

# Annual Report

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Alianza para el  
TURISMO COMUNITARIO



## ALIANZA PARA EL TURISMO COMUNITARIO



## I. Executive Summary

During the 2008 Fiscal Year, CPI continued working through sub agreements with different partners in different technical areas and geographical regions of the country. At the same time, Counterpart continued implementing field activities directly according to the annual work plan. The main activities implemented and their outstanding results are presented here, based on the structure of the work plan.

### 1. Capacity Building for National, Regional & Local Tourism Organizations

- i In coordination with the U.S. Forest Service a training workshop on marketing for sustainable tourism was implemented on November 7<sup>th</sup> in Antigua Guatemala. 30 representatives from communities and municipalities developing sustainable tourism initiatives participated. Counterpart is providing follow up technical assistance, described in the marketing section of this summary.
- i Follow up work continued at the Puerta al Mundo Maya destinations in Chisec, Alta Verapaz, which offer a wide array of adventure community-based ecotourism products including caving, tubing, rappelling, and visits to Cancuen archaeological site. Main actions were focused on improving planning, administrative and accounting capabilities, increasing group management and resource management abilities. CPI started advising communities located in Candelaria Caves National Park to negotiate the existing co management agreement with the Ministry of Culture and Sports, due in January 2009. Visitation and sales indicators continued to increase.
- i Sustainable Oscillated Turkey Harvest in communities of the Mayan Biosphere Reserve had a successful 2008 harvest season. A test harvesting was successfully implemented in AFISAP forest concession. A total of 58 adult male turkeys were harvested by 35 clients, generating an income of \$74,250. This initiative is becoming a model of sustainable wildlife management directly linked to income generation in communities in protected areas.
- i In Petén, the facilitation of a tourism strategic plan for ACOFOP's tourism commission was initiated. The participatory process to structure tourism development strategic plans for individual members of the commission has started, including Carmelita, Custosel, Árbol Verde and AFISAP forest concessions.
- i In the highlands, Counterpart has participated actively in the Solola Tourism Sub-Commission, leading the execution of the planning and marketing related components. Based on results and activities, Sololá's CODEDE approved its re categorization to Tourism Commission.
- i In Petén, Counterpart has participated actively in the Mirador □ Río Azul Intersectoral Roundtable, the planning process of Mirador □ Río Azul □ Biotopo Naachtun Dos Lagunas Master Plan and Cuatro Balam □ El Mirador and Uaxactun task forces, providing technical assistance and expertise mainly on tourism related topics. Technical assistance work at Carmelita and Paso Caballos communities has continued. High levels of conflict inside these communities persist.
- i Counterpart supported INGUAT and INTECAP in defining the training content for the official □Community Tour Guide Career□. In 2007 INGUAT included the community tour guide as a new category in the Guides' Guidelines and Regulations; applicants completing successfully this career can be accredited as official community guides. Counterpart coordinated and provided partial scholarships for students of the Mayan Biosphere Reserve, starting the implementation of this career in Carmelita and La Máquina communities, with the participation of 51 applicants (28 in Carmelita and 23 in La Máquina).
- i Counterpart has participated actively in the recently established National Community Tourism Round Table, formed by community organizations, private sector representatives, NGOs and INGUAT. CPI facilitated the elaboration of a strategic plan.
- i CPI supported CONAP and The Nature Conservancy in the implementation of the 1<sup>st</sup> National Workshop on Public Use Planning in Protected Areas. 45 people attended this event, including protected areas managers, representatives of communities, municipalities, government and NGOs, generating important recommendations on planning and management of visitors in the Guatemalan Protected Areas System.



- i An alliance with Ormat Industries (international company producing geothermal energy in Guatemala) was established. Alianza para el Turismo Comunitario will provide technical assistance to develop tourism businesses managed by local communities in Volcán Pacaya.

## 2. Access to Credit and Financial Services

During this year Counterpart implemented a demand assessment on credits for tourism and handicrafts sectors, as well as an assessment of existing credit products applicable to these sectors. A total of 83 entrepreneurs were identified and evaluated. A total of 61 entrepreneurs began receiving technical assistance on credits application process, business plans development and financial analysis. On the other hand, CPI has begun linking beneficiaries with Banrural □ DCA program and BCIE-GEF Cambio Program to present credit applications and to negotiate more favorable conditions for tourism sector needs.

## 3. Certification

Tourism good management practices are a must in today's highly competitive market, and they become an even more valuable asset for SMEs as Guatemala enters the DR-CAFTA and other international treaties. The Alliance promotes information and assistance for SMEs to adopt environmental, social and business good practices. Furthermore, the Alliance works together with the Green Deal local certification seal in order to promote certification of new SMEs and community based operations and assist in the marketing of certified venues.

During FY07 through a sub agreement with FUNDESA, technical assistance programs were implemented for the SMEs applying for the certification seal. In December 2007, 42 SMEs were certified, including San Juan La Laguna's Tour Guides Association (Rupalaj Kistalin), which was supported directly by Counterpart in the preparation process, obtaining the 2<sup>nd</sup> highest score from all the certified businesses.

Through the sub agreement with FUNDESA, during the 3<sup>rd</sup> quarter of 2008, 20 SMEs enrolled in the Green Deal program were diagnosed based on the certification standards. Counterpart designed training workshops focused on the main weaknesses identified, which will be implemented in the first trimester of Fiscal Year 2009. Additionally, through an alliance established with SNV (Netherlands Development Organization) and Rainforest Alliance, the adaptation of the Good Management Practices for rural communities has continued. This guide will be applied by Counterpart in Guatemala next year and in other countries of Latin America by SNV and RA.

## 4. Marketing and Promotion

The focus of this component shifted during this year, strengthening integral destinations and linking and/ or expanding tourism value chains, instead of concentrating efforts working with individual organizations. Based on these principles, Counterpart created a program named □*Logremos que su empresa ó destino turístico venda más*□, providing technical assistance on marketing, commercialization, access to markets, destination and business management. CPI provided assistance under this program to 61 tourism businesses and destinations in Petén, Alta Verapaz, Sololá, Chimaltenango and Quetzaltenango, creating cross referenced marketing tools, web sites, improved corporate images, as well as new and stronger business relationships among tourism services providers. These strategies represented a significant increase in sales of the program's beneficiaries. Beneficiaries also realized the strength provided by undertaking joint and collaborative marketing and cross referencing efforts and were able to better understand their roles in the tourism value chain, realizing that in the new globalized economy, competition comes, not from within their region, but from the rest of the country and of the world.



Through a sub agreement with FUNDESA new marketing materials were created for 244 tourism SMEs of the CETs (Centros Empresariales de Turismo) Network and an improved version of the [www.guatemalaenvivo.com](http://www.guatemalaenvivo.com) portal is being created.

Counterpart has started providing technical assistance, based on international and World Tourism Organization standards that weren't being followed, to INGUAT in order to improve Guatemala's official tourism web site ([www.visitguatemala.com](http://www.visitguatemala.com)). Official statistics of tourism in Guatemala show that 94% of the tourists arriving to Guatemala travel independently, then an improved website is extremely important for the country.

In addition, during this year CPI started working closely with COTURAP, defining strategies to promote existing tourism products in protected areas, and supported the National Bird watching Roundtable organizing the 3<sup>rd</sup> International Bird Watching Encounter in Guatemala and designed the Check List of Birds of Guatemala. CPI, INGUAT, Ak' Tenamit Association and the Mesoamerican Ecotourism Alliance organized the 4<sup>th</sup> Mesoamerican Sustainable Tourism Conference, that took place in Antigua Guatemala in December 07, with the participation of tourism businesses, destinations and tour operators from Mexico, Belize, Guatemala, El Salvador, Honduras and Nicaragua.

A consulting practicum of George Washington University and del Valle de Guatemala University was organized by Alianza para el Turismo Comunitario and Atitlán's Tourism Commission in Lake Atitlán, Sololá. Students from Master in Tourism Administration and International Affairs developed strategies on marketing, branding, image positioning, crisis management a benchmarking assessment for community-based tourism in Lake Atitlán.

The Guatemala Geotourism Initiative implemented by Counterpart, INGUAT, Anacafé and National Geographic was officially launched on January 24<sup>th</sup>. After this ceremony, the nomination phase started. CPI implemented 13 geoforums and 5 mini geo-forums all over the country to present the initiative and the way to participate, nominating geotourism assets to be included in the Guatemala Geotourism Map Guide. A web site was created to collect the nominations ([www.geoturismoquatemala.com](http://www.geoturismoquatemala.com)). A media campaign was implemented with interviews and articles in main newspapers, TV shows and radio stations. At the end of the nominations phase (May) 880 nominations were submitted. Counterpart established and coordinated the National Geotourism Council, formed by renowned Guatemalans on culture, folklore, archaeology, history, natural resources, textiles, handicrafts, among other topics. National Geographic is currently working on the 2<sup>nd</sup> draft of the map guide, the council will be providing feedback and the final product will be ready for February 09. This will be the 1<sup>st</sup> national Geotourism Map Guide produced by National Geographic.

### 5. Marketing and Development of Handicrafts Products:

This component is implemented through a sub agreement with AGEXPORT's handicrafts commission. During this year, 6 new lines of products were designed and produced:

No.	Name of the group	Beneficiaries	Products	Location
1	Womens Weavers Association LEMA	22 Women	Textiles made on a backstrap loom and dyed with natural dyes	San Juan La Laguna, Sololá
2	Artisans Association of Aj Quen/Ri Itzam	30 Women	Textiles made from pedal loom	Chimaltenango/Carchá Alta Verapaz
3	Flor del Campo group	45 Women	Textiles made on backstrap loom	Aldea Patzaj, San Juan Comalapa, Chimaltenango



4	AMAFGUA	14 Women	Jewelry made with beads	Santiago Atitlán, Sololá
5	Carpentry workshop	7 Men	Accessories made of wood	Santiago Atitlán, Sololá
6	The Colors	50 Women and 35 Men	Textiles made from pedal loom	Chichicastenango, El Quiché

An international designer provided technical assistance on product design based on international fashion trends. Local designers followed up the assistance process to have finalized products.

These new products and other Guatemalan handicrafts products were commercialized through international shows and events (including the New York Gift Show, Feria del Regalo Salero, Bologna's Handicrafts Fair, Italy, 17<sup>th</sup> Expo Mercadería y Manualidades México and festivals in Wal-Mart Central America), local shows (Guatemala Nuestra ◻ Cemaco, Nuestras Tradiciones ◻ Wal-Mart), visits of international buyers and the handicraft store located at Marina Pez Vela / Puerto Quetzal Cruise Terminal. Total sales for this year were: \$737,787.00.

The following table summarizes the main results of FY08:

Indicators/Targets:	FY 2008 TARGET	FY 2008 ACTUAL
Number of firms receiving USG assistance to improve their management practices	<b>200</b>	<b>470</b>
Number of SMEs receiving USG assistance to access bank loans or private equity	<b>30</b>	<b>61</b>
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	<b>4</b>	<b>4</b>
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	<b>2,000</b>	<b>2,045</b>
number of women	<b>600</b>	<b>1,092</b>
number of men	<b>1,400</b>	<b>1,353</b>
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	<b>300</b>	<b>1,464</b>
Sales of goods and services as a result of USAID programs, In thousand \$	<b>2,500</b>	<b>2,684.47</b>
Sales of goods and services under environmental certification, as a result of USAID programs, In Thousand \$		<b>N/A</b>
Number of jobs generated as a result of USAID programs	<b>2,000</b>	<b>539</b>



## I. Description of Activities and Results

### 1. Strengthening local tourism organizations, regional and national

#### *Altiplano*

CPI has been providing technical support and advice to the Sub-Commission on Tourism CODEDE Sololá in several aspects, mainly those related to strategic planning and marketing. Provided support in the preparation of a document to facilitate the transition from Solola CODEDE due to the change of government, it summarizes the work done to date by the Sub-Commission, the lessons learned and the actions planned for the future.

