

Community Tourism Alliance
Third Quarterly Report Fiscal Year 2008



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I. Executive Summary

During this quarter, the CPI - Community Tourism Alliance Project joined in the INGUAT workshops shaped by development and tourism marketing priority segments (initially in the National Community Tourism and Birdwatching) and within the Council Product Development Advisor.

In the Verapaz region we continued working on strengthening organizational, administrative and accounting organizations that make up the community tourism route Puerta al Mundo Maya, through the sub-grant agreement with APROBA-SANK. In addition to monthly meetings with members of the governing boards of the associations of each of the communities, a contest was held to exchange experiences in organization, management and production activities among community organizations that make up the Chisec Tourism Trade Association (AGRETUCHI) and FAMA Federation Q'eqchi'. We advised Sepalua associations (ADEISP), B'omb'il Pek (ASBOPP), and Candelaria Caves National Park (AMDETCA and ASIQMUC) in the organization of general meetings and submission of technical and financial reports for the same. The CPI team - Verapaces continued to provide technical assistance to beneficiaries of Alta and Baja Verapaz, with whom we worked in marketing activities for Easter in the previous quarter, including the implementation of an induction workshop for tour guides in the Chirrepec Community Cooperative, a workshop to design tour packages and set prices in Pomtilá Rocha (adjacent to the National Park Laguna Lachua), advice for the establishment of systems of records to the Municipality of Chahal, and the start of creating a plan of sustainable tourism development for Municipal Natural Recreation Park Las Conchas, among others.

In the Multiple Use Zone of the Maya Biosphere Reserve, the 2008 season of Project Sustainable Use of the Ocellated Turkey was implemented. This activity took place in the management units and Uaxactún Carmelita, including use of the AFISAP test, which gave satisfactory results. We served a total of 35 clients (all professional hunters and members of the National Wild Turkey Federation, an organization dedicated to the conservation of the wild turkey and its habitat), who took a total of 58 turkeys adult males, generating a total of \$66,850 in income and \$5,400 in tips and additional services, surpassing projections for this year. Other community tourism organization building activities in the Reserve have been very limited progress due to internal problems in communities and governance. Yet we began the process of management to implement the Official Tour Guide in Carmelite Community and agreed with ACOFOP that we would work together to revive the Tourism Committee of that organization.

In Sololá we continued with the support and advice to the Subcommittee on Tourism CODEDE Solola, achieving hiring a manager for the implementation of the Tourism Promotion Plan Atitlan INGUAT that will be funded. CPI organized a practical implementation of a consultancy to the subcommittee ("consulting practicum") of students in the Masters in Sustainable Tourism Management, International Development and International Relations at the George Washington University and the support of students from Bachelor of Ecotourism, Universidad del Valle de Guatemala. It focused on the development of marketing strategies, positioning, crisis management and benchmarking analysis for community tourism for the destination Lake Atitlan. In San Juan la Laguna CPI is supporting the creation of a new company for the marketing of tourism products and handicrafts of different existing community organizations.

CPI implemented the consulting for "Demand Analysis of Access to Credit for Tourist and Craft Sector in the Highlands and Petén." We evaluated 41 cases of entrepreneurs seeking funding in

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both regions and developed a technical assistance plan that CPI implemented in the next quarter, linking the supply of credit to preparation for the application process. Parallel approaches will be made with financial institutions for the submission of priority cases, and we will negotiate the adequacy of existing financial products to specific needs of the tourism sector. In total we identified a demand for 30 million quetzals in the 41 cases evaluated, 15 of which need minimal assistance to start the management process.

In conjunction with Rainforest Alliance and Live Better a best practices for sustainable tourism management workshop was held in San Juan La Laguna, Solola, with the participation of 25 people representing the community destinations of San Juan, Santa Clara and San Pedro La Laguna. Furthermore, the negotiation of the new sub-grant agreement with FUNDESA was concluded, including direct support for the implementation of 25 diagnostic companies that are in the process of certification, which will provide technical assistance in the future for fulfillment of the conditions identified. We formed an alliance with the Netherlands Development Cooperation (SNV - Nicaragua) and Rainforest Alliance to complete the adaptation of the "Guide to Best Practices for Sustainable Tourism" for rural communities in Central America. This will happen in the next quarter, performing validation workshops together in the same, and then start application in micro communities and tourism businesses in fiscal year 2009.

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," or "Let's Make") combining technical assistance and marketing actions. Currently the same 22 MSMEs and destinations in Verapaces, Petén and the Altiplano have joined, all of which are assisted by CPI in marketing, image, product improvement, among other topics, in turn producing joint promotional activities. This approach allowed for a much greater impact on the growth of tourism in these regions and increased sales of businesses and participating destinations.

During the quarter, we closed the nominations phase for Geotourism initiative (an activity in conjunction with National Geographic, Anacafé and INGUAT), with the organization of the last geoforo in Los Esclavos, Santa Rosa and participation in various local media interviews (radio and TV). There were a total of 880 nominations proposed as geotourism elements of Guatemala for the Map Guide, which is being revised for the design of the first draft of the map during the next quarter. In addition, the National Geotourism Council shall be established, which will focus the first phase of its work on providing feedback on the Map Guide to National Geographic and designing monitoring strategies.

Through the sub-grant agreement with the Craft Commission of AGEXPORT, we completed the design of three new lines of handmade products, while one more is in final design phase. We continued implementation of marketing activities, including visits by international buyers, participation in the showroom of the festival of Guatemala Nuestra de Cemaco and participation in a trade show in Mexico. In this component were obtained outstanding results in the quarter, including sales of \$214,000, benefiting a total of 349 artisans, of whom 257 are women.

The main results achieved during this quarter were: a) \$730,608.70 in sales, b) 14,934 international and 5,808 national tourists visiting the project beneficiaries, c) 2 organizations / MSMEs strengthened, d) 617 people increased their income derived from the sustainable use of resources natural (including 297 women), e) 173 people were trained in natural resource management and biodiversity conservation, f) CPI is supporting the creation of a new company, and g) CPI has started supporting 36 companies to access bank loans.

II. Introduction

The Community Tourism Alliance (the Alliance) - is a public - private partnership in tourism development leading organizations whose objectives are: (a) support and create new community tourism enterprises and small and medium enterprises in tourism rural areas of Guatemala, (b) improve 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, regional and national tourism organizations, 2) Access to credit and financial services, 3) 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 these during the third quarter of fiscal year 2008 (April 1 - June 30, 2008).

III. Description of Activities and Results

1. Strengthening local, regional and national tourism organizations

During this quarter, INGUAT established working groups for the development and commercialization of priority tourism segments, including: a) community tourism, b) birdwatching, c) health tourism, d) fishing and sports, e) events and conventions, f) cruises, and g) Spanish schools. CPI - Community Tourism Alliance has been invited to be part of the community tourism and bird watching tables, participating in coordination meetings and planning. Similarly CPI has identified other segments/tables that can be joined to efforts within the framework of the Community Tourism Alliance, such as Spanish schools, sports (including the category of adventure) and health tourism. In parallel, INGUAT formed the Advisory Committee on Product Development, which CPI also has been invited to join. These working groups have been very important for the coordination of activities under this component and the marketing component as well as presenting new tourism development activities nationwide.

1.1 Strengthening organizational and administrative communities in Puerta al Mundo Maya route, Alta Verapaz and Petén

During this quarter, through the sub grant agreement between CPI and SANK, monthly support continued to the boards of AGRETUCHI member associations (Association of Tourism Chisec) including the following: Association B'omb'il Pek El Porvenir II (ASBOPP), Maya Association for Integrated Rural Education Cancuén (AMERICA), Development and Tourism Association of the Union (ASDETUN), Indian Association Q'eqchi 'Mucbilha' I (ASIQMUC), Maya Association Q ' eqchi 'Development and Tourism Candelaria Camposanto (AMDETCA) and Integral Development Association Sepalau (ADEISP). This advice and technical assistance focused on filling and cashbook control, support documentation filing, and reconciling balances. Likewise CPI has provided assistance in handling the bank book in control of visitors and sales income by different tourist services provided by the associations.

In addition, we advised ADEISP, ASBOPP, AMDETCA and ASIQMUC in planning and

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implementation of General Assemblies, which included presented activities, overall organization, financial reporting and programming, among others.

Finally, we performed a competition between associations that make up the Federation FAMA AGRETUCHI and Q'eqchi' (second-level organization supported by APROBA-SANK working in agricultural marketing, land tenure, microcredit, etc.). The aim of the competition was to experience local organizations, who presented their activities, how to make them, transparency in the management of funds, social benefits of their activities, among others. This event provided an opportunity to exchange knowledge and experience on resource management, community organization, and social welfare projects among others. The winners were awarded cash bonuses granted by approved SANK / Veterinarians without Borders France. ADEISP (Sepalau) won first place out of the AGRETUCHI participating associations.

