



PROGRAMME FOR SOUTH-SOUTH COOPERATION

Progress Report of December 31 st , 2009			
06-B-07		Strengthening tour operator associations in Bhutan and Costa Rica: Improving market linkages for sustainable tourism with the United States and Western Europe	
Thematic area		Sustainable Tourism	
Partner countries		Costa Rica and Bhutan	
Lead organization		Asociación Ecolé Experience in Costa Rica	
Partner Organization		Association of Bhutanese Tour Operators (ABTO), the Tourism Council of Bhutan and SNV-Bhutan in Bhutan	
Budget	PSC	\$363.348,00	
	Counterpart	\$236.185,00	
Execution period		May 1 st , 2009 - October 31st, 2009	
Beneficiaries		Costa Rica: 29 sites of service providers and tour guides in Costa Rica Bhutan: member organizations of ABTO and Tour Operators in Bhutan	
Overall Objective	Specific Objectives	Expected outcomes	Outcomes of the activities realized
This project aims to strengthen the capacity and influence the tour operator associations and members in Bhutan and Costa Rica to improve market linkages with the United States and Western Europe in a sustainable way. These market linkages will be improved by developing institutional linkages, destination marketing and by establishing a social, environmental, and economic sustainable base for the private sector	Improve capacity and restructuring of the tour operator associations (TOA), which can support business development in a pro-poor sustainable manner in both Bhutan and Costa Rica	Restructuring of the tour operator associations of Bhutan and Costa Rica.	
		Visit of the Bhutan delegation to Costa Rica to share experiences at the end of the project period	Had a second meeting on 23 rd October 2009. ABTO delegation: -Mr. Sonam Dorji, Mr. Kinley Gyeltshen, Thunji Dorji Nadik, Mr. Kunzang Norbu Ecole Experience: -Astrid Cremers and Jackeline Chacon Meeting on 23 rd October in Turrialba between ABTO delegation, Ecole Experience representative and Camara Nacional de Turrialba representatives to improve and steering relations in both countries
		International Conference of TO's with CANAECO (Cámara Nacional de Ecoturismo) Planet-People-Peace: Sustaining the future	<ul style="list-style-type: none"> - International Conference of TO's and - Workshop's from October 26th to 29th - ABTO delegation members participation at International Conference PPP, stand share between ABTO and Ecole Experience - Meetings with Canaeco members, are held as part of the steering relations in sustainability in both Countries Costa Rica and Bhutan
		Development of internal and external communication with special focus on internet facilities/ web portal	<ul style="list-style-type: none"> - Identified URL for the project as below: - bhutan-costarica.net travelexperience.net - Ecole website www.ecoleexperience.org is online currently, Ecole continue developing and adding more information continue uploading the project - Continue uploading project information on common web portal : \$ www bhutan-costarica.net travelexperience.ne \$ Ecole website will be adapt ting until December 2009
		Final meeting of the steering group	An extra meeting between the directors was held in Berlin, 15 th March; Mr. Sonam and Mrs. Astrid; counter part Ecole Travel and TCB

			<p>counter part Ecole Travel and TCB</p> <p>The following officials from ABTO visited Costa Rica in October 2009 for reciprocity visit and final meeting:</p> <ul style="list-style-type: none"> - Mr. Sonam Dorji, Mr. Kinley Gyeltshen, Thunji Dorji Nadik and Mr. Kunzang Norbu
		Field training programs students, implementation, logistics, evaluation, developing registration DVD	Program of field training is up and running now; strategy is ready and additional capacities have been handed out by ACTUAR and Ecole; Mr. Wouter Zagt, Miss Jackeline Chacon are working on the progress of the placements, as well as the additional capacities
		Equipping the secretariats for networking and delivery of services.	Purchased 4 desktop computers, 2 laptops, 1 digital camera, 2 access points, cat6 cable, 2 Nos. sofa sets, reception table
		<p>Ecole : Implementing 7 regional workshops around all the country. The topic is:</p> <p>“PROGRAMA DE TALLERES CULTURALES PARA GUÍAS DE TURISMO RURAL COMUNITARIO” (Program of Cultural Workshops to guides of Rural Community Tourism), Ecole are working with the local guides in some topics like culture and history in the different communities in Costa Rica, besides a workshop of corporal and oral expression.</p> <p>We are implementing this workshops handed by ACTUAR and UNED.</p>	<p>Organization and implementation summon of local guides of rural tourism for the first workshop of the Program of Cultural Workshops to guides of Rural Community Tourism held in UNED (Universidad Estatal a Distancia)</p> <p>Mr. Wouter Zagt, Miss Jackeline Chacon are working on the progress of the placements, as well as the additional capacities</p>
		Organization and implementation of a Forum/ Breakfast about Improvement of Knowledge's to members of CANAECO, ACOT, CANATUR, ACOPROT, ICT, CCH, CANATUR and students in topics like sustainable tourism. The topic is (Green tendencies in Europe Market / Walking toward the sustainability	<p>Forum/ Breakfast of CANAECO held in Ecole Experience collaboration about Green Tendencies in Europe market by Astrid Cremers and Walking toward sustainability by Ecole</p> <p>*Place-Ecole Experience (July 23rd, 2009)</p> <p>Ms Astrid Cremers give a chat over Green Tendencies in Europe market capacitating members of CANAECO, ACOT, ACOPROT, CANATUR, ICT</p>
	Increase knowledge on and access to the tourism markets of the United States and Western Europe by developing sustainable market linkages between Bhutan and the target markets and Costa Rica and the target markets	- Define sustainable tourism as it is understood in the United States and Western Europe and in Bhutan and Costa Rica to identify matching tourism markets.	<ul style="list-style-type: none"> - Filming , didactic material, Restructuring membership - One short video about Walking toward sustainability: Best Practices, suggestions to CST- Training tour operators - tour guides in business development skills and the integration of social, environmental, gender by Ecole - Implementing and created a conscience of the work and the process to involved CST certification
		<ul style="list-style-type: none"> - Report on trends of market demand in the United States and Western Europe towards a sustainable tourism experience in the long-haul market places based on research. - Workshop to outline opportunities for tour operators in Bhutan and Costa Rica to work together in formal partnerships or informal clusters, sharing good practices and enhancing the sustainability, length and profitability of visits to the respective partner countries. 	<ul style="list-style-type: none"> - Elaboration following income generating mechanism: - ‘The Tourist Experience’, Book by Mr. Marinus Gisolf; Spanish and English



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			Web page for divulgation and promotion of Costa Rica and Bhutan as a tourist destiny
		Develop effective and sustainable marketing tools for Bhutanese and Costa Rican tour operators to access the target sustainable tourism markets	A tour in Central America is been developed with noticias.nl (Holland news webpage). This company is interested in support tour operators.
			Negotiation with noticias.nl to develop a workshop of the project in Holland.

Photo Gallery



Needs Assessment Workshop



Needs Assessment Workshop



Project Team