In component image and marketing established an action plan to start creating a destination image Atitlan. CPI also collaborated in developing the Annual Operating Plan Sub-committee, which are prioritized actions to take in the short and medium term. The plan was presented and agreed with CODEDE and INGUAT, as well as entities that can finance some actions. Given the weaknesses identified in the implementation of the Strategic Plan for Tourism Promotion Lake Atitlan, we determined the need to incorporate a plan manager, in charge of fundraising for the actions proposed in this document. CPI participated in the preparation of the job profile for management, and drafting the proposal for fundraising, and then assisted in the selection of the person. After a presentation to INGUAT approved financing for a year and since the amount of Q.132, 000.00 to be divided in 12 salaries. The person chosen as manager began work last August.

We conducted a special meeting on May 9<sup>th</sup>, with the objective to inform mayors of Solola work of the Sub-Commission, in addition to presenting the work of different organizations perform on the target. CPI introduced a number of initiatives such as the "Let's make your company or tourist destination sell more ", marketing activities and marketing of destinations using different tools.



*Subcommittee members CODEDE courtesy of Solola.*

During the July-September quarter, it was possible that the former Sub-Commission on Tourism Commission was to re categorize the Departmental Development Council of Solola. With this change, the commission has better opportunities to use CODEDE funds to invest in tourism projects throughout the region Atitlan and have a greater impact on advocacy. CPI worked in the readjustment of the logo of the Commission and the creation of a Web blog that is easily modified to allow effective upgrade space (<http://www.turismoatitlan.blogspot.com/>)



*New image of the tourism commission*

CPI continued work on the internal strengthening of the commission, especially in updating the revitalization plan manager. It also supported the implementation of a drawing school level is meant to be more inputs that complement the tourist image of the destination. The final results of the contest will be announced through local media and with the participation of mayors in October 2008. Another contest has been preparing to support the commission and is also related to the image.

Likewise, CPI worked in September 2008 in the design of a comprehensive communication strategy to support the campaign of the New 7 Wonders of the World ([www.new7wonders.com](http://www.new7wonders.com)). The coordination of the strategy is being carried out with the tourism commission. Basically, the initiative plans to improve the ranking of Lake Atitlan through information and local participation at different levels and keep the target in the first positions. To this end, CPI aims to achieve the involvement of six municipalities, schools, internet cafes, operators, boaters and media, among others. The strategy calls for the implementation of permanent voting centers with public and private cooperation, among other interesting facts.

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

CPI staff Verapaces continued to provide technical assistance, support and monitor the activities of community organizations that make up the path to the World Community Ecotourism Puerta Maya (located in the municipalities of Chisec, Alta Verapaz and Sayaxché, Petén) in three main themes: a) Organization for tourism, b) Managing natural and cultural heritage c) Directors. In conjunction with the Association for Welfare in Action - Saq A'chool Kalebal Nim li (APROBA - SANK), monthly visits were made to each association to provide technical assistance and resolve all doubts concerning the financial and administrative control implemented in these associations. The monitoring of these indicators has allowed the evaluation of data such as seasonality and trends, which has helped to guide decisions in administrative and marketing.

On October 4, 2007 was officially opened on infrastructure and restoration project carried out at the archaeological site of Cancuen with INGUAT financing. The project, implemented by the Association of Tourism Chisec Township (AGRETUCHI) with support from the Alliance for Community Tourism, was the implementation of interpretive trails and restoration of two archaeological structures (a hieroglyphic stairway and a ritual pool). CPI provided training and advice on financial management, project implementation and reporting, and reporting requirements and standards under the Comptroller General's Office.

According to the tools and issues discussed at the workshop on sustainable tourism marketing, developed in conjunction with the U.S. Forest Service (see 1.7), CPI and AGRETUCHI reviewed and discussed the fee structure of Puerta al Mundo Maya. System was structured rates more in line with the expectations of the tour operators and have resumed contacts with operators to include the destinations of Puerta al Mundo Maya in their packages.



In the second quarter, AGRETUCHI and community organizations were supported on three specific issues: a) preparation for Easter, b) planning and organizing AGRETUCHI second level c) advice for the management of a new project for infrastructure improvements to INGUAT . As part of the preparations for Holy Week also gave advice on the development of a safety plan. Within the action plan included coordination with representatives of the Assistance Program for Tourism INGUAT Verapaces (ASISTUR), health center, PNC and Municipality. Support was also in design and interpretive mapping Camposanto Candelaria, Mucbilha 'I and B'omb'il Pek.

During the third quarter, CPI continued to advise AGRETUCHI in organizing Board meetings and assemblies, which focused on planning objectives for short, medium and long term. Meanwhile, CPI has accompanied the initial approach to the new Municipal Corporation and Mr. Artemio Lima, Mayor of Chisec.

Was a competition between associations that make up the Federation FAMA AGRETUCHI and Q'eqchi '(second-level organization supported by approved SANK working in agricultural marketing, land tenure, micro credits, among other topics). The aim of the competition was to share experiences of 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, social welfare projects among others. The winner, ADEISP (Sepalau) was honored with cash prizes awarded for approval SANK / Veterinarians Without Borders France.

### **Administrative and organizational strengthening communities in Las Verapaces**

During the year, we identified new community tourism destinations that could benefit from technical assistance and contacts provided by the Alliance for Community Tourism and letters of understanding were signed with some of them.

In San Cristobal Verapaz contacted Poqomchi Educational Community Center '(CECEP), who are providing technical assistance on two main issues: financial and administrative control, promotion and marketing. Also conducted workshops on monitoring revenues and expenditures with ADESOCHI associations (Chilasco) and ADECMAP (Pamuc) Municipal Natural Recreation Park and the Las Conchas River Ecological Sachichá Villa.

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

- ▣ Induction Workshop guides Chirrepec Community Cooperative (featuring tea tour in San Juan Chamelco, Alta Verapaz),
- ▣ Workshop on development of tour packages, costing and sales prices Rocha 'Pomtilá (community offering cultural coexistence with Q'eqchi', bird watching and jungle adventures, adjoining the National Park Laguna Lachua).
- ▣ Design promotional fact sheet billboard for Community Education Center Pokomchi (CECEP) and Katinamit Museum, San Cristobal Verapaz, Alta Verapaz.
- ▣ Workshop planning for sustainable tourism development in the Municipal Natural Recreation Park Las Conchas, Chahal, Alta Verapaz, addressed to the Municipal Corporation. The current city administration has identified tourism development as a priority, particularly focused on the shells and CPI has requested counseling for handling.



*Municipal Corporation and representatives of local private sector for planning workshop on sustainable tourism development Natural Recreation Park Municipal Las Conchas.*

## 1.2 Strengthening Community Tourism in the Maya Biosphere Reserve, Petén

CPI in coordination with members of the board of the Community COCODE and Cooperativa Carmelita Carmelita, held a series of meetings to define the activities during fiscal 2008 with the support of Balam Association. The priority activities identified were: a) implementing Race Community Guide, for which were made with INTECAP and INGUAT approaches, b) design and implementation of training courses for tourist guides in English community c) support in structuring the organization Community for tourism and working arrangements.

Supported by Balam Association, has continued to support the process of conflict resolution in the community of Paso Caballos, San Andrés, Petén. He signed a letter of understanding between CPI, Balam Association and ACOFOP Tourism Commission, describing the activities to be implemented together this year.



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

Likewise, CPI participated in a series of meetings with representatives of the Carmelite community, CONAP, 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 it must perform a territorial reorganization of the concession, this proposal was not accepted by Central CONAP, so negotiations were arrested.



In Carmelita began implementing Race Community Tour Guide on Saturday 6 September and Yaxhá began on Saturday 13 September. This race is officially provided by the endorsement of INTECAP INGUAT and Carmelita was the first community to be trained. 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. The course was attended by 25 participants in Carmelita (1 woman and 24 men) and in the National Park Yaxhá was attended by 28 people (7 women and 21 men) machine communities, vineyards and Yaxhá. The duration of both courses is 150 hours over a weekly session of 10 hours on Saturdays, for 15 consecutive sessions.



Course participants of Community Tourism Guide Carmelita, with INTECAP Instructor.



Course participants of Community Tourism Guide Yaxhá, with INTECAP Instructor.

In the CPI Bureau meeting Multisectoral Mirador - Blue River, which focused on presenting representatives of the new government's objectives and achievements of the Bureau, including advances in the process of updating the management plan for the National Park Mirador - Blue River.



*X Board Meeting Multisectoral Mirador - Blue River, Santa Elena, Petén.*

CPI attended the first presentation of the Vision Cuatro Balam by the 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 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, including further production activities in the south of the department for reduce pressure on natural



resources in the Mayan Biosphere Reserve, security and strengthening governance. Later, CPI participated in coordination meetings with Mr. Eugenio Gabriel (Presidential Commissioner for Cuatro Balam) in Petén, which have been discussed general working components. This has been a controversial initiative that has received negative reviews, because there is still no clarity as to their implementation, in addition to playing matters concerning access to the archaeological site El Mirador and private sector participation. CPI participated in a meeting in which USAID introduced Mr. Gabriel economic development program of the Mission, with special emphasis on forestry and tourism projects. Mr. Gabriel invited CPI as an advisor for tourism development, which may include specific actions within the project Partnership for Community Tourism.

**ACOFOP Tourism Commission**

In July, a series of meetings between representatives of CPI, Balam Association ACOFOP and focused on reviving and strengthening the ACOFOP Tourism Commission.

Visits were made individual approach to the boards of the organizations that make up this committee (OMYC - Uaxactun Cooperativa Carmelita, Green Tree, Custosel and AFISPA) for their interest and expectations. The visits took place during the month of July, conducted by Juan Giron ACOFOP, America Rodriguez BALAM Association, and Korina Castellanos CPI



Outreach meeting with members of the Tourism Commission and President of OMYC in Uaxactún community.

**Meetings Tourism Commission ACOFOP**

On August 7, held the first meeting of the re-activation ACOFOP Tourism Commission, with the participation of people from CPI, ACOFOP, BALAM, in addition to members of the boards of Green Tree, Carmelita and CUSTOSEL. Participants of community organizations discussed what should be the vision of the tourism commission, how should be the structure, expectations and concerns. It was further agreed that each organization should be represented by one member and one alternate, supported by a certificate of appointment issued by the boards of each organization. It was also agreed to continue with individual visits to member organizations of the committee, to meet their specific needs and expectations.



*Meeting reactivation ACOFOP Tourism Commission, with representatives from Green Tree, Cooperativa Carmelita and Custosel.*

During the second meeting, on August 22 defined how it will work, who is responsible to convene the following meetings (AFISAP and ACOFOP), the necessary quorum (half plus one) and the frequency of meetings (once a month). It also elected the new Board of the Commission and will be structured as follows:

- ▣ Chair: Green Tree
- ▣ Secretariat: AFISAP
- ▣ Treasury: CUSTOSEL
- ▣ Vocal I: Carmelita



*Second workshop in ACOFOP, involving commissions CUSTOSEL Tourism, AFISAP, Green Tree and Carmelita.*

On September 25 held a third meeting in Uuxactún. The meeting reviewed the results of individual visits made to partner organizations, and each organization had the opportunity to share their expectations, needs and plans with respect to the tourism products that will be developed. As a result of this meeting, OMYC decided to rejoin the ACOFOP Tourism Commission and also at the request of the participants, we planned a visit to Finca Ixobel located in the county seat of Poptún, on October 9, 2008, to be a successful example of a private company that provides products of eco-tourism and adventure.

### Individual visits to Member Organizations ACOFOP Tourism Commission

Meetings were held with the various individual members ACOFOP Tourism Commission, with the aim of defining priorities participatory, tourism products and services that can be developed or strengthened in the short term.

CUSTOSEL members identified three existing products on which they want to work and strengthen over the next two years: 1. Picnics, 2. Social activities, 3. Sporting Events. All these products are developed within the Finca Paraiso CUSTOSEL property, located along the Mopan River. In addition to monitoring that will be given by the Tourism Commission ACOFOP, CPI will support them through the program accomplish in the design of promotional materials, labeling and marketing of tourist products.



*Meeting with representatives of Custosel at Finca Paraiso, Mopan River, Melchor de Mencos.*

La Cooperativa Carmelita, defined its main products consist of Adventure Travel, scientific, archaeological, Birdwatching and Ecotourism Route Carmelita - Mirador, which have worked for several years.

Green Tree members identified the main products we want to develop in the next two years, with these social events, religious and business that are conducted in the organization of this hotel property located in the Village of Ixlú, Flores, Petén.

