

5. TOURISM DEVELOPMENT PLAN FOR LAS VERAPACES PTDA

Las Verapaces PTDA is made up of two Departments: Alta Verapaz and Baja Verapaz. The PTDA corresponds to "Natural Paradise" Tourism Region and Development Region II as well. The PTDA is characterized by nature and agriculture-based tourism resources, and occupies a strategic location between the two established tourism destinations in Guatemala: Antigua and Tikal/Flores.

Figure 5.1 Las Verapaces PTDA



Source: JICA Study Team

5.1. Regional Context

5.1.1. History

Before the Spanish colonial rule, the highlands of Las Verapaces (Alta Verapaz and Baja Verapaz) were the territory of the Maya groups of Kekchi, Pocomchi and Achi, who were known as tough fighters. They fought wars with the neighboring Quiche Maya for a century. The Kekchi Maya people have been migrating down the Polonchic River Valley.

Although the Spaniards came to conquer the land, which was called Tukurutan or Tuzulutlan meaning in Rabinal Maya "land of wars," they failed to defeat the Rabinal-Maya. But they succeeded in pacification of the region through Dominican friar, and renamed it to Verapaz meaning "True Peace."

In the 19th century, the Verapaz became a booming place of coffee production in Guatemala. German immigrants settled around Coban played important roles in starting coffee production in the 1860s. The German people built the Verapaz Railway connecting Coban to the Izabal Lake for shipping coffee beans for export. In the period of coffee boom in the 19th century, Coban functioned as the commercial center for exporting coffee and managing the relation with Germany being independent from Guatemala City. Expansion of coffee production pushed indigenous people out from their native lands.

5.1.2. Physical environment

(1) Location and transportation

The Alta Verapaz and Baja Verapaz Departments belong to Region 4, Northern Highlands. The Baja Verapaz Department is located just to the north of Guatemala City. The Alta Verapaz Department is located to the north of the Baja Verapaz Department.

To the north and to the east, the Alta Verapaz Department adjoins the lowlands of El Peten Department and the Izabal Department, respectively. To the west, Las Verapaces border on the Quiche highlands.

There are three routes connecting Salama (Capital of Baja Verapaz) and Coban (Capital of Alta Verapaz) with Guatemala City. The most commonly used route is by CA-9 and CA-14, which are paved. There are two unpaved routes by National Highway No. 5, and by a scenic provincial road that connects Salama with Guatemala City.

Coban is located 212 km from Guatemala City through CA-9 and CA-14. Coban has a northern access to El Peten, an eastern access to Highway CA-13, and a western access to Highway CA-1.

(2) Major urban centers

There are three major urban centers in Las Verapaces as follows:

- Coban (Capital Town of the Alta Verapaz Department, population: 160,000 in 2000)
- San Pedro Carcha (population: 160,000 in 2000)

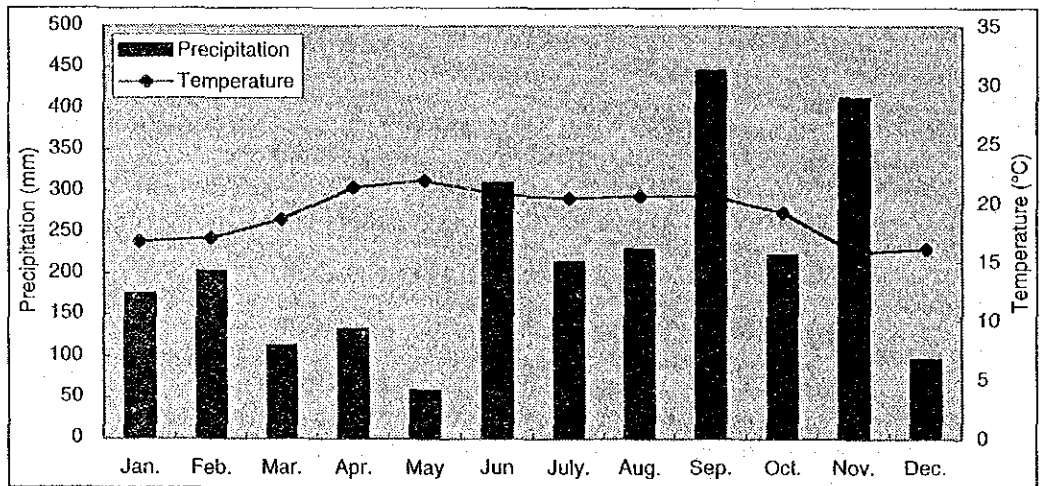
- Salama (Capital Town of the Baja Verapaz Department)

(3) Natural environment

The altitudes in Las Verapaces vary considerably ranging from 100 to 2,500 meters. Las Verapaces has various climates and life zones ranging from subtropical coniferous forest, subtropical dry forest, temperate humid subtropical forest, rain subtropical forest, and rain low mountain subtropical forest. In Las Verapaces, seven protected areas are established covering 17,215 ha, accounting for 0.8% of the total protected areas of the country.

The two departments have contrasting climates. The average annual rainfall is 2,609 mm in Coban (altitude: 1,323 meters) of the Alta Verapaz Department. In Coban, the average maximum temperature is 24.5°C and the average minimum temperature is 13.0°C. The average annual rainfall is 909 mm in San Jeronimo (altitude: 1,000 meters) of the Baja Verapaz Department. In San Jeronimo, the average maximum temperature is 28.3°C and the average minimum temperature is 14.9°C.

Figure 5.2 Temperature and precipitation in Coban



	Jan.	Feb.	Mar.	Apr.	May	Jun	July	Aug.	Sep.	Oct.	Nov.	Dec.	Year
Precipitation	174.9	201.8	112.3	132.7	58.5	309.0	213.7	229.7	445.8	222.7	412.5	95.9	2609.5
Temperature	16.7	17.0	18.6	21.3	21.9	20.7	20.4	20.6	20.6	19.2	15.8	16.1	19.1

Note: Average monthly temperature

Source: INSIVUMEH, 1999

5.1.3. Regional socio-economy

(1) Population

The population densities of Alta Verapaz and Baja Verapaz were 94 and 65 persons/ha, respectively in 2000. Their population densities are in the middle range, and they are not so high as the western highlands and not so low as El Peten and Izabal.

The percentages of indigenous population out of the total populations in Alta Verapaz and Baja Verapaz were 89% and 56%, respectively. Their indigenous population rates are relatively high. But their clothes are not so distinguishable as those of western highlands.

The Alta Verapaz Department showed a annual growth rate of population as high as 4% between 1981 and 1994, while Baja Verapaz's population growth rate is not very high (2.3% per annum).

Major ethnic groups in Alta Verapaz include Kekchi, Pocomchi and Achi, and the ethnic groups in Baja Verapaz include Cakchiquel, Quiche, Pocomchi, and Achi.

(2) Major agricultural products

The economy of Alta Verapaz is supported mostly by production of coffee and cardamom, while the economy of Baja Verapaz is based on sugar cane plantations, vegetables, grains, small-scale manufacturing, and commerce.

(3) Poverty situation

The percentages of those who live under the poverty line in Alta Verapaz and Baja Verapaz are 76% and 72%, respectively. Those poverty levels are one of the highest in the country. Illiterate rates of people are also as high as 58% and 44% in Alta Verapaz and Baja Verapaz, respectively. The human development index (HDI) of Alta Verapaz was at the worst level among the 22 departments of Guatemala.

