

Quarterly Report

Quarter 2, Fiscal Year 2007

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USAID – Counterpart International



Community Tourism Alliance



Examples of handcraft collections, developed in areas affected by Hurrican Stan, Solola with support from AGEXPORT





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I. Executive Summary

During the first quarter of the project, subagreements for project activity implementation with alliance partners were signed.

In Verapaces, activities centered around supporting communities around the Puerta al Mundo Maya in preparation of Holy Week 2007, which is the main tourist season in the region. Commissions were organized, re-training on regulations were given, and other initiatives were implemented. Three training workshops for first aid and tourist management were given. In Peten, in coordination with INTECAP, Epigraphic and Caving Training workshops were held in Uaxactun and Paso Caballos. As well, following up with the agreements in Mesa Multisectorial Mirador Rio Azul, Counterpart has supported the drafting of regulations Carmelita. Building off our experience in this, regulation facilitation for tourist activities in Paso Caballos was held. Community strengthening for the project for sustainable turkeys also began in Carmelita and Uaxactun. In April 2007, professional hunters will visit the area to hunt adult male turkeys under strict biological monitoring. It's estimated that this activity will generate \$40,000. Evaluations for expanding this activity to the AFISAP concession were also initiated. In the Altiplano area, the process of backing the new Tourism Subcommittee CODEDE in Solola began and support was provided to the CAT in Panajachel.

In January in Izabal, the Association Ak' Tenamit's Experts in Sustainable Tourism class cycle, a new educational program that prepares local community youth in tourism. Thanks to the support of Counterpart, 5 students from partner communities of the National Federation of Community Tourism have been incorporated into the classes and 35 local students have been provided support to participate in the program.

With assistance from FUNDESA and its network of Tourism Business Centers (CETs), various tourism sector MSMES in Costa Sur and the Altiplano have been strengthened. This strengthening runs in tandem with the technical assistance that has benefitted various businesses in the sector. The themes touched upon were imaging, marketing and financial administration, with a total of 33 technical assistance interventions being implemented, strengthening 30 different businesses.

In the certification component, the adaptation for the Sustainable Tourism Best Practices Guide is moving along. A revision committee has been established, made up of representatives from FUNDESA, Rainforest Alliance, INGUAT, and Counterpart. During this quarter, 4 modules from the guide were adopted after being revised by RA in Costa Rica. In the Promotion and Marketing component of the program, the inclusion of community tourism in promotional articles to local media was supported. As well, advances were made in the Geotourism for Guatemala initiative, with April 24 scheduled for the signing of an agreement between the Government of Guatemala and National Geographic.

With the support of the Solar Foundation, 24 training workshops focused on economic stimulation in the Cuenca Sur del Lago de Atitlan were developed, focused on San Juan la Laguna, San Marcos la Laguna and San Pablo la Laguna communities.

The main activities in the Development and Marketing of Handicrafts component were focused on improving the developed handicraft collection and in the presentation of these collections in the Gifts Fair in New York, which was held in January 2007. As well, commercialization interventions at the national and regional level with Wal-Mart Central America were promoted, and international buyer visits and direct sales to tourists from the established shop in Marina Pez Vela, totaling \$304,199.91 USD in sales for this quarter, were strengthened. \$48,905.25 in investments in community beneficiaries for the project were reported. As well, the Alliance's activities strengthened 57

organizations, including local tourism organizations, handicraft producer groups and MSMEs. 734 national tourists and 530 international tourists visited the project's beneficiary tourism communities.

II. Introduction

The Community Tourism Alliance (the Alliance) is a public consortium privately formed by leader organizations in tourism development, whose objectives are: a) supporting and creating new community tourism enterprises and small and medium tourism enterprises in rural areas of Guatemala, b) improving access to markets, design of products and financial services for small and medium tourism enterprises, c) improving local community capacity to co-administer and conserve cultural resources through tourism, and d) improving local community support and participating in biological diversity conservation in project regions.

The Alliance actively coordinates its activities with the Government of Guatemala, through INGUAT, CONAP, MICUDE-IDAHE and PRONACOM. As well, the Alliance develops interventions directed at micro, small, and medium tourism and handicraft enterprises in the following regions: Peten, Izabal, Verapaces, Costa Sur, Altiplano Central and Altiplano Occidental, with a special emphasis on areas affected by Hurricane Stan.

During the second quarter of the 2007 Fiscal Year (January – March 2007), sub agreements with the Alliance's partners were signed. Capacity strengthening activities continued for community organizations and CATs in Verapaces, Peten, and Solola, where support for the Sub-commission of Tourism of the Developmental Advising Department. Counterpart supported FENATUCGUA in holding the Annual General Assembly, which took place in Corazon del Bosque, La Guadalupeana Cooperative, in Solola, with representatives from community organizations from around the country.

The community strengthening in Sustainable Tourism Best-Practices and Alliance destination marketing continue; the adaptation of the Best-Practices Guide for rural communities continues. As well, there have been advances in the Geotourism in Guatemala Initiative regarding planning and coordination with national partners (INGUAT and Anacafe) and National Geographic.

The interventions around handicraft development and marketing have shown positive results during this quarter; the highlight of the quarter was the presentation of the handicraft collections developed by the communities affected by Hurricane Stan at the Gift Fair in New York, which was coordinated by Wal-Mart for commercialization at the regional and national levels.

With support from the Solar Foundation, economic recovery activities in Cuenca Sur del Lago Atitlan, San Juan la Laguna, San Pablo la Laguna and San Marcos la Laguna began.

The following activities, separated by component, are the activities implemented during this quarter: 1) Capacity strengthening for local, regional, and national tourism organizations, 2) Access to credit and financial services, 3) Certification, 4) Promotion and marketing, 5) Marketing and Development of Handicrafts in areas affected by Hurricane Stan, 6) Other activities for Post-Stan recovery.

1. Capacity Strengthening for Local, Regional, and National Tourism Organizations

1.1 Tourist Services Training:

As part of this sub component, 3 training workshops around first aid and tourist guiding were developed, benefitting 4 community organizations. As well, diagnostics of 4 FENATUCGUA partner communities in the Verapaces region were completed. Counterpart will begin activities in these regions, including training needs for tourism services.

Petén:

In coordination with INTECAP, Mayan Epigraphy and Caving workshops were held in Paso Caballos and Uaxactun. Among these communities, a total of 3 tourism groups were strengthened (2 in Paso Caballos and 1 in Uaxactun).

Verapaces:

As part of the strengthening tourism services activities in communities that form the Association AMERICA (Maya Association of Integral Rural Education of Cancun), Counterpart coordinated a first aid training workshop with Red Cross of Coban, Alta Verapaz. 7 women from El Zapote, Santa Isabel, and La Union who are involved in community health commissions participated in this workshop.

In order to identify priority actions to be implemented, diagnostics in 4 partner communities of the National Federation of Community Tourism in Alta Verapaz. The diagnostics were implemented in the following communities: Roc ha Pomtila' (Asociación para el Desarrollo Integral de Roc ha Postila □ ASODIRP-), Cobán, Alta Verapaz, Aquil Grande (Cooperativa Agrícola y su respectiva Comisión de Turismo) y Pamuc (Asociación de Desarrollo de Etnoturismo y Conservación de Medio Ambiente de Pamuc □ ADECMAP-), San Cristóbal Verapaz, Alta Verapaz and the Chicacnab community in San Juan Chamelco, Alta Verapaz. Beginning in the quarter 3 of FY2007, training programs based on these diagnostics will be implemented.

Altiplano:

In support of the Committee of Tourism Self-management in Panajachel, Solola (also known as the Association of Tourism in Lago de Atitlan (ATLA), Counterpart has identified training necessities around tourism services, in conjunction ATLA members. The following needs stood out: beverage and food handling, client service and service quality (especially for boat drivers and hotel and hospitality workers), as well as other items with the internal organization and administration of ATLA. Up until now and due to the fact that the current directive is about to change, only the identification phase of these necessities has been completed, as human and economic efforts are more concentrated in the project infrastructure that is developing on the Panajachel public beach. During the next quarter, the hope is to have completed the training of at least one of the identified groups.

In San Juan la Laguna, together with the Solar Foundation, some training necessities have been identified, specifically for the Rupalaj K'istalin Association of Tourism Guides and the Kaqchikeles Association of Mayan Youth. Among the main needs, the following stand out: Rescue and first aid trainings, environmental interpretation, business plan and project profile drafting, computer skills, webpage editing software use, editing of visual materials, design programs and development of concise tourism packets, regional guiding courses, and client services trainings. These trainings are already accounted for in the 2007 Workplan of each of the associations and the implementation of some will begin in the next quarter, as Counterpart will be coordinating.