When visiting AFISAP, identified the following tourism products: Farmhouse at Finca El Triunfo and Ecotourism in the gaps Buena Vista and Port Arthur, located within its logging concession.



*Meeting with members of AFISAP, in San Andrés, Petén.*



### **Workshop Cultural Zone El Mirador, Ecotourism Management Tools Master Plan and Progress PNMRA-BPNDL**

This workshop was held on July 19<sup>th</sup> in the village of Carmelita, and was addressed to members of the Tourism Committee of the Cooperative and tourism suppliers Carmelite Community. It was attended by 23 people (5 women and 18 men).

The first part of the workshop was the "Basic Information on Natural and Cultural Zone El Mirador" conference, given by Mr. Salvador Lopez FARES institution, who presented information and recent results of archaeological investigations carried out in the Mirador, Nakbé and Florida. The second part consisted of an exhibition on the ecotourism management instruments in SIGAP, by Azucena Luna, officer CONAP and progress of the master plan update National Park El Mirador-Rio Azul and protected Biotope Naachtún-Two Lagunas, by Jeremy Radachowsky BALAM Association.

Finally, we gave a talk on the benefits of being a tour guide certified by INGUAT and provided information on the requirements to qualify for the race of Community Tourism Guide imparting INTECAP.

#### **1.3 Expansion of Turkey Project at the Multiple Use Zone, RBM**

In 2008 he continued to support IEWMS -Turkey Project for the implementation of sustainable use activities in the concession Ocellated Turkey Uaxactun granting San Andrés, and Carmelita AFISAP administered. After negotiation and definition of activities, the sub grant agreement was signed and approved by USAID.

As part of the expansion activities of this project, we conducted a test on the use of grant San Andrés (based on studies conducted in 2007), complementing the harvesting to be implemented in the area of Carmelita. It also strengthened the project committees and Uaxactún Carmelita turkey in organizing, monitoring and customer service, and improvements were made to the camps used for this activity.

The Ocellated Turkey sustainable forest concessions in successfully completed during the second quarter of 2008, generating a total income of \$ 74,250.00, health care product to 35 customers who used 58 adult turkey management units Carmelita, Uaxactún and AFISAP of Multiple use zone of the MBR, including additional revenues provided by the customer directly to the workers by way of tips and additional services.

There were some incidents regarding safety in the work done in 2008. In Uaxactún fires occurred in structures of the camp before harvesting, community representatives reported that certain individuals tried to storm the vehicles used by the project during the journey between the community and the camp. Field staff was placed to prevent destruction on the facilities and eliminate the risk of attacks during the harvesting season. After completion of the field activities were removed thatched roofs of all facilities to prevent future attacks. A local committee monitoring accompanied granting transit customers and oversaw major roads during activities.

In the Carmelite community, not only destroyed the camp facilities prior to use, but also carried out activities hostile to the project including: murder of turkeys illegally in the area of development and deforestation to close major roads, etc. These facts reflect internal problems affecting these communities. All incidents were reported to the board of the Cooperativa Carmelita, filing police reports about these attacks, unfortunately

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 Carmelita and during the use.



*One of the customers for the use in Carmelita.*



*Dr. Lovett Williams and members of the Carmelita turkey  
Measuring one of turkeys drum.*

#### 1.4 Strengthening Specialists in Sustainable Tourism in Izabal

During the first quarter, CPI participated in the graduation event of the third class of Specialists in Sustainable Tourism School Ak 'Tenamit in Izabal, comprised of 15 students.

Another part of the support provided to the Association CPI Ak 'Tenamit in Izabal consisted of counseling for the production of promotional materials aimed at increasing rates of visits and sales in our association that operates as part of classroom practice for program Specialists in Sustainable Tourism.

We developed image to the Cafe Tatin and materials were redesigned for Buga Mama Restaurant and shop for handicrafts Fair Trade.



*Image Café Tatin*

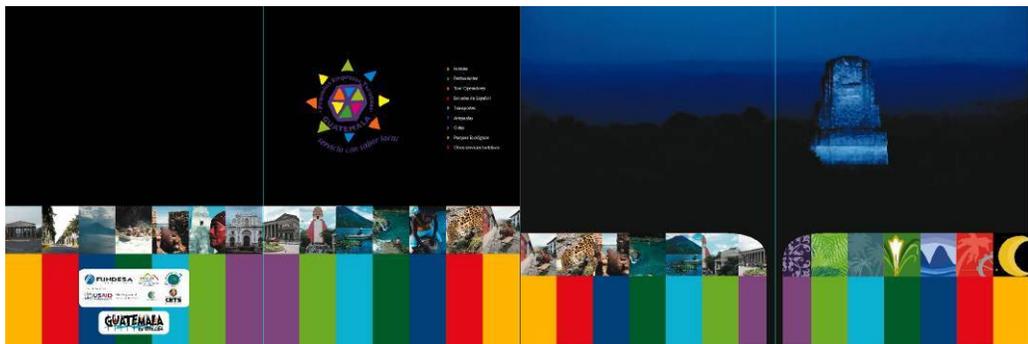
### 1.5 Designing and implementing Community Tour Guide Career

CPI worked with INTECAP, INGUAT and CONAP for planning and design of the career of Community Tourism Guide. INTECAP provided the content and design manuals, which were reviewed by CPI, CONAP and INGUAT. CPI initiated coordination with INTECAP to join efforts in the implementation of this race, which will allow the community guidelines nationwide obtain official certification by INGUAT and INTECAP. During the first phase of implementation of this race is being given special attention to communities of Petén, Alta Verapaz and then give other communities that are part of the National Federation of Community Tourism. Has begun implementation of a career in Carmelita, Petén and communities surrounding the National Park Yaxhá - Nakum - Naranjo.

### 1.6 Support for MSMEs in marketing tourism

#### Promotional folders and unifoliales

This activity was developed as part of the donation agreement with FUNDESA sub. In order to facilitate the effective promotion of tourism enterprises are generally produced a promotional folder including the regions with Centers of Tourism (CETs) and unifoliar descriptive texts containing information and images for each of the member companies. Of the 330 companies affiliated to the CETs, 244 chose to participate in this initiative, demonstrating the importance of these promotional tools. The unifoliales have begun shipping in events such as fairs and business conferences and companies have expressed their satisfaction at having this new tool.



*promotional folders*



CPI began implementing the program "Let's Make your company sell more or destination" (Let's Make). We manage a customized technical assistance program aimed at improving the overall marketing and business destinations. Within this program, significant progress was made mainly in the Verapaz region in which assistance was provided for the creation of two promotional tools for a group of 13 communities, businesses and tourist destinations for Easter, grouped into two concepts: adventure and culture. (See Product Marketing).

### **Follow-up technical assistance in marketing**

Within the sub grant agreement with FUNDESA follow up was provided technical assistance in marketing that had been developed as part of the previous agreement. When evaluating the results of the technical assistance of the previous phase, it was determined that often falls to reach the level of a report, without the entrepreneur achieves implement effective changes, due to lack of follow-up on technical support. Thus began a second phase of technical assistance for companies that were interested and committed to implement some of the recommendations made in the previous phase.

Due to the high level of interest and the facility to provide assistance to businesses that were located close to each other, this activity was conducted exclusively in Solola. Each company selected one or several of the recommendations of the previous phase is to implement and provided technical support to obtain a tool or product that will help you in your marketing. Among the tools developed in conjunction with companies including: electronic flyers, logo changes, new logos and restaurant menus.

### **Workshop marketing and value chain for CETs staff**

We designed and implemented a workshop for all directors and promoters of CETs for more efficient the work they provide to their members. Among the workshop topics include: advertising tricks and tools, marketing tools for drawing on the tourism value chain and sales techniques and customer service.



*Marketing workshop and value chain given by CPI*

## **1.7 Strengthening and Tourist Destinations Heritage Conservation under principles of Geotourism**

As part of the coordination and design to lay the groundwork for the implementation of the Guatemala Geotourism initiative, between 5 and 10 November 2007 CPI National Geographic Society coordinated with the visit of Dr. Joaquin Murrieta's Sonoran Institute with extensive experience in the subject. During his visit he held working sessions with the CPI technical team, and INGUAT ANACAFE, field visits to the Highlands region and a workshop in conjunction with all organizations involved in the initiative. We reviewed the role of each of the partners in the initiative and get inputs for the design of the strategy and the



preparation of the work plan.

During the second quarter began implementing Geotourism initiative. We conducted a preliminary assessment of the issues and problems facing major tourist destinations in Guatemala to develop the principles of geotourism. This diagnosis executed through the completion of 13 geoforos (meetings to present Geotourism initiative, motivate and get feedback nominations) implemented at regional and 7 geoforos made locally, which allowed the participation of more than 1,500 people related to specific areas of tourism nationwide. Based on this initial assessment, a structured plan of work, Geotourism Council support to underpin and support the areas of strengths and weaknesses to find solutions. During the third and fourth quarter we continued implementing geoforos in different localities. (See Product Marketing).



*Representatives of USAID, National Geographic, and CPI during launch ANACAFÉ Geotourism initiative.*

### 1.8 Marketing Workshop on Sustainable Tourism in conjunction with U.S. Forest Service

CPI participated together with INGUAT and Peace Corps in organizing the workshop on sustainable tourism marketing personnel deployed by U.S. Forest Service, which was held in Antigua Guatemala and was attended by over 30 representatives of community tourism destinations, Peace Corps volunteers, NGO representatives and CONAP. During the workshop of 3 days, various topics were discussed and presented different tools to improve the marketing of tourism products in rural areas of Guatemala including tourism value chain, design and price structure of package tours, environmental interpretation design of low-cost promotional tools and other items of interest. The contribution of CPI and the U.S. Forest Service for the implementation of this workshop was financed with funds from the DR-CAFTA environment program.



*Workshop participants in implementing sustainable tourism marketing in conjunction with the U.S. Forest Service.*

## 1.9 Planning Workshop on Protected Areas Public Use

The first workshop on Planficiación 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 related to the issues of protected area management and tourism planning. During this workshop achieved the unification of criteria on the concept of public use, as well as the minimum requirements that must contain a public use plan. Participants also raised the need for tools that facilitate the management and planning in this area. During FY 09 the workshop organizers will follow up on these activities. Likewise CPI will provide assistance to a minimum of five protected areas to be defined in conjunction with management CONAP in tourist visitation.



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

## 2. Access to credit and financial services

During the first quarter CPI met with ATS and Central Bank, to assess the status of the Trust Guatelvierte / Dacrédito Program, and decided to wait until the new government took office to find out what would happen with this program. Meanwhile, CPI identified as one of the main constraints to promote access to credit and financial services, the lack of knowledge of the demand. From the above, we designed a consultancy focused on identifying SMEs interested in obtaining financing, determine their needs, constraints and concrete steps for credit. During the second quarter CPI met with Mr. Carlos Salazar, Director of Trust Guatelvierte / Dacrédito Program, who confirmed the continuity of this government program.

During the third quarter CPI hired Javier Chinchilla 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 crafts. 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 and obtaining credit. During the process identified more than 100 potential recipients, of which 41 were tested belonging to the target regions.

Within the major obstacles to access to financing MSMEs tourism sector were identified: a) the high cost of capital, b) lack of trust in banks, c) potential users consider the application processes are very complex, d) the requirement of excessive warranty e) the high sensitivity to interest rates (especially in business hosting, which require 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. The analysis also included the creation of a catalog which presents the existing loan products for tourism and handicrafts. Includes descriptions of 22 banks, 15 financial associations, three cooperatives and 8 organizations "other".

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) need grace period f) sensitivity to the interest rate.

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

CPI implemented the second phase of diagnosis in other geographical regions, which generará a new list of priority cases to be benefited from technical assistance programs. Preliminarily identified three institutions who will begin approaches: a) Banrural - DCA Program - USAID, b) BCIE - GEF Project CHANGE c) Banco G & T Continental.

CPI provides technical assistance on two levels: a) assistance to the 61 priority cases focused on providing access to financial analysis tools and support management processes, in order to have bankable projects to be presented to financial institutions and b) general assistance the remaining cases evaluated through seminars access to credit and access to financial analysis tools and business plan development, so that they can be better prepared to manage credit in the near future.