(4) Regional Development Prospects

a. Frame Plan for Development of Alta Verapaz and Baja Verapaz

In both departments of Alta Verapaz and Baja Verapaz, GTZ and SEGEPLAN were active in conducting studies for formulating mid-term (10-year) departmental development plans. These plans were formulated through active participation of technical units of the department with support of consultants from the Regional Development Program of Las Verapaces, funded by GTZ.

Alta Verapaz

In December 1996, the Urban and Rural Development Council of Department of Alta Verapaz, SEGEPLAN and GTZ published the document of Frame Plan for Development of Alta Verapaz for the period of 1996-2006. Based on identified 22 core problems that limit socio-economic development, the plan provides a comprehensive framework consisting various strategies and actions in Alta Verapaz. These 22 core problems are categorized into five groups of priority.

Here problems of only the first and second priority are shown below:

First priority problems

- Land concentration on a small number of people,
- High increase rate of population,
- Lack of financial resources for development,
- Pollution of water resources,
- Deficient infrastructure of water and sewage,

- Water consumption without treatment,

Second priority problems

- Low education level of population,
- High level of malnutrition,
- Deforestation,
- Low coverage and low quality of public health services,
- Administrative and financial centralization,
- Inadequate system of transportation, and
- Inadequate use of methods and techniques of agricultural and livestock production.

One of the characteristics of the framework plan is that it deals with so various issues and so various actions. It did not show any clear priority actions to pursue the strategies in accordance with the framework plan.

In November 1999, SCEP, CODEDUR and GTZ published the document called "Agenda for Alta Verapaz Department: 2000-2020." This agenda identifies four areas of strategic actions:

- Strategy Area 1: Road system,
- Strategy Area 2: Promotion of production and environmental protection,
- Strategy Area 3: Basic services and infrastructure to support production, and
- Strategy Area 4: Democracy, justice and governance.

The strategies on production cover the following efforts:

- Diversification of production through processing local produce (pacaya, pejibaye and cacao), development of coffee industry, development of cardamom industry, processing of animal products, and processing of mineral resources,
- Development of ecotourism, and
- Strengthening of local economy.

Baja Verapaz

In April 1994, the Urban and Rural Development Council of Department of Baja Verapaz, SEGEPLAN and GTZ published the document of Frame Plan for Development of Baja Verapaz. The frame plan identified the following key problems:

- Limited availability of land for agriculture and livestock raising,

- Degradation of natural resources,
- Deficient management of farms,
- Difficulty of access to credit,
- No appropriate technology at the site,
- Deficient efficiency and effectiveness of extension services,
- Deficient land use planning,
- Little contribution of gross regional domestic product to the national domestic product,
- Unequal distribution of incomes,
- Limited community participation,
- Deficient quality of health and education,
- Low level of efficiency and effectiveness of public institutions, and
- Lack of a strategy of development for agriculture, livestock, forestry and agro-industry based on the predominant social, cultural, agro-ecological conditions.

Similar to that of Alta Verapaz, the frame plan for Baja Verapaz is too general and comprehensive to suggest strategic directions for getting out of the existing difficult situations. It seems that it is not due to the nature of this type of planning, but due to the characteristics of the region.

The frame plan suggests that ecotourism was identified as a potential area of economic development while promotional efforts and investment are needed.

b. Programa Las Verapaces (PLV) for Municipal and Departmental Development for Las Verapaces

The primary objective of the Program Las Verapaces (PLV) is to harmonize local economic development with environment. PLV currently makes efforts at development of community organization and community participation for sustainable development, using methods of participatory development planning.

PLV pays attention to the potential of regional tourism in Las Verapaces. PLV has supported key actors in tourism to organize "Ecotourism Fair for Las Verapaces." At the same time, PLV encourages municipalities and community organizations to consider and take actions for local tourism development.

c. Road Development

The frame plans of the two departments in Las Verapaces identified the priority road sections for major improvement and maintenance. Generally following the identified priority, road improvement including upgrading is going on rapidly.

On the other hand, the Ministry of Communications, Infrastructure and Housing (MICIVI) sets the priority of improving national highways from a viewpoint of inter-regional integration. MICIVI started to implement the following road upgrading projects by obtaining loans from international and bilateral organizations:

- Sections between San Cristobal Verapaz and Huehuetenango, and
- Section between Coban and Chinaja.

These two major upgrading and improvement projects could enhance the possibility of forming Tourism Corridors of Antigua - Coban – Peten, and Huehuetenango – Coban.

d. Difficulties in Further Economic Development

The major economic sector of Las Verapaces is agriculture and livestock, within which coffee and cardamom account for a significant portion in the regional economy. Under this situation, in the last year, the prices of coffee have fell to as much as one third. Even though the needs of diversified economic production in the two departments have been discussed as seen in the frame plan of the two departments, it has been not so easy to realize it.

The inland location and hilly mountainous topography of Las Verapaces is considered to hinder some kinds of industrial development even after the on-going upgrading road projects.

Local people, businesses and government would see some development prospects in *tourism, especially ecotourism, in the contexts of pacification and road improvement.*

5.1.4. Tourism Conditions

(1) Tourism resources

The main tourism resources in Las Verapaces PTDA are nature-based ones. There are three tourism resources evaluated as Rank A in Las Verapaces which are Semuc Champey, Sierra de Yajuxi, and Sierra de Las Minas. All of them are nature tourism resources and two of them are related to Quetzals' habitats. Biotopo de Quetzal, Canderlaría Cave, Lanquín Cave, Las Conchas Cave, and the cloud forest in Queja are Rank B nature tourism resources in the PTDA.

There are some attractive villages evaluated as Rank B because of their markets, festivals and village-scapes. Those villages are Tactic, San Cristóbal Verapaz, Cubulco, Rabinal and Salamá.

Although this PTDA is recently developing eco-tourism type tourism products for long-haul international tourists, the PTDA is currently attracting tourists mainly from neighboring countries and domestic tourists/visitors.

Table 5.1 shows the tourism resources in Las Verapaces PTDA.

