

TECHNICAL REPORT

Sustainable Tourism Short Course

A Workshop for Nicaragua Peace Corps
Volunteers and Counterparts



September 2004



NICARAGUA 2004
**TURISMO
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SUSTAINABLE TOURISM

TECHNICAL REPORT

SUSTAINABLE TOURISM SHORT COURSE

A WORKSHOP FOR NICARAGUA PEACE CORPS
VOLUNTEERS AND COUNTERPARTS

By

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in collaboration with

US Peace Corps
Nicaraguan Tourism Institute (INTUR)

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USAID
FROM THE AMERICAN PEOPLE





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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 small-scale, community-based tourism activities that can be implemented by local communities, by protected area managers, by small business operators and by others interested in improving the conditions of and in rural communities.

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 sustainable tourism short-course.



OBJECTIVES OF THE REVIEW AND TRAINING

- To present and overview of sustainable tourism and ecotourism, what they are and how they can be used in Central America as a development tool.
- To present tools and techniques for development of sustainable tourism activities in small communities and protected areas.
- To improve networking between Nicaraguan small communities involved in sustainable tourism development.
- To provide training to Peace Corps Volunteers, local municipalities and local communities to improve their knowledge and skills in sustainable tourism techniques.



TRAINING COURSE DESCRIPTION

A three-day training course titled “Sustainable Tourism, a workshop for Nicaragua Peace Corps Volunteers and Counterparts” was held in Jinotepe from 8-10 September 2004. The course was taught by a team of “Tour Guides” (instructors) from the US Forest Service, International Institute of Tropical Forestry. 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 25 participants from the Peace Corps, 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 was made with all course materials and given to the Peace Corps to hand out to participants:

1. Course Agenda
2. Participant List
3. Power Point files of technical materials
4. Handouts in electronic format

In addition, one copy of the following materials was given to the Peace Corps for the PCV library:

1. Brochu and Merriman. 2003. Interpretación Personal, conectando su audiencia con los recursos patrimoniales
2. Brochu, Lisa. 2003. Interpretive Planning.
3. The Ecotourism Society. 1995. Directrices para el Ecoturismo, una guía para los operadores de turismo naturalista
4. The Ecotourism Society. 1995. Ecotourism Guidelines, for nature tour operators.
5. Ham, Sam. 1992. Interpretación Ambiental, una guía para gente con grandes ideas y presupuestos pequeños.
6. Ham, Sam. 1992. Environmental Interpretation, a practical guide for people with big ideas and small budgets.

A participant evaluation of the course was given when the training terminated. High scores, were given in all categories. Ninety-three percent of the participants rated the course as good, very good or excellent. Seventy-seven percent of the participants felt that the course met or surpassed their expectations; while Seventy-six thought the course was sufficient in length; and ninety-four percent reported that the course was beneficial to them (see Appendix 4).







Jerry Bauer

Team Leader; Acting Director, International Cooperation, USDA Forest Service, International Institute of Tropical Forestry, Rio Piedras, Puerto Rico; RPCV, Honduras 75-77; 28 years professional experience; has worked for/with USAID for 20 years in LAC; International experience includes projects in Guatemala, Panama, Honduras, Nicaragua, Jamaica, Ecuador, Peru, many Caribbean Islands; Certified Interpretive Guide; has lead production of more than 500,000 educational and tourism promotion/marketing materials in the last 10 years.



Jerry Wylie

Ecotourism & Heritage Interpretation Expert; 30 years experience; owner/operator of small ecotourism business in US; International experience includes projects in Central America, Caribbean, Pacific and Asia; Certified Interpretive Trainer and Certified Interpretive Guide and kayak instructor/guide; has designed and taught sustainable tourism short-courses in Hawaii and China, and for PC/Panama and PC/Washington.



Jorge Paniagua

Graphic Design/Artist; 20 years experience; from Nicaragua, speaks 5 languages; International experience includes several European countries, Nicaragua, Panama, Jamaica; expert designer for web, multimedia, calendars, books, posters, etc.; has taught graphic design techniques to universities, local NGOs, local government agencies; consultant to Government of Nicaragua, GTZ, AID, UNDP, World Bank, and other international organizations.



Sandra Coria

Facilitator/Graphic Design; 10 years experience; from Mexico; International experience includes Mexico, Nicaragua, Panama, Jamaica; consultant to Government of Nicaragua, GTZ, AID, UNDP, World Bank, and other international organizations.



Brooke Thurau

Ecotourism Specialist; Recent graduate of Southern Illinois University with a Masters Degree in Forestry, concentration in sustainable tourism in Panama, Central America; Owner, operator of SERP Consultants a small business specializing in ecotourism planning, research and market analysis; International ecotourism experience includes Belize, Panama, and Nicaragua.