On 18 and 19 August held the Seminar on Access to Credit in the Hotel La Casona de la Isla in Ciudad Flores, Petén, with the participation of 13 businessmen and tourism industry (6 women and 7 men) representing 9 companies such as hotels, tour operators, travel agencies and restaurants.



*Credit Access Seminar aimed at entrepreneurs in the tourism sector in Petén.*

The topics covered were: Approach to bank credit, the Credit Management Process, which is a complete project to present to a bank, Investment Plan and Business Plan. Also developed several examples of financial analysis to enable participants to replicate your specific credit project, and to consider whether your project is viable.

As a result of this seminar, participants agreed to work on their projects and communicate with Mr. Chinchilla electronically and by telephone, to have your project ready.



Similar seminars were implemented in Quetzaltenango, with the participation of five entrepreneurs interested in expanding their business by borrowing. This activity produced positive results, since each of the participants received personalized attention on issues of financial projections and business plans, being quite satisfied with the information obtained. CPI was also in charge of logistics and call for the first workshop of access to credit, to be held in Retalhuleu at the beginning of FY 09.



Seminar on Access to Credit in Quetzaltenango (25 and 26 August 2008)

On 1 and 2 September 2008 was held the third seminar in Panajachel Credit Access. Over 14 people attended the event previously identified in the assessment phase of demand for this specific project. The 14 players who participated in the seminar progressed in preparing business plans and financial projections for their businesses in order to identify the credit option that best suits your needs. Proceeds from the workshop, some of the companies already are approaching achieve bankability of their projects and are still assisted by CPI.

### **3. Promotion of best practices and certification**

#### **3.1 Impulse and promotion of best practices in MSMEs and community destinations**

As part of the agreement with FUNDESA sub grant in collaboration with Green Alliance, in FY 2007 there were advocacy of best practices and certification. He began making promotional and motivational workshops for businesses were incorporated into the processes of adoption of best practices and certification, but at the low response, personal visits were conducted by staff of the CETs. Having the group of companies followed the induction process, monitoring and auditing whereby businesses and destinations were designing and implementing good practice plans and then submit to audit and evaluation process. A total of 25 diagnoses and audits to companies involved in the certification process under the seal of the Association Green Deal Green Alliance. In total 60 companies were implementing best practices, of which 42 were certified with the seal Green Deal in December 2007.

In 2008, following the same scheme, we continued the process of induction and diagnosis tourism businesses seeking certification or recertification. 20 diagnoses were implemented aimed at companies that are part of the Green Deal. Based on the results of the diagnostics, CPI began planning technical assistance workshops focused on providing tools for compliance certification in three areas: a) good environmental practices, b) sales and marketing c) financial management, which will be implemented at the beginning of fiscal year 2009 before the final audit.

Moreover, 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 with support from the Association Live Better, 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 in Solola. The workshop's main objective was to inform those present a set of good environmental, economic and sociocultural applicable to their destinations and the ability to perform self-diagnosis in their communities.

### **Working together with the Netherlands (SNV)**

CPI established communication with the representatives of the SNV Netherlands Development Organisation (SNV), home of Nicaragua. SNV has implemented support for tourism projects in rural communities in Honduras and Nicaragua, and is expanding its operations to Guatemala. After a first approach, the work discussed jointly by SNV, CPI, and Rainforest Alliance, on the topic of best management practices for sustainable tourism, specifically in the adaptation of a Guide to Good Practice for communities. The result will be a manual of best practices adopted in Latin America and validated through workshops in Guatemala, Nicaragua and Ecuador. Next, a textual editing, layout, design and final publication will be developed through several consultancies.

Other topics treated SNV is developing a baseline for implementing inclusive business initiative in the region of Solola, which provides objective information about all the initiatives that are being developed in the country or in specific regions, its progress and stage of development, among other indicators. It was also considered important that CPI participate in the development of a study of the demand for community projects nationwide, which will have more accurate information on potential markets, visitor profiles, and seasonality, among others.

### **3.2 Assistance to MSMEs and community destinations for the implementation of best practices**

During the first quarter the CPI team worked to provide technical support to the Girl Guides Association of Ecotourism Rupalaj K'istalin for final evaluation to qualify for Green Deal certification. Thanks to this collaboration, the association has been certified and received the second highest rating of the 42 companies that were certified in 2007.



Association members Rupalaj K'istalin during delivery Certified Green Deal.



#### 4. Marketing of Tourism products

##### 4.1 Strengthening and expansion of the tourism value chain

##### Program "Let's Make your company or tourist destination sell more"

During the first quarter of fiscal 2008 ICC worked on the design, proof of concept and content development tools to a new technical assistance program aimed at both EU initiatives such as tourism MSMEs. Under the name of your business or we manage to sell more tourist destination (hereinafter "Let's Make"), this program seeks to fill an important gap that has been identified nationally.

Through the development of the project Partnership for Community Tourism has detected that both communities MSMEs in rural areas have a variety of needs and expectations that are not being met or satisfied with the training programs, technical assistance and marketing existing offered by various actors. Based on surveys with communities, SMMEs and destinations under municipal management, the Alliance has structured a program that combines technical, marketing actions and commercialization. This program's unique and competitive advantage is that it's negotiated with each beneficiary a basic package of benefits and a number of technical assistance activities in accordance with the particular needs of each. While the Alliance provides technical assistance, the recipient agrees to cover the implementation of actions with their own resources.

The program has been successful and has enabled the partners to develop new marketing tools and marketing, helping to strengthen value chains in specific destinations. The quarterly results are being monitored according to monitoring plan and has also provided technical assistance in the field to each recipient.

Within this program, Counterpart provided assistance in this fiscal year to 61 business and tourist destinations located in Petén, Alta Verapaz, Solola, Chimaltenango and Quetzaltenango, developing marketing tools cross reference, websites, improving corporate image and strengthen relations Business between tourism service providers. These strategies represent a significant increase in sales of program beneficiaries. Beneficiaries realized the strength that is gained through the joint development of reference efforts, understanding their roles in the tourism value chain and realizing that in the new global economy, competition exists not only in each region, but the rest of the country and the world. Below is the Factsheet which was used to promote the initiative throughout 2008.

## ¡ Logremos que su **empresa o destino turístico** venda más !

### ¿Cómo Contactarnos?

3a. Calle 4 - 44 Zona 10  
Edificio Torre 4-44, Nivel 3  
Ciudad de Guatemala, Guatemala.  
Tel: (02) 2360-4760  
Email: mejaia@counterpart.org

El turismo es el primer generador de divisas para Guatemala y además tiene un enorme potencial para generar empleos y desarrollo a nivel local. La Alianza para el Turismo Comunitario de USAID y Counterpart International apoya a los empresarios y destinos del interior del país para lograr que sus destinos, productos y servicios turísticos aumenten sus niveles de ventas y sus márgenes de ganancias.

### ¿Cómo funciona?

Los empresarios y destinos turísticos necesitan aumentar sus niveles de ventas y mejorar la calidad de sus servicios, por eso la Alianza para el Turismo Comunitario ha desarrollado un paquete especial de asistencia técnica y de apoyo. A través de este paquete las empresas y destinos podrán beneficiarse de acciones para promoción conjunta y del respaldo provisto por la Alianza.

El programa funciona de una manera muy sencilla siguiendo estos pasos:

- 1 Póngase en contacto con nuestras oficinas para contarnos un poco más acerca de su empresa, proyecto o destino.

- 2 Llene una breve ficha de información sobre su empresa.

- 3 Reciba la visita de uno de nuestros asesores para identificar la mejor forma de darle apoyo.

- 4 Resuelva sus dudas e inquietudes sobre el paquete de beneficios que la Alianza le ofrece.

- 5 Estructuramos una carta de entendimiento para hacer efectivo el apoyo.

- 6 Monitoreamos en forma conjunta los resultados que esta iniciativa le genera.

Los beneficios del programa no tienen costo para las empresas y destinos que se incorporen al programa con la Alianza.



El paquete de beneficios para empresas y destinos incluye:

- Promoción a través de al menos un brochure multidestinos para su región o tipo de actividad (reproducción financiada en conjunto con los beneficiarios).
- Promoción a través de sitios web de alto posicionamiento incluyendo: [www.visitguatemala.com](http://www.visitguatemala.com), [www.guatemalaenvivo.com](http://www.guatemalaenvivo.com) y un sitio con posibilidad futura de ventas en línea.
- Espacio promocional en un directorio turístico digital e impreso de alta distribución.



### ¿Qué incluye?

- Asistencia para el desarrollo de imagen de su empresa y material promocional.
- Desarrollo y análisis de investigación de mercado para su negocio y su región.



- Participación en bolsa de empleo para reclutar al personal adecuado para su empresa.
- Espacio para anunciarse en los clasificados del boletín electrónico Actualidad Turística.
- Material informativo y asistencia técnica para la implementación de buenas prácticas.

Si usted está planificando, **iniciando**, o **acaba de abrir** un negocio de turismo o artesanías, busque más información sobre nuestra iniciativa orientada específicamente hacia empresas nuevas.

Obtenga más información sobre esta iniciativa en los volantes que se distribuyen en los principales sitios turísticos del país, en los CETs de FUNDESA y en las oficinas regionales de INGUAT. También puede consultar en nuestras oficinas regionales.

## Description of Activities by Region

### Verapaces

Below are examples of the achievements that were obtained with some of the beneficiaries who improved their marketing tools thanks to the scheme made under this program. It is worth noting that in almost all cases, the playback of marketing tools is paid by the employer or interested counterpart funds.

During the first quarter of fiscal year established two horizontal alliances for promoting and marketing initiatives with common characteristics. As a result of these partnerships, the destinations that are part of each, marketed and advertised to other destinations of their alliance and benefit from being marketed and promoted by the rest. On the other hand, have been able to clearly define the products and target segments of each alliance, marketing and promotional efforts are best focused on priority markets. Preliminary results have revealed that some destinations included within these alliances were benefited by increasing their rates of visits over the same period for the previous year.



Moreover, in some of the destinations of these partnerships have been implemented for the first time and with support of CPI, registration systems and visitor management to enable better management of destinations.

These joint efforts led to the development of promotional materials that were conceptualized according to the strengths of each group of destinations. The members of the value chain alliances in question for the area of Verapaz were as follows:

***Alliance Adventure Destinations in Las Verapaces***

<b>Organization / Company / Destination</b>	<b>Property Type</b>	<b>Location</b>	<b>Services / products offered</b>
Salto de Chilascó	Community	Chilascó, B.V.	Toursto catarata El Salto de Chilascó
Puerta al Mundo Maya	Community	Chisec, A.V.	Community tourism Adventure
Rafting Saquijá	Community	Saquijá, Cahabón, A.V.	Rafting on Río Cahabón
Ecoturismo Pom TiLa	Community	Rochá Pom TiLa, Cobán, A.V.	River Tours Bolay and forest reserve, community tourism
Salinas Nueve Cerros	Community	Salinas Nueve Cerros, Cobán, A.V.	Community
Complejo Ecoturismo Las Conchas	Municipal	Chahal, A.V.	Recreation waterfalls
Parque Ecológico Hun Nal Ye	Private	Carchá, A. V.	Hotel, Ecotourism Resort
Villa Ecológica Sachichá	Private	Cobán, A.V.	Recreational and ecotourism

***Destination Cultural Alliance Verapaces:***

<b>Organization / Company / Destination</b>	<b>Property Type</b>	<b>Location</b>	<b>Services / products offered</b>
Excursión a San Cristóbal	Community	San Cristóbal, B.V.	Tour forSan Cristóbal, Museum
Tour del Té Chirrepeco	Cooperative	San Juan Chamelco, A.V.	Tour of tea plantations and processing
Coffee Tour Chicoj	Cooperative	Cobán, A.V.	Coffee tour and canopy
Tour de Café Aquil Grande	Cooperative	San Cristóbal, B.V.	Coffee tour

**Preparation and distribution of brochures multidestination of Verapaz**

As part of the launch of the "Let's Make" in Verapaz, and as a tool to realize the consolidation of value chains that destination developed two brochures promoting tourism options multidestination community, private and municipal governments in the region of Verapaz. One of the brochures was designed under the concept of "adventure destinations in Las Verapaces", while the other was designed under the concept of "cultural destinations in Las Verapaces".