Table 5.1 Tourism Resources In Las Verapaces PTDA

Name	Department	City/Village	Category				Rank
			Cultural	Natural	Man-made	Others	
Colonial townscape and architecture	Alta Verapaz	Cobán	X				C
National Folklore Festival	Alta Verapaz	Cobán	X				B
Parque Nacional Las Victorias	Alta Verapaz	Cobán		X			D
Museo El Príncipe Maya	Alta Verapaz	Cobán			X		C
Finca Santa Margarita: Coffee farm	Alta Verapaz	Cobán			X		B
Vivero Verapaz:Orchid nursery	Alta Verapaz	Cobán			X		B
Katinamil Museum	Alta Verapaz	San Cristóbal Verapaz	X				B
Village Scenery	Alta Verapaz	San Cristóbal Verapaz	X				B
Lake in San Cristóbal Verapaz	Alta Verapaz	San Cristóbal Verapaz		X			D
Fiesta	Alta Verapaz	San Juan Chamelco	X				D
Grutas del Rey Marcos	Alta Verapaz	San Juan Chamelco		X			C
Balneario Las Islas	Alta Verapaz	San Pedro Carchá		X			D
Regional Museum	Alta Verapaz	San Pedro Carchá			X		C
Chi-ixim Chapel	Alta Verapaz	Tactic	X				C
Village Scenery	Alta Verapaz	Tactic	X				B
Balneario Chamche	Alta Verapaz	Tactic			X		D
Fiesta	Baja Verapaz	Cubulco	X				B
Market	Baja Verapaz	Cubulco	X				C
Church	Baja Verapaz	Rabinal	X				D
Fiesta of Saint Peter	Baja Verapaz	Rabinal	X				B
Pottery making center	Baja Verapaz	Rabinal	X				B
Market	Baja Verapaz	Rabinal	X				C
Church	Baja Verapaz	Salamá	X				D
Fiesta	Baja Verapaz	Salamá	X				B
Market	Baja Verapaz	Salamá	X				C
Finca San Lorenzo (Coffee farm)	Baja Verapaz	Salamá			X		D
Los Arcos (Aqueduct) &Old sugar mill	Baja Verapaz	San Jerónimo	X				C
Aguardiente (brewed by Sugar Cane)	Baja Verapaz	San Jerónimo				X	C
Fiesta	Baja Verapaz	San Miguel Chicaj	X				C
Weaving	Baja Verapaz	San Miguel Chicaj	X				C
Semuc Champey	Alta Verapaz	-		X			A
Parque Nacional Laguna Lachuá	Alta Verapaz	-		X			B
Chilascó	Baja Verapaz	-		X			B
Candelaria Caves	Alta Verapaz	-		X			B
Lanquín Cave	Alta Verapaz	-		X			B
Las Conchas Cave	Alta Verapaz	-		X			B
Sierra de Yalijux	Alta Verapaz	-		X			A
Mountainous Areas between Panpacche and Queja	Alta Verapaz	(Chaquipec)		X			B
Biotopo del Quetzal	Baja Verapaz	-		X			B
Kak'ik	-	-				X	C

Source: JICA Study Team

(2) Tourism supply and demand

As shown in Table 5.2, Las Verapaces PTDA provides a total of 611 rooms in 2000, which constitutes 3.8% of the country's total room supply. Annualized growth rate in the 1994 – 2000 period is 6.0%, which is slightly lower than the national average although that of Baja Verapaz is as high as 12.0%. Interviews with the local travel trade revealed that tourism growth in Las Verapaces, in particular, in Baja Verapaz, is from the domestic market.

Table 5.2 Number of rooms in Las Verapaces PTDA

Items/Year	1994	1995	1996	1997	1998	1999	2000	Annual growth
Alta Verapaz	364	364	392	424	463	488	481	4.8%
Baja Verapaz	66	82	107	107	107	125	130	12.0%
Las Verapaces PTDA	430	446	499	531	570	613	611	6.0%
Guatemala Total	11,152	12,033	13,113	13,854	14,744	15,378	16,230	6.5%

Source: INGUAT

Table 5.3 shows a composition of visitor types based on the visitor survey conducted in March and July 2001. The result clearly shows that the PTDA is characterized by a high share of independent tourists occupying 66.8% of the international visitors who stayed in Las Verapaces. Although an official definition of “backpacker” is not established, it is supposed that a large portion of independent tourists would travel with large backpack. The survey result coincides with the information obtained from the discussions with local tour operators and hoteliers who reported that Las Verapaces is currently a backpacker's destination, and is rarely included in the itineraries of organized tours.

Visitors from neighboring countries (Mexico, Belize, Honduras, and El Salvador) occupy 52.2%. A hotelier in Coban reported that El Salvadorian tourists who come to enjoy the nature are an important market segment for Las Verapaces, and the survey result seems to prove his statement. It is also noted that Europe has a higher than the national average, while “less adventurous,” according to several tour operators, North American visitors have a smaller share in Las Verapaces PTDA.

Table 5.3 Visitor characteristics of Las Verapaces PTDA

Item	Las Verapaces PTDA		Guatemala	
	Response	(%)	Response	(%)
Visitor Type	205	100.0%	3,046	100.0%
Independent	137	66.8%	1,320	43.3%
Organized	8	3.9%	166	5.4%
Business	33	16.1%	943	31.0%
Friend & Relatives	24	11.7%	562	18.5%
Others	3	1.5%	55	1.8%
Regional Market	205	100.0%	3,037	100.0%
<i>Neighboring Countries</i>	107	52.2%	1,585	52.2%
North America	43	21.0%	785	25.8%
South America	5	2.4%	142	4.7%
Europe	40	19.5%	402	13.2%
Others	10	4.9%	123	4.1%

Source: Visitor Survey (March and July 2001), JICA Study Team

No statistics is provided as to the number of domestic visitor arrivals in Las Verapaces. JICA Study Team estimates that there are 262,000 domestic bed-nights as compared to 107,000 international bed-nights based on the hotel statistics, the visitor survey, and interviews with hoteliers. This shows that Las Verapaces is predominantly a destination for domestic tourists, tourists from neighboring countries, and backpackers from the long-haul market, which makes a contrast with the visitor characteristics in El Peten PTDA.

5.2. Considerations for Sustainable Tourism

5.2.1. Natural Environment

(1) Ecosystems

- CONAP should continue wildlife protection activities for unique and threatened species such as Jaguar and Quetzal.
- Soil erosion is a serious environmental risk in Las Verapaces PTDA. CONAP should support reforestation, in particular, in riverbanks and steep slope areas.

(2) Landscape

- Designs of infrastructure must be harmonized with their surrounding environments.
- Construction of access roads and trails should take into account the measures for minimizing adverse impacts on the natural environment.
- Trees and ornamental flowers planted around infrastructures should be native species.
- Waste management in tourism sites such as Coban, San Cristobal Verapaz, Semuc Champey, and some lookout points should be strengthened. Garbage baskets should be served more in the nature tourism areas.

(3) Environmental management

- CONAP should implement strategic SIGAP areas management. The Ecological Corridor between the Sierra de Las Minas and Laguna Lachua should be given priority for conservation.
- CONAP and INGUAT should promote and support private nature reserves, in particular, those located along the said Ecological Corridor.
- CONAP in collaboration with MAGA should strengthen the municipal nature reserves. INGUAT should support the PINFOR Program and other conservation efforts in order to improve the nature tourism resources.
- INGUAT should strengthen the nature tourism promotion activities in Las Verapaces.
- Municipalities in the PTDA should conduct environmental awareness programs in collaboration with NGOs.

5.2.2. Social Environment

Tourism can be a tool for strengthening identity, culture and traditions. Q'eqchi, Poqomchi and Achi are the three main ethnic groups living in the PTDA. For Indigenous people struggling to maintain their unique culture threatened by globalization pressures, tourism can work as an incentive for strengthening and rediscovering their traditional culture. The relationship in some parts of Las Verapaces, and especially in Alta Verapaz between Indigenous and *Ladino* people is better than in other parts of the country. However, the former still suffer from discrimination by the later. It is not uncommon to

see young people leaving their communities, their costumes, their traditional ways and their languages to become more westernized.

