



PROGRAMME FOR SOUTH-SOUTH COOPERATION

Progress Report as of December 31st, 2009

02-B-07	Sustainable Tourism development Strategy in Zhemgang Dzongkhag (Bhutan) and River San Juan Basin (Los Chiles-Caño Negro-Guatuzo, Costa Rica)	
Thematic area	Sustainable Tourism	
Partner countries	Bhutan and Costa Rica	
Lead organization	Consortio Cooperativo Red Ecoturística Nacional -COOPRENA R.L; Costa Rica	
Partner organization	Department of Tourism; Buthan	
Budget	-PSC	\$599.012,23
	-Counterpart	\$88.100,00
Execution period	October 10 th , 2008 - August 1 st , 2010 (modified to October 10 th 2010 to June 10 th 2010).	
Beneficiaries	Bhutan: the communities and the tourism industry from the Zhemgang Dzongkhag	
	Costa Rica: Asociación Cultural, Ambiental y Turística Los Chiles (27 associates), Asociación de Mujeres de San Antonio (AMSA) with 13 associates from Caño Negro, Asociación Ulima de Caño Negro (5 associates), Asociación de Guías y Transportistas Acuáticas de Caño Negro Real Tours (18 associates), Asociación de Mujeres Productoras de Mariposas Fufumrama (11 associates), Asociación de Mujeres de Caño Negro (Asomucan)) with 10 associates Asociación Lhajarra Jutu (25 associates from Guatuzo, Asociación Indígena Kabekwa de Costa Rica (14 associates), Cooperativa de Artesanas Bijagueña (Cooabi) with 12 associates, Cooperativa Juvenil Bijagueña (Coopejubi) with 19 associates and Asociación Bijagueña de Productores Agrícolas (ABIPA, Las heliconias Lodge) with 11 associates.	

Overall Objective	Specific Objectives	Expected outcomes	Outcomes of the activities realized
To better position Zhemgang Dzongkhag, and selected communities in the Rio San Juan Basin as a sustainable tourism destination so that communities have direct employment and benefits from tourism to supplement their livelihood while conserving nature and preserving culture.	To design and implement strategies that allow better positioning of selected local communities (Zhemgang Dzongkha in Bhutan and Los Chiles - Caño Negro - Guatuzo, Costa Rica) on the development of a tourism that will permit them improve their income, meanwhile contributing to nature protection. <i>(shared for Bhutan and Costa Rica)</i>	Developed and applied strategies that allow a better insertion in the tourism development in Zhemgang Dzongkhag as well as in selected communities of the Rio San Juan Basin.	<ol style="list-style-type: none"> 1- One strategy designed and being applied in both countries: <ul style="list-style-type: none"> - Consists of four phases for the insertion of the beneficiaries product in travel agencies <ol style="list-style-type: none"> 1. For the case of Costa Rica (tourism product, training, commercialization-dissemination and promotion of the experience). 2. For the case of Bhutan orientation of Zhemgang as a model community for sustainable tourism (construction modifications, product orientation, commercialization). 2- 6 communities benefitted from sustainable tourism, 4 of which in Costa Rica (Caño Negro, Guatuzo, Los Chiles, Bijagua de Upala) and 2 in Bhutan (Zhemgang Dzongkhag). 3- Organization and methodology direction to be applied in both countries during the project. 4- One analysis of the beneficiary communities in both countries, in which can be determined that: <ul style="list-style-type: none"> -Costa Rica needs product design -Bhutan needs infrastructure for the product it currently has (which is Basic) or inexistent but has tourism potential.