Among the advantages of producing these brochures multi-destination is that each beneficiary could reproduce the amount of materials needed, without having to make a small edition will represent



## DESTINOS CULTURALES

EN LAS VERAPACES

### UBICACIÓN DE LOS DESTINOS

1. Zona Cumbre Tzuc
2. Zona de Caba
3. Comunidad San Cristóbal
4. Zona de Caba de Ajaj

### TOUR DE TÉ CHIRREPECO

Este es el único tour de té en Guatemala y se organiza en la Cooperativa Agrícola Téngal Chirrepec, S. de RL, formada por aproximadamente 500 socios, incluyendo a más de 100 mujeres. Esta cooperativa es la única, ya que sus socios se dedican al cultivo, procesamiento y comercialización del té negro, un producto cuyo cultivo es poco común en Guatemala.

**Un recorrido con vistas increíbles**  
El tour incluye visitas a las plantaciones y al beneficio de té, donde se explica todo el proceso de siembra, cultivo, cosecha, procesamiento y comercialización del té. El visitante puede observar el moderno proceso industrial con algunas de las máquinas e instalaciones que se utilizan hace más de 100 años para procesar el té. Además se visita una cueva sagrada, muy relacionada con la cultura del lugar y con la fundación de la cooperativa. El tour finaliza, por supuesto, con una degustación del delicioso té Chirrepeco y con la oportunidad de que los visitantes le añadan en sus itinerarios adicionales para cualquier establecimiento en cada uno de los destinos.

Si el visitante lo desea, se recomienda almorzar con una familia local que preparen un delicioso plato típico. (Aviatar por separado).

**Cómo llegar:**  
La Cooperativa está ubicada a 6 km de Cobán sobre la ruta que conduce a San Juan Chamiel.

**Horario:**  
Lunes a viernes 8:00 a 16:00 horas.  
Sábados 8:00 a 11:00 horas.

**Contacto:**  
www.tschirrepeco.com

Brochure "Destination Culutrales of Verapaces".

### Flyer for Community Rafting Saquijá

As part of the program we will, developed a promotional flyer Saquijá community, Alta Verapaz, which offers tours Cahabón river rafting. This strategy sought cover at a low cost of this community need to advertise in other locations in the region for the Easter and better position because it is a new product that is just beginning to be known.

## RAFTING

COMUNIDAD SAQUIJÁ, CAHABÓN, A.V.

La Asociación de Desarrollo de Turismo Ecológico Saquijá (ADETES) ofrece una aventura increíble: **rafting en los rápidos del río Cahabón.**

El recorrido emocionante permite disfrutar del imponente paisaje que rodea el río y además favorece la convivencia con la comunidad 'q'eqchi' de Saquijá.

**UNA AVENTURA SEGURA**

Los guías de Saquijá han sido cuidadosamente entrenados y cuentan con mucha experiencia para garantizar que el recorrido esté cargado de adrenalina, pero a la vez sea educativo y seguro. El equipo utilizado para hacer el recorrido de rafting es de primera calidad.

**CÓMO LLEGAR**

Saquijá está ubicada a 92 km de Cobán y a unos 300 km de la capital de Guatemala. Debe seguirse la ruta que conecta los municipios de Lanquín y Cahabón. Existe transporte público desde Cobán.

**CONTACTO**

www.guaterafting.com  
http://www.guaterafting.com  
Tel. 7951-4023  
Email: adetes@gmail.com

Con apoyo de:

Promotional flyer for Saquijá Rafting, Cahabón.



**During the third quarter the assistance provided by CPI focused on other issues described below:**

- Cooperative Chirrepec: we implemented an induction workshop for community guides.
- Community Rocha 'Pomtilá': we implemented a workshop for structuring packages, costing and pricing.
- Center Poqomchi Cultural Studies: Design sheet (fact sheet - unifoliar) and billboard advertising.

City of San Rafael or 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 Natural Recreation Park Municipal Las Conchas.

**Petén**

In March 2008, the CPI technical team began implementing the initiative achieve in Petén, providing marketing assistance, and improving product image, among other topics, in turn making 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. To date there are 25 members in the region. Below are some examples of the main activities in FY 2008:

Original promotional tours sheet 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.

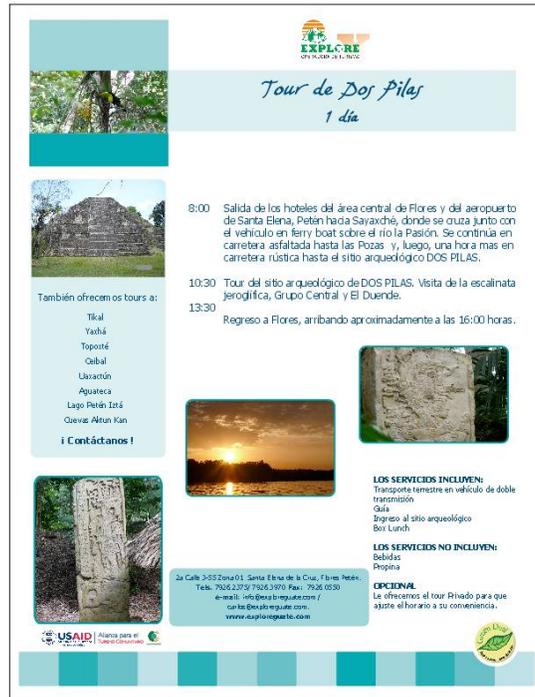
**INCLUYE:**  
Transporte terrestre en vehículo de doble transmisión.  
Box lunch  
Ingreso al sitio arqueológico.  
Guía Español- Inglés.

**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](mailto:lucy@exploreguatemala.info) - [carlos@exploreguatemala.info](mailto:carlos@exploreguatemala.info)  
[claudia@exploreguatemala.info](mailto:claudia@exploreguatemala.info) [www.exploreguatemala.info](http://www.exploreguatemala.info)



Sheet improved promotional tours with support of CPI, Tour Operator Explore, Petén:



**EXPLORE**  
OF TOURS & TOURS

### 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
- Topoxté
- Cebal
- Uaxactún
- Aguateca
- Lago Petén Itzá
- Quez: Aktun Kan

**¡ Contáctanos !**

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

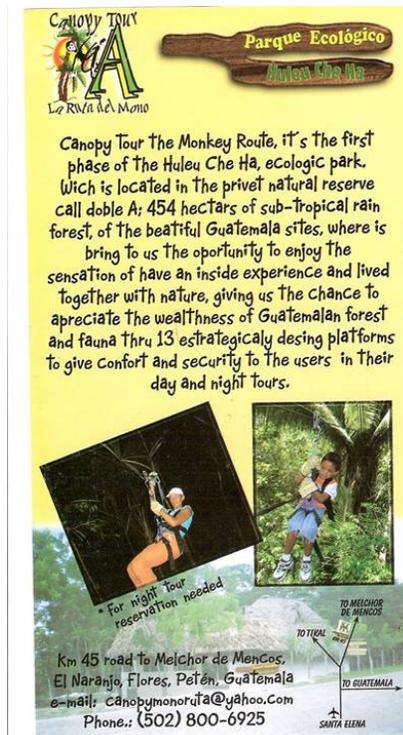
**LOS SERVICIOS NO INCLUIEN:**  
Bebidas  
Propina

**OPCIONAL:**  
Le ofrecemos el tour Privado para que ajuste el horario a su conveniencia.

Za Calle 3-05 Zona 01, Santa Elena de la Cruz, Flores, Petén.  
Tels: 7026-2272 / 7026-2070 Fax: 7026-0020  
e-mail: info@explorepeten.com / can@explorepeten.com  
www.explorepeten.com

USAID Alianza para el Turismo Comunitario

Original flyer Monkey Trail Canopy, Petén:



**Canopy Trail**  
Le Rivá de la Montaña

**Parque Ecológico**  
Huleu Che Ha

Canopy Tour The Monkey Route, it's the first phase of the Huleu Che Ha, ecologic park. Wich is located in the priwet natural reserve call doble A; 454 hectares of sub-tropical rain forest, of the beatiful Guatemala sites, where is bring to us the oportunity 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 estrategicaly 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: canopymonorata@yahoo.com  
Phone.: (502) 800-6925

TO MELCHOR DE MENCOS  
TO TITUL  
TO GUATEMALA  
SANTA ELENA





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State Explore 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)



**Sitio bajo construcción**

**Para más información:**  
Tels. 7926 2375/ 7926 3970 Fax: 7926 0550  
e-mail: [info@exploreguate.com](mailto:info@exploreguate.com) /  
[carlos@exploreguate.com](mailto:carlos@exploreguate.com).



In subsequent quarters, we continued monitoring technical assistance to each of the beneficiaries of the initiative Let's Make:

- 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 given two options label design for the facade of the hotel. Began handed a draft leaflet prepared by the hotel and worked on the corrections to it. It also gave him the final version of a flyer about the restaurant and meeting room.
- Che Ha Ecological Park Huleu designed a new logo for the Canopy Tour Route Mono and finalized the design of a newsletter in Spanish. Furthermore, it 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 believe as a result of the support of CPI. He delivered the final version of the newsletter of the Canopy Tour Route Mono in English, letterhead design and a voucher for travel agents and tour operators. Currently being revised design of the website.
- Explore Tour Operator. He delivered the final version of the sheets of all tours offered by the company after the design and review process. Also collected information for the design of the website.
- Martsam Tour & Travel. Finalized the design of a new image and developed business cards for business owners. He delivered the final version of the package tours of ten days and nine nights, seven days and six nights and six days and five nights, as well as fact sheets for day tours, two days and one night and tours of the jungle.



- Adventure Tourism Tour Operator. We designed a new image for the company and developed business cards and Inbound Sales Manual. He was given a CD with all materials designed to date: cards, sales manual and unifoliar. Also were presented draft sheets for adventure tours in Spanish and English, voucher holders and bags.
- The Mayan Princess Agency. After the process of revision and correction of the new corporate image and logo, was given the final design of the logo and business cards selected.
- Hotel La Posada de Don Jose. He presented two options for your logo and four options for business cards, then select your preference, was given the final version thereof. It also gave him the final version of two sheets in Spanish: one for the tourist season and one for the high season. Currently being revised design of the website.

#### New Partners:

After negotiations with the Board of TURISURP (Tourism Association of Southern Petén) and the AGTP (Association of Tourist Guides of Petén), on September 4 signed letters of understanding to provide technical assistance in marketing , marketing and best practices, as part of the achieve.



*Signing letters of understanding with TURISURP and AGTP respectively.*

TURISURP will work in two ways, in terms of association, it will assist in designing a web page, a trefoil and a map of the destination, and will work individually with its 15 partners who are located in the towns of Dolores, San Luis and Poptún in creating logos, flyers, banners, flyers and leaflets, among others.

The support requested by AGTP is the creation of a website; improve the design of their logo, a label design, business cards and newsletters.

Meetings were held with Mr. Romero De La Cruz, President of CAT Sayaxché Township and Mrs. Aida Rodriguez, president of The Shooting CAT, Flores, to present the program achieve. In these two places is to work at the destination, how to work with the TURISURP.

After meeting with Mrs. Manola Lima, owner of the restaurant El Portal Yaxhá, (located in the Hamlet Machine on the road to Melchor de Mencos), signed a memorandum of understanding on 23



September. The support required is the creation of a website, a trefoil on destination Yaxhá-Nakum-Naranjo, a newsletter and a flyer about the restaurant.

**Atitlán**

In each of the areas of work of the project has implemented different strategies according to the needs of the partners. In Atitlán partners' needs are related to issues of corporate image, commencement of operations and development of marketing and promotional materials. Below are some examples of the activities undertaken.

Restaurant El Pedregal: an evaluation of overall atmosphere and decor, from which developed a series of recommendations that have been implemented, is working on the redesign of the corporate image and worked on the design of menus, advertisements and other promotional materials. The Alliance began a process of evaluation of customer satisfaction and has implemented some measures to improve competitiveness.

Hunabku Travel & Adventure: image design highlighting trade name "Roger's Tours". Have been completed with the following materials: 1) image and company logo, 2) design of business cards, 3) promotional trefoil design company, 4) design bumper stickers and stickers for helmets and bikes, 5) blanket vinyl with shuttles service information, and 6) design for shirts and shirts.