- Developing tourism products through which locals can proudly show and interpret their culture will strengthen their identity. Examples of such products are interpretive tours, ceremonial and ritual staging or participation, demonstrations of local productive practices, etc.
- Cacao is a direct link between indigenous people and their ancestors. Its consumption is not as generalized anymore, but in a way it defines part of their culture. The use of cacao is important for the overall rediscovery of indigenous culture and has the potential of being a valuable tourism attraction.
- Although coffee and cardamom, the two main commercial agricultural products of the PTDA are not originally from the region, their cultivation is an important part of the lives and economies of the people of the PTDA. Local people could use the production and processing of those products as tourism attractions to explain their role in their current lifestyle.

As in other regions of the country the agricultural frontier is advancing. The cloud forest, habitat of the quetzal is threatened. Being Las Verapaces' main tourism attraction and image as tourism destination its natural beauty and uniqueness, conservation is especially important for the region. Several efforts are underway to conserve that unique ecosystem, but the poverty conditions prevailing and the dependency on subsistence agriculture makes it imperative to give other development options to local people. Nature in many ways is the basis of culture and of conservation of the first depends the existence of the second. It has been proven that the only viable way of attaining long-term nature conservation is through development of nearby communities.

- The creation of communal reserves should be supported by INGUAT in collaboration with the PINFOR Program and other conservation and production efforts developed by CONAP and MAGA.
- The integration of communal and private reserves in network systems is necessary to give viability to their use as tourism resources.

Local control of tourism resources is necessary to assure that the benefits of tourism will be fully enjoyed by local people. In this sense the control of the tourism activity and resources by local communities is particularly important.

- Increasing the level of control of local people over their resources can be attained by developing Co-management schemes in which the community fully participates. These schemes, however, have to be developed to fit specific characteristics of particular communities.

- It is necessary to facilitate and support the creation of communitarian and private enterprises controlled by local interests. Micro-credits and technical support are necessary.
- Involving locals in the decision-making process will also increase their commitment to resource conservation.

Co-management schemes are ways to share authority and responsibility so different stakeholders have a saying in the decisions of how to give a better use to their resources. The most successful and the most common co-management schemes are found in natural areas. Except for a few examples, communities are currently not ready to fully participate in the co-management schemes. Although some communities have had certain experience with tourism, many have little understanding of how tourism can benefit them or even what tourism exactly is. Training is universal necessity in the region, but depending on the particular community different issues need to be addressed. Training programs need to be complemented with hands on experience to build local capacity so locals can take responsibility for managing tourist resources.

- Depending on the capabilities of particular communities with tourism potential training an increasing responsibility should be transferred to them. In the more remote communities INGUAT should start the process from basic training on what is tourism and what are the potential benefits for the community. Clearly explaining the potential negative impacts of tourism is vital to allow them to make an informed decision on their willingness to participate in the activity and how to do so.
- Communities in the way of potential future tourism development attractions should be given priority. Some of these communities are La Union, which constitutes the entrance point to Cancuen archaeological site, and the communities along the roads that connect San Cristobal Verapaz to Quiche, Chisec to El Peten and Salama to Guatemala.
- Communities with certain tourism experiences should receive training on tourist operations and planning as well as on the role of conservation in tourism development and vice versa.
- Giving concessions to community organizations for much needed tourist services in protected areas such as refreshment and souvenir shops, restrooms and guided tours could be appropriate to start building local capacity and allowing the community to understand the potential benefits of tourism and conservation.
- As communities build their management capacity more responsibility can be given to them gradually in terms of visitor management, vigilance and maintenance of tourist services and attractions.

The main tourism attraction of Las Verapaces is nature. However Las Verapaces image as a nature tourism destination can be complemented by other tourism resources. Developing tourism products based on indigenous cultural resources is also consistent with the image of Guatemala as tourism destination, which strongly relies on Indigenous living cultures. The development of Community Tourism in Las Verapaces will supplement the tourism products while contributing to identity strengthening, cultural recovery and distribution of tourism benefits among large segments of the population.

- Prerequisites to start Community Tourism are a community organization and community will to develop tourism in the region. The majority of the population tends to be busy in their everyday labor, but groups of community leaders tend to be strong and active in attaining communitarian goals.
- Through participative processes Community Tourism can also help to give an appropriate structure to visitor management in communities that already are experimenting some incipient tourism activity.
- An ad hoc community organization can begin with small efforts to standardize the presentation of existing satellites and give the image of being a cohesive community through the development of a unified interpretive script.
- Technical support from a resource person in charge of Community Tourism from INGUAT and from NGOs with tourism development experience is necessary.
- At an early stage in the planning process for developing Community Tourism, the community should establish clear rules of behavior for tourists. The code of behavior should be disseminated at tourist attractions within the community, visitor centers of nearby communities, and Tourism Centers and Sub-Centers, through tourist operators and promotion materials.

The fall of coffee prices affect finca owners, communitarian and private, and the unemployment rates is raising. Taking advantage of agro tourism in coffee and cardamom fincas can improve their profitability and increase local employment.

Some indigenous communities or individuals do not want to have direct interaction with tourists or want to exclude areas from tourism use. The tourism irritation tends to increase as tourism grows and invades locals' privacy.

- Communities not interested in tourism development should be respected and tourism should be discouraged in those areas. To avoid tourism development in communities where it is not desired first and foremost tourism promotion and signaling should be avoided; their existence should be minimized or avoided in tourism guides and maps, and tours should be prohibited.

- In communities where tourism development is wanted or occurring, zoning including tourism use, buffer zone and “out of bound” areas must be included in community tourism plans.
- Strengthening handicraft production through technical assistance, micro-credits and craft contests will help communities and individuals that do not want to directly interact with tourists to participate on its economic benefits. INGUAT and MICUDE with the help of interested NGOs should train artisans to apply traditional skills and materials in the development of new designs and products more appealing to tourists.
- Tourist promotion should be concentrated in bringing tourists to particular rural communities during the slow periods of their agricultural activities. In general terms the agricultural activities of the main products of the area:

Table 5.4 Calendar of agricultural activities

Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Coffee												
Cardamom												
Corn												
Beans												

Source: JICA Study Team

Key to reduce negative cultural impacts while strengthening local identity is to present a truthful image of the reality that each region and particular communities live.

- The main tourism resource in Las Verapaces is nature and regional promotion should focus on these issues.
- An awareness program of community sensible issues should be included in the promotion of the region and especially in local promotion of Indigenous communities, so tourists know how to behave previous to their arrival.
- The local reality of Indigenous communities and what they are capable and willing to show to tourists should be considered in the developing the image of the region.
- The specific characteristics of Indigenous tourism sites should not be exaggerated or modified to attract tourists to the particular communities since that will negatively affect the community in the medium and long term.

5.2.3. Cultural Tourism Resources

(1) Conservation of townscape

Townscape in the PTDA such as Cobán, San Cristobal Verapaz, and Rabinal should be conserved with following measures:

- It is necessary to designate not only historical buildings for conservation, but also an area that includes the buildings.

- It is necessary to introduce "design standards" for newly constructed buildings based on the elements of existing townscape such as color scheme, pavement texture, roofing material, height of eaves, height restriction of the buildings.
- Suggested walking routes should be introduced, and a high priority for urban beautification should be given to the area.

