Fondo Multilateral de Inversiones
Miembro del Grupo BID

REPORTE DE ESTADO DEL PROYECTO

ENERO 2013 - JUNIO 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.

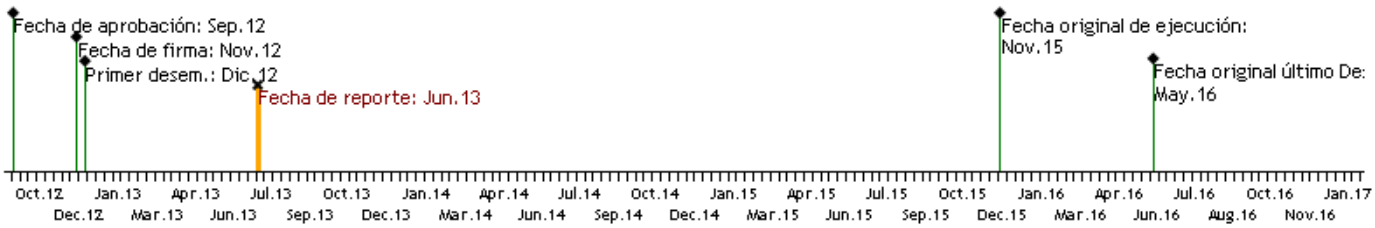
País Administrador
COSTA RICA

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

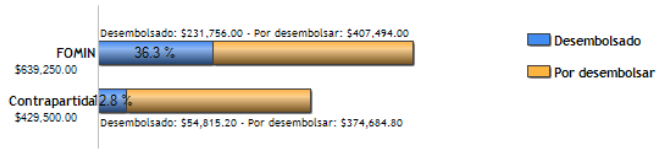
Agencia Ejecutora:

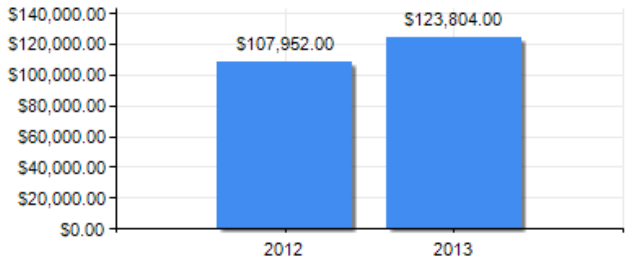
Líder equipo de diseño:
Líder equipo de supervisión: Murray, Betsy