PROGRAMME FOR SOUTH-SOUTH COOPERATION

	<p>To promote common learning of the better social and cultural strategies to advance on the development of sustainable tourism in local communities. <i>(shared for Bhutan and Costa Rica)</i></p>	<p>The common learning between Bhutan and Costa Rica in terms of how to advance on the development of a sustainable tourism concept in selected geographical areas characterized for their socio-economic vulnerability, but with broad tourist potential.</p>	<p>1- 2 experience exchange sessions, being physically present (meetings) in Bhutan y Costa Rica.</p> <ul style="list-style-type: none"> - In the session that took place in Bhutan familiarization with the beneficiaries of the Zhemgang Dzongkhag Project was achieved, as well as the design of a joint minute that presents the agreements made in reference to compliance with reports, relevant documentation and observations about joint strategies for the execution of the Project. - In the session that took place in Costa Rica a presentation was given about the activities and obtained results until now by each of the executing countries and the familiarization of the products and services of the beneficiary organizations of the River San Juan Basin and learning about the executive processes of the Project in Costa Rica. <p>2- Continuous communication via email between both countries.</p> <p>3- Constant supervision of the execution of the Project in Bhutan.</p>
		<p>Experiences shared and disseminated between Costa Rica and Bhutan on a market oriented approach towards sustainable and pro-poor tourism initiatives by developing papers as input for conferences for a wider public.</p>	<p>1- 3 Marketing tools to access the Sustainable Tourism market, which are:</p> <ul style="list-style-type: none"> - 1 joint Website, focused on the diffusion, promotion and commercialization of the established products, services and tourism routes, as well as for the purpose of exchanging experiences between Costa Rica and Bhutan. <ol style="list-style-type: none"> 1. Through the joint Website a commercialization network is established, where the sites of Cooprena and other integrated partners are incorporated. - 800 brochures in English for both countries (in process). - 1000 copies of a book that allows the diffusion and learning from the experiences of both countries in the development and execution of the Project (in process).
	<p>To plan for a sustainable development of tourism in Zhemgang Dzongkhag by identifying the existing and potential natural and cultural tourism resources to protect the potential tourism areas (outside the National Parks) from inappropriate development by zoning, with clear development and management plans/policies established for each zones. <i>(For Zhemgang Dzongkhag, Bhutan)</i></p>	<p>Development of a Dzongkhag tourism development plan.</p>	<p>1- One marketing strategy for the commercialization of the tourism products:</p> <ul style="list-style-type: none"> - A tourism development plan created in the District of Dzongkhag, which integrates over 600 people in the direct development plan of the area, who benefit from the tourism activity that is to be executed.
	<p>To strategize tourism products and services in</p>	<p>Development of a comprehensive tourism product</p>	<p>1- One zoning plan</p>



PROGRAMME FOR SOUTH-SOUTH COOPERATION

<p>Zhemgang Dzongkhag through a market oriented approach to ensure sustainable development of natural and cultural resources while enhancing the livelihoods of local people. <i>(For Zhemgang Dzongkhag, Bhutan)</i></p>	<p>development strategy for the Dzongkhag based on the district tourism zoning plan (including the Tourism Resource Inventory), consultation meetings and multi-stakeholder decision making processes with public and private stakeholders.</p>	<ul style="list-style-type: none"> - 400 people directly benefit through the implementation of tourism activities. - 150 families benefit in Bhutan through the development and implementation of project <ol style="list-style-type: none"> 1. 170 men direct beneficiaries of the project. 2. 131 women direct beneficiaries of the project. 3. 301 people in total benefit from the project through workshops and trainings.
<p>To prioritize the development of sustainable tourism products and services to diversify the tourist experience according to market demand and spread (geographically, seasonally and socio-economically) income distribution out of tourism while conserving nature and preserving culture. <i>(For Zhemgang Dzongkhag, Bhutan)</i></p>	<p>Identification of a tourism pilot project in Zhemgang Dzongkhag for sustainable tourism development based on the market demand oriented prioritization of sustainable tourism products and services to be developed to put Zhemgang on Bhutan's tourism map.</p>	<p>1- One pilot project for tourism identified in Zhemgang Dzongkhag, that includes:</p> <ul style="list-style-type: none"> - A community organized as a model community in Sustainable Tourism oriented towards market demands. - 2 communities stimulated to develop tourism activities. - 400 tour operators interested in the commercialization of the new tourism product.
<p>To develop the sustainable tourism pilot project by improving local capacity of local administrators and involving private sector to develop, manage and promote local tourism development. <i>(For Zhemgang Dzongkhag, Bhutan)</i></p>	<p>Development of a pilot zoning and pilot product development project in Zhemgang Dzongkhag by strengthening the capacity of local administrators and participation of private sector to develop, manage and promote sustainable tourism development in Zhemgang.</p>	<p>1- One elaborated project</p> <ul style="list-style-type: none"> - Pilot zonification Project strengthening the capacity of the local administrators. - Improvement of the new sustainable tourism products and/or services.
<p>Characterization of the tourism system of the interest area (offer, demand, connectivity and global conditions). <i>(Communities of the Rio San Juan Basin, Costa Rica)</i></p>	<p>The tourist system characterized in the area of interest (Los Chiles - Caño Negro - Guatuzo).</p>	<p>1- One characterized tourism system that includes:</p> <p>-Characterized area that presents:</p> <ol style="list-style-type: none"> 1- 11 organizations with an incipient tourism product in the River San Juan Basin to be developed through the execution of the project. 2- 3 tourism associations and 1 cooperative of handicraft women participating in productive activities. 3- 1 youth cooperative participating in productive activities. 4- 2 indigenous associations participating in productive activities. 5- One analysis tool of the progress of the Project that shows the satisfaction of the beneficiary organizations towards the executing organization.