(2) Wise use

The concept of wise use should be widely applied for the conservation of colonial and republican buildings:

- Wise use of historical buildings for such purposes as hotel, local food restaurant, bar, cafe, museum, tourism information center, souvenir shop, concert hall, handicraft or music workshop, discotheque, exhibition hall, is recommendable and should be promoted.
- Modification of colonial buildings for safety and modern comforts such as structural strengthening, fire prevention, fire hydrants, securing evacuation route, water and electricity supply, should be kept minimum but be permitted under certain guidelines to facilitate wise use.
- Tourism development should not marginalize local people but respect their activities, which constitute important part of the tourism attractions in historical towns.

(3) Public education and local Participation

Local residents, NGOs, the private sector, as well as different government organizations should be encouraged to participate in conservation activities at all stages.

- On-site interpretation boards should be installed for visitors and local residents to arouse interest in, and to create public awareness for, cultural heritage and its conservation.
- Public awareness campaign should be carried out for the general public to promote ethics and responsibility for cultural conservation.
- Seminars should be conducted for entrepreneurs and business circles about the possibilities and know-how to utilize colonial and vernacular buildings for tourism purposes.

(4) Conservation of individual buildings

- Interior of the historical buildings should be conserved, or at least, the original designs should be respected.
- Appropriate protection for historical buildings against acid rain or air pollution is necessary.

(5) Others

- Excavation works should be conducted before new construction works take place, and findings from excavation works should be registered to IDAEH.
- Some archaeological sites in the PTDA are still used for religious activities; these activities should be respected as far as they don't deteriorate archaeological sites.

5.3. Tourism Development Strategy

5.3.1. SWOT Analysis

Development strategy of Las Verapaces PTDA was conceived based on the SWOT analysis as shown in Table 5.5, which is a summary of the tourism and regional socioeconomic situations analysis.

Table 5.5 SWOT analysis of tourism in Las Verapaces PTDA

	Positive factors	Negative factors
Present	<p>Strengths</p> <ul style="list-style-type: none"> • The area is relatively close to Guatemala City (200km) that is the largest source of domestic tourists and the principal gateway for international visitors. • The area is well known in Guatemala and neighboring countries as a nature destination of cloud forests. • The area is also endowed with diverse tourism resources such as agricultural activities of coffee, cardamom, and cacao, and cultural attractions of living indigenous cultures and festivals. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Deforestation is in progress at a rapid pace due to heavy dependency on agriculture coupled with a rapid population growth. • Local economy, which has been monoculture of cash crops, is subject to the price fluctuation of international markets. • Accommodation supply, in particular, for nature tourism, is insufficient both in terms of quality and quantity. • There is a lack of human resources needed to develop nature tourism such as nature guides and eco-lodge operators. • Many of the remaining nature areas are located in remote locations, which makes it difficult to use them for tourism purposes. • Coban City, which is expected to be the Tourism Center of the area, lacks in tourism attractions and visitor facilitation services. • Poor awareness of Guatemala as a nature destination in the international tourism market makes the marketing of this area difficult.
Future	<p>Opportunities</p> <ul style="list-style-type: none"> • Being located at the crossroad of the two Tourism Corridors of Huehuetenango – Izabal and Antigua – Flores Tourism, the area is expected to increase its importance as a stopover with the improvement of the road conditions. • It is expected in the area to formulate an Ecological Corridor that connects Sierra de las Minas and Sierra de los Cuchumatanes, which would favor tourism development as well. • The area abounds in tourism resources for soft adventure and ecotourism that are among the fastest growing tourism market segments. • The area is well known for its agricultural produce, which could be favorable for introducing agro-tourism. • Living indigenous cultures combined with nature-based attractions could be a competitive tourism product. 	<p>Threats</p> <ul style="list-style-type: none"> • Deforestation would diminish the area's potential for tourism development, and the local economy would continue to depend on unstable cash crops and fail in economic diversification. • Due to the lack of tourism attractions, international tourists would not travel by road to el Peten and skip to visit Las Verapaces.

Source: JICA Study Team

5.3.2. Development Directions

As has been pointed out in the SWOT analysis, Las Verapaces PTDA is a nature destination under a risk of losing its tourism resources. Therefore securing of its remaining nature areas is the priority issue, while diversification of its tourism products, in particular, toward agrotourism and cultural tourism is a issue the should be addressed in the long-term.

The development strategy of Las Verapaces PTDA consists of the following five pillars.

- Consolidation of existing nature areas,
- Introduction of agrotourism,
- Revitalization of cultural traditions through tourism,
- Improvement of existing tourism products, and
- Strengthening of tourism network.

The following sections elaborate on the above pillars in more details.

(1) Consolidation of the existing nature areas

"Nature" has been the principal tourism image of Las Verapaces PTDA; therefore protection of the forests should be given a high priority for the tourism sector development. It could be mentioned otherwise that the development of the tourism sector is indispensable to protect the forests since the tourism use of the forests could curtail the deforestation.

a. Formulation of the Verapaz Eco-Corridor

The Verapaz Eco-Corridor constitutes part of the Ecological Corridor System in Guatemala, which intends to secure bio-diversity by connecting different protected areas to facilitate wildlife migration. Formulating the Eco-Corridor, which connects Sierra de las Minas and Cuchumetanes, is an urgent task to secure the bio-diversity and nature destination image of Las Verapaces as well. Tourism should lend further supports through the improvements of visitor facilities to promote tourism use of remaining nature areas of Sierra de Yalijux and Sierra de Pampacche. A public facility should be built in Purulha that aims at creating awareness of the Eco-Corridor, providing environmental and tourism education programs for the local people, and supporting under-mentioned private reserves.

b. Promotion and supports for private reserves

Most of the Verapaz Eco-Corridor is on private lands. Therefore the cooperation from the private sector is essential to formulate the Eco-Corridor. In this context, establishment of private reserves should be promoted and supported by relevant government agencies including INGUAT. Government support program should have a prioritization scheme to concentrate private reserves along the Eco-Corridor. It is needed not only for an

environmental conservation purpose but also for a marketing purpose because agglomeration increases visibility and creates a brand image. The Green Accommodation promotion program as proposed in the Interim Report 1 intends to support eco-lodge development for private reserves and fincas interested in agrotourism.

c. Introduction of agrotourism

Agrotourism is considered to be the most possible direction for Las Verapaces to increase its tourism product variety due to the consistency with its “green” destination image. In the context of Las Verapaces, promotion of agrotourism has a very close link with the environmental conservation because tourism can be a mechanism that converts the conservation of forests or “unused land” into economic benefits. In this sense, agrotourism would contribute to the formulation of the Eco-Corridor along with private reserves. Other than nature-based attractions, agrotourism would provide attractions based on agricultural activities and local cultural traditions, as well as opportunities to stay in rural area, opportunities which are not abundant in Guatemala.