*Image Options, of which the third was chosen as the final option*

Hotel Villa del Angel: 1) blanket design art for advertising, 2) wall art design for advertising, 3) design of business cards, 4) design factsheet, 5) design information sheets for room amenities, 6) design of flyers, 7) designing business cards.



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

Lax Travel: Tour operator in Panajachel with which CPI worked in the following aspects. 1) logo design and corporate image, 2) design of business cards, 3) design of promotional Trifoliate



Santander Travel: The assistance consisted of designing a label indicating daily transport services that the company offers to its customers. CPI will continue to work on other materials later

Restaurante Pueblo Chico: Image Design and general advice for setting up the company.

Molino Helvetia: CPI's work focuses primarily on the following topics: 1) design sheets for each activity offered by the company, 2) design museum interpretive panels for flour production and restructuring of the route, and) restructuring the company's Web page. CPI has worked primarily in attendance for the museum which has made a new path for the route and stations have been identified that will be performed. The next step is the interpretation, design of labels and their implementation within the premises.

*Atitlan Tourism Services:* is one of the largest operators in Panajachel. With STA worked so far in the company logo.

*Maya Traditions Foundation:* Partnership formed by groups of women from different parts of the Department of Solola crafts makers. It belongs to the Fair Trade Federation and have a store that sells the products made in the town of Panajachel. This partnership has worked mainly in a trefoil informative of the foundation is in the process of being approved.

*Juyub Crafts:* Craft shop in leather and textiles located in the town of Panajachel, the products are made with manual techniques. Support for this company was redesigning the company logo, it is awaiting approval.

*Kaybal Crafts:* Craft shop in leather and textiles, is engaged in the sale of ladies' bags, belts, shoes, among others. The assistance has consisted in redesigning the logo and image of the company which is in the process of approval.

### **Quetzaltenango:**

Counterpart began operating in Quetzaltenango during the second fortnight of August, making contacts with potential beneficiaries to work under the initiative "Let's Make your company or sell more tourist destination." At these meetings the needs were identified marketing and image of each company, and discussed the general terms for the signing of memorandums of understanding to initiate activities. At the end of the quarter, CPI data collection performed to obtain baseline three of the companies that signed letters of understanding, in order to measure the impacts of the project.

They signed four Memoranda of Understanding:

*Doña Pancha Chocolate:* Company dedicated to the production of fine chocolate craft continues with a tradition dating back to 1870. The support is the development of promotional materials, packaging design consultancy and product labels, in redesigning website.

During this quarter we worked on the development of promotional flyers on the occasion of the celebrations of independence (from 12 to 18 September).



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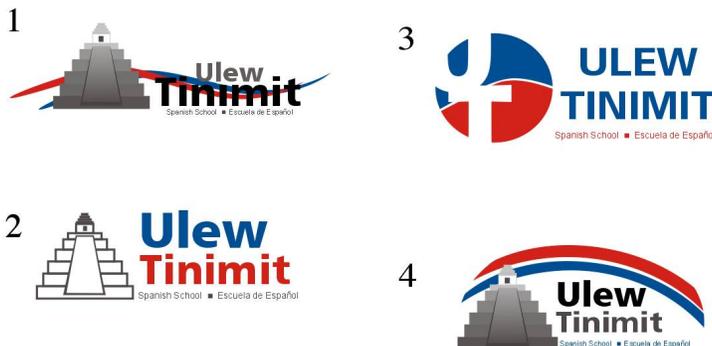


*Promotional flyer for Independence celebrations*

**Tram Altos:** Local Tour operator offering guided tours several different points of historical importance in the city of Quetzaltenango and around. Counterpart support in the design of promotional materials, website enhancement and support in negotiating with tour operators.

**Social Support Centre and Ulew Tinimit Spanish School:** Study Center is dedicated to the teaching of Spanish as a second language, offering a complete immersion Guatemalan culture. The restructuring will be to support the website, design product catalogs and business cards, among others.

We worked on the redesign of the image of the school and a meeting with the owner to present preliminary designs.

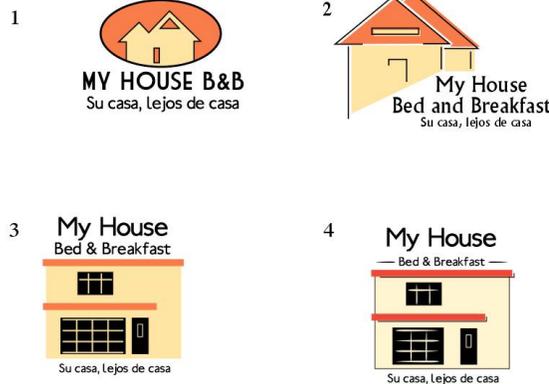


*Preliminary designs pictures Ulew Tinimit Spanish School*

**My House B & B:** local hosting began operations in 2001, offers accommodation in a family atmosphere. The support is the development of promotional materials and website. During this quarter we worked on creating the image of lodging, for this was an interview with the owner of the business in order to obtain the necessary inputs for creating the graphic image. Preliminary designs



were presented to Mrs. Mariana Robles, who was quite satisfied and selected image to your business.



*Preliminary designs graphic image to My House B & B. Was selected as option 3 company image.*

Counterpart is in negotiations with other companies to work under the program achieve. During the September CPI contacted the board of the Association of Spanish Schools Coordinator of Quetzaltenango comprised of nine of the best schools of Spanish City, born in 1997 in order to join forces to improve the Spanish language instruction.



*Meeting with Board ACEEQ*

The association is interested to receive support for the development of a trefoil in English containing information from schools that belong to the association and the benefits of studying Spanish in Quetzaltenango. During the meeting between the CPI team and board of directors were asked to identify other needs of marketing and promotional support for the benefits of the initiative.

Due to the experience in other regions of coverage of the project in relation to outcome monitoring and reporting counterpart, CPI has decided to work individually with each of the schools belonging to the ACEEQ to obtain better results and each one of its members.



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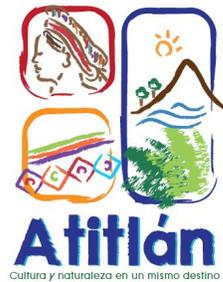


During the next quarter is expected to sign MoUs with each of the schools that make up the association to become part of the initiative achieve.

#### **4.2 Development of image, marketing and promotion of destinations affected in areas affected by Tropical Storm Stan**

##### **Image design destination Atitlán**

CPI participatory design methodology for developing the target image to the Atitlán region. As part of the technical support Sololá Tourism Subcommittee held a workshop on "Let's show the world Atitlán" which was attended by representatives of private companies, associations, nature reserves, municipal sector, members of the Tourism Commission of Solola CODEDE, NGOs, CATs, INGUAT, among others. Participants of this workshop provided initial input to develop the tourism image of the department. The workshop was designed, coordinated and facilitated technically by CPI while logistics and living expenses were covered by the Commission with the support of the Central American Development Foundation (FUNCEDE).



*Preliminary designs of the tourist image of Atitlán*

#### **Commercialization and marketing of tourism products and artisan community in areas affected by Tropical Storm Stan**

CPI designed and developed in collaboration with Fundación Solar, a methodology for the development of the corporate community partnerships San Juan, San Marcos and San Pablo La Laguna who had completed their organization and legalization processes (some with support from the same project). Several workshops were held, in which we had the most representatives of the four beneficiary associations:

- ▣ Qapoj Sajkiy: association of women working in the development of fiber-based products maguey, San Pablo La Laguna.
- ▣ Artisans of San Jose: association of women working in the production of textiles dyed with natural dyes and producing custom designs, San Juan La Laguna.
- ▣ Ixoq Ajkeem: women association promoting crafts store, fabrics made from recycled fiber and a food business, San Juan La Laguna.
- ▣ Youth Association Kaqchikel Maya: marketing of tourism products and services in San Marcos La Laguna.

In each of the workshops was collected information about the association, its history, its



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structure, its products, its market and its plans and challenges for the future. Also evaluated all picture elements and environment that could be incorporated in the design of a logo and a corporate image. Later he worked on the design of logos, which were reviewed and evaluated each association to incorporate the suggested changes. Below are corporate images developed and approved for the four associations mentioned:



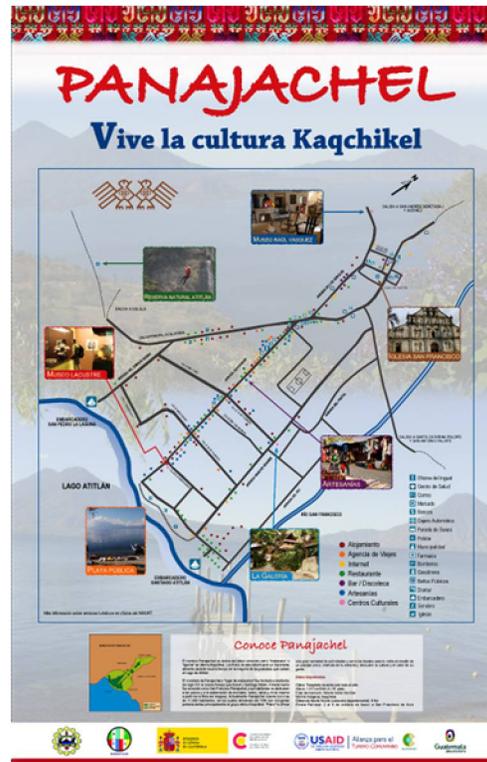
**Trifoliolate Developing guidelines for Ecotourism Association Rupalaj K'istalin**

CPI developed, in conjunction with the Association of K'istalin Rupalaj ecotourism guides, a promotional leaflet prepared for San Juan la Laguna as a tourist destination. This trefoil is to present to the association as the entity responsible for managing tourism in San Juan, as well as to overcome their current sales. Because Rupalaj K'istalin is an organization certified by the stamp Green Deal, the new material reflects accreditation.



## Working with Mankatitlán

During the 2008 fiscal year, CPI was in charge of graphic design and photographic material gathering, editing and formatting of the original ideas of Mankatitlán, to design the first four tourist information panels that will be placed in the towns of Panajachel, San Andrés, Santa Catarina and San Antonio Palopó. This panel is a clear example of the concept of integration of the value chain, as shown in the same information on destinations and attractions and all tourist services and additional support in the municipality of each municipality. Mankatitlán covered the cost of reproduction of the panels.



Sample information panel Panajachel

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

On January 23, 2008 was held the official launch of the Initiative for Guatemala Geotourism in ANACAFE facilities in Guatemala City. The event was attended by over 400 people, one of the events of geotourism busiest worldwide. From that moment began the process of diffusion and nominations for the mapping guide.

The initiative was announced in various mass media such as radio programs (The Breakfast Show - Infinite Radio and Good Morning America - Kiss FM, etc.), television programs (eg: Conversations with Harold Sanchez - Guatevisión, east West - Antigua and Telediario Channel - Channel Three), newspapers (such as free press and the newspaper) and other media such as magazines and websites.

There were 13 regional geoforos organized by CPI and 7 local geoforos organized by CPI with support from various partners of the initiative. Through these geoforos, which were attended by more than 1,500 people in total, announced the initiative, the principles of geotourism and prompted the Guatemalan public



to participate in the nomination process for the preparation of the Map Guide.

Some of the locations were in Guatemala City (Universidad Rafael Landívar and Library Association of Guatemala, among others), Panajachel, Coban and Huehuetenango Esquipulas. We created a website with all the information of the initiative, which was the online nomination form and stored electronic chips ([www.geoturismoguatemala.com](http://www.geoturismoguatemala.com)). Taken together, all partners of the initiative received printed cards filled by people without Internet access.



*Launch of Anacafé Geotourism initiative.*

### **Closing the stage of nominations:**

April marked the close of nominations stage for the development of geotourism map guide. Was last (13th) GeoForo coordinated with the regional office ANACAFE in Slaves, Santa Rosa on Thursday, April 3, at the tourist attraction slaves. 34 people attended the event.

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

Some of the activities included sending information and reminders initiative committees, associations, etc. through INGUAT databases, and Counterpart ANACAFE, media interviews and sending reminders from the database created from people attending the geoforos. At the close of nominations stage there were more than 880 nominations, which were entered into the digital database.

