accessories that combine textiles and reused / recycled materials

Materials: cotton, plastic bags and bottles

Technique: loom, embroidery, reuse



VI. Main challenges and implementation considerations

Vulnerability of climatic events and violence

FY 2010 - and is expected that 2011 will be the same - was especially challenging for some regions in the aftermath of severe weather events that occurred during 2010. The rainy season is stronger in recent times and had a very strong impact on the road system, severely limiting mobilization. This situation led to the modification of patterns in and cancellations of international travel. The destinations most affected were located in the highlands, particularly on Lake Atitlan and Quetzaltenango. It is expected that this area will continue to experience access limitations, especially since the road between Solola and Panajachel could be closed for two to three months to repair the extensive damage caused by Tropical Storm Agatha. In general, tourism enterprises in these areas experienced serious tourism season casualties, which limited their ability to invest in marketing and improvement and to hire new staff.

Violence and security are also factors that greatly influence travel patterns within Guatemala. Isolated acts of violence usually affect the types of activities that tourists prefer in specific destinations and travel decisions. In general, violence makes tourists stay only in traditional destinations.



To help SMEs and communities to address these challenges, Counterpart continued to implement actions with the value chain approach, creating partnerships and using a target approach, which allows individual companies consolidated project an image. In other cases, provided technical assistance with management tools has facilitated better planning and response to financial constraints it brings down tourism.

Long processes of creation and consolidation of tourism products related to protected areas and communities

Both protected areas as well as communities involve many stakeholders, and in many cases, multiple layers and customary legal implications. The creation of new tourist products and procedures related to protected areas and communities has been resulting in long and complicated process that can delay implementation for many years. Counterpart builds on their experience and lessons learned primarily in community processes in the Candelaria Caves National Park and the Maya Biosphere Reserve to face these challenges, but often time-consuming processes and resources happen before consolidating results. Counterpart and COTURAP continue to participate in the Roundtable on Community Tourism, trying to guide them to establish greater efficiency in these processes.

Lack of experience in tourism marketing initiatives

There is a great lack of experience and technical background in tourism marketing by the government, SMEs, and communities. This shortcoming means that Counterpart often has to remain a very involved participant in these processes to prevent them from getting out of control. On the one hand, CPI closely monitors the quality assurance and compliance with modern standards, so that other factors, such as price or time constraints do not affect the final products. On the other hand, CPI comes to the business and community, reminding them that marketing, especially Internet marketing, is a living process that requires participation, feedback, and updating. In many cases, people are happy to have the tools but do not give them the best possible use. Counterpart continues to provide training and assistance, but a complete change of attitudes and actions is needed for entrepreneurs to sustainably use the tools.

Annex 1:									
ECONOMIC GROWTH									
Indicators/Targets: <i>Targets are required for each common indicator. Acceptable entries include: 1) a number, 2) zero (if there is work specific to that indicator, but results will not be reportable in this timeframe), and 3) N/A (if the indicator does</i>	9/30/2006	9/30/2007 Target	9/30/2007 Actual	9/30/2008 Target	9/30/2008 Revised Target (Oct 2007)	FY 2008 ACTUAL	FY 2009 TARGET	FY 2009 ACTUAL	FY 2010 TARGET
	COUNTERPART INTERNATIONAL								
OP INDICATORS									
PROGRAM ELEMENT 6.2: PRIVATE SECTOR PRODUCTIVITY									
Number of rural households benefiting directly from USG interventions						3,914		4,078	2,000
Number of firms receiving USG assistance to improve their management practices	5	50	164	70	200	470	235	249	350
Number of SMEs receiving USG assistance to access bank loans or private equity	5	30	24	50	30	61	20	38	50
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	0	0	3	1	4	4	3	4	4
PROGRAM ELEMENT 8.1: NATURAL RESOURCES AND BIODIVERSITY									
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance									
	<u>500</u>	<u>1,450</u>	<u>1,118</u>	<u>2,000</u>	<u>2,000</u>	<u>2,445</u>	<u>2,000</u>	<u>2,803</u>	<u>1,250</u>
number of women	150	435	602	600	600	1,092	600	1,387	500
number of men	350	1,015	516	1,400	1,400	1,353	1,400	1,416	750

