



Fondo Multilateral de Inversiones
Miembro del Grupo BID

REPORTE DE ESTADO DEL PROYECTO JULIO 2013 - DICIEMBRE 2013

SECCIÓN 1: SÍNTESIS DEL PROYECTO

NOMBRE DEL PROYECTO: Tour Operadores plan para el desarrollo de turismo sostenible

Nro. Proyecto: RG-M1213 - Nro. Operación: ATN/ME-13410-RG

Resultado: Create a model that will optimize market access and efficiency in the tourism value chain by connecting MSE with a large adventure tour operator from the point of product development, providing them access to a ready market, capabilities and the tools to serve the market demand.

País Administrador
COSTA RICA

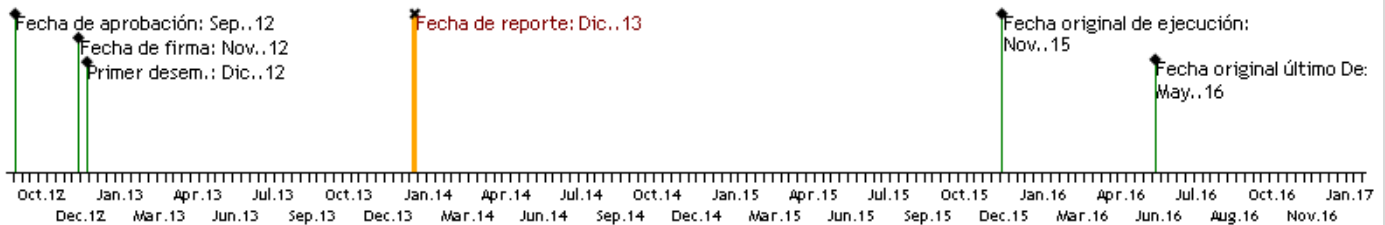
País Beneficiario
BOLIVIA, EL SALVADOR, GUATEMALA,
NICARAGUA, PERÚ

Agencia Ejecutora: G ADVENTURES, INC.

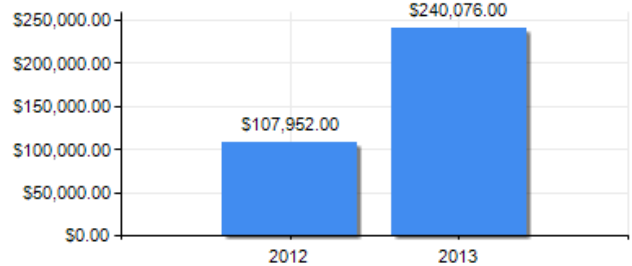
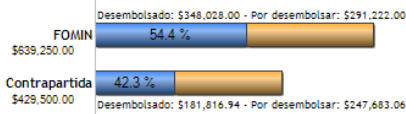
Líder equipo de diseño:

Líder equipo de supervisión: Murray, Betsy

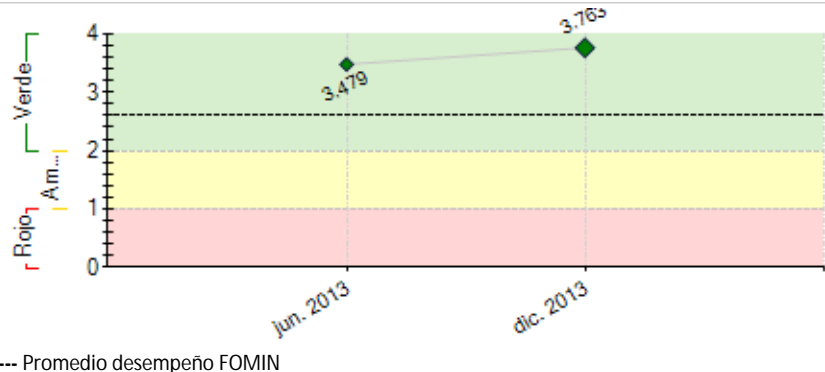
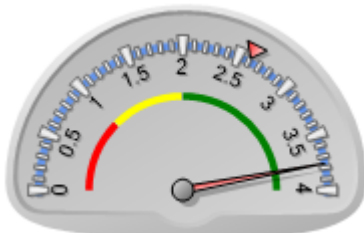
CRONOLOGÍA DE EVENTOS