1.2 Administrative Capacity Strengthening:

Petén:

In Peten, in coordination with ACOFOP and the Balam Association, planning for the Ak' Tenamit Experts in Sustainable Tourism community education program to be replicated in Peten continue; this will benefit mainly the communities that depend on foresting in the Zona de Usos Múltiples in the Maya Biosphere Reserve. A potential location for the school infrastructure was identified on the new land acquired by ACOFOP, en route to San Andres. The approved funds for INGUAT for starting the school come from a loan from the IDB, which is pending approval by the Congress of Guatemala. However, together with the Ak' Tenamit Association, other financing alternatives are being vetted.

Counterpart, with the Balam Association, ACOFOP, CONAP, IDAEH, and SCEP, facilitated improvements to the organizational structure of the Carmelita community, following the established agreements in the Mesa-Multisectorial Mirador Rio Azul. As one of the first steps, in the Mesa-Multisectorial meetings, the community's organizational structure was discussed. The function of the Cooperative, COCODE and the Tourism Commission were also established. This organizational framework was presented to the community and approved by the community assembly. As a second step, definition of roles, responsibilities and coordination mechanisms among the Cooperative and COCODE were defined and approved by the communities. This coordination framework between the Cooperative and COCODE has set the stage for the creation of specific by-laws for the Tourism Commission (which depends on both organizations). The objective of these by-laws is to organize tourist activity in the area.

In coordination with the Balam Association and WCS, by-laws for providing tourism services are being updated for the tourism committees in the community. The presentation to the community of these by-laws is currently taking place.

FORESCOM, with the support of INTECAP, is giving courses on technical community administration. Counterpart has supported the coordination so that

representatives from Carmelita, AFISAP, Custosel and Arbol Verde participate in these courses.

Verapaces:

In Verapaces, worked was centered on supporting community organizations that support community ecotourism in Puerta al Mundo Maya. This is in preparation for the Holy Week season, which is the peak tourist season in Guatemala. In each of the communities, the creation of commission-based organizations to provide various services, such as guides, food, shops, hotels, valet parking, boat services, among others, was supported. As well, a security commission was created in each of the destination and, at the same time, coordination mechanisms with ASISTUR, the national police, the Center of Health and the municipality, were defined. Periodic workplan meetings were organized with respective commissions. Logistical, organizational and administrative were improved through these meetings.

Altiplano:

On Tuesday, March 6, Counterpart facilitated an informative motivational workshop in the Altiplano for the members of the Rupalaj Kistalin Tourist Guide Association in San Juan la Laguna. The purpose of this workshop was to share experiences and lessons learned in developing the Puerta al Mundo Maya and to show that, although there were challenges, the data indicates that this intervention is very profitable for Puerta al Mundo Maya communities.

Counterpart worked with and supported the National Federation of Community Tourism for Guatemala (FENTACGUA) from March 13 to 15, during the General Assembly's annual meeting in Corazon del Bosque, Solola. During this meeting, 28 community tourism organizations that form the Federation participated. Among the meeting's agenda points were: the presentation of a financial report, discussion around the main challenges from 2006, the approval of 2 new community tourism organizations in the Federation (one from Zona Reina en Quiche and the other in Tucuru, Alta Verapaz), and the definition of priority activities for 2007. The main 2007 activities center on marketing and training in tourism services. CECI has begun to support FENATUCGA and will continue to coordinate efforts with Counterpart. A list of participants and photos from the Assembly meeting can be found in Annex 2.

As part of Counterpart's support to the CTAs, we worked with Panajachel (ATLA) on some administration issues. The strategic planning process for the committee began, building off the important achievement of having the community recognize the importance of having a strategic plan. As well, the planning process around defining a mission, a vision, and objectives began. The creation of an institutional image for ATLA began. This image will consist in a presentation containing elements from the strategic planning as well as an overview of results, projects that are currently underway, and others that are planned.

Counterpart has also become an advising body for the recently created Subcommittee on Tourism in Solola, which is a dependent of CODEDE. The Subcommittee's basic function is to promote and coordinate department-wide tourist management. Counterpart was approached for support, given our experience in information management and, as a first step, a webpage has been posted to be used to best share information and promote transparency in the organization. As well, Counterpart has advised the commission on the structuring of two profile projects that will be presented before the CODEDE assembly for financing. It is important to point out that such projects form part of the Strategic Plan for Amplifying Tourism in the Lago de Atitlan. These projects are high priority and should be implemented in the short run.

Regarding the plan, Counterpart participated during this quarter in two workshops, validating the strategic action plan. As well, the creation of the Subcommittee's 2007 Action Plan and 2008 Annual Operating Plan were supported. Both plans will be finalized next quarter.

1.3 Technical Assistance for Imaging, Marketing and Financial Administration:

For the current quarter, with support from FUNDESA and its network of Tourism Business Centers (TBCs), various MIPYMES from the tourism sector in Costa Sur and Altiplano have been strengthened. This strengthening corresponds to the beginning of technical assistance that has benefitted distinct businesses in the sector. The themes covered were around image, marketing, financial administration, implementation of 33 technical assistance programs which strengthened 30 enterprises.

9 technical assistance interventions for imaging for MSMEs in Retalhueu were developed. These technical interventions consisted of visits from an architect who performed a general FODA analysis on the business and evaluated improvements that should be implemented. The beneficiaries received a series of recommendations in order to improve their business's image. The assistance intervention programming takes place based on the interest in diagnostics carried out in each region demonstrated by the TBCs' business people. Previously the departmental TBC personnel were in charge of promoting technical assistance. Thanks to the development of these activities, 9 businesses in Retalhuleu are now implementing improvements in their tourism business. In Annex 3, there is a list of enterprises that benefited from imaging technical assistance.

In Panajachel, Solola, 10 marketing interventions and 14 financial administration interventions began implementation. This resulted in a total of 24 technical interventions provided to 21 enterprises. The list of enterprises that benefitted from these interventions can be found in Annex 3.

1.4 Management of Natural and Cultural Patrimony in Host Communities:

Verapaces:

In the Candelaria Camposanto and Mucbilha I communities, which are within the Caves of Candelaria National Park, Counterpart supported community associations in charge of improving the Park's paths to caves suitable for tourists. This support was based on the proposed recommendations that James Goodbar of the U.S. Department of Interior gave during his trip in June 2006. The measures implemented will improve the protection of the caves as well as the tourists excursions through them.

As part of the support Counterpart is providing to the communities of Puerta al Mundo Maya in preparing for Holy Week 2007 – the main tourist season in the region – practice runs with the guide groups in each of the tourist destinations were held. These strengthened the guiding and management skills of the groups with special emphasis on minimizing impacts of visitors. As well, internal rules for community associations were strengthened, including conduct and considerations for protecting cultural and natural patrimony.

Petén:

The communities of Paso Caballos and Carmelita have advanced significantly in implementing internal tourism-services regulations, especially for groups that manage tourists. These regulations are being facilitated in coordination with the Balam Association, WCS, and ACOFOP. They include operation points for tourism services as well as directives for protecting cultural and natural patrimony.

Altiplano:

During this quarter, Counterpart completed a preliminary diagnostic on the need for cultural and natural patrimony management workshops around the Altiplano. Initially, it's clear the need is great, especially in communities surrounding Lake Atitlan. There, San Juan and San Marcos la Laguna have been prioritized and Counterpart and the Solar Foundation are coordinating efforts to work with them. Thus, a workshop in these areas is planned for next quarter (April – June 2007). As well, the Kaqchikeles Maya Youth Association is working locally on environmental education and they could become strengthened as trainers and educators of natural and cultural patrimony management. Additionally, because of some environmental issues in Pananjachel, planning is underway to work with the CTA and various members (boaters, hotels and restaurants), especially around getting the word out about adequate resource management.

1.5 Strengthening Community Coffee Tours:

Counterpart presented to the ANACAFE technical team its observations based on diagnostics carried out on the community coffee tours. ANACAFE indicated that it had contracted a consultant to formulate an action plan for each of these tours. However, the consultant discontinued working on this during the second half of this quarter and the activity remains unfinished as of now.