Strengthening other tourism organizations in las Verapaces:

During the past quarter, CPI signed MOUs with new partners of Alta and Baja Verapaz, with the objective of providing marketing assistance (see section **4.1 Strengthening and Expansion of tourism value chain**), as well as product development and improvement.

Within the strengthening of tourism organizations in product development and improvement component were implemented in this quarter the following activities:

- i An induction workshop for the guides of the Chirrepec Community Cooperative (featuring tea tour in San Juan Chamelco, Alta Verapaz),
- i Workshop on development of tour packages, costing and sales prices in Rocha 'Pomtilá (community offering cultural coexistence with Q'eqchi', bird watching and jungle adventures, adjoining the National Park Laguna Lachua),
- i Design promotional fact sheet billboard for Community Education Center Pokomchi (CECEP) and Katinamit Museum, San Cristobal Verapaz, Alta Verapaz,
- i A workshop for the establishment of registration system inputs, outputs and visitors in the Municipal Natural Recreation Park Las Conchas, Chahal, Alta Verapaz, and
- i A planning workshop for sustainable tourism development in the Municipal Natural Recreation Park Las Conchas, Chahal, Alta Verapaz, addressed to the Municipal Corporation. It is noteworthy that the current city administration has identified tourism development as a priority, particularly focused on Las Conchas and CPI has requested counseling for handling. This was the first of a series of workshops for the development of a working guide for improvement and sustainable tourism management Parque Las Conchas.



Representatives of Municipal Corporation and the local private sector for a planning workshop on sustainable tourism development in Municipal Natural Recreation Park Las Conchas.

1.2 Strengthening Community Tourism in the Maya Biosphere Reserve, Petén

Progress in this area was very limited in the current quarter. Through a sub grant agreement with Balam Association, CPI has been following the work in Paso Caballos, Carmelita and ACOFOP Tourism Commission. However, the internal problems of the communities, coupled with the attention given to other pressing issues, such as invasions and natural resource depletion, hindered the achievement of results.

CPI participated in a series of meetings with representatives of the Carmelite community, CONAP, the Interior Department and other NGOs (WCS, RA, Balam) focused on resolving conflicts related to a number of areas taken by members of the community within the concession. During these meetings it was concluded that the best way to tackle this problem was to make a territorial reorganization of the concession, unfortunately this was not accepted by Central CONAP, and so negotiations were arrested.

The ACOFOP Tourism Commission, comprising concessionaires' organizations OMYC (Uaxactún), Carmelita, Árbol Verde, CUSTOSEL and AFISAP, has expressed interest in resuming the work of strategic planning with the support of CPI - Balam during the next quarter.

Meanwhile, in Carmelita, planning has begun to implement the Community Tour Guide Handbook during the next quarter. This official guide written by INTECAP and given the endorsement of INGUAT is ready to be implemented, and Carmelita is intended to be the first community nationwide to receive it. Students who successfully complete the requirements for registration, attendance and evaluation will be awarded a certificate which may deal with the official license to INGUAT Community Guide.

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Working meeting between ACOFOP, CPI and Balam Association on ACOFOP Tourism Commission.

CPI participated in the 10th meeting of the Bureau Multisectoral Mirador - Río Azul, which focused on presenting representatives of the new government with the objectives and achievements of the Bureau, including advances in the process of updating the management plan for the National Park Mirador - Río Azul.



10th meeting of the Bureau Multisectoral Mirador - Río Azul, Santa Elena, Petén.

CPI participated in the first presentation of the Vision Cuatro Balam by President Mr. Alvaro Colom, held in Petén, with participation of representatives of government, civil society and NGOs. In this presentation Mr. Colom outlined evidence of a comprehensive development vision for the Department of Petén, focusing on the creation of a park that would capture a large number of tourists in the future and including further production activities in the south of the department for reducing pressure on natural resources in the Maya Biosphere Reserve, security and strengthening governance. Later, CPI participated in coordination meetings with Mr.

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Eugenio Gabriel (Presidential Commissioner for Cuatro Balam) in Petén, in which have been discussed general working components. It is noteworthy that this initiative has generated controversy and negative reviews and varying expectations at the local level, because there is still no clarity on what the implementation of this vision includes as controversial issues have played related to access to the archaeological site El Mirador and private sector participation.

Later, CPI participated in a meeting in which USAID introduced to Mr. Gabriel the economic development program of the Mission, as well as forestry and tourism projects. Mr. Gabriel has invited CPI to participate in other coordination meetings in which CPI has been incorporated as a consultant for tourism development. According to the advance of these meetings and plans, CPI will incorporate specific actions within the project Community Tourism Alliance.

1.3 Expansion Project in the Multiple Use Zone, MBR

The expansion of the Ocellated Turkey sustainable forest concessions in the Multiple Use Zone of the MBR were successfully completed during the second quarter of 2008, generating a total income of \$66,850.00, 35 customers took 58 turkeys adults in the Carmelita, Uaxactún and AFISAP management units of the Multiple Use Zone of the MBR. Additional income for communities includes approximately U.S. \$5,400.00 awarded by customers directly to employees by way of tips and additional services.

We kept close contact with members of the board of AFISAP - Carmelita, San Andrés and Uaxactun □ as well as CONAP for planning and coordination of activities in the concession area. We conducted a site visit during the test preparation of the camp to complete the inventory of wildlife.

There were some concerns about safety in the work done in 2008. In Uaxactún, fires occurred in structures of the camp before the harvest; the community reported that certain individuals and colleagues attempted to storm the vehicles used by the project during the journey between the community and the camp. Field staff was placed immediately to prevent destruction on the facilities and eliminate the risk of attacks during the harvesting season. They concluded after field activities that it was best to remove the thatched roofs of all facilities to prevent future attacks. A local monitoring committee accompanied transit customers and oversaw major roads during activities.

In the Carmelite community, not only were the camp facilities destroyed prior to use, but there were also hostile activities to the project carried out including: murder of turkeys in the harvest area, knocking down trees to close the main roads while unloading vehicles in the camp, among others. These facts reflect internal problems affecting these communities. All incidents were reported to the board of the Cooperativa Carmelita, filling police reports about these attacks. Unfortunately they did not proceed in any way to avoid problems with the local coordinators. Agents of the National Police accompanied the group on their way to concessions AFISAP in Carmelita and during the use. The project will modify its field operations and facilities and coordinate more closely with management authorities to reduce potential threats to security in 2009.

Field activities in the area of San Andrés.

Preparedness activities in San Andrés (managed by AFISAP) were performed by four workers and two assistants to conduct wildlife inventories, accompanied by two Uaxactún guides that have extensive experience in the project. During the month of April they conducted preparedness activities, which included repairing the roofs of existing structures, construction of new cabins and latrines for customers, electrical system installation and repair of the dock.

In the first week of May we saw the first test of the Buena Vista camp, accompanied by the regional directors of CONAP, inventory assistants and 17 workers, we harvested seven ocellated turkeys. There were several visits by members of the board of AFISAP, during which they had the opportunity to observe the area and camp facilities and discuss their concerns and interests with the project coordinator. In addition to total revenue, the guides earned over U.S. \$700.00 in additional tips and payments for the preparation of skins, paid directly by customers. The research phase continued until the middle of May and June when a preliminary summary of the results of use were delivered to the office of San Andrés.

Based on the good results obtained during the 2008 season, we have considered including AFISAP in Turkey Project activities for 2009, which will generate additional income AFISAP members.

Activities in Uaxactún.

In the area of Uaxactún, 18 clients participated in selective harvesting in 2008, collecting a total of 33 Ocellated Turkeys that generated revenues of U.S. \$36,600.00. Additionally local guides received over U.S. \$2,700.00 on account of tips and preparation of skins. The research phase concluded in mid-May.

Activities in Carmelita.

Preparedness activities in the area of Carmelita began in mid-April, during which a total of 12 customers participated. They took a total of 18 adult turkeys which in turn generated total revenues of U.S. \$30,250.00, generating additional revenue of U.S. \$2,000.00 on account of additional tips and services. The research data collection ended in May, presenting results to the Cooperative in early June.



One of the customers for the harvest in Carmelita.



Dr. Lovett Williams and members of the Carmelita Turkey Committee measuring one of the ocellated turkeys.