### **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 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. The processed information was sent to the Center for Sustainable Destinations, National Geographic.



#### 4.1 Consulting Practicum - George Washington Universities and Guatemala Valley Lake Atitlán:

This activity was conducted under the CPI provides technical support to the Tourism Commission CODEDE Sololá to implement the Strategic Plan for Tourism Promotion Atitlan, having as support activities voluntourism (volunteer tourism) supported by the Organization World Tourism supporting Guatemala Geotourism principles and exploration initiatives to convert Guatemala into a destination pilot new methodologies of the Center for Excellence in Destinations of the World Tourism Organization. This practical program of international consulting (consulting practicum) was conducted over three months during which the team was formed George Washington University (14 students of the Masters in Sustainable Tourism Management, International Development and International Relations) led by Dr . Donald Hawkins and the doctoral candidate Milena Nikolova and equipment of the Universidad del Valle de Guatemala (9 students of the Bachelor of Ecotourism) starting the 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 fieldwork in 12 days. During this period he had meetings with relevant actors and institutions at regional, local and national and we worked on the proposals.

The main topics covered in the consultation were:

- Positioning strategy and actions to improve the image as a destination Atitlan competitive tourism.
- Marketing plan for Atitlán sustainable tourist destination, focusing on the market prioritizing national and international markets.
- 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.
- Analysis of the potential to develop community-based tourism in the Lake Atitlan.

Presentations of results were performed in Panajachel on June 25 and in Guatemala City in Building INGUAT, June 26. Representatives from INGUAT, the Tourism Commission CODEDE Solola Atitlan tourism private sector, media, government representatives and international cooperation.



*This activity was conducted under the CPI Event technical support for presentation of results in Panajachel Consulting Practice.*



*Presentation of results INGUAT Consulting Practice, Guatemala City.*

Upon completion of the consulting phase began tracking. He visited San Lucas Toliman after convening a meeting on July 28 with key tourism stakeholders in the area. The aim of the meeting was to allow participants a space to meet and to discuss possibilities of working together. According to the results of the practicum, Luke has the potential to develop into a major tourist destination in Atitlán, however, efforts in this area have been developed independently and the impact is not quite significant. At the end of the space, the association with the Association Ijatz live better, agreed to be present within the Self-Management Committee meetings Tourism and Patulul San Lucas Toliman. It also recognized the importance of working in unity so that all participants agreed to make visits to each of the tourism initiatives and support within promotion and strengthening of all the destinations / services, regardless whether they are private or community. CPI will follow up on this topic in the coming quarters.



*Meeting in San Lucas Toliman*

#### **4.2 COTURAP**

CPI has partnered with the Committee on Tourism in Protected Areas (COTURAP) to support improvement activities in promotion and tourism operation for a pilot group of 20 protected areas identified as priorities for tourism. The COTURAP consists CONAP, INGUAT, CECON, MICUDE, OCRET, INAB and other government entities involved in the management of protected areas.



The Memorandum of Understanding was signed on January 11, 2008 and immediately began work to identify opportunities and to start finding the material of some protected areas, among which we can mention the Mario Dary Biotope Quetzal, biotopes of Petén and some private reserves.

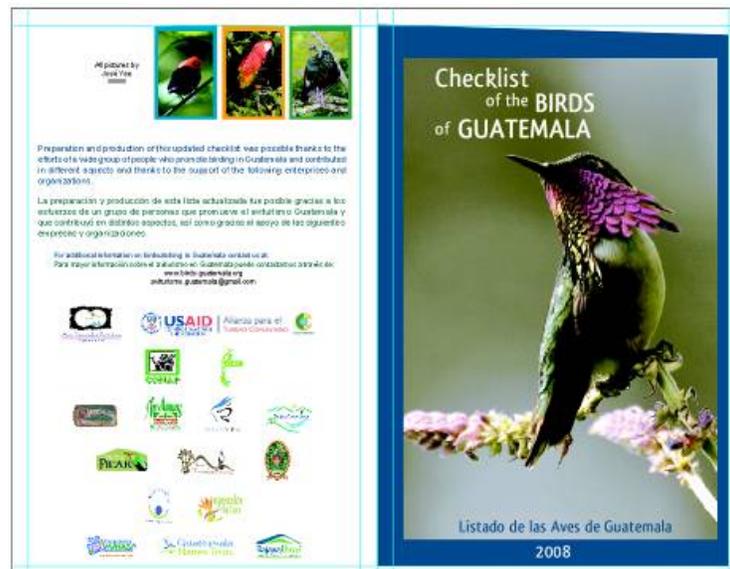
**Support in the organization of the 4th. Sustainable Tourism Conference**

CPI supported the Mesoamerican Ecotourism Alliance (SMA), the Asociación Ak 'Tenamit and INGUAT in organizing the 4th Conference on Sustainable Tourism, held in Antigua, Guatemala, from 3 to 5 December 2007. CPI provided technical support for the design of promotional materials in the conference and post organizing tours to destinations supported by Alliance for Community Tourism. CPI's support was focused on maximizing the event as an opportunity to promote the image of Guatemala as a sustainable tourism destination internationally. The conference will present experiences, and research projects related to sustainable tourism. CPI presented the work at the project Partnership for Community Tourism in this conference and facilitated contact with beneficiaries, destinations and international tour operators who attended the event.

**Checklist of Birds of Guatemala 2008**

On the occasion of the IV International Birdwatching, CPI supported the Bureau of Birdwatching in the development of an updated version of Checklist of Birds of Guatemala. CPI provided technical advice to achieve good design, technically correct and attractive. The play was co-funded by several birding destinations, the Bureau of Birding and tour operators specializing in this segment. The initial print run was 2,000 copies were distributed at the meeting and in other specialized activities.

Due to the success of the first edition and it sold out, CPI led the process and took care of the technical work of designing the second edition of the Checklist of the Birds of Guatemala, after gathering feedback on areas for improvement that were identified in the first edition. Because of the usefulness and quality of the tool, TNC, CONAP, FCG and National Birding Mesa took care of getting funding for this second edition. The final version was reviewed by the Bureau of Birding, CONAP and FCG and proceeded to print more than 1,000 copies. Some of the improvements include: best paper on the cover and sheets for longer life and better definition pictures, proofreading and updating species lists. Currently the Bureau of Birding, working on the design of a distribution strategy checklist.



Front and back: Checklist of Birds of Guatemala.



## **Support IV International Birdwatching in Guatemala**

CPI gave its support to the National Bureau for organizing Birding IV International Birdwatching in Guatemala. CPI provided financial and logistical support for the organization Preparation Workshop IV International Birdwatching in Guatemala, carried out at the premises of INGUAT Feb. 9 and which provided an update on research and trends of birdwatching in Guatemala and gave space to local tour operators, communities and MSMEs prepare their strategies and packages that would be presented at the IV International development.

CPI also provided technical and financial support for the organization and conduct of the IV International Meeting held in Petén from 3 to 8 March. The event was attended by operators, equipment suppliers and agents specializing in the U.S. and elsewhere, as well as representatives of destinations and suppliers of Guatemala. The event served as an important way to promote the supply of Guatemala for the birding market and for contacting suppliers of Guatemala with representatives of the major target markets.

### **4.3 EMPRETEC**

Through the sub grant agreement with FUNDESA workshops were implemented to encourage EMPRETEC entrepreneurship and identifying new business opportunities. The workshops were developed during the first quarter in Antigua, Petén, Solola, Quetzaltenango, Retalhuleu and Coban. A total of 44 people, resulting in the development of 44 business profiles, of which 25 were selected for monitoring by the Centers of Tourism (CETs) for possible future implementation.

### **Development of community tourism brochure together with FENATUCGUA**

As part of the support the Alliance for Community Tourism provides the National Federation of Community Tourism in Guatemala (FENATUCGUA), designed and developed a multi-destination leaf penta federation members, with the aim of publicizing community tourism initiatives that are ready to sell their products.

CPI technical work performed adequacy of information, research and selection of photographs and design while FENATUCGUA covered the costs of reproduction of the material. CPI also contributed material distribution in strategic places such as tourist information offices and alliance partners, among others. Among the destinations included in this item are: Ak Tenamit (Izabal), Sepalau (Alta Verapaz), Cancuén (Petén), Chilascó (Baja Verapaz), Heart of the Forest (Sololá) and San Juan Comalapa (Chimaltenango).

### **Guide Amiga cuponeros and exhibitors**

As part of the agreement to grant sub FUNDESA Friendly Guide was developed to promote the 300 member companies of the Centers of Tourism (CETs). The guide includes an overview of each of the regions CETs program, data from each company and a list of emergency phone numbers. We performed a circulation of 7,000 copies of the guide, which have been distributed in the country's main tourist attractions.

Complementing developed a package of discount coupons to promote businesses and to monitor the impact of the distribution of these materials. Cuponeros 15.000 were printed, offering discounts on 42 companies (most of Antigua Guatemala and Verapaces) who bought their pattern and attractive discounts offered.

To streamline the distribution of Friendly Guide as of 25 exhibitors were designed cuponeros' take one". Were developed by the company of Chimaltenango Sacalá certified wood and design joined Jocotán backpack.



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During the months of preparation and distribution of the guide and cuponeros was implemented impact monitoring cuponero containing a certain business deals CETs members.



Guide Amiga and exhibitors in a tourism business of Baja Verapaz, developed within the sub grant agreement executed by FUNDESA.



Samples of the content of the Guide Amiga and coupons.



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<b>Parrillada EL CHE</b> Al presentar este cupón disfrutará de un delicioso asado de carne de res en un ambiente agradable. Calle 15-24 zona 1 Peten Tel: 7752-1111 www.elche.com.gt	<b>TAFETARQUEOLOGICO YAX-HA</b> Hospedarse con nosotros y por presentar este cupón disfrutará de una cena de 10 platos y un espectáculo de danza maya. (disponibles para más personas) Av. 12 de septiembre Peten Tel: 7752-1111 www.yaxha.com	<b>HOTEL CLASICO PETEN</b> Hospedarse con nosotros y por presentar este cupón disfrutará de una cena de 10 platos y un espectáculo de danza maya. (disponibles para más personas) Calle 15-24 zona 1 Peten Tel: 7752-1111 www.hotelclasico.com	<b>MAVALAND HOTEL</b> Al presentar este cupón automáticamente se le hará un descuento especial en las tarifas de habitaciones. Calle 15-24 zona 1 Peten Tel: 7752-1111 www.mavaland.com	<b>Al presentar este cupón disfrutará de un delicioso desayuno continental.</b> Calle 15-24 zona 1 Peten Tel: 7752-1111 www.mavaland.com	<b>Hospedarse con nosotros y por presentar este cupón disfrutará de un delicioso desayuno continental.</b> Calle 15-24 zona 1 Peten Tel: 7752-1111 www.mavaland.com
<b>Disfruta de un delicioso desayuno continental.</b> Calle 15 de Septiembre Peten, Peten Tel: 7752-1111	<b>HOTEL Y RESTAURANTE MON AMI</b> Hospedarse con nosotros y por presentar este cupón disfrutará de un delicioso desayuno continental y un espectáculo de danza maya. El Remate, Flores, Peten Tel: 7752-1111 www.monami.com	<b>35% de descuento por noche.</b> Hospedarse en el Apartamento Don Muisés. P.O. Box 30000 Santa Elena Peten Tel: 7752-6095 / 7752-3733 www.donmises.com	<b>CHATEAU La Disco de Peten!</b> 10% de descuento en TODAS LAS BEBIDAS. Sin reservas e instalaciones para una capacidad de 50 personas. Tel: 7752-1111	<b>70% de descuento en TODAS LAS BEBIDAS.</b> Sin reservas e instalaciones para una capacidad de 50 personas. Tel: 7752-1111	<b>GRATIS visita y vuelta para 1 persona.</b> AGUAS CALIENTES FUENTES GEOTERMICAS (transporte no incluye extras). Calle 15-24 zona 1 Peten Tel: 7752-1111
<b>Un cóctel de bienvenida al presentar este cupón y 2x1 en bebidas.</b> Calle 15-24 zona 1 Peten Tel: 7752-1111 www.blackcat.com	<b>El Restaurante San Juan de los Rios.</b> Each pair of diners which register for 2 weeks period will have 10% discount in the second week, plus any of them will pay registration fee of \$14.99. Calle 15-24 zona 1 Peten Tel: 7752-1111 www.sanjuan.com	<b>Al consumir 2 desayunos el forastero OKA!</b> Calle 15-24 zona 1 Peten Tel: 7752-1111 www.oka.com	<b>La Cafetería</b> El mejor café del mundo. Calle 15-24 zona 1 Peten Tel: 7752-1111	<b>Habitación triple por el precio de doble.</b> Calle 15-24 zona 1 Peten Tel: 7752-1111	<b>Presente este cupón y por la compra de una bebida sencilla se donará una bebida doble.</b> Calle 15-24 zona 1 Peten Tel: 7752-1111
<b>Donde consentimos sus bodas!</b> Al presentar este cupón le daremos un pancho & un refresco de crema. Calle 15-24 zona 1 Peten Tel: 7752-1111	<b>GUATEMALA EN VIVO.COM</b>				<b>Proporciones válidas hasta el 31 de marzo de 2008.</b> Adición restrictiva en cada establecimiento.