1.6 Strengthening the Formal Education Program for Sustainable Tourism Experts:

During the 2007 admissions period, with support from Counterpart, 5 students from members communities of the National Federation of Community Tourism (FENATUCGUA) began at the Ak' Tenamit Association of Experts in Sustainable Tourism class in Izabal. Special priority was given to indigenous women. These students represented the following communities: Mucbilhañ and Candelaria Camposanto (Cuevas de Candelaria, Chisec, Alta Verapaz), El Zapote, Sayaxche, Pete and Pamuc, San Cristobal Verapaz, and Alta Verapaz.

In addition, 35 students are supporting indigenous communities located in and around protected areas in the region of Izabal. Students are provided with housing, school, health care, training and guidance. This system is based on the "classroom practice" methodology in which students receive two weeks of theoretical instruction and skills followed by a week of practice, for a total of 3,000 hours of practical experience for a period of three years. The Association Ak' Tenamit operates two restaurants and two fair trade shops, where students practice and learn aspects of the tourism industry by daily contact with tourists. When students acquire an adequate level of familiarization with the Ak' Tenamit facilities, they are sent to commercial restaurants and hotels to improve their knowledge. Upon graduating from the program, students are able to operate community tourism initiatives.

1.7 Strengthening and Expanding the Turkey Project:

During this quarter work began on preparation for the Turkey Project 2007 season. Both in Uaxactún as in Carmelita we facilitated the development of work plans for the season. In both cases we evaluated paths, the location and conditions of camps, and harvesting sites. We also proposed administrative and organizational improvements to optimize the activities of this project. All preparations are focused on building the capacity of communities to address a total of 30 hunters (18 in Uaxactún and 12 in Carmelita) during the month of April. This activity is estimated to generate at least \$40,000 in revenue this year.

In addition, assessments began in the AFISAP management unit, adjacent to the management unit of Carmelita in the Multiple Use Zone of the MBR, with a view to expanding the project to this area during the 2008 season. We began the development of a population study of the Ocellated Turkey to will generate the technical information

required by CONAP for project approval. Two people from AFISAP were trained to collect the survey data. The main results of the report will be included in the next quarter, determining the feasibility of expanding Turkey Project this area.

2. Access to Credit and Financial Services:

During this quarter, progress was made in the process of implementing 2 credits for medium size entrepreneurs in the region of Izabal, for the acquisition of two vessels for tourists arriving on cruise ships. Altogether these loans will reach 1 million quetzals. We expect to complete the same process during the next quarter.

In addition ATS has advised the group Garifuna Bururu, from Punta de Palma, Izabal, one of the winners of the contest Your Business Idea organized by Technoserve, at the start of the implementation of its tourism project.

There have been problems in the implementation of this component, so now, in conjunction with ATS, we are evaluating the restructuring of the activities of access to credit and financial services.

During the last quarter we began implementing informative lectures on the Dacredito program aimed at tourism SMMEs. Also, ATS participated in seminars on cultural tourism organized by INGUAT within the republic, directed at community organizations interested in developing tourism projects. Although participants in these events have shown much interest in the program, very few of the ideas presented by the business stakeholders are viable for financing and in other cases stakeholders have not been able to meet the minimum requirements to start the application process.

One of the alternative strategies we are considering is to have permanent facilitators in key regions for the access to credit program, to be responsible for personally visiting potential beneficiaries accompanying them throughout the application process. Other strategies will be discussed with ATS to improve the effectiveness of this program.

3. Certification:

3.1 Design of Technical Assistance and Training on Best Practices for Sustainable Tourism and Certification for Communities:

As for the work of adapting the "Guide to Best Practices for Sustainable Tourism", Counterpart called a meeting with actors like INGUAT, FUNDESA, Alianza Verde and Rainforest Alliance to establish a commission to review progress on the subject. It was agreed to do the correction and approval of the guide modules together so that they can then be reassessed by staff of Rainforest Alliance in Costa Rica. Once approved there, the modules would be ready to be compiled and edited. In this account, during the current quarter, we adapted a total of 4 modules, and it is expected that others can finish the missing pieces. So far the completed titles are: water, solid waste, pollution and energy, and all have been sent to Costa Rica for final approval.

It is expected that when the approval process is at least halfway finished, i.e. when they have completed at least 5 modules, some pilot testing will be carried out in communities like San Juan la Laguna and Corazon del Bosque. We have thought about these projects because San Juan and is currently in the Green Deal certification process, while Corazón del Bosque is a good candidate for the procedure, so the testing of both modules can be used to make final adjustments in the guide modules.

3.2 Technical Assistance for Communities and MSMEs on Best Practices in Sustainable Tourism:

As part of the Sub Agreement established between FUNDESA and Counterpart, activities have been initiated to support the certification process under the label "Green Deal" and the implementation of best practices in sustainable tourism in this quarter.

On March 15, a seminar was held for the MSMEs in the department of Solola, organized by Green Alliance, with the aim of raising awareness of the certification program and registering new companies in the process. This time it was found that the group seminars failed its purpose, so that together with Counterpart and FUNDESA we decided to change the methodology for individual visits to potential employers. This methodology will be applied in regions in which there are scheduled seminars.

3.3 Accreditation of MIPYMES with the Green Deal Stamp:

Within the Sub Agreement established between Counterpart and FUNDESA, we have proposed 30 companies to be certified as Green Deal stamped at the end of calendar 2007. The awareness seminars, individual visits to employers to integrate the certification program, as well as technical assistance and training will contribute to achieving this goal.

4. Promotion and Marketing

4.1 Development of promotional tools including project beneficiaries of the Community Tourism Alliance:

This quarter began developing a leaf binder of fact sheets for destinations that are part of the Community Tourism Alliance. The idea is to ensure that all targets have a graphic image more or less uniform and above all that they have the resources to copy text descriptions, photographs and graphics, which can then be easily used to produce any type of promotional material. Having these basic inputs was critical to capitalize on marketing opportunities for Puerta al Mundo Maya. To date we have preliminary designs for Puerta al Mundo Maya and each of its destinations, Corazón

Del Bosque and K'istalin Rupalaj Association. Annex 4 shows an example of the fact sheets developed to benefit the project locations.

Additionally, we have reached an agreement with the Canadian Centre for International Studies and Cooperation (CECI) for these fact sheets to serve as a stock for the improvement and standardization of community tourism product file produced in conjunction with the FENATUCGUA.

CPI has been distributing the promotional materials of different beneficiaries in various regions of the country. Materials have been distributed to the offices of INGUAT in Petén and Atitlán and materials are exchanged between the various beneficiaries of the Alliance.

CPI supported the communities of Puerta al Mundo Maya in the distribution of promotional materials previously developed with the support of USAID / AGEXPORT in Coban, Raxruha and Chisec as part of promotional activities prior to Easter, the main tourist season region.

4.2 Inclusion of destinations served by the project in international fairs and press trips

As part of the promotional efforts for community destinations over Easter, CPI provided information to two articles in two newspapers of wide circulation in the country. These items have generated several visits and requests for information in the past and have also generated large multiplier effects of word of mouth advertising. The newspaper's article focused largely on Chisec, Alta Verapaz and destinations of Puerta al Mundo Maya but also makes mention of Corazón Del Bosque, the coffee tours and the Carmelita community.

<http://www.elperiodico.com.gt/es/20070325/actualidad/38070/>

The Free Press article showed the destinations of Puerta al Mundo Maya, Corazón Del Bosque and the Coffee Chicoj tour in Coban.

<http://www.prensalibre.com/pl/2007/marzo/25/166679.html>

Additionally, this component identified those sites and projects that are ready to be included in a press tour for promotional purposes. In principle it is contemplated that Rupalaj K'istalin (San Juan La Laguna), the Coffee Tour of San Juan La Laguna and the Corazón Del Bosque project will be part of the first organized media tour to the region in the second quarter of 2007.

4.3 Marketing of certified tourism products and the process of implementation of good practice:

One of the destinations of the plateau that is already in the process of implementation of good practice is the Association of Tourist Guides Rupalaj K'istalin

of San Juan la Laguna. Thus, CPI motivated and provided advice to jointly fill the form to place the information on this initiative on the ecoindex site. This information will be posted on the website: <http://eco-indextourism.org/es/>, which is a very powerful tool to promote certified destinations or the certification process. Information is expected to be online between April and May 2007. Furthermore, within the agreement with sub FUNDESA are included advocacy activates within the portal www.guatemalaavivo.com. During this quarter we conducted a preliminary design of a notice to be published in the magazine of Destinos de la aerolínea TACA, to be published in the next quarter.