Indicators/Targets: <i>Targets are required for each common indicator. Acceptable entries include: 1) a number, 2) zero (if there is work specific to that indicator, but results will not be reportable in this timeframe), and 3) N/A (if the indicator does</i>	9/30/2006	9/30/2007 Target	9/30/2007 Actual	9/30/2008 Target	9/30/2008 Revised Target (Oct 2007)	FY 2008 ACTUAL	FY 2009 TARGET	FY 2009 ACTUAL	FY 2010 TARGET
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	0	60	271	300	300	1,484	400	851	500
SO2 CORE PMP Indicators									
Sales of goods and services as a result of USAID programs, In thousand US\$		1,965.0	2,163.0	2,500.0	2,500	2,804.48	2,500	4,389.77	1,000
Number of jobs generated as a result of USAID programs		1,450	51	2,000	2,000	567	1500	700	4,455
NOTES:									
IN THE "COMMENTS" COLUMN OF EACH INDICATOR, PLEASE EXPLAIN THE SOURCE OF THE DATA AND ANY C BEING REPORTED.									
IN THE CASE OF: "Number of rural households" and "Number of producers organizations" the data should include all the number of NEW households and NEW producer organizations during FY 2010 and the number of households and									
IN THE CASE OF: "Number of jobs generated", please describe the formula used to obtain the reported number and									
FOR THE "SO2 Core PMP Indicators" please provide information by group and sales of certified products, if any.									

FY 2010 ACTUAL	FY 2011 TARGET	comments
877	750	Counterpart International FY2010: includes people receiving receiving training as community tourism guides, participating in certification and sustainable tourism training, as well as sustainable natural resource-based economic activities. Source: participants lists from training events.
4,101.91	3,500	Counterpart International FY2010: high proportion of sales increase due to greater number of SMEs and producer groups incorporated into the program, and mid term results of integration into tourism value chain activities. Source: Quarterly performance and monitoring reports from field offices based on SME and producer groups sales records and Sub award reports.
2,536	2,000	Counterpart International FY2010: during FY 10 more emphasis was placed on gathering detailed information from handicrafts production activities, reflecting an increase in jobs generated by the program. All working days reported from sub awards and field implementation have been transformed into full-time jobs (1 full time job = 260 working days). From the total FY 2010 result, 2,434 are permanent jobs and 26,520 working days are equivalent to 102 one year full time jobs . Source: Quarterly performance and monitoring reports from field offices based on SME and producer groups payroll records and Sub award reports.
OTHER INFORMATION RELATED WITH THE NUMBER THAT IS		
of them that received assistance during FY2010. Please indicate d producer organizations that are receiving follow-on assistance.		
include the number of working-days (jornales) and temporary jobs		



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

Alianza para el
TURISMO COMUNITARIO



Annex 2:

FY 2010 Main results on Gender:

The poorest of the poor in Guatemala are landless, female-headed indigenous households suffering from social and economic exclusion. In Guatemala, more men than women are involved in tourism productive activities and results related to people trained and jobs generated sometimes reflect this gender bias. In an effort to increase women's participation in economic activities, Counterpart placed particular emphasis on developing handicrafts activities with groups formed exclusively or mainly by women during FY 2010. Women can contribute significantly to improve household incomes when they are able to dedicate few hours a day to remunerated productive activities, such as handicraft production, while maintaining the usual household activities.

From the total 2,536 new jobs generated during FY 2010, 70% (1,780) were women. In addition, 50.6% (761) of the total people with increased economic benefits derived from sustainable natural resources management and conservation, were women.

ANNEX 3:

ECONOMIC GROWTH INDICATORS				
PROGRAM ELEMENT 6.2: PRIVATE SECTOR PRODUCTIVITY				
Indicator	FY 2010 TARGET	FY 2010 ACTUAL	% of variation	JUSTIFICATION
Number of rural households benefiting directly from USG interventions	2,000	2,380	(+) 19%	The estimated number of rural households benefiting directly is based on the total people with increased economic benefits derived from sustainable natural resources management and people receiving training on natural resources management. A more dynamic and efficient coordination with local municipalities, INTECAP, local partners, as well as positive results of market-based conservation activities, generated outstanding results in both indicators, thus exceeding expected results on number of households benefiting directly from program interventions.
Number of firms receiving USG assistance to improve their management practices	350	282	(-) 20%	Technical assistance programs for several SMEs and community tourism finalized during FY 2010. Since the original project termination date was September 2010, Counterpart did not commit to start new activities with these program beneficiaries, so they are not reflected on the final number. Additionally, the delay on the launch of the Guatemala Geotourism Map Guide did not allow to begin planned technical assistance activities to implement geotourism principles in tourism SMEs and community organizations, which will start in 2011.
Number of SMEs receiving USG assistance to access bank loan or private equity	50	50	0	N/A
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	4	4	0	N/A
PROGRAM ELEMENT 8.1: NATURAL RESOURCES AND BIODIVERSITY				
Indicator	FY 2010 TARGET	FY 2010 ACTUAL	% of variation	JUSTIFICATION
Number of people	1,250	1,503	(+) 50%	An improved coordination with local stakeholders related to natural resources management

