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# Conservation and Sustainable Tourism Program (CSTP)

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## Fact Sheet

**Donor Agency:** United States Agency for International Development (USAID)

**Implementing Agency:** FHI 360

### Geographic Regions:

- **Jinotega Cluster:**
  - Jinotega and San Rafael del Norte (urban centers);
  - Cerro Datanlí-EI Diablo Nature Reserve (natural attraction);
  - Apanás Lake (natural attraction)
- **Estelí Cluster:**
  - Estelí (urban center);
  - Mirafior-Moropotente Nature Reserve (natural attraction);
  - Tisey-Estanzuela Nature Reserve (natural attraction);
  - Somoto Canyon National Monument (natural attraction).
- **Bluefields Cluster:**
  - Bluefields and Pearl Lagoon

### Technical Partners:

- Mesoamerican Ecotourism Alliance (MEA)
- Paso Pacífico
- University of Idaho
- Asociación de Educación y Comunicación “La Cuculmecca”

## Program Objectives

CSTP seeks to drive entrepreneurial growth and rural employment generation in the tourism sector in Estelí and Jinotega, using sustainable tourism as a means to conserve biodiversity and protect natural resources. In addition, CSTP will support biodiversity conservation, as well as water and sanitation activities in the Bluefields area, South Atlantic Autonomous Region.

## Program Components

- **Strengthening Local Leadership** – improve performance and effectiveness of Tourism Boards and leadership among community groups.
- **Building Better Businesses** – improve management of businesses and tourism experience (administration, guides, promotion and marketing, workforce training).
- **Improving Natural Resource Management** – improve management of protected areas, biodiversity and water resources through developing key stakeholder buy-in in program areas of implementation.

## ¿What Should Communities Expect?

- **Local Focus**- CSTP will work with local initiatives and leadership.
- **Empowerment** - CSTP will help provide tools to improve income and protect natural resources.
- **Realistic** – Sustainable change will not occur overnight. CSTP will provide realistic steps to promote sustainable tourism and conservation of natural resources.
- **Small Scale** – CSTP does not fund roads, or provide direct cash or equipment donations. It does provide technical assistance, training and promotion; as well as co-financing of local activities/investments with a sustainable vision.

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