4.4 Geotourism campaign:

During this quarter we accelerated coordination activities with local and international actors to sign the agreement with National Geographic Geotourism. Following negotiations held with ANACAFÉ and INGUAT, they supported the signing of this agreement with CPI. It is expected that the signing of the agreement will take place on April 24 at the National Palace in the presence of the President of the Republic as witness of honor. Guatemala will become the 5th country worldwide to promote national tourism development under the principles of Geotourism, which assesses mainly the inclusion of local communities, authenticity, and the conservation of natural and cultural heritage.

Another activity that is under negotiation is an informative workshop on Geotourism to be taught by staff of the Center for Sustainable Destinations, National Geographic. This workshop is aimed at representatives of institutions that form part of the Geotourism Council for further knowledge of this new concept, its implementation in Guatemala and a draft a work plan for Guatemala.

5. Marketing and Handicraft Development in Areas Affected by Hurricane Stan:

October to December 2006 constituted the first quarter of implementation of the priority Marketing and Handicrafts Development Project of the Community Tourism Alliance, the organization Counterpart International has been developing in coordination with the Craft Commission of AGEXPORT, as the executing agency for this component.

The activities kicked off with the selection of four producer groups from a universe of 10 groups diagnosed in areas affected by Hurricane Stan. These four groups developed three collections of textiles, ceramics and beaded jewelry to present at a Gift Fair in New York in February 2007. This activity involves 250 artisans of San Antonio Palopo, Santiago Atitlan and San Juan la Laguna in the department of Solola.

This process involved, for each producer group, a local designer under an agreement between the University Rafael Landivar, Craft Commission of AGEXPORT, an international designer (Patty Carpenter / NY), who traveled the country to the design of the lines, and a trading company / export trade promoter that would support lines developed.

One of the main activities at the beginning of 2007 was an assessment of the results achieved in the development of each line. This was through a meeting on January 8, 2007 in the training room at AGEXPORT II. There we found that each line had adjustments required and had to coordinate the following trips for groups to finish developing the standards required in the prototypes so they could be used in the Gift Fair in New York that began in late January.

A total of 4 collections were managed to be developed (1 item in each group attended) and fifth collection had to be suspended when determining the issues of the little commercial potential of the line when analyzing the results that were being achieved. We defined the presentation of the results of the fifth international designer collection and she offered her next visit to the country (May 2007). The following tables summarize the results achieved by both groups of producers and marketers:

<i>Producer Groups</i>			
Artisan Collection Development: Group	Location	Collection	Results Achieved
Artesanías del Pueblo Maya	San Antonio Palopó	Sets of cosmetic and shopping bags	The group developed a total of 10 different fabric designs, with which were developed 47 products divided into 4 collections. There was difficulty getting delayed by the threads. The prototypes developed two jurisdictions in the workshop of the exporting company
Cerámica Atitlán	San Antonio Palopó	Hand painted garden ceramics	Sets of three sizes of plates and bowls, mugs, sugar, creamer and base for flowers. There were difficulties in reaching the proper finish on parts.
Joyería Tzotuhil	Santiago Atitlán	Games and beaded jewelry	A total of 39 pieces in 7 collections of stone beaded jewelry. Very satisfactory result, with few problems in the process.
Asociación Artesanas de San Juan	San Juan la Laguna	Men's bags	The group developed a total of 6 canvases and coordinated with a marketing company making products at a workshop in Quetzaltenango. The product quality is satisfactory, a total of 13 products developed in three

			different colors of fabrics.
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Trading Companies			
Company	Location	Collection	Results Achieved
De Colores	Chichicas-tenango	Sets of cosmetic and shopping bags	The company invested heavily in the development of fabrics, but not on the matter of accessories (linings, zippers). The clothing is appropriate and competitive prices are achieved. The best quality can be improved with accessories
Casa de los Gigantes	Antigua Guatemala	Hand painted garden ceramics	The company spared no effort to develop the collection. The group requires technical assistance to achieve more competitive levels.
La Casa Cotzal	Ciudad de Guatemala	Games and beaded jewelry	The experience of the exporting company got the line to reach an optimal result.
Innova	Quetzal-tenango	Men's bags	The company followed the instructions to finish and make exact replicas, achieving a very satisfactory result in the line developed.

The development of these collections has supported the crafts of 250 artisans in areas affected by Stan (220 women and 30 men).

Annex 5 provides an example of the developed collections presented at the Gift Fair in New York.

5.1 Trends Seminar for Season 2007 for handicraft sector:

As part of this process, a seminar on Trends for Design, Color and Fashion and its application to the artisanal sector was given to 44 participants by two international designers (Patty Carpenter and Michelle Whiplinger) to disseminate information reaching the new trends among different stakeholders Guatemalan handicraft sector. This activity was developed with the support of USAID, Counterpart and UNESCO during the last quarter.

5.2 International Fairs:

As planned, the developed collections will be presented in the International Gift Fair, which was scheduled to take place in the city of New York from January 28 to February 1, 2007.

The Community Tourism Alliance PROJECT contributed 50% of the cost of the pavilion (stand) and counted the participation of two exporters (Casa de los Gigantes and Asociación Crecer) who contributed the remaining 50%, plus the expenses of travel, accommodation and per diem of stay in NY during the days of the fair. The project also provided the costs related to the participation of the Coordinator of the Craft Commission of AGEXPORT in this event, which was responsible for managing details related to space rental, logistics of participation, decoration, promotion and other details related to the participation of the delegation.

Once the prototypes were developed and we defined the supply to be presented at the show (including the supply of Asociación Crecer) and we proceeded to calculate the prices of the products made in Miami, because of the nature of the trade (wholesale), retail stores that visit are U.S. prices and many of them have no interest in entering into the product import procedures. Being able to integrate this information we proceeded to work in the respective formats of price lists that would be used at the show and of the development of promotional materials to be distributed at the show and posted on the Internet.

So a set of 6 different postcards with the representation of the lines handled by each participant exporter was printed with the address www.export.com.gt where the person concerned and / or the buyer could see layouts, codes and prices for all the products that were exhibited in the pavilion.

The information contained on the website that was developed for the show was also sent to the universe of buyers who visited the booth, as well as other business contacts in the U.S. that handles Crafts Commissions.

In Appendixes 6 and 7 of this report, we present examples of data sheets developed for the collections and the price list for participation in the fair.

The delegation left for NY on January 26, 2007, beginning the assembly on January 27 with the support of the organization Aid to Artisans, who provided furniture (wooden tables in three heights and shades of color to cover the walls) to display products. The booth was located in the section of Hand Made, which occupied a location different from previous years, which caused confusion for some exhibitors at the fair and a decrease in the number of visitors, however in the case of Guatemala booth, which had a very advantageous location, new visitors managed a steady traffic of interest.

Next to the booth that promoted the participation of the collections developed, the company La Casa Cotzal, presented its own stand, which is why the jewelry line was exhibited on the stand of the company. From the first day of the fair, the interest in the

lines presented was evident and buyers gravitated to the most proposals. A special interest was evident the first day of the products presented by Asociación Crecer, who despite the explanations that were provided in the price level that should be handled within the show, showed very low price ranges, prompting the increase their orders. This however brings problems in freight costs, as the percentage given at low prices can not cover this margin used for freight. The company found that error the second day and their prices rose substantially, equating to the rest of the participating companies.

A total of 60 business contacts materialized in this fair, to which they should send information about prices and product specifications that were of interest. In addition, as shown in the following table, the four collections presented received orders for a total sale of \$23,282.12 during the Fair.

Collection	Exporter	Interest Received	Amount (US\$)
Sets of cosmetic and shopping bags	De Colores	In this competitive online prices had much interest, especially the sets of 3 cosmetic bags	\$2,818.60
Hand painted garden ceramics	Casa de los Gigantes	The ceramic collection was presented for the third time but much which led to multiple orders. The company also presented bags from the collection of RISD University (presented in the previous show) and a line of cushions developed previously with senior designer Carpenter	\$6,136.14
Beaded jewelry and games	La Casa Cotzal	The company was already handling the beaded jewelry lines from several fairs ago, so the new collection came to reinforce the concept	\$7,000.00
Sets of men's bags	Innova	The new concept was really liked, especially the young men's backpacks. All products developed were ordered	\$1,240.70
Textile collection (scarves, cosmetic bags, wallets)	Asociación Crecer	Low prices of this company resulted in higher amounts requested, however, it was necessary to cut prices to check the functioning of the distribution channels	\$6,086.68
TOTAL			\$23,282.12

5.3 Local and regional marketing:

For the fourth consecutive year we organized the Handicraft Festival "From Your Hands to Your Home" with the support of the supermarket chain Wal-Mart Central

America, the same that is being presented at 6 stores Hiper Paiz of Guatemala and one store in San Salvador from April 19 to May 23.