# Hotel Jaguar Inn






¿Le gustaría estar rodeado por la selva, ver y escuchar exóticas aves y otros animales en su entorno natural, además de conocer una de las ciudades Mayas mas grandes de la historia? Entonces este es el lugar ideal.

El Hotel Jaguar Inn, le ofrece deliciosa comida nacional e internacional, cómodas habitaciones cerca del Parque Nacional Tikal y el servicio mas amigable del lugar.

Sabemos que usted se asombrará con la majestuosidad de esta Ciudad Maya así que no espere mas y venga a compartir con nosotros la calidez del servicio guatemalteco en Hotel Jaguar Inn Hotel.

Nos encontramos a solo 10 minutos a pie de la zona arqueológica, a la cual solamente puede accederse a pie para la mayoría del público. Para personas discapacitadas o de edad avanzada, existe servicio de movilización hasta el interior del parque.

**Nuestros servicios**

Contamos con 13 habitaciones en bungalows con baño privado, agua caliente, ventilador y porch con hamaca. El restaurante ofrece un amplio menú de comida nacional y extranjera. Jaguar Inn le ofrece transporte a Flores, la frontera de Belice, Belice city, Chetumal, Uaxactún y Yaxha. También podrá optar por un tour a Tikal - amanecer, pajarero, privado - canopy tour y servicio de internet inalámbrico.

**CONTACTENOS**  
Parque Nacional Tikal  
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solis@quetzal.net  
contact@jaguartikal.com  
www.jaguartikal.com

Formas de Pago: Efectivo, Tarjeta de Crédito, Travel Check





## el OK!

- Soy viajero desde hace tiempos ya sabía del Hotel y algunas veces me hospedo acá, es un hotel muy bonito, cómodo y fresco, gracias y Dios les bendiga.
- Excelente atención y buen servicio.
- Me he quedado aquí y en el de Santa Elena también, nos gustó mucho y vamos a recomendar a nuestros amigos que cuando vengán se hospeden aquí.

Example unifoliar tourism enterprises.



## 5. Development and marketing of handicrafts

In order to increase sales of Guatemalan handicrafts in local, regional and export, Counterpart continued to work with the commission AGEXPORT Craft in the development and marketing of handicrafts. During the first phase of fiscal 2008 we worked on the design and development of seven collections craft with 7 local producer associations, these products were sold in various trade promotion activities to local and international buyers and visitors in the room sales of Sailfish Marina

### 5.1 Artisan Collection Development

The commission worked on designing crafts seven collections artisanal producer associations locally, a team of designers and technical assistants worked in design and coordinated directly with artisan groups seven previously selected for the design of new lines products. Below are the groups that received technical assistance in fiscal year 2008.

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

### 5.2 Promoting local, regional and international

This year we implemented several promotional activities at the national, regional and international levels, promoting the participation of the above groups at craft fairs, making contacts with potential buyers at regional and international levels and the sales generated by the crafts shop Navy sailfish. These events also were used to promote the supply of other craft groups in the country as part of the Commission AGEXPORT Craft.

During April and May for the fifth consecutive participated in traditional festival "From Your Hands to Your Home" presented at the six stores Hiper Paiz of Guatemala, a store in El Salvador, Honduras and Costa Rica corporation Wal-Mart Central America. Prior to the completion of this event was made a show room with the aim of bidding developed, generating sales of U.S. \$ 263,950.66



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In September this year, five of the associations that received technical assistance for the development of collections craft craft participated in the festival "Guatemala Our" held in major stores Stores chain CEMACO. The festival appreciated the products developed by the companies De Colores, Innova, Home of the Giants and associations Lema and Aj Quen, this event generated orders totaling U.S. \$ 183,336.83. The abovementioned companies conducted various promotional activities that generated additional revenue of U.S. \$ 5,000.00

Counterpart funded the participation of two representatives of associations Lema and Aj Quen respectively to travel trade mission, organized by the Commission of Handicrafts to Mexico, visiting the "17th exhibition Haberdashery and Crafts" for new trends and market demands Mexican and networking potential. During this trip also concrete participation of both companies in a festival that is held in conjunction with the chain of the Fiesta Shopping Plaza in Cancun next year.

In the last quarter the commission participated in three international fairs where products were launched during the first phase development of the FY 08 generating beneficial results for each of the participating companies. At the Fair "New York International Gift Fair" held in August placed two orders with a value of U.S. \$ 5,000.00, at the Fair Expo Gift Headquarters come Salpró were generated U.S. \$ 17,000, the Association of Artisans Aj Quen participated in the Craft Fair of Bologna Itaila, achieving importers to interest which generated test orders with a total value of U.S. \$ 5,000.00

During FY 08 were contacted 97 companies with the aim of establishing potential contacts that generate sales in the coming quarters. It also received 16 international buyers placed orders for U.S. \$ 69,500.00. Also, the store at Sailfish Marina Puerto del Puerto de San Jose, reported monthly sales for about \$ 2,500.00, is expected to increase from the same month of October next fiscal year and that is when you start the new cruise season.

CPI, in coordination with the Commission AGEXPORT Craft, supported a craft fair on the campus of the Universidad del Valle de Guatemala, Highlands campus. The show was the result of a competition between 20 different entrepreneurs artisan producers from different regions of the country. In the show, each producer along with a designer had the opportunity to showcase their collections. The products were developed jointly creative craftsman and allowed obtaining high quality finished products.

This contest will open the doors for the winners who have had the opportunity to present and sell their collections at events like the following:

- ▣ Display during Guatemala Our Festival to be held during the month of September 2008 in stores CEMACO.
- ▣ Display during ExpoADIG
- ▣ Exhibition during the 1st Central American Crafts Fair "New World Craft" to be held on 22 and 23 October 2008 at the Grand Tikal Futura Expocenter Hotel.

He started the organization and logistics of the New World Crafts (1st Central American Crafts Fair), to be held in October, in which 70 participating companies offering their products to importers from Europe, Australia, United States, Colombia, Mexico and Central America. The event involved the organizations supported by the Alliance, hoping to enter new markets.

In total, the promotion and marketing activities for the handicraft sector during this fiscal year generated a total of \$ 780,492.40 in sales.



**Examples of some product Handcrafted Developed:**

**Lema Association:**



*Line Personal and kitchen accessories*



**Association Aj Quen:**

*Stationery Line*





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*Stationery Line*



*Cushion Covers*

**AMFAGUA Group:**



*Line accessories, key chains and pendants phones.*



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**Wood Art Group:**



*Wood accessories line.*

## Annex 1: DETAILED INDICATORS FOR FISCAL YEAR 2008

## COMMUNITY TOURISM ALLIANCE - USAID / COUNTERPART

FISCAL YEAR: 2008

QUARTERS: 1st to 4th

REVENUE	AF 2008				TOTAL FY 08
	1st Q.	2nd Q.	3rd Q.	4th Q.	
From Tourism	8130.84	32,620.33	516,608.70	1,466,624.17	2,023,984.04
From Handicrafts	0	293,450.66	214,000.00	273,041.74	780,492.40
<b>Total</b>	<b>8130.84</b>	<b>326,070.99</b>	<b>730,608.70</b>	<b>1,739,665.91</b>	<b>2,804,476.44</b>

EMPLOYMENT	AF 2008				TOTAL FY 08
	1st Q.	2nd Q.	3rd Q.	4th Q.	
Men	0	26	142	74	242
Women	0	3	273	49	325
Indigenous	0	9	366	23	398
Non Indigenous	0	0	49	100	149
<b>Total</b>	<b>0</b>	<b>29</b>	<b>415</b>	<b>123</b>	<b>567</b>

NATIONAL TOURISTS	AF 2008				TOTAL FY 08
	1st Q.	2nd Q.	3rd Q.	4th Q.	
National Tourists	1,538	8,365	5,808	8,137.00	23,848

INTERNATIONAL TOURISTS	AF 2008				TOTAL FY 08
	1st Q.	2nd Q.	3rd Q.	4th Q.	
International Tourists	90	311	14,934	12,477.00	27,812
Tourists without a particular identity	0	356	-	-	356
<b>Total</b>	<b>90</b>	<b>667</b>	<b>14,934</b>	<b>12,477.00</b>	<b>28,168</b>

MSMES'S CREATED	AF 2008				TOTAL FY 08
	1st Q.	2nd Q.	3rd Q.	4th Q.	
MSMES's Created	0	0	1	0	1

ORGANIZATIONS STRENGTHENED	Communities	MSME's	MUNICIPALITIES
Verapaces	28	2	1
Petén	7	35	0
Altiplano	22	37	0
Costa Sur - Quetzaltenango	1	8	0
Izabal	3	0	0
Otros (miembros de CETs y certificación)	1	264	0
Acceso al crédito (nivel nacional)	0	61	0
<b>SUB TOTAL</b>	<b>62</b>	<b>407</b>	<b>1</b>
<b>TOTAL</b>	<b>470</b>		

LEVERAGING FUNDS	amount (US \$)
Partners	
FUNDESA- mercadeo mipymes turísticas	54,035.14
Beneficiarios Quetzaltenango	616.66
INGUAT - desarrollo de productos, mercadeo y promoción	88,251.38
ANACAFE Geotourism Map Guide	20,000.00
National Geographic Geotourism Map Guide	111,313.00
CEPF - Políticas Turísticas	59,587.00
SNV - Adaptación de guía buenas prácticas turismo sostenible	9,971.20
Rainforest Alliance - Buenas prácticas turismo sostenible	414,000.00
ACOFOP - transporte reuniones comisión turismo	369.00
FARES - Capacitación arqueología guías Carmelita	293.33
INTECAP - Carrera guía comunitario Carmelita y Yaxha	4,566.67
ACOFOP - RA - NPV Evento Cambio Climático Petén	1,304.27
Beneficiarios Verapaces	28,390.67
Beneficiarios Altiplano	238.67
Beneficiarios Petén	388.00
Fundación Solar	486.66
Asociación Ak Tenamit	5,000.00
APROBA SANK	9,628.31
Alianza Mesoamericana de Ecoturismo	3,454.55
Mankatitlán	3,503.79
FENATUCGUA	620.13
Revista Ya	1,493.51
Geoforos y cobertura de medios geoturismo	80,457.54
Mesa de Aviturismo	938.31
Mercadeo y desarrollo de producto beneficiarios	36,991.52
Proyecto Pavo - IEWMS	13,671.18
ADETES - Cahabón	745.07
Asociación Lema - Artesanías	1,201.67
Aj Quen - Artesanías	6,192.30
AGEXPORT - Comisión de Artesanías	13,593.58
Cooperativa Chirripec - desarrollo de producto y mercadeo	142.67
Villa Ecológica Río Sachicha - desarrollo de producto y mercadeo	536.00
Cooperativa Chicoj - desarrollo de producto y mercadeo	1,610.00
Hotel y Restaurante el Peregrino mercadeo	386.93
Asociación Balam - fortalecimiento capacidades en RBM	5,560.54
George Washington University - Consulting Practicum	184,517.86
Universidad del Valle de Guatemala - Consulting practicum	6,276.88
<b>TOTAL L 2008</b>	<b>1,170,333.99</b>