(2) Revitalization of cultural traditions through tourism

Alta Verapaz is one of the departments that have the highest percentage of indigenous population, and both departments abound in distinctive cultural traditions ranging from indigenous cultures to gourmet, festivals, and handicrafts. They could supplement, or be combined with, nature-based tourism attractions to enrich tourism in Las Verapaces.

a. Community Tourism

San Cristobal Verapaz, which is predominantly a Pokomchi community, is the most suitable municipality to develop Community Tourism due to its existing tourism products, possibilities to develop new cultural attractions, and the presence of a community group that could manage the development process. It is proposed to add a nature-based attraction to the Community Tourism from a marketing consideration, since the greater part of the visitors to Las Verapaces is supposed to seek for nature attractions.

b. Tourism use of living cultures

It would enrich tourism in the PTDA if opportunities to experience local ways of life, rather than observing them, are provided such as Temascal or Mayan sauna, handicraft production, indigenous language courses, etc. Food is often mentioned as a weakness of Guatemalan tourism, but Las Verapaces could be a tourism destination that could change the negative market perception.

(3) Improvement of existing tourism sites

a. Coban City

Coban City is expected to be the Tourism Center of Las Verapaces PTDA, but it currently falls short of its standard. Fortunately, the city’s plans to construct a bypass road and to relocate a public market near the Central Park would pave the way for tourism improvements in the historic center such as creation of a gathering place for tourists, museums related to the area’s characteristics such cacao, history of German immigrants,

and galleries. Coban is well known for its festivals such as Labin Ajau and Paabanc; therefore some considerations are necessary for those who visit Coban other than festival days such as a museum that exhibits photos and objects used for the festivals, folkloric shows, and souvenirs.

b. Other tourism sites

Some of the existing tourism sites in Las Verapaces need further facility improvements for tourist safety and amenity. Lanquin Caves and Semuc Champey have a high priority for improvements due to their locations between Coban and Sayaxche. Other potential tourism sites that have tourism potential and need visitor facility improvements are the Cancuen archaeological site, Laguna Lachua, and the Chilasco Falls.

(4) Establishment of Las Verapaces as a crossroad of tourism network

Las Verapaces PTDA is located at a dead end of tourism network under the current road conditions. The improvement of the road network, however, is converting the PTDA as a transport node of the national tourism network.

a. Antigua– Coban– Flores Tourism Corridor (north–south corridor)

Using flights is common to travel between El Peten and Guatemala City/ Antigua at present. The situation may change drastically since a growing number of tourists are expected to choose the overland route making a stopover in Las Verapaces after the completion of the paved roads between Coban and Flores. The extent, to which the modal shift would occur, would largely depend on the efforts on the side of Las Verapaces, however. To promote overland trips, other than improving and creating tourist attractions along the route, it is recommendable to give an appropriate naming to the Tourism Corridor like Ruta de la Pasion Maya and Ruta de Quetzal to give it a visibility, and to create market awareness of the scenic travel route. A road that directly connects Guatemala City and Salama would provide a scenic alternative route to Las Verapaces.

b. Huehuetenango-Coban-Izabal Tourism Corridor (east- west corridor)

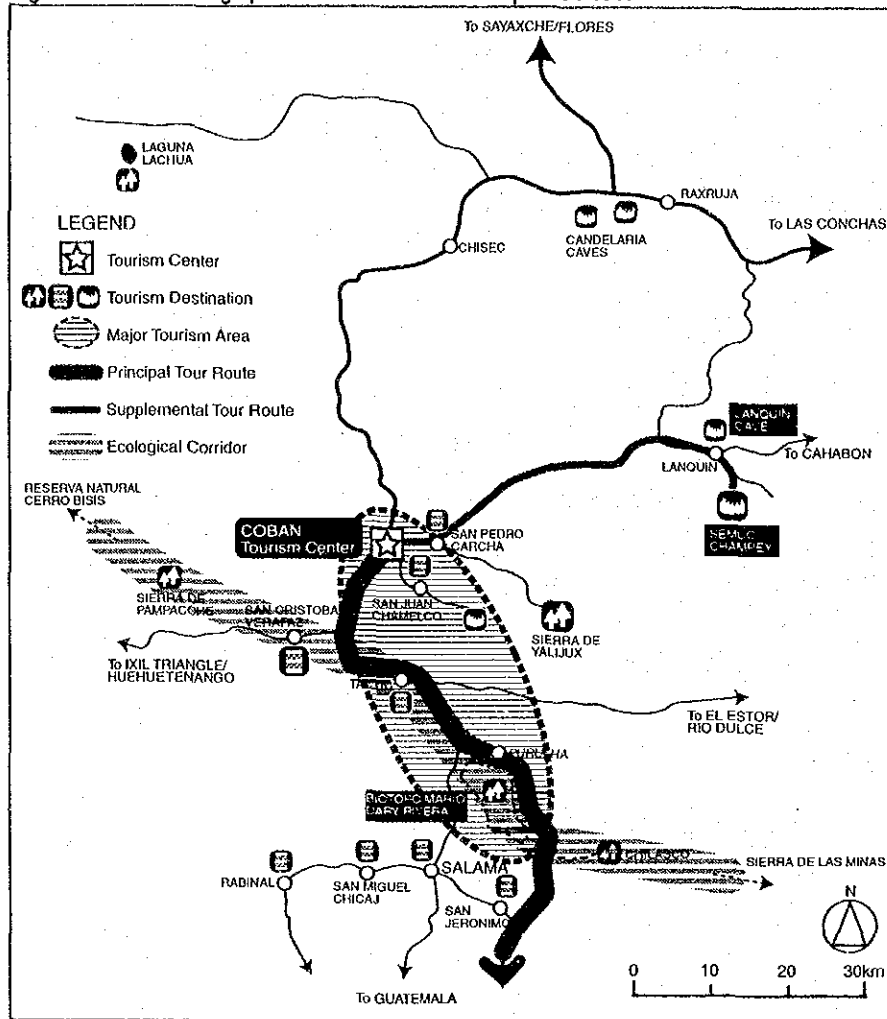
With the improvement of road conditions, the Huchuetenango- Coban- Izabal Tourism Corridor is expected to take shape. The western part of the tourism corridor abounds in “living indigenous cultures” including Todos Santos Cuchumatanes and the Ixil Triangle, while the eastern part has possibilities for nature tourism. It is noted that the Tourism Corridor would bring visitors from Quetzaltenango to Coban by way of above-mentioned ethnic tourism destinations, thus favoring both Las Verapaces PTDA and the Southwestern Highland PTDA.

5.3.3. Development Scenario and Spatial Structure

The purposes of setting a development scenario are to identify the priority of actions specified by the development directions, and to clarify the sequential procedure to achieve the directions.

Although there are potential tourism sites such as Lanquin Caves, Semuc Champey, Sierra de Yalijux, and Laguna Lachua, current tourist activities are limited in Coban Tourism Center, nature areas in its vicinity, and along the Atlantic Highway due to poor road conditions. Traveling between Coban and Flores is not very common. Figure 5.3 shows the existing spatial structure of Las Verapaces PTDA.

Figure 5.3 Existing spatial structure of Las Verapaces PTDA



Source: JICA Study Team

The following basic directions are set after evaluating development possibilities as well as marketing possibilities of tourism in Las Verapaces:

- Securing of remaining nature areas with tourism potential along the Verapaz Eco-Corridors has the highest priority.
- Actions for tourism diversification toward agrotourism and cultural tourism should be introduced during the short-term stage so as to supplement the Eco-Corridor formulation, and need to be strengthened in the long-term stage.