1.4 Strengthening of Specialists in Sustainable Tourism in Izabal

During this quarter, negotiations continued with Asociación Ak 'Tenamit for the establishment of a new sub grant agreement focused on strengthening the program in Sustainable Tourism operated by the Association in Izabal. This agreement will include marketing activities for businesses that are part of the "classroom practice" program, including Buga Mama Restaurante in Livingston, Izabal, Cafe Tatin and Crafts StoreTtatin, both located in the headquarters of the Association in Rio Tatin.

1.5 Support for MSMEs in marketing tourism

Counterpart provided technical assistance to MSMEs in the regions of Verapaz, Petén, and Altiplano within the initiative Strengthening and Expansion of Tourism Value Chain in a program called "Let's Make your company or tourist destination sell more." During this quarter CPI has provided technical assistance to a total of 22 MSMEs, including destinations, tour operators, hotels, restaurants and marketing of handicrafts in the regions mentioned above. Further information is presented in section **4.1. Strengthening and Expansion of Tourism Value Chain.**

1.6 Strengthening and Tourist Destinations Heritage Conservation under principles of Geotourism

During the month of April in Los Esclavos, Santa Rosa, we held an event as part of the outreach strategy to encourage participation in the development of the geotourism map guide. This event, which was organized in coordination with the regional office of ANACAFE, was attended by 34 people, including tourism operators, ANACAFE members, and representatives of municipalities, representatives of communities and community organizations, and civil society in general. In addition to presenting the dynamics how to participate in sharing the best of Guatemala, this event included an overview of the principles of geotourism, examples from other countries of the world, and the advantages of the application of geotourism for the sustainability of tourism destinations.

1.7 Support of Tourism Subcommittee CODEDE in Sololá

CPI continued to support the work of the Tourism Subcommittee CODEDE of Sololá (SCT). CPI worked on the drafting of a project profile presented to INGUAT to hire a person to be responsible for the management of the Strategic Plan for Tourism Promotion of Lake Atitlan. After the presentation, the institution approved the financing of the post for one year and the amount of Q132,000.00 to be divided in 12 salaries. We also participated in the selection process for the person who will occupy this management plan position, making assessments of resumes and interviewing candidates. In this account, as of August 2008, the SCT will be the person who will facilitate coordination between stakeholders of tourism in the department of Solola.

In addition, CPI participated in a special meeting of the Tourism Subcommittee CODEDE of Sololá on May 9. The aim of this was to inform mayors of Solola about the work of the Subcommittee, as well as to present the work of different organizations performing on target. CPI announced some initiatives such as the "Let's Make your company or tourist destination sell more" and marketing activities and marketing of destinations using different tools, all topics that interested members of various municipal corporations.



Members of the Tourism Subcommittee CODEDE of Sololá.

1.8 Planning Workshop on the Public Use of Protected Areas

The first workshop on Planning for Public Use in Protected Areas was organized in conjunction with The Nature Conservancy and CONAP. The event took place at the Hotel Princess Guatemala City on Thursday 5 and Friday 6 June. It was attended by over 45 people, including protected area managers, government agencies related to planning, conservation and tourism, NGOs and consultants. The participants expressed their satisfaction at having had this space organized to share experiences and discuss concepts related to the legal and technical framework for the planning and implementation of public use. We are in the process of discussing the findings and recommendations with the co-organizers to determine the proposed courses of action based on the results of the workshop.



Group work during the workshop on Planning for Public Use in Protected Areas.



Presentation of INGUAT during the workshop.

2. Access to Credit and Financial Services

During this quarter CPI staffer Javier Chinchilla was hired to provide consulting for the "Demand Analysis of Appropriations for tourism and craft in the highlands and Petén" in order to get more information on credit demand for tourism and handicrafts. This analysis was used to identify, assess and prioritize potential users seeking access to finance for expansion or creation of new businesses, and also define strategies to provide technical assistance to facilitate the application process to obtaining credit. During the process we identified more than 100 potential recipients, of which 41 belonging to the target regions were tested.

Within the major obstacles to access to financing by MSMEs in the tourism sector, we identified: a) the high cost of capital, b) lack of trust in banks, c) potential users consider the application processes to be very complex, d) the requirement of excessive warranty, and e) the high sensitivity to interest rates (especially in business hosting, which requires a longer time to return on investment). It was concluded that the MSMEs' access to finance programs is low relative to its current investment capacity and potential, so there is an unmet demand.

We also performed an analysis of the financial products available in the market, which revealed a shortage of options that fit the specific needs of the tourism sector, which in turn results in a dependence of MSMEs to credit commercial and equity investment for the implementation of projects that regularly fail to be completed.

The analysis also included the creation of a catalog which presents the existing loan products for tourism and handicrafts. It includes descriptions of 22 banks, 15 financial associations, three cooperatives and 8 "other" organizations. Importantly, financial institutions generally considered lending to tourism MSMEs highly risky and costly, because most transactions are relatively small in the sector. However, this situation presents a great opportunity for negotiations with financial institutions by offering a package of viable tourism projects instead of presenting individual cases.

Within the analysis, the main opportunities detected were: a) high demand for financing

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of tourism businesses, b) willingness of entrepreneurs to take investment risks, c) a growing number of businessmen / women in the tourism sector, and d) high willingness to provide capital for projects.

The 41 companies selected were interviewed and evaluated under six criteria: a) type of security, b) experience, c) ability to pay / business going, d) existence of a business plan, e) needed grace period, and f) sensitivity to the interest rate (see table below).

Table of weighting criteria	
Guarantee	
Trust	1
Pledge / leasing	2
Other	2
Mortgage	3
Experience	
New	1
1 to 3 years	2
4 to 6 years	3
More than 7 years	4
Ongoing business / Affordability	
New	1
1 to 3 years	2
4 to 6 years	3
More than 7 years	4
Business Plan	2
Grace period	
yes	0
no	1
Interest rate sensitivity	
High	0
Medium	1
Low	2



Javier Chinchilla and owner of Explore tour operator during evaluation interview in Petén.

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We identified a potential demand of credit of Q.30,000,000.00 in the 41 cases evaluated. 15 priority cases were selected based on the evaluation criteria, which include Spanish Schools, tour operators, hotels and handicraft sales located in Quetzaltenango, Retalhuleu, Solola and Petén. These 15 priority cases' demand for loans totaled U.S. \$988,000.00.

During the next quarter CPI will provide technical assistance on two levels: a) assistance to the 15 priority cases focused on providing access to financial analysis tools and support management processes, with the goal of having a minimum of 10 projects to be bankable presented to financial institutions and b) general assistance to other cases evaluated through seminars on access to credit and access to tools of financial analysis and business plan development, so that they can be better prepared to manage credit in the near future.

Meanwhile, CPI will implement a second phase of diagnosis in other regions of the country, which will generate a new list of priority cases to be benefited from technical assistance programs and approaches made with financial institutions in order to negotiate minor adjustments to existing financial products that best suit the needs of the tourism sector. Preliminarily identified are three institutions that will begin approaches: a) Banrural - DCA Program - USAID, b) BCIE - GEF Project CHANGE, and c) Banco G & T Continental.

Below is the table showing the 15 priority cases, business type, geographic region and weighting about different evaluation criteria.

