



TECHNICAL REPORT

# Sustainable Tourism

A SHORT COURSE FOR LOCAL COMMUNITIES

León, Nicaragua, March 2006



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TECHNICAL REPORT

# SUSTAINABLE TOURISM

A SHORT COURSE FOR LOCAL COMMUNITIES

By

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in collaboration with

CANTUR  
CLUSA Nicaragua

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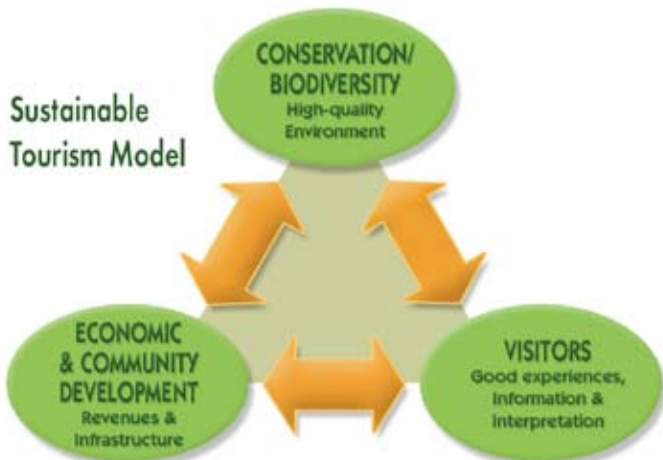


# INTRODUCTION

USAID Nicaragua supports rural development programs to improve economic conditions and incomes of the rural poor. A key piece of this development strategy is to improve skills and knowledge of local tour operators and nature guides.

As part of USAID's goal of "Fostering Economic Growth from National Protected and Forested Areas" the USDA Forest Service is assisting the Government of Nicaragua by developing sustainable tourism training. The Forest Service is taking a sustainable tourism triangle approach that involves 1) Conservation of Biodiversity, 2) Economic and Social Development and 3) providing a Quality Visitor Experience. The outcome will be that the Nicaraguan Pacific Coast Region, and the Protected Areas in this region, will be recognized as a world-class tourism destination and serve as a model for sustainable tourism projects. By aligning outcome-based communications and interpretive planning with management goals, tourism will produce sustainable benefits for the environment, Protected Areas, local businesses, and locals and international visitors. The elements of this strategy consist of:

- Focusing on benefits as desired outcomes.
- Creating synergy between conservation/biodiversity, economic/social development, and quality visitor experiences.
- Developing public-private partnerships between local NGOs involved with co-management, MARENA and the private sector.
- Working closely with INTUR and the tourism industry with all action items. As part of this strategy, USAID provided financial support through the USDA PASA agreement (PASA No. 596-P- 00-01-00099-00) for US Forest Service advisors to design and teach this bird-watching short-course.



# OBJECTIVES OF THE TRAINING

- To present overview of sustainable tourism and eco-tourism, what they are and how they are/can be used in Central America as a development tool.
- To present tools and techniques for development of sustainable tourism in small communities and protected areas.
- To improve networking between Nicaraguan small communities involved in sustainable tourism development.





# TRAINING COURSE DESCRIPTION

A four-day training course titled “Sustainable Tourism, a Short-course for Local Communities” was held in Leon from 14-18 March 2006. This is the second time this course has been taught in Nicaragua, previously it was taught in Jinotepe in 2004. The course was taught by a team of “Tour Guides” (instructors) from the US Forest Service, International Institute of Tropical Forestry, and Indiana University. Specific advisor expertise consisted of: tourism planning, parks management, interpretation, marketing & communication, photography and graphic design (see Appendix 1 for a short bio on each Instructor). This course covered all aspects of sustainable tourism for small communities (see Appendix 2 for a course agenda). The course was attended by 30 participants from the local NGOs, Local universities, U.S. Peace Corps, and local communities, and municipalities (see Appendix 3 for the participant list).

Classroom activities were structured around lectures on specific subjects, using previously developed training materials, manuals and visual aids. Several exercises were used to involve the participants in an interactive participation process. Visual aids were used to demonstrate specific techniques and show tourism examples for Nicaragua and other countries.