RECURSOS



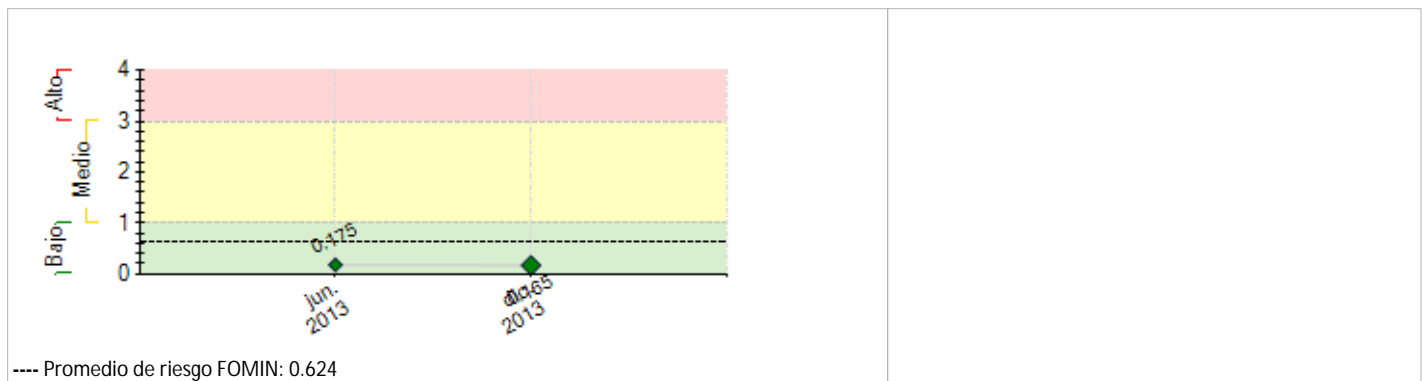
PUNTAJE DE DESEMPEÑO



RIESGOS EXTERNOS

CAPACIDAD INSTITUCIONAL

Riesgo
Administración Financiera: Medio
Adquisiciones: Medio
Capacidad Técnica: Medio



SECCIÓN 2: DESEMPEÑO

Resumen del desempeño del proyecto desde el inicio

Milestones 1-8 achieved.

C1: Activities to develop community based tourism (CBT) MSEs in each site completed. All construction projects completed by Dec2013. CBT MSEs in GU, NI & CR are integrated into G Adventures' supply chain and receiving regular groups of travellers (30 guests per week per location). Represents increase from <30 guests/year to over 1000 in 1st yr in GU & NI. CR tour income to double in 2014.

Technical Assistance Plans for each site completed and training programs underway in each site. 12 additional families in GU & NI now participating in home stay programs due to volume. 121 total beneficiaries of training at end 2013.

C2: 9 Related MSEs selected in GU, NI, & CR and related budgets for materials & training disbursed. 3 new MSEs focused on environment -plastics reduction & recycling. Business Management training underway for all.

C3: Evaluations underway in Central America for each CBT MSE included in G Adventures' supply chain. Future sales contracts in place in GU, NI, CR. Each included in G Adv printed 2014 brochures & online at gadventures.com in each applicable itinerary.

C4: Baseline policy analysis for GU & PE completed. Consultant hired for training module and design currently underway.

C5: Monitoring & Eval Tool developed & implemented for baseline in each site.

1st tour operator conf held in CR.

Project encountered 1 difficulty with budgeting for restaurant, solved by Counterpart funding. Final objectives are highly likely to be achieved.

Comentarios del líder de Equipo de Supervisión

De acuerdo con los comentarios de la Agencia Ejecutora

The project implementation has kept to schedule, and is progressing well, with a satisfactory management of the project risks. The community based interventions have been culturally and environmentally sensitive, providing training and technical assistance in the local languages in Peru and Guatemala, greatly improving appropriation of the activities by the local populations in each site. Incorporation of public sector authorities where appropriate has garnered support for environmental stewardship of ecologically fragile areas around the principal attractions for tourism.

Resumen del desempeño del proyecto en los últimos seis meses

In Guatemala all the project families, including those who had rooms constructed or renovated are receiving tourists. The microenterprises environmental initiatives that will be supported by the project were selected. Respective purchases of materials and tools needed in each case were purchased and all training sessions began in October.

In Nicaragua two ecological (composting) toilets were built at the Puesta del Sol visitor center.