PROGRAMME FOR SOUTH-SOUTH COOPERATION

			<p>-Product inventory:</p> <ol style="list-style-type: none"> 1- One analysis of the Northern Region of Costa Rica that shows Caño Negro as one of the main attractions of the area. 2- 11 organizations applying tools and executing activities to obtain the tourism declaration and sustainability certification. <p>-11 goal organizations of the Project characterized:</p> <ol style="list-style-type: none"> 1- 11 organizations to be developed through the execution of the project. (Inclusion of 3 beneficiary organizations of the Project in the area of Bijagua de Upala.) 2- 78% of the beneficiary people integrated in the Project is women. 3- 22% of the beneficiary people are men belonging to the Project groups. 4- 61% of the people integrated in the organizations are part of the beneficiary organizations of the indigenous zone. 5- 89% of the beneficiary families of the Project have a family core of 4 to 7 people. 6- 31% of the people that belong to the goal organizations are involved in economic activities such as handicrafts and 23% make a living through tourism. 7- 78% of the members of the organizations have been trained in themes related to tourism activity, business and craftwork. 8- Over 60 families benefit indirectly from the tourism products in the area.
	<p>To strategize tourism products and services in selected communities of the Rio San Juan Basin through a market oriented approach to ensure sustainable development of natural and cultural resources while enhancing the livelihoods of local people. <i>(Communities of the Rio San Juan Basin, Costa Rica)</i></p>	<p>A strategy designed and applied on the area of interest through a market oriented approach to ensure sustainable development of natural and cultural resources while enhancing the livelihoods of local people.</p>	<p>-One strategy of an action plan for the insertion of the tourism products in the bi-national tourism routes (Costa Rica- Nicaragua).</p> <ol style="list-style-type: none"> 1- 11 organizations committed to nature conservation and the protection of the environment. 2- 11 beneficiary organizations design and implementation of a conservation programme. 3- 11 beneficiary organizations unified as a network through an internal familiarization trip of the goal groups.

Basin, Costa Rica)



PROGRAMME FOR SOUTH-SOUTH COOPERATION

			<p>4- 30 people trained in themes related to tourism activity management.</p> <ul style="list-style-type: none"> - Design of tourism products. - Tourism Declaration and CST¹. - Basic accounting for small businesses. - Team work for network marketing. - Commercialization of tourism products and services. <p>5- 11 beneficiary organizations participating in marketing activities, such as:</p> <ul style="list-style-type: none"> - Promotion of the tourism supply and handicrafts in a cultural fair (III tourism fair in Caño Negro “Feria del Gaspar 2009 “). - Promotion of the tourism supply in the 1st Cooperative Encounter Cooprena-Infocoop “Rural Community-based Tourism, a means to create business responsibility. (Stands, theatre play Maleku). - Promotion of the tourism supply in the radio shows “Voces de Mi Pueblo”. National Radio. <p>6- 50% increase in the promotion of the tourism products and services.</p> <p>7- Up to 40% increase in sales of the products and services of the beneficiary organizations.</p> <p>8- Over 22 members of the beneficiary organizations participating in the training programme for Rural Tourism groups, given by El Instituto Nacional de Aprendizaje through an agreement of the Rural Community-based Tourism Alliance and the National Rural Tourism Chamber.</p> <p>9- 3 Government organizations (Instituto Nacional de Aprendizaje, Ministerio de Ambiente, Energía y Telecomunicaciones and Instituto de Fomento Cooperativo) are looking to include the Northern Region of Costa Rica and groups involved in tourism activity in their projects.</p> <p>10- 2 production activities integrated into the development process of tourism and handicrafts.</p> <p>11- 11 beneficiary organizations improving their tourism product.</p>
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¹ Certificado de Sostenibilidad Turística.