A CD and a printed hard-copy was made with all course materials and given to each participant. This materials consisted of:

1. Course Agenda
2. Participant List
3. Power Point files of technical materials
4. Handouts in electronic format
5. The Ecotourism Society. 1995. Directrices para el Ecoturismo, una guía para los operadores de turismo naturalista

In addition, the following materials were used during the course but not given to each participant:

1. Brochu and Merriman. 2003. Interpretación Personal, conectando su audiencia con los recursos patrimoniales
2. Brochu, Lisa. 2003. Interpretive Planning.
3. Ham, Sam. 1992. Interpretación Ambiental, una guía para gente con grandes ideas y presupuestos pequeños.

A participant evaluation of the course was given when the training terminated. High scores, were given in all categories. One hundred percent of the participants rated the course as excellent (57%), very good (32%), or good (11%). One hundred percent of the participants felt that the course surpassed (54%), or met (46%) of their expectations; while Sixty-one percent thought the course was sufficient in length. Fifty-seven percent of the participants reported that the course was excellent, and 43% very useful (see Appendix 4).

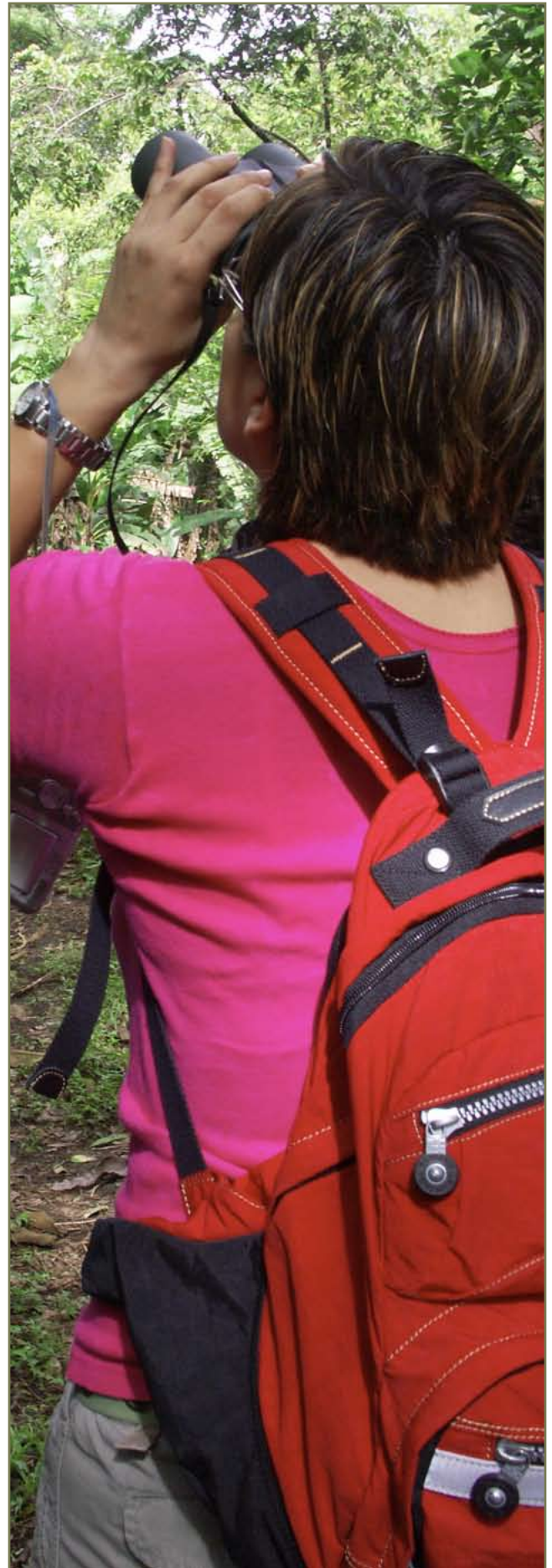




# EXPECTED RESULTS

Some of the expected results from this workshop are:

- CANTUR, local tour operators, NGOs, and community members will develop networks to improve working relationships and coordination and cooperation in tourism activities.
- Course participants have enhanced knowledge and skills which will assist them in the development of small-scale tourism activities.
- U.S. Peace Corps Volunteer participants will better serve their local communities in their development of local tourism activities.
- Course participants will work more effectively with Nicaraguan Governmental Authorities in the development of tourism programs.