In Nicaragua and Costa Rica all the micro-enterprise candidates and environmental initiatives were identified and all budgets for purchase of materials and training were defined.

In Costa Rica, Mi Cafecito (CoopeSarapiquí) began selling their product in November in San Jose (Ekono) and a contract was signed with G Adventures for receiving more than 1200 visitors to the coffee tour in 2014, which started in January.

In Peru, all constructions were completed. The campsite with solar showers and composting toilets in Cuncani is ready to receive groups (in February) and the restaurant at Huchuy Qosco is ready with all kitchen equipment, storage, gardens, and pachamanca where visitors will have the opportunity to learn about traditional cuisine.

In September 2013, the first international conference to publicize the project model took place with the participation of more than 30 Costa Rican tour operators and NGOs, as well as other international participants.

By Dec2013, 3 of 5 CBT enterprises have signed contracts with G Adventures.

Comentarios del líder de Equipo de Supervisión

De acuerdo con los comentarios de la Agencia Ejecutora

The project implementation to date has prepared the communities for increasing tourist visitation, the risks have been identified and managed and lessons learned have been incorporated into the implementation as they arise. G Adventures and Planeterra Foundation have provided careful project management, both from the community development side, and from the business side of the equation.

SECCIÓN 3: INDICADORES E HITOS

Indicadores		Línea de base		Intermedio 1	Intermedio 2	Intermedio 3	Planeado	Logrado	Estado
Resultado: Create a model that will optimize market access and efficiency in the tourism value	R.1	Number of MSE's connected to the tour operator supply chain and receiving a continual flow of visitors.	0	30			50	0	
			Nov. 2012	May. 2014			Nov. 2015		
	R.2	Number of long term future sales contracts (B2B) between the community networks and the tour operator.	0	5			8	3	

chain by connecting MSE with a large adventure tour operator from the point of product development, providing them access to a ready market, capabilities and the tools to serve the market demand.

R.3	Number of communities with an internal community fund mechanism from increased sales operating for covering communal expenses, maintenance and upgrading of tourism enterprises.	Nov. 2012	May. 2014			Nov. 2015	Dic. 2013	
		0	3			5	0	
		Nov. 2012	May. 2014			Nov. 2015		

Componente 1: Community Based Tourism MSEs linked to international tourism value chains.

Peso: 41%

Clasificación: Muy Satisfactorio

C1.11	Number of community based tourism MSEs in economically disadvantaged areas on tour routes with improved business acumen via training to meet market demands of supply chain.	0	32			34		
		Nov. 2012	May. 2014			Nov. 2014		
C1.12	Number of staff members of local NGO's that participated in the different knowledge transfer sessions.	0				25	6	
		Nov. 2012				Nov. 2014	Jul. 2013	
C1.13	Number of community members that participated in the different knowledge transfer sessions.	0				300	115	
		Nov. 2012				Nov. 2014	Dic. 2013	
C1.14	Number of tour leaders that participated in the different knowledge transfer sessions.	0				100		
		Nov. 2012				Nov. 2014		
C1.15	Number of local guides, porters or cooks trained during the different knowledge transfer sessions.	0				100		
		Nov. 2012				Nov. 2014		
C1.16	Number of tour leaders from tour operator providing quality control monitoring and feedback of CBT products and appropriately managing tours in community settings.	0				100		
		Nov. 2012				Nov. 2014		
C1.17	Number of B2B signed contracts with community organizations that group together more than 35 MSEs.	0				5	3	
		Nov. 2012				Nov. 2014	Dic. 2013	

Componente 2: Tourism related MSE development

Peso: 12%

Clasificación: Satisfactorio

C2.11	Number of tourism related MSE's that have improved their business acumen.	0				8		
		Nov. 2012				May. 2014		
C2.12	Number of tourism related MSE's with 100% competency in basic accounting record keeping, inventory management.	0				16		
		Nov. 2012				Nov. 2014		
C2.13	Average customer satisfaction score in tourism related MSE's participating in the project (B2B, B2C).	0				80		
		Nov. 2012				Nov. 2014		
C2.14	Number of B2B contracts with other sustainable or travel related product or services businesses seeking to invest in local sustainable development.	0				16		
		Nov. 2012				Nov. 2014		