No.	Company	Contact	Department	Activity	Amount	Grace Period	Rate Sensitivity	Warranty	Experience	Affordability/ Ongoing Business	Business Plan	Weighting
1	Escuela de Espanol Ulew Tinimit	Ingrid Godinez	Quetzaltenango	Spanish School	Q 25,000.00	1	2	3	4	4	0	14
2	Servifiestas el Baul	Reyna de Rodas	Retalhuleu	Restaurant	Q 650,000.00	1	2	3	3	3	0	12
3	Tranvia los altos	Blanca Rios	Quetzaltenango	Operator	Q 40,000.00	1	1	2	3	3	2	12
4	Esculela de Espanol La Democracia	Flory Hurtado	Quetzaltenango	Spanish School	Q 500,000.00	1	2	3	3	3	0	12
5	Esculela Miguel Angel Asturias	Edna Godinez	Quetzaltenango	Spanish School	Q 1,800,000.00	1	2	3	3	3	0	12
6	Skeribal	Olga Moscosa	Quetzaltenango	Spanish School	Q 1,000,000.00	1	2	3	3	3	0	12
7	Chocolate Dona Pancha	Mima de Quijivix	Quetzaltenango	Operator	Q 100,000.00	1	2	2	4	3	0	12
8	Explore Tour Operator	Carlos Jimenez	Peten	Operator	Q 500,000.00	0	0	3	4	4	0	11
9	Hotel Ecologico El Sombrero	Gabriela Moretti	Peten	Hotel	Q 250,000.00	0	0	3	4	4	0	11
10	Norberjo Nunez	Norberto Nunez	Peten	Operator	Q 400,000.00	1	2	2	3	3	0	11
11	Ecolodge Ceibal	Benedicto Grijalva	Peten	Hotel	Q 1,500,000.00	0	0	3	4	3	1	11
12	Bungalows el Jardin	Isabel de Herman	Quetzaltenango	Hotel	Q 400,000.00	1	1	3	3	3	0	11
13	Oscar Herrera	Oscar Herrera	Retalhuleu	Operator	Q 160,000.00	1	2	2	3	3	0	11
14	Artesanias Kay b'al	Pablo Marroquin	Solola	Handicrafts	Q 60,000.00	1	2	1	4	3	0	11
15	Escuela de Espanol Jardin de America	Nicolas Tichoc	Solola	Spanish School	Q 25,000.00	1	2	1	4	3	0	11
16	Hospedaja Eli	Juan Aju	Solola	Hotel	Q 50,000.00	1	0	3	4	3	0	11
17	Servicios Turisticos Atitlan	Melvin Urizar	Solola	Operator	Q 340,000.00	1	2	2	3	3	0	11
18	Hotel El Peregrino	Reveca Gomez	Peten	Hotel	Q 1,500,000.00	0	0	3	4	3	0	10
19	Hotel los peches	Javier Peche	Peten	Hotel	Q 1,000,000.00	0	0	3	4	3	0	10
20	Hotel Genesis	Elida de Calvillo	Retalhuleu	Hotel	Q 1,000,000.00	0	0	3	3	4	0	10
21	Guate Magic Tour	Rudy de Leon	Retalhuleu	Operator	Q 250,000.00	1	2	2	2	3	0	10
22	Bar Labna	Abelino Quan	Quetzaltenango	Restaurant	Q 100,000.00	1	2	3	2	2	0	10
23	Hotel Mazatlan	Christian Lepe	Suchitepequez	Hotel	Q 700,000.00	1	0	3	3	3	0	10
24	Escuela de Espanol Eureka	Juan Carlos Garcia	Quetzaltenango	Spanish School	Q 60,000.00	1	2	2	3	2	0	10
25	Hotel Villa de Don Andres	Ana Lucia Gonzales	Quetzaltenango	Hotel	Q 1,500,000.00	0	1	3	3	3	0	10
26	Veterinaria Alina	Ricardo Figueroa	Quetzaltenango	Veterinarian	Q 100,000.00	1	2	2	2	3	0	10
27	Hotel Mayab	Maria Cetino	Peten	Hotel	Q 2,000,000.00	0	0	3	3	3	0	9
28	Restaurante American Pizza	Rolando Lopez	Retalhuleu	Restaurant	Q 125,000.00	1	1	1	3	3	0	9
29	Pasteleria y Reposteria Clifton	Rafael Godoy	Retalhuleu	Hotel	Q 1,500,000.00	0	0	3	3	3	0	9
30	Hotel Posada Dona Aura	Lucia Mathamba	Suchitepequez	Hotel	Q 800,000.00	0	0	3	3	3	0	9
31	Hotel Real Santander	Americo Martinez	Solola	Hotel	Q 800,000.00	0	1	3	2	3	0	9
32	Hunab'ku Travel	Rogelio Puac	Solola	Operator	Q 400,000.00	1	1	2	2	3	0	9
33	Tipicos Emilio	Emilio Torres	Solola	Operator	Q 400,000.00	1	2	3	1	2	0	9
34	Lucrecia Romero	Lucrecia Romero	Peten	Hotel	Q 2,000,000.00	0	0	3	2	1	2	8
35	Turismo Aventura	Billy Cruz	Peten	Operator	Q 1,000,000.00	0	0	3	3	2	0	8
36	Huleu echeha Parque Ecologico	Alberto Giron	Peten	Ecological Park	Q 100,000.00	1	1	3	2	1	0	8
37	Restaurante la Luna	Francisco Villatoro	Retalhuleu	Restaurant	Q 250,000.00	0	1	2	2	3	0	8
38	Auto hotel	Elver Martinez	Solola	Hotel	Q 150,000.00	0	1	3	2	2	0	8
39	Asociacion Ric Sacaric 2012	Marina Peralta	Solola	Operator	Q 7,000,000.00	0	0	3	4	1	0	8
40	En formacion	Luis Rolando Mich De Leon	Retalhuleu	Operator	Q 40,000.00	1	2	1	1	1	0	6
41	Hector Maganon	Hector Maganon	Peten	Hotel	Q 150,000.00	0	0	0	1	1	0	2

3. Promotion of best practices and certification

3.1 Promotion of best practices and certification between MSMEs and community destinations. Working together with the Netherlands - SNV-

CPI established communication with the representatives of the Netherlands Development Organization (SNV), Nicaragua office. SNV has implemented support for tourism projects in rural communities in Honduras and Nicaragua and is planning to expand its operations to Guatemala. Currently, SNV is planning a project focused on community tourism development, which includes business training topics, network strengthening and promotion of best management practices. Due to its characteristics, its position and experience in the tourist sector, the Community Tourism Alliance has been identified as a potential ally of the representatives of SNV. After a first approach, we discussed the possibility of working jointly by SNV, CPI, and Rainforest Alliance, on the topic of best management practices for sustainable tourism, specifically in the adaptation of the Guide to Good Practice for communities. Because this initiative has already been worked out in advance by CPI and RA, it was agreed to follow up and finish the adaptation of the material by the end of November 2008. The result will be a manual of best practices adopted in Central America and validated through workshops in Guatemala and Nicaragua. Next, a textual editing, layout, design and final publication will be developed through several consultancies.

Another topic treated with SNV and Rainforest Alliance is developing a baseline for community tourism, which allows us to have objective information about all the initiatives that are being developed in the country or in particular regions, their progress and their stage of development, among other indicators. It was also considered important that CPI participate with both institutions in a study of the demand for community projects nationwide, which will have more accurate information on potential markets, visitor profiles, seasonality, etc. It is expected to have a memorandum of understanding covering these themes in late July or early August to formalize cooperation in all directions. The first phase of work will be to make the Guide to Good Practice for communities that will start middle of next quarter.

3.2 Strengthening and promotion of best practices among MSMEs and community destinations

In coordination with the Rainforest Alliance, CPI worked on the implementation of a workshop on sustainable tourism practices held in San Juan la Laguna on Tuesday 22 and Wednesday 23 April 2008. The workshop, organized by the Asociación Vivamos Mejor, was attended by about 25 people, most of whom were representatives of community and municipal tourist destinations of San Juan, Santa Clara and San Pedro la Laguna, Solola. The workshop's main objective was to inform those present about a set of environmental, economic and sociocultural best practices applicable to their destinations and the ability to perform self-diagnosis in their communities. In addition, value inputs were obtained to make changes within modules of the Guide of Best Practices that CPI has been adapting for use with communities.

3.3 Assistance to MSMEs and community destinations for the implementation of best practices

During this quarter we completed the negotiation and approval of a sub grant agreement between CPI and FUNDESA, which includes as one of the main activities supporting certification activities and best practices. There will be a total of 25 diagnoses and audits on best practices for sustainable tourism companies involved in the certification process under the seal "Green Deal" of the Asociación Alianza Verde. In the next quarter, CPI will provide technical assistance to these companies focused on the fulfillment of the conditions identified in the diagnosis for the certificate. These activities will help to achieve the goal of having 40 MSMEs certified in 2008.

4. Marketing of tourism products

Consulting Practicum □ Universities of George Washington and del Valle de Guatemala in Lago de Atitlán:

This activity was conducted under CPI technical support to the Subcommittee on Tourism of CODEDE of Sololá to implement the Strategic Plan for Tourism Promotion in Atitlan. This activity is part of the activities of volunteerism (volunteer tourism) supported by the World Tourism Organization, activities to support the principles of Geotourism in Guatemala and surveying to convert Guatemala into one of the pilot locations of new methodologies proposed by the Center for Excellence in Destinations of the World Tourism Organization. This practical program of international consulting (consulting practicum) has previously been made in other countries like Montenegro, Panama, Honduras and Turkey. The practicum was conducted over three months during which a team was formed by George Washington University comprised of 14 master students in Sustainable Tourism Management, International Development and International Affairs and led by renowned professor Dr. Donald Hawkins and the doctoral candidate Milena Nikolova. A similar team was formed comprised of 9 UVG students from the Bachelor of Ecotourism program and began vetting process.

After making preliminary submissions to the CPI office and the Embassy of Guatemala in Washington DC, the U.S. team moved to Guatemala to conduct a field phase that lasted on average 12 days. During this period they had meetings with relevant actors and institutions at regional, local and national levels and we worked on the proposals. Towards the end of the stay in Guatemala the students gave presentations on preliminary results and received feedback from Atitlán and Guatemala City. CPI provided technical and logistical support throughout the development of the consultancy.