PROGRAMME FOR SOUTH-SOUTH COOPERATION

	<p>To promote the establishment of local chains of products and services in order to be inserted in bi-national tourist routes (Los Chiles - Caño Negro - Guatuzo in Costa Rica). <i>(Communities of the Rio San Juan Basin, Costa Rica)</i></p>	<p>Established local chains of products and services in order to be inserted in bi-national tourist routes (Los Chiles - Caño Negro - Guatuzo).</p>	<ol style="list-style-type: none"> 1- 3000 brochures designed in Spanish, informative copies for the beneficiary organizations in Costa Rica. 2- Over 5 travel agencies interested in bi-national tourism routes Costa Rica-Nicaragua. 3- 11 beneficiary groups with observations about specific changes according to recommendations of representatives of travel agencies, in charge of product design. 4- A central organization joining the activity of the 11 beneficiary organizations in the commercialization of the tourism product and handicrafts in the area. (in process of being formed).
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Photo Gallery



Familiarization with the project beneficiaries



Asociación Cultural, Ambiental y Turística Los Chiles project beneficiary



Execution of plan of action



Representative of Ulma de Caño Negro Association



Craft of Lhajarra jutu the project beneficiaries



Workshops for project beneficiaries



"Feria del Gaspar 2009" in Caño Negro, Costa Rica



Malecu Culture



Zhemgang village



Presentation of the project to the administrators of Heliconias Lodge, project beneficiary



Members of the Coopejubi, project beneficiaries



Camp site, zhemgang, Bhutan



PROGRAMME FOR SOUTH-SOUTH COOPERATION

Impact Indicators

Chart 1A. Impacts										
INDICATORS RELATED TO PEOPLE BENEFICIATED AND TRAINED										
Code	Indicators	Benin		Bhutan		Costa Rica		TOTAL		Comments
		M	F	M	F	M	F	M	F	
D4	Number of participants that go a head from a gender violence issue			NA	NA	NA	NA	NA	NA	Not application, the project works with gender equality but do not has promotion activities about the gender violence.
D8	Number of women involved in decision making (increase)			0	47	0	20	0	20	5 organizations are led by women beneficiaries of these organizations two of its members are responsible for making decisiones for the organization and which have greater contact with COOPRENA for development and execution of the project. Also, have joined the project three beneficiary organizations to draft the Veracruz area, Caño Negro, who participate as indirect beneficiaries of the project (Integration of marketing and marketing activities, training, exchange of experiences, integration into the tourist route as part tourist product "chains" of the area).



PROGRAMME FOR SOUTH-SOUTH COOPERATION

Chart 2A. Impacts						
OTHER INDICATORS						
Code	Indicators	Benin	Bhutan	Costa Rica	Total	Comments
A9	Number of families that improved their annual incomes		21	144	144	Around 89% of households benefited from the project have increased their income due to the strengthening of activities and services performed family members of the organizations receiving the project.
A65	Number of alliances investing resources in sustainable development activities			7	7	Alliances with organizations to create a development plan for the northern area, which involves development of projects for the area (MINAET, ICT in the northern area, Municipality, Association of Caño Negro, Rio Frio project, Promes and SINAC).
C29	Number of communities benefiting from sustainable tourism incomes			5	5	The beneficiaries communities in the Northern zone (Caño Negro, Guatuso, Los Chiles, Bijagua de Upala), Through the development and execution of the project, decided to join the community of Black Cano Veracruz, as part of the project target areas, and participating in the project five organizations with tourist product and service with potential
C30	Quantity of increased incomes from sustainable tourism			9	9	9 groups has been increased incomes during the executing of the project, like results of the activities of promotion of the project.
C32	Percentage of market sales with sustainable products			0	0	The sales of the beneficiaries organizations have been realized during activities of the project, the producto not are in the market yet. The product that operates in the tourism sector is "Real Tour", who have a marketable themed activity to the market. (Making Tour by boat on the Caño Negro Wetland)