# PARTICIPANT COMMENTS

- Este taller fue de muchísimo interés para mí porque me he dado cuenta de muchas cosas que aún hacen falta por hacer en la Isla de Ometepe, como señalización, incluir la isla (volcanes) como un área protegida etc. Así como aprender las formas de interpretación.
- Considero que todo estuvo muy bueno, pero faltó hacer algunas dinámicas en el transcurso de los días principalmente en el primero. Faltó mayor integración con los otros miembros del curso.
- Necesitamos más capacitación que trate el tema de publicidad y mercadotecnia y porque no un curso de Diseño Gráfico.
- El hecho de poseer conocimientos ajenos al turismo, pero de sí valorar la naturaleza, me permite ver la gran capacidad turística que existe en mi País y comprobarlo por mi propia cuenta y buscar formas de seguir potencializándola, pero sin destruirla.
- El taller me sirvió para aprender de cómo poder implementar información a un turista.







**Dr. Cem Basman**

Assistant Professor, School of Health, Physical Education and Recreation, Indiana University.

Dr. Cem Basman is an Assistant Professor with the Department of Recreation and Park Administration at Indiana University Bloomington. Dr. Basman teaches tourism, outdoor recreation and heritage interpretation at Indiana University. He is also a Certified Interpretive Trainer (CIT) and a Sanctioned Trainer for the Certified Interpretive Guide Program (CIG) from the National Association for Interpretation. Currently, he is conducting research in the area of sustainable recreation and tourism development in Nicaragua and Panama.



**Lic. Vicky Basman**

Heritage Interpretation Consultant

Lica. Basman operates her own consulting company providing expertise in the areas of heritage interpretation and recreation planning. She has many years experience working throughout the U.S. She is also a Certified Interpretive Trainer (CIT) and a Sanctioned Trainer for the Certified Interpretive Guide Program (CIG) from the National Association for Interpretation. She is also a member of the board of directors for the National Association for Interpretation.



**Jerry Bauer**

Scientific Biologist, USDA-Forest Service, International Institute of Tropical Forestry.

Ing. Bauer, Nicaragua Project Team Leader, is professional, conservationist with more than 30 years of experience in the Latin America and Caribbean region. Jerry provides expertise in interpretation and tourism promotion/marketing. He is an Adjunct professor with Department of Forestry, Southern Illinois University and an associate with the School of Health, Physical Education, and Recreation at Indiana University. Jerry is also a Certified Interpretive Guide Program (CIG) from the National Association for Interpretation.



**Lic. Sandra Coria**

Lica. Coria, Nicaragua Project Assistant, is an international consultant providing expertise in facilitation, project organization and management and tourism promotion/marketing. She has worked throughout Central America and the Caribbean with several international and local organizations.



**Lic. Jorge Paniagua**

Lic. Paniagua, Project Art Director and Graphic Designer. His international experience includes several European countries, Nicaragua, Panama, Jamaica. He is an expert designer for web, multimedia, calendars, books, posters, etc. He has taught graphic design techniques to universities, local NGOs, local government agencies and provided consultancies to Government of Nicaragua, GTZ, AID, UNDP, World Bank, and other international organizations.







**Tuesday, March 14, 2006**

**Day 1**

- 3:00 – 5:00 PM Participants arrive, Check-in.  
6:00 – 7:00 PM Dinner. Meet with Participants.

**Wednesday, March 15, 2006**

**Day 2 • Opening Session & Introduction to Tourism**

- 7:00 – 8:30 AM Breakfast. Participants arrive, Check-in.
- 8:30 – 9:00 AM **Getting Started**
- Welcome, brief introductions, objectives, housekeeping, schedule, etc.
  - Introduction to your “Guides” and participants
- 9:00 – 9:30 AM **Opening Remarks**
- USDA Forest Service Jerry Bauer, Director of International Cooperation IITF
  - USAID Representative
  - Carlos Herdocia, CANTUR
- 9:30 - 10:45 AM **Open Discussion with participants**
- Participants discuss their perceived needs, situations, backgrounds, current activities and etc. as related to tourism in their communities.
- 10:45 – 11:00 AM Break
- 11:00 – 12:00 AM **Tourism in Nicaragua**
- Overview
  - A tourist’s perspective: Nicaragua in the Eyes of a Prospective Tourist
- 12:00 – 1:30 PM Lunch
- 1:30 – 4:30 PM **Introduction to Tourism**
- Introduction to Tourism
  - Global Context: Trends and Statistics
  - Tourism Basics (101), What is it?
  - Sustainable Tourism
  - International Standards and Guidelines: A Quick Survey
  - Community-based Tourism Issues & Process
- 4:30 – 5:00 PM **Understanding Ecotourism**
- Terms & Definitions
  - Video: Belize portion of The Environmental Tourist
  - Video: Guatemala, community tourism
- 5:00 – 5:15 PM Summary of days activities
- 6:00 Dinner
- 6:30 – 7:30 Informal one-on-one with Instructors
-