The main topics covered in the consultation were as follows, according to the terms of reference developed by CPI in conjunction with Tourism Subcommittee Sololá:

1. Positioning strategy and actions to improve the image of Atitlán as a competitive tourist destination

- i Image analysis and positioning at the regional and global levels
- i Identification of key challenges that impact the image and positioning of Lake Atitlan

- i Analysis of stakeholders in the tourism business and networks involved in tourism, which influence the image and positioning of Lake Atitlan as a tourist destination
 - i Implementation of action plans
- 2. Atitlán marketing plan for sustainable tourist destination, focusing on the domestic and prioritizing international markets.**
- i Market analysis, including analysis of competitiveness as a destination Lake Atitlan competing in the global market and regional tourism
 - i Conceptualization of a team with local marketing approach for the coordination of marketing activities (including the steps to build local capacity, coordination and communication)
 - i Proposal of a feasible marketing strategy using contemporary techniques and information technologies
- 3. Develop a communication strategy for crisis management and basic support material outlining the responsibilities and actions to be taken by the actors in the tourism sector in the region of Lake Atitlan**
- i Analysis of the strategies of prevention and preparedness for disasters (natural disasters, health problems, civil unrest, etc.) and comparative analysis with similar destinations
 - i Analysis of strategies for disaster mitigation and recovery (natural disasters, health problems, civil unrest) and comparative analysis with similar destinations
 - i Benchmarking Analysis for the preparation of crisis communication and response strategies that can be adapted to Lake Atitlan
 - i Analysis of strategies existing crisis response and crisis care facilities in the area of Lake Atitlan (including shelters, control centers, etc.)
 - i Development of a toolkit of crisis management and crisis communication for people involved in tourism
- 4. Analysis of the potential to develop community-based tourism on Lake Atitlan**
- i Study the market potential of community-based tourism using a comparative analysis of successful and unsuccessful cases in the region and globally
 - i Identification of benchmarks and best practices in the management and participatory approach to community-based tourism, and its adaptation to Lake Atitlan
 - i Evaluation of the feasibility of using the System for Measuring Excellence in Destinations (SMED) (including sustainability, activities, services, and governance) from the Center of Excellence for Destinations (a collaborative initiative of the World Tourism Organization) for Lake Atitlan

There were two events presenting the results, one in Panajachel on June 25 and another in Guatemala City in the INGUAT Building on June 26. These events were attended by representatives of INGUAT, the Subcommittee on Tourism CODEDE Solola, Atitlan private tourism sector, media, government representatives and international cooperation.

The consultant's final report is to be delivered in mid-August and will be distributed while

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discussing and implementing actions designed with the Subcommittee on Tourism and INGUAT Solola. Both the Subcommittee and INGUAT have indicated their satisfaction with the work done and have shown interest in working together to secure funding and technical support for implementation of the recommendations generated as a result of this consultation.



Event for the presentation of results of the Consulting Practicum in Panajachel.



Presentation of results of the Consulting Practicum in INGUAT, Guatemala City.

4.1 Strengthening and expansion of the tourism value chain and 4.2 Development of promotional tools including beneficiaries of the Community Tourism Alliance

One of the most important lessons learned during the development of the Cooperative Agreement for the Community Tourism Alliance of CPI and USAID is the fact that to grow tourism and crafts as an economic development tool, it is necessary to incorporate the concept of value chain. In this situation, CPI designed the program "Let's Make your company or destination sell more", which provided with technical assistance and customized training based on the needs of the partner. To ensure compliance with commitments and appropriate follow-up, there was a signed a letter of understanding with each partner, in which are specified in the commitments of the parties, including the monitoring information that members must provide. To date, the program includes: 9 destinations of Verapaz (on which information was provided in detail in the previous quarterly report), one restaurant, one hotel, one trader of handicraft and 3 tour operators in the Highlands, and one destination, 2 hotels and 4 tour operators in Petén. Some relevant facts in this program of work are:

- i When working with tour operators, work benefits reach a large number of direct and indirect beneficiaries, as the tour operator is responsible for linking supply with demand and distributing the benefits of tourism among stakeholders.
- i All seven tour operators benefited engaged in tourism in protected areas.
- i Hotels and restaurants contribute to strengthening the positioning of destinations and tourism in specific regions.
- i All beneficiaries have recognized the importance of this program for its personalized approach based on growing economic indicators and sustainability initiatives.
- i All beneficiaries have basic needs in terms of marketing and merchandising. Usually they need to standardize their image and then produce promotional and marketing materials that, despite knowing that they were necessary, they had been unable to perform due to technical difficulties and budget in the past.
- i For many of the beneficiaries qualitative and quantitative changes have occurred in the short term, exceeding the expectations of the program.

In general, the methodology developed working with the beneficiaries of the program has been able to replicate Let's Make in all regions where the Alliance works with all types of institutions and initiatives. The quarterly results are being monitored according to the monitoring plan, and we have also provided technical assistance on this issue to beneficiaries. Below are examples of some of the intermediate with some beneficiaries what have improved their marketing tools by working within the framework of this program. It is worth noting that in almost all cases, the reproduction of marketing tools is paid by the employer or interested counterpart funds.

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Promotional tour brochure for Tour Operator Explore, Petén

Explore
Operadora de Turismo.

TOUR DE DOS PILAS DE UN DIA

Programa con salida garantizada todos los días.

MÍNIMO: 04 personas en servicios colectivos
SERVICIOS PRIVADOS NO APLICA MÍNIMOS.

08:00 Salida de los hoteles del área central de Flores, y del Aeropuerto de Santa Elena, Petén, cruzando el vehículo en ferry boat sobre el río la Pasión en Sayaxché. Continuamos en carretera asfaltada hasta las Pozas y luego una hora mas en carretera rústica hasta el sitio arqueológico DOS PILAS..

10:30 Tour del sitio arqueológico de DOS PILAS.

13:30 Regreso a Flores, arribando aproximadamente a las 16:00 horas.

INCLUYE:

Transporte terrestre en vehículo de doble transmisión.
Box lunch
Ingreso al sitio arqueológico.
Guía Español- Inglés.

NO INCLUYE:

Bebidas.
Propinas
IVA.

2ª Calle 3-55 Zona 01 Santa Elena de la Cruz, Flores Petén.
Tel: 7926-2375 7926-3970 Fax: 7926-0550
lucy@exploreguatemala.info- carlos@exploreguatemala.info
claudia@exploreguatemala.info www.exploreguatemala.info

Promotional tour brochure done with the assistance of CPI for Tour Operator Explore, Petén



The flyer features the Explore logo at the top center. Below it, the title "Tour de Dos Pilas 1 día" is written in a cursive font. The main text describes the tour itinerary, including departure from Flores at 8:00, a visit to the Dos Pilas archaeological site at 10:30, and a return to Flores at 13:30. It lists included services like transport, lunch, and a guide, and excluded services like drinks and tips. There are three images: a landscape with trees, a stone structure, and a sunset over water. A sidebar on the left lists other tours offered. At the bottom, contact information and logos for USAID and a local organization are visible.

EXPLORÉ
OPERADORA DE TURISMO

Tour de Dos Pilas
1 día

8:00 Salida de los hoteles del área central de Flores y del aeropuerto de Santa Elena, Petén hacia Sayaxché, donde se cruza junto con el vehículo en ferry boat sobre el río la Pasión. Se continúa en carretera asfaltada hasta las Pozas y, luego, una hora más en carretera rústica hasta el sitio arqueológico DOS PILAS.

10:30 Tour del sitio arqueológico de DOS PILAS. Visita de la escalinata jeroglífica, Grupo Central y El Duende.

13:30 Regreso a Flores, arribando aproximadamente a las 16:00 horas.

También ofrecemos tours a:

- Tikal
- Yaxhá
- Toponé
- Cahal
- Uaxactún
- Aguateca
- Lago Petén Itzá
- Cuevas Ak'án Kan

¡ Contáctanos !

LOS SERVICIOS INCLUYEN:
Transporte terrestre en vehículo de doble transmisión
Guía
Ingreso al sitio arqueológico
Box Lunch

LOS SERVICIOS NO INCLUYEN:
Bebidas
Propina

OPCIONAL:
La ofrecemos el tour privado para que ajuste el horario a su conveniencia.