Outcome Indicators

Chart 1B. Outcomes										
INDICATORS RELATED TO PEOPLE BENEFICIATED AND TRAINED										
Code	Indicators	Benin		Bhutan		Costa Rica		TOTAL		Comments
		M	F	M	F	M	F	M	F	

Chart 2B. Outcomes						
OTHER INDICATORS						
Code	Indicators	Benin	Bhutan	Costa Rica	Total	Comments
A14	Number of new micro enterprises			15	15	15 new micro enterprises in the Northern Zone, that has been design about of execution project. (ABIPA is a consolidated enterprice in the tourims activitie, not is taken into account because this enterprise only receives benefit of the project in training, stakeholders and promotion, not in product design).
A15	Number of MSMEs that improved the productive capacity			11	11	Has improved the productive capacity of the 11 organizations benefiting from the project through trainings, workshops and promotion.
A16	Number of new products			5	5	The beneficiary organizations get products attractions such as handicrafts, marketing of turtles, recycling, plays, and the bread market. It also integrates five organizations with products and travel services of importance to establish in the tourist rurta as food, lodging, and activities themed and of entertainment.
A17	Number of new services			4	4	The beneficiary organizations get products attractions such as handicrafts, marketing of turtles, recycling, plays, and the bread market. It also integrates five organizations with products and travel services of importance to establish in the tourist rurta as food, lodging, and activities themed and of entertainment.
A50	Number of initiatives generated through the experience of the project execution		2	8	8	Handycraft presentations, Voluntary programs, organizaci3n for comercialization , new group of guides, roducts and travel services of importance to establish in the tourist rurta as food, lodging, and activities themed and of entertainment..
B23	Number of micro enterprises linked to recycling			3	3	2 beneficiaries' organizations work like recycling products. AMSA has a recycling center and Asociacion Culturral Ambiental y Tursitica de los Chiles and Fufumrama work the crafts with recycling products.



PROGRAMME FOR SOUTH-SOUTH COOPERATION

C1	Number of tour operators strengthened in commercialization, infrastructure, human skills and organization			5	5	Is counted with 5 tour operators around a binational intereza in the development of beneficiary organizations to the project.
C2	Number of communities that improved the touristic infrastructure and management		1	4	4	All the beneficiaries communities in the Northern zone (Caño Negro, Guatuso, Los Chiles, Bijagua de Upala) increase touristic management
C3	Number of strengthened touristic micro enterprises managed by the community			11	11	In the 4 beneficiary communities in the north through the project, the building gives a 11 micro enterprises that develop in the tourism activity.
C4	Number of online touristic promotion platform		1	1	1	One web site online for both countries by to commercialization and promotion of the touristic products and services.
C5	Number of alliances with tour operators			1	1	Since the implementation of the project Simbiosis Tours features the new marketing and promotion of products and services organizations to the project beneficiaries as part of an alliance that enables sustainability of the beneficiaries microenterprises in the project . 4 tour operator are interesting in the activities touristic of the zone.
C9	Number of cultural groups created (folk music, theatre and chorus)			2	2	Malecus and Asociacion Culturral Ambiental y Tursitica de los Chiles, bring theater shows the form of part of your touristic product. These groups not are created by the project but the project gives supporting.
C10	Number of new tourism development strategies/plan created per country		1	1	1	An action plan strategy that allows the insertion of the products and tourist services in tourist routes designed by Costa Rica - Nicaragua.
C11	Number of market strategies for the commercialization of touristic products		1	1	1	Comercializacion through new organization
C12	Number of marketing tools developed to access the target sustainable tourism market		1	2	2	Two tools for marketing and promotion of the services and products, designing a website for both countries and a brochure in Spanish for Costa Rica.
C13	Number of new sustainable touristic services			5	5	(Voluntary programs, 3 handycraft presentations and tour of medicinal plants)
C19	Number of cultural activities that are part of tourism services			2	2	Malecus and Asociacion Culturral Ambiental y Tursitica de los Chiles, provide theater shows like of part of your touristic product.