with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance				& biodiversity conservation, combined with the implementation of new market-based conservation activities, generated a greater number of people with increased economic benefits from program interventions.
Number of women	500	761		
Number of men	700	742		
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	500	877	(+) 75%	A more efficient coordination with local municipalities, INTECAP, other local partners, as well as the start up on the implementation of training for rural communities based on the Sustainable Tourism Good Practices for Latin-American Communities Guide, allowed to engage a much higher number of people in natural resource management training workshops.
SO2 CORE PMP INDICATORS				
Indicator	FY 2010 TARGET	FY 2010 ACTUAL	% of variation	JUSTIFICATION
Sales of goods and services as a result of USAID programs (in thousand US\$)	1,000	4,101.91	(+) 310%	During FY 10 sales were much higher than expected, due to greater number of SMEs and producer groups incorporated into the program in past fiscal years, and to the materialization of midterm results of integration into tourism and handicrafts value chain activities.
Number of jobs generated as a result of USAID programs	4,455	2,536	(-) 43%	During FY 10 more emphasis was placed on gathering detailed information from handicrafts production activities, reflecting an increase in jobs generated by the program compared with previous years. Nevertheless, tourism sector is not a labor intensive activity, reason why the results achieved during this year is still lower than projected.



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

Alianza para el
TURISMO COMUNITARIO



ANNEX 4:

Before and after

Guatemala's Protected Areas Now Promoted Through a Comprehensive Travel Guide

Challenge

Guatemala is a world recognized biodiversity hotspot and nearly 33% of its land is declared under some form of protection. Tourism the main source of foreign income for the country, and two out of the top three destinations are protected areas: Lake Atitlán and Tikal National Park. Many additional protected areas have been equipped for tourism activities and offer unique attractions such as unique species, ecosystems and landscapes of interest and archaeological sites. However, a unified promotional strategy communicating which protected areas are ready for tourism visitation, and what they can offer, was missing.

Initiative

USAID's Alianza para el Turismo Comunitario, executed through Counterpart International, worked hand in hand with Guatemala's Protected Areas Council (CONAP) and with Guatemala's Tourism Institute (INGUAT) in order to produce the first-ever travel guide to the protected areas of Guatemala. The process was undertaken through a participatory approach, in which public and private protected area managers provided information, feedback and materials for the production of the guide. This process was an ideal complement to the different types of support that USAID has provided during many years to the strengthening and conservation of the Protected Areas System in Guatemala.

Results

After the participatory process was completed, the high quality *Tourism Guide to the Protected Areas of Guatemala* was produced. This guide, the first of its kind, highlights information on 51 protected areas in Guatemala, including their history, location, top tourist destinations and optimal times to visit. The presentation event of the guide, which concluded a two year, multi stakeholder effort, was attended by over 250 representatives of environmental, tourism and academic organization. The information will also be used to generate different types of web content in order to continue promoting protected areas as tourism destinations.

Through Counterpart International, USAID will continue to work, not only on the promotion and marketing of this guide, but also at the policy and legal framework level, by updating regulations regarding tourism in protected areas and improving the skills and knowledge of the managers of these protected areas.



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

Alianza para el
TURISMO COMUNITARIO



Presentation Event of the Travel Guide to the Protected Areas of Guatemala held in Guatemala City



Sample spread of the Travel Guide to the Protected Areas of Guatemala



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

Alianza para el
TURISMO COMUNITARIO



ANNEX 5:

Success story

Multi-stakeholder participatory process produces Public Use Plan for key conservation areas surrounding El Mirador archaeological site

El Mirador has become an emblematic archaeological site. The Mirador complex is the largest city known from the Maya world and its Danta pyramid, the largest structure, rises overlooking the surrounding forest which beholds great biodiversity. Due to its archaeological relevance and its remarkable natural setting, El Mirador is rapidly generating interest both from scholars and general public; tourism is still an emerging activity, but there is a clear need for better organizing and regulating the activity.

A public use planning process was identified as the best way to deal with the tourism development topic for the area, since the archaeological site is located within the Mirador Río Azul National Park – Dos Lagunas Natural Biotope protected area. USAID supported and co-financed the public use planning process which was led by Guatemala's Protected Areas Council (CONAP) and co-financed by the Netherlands Cooperation Project. The plan was developed through a wide consultation process involving local communities, local, regional and national authorities, academia, private sector and other stakeholders. Draft versions of the plan were validated at events held in Guatemala City and in Petén. The document has already been used in order to orient and set guidelines for new small scale tourism development projects under a natural and cultural conservation focus and low impact tourism methodologies as well as guaranteeing direct involvement from local communities.



View of the forest from one of the structures in El Mirador Archaeological Site



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

Alianza para el
TURISMO COMUNITARIO



Structure from El Mirador Archaeological Site



Mirador Río Azul Public Use Planning Workshop in Peten