2ª Calle 3-55 Zona 01 Santa Elena de la Cruz, Flores Petén.
Tel: 7926-2375 7926-3970 Fax: 7926-0550
e-mail: lucy@exploreguatemala.com / carlos@exploreguatemala.com
www.exploreguatemala.com

USAID Alianza para el Desarrollo Sostenible

Original flyer for Canopy Ruta del Mono, Petén

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Canopy Tour The Monkey Route, it's the first phase of the Huleu Che Ha, ecologic park. Wich is located in the privet natural reserve call doble A; 454 hectars of sub-tropical rain forest, of the beatful Guatemala sites, where is bring to us the oportuntity to enjoy the sensation of have an inside experience and lived together with nature, giving us the chance to appreciate the wealthness of Guatemalan forest and fauna thru 13 estrategically desing platforms to give confort and security to the users in their day and night tours.

** For night tour reservation needed*

Km 45 road to Melchor de MenCos, El Naranjo, Flores, Petén, Guatemala
e-mail: canopymonruta@yahoo.com
Phone.: (502) 800-6925

Flyer done with the assistance of CPI for Canopy Ruta del Mono, Petén

Adventure and Conservation

La Ruta del Mono Canopy Tour belongs to AA Private Natural Reserve. More than 450 hectares of subtropical rainforest are protected in this reserve, which has been registered in the Protected Areas System of Guatemala. Both, La Ruta del Mono and AA Reserve are the first stages of the Ecological Park Huleu Che Ha. This name means "place of trees and water" in Maya-K'iche language, and suits perfectly to the description of the natural reserve. Several national and international scientists have and continue fulfilling researches to discover and preserve the flora and fauna of the place.

(You contribute to the protection of the biodiversity of Petén and our country by using any of our services)

Ideal Location

La Ruta del Mono Canopy Tour is located only 45 kilometers from Flores, Petén, over Melchor de Mencos (Belize's border) highway. Nearby attractions include the ancient Maya cities of Tikal and Yaxhá.

How to get there

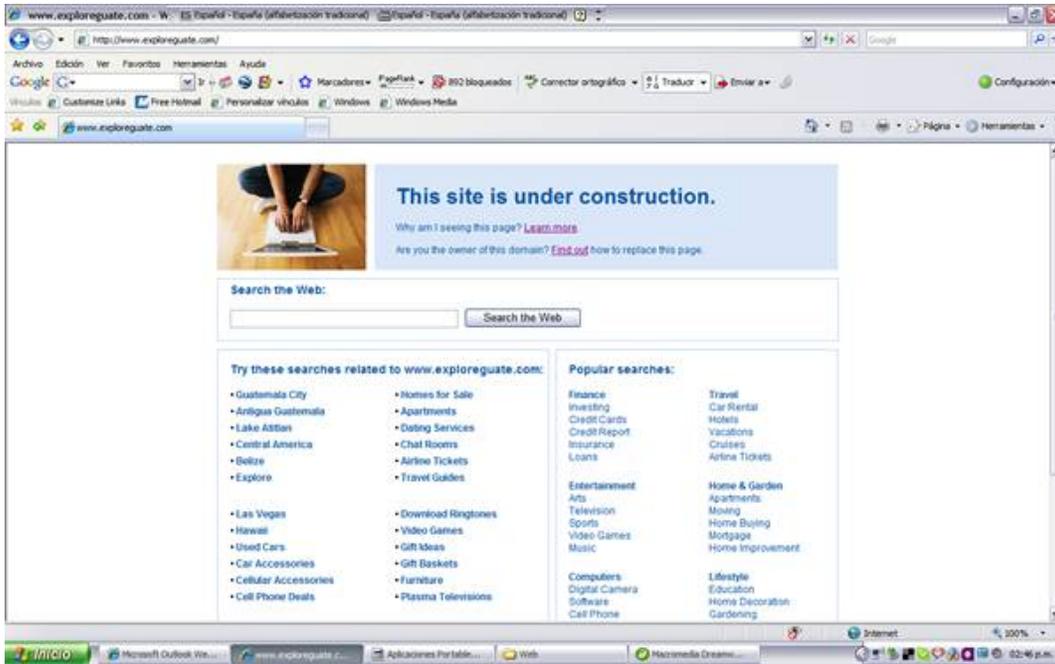
The interpretative trails offer the opportunity to learn and better understand the ecosystem and a large variety of forest, ornamental and medicinal species. Due to its birds richness and its excellent condition, AA Reserve was chosen as a demonstrative destination for the IV International Encounter of Bird Watchers, carried out in Petén in the year 2008.

Filming location for the program Survivor.

Contact Information
Phone: 5533-6664, 5442-2110
5036-1169 y 4121-3982
e-mail: canopymonruta@yahoo.com

How the website of Explore Tour Operator looked at the time of signing the letter of understanding with CPI

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State of the website one week after the signing of a letter of understanding with Tour Operator Explore Petén (the site is being built with the information developed in conjunction with the beneficiary)

EXPLORE
OPERADORA DE TURISMO

Sitio bajo construcción

Para más información:
Tels. 7926 2375/ 7926 3970 Fax: 7926 0550
e-mail: info@exploregruate.com /
carlos@exploregruate.com.



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The following summarizes the main developments in the implementation of the program "Let's Make your company or tourist destination sell more" in different regions.

Petén:

- *Hotel and Restaurant the Peregrino.* We designed a newsletter in Spanish and English, which was used in the Fair of Tourism of El Salvador, on 28 and 29 June 2008. Also gave two options for the label design for the facade of the hotel.
- *Huleu Che Ha Ecological Park.* We designed a new logo for the Canopy Tour La Ruta del Mono and finalized the design of a newsletter in Spanish. Furthermore, we advised the owner in establishing registration systems: one for recording the number of domestic and foreign visitors and income for this concept, and the other to keep track of the number of new jobs or new daily wages that are a result of the support of CPI.
- *Explore Tour Operator.* Mr. Carlos Jimenez finished checking the 12 fact sheets on different tours and destinations that the business offers. Progress was made in the overall design of the new website.
- *Martsam Tour & Travel.* Finalized the design of a new image and developed business cards for business owners. It is currently under revision and correction of the sheets on three packages, destinations and tours offered that will make a catalog of sales to international wholesale tour operators.
- *Adventure Tourism Tour Operator.* We designed a new image for the company and developed business cards and Inbound Sales Manual.
- *Agency The Mayan Princess.* It is under revision and correction of the new corporate image and logo.
- *New beneficiaries:* We have initiated contact and are negotiating MOUs with Petén Guides Association, TURISURP (Tourism Association South Zone Petén - Poptún, Dolores and San Luis), TAC of The Shooting, Association Sustainable Development Tayasal Peninsula (ADESO) and Private Collective Tourism Flores Island.

Altiplano:

- *Hunabku Travel & Adventure:* image design highlighting trade name "Roger's Tours", brochures, business cards and stickers for cases and bicycles.

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Image options, of which the third was chosen as the final option.

- *Hotel Villa del Ángel:* Vinyl blanket design, flyers, unifoliar, cards and wall art.



One of the options presented for vinyl blanket for Hotel Villa del Ángel.

- *Lax Travel:* Image design and business cards.
- *Santander Travel:* Informative label design service.
- *Restaurante Pueblo Chico:* Image design and general counsel for the establishment of the firm.

Verapaces:

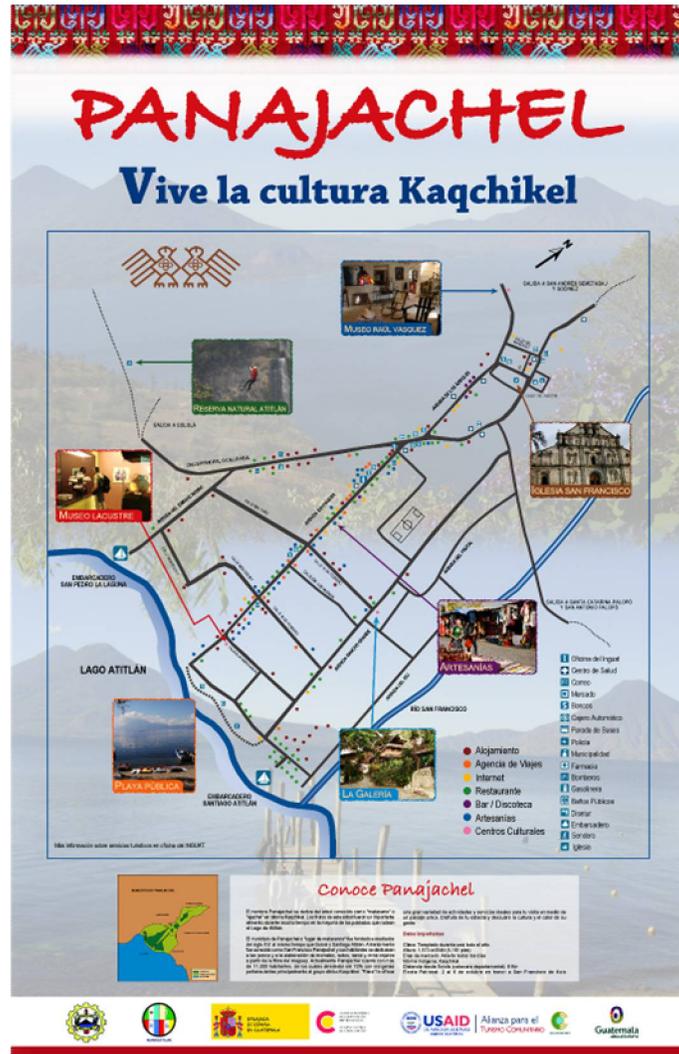
Since last quarter promotional activities conducted with program beneficiaries focused on increasing visitation during Holy Week, during this quarter the assistance provided by CPI focused on other issues described below:

- *Cooperativa Chirrepec:* implemented an induction workshop for community guides.
- *Comunidad Rocha' Pomtila':* implemented a workshop for structuring packages, costing and pricing.
- *Centro de Estudios de la Cultura Poqomchi:* Design sheet (fact sheet) and advertising billboard.