Componente 3: Market Access

Peso: 17%

Clasificación: Muy Satisfactorio

C3.11	Number of new CBT and tourism related products included in itineraries of G Adventures and other tour operators	0	5			10	3	
		Nov. 2012	May. 2014			Nov. 2015	Dic. 2013	
C3.12	Number of positive customer and social media mentions of project CBT and tourism related products.	0	20			100		
		Nov. 2012	May. 2014			Nov. 2015		
C3.13	Number of G Adventures catalog and newsletter mentions of project activities, beneficiaries and sites.	0	20			100		
		Nov. 2012	May. 2014			Nov. 2015		
C3.14	Number of project sites that show an increase in sales for participating tourism and tourism related MSE's working with other B2B buyers and prospects.	0				2		
		Nov. 2012				May. 2015		
C3.15	Number of dedicated pages on Planeterra's website to project destinations.	0				5	5	Finalizado
		Nov. 2012				Nov. 2015	May. 2013	

Componente 4: Enhance Local Governance related to sustainable tourism

Peso: 11%

Clasificación: Satisfactorio

C4.11	Baseline policy analysis for target destinations in Guatemala and Peru.	0				2	2	Finalizado
		Nov. 2012				Oct. 2013	Oct. 2013	
C4.12	Green Economy/Sustainable Tourism Training module completed for Guatemala and Peru municipal government participants.					May. 2014		
C4.13	Proposal in Peru (resulting from training activities) for local governments with policy instruments and actions to enhance stewardship of territorial resources and sustainable tourism needs prepared and presented for approval at the appropriate level.	0				1		
		Nov. 2012				Nov. 2014		
C4.14	Proposal in Guatemala (resulting from training activities) for local governments with policy instruments and actions to enhance stewardship of territorial resources and sustainable tourism needs prepared and presented for approval at the appropriate level.	0				1		
		Nov. 2012				May. 2015		
C4.15	Number of interventions taken up by local governments in Peru and Guatemala.	0				2		
		Nov. 2012				Nov. 2015		
C4.16	Knowledge product transferred to local development entities in Costa Rica and Nicaragua.	0				2		
						Jul. 2015		

Componente 5: Knowledge & Communication

Peso: 19%

Clasificación: Satisfactorio

C5.11	Monitoring and Evaluation Model for Socially Inclusive Tour Operations designed and baselines created for 5 project sites.	0				1	1	Finalizado
						May. 2013	May. 2013	
C5.12	Monitoring and Evaluation Model presented to MIF for their Knowledge Platform. (tested and completed full cycle)					Ene. 2016		
C5.13	Paper presented on the tour operators/ non-profit intervention to develop CBT product.	0				1		
		Nov. 2012				May. 2015		
C5.14	Self-directed learning CBT Success Factors module presented, including Lessons Learned from local partners, and working with indigenous peoples.	0				1		
		Nov. 2012				May. 2015		
C5.15	Self-directed learning module CBT for tour leaders presented.	0				1		
		Nov. 2012				May. 2015		
C5.16	Product Support Team Model for CBT Implementation including Lessons Learned presented.	0				1		
		Nov. 2012				May. 2015		
C5.17	Future sales model instrument presented.	0				1		
		Nov. 2012				May. 2015		
C5.18	Informational video on project results developed and distributed widely according to communications plan.	0				1		
		Nov. 2012				Nov. 2015		

Hitos	Planeado	Fecha de cumplimiento	Logrado	Fecha alcanzada	Estado	
H1	Conditions Prior	2	May. 2013	2	Nov. 2012	Logrado
H2	M&E system	1	May. 2013	1	May. 2013	Logrado
H3	2 product support teams trained- GU and NI	2	May. 2013	2	May. 2013	Logrado
H4	2 Product development plans completed	2	Oct. 2013	2	Oct. 2013	Logrado
H5	2 baseline policy analyses completed for sustainable tourism-DEL training in GU and PE	2	Oct. 2013	2	Oct. 2013	Logrado
H6	Improvements completed in GU and NI and CR	1	Ene. 2014	1	Jul. 2013	Logrado
H7	PE product development plans completed	1	May. 2014	1	Dic. 2013	Logrado

H8	Improvements completed in 2 sites PE	1	May. 2014	1	Dic. 2013	Logrado
H9	Governance policy training tool for sustainable tourism prepared	1	Nov. 2014			
H10	Future sales contracts signed, small scale testing complete in GU, NI, CR, PE	1	Nov. 2014			
H11	Future sales model complete	1	May. 2015			
H12	Product support team model complete	1	May. 2015			
H13	SDL model complete	1	Nov. 2015			
H14	Informational video complete	1	Nov. 2015			
H15	Socioeconomic effects measured in 5 sites	1	Ago. 2016			