CRONOLOGÍA DE EVENTOS

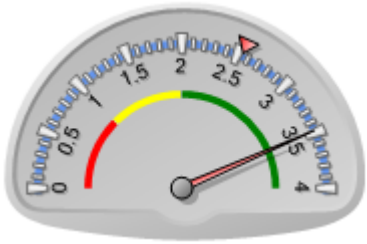


RECURSOS

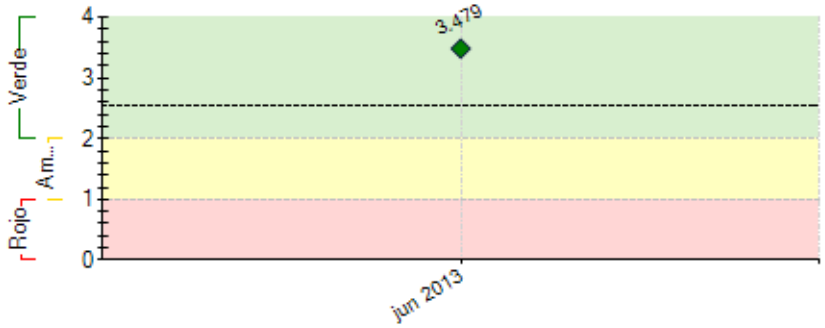




PUNTAJE DE DESEMPEÑO



Puntaje actual: Satisfactorio: 3.479
Promedio FOMIN: 2.544

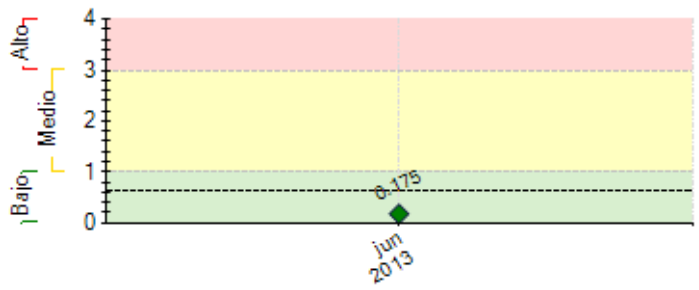


----- Promedio desempeño FOMIN

RIESGOS EXTERNOS

CAPACIDAD INSTITUCIONAL

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



---- Promedio de riesgo FOMIN: 0.63

SECCIÓN 2: DESEMPEÑO

Resumen del desempeño del proyecto en los últimos seis meses

- The construction and remodeling of home stays in Guatemala was successfully completed according to our work plan. Some extra material left over and the initial budget surplus will be used to support the Rupalaj Kistalin association with their visitor center project.
- In Nicaragua and Guatemala the Product Development workshops were successfully completed.
- In both N&G a microenterprise and environmental initiatives diagnostic for Component 2 was finalized, and will be done in CR by end of July.
- In Costa Rica, some trainings in different areas will be supported by the University of Costa Rica Communal Work program (TCU).
- In Peru, the designs for the campsite in Cuncani and for the restaurant in Huchuy Qosqo were approved in early July by Planeterra and G Adventures, the constructions will start end of July.
- For the restaurant in Huchuy Qosqo we had perhaps one of the greatest challenges of the project regarding the budget for the construction and equipment; in order to solve this issue G Adventures and Planeterra are commiting a total or $53,000 USD in additional funds to cover the associated costs.
- The Monitoring and Evaluation baseline for Component 5, was conducted and finalized by the consulting firm "Chirripo Consultores" in conjunction with our field managers.
- The first international conference to publicize the project model to other operators and NGOs, will be held in Costa Rica in September 2013 as part of G Adventures, global campaign "The G Project" Summit.

Comentarios del líder de Equipo de Supervisión

De acuerdo con los comentarios de la Agencia Ejecutora
The executing agency started immediately, completed the baseline study and has advanced work in community organization and tourism product development that should enable the project beneficiaries to begin receiving the socioeconomic benefits from increased traveler visitation in the coming months. The beneficiary countries are Costa Rica, Guatemala, Nicaragua and Peru.

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 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.	**P.I1**	Number of MSE's connected to the tour operator supply chain and receiving a continual flow of visitors.	0 Nov 2012	30 May 2014			50 Nov 2015	0	
	P.I2	Number of long term future sales contracts (B2B) between the community networks and the tour operator.	0 Nov 2012	5 May 2014			8 Nov 2015	0	
	P.I3	Number of communities with an internal community fund mechanism from increased sales operating for covering communal expenses, maintenance and upgrading of tourism enterprises.	0 Nov 2012	3 May 2014			5 Nov 2015	0	
Componente 1: Community Based Tourism MSEs linked to international tourism value chains. **Peso:** 41% **Clasificación:** Muy Satisfactorio	**C1.I1**	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 Nov 2012	32 May 2014			34 Nov 2014	 Jun 2013	
	C1.I2	Number of staff members of local NGO's that participated in the different knowledge transfer sessions.	0 Nov 2012				25 Nov 2014	 Jun 2013	
	C1.I3	Number of community members that participated in the different knowledge transfer sessions.	0 Nov 2012				300 Nov 2014	38 Jun 2013	
	C1.I4	Number of tour leaders that participated in the different knowledge transfer sessions.	0 Nov 2012				100 Nov 2014	 Jun 2013	
	C1.I5	Number of local guides, porters or cooks trained during the different knowledge transfer sessions.	0 Nov 2012				100 Nov 2014	 Jun 2013	
	C1.I6	Number of tour leaders from tour operator providing quality control monitoring and feedback of CBT products and appropriately managing tours in community settings.	0 Nov 2012				100 Nov 2014	 Jun 2013	
	C1.I7	Number of B2B signed contracts with community organizations that group together more than 35 MSEs.	0 Nov 2012				5 Nov 2014	 Jun 2013	
Componente 2: Tourism related MSE development **Peso:** 12% **Clasificación:** Satisfactorio	**C2.I1**	Number of tourism related MSE's that have improved their business acumen.	0 Nov 2012				8 May 2014	 Jun 2013	
	C2.I2	Number of tourism related MSE's with 100%competency in basic accounting record keeping, inventory management.	0 Nov 2012				16 Nov 2014	 Jun 2013	
	C2.I3	Average customer satisfaction score in tourism related MSE's participating in the project (B2B, B2C).	0 Nov 2012				80 Nov 2014	 Jun 2013	
	C2.I4	Number of B2B contracts with other sustainable or travel related product or services businesses seeking to invest in local sustainable development.	0 Nov 2012				16 Nov 2014	 Jun 2013	
Componente 3: Market Access	**C3.I1**	Number of new CBT and tourism related products included in itineraries of G Adventures and other	0	5			10	2	