### Day 3

Thursday, March 16, 2006

### Tourism Planning & Implementation / Heritage Interpretation

7:00 – 8:30 AM Breakfast

#### Tourism Planning & Implementation

8:30 – 10:30 AM Planning for Successful Tourism

- SWOT Rapid Assessment
- Benefits-Based Management
- Resource-based Tourism Model
- Image Development and Branding
- Ten Steps to Community-based Tourism
- Limits of Acceptable Change
- Are you ready for tourism?

10:30 – 10:45 AM Break

10:45 – 12:30 PM Implementation

- Souvenirs
- Importance of partners
- Trails
- Signage

12:30 – 1:30 PM Lunch

#### Heritage Interpretation

1:30 – 4:30 PM Visitor Interpretation and Information

- What is Interpretation?
- Information ≠ Interpretation
- Content vs. Process
- Definition Interpretation
- Personal vs Non-personal Interpretation
- Know your clients
- Learning Styles
- Level of Interpretation
- Principles of Interpretation
- Interpretive Communication Process - POETRY
- How to do Interpretation
- Thematic Interpretation
- Examples of Tourism Interpretation  
Montego Bay Marine Park, Jamaica case study  
San Jacinto, Nicaragua case study

4:30 – 4:45 PM Summary of days activities

6:00 Dinner

6:30 – 7:30 One on one with Instructors

## Day 4

Friday 17 March 2006

### Heritage Interpretation Field Exercise

5:30 – 6:00 AM	Breakfast
6:15 AM	Depart for Cerro Negro
7:15 – 1:30 PM	Field Exercise on Interpretation: Volcan Cerro Negro (Field Teams) <ul style="list-style-type: none"><li>• SWOT / FODA</li><li>• Thematic Interpretation – Developing a Storyline</li><li>• Non-personal Interpretation options</li><li>• Developing an interpretive kiosk</li><li>• Brainstorm concepts for Cerro Negro interpretation</li><li>• Identify Theme and Sub-themes</li><li>• Group Presentations</li><li>• Discussion of Findings</li><li>• Theme Development</li></ul>
1:30 – 2:30	Return to Leon
2:30 – 5:30	Lunch & Free Time
6:00 – 7:30 PM	Group Presentations <ul style="list-style-type: none"><li>• Group Presentations, 5 groups</li><li>• Are you ready for tourism?</li></ul>
7:30 – 7:45 PM	Next Steps for communities
7:45 – 8:00 PM	Summary of days activities & Course Evaluations and Closure
8:00	Dinner



## Handouts/Exercises

1	Why do people travel?
2	What does "tourism" mean to you?
3	Universal Issues and Problems (new)
4	Tourism and protected area management
5	Sustainable tourism (new)
6	Community-based tourism issues & process
7	SWOT/FODA
8	Benefits-based management
9	Resource-based tourism model
10	Market positioning statement
11	Souvenirs
12	Limits of Acceptable Change
13	Are you ready for tourism?
14	Interpretive thematic message
15	Interpretive planning model
16	Product development, design, promotion & marketing
17	Planning worksheet
18	Workshop evaluation

## Key Presentations

1	A tourist's perspective of tourism in Nicaragua
2	Global trends and statistics
3	The big picture of travel and tourism
4	Sustainable tourism
5	International standards and guidelines
6	Understanding ecotourism
7	Spanish translation of "The Environmental Tourist" video
8	Benefits-based management
9	Resource-based tourism model
10	Destination image development
11	Souvenirs
12	Importance of partners
13	Trails
14	Signage
15	Limits of acceptable change
16	Are you ready for tourism?
17	Key internet resources
18	Visitor information and interpretation
19	Montego Bay Marine Park
20	San Jacinto case study
21	Product development, design, promotion and marketing
22	Ten steps to community-based tourism

