

Progress Report as of May 15th, 2010

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 Ecole 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		October 31 st , 2008 - August 1st, 2010			
Work plan execution		According to plan			
Percentage of advance		85%			
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		
<p>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</p>	<p>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</p>	<p>Restructuring of the tour operator associations of Bhutan and Costa Rica.</p>	<p>Bhutan and Costa Rica: Steering committee comprises four representatives from Ecole Experience and ABTO and Working Committee (eight representatives) from ABTO, Tourism Council of Bhutan (TCB) and SNV Bhutan</p>		
			<p>Bhutan and Costa Rica: Seven representatives from ABTO, TCB and Ecole Experience attended the kick off meeting. Meeting minutes for reference.</p>		
			<p>Identified URL for the project as below: bhutan-costarica.net travelexperience.net</p>		
			<p>Ecole website: www.ecoleexperience.org is online currently, Ecole continue developing and adding more information continue uploading the project</p>		
		<p>Sharing of best practices and information exchange on the sustainable management and income-generating mechanisms of tour operator associations by a desk research on tour operator operations (IATO, ATTA, PATA, and other regional Asian and Central American tour operator associations)</p>		<p>First contact with ABTO, definition the implementation of the project, official establishment of the agreement with SDS-Sustainable Development Secretariat, exchange of criteria about the tourism sustainability vision, development of a promotional video of Bhutan and developed common web portal.</p>	
		<p>Sharing of best practices and information exchange on the sustainable management and income-generating mechanisms of tour operator associations by a desk research on tour operator operations (IATO, ATTA, PATA, and other regional Asian and Central American tour operator associations)</p>		<p>The visit of Bhutanese delegation to Costa Rica and the presentation of Bhutan tourism policy during international congress through the project contributed towards promotion of Bhutan as a travel destination in the western market. The team proposed two staff of Ecole Experience to be stationed in Bhutan for exchange of ideas, which the lead agency has approved. The two staff will be in ABTO from 25th to 30th May 2010.</p>	
		<p>Sharing of best practices and information exchange on the sustainable management and income-generating mechanisms of tour operator associations by a desk research on tour operator operations (IATO, ATTA, PATA, and other regional Asian and Central American tour operator associations)</p>		<p>International Conference of TO's and Workshop's from October 26th to 29th 2009</p>	
		<p>Sharing of best practices and information exchange on the sustainable management and income-generating mechanisms of tour operator associations by a desk research on tour operator operations (IATO, ATTA, PATA, and other regional Asian and Central American tour operator associations)</p>		<p>ABTO delegation members participation at International Conference PPP. A stand was shared between ABTO and Ecole Experience</p>	
		<p>Sharing of best practices and information exchange on the sustainable management and income-generating mechanisms of tour operator associations by a desk research on tour operator operations (IATO, ATTA, PATA, and other regional Asian and Central American tour operator associations)</p>		<p>Meetings with Canaeco members, are held as part of the steering relations in sustainability in both Countries Costa Rica and Bhutan</p>	
		<p>Sharing of best practices and information exchange on the sustainable management and income-generating mechanisms of tour operator associations by a desk research on tour operator operations (IATO, ATTA, PATA, and other regional Asian and Central American tour operator associations)</p>		<p>Translation to English language the book " the Tourist Experience" of Marinus Gisolf</p>	

		Situational assessment reports based on the organisational assessment of tour operator associations' secretariats to identify the needs and potentials to strengthen the capacity of the tour operator associations in a sustainable manner	Bhutan: Conducted desk Research by the international consultant to identify revenue generation schemes. Desk Research and membership structure report for detail information and reference. Conducted organizational assessment exercise and developed strategic plan as a guiding document for ABTO.	
		Training for tour operator associations' secretariats and executive board members to improve services and operations of the associations.	Improved the capacity of around 50 people through various trainings such as Business Development Skills, Public Relation, Office Management, Office Management and Inventory, Financial Management and Human Resource Management. The training also benefited around 400 tour operators through sharing of training material	
		Equipping the secretariats to fulfil its members' requirements and for networking and delivery of sustainable tourism services based on the outcomes of the organisational assessment	Equipped ABTO Secretariat office with high speed server, computers, digital camera, and furniture such as sofa sets, executive table, file racks, reception counter and setup wifi network connecting the computer systems. As a result, the secretariat staff could easily access and disseminate the information as an when required. Purchased 4 desktop computers, 2 laptops, 1 digital camera, 2 access points, cat6 cable, 2 Nos. sofa sets, reception table	
		Development of a members' tourism reference kit/package to be presented at a workshop to increase awareness of tour operators on tourism rules, regulations, policies and strategies in the respective partner countries	Production in process of a kit travel book that is going to be used in the workshops.	
		Tour operator workshop to improve business development skills and the integration of principles of social, environmental and corporate responsibility with gender as cross-cutting issue into tour operations in the respective partner countries	14 stakeholders' representatives (1 woman and 13 men), 6 staff (3 women and 3 men) form ABTO attended Consultative workshop.	
		Market research on target markets of the United States and Western Europe.	Participation: Fair Trade in Netherland Jan 13 th to 17 th	
	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.	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	
		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.	Completed the research on target markets and travel trends. Improved the capacity of one ABTO secretariat staff on research skills. Report available for information and reference. Information Update participation and sustainable tourism promotion delegations to foreign markets both in the common website	
		Develop effective and sustainable marketing tools for Bhutanese and Costa Rican tour operators to access the target sustainable tourism markets	Development of a TV program about Bhutan that is going to be presented in the channel 13 of Costa Rica	
			Web page for divulgation and promotion of Costa Rica and Bhutan as a tourist destiny	
			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.	