Peso: 17% **Clasificación:** Satisfactorio		tour operators	Nov 2012	May 2014			Nov 2015	Jun 2013	
	C3.I2	Number of positive customer and social media mentions of project CBT and tourism related products.	0 Nov 2012	20 May 2014			100 Nov 2015	 Jun 2013	
	C3.I3	Number of G Adventures catalog and newsletter mentions of project activities, beneficiaries and sites.	0 Nov 2012	20 May 2014			100 Nov 2015	 Jun 2013	
	C3.I4	Number of project project sites that show an increase in sales for participating tourism and tourism related MSE's working with other B2B buyers and prospects.	0 Nov 2012				2 May 2015	 Jun 2013	
	C3.I5	Number of dedicated pages on Planeterra's website to project destinations.	0 Nov 2012				5 Nov 2015	5 May 2013	Finalizado
Componente 4: Enhance Local Governance related to sustainable tourism **Peso:** 11% **Clasificación:** Satisfactorio	**C4.I1**	Baseline policy analysis for target destinations in Guatemala and Peru.	0 Nov 2012				2 Oct 2013	 Jun 2013	
	C4.I2	Green Economy/Sustainable Tourism Training module completed for Guatemala and Peru municipal government participants.					 May 2014	No Jun 2013	
	C4.I3	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 Nov 2012				1 Nov 2014	 Jun 2013	
	C4.I4	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 Nov 2012				1 May 2015	 Jun 2013	
	C4.I5	Number of interventions taken up by local governments in Peru and Guatemala.	0 Nov 2012				2 Nov 2015	 Jun 2013	
	C4.I6	Knowledge product transferred to local development entities in Costa Rica and Nicaragua.	0 				2 Jul 2015	 Jun 2013	
Componente 5: Knowledge & Communication **Peso:** 19% **Clasificación:** Satisfactorio	**C5.I1**	Monitoring and Evaluation Model for Socially Inclusive Tour Operations designed and baselines created for 5 project sites.	0 				1 May 2013	1 May 2013	Finalizado
	C5.I2	Monitoring and Evaluation Model presented to MIF for their Knowledge Platform. (tested and completed full cycle)					 Ene 2016	No Jun 2013	
	C5.I3	Paper presented on the tour operators/ non-profit intervention to develop CBTproduct.	0 Nov 2012				1 May 2015	 Jun 2013	
	C5.I4	Self-directed learning CBT Success Factors module presented, including Lessons Learned from local partners, and working with indigenous peoples.	0 Nov 2012				1 May 2015	 Jun 2013	
	C5.I5	Self-directed learning module CBT for tour leaders presented.	0 Nov 2012				1 May 2015	 Jun 2013	
	C5.I6	Product Support Team Model for CBT Implementation including Lessons Learned presented.	0 Nov 2012				1 May 2015	 Jun 2013	
	C5.I7	Future sales model instrument presented.	0 Nov 2012				1 May 2015	 Jun 2013	
	C5.I8	Informational video on project results developed and distributed widely according to communications plan.	0 Nov 2012				1 Nov 2015	 Jun 2013	

	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	0	Jun 2013	
H5	2 baseline policy analyses completed for sustainable tourism-DEL training in GU and PE	2	Oct 2013	0	Jun 2013	
H6	Improvements completed in GU and NI and CR	1	Ene 2014	0	Jun 2013	
H7	PE product development plans completed	1	May 2014	0	Jun 2013	
H8	Improvements completed in 2 sites PE	1	May 2014	0	Jun 2013	
H9	Governance policy training tool for sustainable tourism prepared	1	Nov 2014	0	Jun 2013	
H10	Future sales contracts signed, small scale testing complete in GU, NI, CR, PE	1	Nov 2014	0	Jun 2013	
H11	Future sales model complete	1	May 2015	0	Jun 2013	
H12	Product support team model complete	1	May 2015	0	Jun 2013	
H13	SDL model complete	1	Nov 2015	0	Jun 2013	
H14	Informational video complete	1	Nov 2015	0	Jun 2013	
H15	Socioeconomic effects measured in 5 sites	1	Ago 2016	0	Jun 2013	

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. 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
3. Municipalities in tourism destinations don't show interest in strengthening public-private models and relations for the green economy in tourism.	Bajo	Identify leaders within each local government interested in strengthening public-private models and relations.	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. 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

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: P - 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:

To achieve real sustainability it is necessary to ensure a link with the market; in every project Planeterra has started negotiations with G Adventures, incorporating even some operating requirements to Community agreements.

Regarding the community training modules, Planeterra has been incorporating operation and service requirements demanded by international operators in the initial workshops, in order to ensure every community has a clear understanding and the correct training to face future negotiations.

As the development of local capacities is perhaps the most important element in the sustainability of any project, besides training local actors in different operating and service issues, the community will actively participate in the definition of their respective business plans, where our role as facilitators will be to ensure a good understanding of the business and defining medium and long term, specific, measurable and realistic objectives.

SECCIÓN 6: LECCIONES PRÁCTICAS

	Relativa a	Autor
1. Is really important to include within the community agreements, an investment plan for long-term profits, in which the initial priority has to be the maintenance and improvement of the project or microenterprise, defining also the social projects that will benefit the rest of the Community.	Sustainability	Robles, Tania
2. It is important to act more as a facilitator than as coordinator, ensuring that the community take initiatives as their own and that local actors are also accountable for achieving the project goals.	Implementation	Robles, Tania
3. It is vital to develop each activity within communities as a whole, based on the specific cultural context and designing methodologies tailored to each specific group.	Design	Robles, Tania