# APPENDIX 3

## Training Course Participant List

	Nombre	Área
1	Wendy Pacheco	Universitaria Protegida (UAP)
2	Elvis Zacharo Lopez	Universitaria Protegida (UAP)
3	Eddy Maradiaga	Universitaria Protegida (UAP)
4	Elizabeth Hernández	Universitaria Protegida (UAP)
5	Sixto Cuevas	Universitaria Protegida (UAP)
6	José Abraham Díaz	Universitaria Protegida (UAP)
7	Yubelka Palma	Universitaria Protegida (UAP)
8	Erick Boucher	CANTUR
9	Danelia Lopez Ponce	CANTUR
10	María Mercedes Moreira	CANTUR
11	Pomares Salmeron	CANTUR
12	Maritza Carrillo	COMAP
13	Miguel del Socorro	COMAP
14	Nohelia Cerrato	COMAP
15	Mayra Chavez	COMAP
16	Anna Young-Mathieus	Cuerpo de Paz
17	Meyling Vado	Cuerpo de Paz
18	David Chalmers	Cuerpo de Paz
19	Napoleón Escoto Rugama	Cuerpo de Paz
20	Sarah Catherine Williams	Cuerpo de Paz
21	Ricardo Rodríguez	Cuerpo de Paz
22	Margarita Munguía	Inter-American Foundation
23	Lucila Law	Inter-American Foundation
24	Yader Peralta	CODESOS
25	Ligia Giron Cruz	CODESOS
26	Azucena Ulloa	Fundación LIDER
27	Marisol Mena	ALAS
28	Mireysa Rivas	Clusa
29	Edith Palma	Tisey Estanzuela
30	Maggie Muurman	The Society for Environmental Exploration

# APPENDIX 4

## Training Course Participants Evaluations

<b>SUMMARY OF SUSTAINABLE TOURISM COURSE PARTICIPANT EVALUATION</b> (1 being lowest score and 5 being highest score)						
Evaluación por Sesión	Calificación					
	1	2	3	4	5	total
	poor	needs improvement	good	very good	excellent	
Introducción al Turismo	0	0	5	14	9	28
Planeando un Turismo Exitoso	0	0	4	13	11	28
Implementación	0	0	5	11	12	28
Interpretación e Información	0	0	0	3	25	28
Ejercicio de Campo Cerro Negro	0	0	0	5	23	28
Presentación en Grupos	0	0	4	8	16	28
<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>54</b>	<b>96</b>	<b>168</b>
<b>PERCENTAGE</b>	<b>0%</b>	<b>0%</b>	<b>11%</b>	<b>32%</b>	<b>57%</b>	<b>100.00%</b>

<b>EL CONTENIDO DE ESTE TALLER...</b>		
<b>Sobrepaso</b>	15	54%
<b>Cumplió</b>	13	46%
<b>No Cumplió</b>	0	0%
<b>TOTAL</b>	28	100%

<b>LA DURACION DE ESTE TALLER...</b>		
Corto	8	29%
Mucho	3	11%
Suficiente	17	61%
TOTAL	28	100%

<b>EN GENERAL...</b>		
Excelente	16	57%
Muy útil	12	43%
Algo útil	0	0%
No útil	0	0%
TOTAL	28	100%





Apoyando el desarrollo económico de las Áreas Protegidas  
y Áreas de Conservación a través del Desarrollo de Turismo Sostenible

USAID/Nicaragua y el Departamento de Agricultura de los E.U.A. se permiten invitarles al

## **Taller sobre Turismo Sostenible, León, Nicaragua**

Jerry Bauer • Dr. Cem Basman • Sandra Coria • Jorge Paniagua • Marvin Torres

I

Visión general sobre turismo sostenible y ecoturismo

II

Herramientas y técnicas para el desarrollo del turismo sostenible  
en comunidades pequeñas y áreas protegidas.

III

Cómo mejorar la interrelación entre pequeñas comunidades  
involucradas en el desarrollo de turismo sostenible.

Hotel Los Balcones, León Nicaragua • 14 de Marzo al 18 de Marzo 2006 Favor ver agenda

Favor de confirmar su asistencia a la Sra. Sandra Coria [sandracoria@mac.com](mailto:sandracoria@mac.com) antes del día 1 de Marzo, 2006



**USAID**  
DEL PUEBLO DE LOS ESTADOS  
UNIDOS DE AMÉRICA



**Apoyando el Desarrollo Económico  
de las Áreas Protegidas y Áreas de Conservación  
a través del Desarrollo de Turismo Sostenible**



**Turismo Sostenible en Nicaragua  
Oportunidad e Integridad**



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