



Progress Report as of May 15 th 2010			
12-P-07	“Community Based Sustainable Tourism in Phobjikha Conservation Area “		
Thematic area	Sustainable Tourism		
Partner countries	Bhutan		
Lead organization	Royal Society for Protection of Nature (RSPN), Thimphu, Bhutan		
Budget PSC	\$100,000		
Execution period	May 1 st , 2008 – June 30 th , 2009		
Beneficiaries	Communities from 4 blocks (gewogs) in Phobjikha under Wangdiphodrang district Communities from Wamrong and Kangpara under Trashigang district		
Overall Objective	Specific Objectives	Expected outcomes	Outcomes of the activities realized
Phobjikha valley as a model community-based sustainable tourism destination contributes to conservation of the natural environment, the protection of the crane habitat, conservation of culture, and at the same time contributes to socio-economic benefits for communities in the valley	Identify potential tourism activities and services and develop Community based sustainable tourism plan (CBST)	Feasible community-based tourism activities and service identified plan developed	Feasible community-based tourism activities and service identified.
	Build local capacity and awareness on CBST related services and products	Increased participation of the local communities in CBST/ecotourism	Stakeholder workshop conducted about proposed tourism activities and service in the valley. The trainees are now able to develop products like, book marks and cards, bags, lamp sheds, window shutter, table mats, gift boxes, hair clips, decorative gift pack and so forth which are displayed for sale in the souvenir shop as seen in the picture below.
		Improved quality and quantity of local products	
	Develop campsite, and enhance the existing natural trails in the valley	Existing nature trails improved with development of a view point and installation of interpretations along the existing natural trails	Two resting sheds and a viewing point installed and used by the visitors.
		Campsite functioning properly	Campsite completed and in use by visitors
	Establish coordination between communities and tourism entities and develop marketing linkages	Potential consumers and stakeholders (tour agencies, local and regional visitors) aware of and responding to the CBST programs in Phobjikha	CBST ¹ village activities organized & community benefiting economically.
		Nature-based tourism activities organized in villages & community benefiting economically	Viewing facility in place and visitors encroaching the wetland reduced.
	Enhance facility in the visitors centre	Viewing facility in place and visitors encroaching the valley reduced	Viewing equipments for the visitor’s information centre has been purchased.
Establish linkage and partnership with the potential organizations in Costa Rica	Linkage established through exchange visit to Costa Rica	Linkage established through exchange visit to Costa Rica. Management of the visitor centre improved.	

¹ Community Based Sustainable Tourism

Photo Gallery



Entrance to information centre, Phobjikha



View point



The souvenir shop in phobjikha project site



products of project beneficiaries



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	
C29	Number of communities benefiting from sustainable tourism incomes			1	14					
C30	Quantity of increased incomes from sustainable tourism			NA	NA					not yet assessed

Chart 2A. Impacts						
OTHER INDICATORS						
Code	Indicators	Benin	Bhutan	Costa Rica	Total	Comments

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	
C2	Number of communities that improved the touristic infrastructure and management			10	8					

Chart 2B. Outcomes						
OTHER INDICATORS						
Code	Indicators	Benin	Bhutan	Costa Rica	Total	Comments
C4	Number of online touristic promotion platform		1			development of CBST website
C12	Number of marketing tools developed to access the target sustainable tourism market		500			Development of booklet
C13	Number of new sustainable touristic services		4			for tourists and visitors
C14	Number of new sustainable touristic products		11			souvenir development



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	

Chart 2C. Outputs						
OTHER INDICATORS						
Code	Indicators	Benin	Bhutan	Costa Rica	Total	Comments
C18	Number of sustainable tourism multi-stakeholder conferences		2			in country