To meet the different proposals of handicrafts that were being presented was organized last February 4 where the buyers of the stores placed orders worth \$268,438.69 for Guatemala stores and \$6479.10 for the store of San Salvador. Given the growth shown for this activity every year, Wal-Mart has confirmed interest in starting the preparation of the recent Festival opened Hiper Paiz of Tegucigalpa in Honduras.

Annex 8 shows pictures of the Festival.

5.4 Visit of international buyers:

The Crafts Commission actively promotes potential buyer visits to the country's craftspeople. During this period they have received six international buyers from the U.S., France, Germany and England. The commission established contact with 12 exporting companies.

Below are the contacts generated in the last three months.

Buyer	Country	Results Achieved
Machuca/Damien Mayoussier	France	He visited the country in January, was presented with different options according to his requirements, and will be contacted by two exporters. We generated a test order of \$1,000.00.
Miguel Sanchez/Olga Noguera	United States	Interested in setting Guatemalan handicrafts exhibition in a city of Rhode Island. They were given sector information.
José Fco. Ovando / Irma Aguirre	United States	Interested in opening kiosks for the crafts of Guatemala in Los Angeles. They presented different options for products, acquired samples to promote them before opening kiosks.
Ars-Latino Angelica y Willy Brand	Germany	Interested in importing handicrafts from Guatemala, to distribute in stores already established in Germany. They presented various options by placing an initial order for \$1,500.00.
Mayatenango / Pablo Vásquez	England	Guatemalan resident in England interested in opening a store in London.

5.5 Shops in the tourism market:

The establishment of the store in the Marina Pez Vela del Puerto of San Jose was achieved through the project's initial support for the Community Tourism Alliance. Participating companies in turn invested in air conditioning installation, furniture assembly and store repairs.

Today they have already achieved self-sustainability of the store through sales generated (\$,500.00). The terminal is scheduled to receive between the months of October 2006 to May 2007 31 cruise ships with 36,000 tourists from the U.S., Europe, Japan and China especially.

6. Other Post Stan recovery activities

We signed the agreement with sub Fundación Solar that includes the specific activities of this component. In this quarter, progress was made in planned activities in San Juan La Laguna, San Pablo and San Marcos la Laguna, located in the southern basin of Lake Atitlan, one of the regions most affected by Tropical Storm Stan.

In San Juan la Laguna, we performed 8 training workshops for the organizational strengthening of the Association Ch'upup Chajil fishermen, including topics such as rules, vision and mission, and accounting. We also implemented the technical course for Host local tourism association members.

We also implemented seven workshops for strengthening the organizations of Asociación de Artesanas Ixok Ajkem, including legal statutes: aims and objectives, rights and obligations of the associated bodies of the association, board responsibilities, and preparation of minutes, internal regulations, accounting, the SAT registration and opening of bank account. We began implementation of two training workshops for the Association K'istalin Rupalaj in environmental interpretation and camping.

In San Pablo Laguna, we began strengthening producers association Sajkiij Kapoj Maguey. During this quarter five focused trainings were conducted on legal statutes, rights and obligations and responsibilities of the board. Similarly, activities began with the community group Young Maya Kaqchikel, performing eight trainings focused on legal statutes, aims and objectives, rights and obligations of the associated bodies of the association, board responsibilities, preparation of minutes; accounting, SAT registration, bank account opening, handling petty cash, check requests and technical course on Host local tourism.

These activities allowed the legalization and registration with the SAT of two community groups, the Association Ixok Ajkem and Kaqchikel Maya Young Community Association.

Finally, we implemented the first phase of the workshop on development of projects aimed to profile the boards and administrators of Asociación Comunitaria Jóvenes Maya Kaqchikel, Rupalaj K'istalin, Chajil Ch'upup, Sendero Rostro Maya, Artesanas de San Juan, Ixok Ajkem, Lema, Qomaneel, and a workshop on Gender for Asociaciones Rupalaj K'istalin, Jóvenes Maya Kaqchikel and Chajil Ch'upup.

The following table shows the results reached during this quarter, based off the M&E plan. The breakdown of these indicators can be found in Annex 1.

Indicator	Planned in Fiscal Year 2007	Quarter 2 (January - March 2007)	Observations
Investments	\$1,975,000	\$353,105.16	See table in Annex 1
In Tourism	\$1,475,000	\$48,905.25	See table in Annex 1
In Handicraft	\$500,000	\$304,199.91	See table in Annex 1
Projected projects tourism and handicraft- DaCredito	0	0	
Employment	1450	0	
Men		0	
Women		0	
Indigenous		0	
Not Indigenous		0	
Amount of national visitors	250,000	734	See table in Annex 1
Amount of international visitors	12,500	530	See table in Annex 1
Amount of MSMEs created	65	0	1
Local tourist and handicraft organization strengthening	20	54	See table in Annex 1
Available credit for tourism and handicraft	\$5,000,000	0	
Leveraging	\$7,446,677	\$54,356.18	See table in Annex 1

ANEX 1. DETAILED INDICATORS

REVENUES	From Tourism (US \$)	Handcrafts (US \$)	Total (US \$)
AGRETUCHI	5,805.25	-	5,805.25
Comisión de Turismo Concesiones Forestales	32,000.00	-	32,000.00
FENATUCGUA	-	-	-
CATs	-	-	-
CETs	-	-	-
Proyectados Dacrédito			-
Comisión de Artesanías	-	304,199.91	304,199.91
Proyecto Pavo	-	-	-
Other (Paso Caballos)	11,100.00	-	11,100.00
Total	48,905.25	304,199.91	353,105.16

INCOME CRAFTS	US \$
NY Gift fair Sales	23,282.12
Sailfish Marina Store Sales	3,500.00
Sales by international Buyers	2,500.00
Sales from Hiper Paiz Festival	274,917.79
TOTAL	304,199.91

EMPLOYMENT	Men	Women	Indigenous	Non Indigenous	Total
AGRETUCHI					
Dacrédito					
Crafts Commission					
Total	0	0	0	0	0

NATIONAL TOURISTS	#
AGRETUCHI	734
Comisión de Turismo en Concesiones Forestales	0
Total	734

INTERNATIONAL TOURISTS	#
AGRETUCHI	290
Comisión de Turismo en Concesiones Forestales	240
TOTAL	530

organizations strenghtened	#
AGRETUCHI	7
Comisión de Turismo en Concesiones Forestales	3



"Alianza para el Turismo Comunitario"
Año fiscal 2007



Informe trimestral Octubre -Diciembre 2006

FENATUCGUA	4
CTAs	6
Dacrédito	0
Comisión de Artesanías	4
CETs	30
other (supported by Fundacion Solar)	3
	57

CREDITS FOR TOURISM AND CRAFTS	Q.	US \$
Dacrédito	-	-
TOTAL	-	-

LEVERAGE	US \$
ATS	-
Banco de la República	-
Dacrédito	-
Comisión Artesanías AGEXPORT	8,000.00
FUNDESA	14,856.18
INTECAP	3,000.00
Proyecto Pavo	3,500.00
US DOI	-
Counterpart	25,000.00
TOTAL	54,356.18