Day 1, 8 September 2004

Opening Session

- 4:00 - 5:00 PM Participants arrive, Check-in (name tag, picture taken, registration book)
- 6:00 - 6:30 PM Informal mixer, meet-and-greet
- 6:30 - 7:00 PM Getting Started
- Welcome, brief introductions, objectives, housekeeping, schedule, etc
 - Introduction to your “Guides”
 - Introduction of participants
- 6:30 - 7:30 PM Dinner (Informal discussions over/after dinner)

Day 2, 9 September 2004

Introduction to Tourism

- 7:30 - 8:15 AM Breakfast
- 8:15 - 8:45 AM Opening Remarks
- INTUR
 - MARENA
 - Peace Corps
 - AID
- 8:45 - 9:30 AM Open Discussion with participants
- PCVs and counterparts discuss their perceived needs, situations, backgrounds, current activities, etc.
- 9:30 - 10:15 AM Tourism in Nicaragua
- Overview from INTUR
 - Overview from the perspective of a tourist
 - Current Projects
- 10:15 - 10:30 Break
- 10:30 - 12:00 Introduction to Tourism
- Why do people travel?
 - What Does “Tourism” Mean to You?
 - Some Universal Issues and Problems
 - Global Context: Trends and Statistics
 - Tourism 101
 - Tourism and Protected Area Management: Challenges and Opportunities
 - Sustainable Tourism
 - International Standards and Guidelines: A Quick Survey
 - Community-based Tourism Issues & Process



12:00 - 1:00 PM	LUNCH
1:00 - 1:30 PM	Understanding Ecotourism <i>Video: Belize portion of <i>The Environmental Tourist</i></i>
1:30 - 2:30 PM	Planning for Successful Tourism <ul style="list-style-type: none"> • SWOT Rapid Assessment • Benefits-Based Management • Resource-based Tourism Model • Image Development • Example Canopy Tower, how they created image through word of mouth & articles
2:30 - 2:45 PM	Break
2:45 - 3:30 PM	Implementation <ul style="list-style-type: none"> • Souvenirs • Importance of partners • Trails • Signage
3:30 - 4:15 PM	Project Evaluation <ul style="list-style-type: none"> • Limits of Acceptable Change • Are you ready for tourism?
4:15 - 4:30 PM	Key Internet Resources
4:30 - 4:45 PM	Summary of days activities
6:00 - 7:00 PM	Dinner
7:00 - 8:00	Evening one-on-one sessions can be held at participant request



Day 3, 10 September 2004

Visitor Interpretation and Information

7:30 - 8:30 AM	Breakfast
8:30 - 9:30 AM	Visitor Interpretation and Information <ul style="list-style-type: none">• The Role of Interpretation & Information in Sustainable Tourism• The Total Visitor Experience• Basic Techniques and Principles• Examples from Jamaica• Example from Nicaragua• Exercise on developing a theme
9:30 - 10:30 AM	Product Development: Design, Promotion and Marketing <ul style="list-style-type: none">• Why graphic design?• Basic steps for graphic design• Basics of digital photography• Working with printers
10:30 - 10:45	Break
10:45 - 11:00	Host/Guide Training and Certification
11:00 - 11:30	Case Study from Panama: Cruise Ship Tourists in Panama
11:30 - 12:00	Bringing It All Together: Steps to Develop Community-based Tourism
12:00 - 1:00 PM	LUNCH
1:00 - 3:00 PM	Practical Exercise Each participant works on a project, with individual assistance from the instructors
3:00 - 3:15	Break
3:15 - 4:45	Progress reports from each team
4:45 - 5:00 PM	Workshop evaluation and Close-out
5:00 - 5:30 PM	Break
5:30- 6:30 PM	Dinner
6:30- 8:00 PM	Evening one-on-one sessions can be held at participant request

Day 4, 11 September 2004

7:30 - 8:30 AM	Breakfast
9:00	Depart

APPENDIX III

TRAINING COURSE PARTICIPANT LIST

	Nombre	Área
1	Matt O'Driscoll	Cosigüina
2	Yosmin Cardoza	Cosigüina
3	Christine Forster	Matagalpa
4	Ma. Teresa Cruz	Matagalpa
5	Sierra Schroeder	León Viejo
6	Eric Little	Chinandega
7	Brigida Sánchez	Chinandega
8	Carlos Donaire	Matagalpa
9	Carrie Mayer	Matagalpa
10	Raysun Goergen	Chocoyero
11	Sarah Hoen	San Jacinto
12	Yesennia Alvarado	San Jacinto
13	Andrea Von der Ohe	Estanzuela
14	Alma Bucardo	Estanzuela
15	Celia Aguilar	San José de los Remates
16	Michael Guterbock	Río Blanco
17	Vincent Calabresa	Río Blanco
18	Jason Kittles	Matagalpa
19	Yanet Nava	Momotombo
20	Julie Gilgoff	Managua
21	Bosco Castillo	Matagalpa
22	Raquel Quezada	Intur
23	María Antonia Mallona	PC
24	Vicky Stein	PC
25	Elías Ruiz	PC

SUMMARY OF SUSTAINABLE TOURISM COURSE PARTICIPANT EVALUATION (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	1	1	7	5	3	17
Planeando un turismo exitoso	0	1	6	6	4	17
Implementacion	0	1	7	8	1	17
Evaluacion de Proyectos	0	4	3	9	1	17
Interpretación y información para el visitante	0	1	6	7	3	17
Desarrollo de productos, diseño, promoción y mercadeo	0	0	13	1	3	17
Entrenamiento y certificación de guías y anfitriones	0	1	10	4	2	17
Sesion de Trabajo	0	0	5	6	6	17
TOTAL	1	9	57	46	23	136
PERCENTAGE	1%	7%	42%	34%	17%	100.00%

EL CONTENIDO DE ESTE TALLER...		
Sobrepaso	2	12%
Cumplió	11	65%
No Cumplió	4	24%
TOTAL	17	

LA DURACION DE ESTE TALLER...		
Corto	4	24%
Mucho	0	0%
Suficiente	13	76%
TOTAL	17	

EN GENERAL...		
Excelente	3	18%
Muy útil	5	29%
Algo útil	8	47%
No útil	1	6%
TOTAL	17	