PROGRAMME FOR SOUTH-SOUTH COOPERATION

Output Indicators

Chart 1C. Outputs										
INDICATORS RELATED TO PEOPLE BENEFICIATED AND TRAINED										
Code	Indicators	Benin		Bhutan		Costa Rica		TOTAL		Comments
		M	F	M	F	M	F	M	F	
A1	Number of direct beneficiaries (Training, workers, others)			38	47	57	87	57	87	Whole of beneficiaries of 11 groups puts
A56	Number of people participating in productive activities					57	87	57	87	The whole of beneficiaries of 11 groups puts participating in productive activities
A42	Number of people trained					9	16	9	16	In the trainings they informed a whole of 1 at 3 representatives of 11 groups put.
A43	Number of people trained to be trainers					9	16	9	16	In the trainings they informed a whole of 1 at 3 representatives of 11 groups put.
A44	Number of people trained on entrepreneurial and managerial skills					5	8	5	8	In the trainings realized to the beneficiaries of the project, they informed a whole of 1 or 2 beneficiaries of 11 groups put.
A45	Number of people trained on technical skills					5	8	5	8	The first workshop included training in skills such as basic accounting, techniques for receive the tourist declaratory and CST as well as techniques for designing and marketing of tourism products and services.
A58	Number of indigenous trained					4	5	4	5	Of two groups indigenous beneficiaries in the project, informed about 1 at 6 representatives for organization
C15	Number of local administrators trained in sustainable tourism					5	8	5	8	Were trained on the first workshop to beneficiaries of projects on sustainable tourism topics.
C17	Number of people trained on touristic company management					5	8	5	8	Were trained on the first workshop to beneficiaries of projects on touristic company management topics.



PROGRAMME FOR SOUTH-SOUTH COOPERATION

Chart 2C. Outputs						
OTHER INDICATORS						
Code	Indicators	Benin	Bhutan	Costa Rica	Total	Comments
A4	Number of NGOs beneficiated		2	11	11	The 11 organizations benefiting from project are NGOs
A6	Number of community based organizations beneficiated		2	11	11	The 11 organizations benefiting from project are of community based
A7	Number of communities beneficiated/participating in the project		1	5	5	Communities beneficiaries in the Northern Zone (Caño Negro, Guatuso, Los Chiles and Bijagua de Upala, and Veracruz de Caño Negro)
A8	Number of benefited families		21	144	144	Over 144 families are benefited with the development and execution of the project in selected communities in the Northern Zone (Caño Negro, Guatuso, Los Chiles and Bijagua de Upala).
A26	Number of international experiences exchange events		2	2	2	Two representatives of Costa Rica (Cooprena R.L.) participated in the first experiences exchange in Bhutan. And one activity in Costa Rica with persons of Bhutan
A29	Number of online project web page			1	1	One web site online for both countries
C6	Number of folkloric presentations (discussions, conferences, recitals, concerts, festivals, dances, choirs) developed			2	2	Project beneficiaries have participated in market activities such as festivals and plays. III Gaspar Fair 2009 in Caño Negro and I find cooperative INFOCOOP -COOPRENA.
C7	Number of cultural experience exchange per activity			2	2	There have been two meetings in both countries to share experience and familiarity with the products and services in Bhutan and Costa Rica.
C18	Number of sustainable tourism multi-stakeholder conferences			1	1	A meeting with stakeholders (MINAET, ICT in the northern area, Municipality, Association of Caño Negro, Rio Frio project, Promes and SINAC)
D6	Number of jobs created for women			52	52	52 jobs for women with the project in all organizations