Listado de Estudiantes 2007
Perito en Turismo Sustentable
Asociación Ak' Tenamit

Annex 2

4th EXPERT IN TOURISM		5th EXPERT IN TOURISM	
1	Alfonso Coc Tzir	1	Angelica Ico Ical
2	Ana Florinda Beatriz Xol Pop	2	Arnoldo Ax Chun
3	Ana Leticia Gutierrez Caal	3	Domingo Caal Coc
4	Bayron Rufino Chub Chub	4	Elsa Dina Juc Suc
5	Carlos Arnulfo Mo Panamá	5	Elvia Andrea Bo Macz
6	Catarina Elizabeth Us Hernandez	6	Iris Floridalma Chub Rodriguez
7	Catarina Paau Xol	7	Irma Sub Caal
8	Cesar Enrique Pop Choc	8	Jorge Bo Cucul
9	Claudia Lisseth Quinich Chub	9	Jose Domingo Caal Tun
10	Cristina Macz Coc	10	Leonel Xi Rax
11	Edgar Leonel Xo Caal	11	Mario Rolando Xol Caal
12	Elias Chub Coc	12	Marta Caal Caal
13	Federico Coc Tzalam	13	Marta Julia Tiul Cabnal
14	Felipe Chub Jolomna	14	Pablo Rax Tun
15	Feliza Agripina Cao Cho	15	Ricardo Mucu Maas
16	Fernando Perez Cucul	16	Saira Nineth Dionicio Cucul
17	Fidel Quinich Chocooj	17	Valeriano Chub Chub
18	Francisco Maas Choc	18	Victor Humberto Caal Caal
19	Fredy Orlando Caal Caal		
20	Gilberto Coc Choc		
21	Herlindo Caal Coc		
22	Herodes Cucul Sacba		
23	Israel Chub Tec		
24	Jennifer Lissetn Tot Choj		
25	Joaquin Maquin Bolom		
26	Jose Xol Coc		
27	Manuel de Jesus Mucu Maas		
28	Maio Eduardo Xo Bol		
29	Marco Tulio Chun Tiul		
30	Marco Vinicio Vega Pop		
31	Miguel Angel Coc Cuz		
32	Mirza Adela Shol Cucul		
33	Olimpia Caal Maquin		
34	Olivero Ramiro Us Tiño		
35	Oscar Chub Chub		
36	Pedro De la Cruz Perez		
37	Raul Gonzalo Ical Rax		
38	Rene Caal Caal		
39	Rigoberto Chub Chub		
40	Sandra Maribel Perez Pop		
41	Santos Anibal Yat Coc		
42	Sebastian Mucu Chub		
43	Sulma Yessenia Dionicio Cucul		
44	Tomas Choc Choc		
45	Ubaldo Rigoberto Chub Chub		
46	Vilma Estela Poo Asig		
		6th EXPERT IN TOUSIM	
		1	Arnulfo Caal Cho
		2	Augusto Ical Rax
		3	Blanca Estela Ical Bolom
		4	Everando Bolom Yaxcal
		5	Griselda Izabel Chub Yaxcal
		6	Herlinda Chub Rodriguez
		7	Irma Caal Bolom
		8	Leonel Shol Cholom
		9	Marta Lidia Guanche Cortez
		10	Mauricio Osorio Tecu
		11	Silvia Lajuj Sanchez
		12	Walter Amilcar Choc Contreras

Listado de Estudiantes 2007
Perito en Turismo Sustentable
Asociación Ak' Tenamit

47	Wilmer Rodolfo Cuxum Caal
48	Zoila Delfina Xol Cho

Annex 3
Examples of benefits of certification for certified companies in 2004

a) Ventas

Empresa	Ventas Promedio 2004	Ventas Promedio 2005	Ventas Promedio 2006
Hotel Ecológico Salvador Gaviota, Livingston, Izabal	Q. 150,000	Q. 235,000	Q. 300,000
Martsam Travel	Q1,880,000	2,500,000	Q3,000,000
Casa Don Ismael	Q130,000	Q140,000	Q150,000
Restaurante Buga Mama	Q150,000	Q165,000	Q193,000
La taquiza	Q30,000	Q50,000	Q90,000
Hotel Ajau	Q410,000	Q430,000	Q450,000
Casa de Maco	Q24, 000	Q48,000	Q72,000
Hotel Villa Antigua	Q2,995,000	Q3,400,000	Q4,000,000
La Lunada	Q36,000	Q40,000	Q42,000
Restaurante Capitán Tortuga, Petén	Q.1,200.000,00	Q.2,340.000,00	Q.3,000.000,00

b) Número de empleados

Empresa	Empleados 2004	Empleados 2005	Empleados 2006
Hotel Ecológico Salvador Gaviota, Livingston, Izabal	2	3	5
Casa de Don Ismael	4	4	4
Restaurante Buga Mama	5	5	5
Restaurante Capitán Tortuga, Petén	10	14	25
La Taquiza	2	2	2
Hotel Ajau	8	8	8
Martsam Travel	6	8	10
Casa de Maco	1	2	2
Explore	2	4	20
Villa Antigua	185	190	210

Anexo 4

Example of Destination Community Fact Sheets

Ficha informativa

SAN JUAN LA LAGUNA



Asociación de Guías de Turismo
Rupalaj K'istalin



San Juan La Laguna
El lugar donde los Textiles Viven

Descripción de Actividades

El lago de Ahilán, considerado uno de los más bellos del mundo, resguarda entre cerros y montañas el poblado de San Juan La Laguna donde los Tz'ujiles viven. Aquí los tz'ujiles han conservado por mucho tiempo tradiciones ancestrales y maravillas naturales únicas. Un grupo de tz'ujiles formó la Asociación de Guías de Ecoturismo Rupalaj K'istalin, organización comunitaria 100% local que promueve sitios

actividades y costumbres propias de esa cultura, con el fin de ponerla en valor y conservarla, junto con los recursos naturales de la región. San Juan La Laguna es una nueva opción para los visitantes interesados en un turismo distinto de alta calidad y al mismo tiempo respetuoso, colaborador e involucrado con el desarrollo local tanto del ambiente, como de las manifestaciones y cultura en general.

Tours

Rupalaj K'istalin ofrece la posibilidad de escoger entre dos recorridos en compañía de verdaderos guías comunitarios, quienes comparte la gran herencia de su cultura local.

Recorrido Cultural de convivencia con la Cultura Tz'ujil

Este colorido paseo le permite al visitante, conocer un poco más acerca de las tradiciones culturales, artesanales y artísticas por las cuales se destaca la cultura Tz'ujil.

Textiles

Descubra cómo un grupo de mujeres ha mantenido vivo el tejido de tejidos a base de plantas nativas. Aquí el visitante será testigo de cómo se consiguen los tintes y de cómo se aplican éstos a fascinantes productos típicos. El resultado final son telas con tonos multicolores bien definidos que despiertan sentimientos de paz y alegría en quienes los adquieren.

Como en otros pueblos aledaños, en San Juan también se elaboran textiles en telares de cintura

y de pie. Estas técnicas, aparentemente complicadas, se convierten en juegos sencillos para las mujeres Tz'ujiles quienes demuestran su destreza en la confección de distintas prendas típicas que ofrecen a los viajeros. El visitante más interesado puede incluso aprender a dominar estas técnicas de producción con una auténtica maestra Tz'ujil y así enriquecer su conocimiento y experiencia de viaje.



Plantas Medicinales

El uso armónico de los recursos naturales forma parte de la cultura de San Juan. Un grupo de mujeres ha mantenido por generaciones, la fabricación de productos naturales a base de plantas. Los secretos mejor guardados se comparten cuando con los visitantes hacen un recorrido por el huerto local, probando texturas y olores que ayudan a conocer mejor la naturaleza local. Las esencias de las plantas son usadas para elaborar pomadas, jabones, champús y otros productos que tienen propiedades reconfortantes y curativas.

Museo a cielo abierto

Con el objetivo de perpetuar las actividades cotidianas, costumbres, ceremonias y tradiciones más arraigadas de la población de San Juan, un conjunto de pintores ha elaborado una serie invaluable de obras que han convertido las calles de San Juan en una auténtica galería a cielo abierto. Durante la visita de San Juan La Laguna el visitante irá apreciando en sus calles, bellas representaciones murales de calidad que reflejan el arte y la cultura sanjuanera.

Pesca tradicional

Los pescadores de San Juan se muestran excepcionalmente amigables con los visitantes y dispuestos a compartir experiencias mientras trabajan en forma conjunta. Además del movimiento armador del cayuco de madera, el visitante puede deleitarse con cuentos y leyendas narradas por su acompañante o simplemente con un chapuzón entre aguas claras.

Religión

La vida religiosa de San Juan, permite también apreciar la interesante mezcla entre costumbres religiosas cristianas y autóctonas. Por un lado se puede visitar una cofradía, hogar de la famosa deidad conocida como Maximón. Este famoso personaje es atendido cuidadosamente pues se le atribuyen numerosos milagros y dones especiales. Por otro lado, la iglesia católica de arquitectura colonial erguida en piedra, representa la fe cristiana de los sanjuaneros.



Circuito Natural: Escenarios y Naturaleza

La geografía volcánica de la cuenca del lago de Atitlán ha permitido la formación de impresionantes cerros, montañas y volcanes. Para quienes gustan de caminar, San Juan ofrece la posibilidad de pasear por senderos que mientras ascienden permiten descubrir escenarios con cielos azules y aguas turquesas.