		<p>Trained 40 tour operators /representatives of tour operators and Secretariat staff on developing marketing and packaging skills in relation to the source/target market and western Europe. The training materials available for information, which will be shared to other tour operators for reference and decision making.</p>
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Photo Gallery



Needs Assessment Workshop



Needs Assessment Workshop



Project Team



Association of Bhutanese Tour Operators



Coordination Meeting in ABTO, Bhutan



Video Production of Bhutan Sustainable Tourism

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	

Chart 2A. Impacts						
OTHER INDICATORS						
Code	Indicators	Benin	Bhutan	Costa Rica	Total	Comments
A53	Number of new permanent work positions		1		1	
A9	Number of families that improved their annual incomes			28	28	local rural communities
C30	Quantity of increased incomes from sustainable tourism					III semestre
C31	Quantity of incomes from sustainable tourism / Percentage of market sales with sustainable products					III semestre
C32	Percentage of market sales with sustainable products					NA

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					
A15	Number of MSMEs that improved the productive capacity			28	28	
A16	Number of new products		1	6	7	
A17	Number of new services		1	2	3	
A18	Number of online agricultural information platform		1		1	
A19	Number of new products/services exported					NA
A30	Number of training facilities (installations)		5		5	
A50	Number of initiatives generated through the experience of the project execution		1		1	
C1	Number of tour operators strengthened in commercialization, infrastructure, human skills and organization			150	150	
C2	Number of communities that improved the touristic infrastructure and management			28	28	
C3	Number of strengthened touristic micro enterprises managed by the community			2	2	
C4	Number of online touristic promotion platform		2	2	4	
C5	Number of alliances with tour operators		30	179	209	
C10	Number of new tourism development strategies/plan created per country					NA
C11	Number of market strategies for the commercialization of touristic products		2		2	
C12	Number of marketing tools developed to access the target sustainable tourism market		2	5	7	
C13	Number of new sustainable touristic services		2	2	4	
C14	Number of new sustainable touristic products		1	6	7	
C20	Number tour operators with improved sustainable tourism skills (technical, management)			150	150	
E18	Number of enterprises or centres applying new technologies of biodiversity conservation		2		2	
E19	Number of people or organisations or institutions with improved skills and awareness on biodiversity conservation and sustainable use		2		2	

Chart 2C. Outputs

OTHER INDICATORS

Code	Indicators	Benin	Bhutan	Costa Rica	Total	Comments
A51	Number of governmental organizations benefited			3	3	
A52	Number of private organizations benefited			5	5	
A7	Number of communities benefited/participating in the project		44	28	72	
A8	Number of benefited families			28	28	
A22	Number of NGO-academic partnerships			3	3	
A23	Number of NGO-Governmental partnerships			4	4	
A24	Number of NGO-Private partnerships			4	4	
A25	Number of NGO-NGO			2	2	
A26	Number of international experiences exchange events		2	3	3	
A29	Number of online project web page		2	2	4	
A41	Number of publications of good practices and training guidelines		5	2	7	
A49	Number of organizations at needs assessments workshops		32		32	
C18	Number of sustainable tourism multi-stakeholder conferences		1	1	2	
D1	Number of activities organized with gender equity principles		3		3	
A21	Number of Private-Governmental partnerships		2		2	
A31	Number of data providers (Organizations)		2		2	
A46	Number of people trained on communication and information technologies		2		2	
D3	Number of private organizations benefiting with better gender equity information for decision making process		7		7	
D7	Enhanced income generation for women		9		9	