- o *Municipalidad de San Rafael Chahal*: advice on the implementation of a system for recording revenue and visitors to Las Conchas and implemented a planning workshop for sustainable tourism development of Municipal Natural Recreation Park of Las Conchas.

Trabajo con Mankatitlán

In this quarter, we finalized the first tourist information board to be placed in the town of Panajachel. CPI handled the graphic design and also worked on collecting photographic material as well as technical assistance for the drafting and formatting of Mankatitlán's original ideas in order to improve the scope of the panel. This panel is a clear example of the concept of integration of the value chain, as shown in the standardized information on destinations and attractions and all tourist services and additional support in the town of Panajachel. After this exercise, there are plans to develop three more panels for the municipalities of San Andrés, Santa Catarina and San Antonio Palopo, all members of the Mankatitlán.



Informative panel in Panajachel.

Development of promotional tools for associations Atitlán Basin. Asociación Rupalaj K'istalin, San Juan La Laguna, Sololá

The Alliance is in the final stages of designing a promotional brochure of San Juan La Laguna as a tourist destination. The goal also is to show the Association of Ecotourism Guides Rupalaj K'istalin as the entity that manages tourism in San Juan and help them improve their current sales levels. It is planned that the design of this brochure is will be given to Solar Foundation for reproduction in the next quarter.



Promotional brochure for San Juan La Laguna.

Together with Fundación Solar, we have agreed to continue supporting the following 6 associations in marketing and marketing issues: Rupalaj K'istalin, Ixoq Ajkeem, Fine Crystal, Artisans of San Jose, Q'apooj Sajkiy and Cakchiquel Maya Youth Association. Among the materials that we will work on include: banners, business cards, brochures, leaflets and labels, promotional designs in magazines and promotional folders, tickets, menus and a catalog of crafts.

Kaqchikeles Maya Youth Association, San Marcos La Laguna, Sololá:

During this quarter, CPI continued to support the Maya Youth Association Kakchiquel in defining its corporate image. This information was compiled during two feedback workshops, which resulted in the validation of the image that members of the association had already begun to use. This logo is being used on lifejackets that identify each community guide. The next step will be to design posters or panels that describe the products and packages that the association currently sells in a better presentation to attract the attention of potential customers. This information will be placed inside the tourist information office of the community association. It should be noted that Youth Association Kakchikel Maya tourism conservation contributes directly to the Multiple Use Reserve in the Atitlán Basin since members of this group receive income for alternative tourism services, reducing pressure on the area's natural resources and implementing actions that directly affect the conservation of those resources that are part of the local tourist attractions.



Finalized and approved image for the Asociación Jóvenes Maya Kaqchikeles, San Marcos la Laguna.

New edition of the Checklist of the Birds of Guatemala 2008

CPI led the process and took care of the technical work of designing the new edition of the Checklist of the Birds of Guatemala. The first edition, created for the International Meeting of Birding held in February in Petén, was a great success, to the point that it quickly sold out. Since the usefulness and quality of the tool were highlighted, TNC, CONAP, FCG and the National Birding Bureau took on the task of getting financing to make a new edition of the checklist and trusted technical coordination of the project and design to CPI. After collecting feedback on areas for improvement that were identified in the first edition, we worked on the issue of a new improved checklist. The final version was reviewed by the Bureau of Birding, FCG, and CONAP and then proceeded to print more than 1,000 copies. Some of the improvements implemented in this new edition of the checklist include: better paper on the cover and sheets for longer life and better definition pictures, proofreading, and updating species lists. Currently the Bureau of Birdwatching, which has expressed its satisfaction with the outcome of this new edition, is working on the design of a distribution strategy checklist.

4.3 Promotion of sites and initiatives based on the Geotourism Map Guide

Closing steps of nominations:

April marked the close of the nominations stage for the development of the geotourism map guide. CPI finished the last (13th) GeoForo in Los Esclavos, Santa Rosa on Thursday, April 3, at the Turicentro Los Esclavos. The event, organized in coordination with the regional office of ANACAFE, was attended by 34 people, including tourism operators, ANACAFE members, and representatives of municipalities, representatives of communities and community organizations and civil society in general.

During the last days of the nominations stage, we strengthened public relations activities to remind and encourage people to make their nominations. Some of the activities included:

- i Sending information and reminders to initiative committees, associations, etc. through the databases of INGUAT, ANACAFE and Counterpart.
- i Working with the media:
 - o Coordinated and conducted an interview with Mario Del Cid and Marcela Matamoros to Telecentro 13, which aired on Wednesday, April 2 at 9:00 pm transmission
 - o Coordinated and conducted an interview with Marcela Matamoros Guatevisión News which aired on Monday, April 14 at 1:00 pm transmission

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- o Coordinated and conducted a live interview in the program A Todo Dar on Yo Sí Sideral on Tuesday April 15 at 7:30 am
 - o Coordinated and conducted an interview with Jorge Mario Samayoa and Marcela Matamoros for radio program "A Primera Hora", which was broadcast live on Wednesday, April 23, 8:00 to 9:00 a.m.
 - o Coordinated and conducted an interview with Rodolfo Gonzalez and Marcela Matamoros in Our World program Morning Channel 3 and Thursday 24 April. or was coordinated and conducted an interview with Marcela Matamoros on "talk," VEA Canal, which was broadcast live on Thursday, April 24, 4:30 to 5:30 pm
 - o Obtained an interview with Marcela Matamoros on radio TGW in its "News W", which aired on Friday, April 25.
 - o Wrote and sent information to various websites as chapinesonline, com, guate360.com, elquiche.com, jalapaguete.com, izabalonline.com, among others, to publish information on the initiative and invite people to submit proposals.
- i Created a digital database of contact information for all participants from GeoForos and Mini GeoForos and used it to send reminders.

At the close of the nominations stage there were over 880 nominations. All nominations were entered into the digital database, including printed sheet nominations received during the GeoForos made and some mail; physical nomination sheets were filed, along with the printed information that was received.

Processing database Geotourism nominations

At the request of National Geographic, Counterpart worked on the initial processing of the database Geotourism nominations. The process involved in compiling the nominations for the same issue of the same region to form a single nomination. In addition, nominations were eliminated for sites or aspects that were considered not meet the definition of geotourism and nominations that had incomplete information. Subsequently a synthesis and translation of the description of each selected nomination took place. The processed information was sent to the Center for Sustainable Destinations at National Geographic. It is expected that as of July the Geotourism Council and the National Geographic staff writers will start work based on feedback received.

5. Development and marketing of handicrafts

During the quarter we completed the first phase of the collaboration agreement signed between the Crafts Committee of AGEXPORT and CPI for the development and marketing of handicrafts for local, regional and international markets. This phase focused on the design components and development of new products as well as the start of commercial promotion.

The results achieved in this component were the most relevant of this quarter. We concluded three product lines with one line in the process of implementation. Sales have totaled \$ 214,000 and have benefited a total of 349 artisans, of whom 257 are women.

The Crafts Committee continued working with the team of designers and technical assistants and coordinated directly with artisan groups selected for the development of new lines of handmade products.



Group of artisans AMFAGUA, Santiago Atitlán, Sololá

5.1 Design and development of handicrafts

In addition to continuing work with the Asociación Lemá (San Juan la Laguna, Solola) in the development of textiles dyed with natural dyes, we worked with the groups of artisans Itzam Ri (San Pedro Carchá, Alta Verapaz) and Aj Quen (Chimaltenango), creating new lines of textile based accessories, as well as the Association Ak 'Tenamit (aldea Barra Lámpara, Izabal), finishing products containing vegetable fibers. We developed three new collections for artisanal producers with the following groups: a) AMFAGUA (Santiago Atitlan, Solola): development of a line of jewelry made with beads, b) Flor del Campo (San Juan Comalapa, Sacatepéquez): developed in garment manufacturing loom, and c) Asociación Arte en Madera of Santiago Atitlan, Solola: developed a line of wooden accessories (buttons, pins, brooches and bags grippers).