Rostro Maya - Rupaiaj K'istalin

El reto principal es conocido como "Rostro Maya" que traducido al tz'ujil da el nombre a la asociación de guías de turismo: Rupaiaj K'istalin.

En los recorridos al rostro maya los visitantes experimentan una interesante mezcla de apreciación del paisaje, rituales y acciones para conservar los recursos naturales. Al principio del recorrido los visitantes conocen el vivero de plantas nativas, en el cual se reproducen cuidadosamente muchas especies. Luego cada quien puede escoger un árbol el cual lleva al cerro para participar en una ceremonia maya. Al

final de la ceremonia los turistas siembran su árbol, contribuyendo a los esfuerzos de reforestación en el cerro.

Para quienes gustan de la aventura extrema, el parque municipal Patan es el sitio ideal. En una caminata de tres horas y media por majestuosos bosques y paisajes, todo el esfuerzo es premiado al alcanzar un sitio calmo, rodeado de exuberante vegetación y paz.

San Juan la Laguna premia a los observadores de aves con una gama de especies difíciles de apreciar en otros sitios. Los guías locales ayudan y facilitan la experiencia.



Información adicional

¿Cómo llegar? Por agua: La lancha se toma en Panajachel o en San Pedro, el viaje desde Panajachel Muelle Tz'anjuyu dura aproximadamente 20 minutos.

Por tierra: Puede llegar en una carretera asfaltada, desde el cruce en el Km. 195 de la Carretera Interamericana. El viaje dura aproximadamente 3 horas desde la Ciudad Capital y 2 horas desde Guetzaltenango.

Para mayor información, comuníquese a:
Tels. (502) 5964-0040
o escribenos a: rupaiajkistalin@yahoo.es
Visítanos en:
www.METERDIRECCION.com

¿Dónde queda?



Ficha Informativa

PUERTA AL MUNDO MAYA



Puerta al MUNDO MAYA
Aventuras de ecoturismo comunitario
auténtico en un ambiente natural exquisito



Descripción del Circuito

Puerta al Mundo Maya son seis destinos de ecoturismo comunitario en Chisec, Alta Verapaz, los cuales ofrecen una nueva opción para los visitantes aventureros. Los atractivos de Puerta al Mundo Maya destacan por ser de auténtica aventura y entre ellos se pueden mencionar sitios arqueológicos en proceso de investigación, cuevas de incomparable belleza, ríos entre la selva, ríos subterráneos, impresionantes lagunas cristalinas, gran diversidad de flora y fauna, así como la oportunidad de disfrutar de la hospitalidad y tradiciones de la cultura Q'eqchi'.

Puerta al Mundo Maya se encuentra sólo tres horas al sur de Flores y una hora y media al norte de Cobán. Es muy fácil llegar ya que la carretera está asfaltada y existen servicios de transporte público y privado desde Cobán y desde Flores.

Los turistas que visitan Puerta al Mundo Maya contribuyen a la conservación de los invaluable recursos (naturales y culturales) de la región y a mejorar el nivel de vida de las comunidades locales.

Lagunas de Sepalau

Las Lagunas de Sepalau son cuatro impresionantes lagunas desarrolladas en un paisaje de rocas calizas y selva. En sus aguas cristalinas de color turquesa los turistas pueden bañarse o navegar en balsas y kayaks. Están localizadas a solo ocho kilómetros del pueblo de Chisec.



Cuevas B'amb'il Pek y Jul'iq'

Jul'iq' y B'amb'il Pek son dos sistemas de cuevas impresionantes en donde puedes observar formaciones extraordinarias como estalactitas y estalagmitas, restos de cerámica Maya y las primeras pinturas rupestres encontradas en una cueva de Guatemala. B'amb'il Pek es el destino favorito de los más aventureros ya que pueden bajar a la cueva por medio de una cuerda a rappel. Ambas cuevas están localizadas a solo dos kilómetros del pueblo de Chisec por carretera asfaltada.

Río San Simón

El Río San Simón corre entre altos paredones de piedra caliza y un exuberante bosque que lo convierten en el escenario perfecto para realizar recorridos acuáticos flotando sobre tubos. Está ubicado a solo dos kilómetros de Chisec por carretera asfaltada.



Candelaria Campesanto

Esta comunidad ofrece visitas a dos impresionantes cuevas que forman parte del Parque Nacional Cuevas de Candelaria. Se puede hacer un interesante recorrido a pie a través de una cueva seca, o bien un emocionante recorrido acuático, flotando sobre tubos, en una sección subterránea del Río Candelaria. ¡Aventura garantizada! Candelaria Campesanto también cuenta con un hotel ecológico que ofrece servicios con hospitalidad Q'eqchi'. Está ubicada entre Chisec y Raxruhá, en el kilómetro 309 sobre la carretera asfaltada.



Muchilhá' 1

Este destino también forma parte del Parque Nacional Cuevas de Candelaria. Las visitas a las cuevas pueden incluir un recorrido en tubos por el río subterráneo y la visita a pie a una cueva seca de impresionantes dimensiones. En estas cuevas se puede visitar 'El Jardín', una formación única que combina cueva y bosque. Una excelente opción es quedarse a dormir en el eco-lodge Peña del Tigre, atendido con hospitalidad Q'eqchi'. El acceso a la comunidad requiere caminar unos 20 minutos a través de senderos que requieren cierto nivel de esfuerzo.

Sitio Arqueológico Cancuen

Ubicado en los márgenes del río La Pasión en Sayaxché, Petén, el sitio arqueológico Cancuen fue un importante centro comercial en tiempos prehispánicos entre las tierras altas de Guatemala y las tierras bajas de Petén y México. Un destino ideal para quienes gustan de la arqueología y de la naturaleza. Para llegar desde Chisec se recorren 36 kilómetros sobre carretera asfaltada hasta llegar a Raxruhá. Allí inicia una carretera de terracería de 16 kilómetros hasta llegar a la comunidad de La Unión. Allí se deja el carro y se abordan una lancha hacia el sitio arqueológico (30 minutos de recorrido en lancha).



Información adicional

Para visitar los destinos se recomienda llevar ropa fresca y cómoda, zapatos cómodos para caminar (recomendamos botas debido a la humedad), tenis viejos o zapatos de agua si se harán los recorridos acuáticos, crema bloqueadora de sol, gorra, repelente contra insectos si se visita Cancuen. Los precios por servicios en los destinos varían entre Q20 y Q10 dependiendo de las actividades que se realicen.

Asociación Guatemalteca de Turismo de Chisec (AGRE TU CHI)
Tel: (502) 5975-4455
e-mail: info@puertamundomaya.com

www.puertamundomaya.com

¿Dónde queda?





Anexo 5. List of links at signing event and coverage of Geotourism Charter in Guatemala.

<http://dca.gob.gt:85/archivo/070425/>

<http://dca.gob.gt:85/archivo/070427/opinion1.htm>

<http://www.sigloxxi.com/index.php?link=noticias¬iciaid=10794>

<http://www.lahora.com.gt/v1/imprime.php?idcontenido=9382>

<http://www.visitguatemala.com/nuevo/eventos.asp>

<http://www.guatemala.gob.gt/noticia.php?codigo=307&tipo=1>

<http://guatemala.travelreality.com/home.asp?Destino=Guatemala&Categoria=Noticias&AlbumID=1610&Pagina=1>

<http://www.destinosblog.com/216/guatemala-firma-convenio-con-national-geographic/>

<http://it.news.yahoo.com/26042007/201/turismo-guatemala-accordo-per-promozione-geoturismo.html>