FACTORES CRÍTICOS QUE HAN AFECTADO EL DESEMPEÑO*[No se reportaron factores para este período]***SECCIÓN 4: RIESGOS****RIESGOS MÁS RELEVANTES QUE PUEDEN AFECTAR EL DESEMPEÑO FUTURO**

	Nivel	Acción de mitigación	Responsable
1. Donor and academics continue to support supply side funding of MSE model without a view to marketability of the final products.	Bajo	Disseminate project lessons learned in different forums geared towards donors and academia.	Project Guest
2. Other tour operators do not show interest in inserting community based tourism into their value chain, and developing the product.	Bajo	Communicate project achievements in different industry events.	Project Guest
3. Project beneficiaries don't commit to skills strengthening and maintaining market capacity processes.	Bajo	Maintain open communication with project beneficiaries on the importance of the capacity building process, and their benefits in terms of personal and business growth.	Project Guest
4. Project beneficiaries don't understand the benefits of the model	Bajo	Communicate constantly with project beneficiaries as to the shared benefits of the model, and the importance of the capacity building process.	Project Guest
5. Tourism Industry forums interest wanes for socially inclusive economic development topics.	Bajo	Monitor the agenda and topics of the different Tourism Industry forums.	Project Guest

NIVEL DE RIESGO DEL PROYECTO: Bajo **NÚMERO TOTAL DE RIESGOS:** 8 **RIESGOS VIGENTES:** 8 **RIESGOS NO VIGENTES:** 0 **RIESGOS MITIGADOS:** 0**SECCIÓN 5: SOSTENIBILIDAD****Probabilidad de que exista sostenibilidad después de terminado el proyecto:** MP - Muy Probable**FACTORES CRÍTICOS QUE PUEDEN AFECTAR LA SOSTENIBILIDAD DEL PROYECTO***[No se reportaron factores para este período]***Acciones realizadas o a ser implementadas relativas a la sostenibilidad:**

Enterprises' economic sustainability was supported during this period as training began on negotiations to ensure increased profits, business management concepts, budgeting, inventories, objectives and business planning to ensure profitability after Planeterra project support finishes. Consultants and facilitators were hired for training to take place in each site. Guatemala home stays and related micro-enterprises began training in October. Costa Rica coffee tour and related micro-enterprises began training in October 2013, Peru Restaurant training began in November, Peru Campsite training is beginning in January, and Nicaragua home stay and other micro-enterprises beginning in January.

Evaluations by G Adventures' tour leaders were conducted on Guatemala and Nicaragua Home Stays in order to determine areas for improvement and training took place in October in both sites to ensure experience is meeting tour operator and traveller expectations, for sustained customer satisfaction.

SECCIÓN 6: LECCIONES PRÁCTICAS

	Relativa a	Autor
1. It is very important to ensure any tool created involves people from each locale in its development in order to incorporate adaptations specific to each local case. This was realized during the development of the monitoring and evaluation tool, which has language used only in Costa Rica, and not easily understood in rural Peru. The training module for the governance component will be collaboratively developed to avoid this issue.	Implementation	Galaski, Kelly
2. It is extremely important to employ indigenous-language speaking consultants/trainers and facilitators in field work in order to achieve high participation and comprehension rates in development work in rural areas where indigenous languages are spoken. such as in our project's case, Quechua or Tzutuhil. In training that has been done by a Spanish speaker only (in one case), the level of participation dropped during theory workshops for restaurant, and has increased significantly during practical applications as these are easier to understand. In all other cases in each site, where trainers and facilitators speak native languages, the rate of comprehension, enthusiasm, and participation has been much greater.	Implementation	Galaski, Kelly
3. It is important for community-based tourism enterprises to be tested and evaluated by tour leaders/guides and visitors in order to truly gauge successful implementation of a community tourism product plan. In each case in Guatemala, Nicaragua, and Costa Rica, G Adventures' tour	Implementation	Galaski, Kelly

leaders assessed products and provided recommendations for improvements according to their knowledge of what sells in the marketplace and according to traveller needs and wants. This has resulted in improved customer satisfaction. The same procedure will be utilized in both Peru CBT enterprises.