Group "Arte en Madera" Santiago Atitlán, Sololá

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In May, we coordinated the visit of the Chilean designer Marcia Mansilla to design a line of textiles made in pedal loom with the company De Colores in Chichicastenango, Quiché. This collection is in process and the results will be presented during the next quarter.

Groups served:

No.	Name of the group	Beneficiaries	Products	Location
1	Asociación de Mujeres Tejedoras con Tintes Naturales Lemá	22 Women	Textiles made on a backstrap loom and dyed with natural dyes	San Juan La Laguna, Sololá
2	Asociación de Artesanos Aj Quen / Ri Itzam	30 Women	Textiles made on a pedal loom	Chimaltenango / San Pedro Carchá, Alta Verapaz
3	Asociación Ak Tenamit	96 Women and 50 Men	Products made from corn husks and banana	Livingston, Izabal
4	Grupo Flor del Campo	45 Women	Textiles made on backstrap loom	Aldea Patzaj, San Juan Comalapa, Chimaltenango
5	AMAFGUA	14 Women	Jewelry made with beads	Santiago Atitlán, Sololá
6	Arte en Madera	7 Hombres	Accessories made of wood	Santiago Atitlán, Sololá
7	De Colores	50 Women and 35 Men	Textiles made on a pedal loom	Chichicastenango, El Quiché

5.2 Local, regional and international promotion

Promotional activities were implemented at the national and regional levels at the fifth consecutive participation in the Craft Festival "From Your Hands to Your Home" presented April 26 to May 30 this year, at the 6 stores of Hiper Paiz of Guatemala and one each in El Salvador, Honduras and Costa Rica from the corporation Wal-Mart Central America. It generated sales of U.S. \$263,950.66.

The commission made the necessary crafts for three associations (Lemá, Aj Quen and Flor de Campo) involved in the Artisan Festival "Our Guatemala " to be held for the ninth year in the major stores of Cemaco. The event will be held in September this year, and to date, there have been orders placed for a total of \$198,500.00.

In addition to the above initiatives, supported groups participate in various promotional activities that have generated additional sales of U.S. \$5,000.00.

Counterpart funded the participation of a representative of the associations Lemá and Aj Quen respectively to travel on a trade mission, organized by the Commission of Handicrafts to Mexico, visiting the "17th exhibition Haberdashery and Crafts" in Mexico City DF in order to learn about the new trends and demands of the Mexican market and identify potential buyers for future

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negotiations. Another purpose of the trade mission was to specify the involvement of both companies at the festival that the commission made with craft store chain Plaza de la Fiesta in Cancun.

During this quarter, 10 buyers attended from the United States, Switzerland and England generating revenues of U.S. \$40,000.00, and contact was made with 20 express exporters. It is hoped that the contacts made with both exporters and events involving local, regional and international sales will generate revenues that may be reflected in the next quarter.



5.3 Other activities

In May this year the meeting "Guatemala Handmade" was held, consisting of a design competition to support small groups of artisans in Solola. This initiative is coordinated by the Universidad Del Valle (based in Altiplano), Kiej de los Bosques, Café Saul, Cemaco and Craft Committee of AGEXPORT. The objective of this initiative is to contribute to the overall improvement of the artisanal sector, raising the quality of life and developing production processes, promotion, training and marketing. The commission is leading the search for crafts markets for products developed, presenting them in the "1st Central American Crafts Fair" and launching the Craft Festival "Our Guatemala."

Below are examples of handicrafts developed. Other examples are included in Annex 2.

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Examples of Handicrafts developed in this Quarter:

Asociación Lema:



Line of personal and kitchen accessories.



Asociación Aj Quen:

Line of personal accessories.



Line of table accessories.



Cushion covers.

Grupo AMFAGUA:



Line of accessories, key chains and phone pendants.

Grupo Arte en Madera:



Line of Wood accessories.

ANNEX 1. DETAILED INDICATORS

COMMUNITY TOURISM ALLIANCE - USAID / COUNTERPART

FISCAL YEAR: 2008

QUARTER: 3

REVENUE	1st qtr	2nd qtr	3rd qtr
<i>From Tourism</i>	8,130.84	32,620.33	516,608.70
<i>From Handcraft</i>	0	293,450.66	214,000.00
Total	8,130.84	326,070.99	730,608.70

EMPLOYMENT	1st qtr	2nd qtr	3rd qtr
<i>Men</i>	0	26	142
<i>Women</i>	0	3	273
<i>Indigenous</i>	0	9	366
<i>Non Indigenous</i>	0	0	49
Total	0	29	415

NATIONAL TOURISTS	1st qtr	2nd qtr	3rd qtr
<i>National Tourists</i>	1,538	8,365	5,808

INTERNATIONAL TOURISTS	1st qtr	2nd qtr	3rd qtr
<i>International Tourists</i>	90	311	14,934
<i>Tourists without a particular nationality</i>	0	356	-

MSME's CREATED	1st qtr	2nd qtr	3rd qtr
<i>MSMSE's Created</i>	0	0	1

ORGANIZATIONS STENGTHENED BY REGION	Communities	MSME	Municipalities
Verapaces	6	0	0
Petén	0	7	
Altiplano	5	5	
Costa Sur	0	0	
Izabal	1	0	
Other	0	0	
SUB TOTAL	12	12	0
TOTAL		24	

CREDITS FOR TOURISM INDUSTRY AND CRAFTS	1st qtr	2nd qtr	3rd qtr
<i>Loans granted</i>	0	-	-

LEVERAGED FUNDS	3rd qtr (US\$)
AGEXPORT - Comisión de Artesanías	5,654.02
Aj Quen - Artesanías	6,192.30
Asociación Lema - Artesanías	1,201.67
IEWMS - Proyecto Pavo	9,934.24
APROBA SANK	8,320.00
CEPF - Proyecto Políticas Turismo	17,388.00
INGUAT - Transporte Practicum GWU-UVG	480.00
GWU -Consuting practicum	184,517.86
UVG - Consulting practicum	6,276.88
NGS - Geoturismo	103,080.00
ADETES Cahabón	745.07
Cooperativa Chirripec	142.67
Villa Ecológica Rio Sachicha	536.00
Cooperativa Chicoj	1,610.00
Hotel y Restaurante el Peregrino	386.93

Asociación Balam	5,000.00
TOTAL	351,465.64

ETEO - SO2 / ECON GROWTH INDICATORS			
OP Indicators			
Program Element 6.2 Private Sector Productivity	1st qtr	2nd qtr	3rd qtr
Number of firms receiving USG assistance to improve their management practices	100	18	60
Number of SMEs receiving USG assistance to access bank loans or private equity	0	5	36
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	1	2	4

Del total de 41, 5 habían sido rep

Program Element 8.1 Natural Resources and Biodiversity	1st qtr	2nd qtr	3rd qtr
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	230	227	617
number of women	76	151	297
number of men	154	76	320
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	29	927	173

Current PMP Indicators	1st qtr	2nd qtr	3rd qtr
Sales of goods and services as a result of USAID programs, In thousand \$	8.13	326.070	723.226
Number of jobs created as a result of USAID programs	0	29	415

Annex 2:

NEW PRODUCTS HANDCRAFT CATALOGUE 3rd. QUARTER 2008



AGEXPORT
ASOCIACION GUATEMALTECA DE EXPORTADORES



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

Alianza para el
TURISMO COMUNITARIO



LEMA ASSOCIATION

Online Products for Mesa



LEMA ASSOCIATION

Online Products for Table and Kitchen



LEMA ASSOCIATION

Stationery Line



AJ QUEN ASSOCIATION

Online Personal Accessories



AJ QUEN ASSOCIATION

Online Personal Accessories



AJ QUEN ASSOCIATION

Online Personal Accessories



FLOR DEL CAMPO ASSOCIATION

Online Personal Accessories



FLOR DEL CAMPO ASSOCIATION

Online Personal Accessories



FLOR DEL CAMPO ASSOCIATION

Cushions



AMAFGUA GROUP

Jewelry Line



AMAFGUA GROUP

Chain Line



AMAFGUA GROUP

Online Cell Phone Accessories



AMAFGUA GROUP

Online Cell Phone Accessories



ARTE EN MADERA GROUP

Wooden Accessory Line



ARTE EN MADERA GROUP

Wooden Accessory Line