<http://www.caribbeanewsdigital.com/SPANISH/News.aspx?Id=16419>

<http://www.prensalibre.com/pl/2007/abril/25/169151.html>

<http://telediario.tempdomainname.com/index.php?id=2129&tim>

<http://www.serfanet.com/inguat/>

Annex 6. Photographs

Geotourism Charter Signing April 24, 2007





Sub Commission of Tourism in Sololá



CPI team meeting in Petén. Field visit to Uaxactún



ANNEX 7. Sample Price Catalog Craft Collections

New York International Gift Fair

Winter 2007

CreArte - Guatemala

No.	Code	Picture	Product	Price (US\$) Miami	Minimum Qty.
01	0101169		Shawl Palopó with fringes: Length 180cms. Width 23cms. Fringes 9cms.	\$ 3.76	25
02	0101170		Shawl Palopó with fringes: Length 180cms. Width 23cms. Fringes 9cms.	\$ 3.76	25
03	0101171		Shawl Palopó with fringes: Length 180cms. Width 23cms. Fringes 9cms.	\$ 3.76	25
04	0101172		Shawl Palopó with fringes: Length 180cms. Width 23cms. Fringes 9cms.	\$ 3.76	25
05	0101173		Shawl Palopó with fringes: Length 180cms. Width 23cms. Fringes 9cms.	\$ 3.76	25
06	0101174		Shawl Palopó with fringes: Length 180cms. Width 23cms. Fringes 9cms.	\$ 3.76	25
07	0307143		Cushion cover with embroidery Margaritas Red Tones 40cmx40cm	\$ 6.29	25
08	0307243		Cushion cover with embroidery Margaritas Red Tones 50cmx50cm	\$ 7.38	25
09	0307343		Cushion cover with embroidery Margaritas Red Tones 30cmx30cm	\$ 4.98	25
10	0308143		Cushion cover with embroidery Mayan Symbols Red Tones 40cmx40cm	\$ 6.29	25
11	0308243		Cushion cover with embroidery Mayan Symbols Red Tones 50cmx50cm	\$ 7.38	25
12	0308343		Cushion cover with embroidery Mayan Symbols Red Tones 30cmx30cm	\$ 4.98	25
13	0309143		Cushion cover with embroidery Flowers Red Tones 40cmx40cm	\$ 6.82	25
14	0309243		Cushion cover with embroidery Flowers Red Tones 50cmx50cm	\$ 8.00	25
15	0309343		Cushion cover with embroidery Flowers Red Tones 30cmx30cm	\$ 5.59	25
16	0310151		Cushion cover with texture Length 40cm. Width 40cm.	\$ 3.95	25
17	0310251		Cushion cover with texture Length 50cm. Width 50cm	\$ 10.68	25
18	0310351		Cushion cover with texture Length 30cm. Width 30cm.	\$ 3.95	25
19	0310152		Cushion cover with texture Length 40cm. Width 40cm.	\$ 5.15	25
20	0310252		Cushion cover with texture Length 50cm. Width 50cm	\$ 10.68	25
21	0310352		Cushion cover with texture Length 30cm. Width 30cm.	\$ 3.95	25

New York International Gift Fair

Winter 2007

Casa de los Gigantes - Guatemala

No.	Code	Picture	Product	Color 1	Color 2	Color 3	Color 4	Price (US\$) Miami	Minimum Qty.
1	CG-001		Tall Flower Base	Green	Aqua			\$25.00	2
2	CG-002		Short Flower Base	Green	Aqua			\$18.00	2
3	CG-003		Sugar Bowl	Green	Aqua			\$5.50	2
4	CG-004		Creamer	Green	Aqua			\$5.50	2
5	CG-005		Set of 4 mugs	Green	Aqua			\$19.00	2
6	CG-006		Set of 2 mugs, creamer and sugar bowl	Green	Aqua			\$20.00	2
7	CG-007		Small plates	Green	Aqua			\$4.00	4
8	CG-008		Medium Plates	Green	Aqua			\$8.00	4
9	CG-009		Large Plates	Green	Aqua			\$16.00	4
10	CG-010		5 pieces placesetting 1L, 1M, 1S plate, 1 sm bowl one mug	Green	Aqua			\$35.00	2
11	CG-011		Small Bowls	Green	Aqua			\$4.00	4
12	CG-012		Medium Bowls	Green	Aqua			\$7.00	2
13	CG-013		Large Bowls	Green	Aqua			\$17.00	2
14	CG-014		Set of 3 bowls: L,M,S	Green	Aqua			\$25.00	2
15	CG-015		Happy Burro Mask	Natural				\$9.50	5
16	CG-016		Tiger mask	Natural				\$9.50	5
17	CG-017		Deer mask	Natural				\$9.50	5
18	CG-018		San Francisco	Natural				\$16.00	5
19	CG-019		Caterpillar	Multicolor				\$17.00	3
20	CG-020		Friendly Fish	Multicolor				\$17.00	3
21	CG-021		El Sombrerón	Multicolor				\$17.00	3

22	0307143		Cushion cover with embroidery Margaritas Blue Tones 40cmx40cm	\$	6.29	25
23	0307243		Cushion cover with embroidery Margaritas Blue Tones 50cmx50cm	\$	7.38	25
24	0307343		Cushion cover with embroidery Margaritas Blue Tones 30cmx30cm	\$	4.98	25
25	0308143		Cushion cover with embroidery Mayan Symbols Blue Tones 40cmx40cm	\$	6.29	25
26	0308243		Cushion cover with embroidery Mayan Symbols Blue Tones 50cmx50cm	\$	7.38	25
27	0308343		Cushion cover with embroidery Mayan Symbols Blue Tones 30cmx30cm	\$	4.98	25
28	0309143		Cushion cover with embroidery Flowers Blue Tones 40cmx40cm	\$	6.82	25
29	0309243		Cushion cover with embroidery Flowers Blue Tones 50cmx50cm	\$	8.00	25
30	0309343		Cushion cover with embroidery Flowers Blue Tones 30cmx30cm	\$	5.59	25
31	0310150		Cushion cover Lenght 40cm. Height 40cm	\$	3.71	25
32	0310250		Cushion cover Lenght 50cm. Height 50cm	\$	4.69	25
33	0310350		Cushion cover 30cmx30cm	\$	2.65	25
34	0310147		Cushion cover 40cmx40cm	\$	3.71	25
35	0310247		Cushion cover 50cmx50cm	\$	4.69	25
36	0310347		Cushion cover 30cmx30cm	\$	2.65	25
37	0628147		Shopping Bag Large Length 54cms. Width 8cms. Height 39cms.	\$	8.09	25
38	0628347		Shopping Bag Small Length 45cms. Width 8.5cms. Height 31cms.	\$	6.62	25
39	0628149		Shopping Bag Large Length 54cms. Width 8cms. Height 39cms.	\$	8.09	25
40	0628349		Shopping Bag Small Length 45cms. Width 8.5cms. Height 31cms.	\$	6.62	25
41	0628150		Shopping Bag Large Length 54cms. Width 8cms. Height 39cms.	\$	8.09	25
42	0628350		Shopping Bag Small Length 45cms. Width 8.5cms. Height 31cms.	\$	6.62	25
43	1406147		Cosmetic Bag Large: Length 24cms. Width 18cms.	\$	1.88	25
44	1406247		Cosmetic Bag Small Length 18cms. Width 10cms.	\$	1.12	25

22	CG-022		La Llorona	Multicolor				\$17.00	3
23	CG-023		Spider	Multicolor				\$17.00	3
24	CG.BRIT.01		Bundle Bag	Green				\$21.00	6
25	CG.BRIT.01P		Petite Bundle Bag	Green/Aqua				\$8.50	6
26	CG.ZANA.05		Bundle Corte Bag	Blue				\$28.50	3
27	CG.HESP.01		Gordo & Flaco Scrunch Bag	Red				\$47.00	3
28	CG.ERICKA.15		Drawstring Back Pack	Green				\$6.50	6
29	CG.IZZI.01		Art Bag	White				\$21.00	3
30	CG.ERICKA.12		Maya Family Tote	Multicolor				\$22.00	3
31	CG.ERICKA.02		Trek Messenger	Multicolor				\$20.00	3
32	CG.BRIT.09		Small Fashion Bag with angle sides	Multicolor				\$10.50	3
33	CG.ERICKA.03		Set of 3 Cosmetic Bags	Multicolor				\$12.00	3
34	CG.ERICKA.08		Maya Symbolic Bag	Multicolor				\$31.00	2
35	CG.KAT.04		Beach Knot Bag / Large	Orange				\$22.00	16
36	CG.KAT.05		Beach Knot Bag / Medium	Green				\$17.00	3
37	CG.KAT.06		Beach Knot Bag / Small	Green				\$12.00	3
38	CG.CHEL.01		Zacapa North & South Bag	Blue				\$39.50	3
39	CG.CHEL.02		Solola Snap Frame Small Bag	Blue				\$23.00	3
40	CG.CHEL.03		Solola Snap Frame Big Bag	Blue				\$50.00	3
41	CG.CHEL.04		Cuilapa Pompon Pillow 24x24	Multicolor				\$385.00	1
42	CG.CHEL.04P		Cuilapa Pompon Pillow small 16x16	Multicolor				\$235.00	1

Annex 8. Images of Craft Festival "From Your Hands to Your Home" with the support of Wal-Mart Central America