(1) Short-term plan

Projects that would produce immediate effects to secure the remaining nature areas in the Verapaz Eco-Corridor are given the highest priority for implementation, for which JICA Study Team identified the three projects, namely, visitor facility improvements in Sierra de Yalijux (Eco-Quetzal site) and Sierra de Pampacche, and development of the Verapaz Eco-Corridor Interpretation Center.

Visitor facility development in the forests in Sierra de Pampacche is planned so that it would constitute part of the Community Tourism in San Cristobal Verapaz as well. The development of Community Tourism is initiated in the short-term stage, and will be completed in the long-term stage.

Programs that supports and promote private reserves and agrotourism should be introduced at an early stage such as Green Accommodation Promotion Program and above-mentioned Verapaz Eco-Corridor Interpretation Center. These supporting measures should have a prioritization scheme so that these types of tourism development would concentrate in the Eco-Corridor.

Overland trip from Coban to Flores should be promoted and advertised by introducing a proper naming when the road improvement project is completed. Existing tourism products should be improved as necessary, in particular, in the area along the Coban – Flores Tourism Corridor such as Semuc Champey and Lanquin Caves.

The followings summarize the actions needed in the short-term

- Tourism developments for the Verapaz Eco-Corridor formulation
 - Tourism improvements of Sierra de Yalijux (Eco-Quetzal reserve),
 - Development of Sierra Pampacche Forest Park as a “comet” for the Community Tourism in San Cristobal Verapaz
 - Development of the Verapaz Eco-Corridor Interpretation Center
- Development of the Community Tourism in San Cristobal Verapaz
- Promotion and supports for agrotourism and private reserve
- Improvement of existing tourism products along the Coban – Flores Tourism Corridor, and promotion of the overland trip from Coban to Flores.

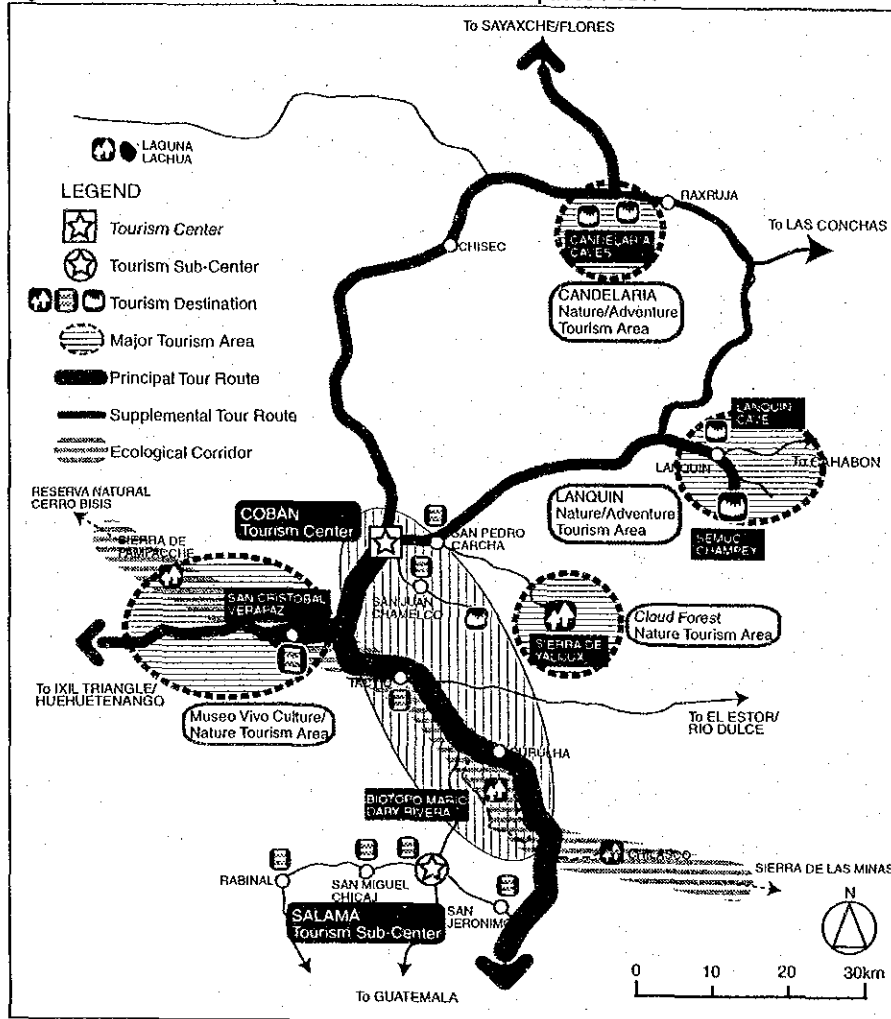
The above-mentioned actions are reflected to the following spatial structure development.

- Tourism development projects should be introduced along the Atlantic Highway and the surroundings of the Coban City, where road conditions are relatively good.
- Antigua – Coban – Flores Tourism Corridors (north – south route) should be established to strengthen the linkage among Tourism Regions.

- Community Tourism development in San Cristobal needs to be supported from the viewpoint of spatial structure development; it occupies a strategic location at the entrance to Quiche and Ixil, linkage with which are to be strengthened at the long-term stage.

Figure 4.4 shows the short-term spatial structure for Las Verapaces PTDA.

Figure 5.4 Short-term spatial structure of Las Verapaces PTDA



Source: JICA Study Team

(2) Long-term plan

Development efforts at the long-term stage should focus more on product diversification and sophistication of tourism products. With the completion of the bypass road and relocation of the public market, Coban City should start improving its tourism amenities and provide interpretation of the regional characteristics of Las Verapaces PTDA.

Visitor facilities and infrastructure should be improved in Chilasco Falls and the surroundings of Laguna Lachua for further extension of the Verapaz Eco-Corridor.

With the improvement road conditions, Huehutenango – Coban – Izabal Tourism Corridor should be publicized as a primary ethnic tourism route in Guatemala with San

Cristobal Verapaz as an important stopover. A provincial road that directly connects Guatemala City and Salama would provide a scenic access from Guatemala City to Baja Verapaz and function as a bypass road of the Atlantic Highway.

Necessary actions are summarized as follows:

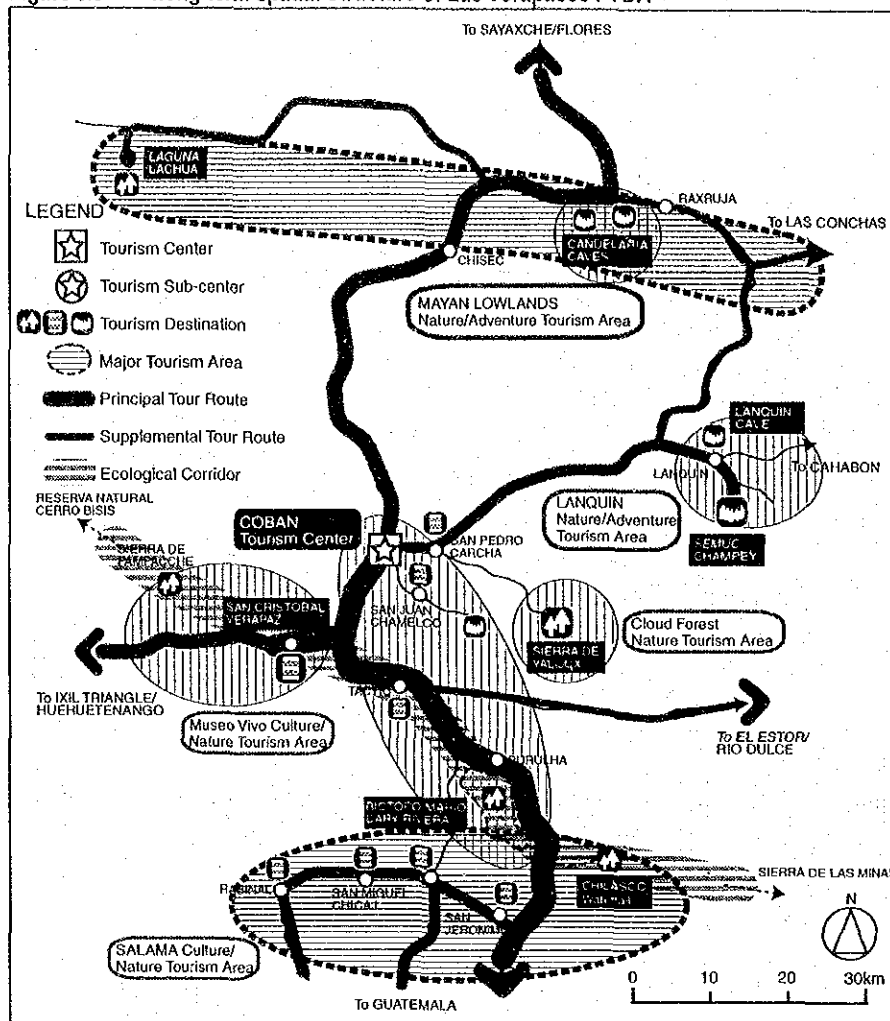
- Tourism improvements of Coban City
 - Museums for local economic activities such as cacao, coffee, and cardamom, festivals, and history of German immigrants,
 - Creation of a gathering place, and
 - Other tourism amenity improvements.
- Extension of the Verapaz Eco-Corridor
 - Chilasco Falls, and
 - Laguna Lachua.
- Establishment of the Huehuetenango – Coban – Izabal Tourism Corridor
- Development of a bypass road that connects Guatemala City and Salama.

The above actions are reflected to the following spatial structure development.

- Improvement of the scenic Motagua River route between Salama and Guatemala City would boost domestic tourism in Baja Verapaz.
- The Huehuetenango – Coban Tourism Corridor (the western half of the east-west corridor), which also connects San Cristobal Verapaz and the Ixil Triangle, should be strengthened to circulate visitors from Quetzaltenango.
- The Coban – Izabal Tourism Corridor via Polonchic Valley should be established to connect Las Verapaces with a Caribbean beach destination in Guatemala.

Figure 4.5 shows the long-term spatial structure of Las Verapaces PTDA.

Figure 5.5 Long-term spatial structure of Las Verapaces PTDA



Source: JICA Study Team

Table 5.6 summarizes the development process of the spatial tourism structure.

Table 5.6 Directions for spatial tourism structure development

Tourism Structure	Existing	Short-term	Long-term
Tourism Center	• Coban		
Tourism Sub-center	None	• Salama	
Major Tourism Area	• Coban and Surrounding areas • Biotopo Mario Dary Rivera	• San Cristobal Verapaz • Lanquin & Semuc Champey • Candelaria	• Salama and surroundings • Laguna Lachua • Chilasco
Major Tour Route	• Coban – Surrounding areas	• Coban – San Cristobal Verapaz • Coban – Lanquin area • Coban – Candelaria	• Coban – Salama – Salama Valley – Guatemala • Coban – Laguna Lachua
Regional Linkage	None	• Coban – Sayaxche – Flores • Coban – Ixil Triangle – Huehuetenango	• Coban - Tactic – El Estor – Rio Dulce

Source: JICA Study Team

5.3.4. Marketing Directions

(1) Competitor analysis

Table 4.8 compares Las Verapaces PTDA with Costa Rica to clarify the characteristics of the PTDA.

Table 5.7 Comparison of Verapaz and Costa Rica

	Las Verapaces	Costa Rica
Security	Not very good	Good
Road	Acceptable, improving	Not very good
Various attractions	Indigenous cultures	Nature only
Infrastructure	Acceptable	Acceptable
Hotel services	Poor	Small scale beautiful lodges
Climate	Moderatge	Much rain
Professional Nature Guide	Poor	Many good nature guides
Access to large urban center	Good	Not very good
Bird watching	Huge potential	Good

Fuente: Equipo de Estudio de JICA

(2) Marketing directions

a. Mexico and Central America

Las Verapaces PTDA, especially Alta Verapaz, is one of the favorite tourism destinations for Salvadorians, which constitutes the greater part of the international visitors to the PTDA. Major Mexican cities are too far from the PTDA, therefore the Mexican market would occupy a marginal share. Other Central America countries (Costa Rica, Honduras, Nicaragua, Panama and Belize) would continue to be marginal markets for the PTDA. Thus, tourism promotion efforts should be focused on the Salvadorian market that seeks for nature, cool climate, and recreational activities for families.

Tourist information of Las Verapaces such as brochures and posters should be spread in the bus terminals of San Salvador City, Pedro de Alvarado border crossing that is the shortest way to arrive from El Salvador. Fam trips for Salvadorian travel agents would be effective to promote Altas Verapaces among Salvadorian marke. Ecotourism and adventure fair held every year in Alta Verapaz should be an important tool to promote these products toward the Salvadorian market, and travel agents from the country should be invited by INGUAT to participate in.

In order to conduct more efficient tourism promotion activities, it is recommended to conduct a market survey of the Salvadorian visitors. It might be done by INGUAT in cooperation with bus companies and Guatemalan Chamber of Commerce, which is another sector that would get benefits from Salvadorian visitors.

b. North America

If adequate improvements of urban amenities, tourism facilities, and services conditions are made, the North American market, in particular, elder people traveling throughout Guatemala would be an important market for Las Verapaces. Newly introduced alternative tourism products such as Community Tourism, trekking, and birdwatching will constitute the cores to attract this market. To improve the standards of tourism

facilities and services is a must to for this market. As a crossroad of Tourism Corridors, tourism improvements of Coban City are also a key to cater for this market.

INGUAT's marketing department should introduce a program to identify, communicate, and help specialized tour operators in North America on a regular basis. Ecotourism and adventure fair held every year in Alta Verapaz should be an important tool to promote tourism products of Las Verapaces among North American market. INGUAT should invite selected tour operators to the trade show of alternative tourism in cooperation with US airlines flying to Guatemala City. INGUAT should also support tour operators in Las Verapaces to participate in travel trade shows specialized in ecotourism and adventure tourism in North America.

Some people are very keen to watch Quetzal bird. A program to invite ornithologists' club leaders and writers to Las Verapaz, in exchange for a commitment to give lectures to the public and/or their circle members, should be established. It is also worthwhile to advertise possibilities for watching Quetzal in specialized magazines. This would be a starting point to promote other nature and wildlife products of this PTDA.

c. South America & Caribbean

Visitors from major South American and Caribbean countries will constitute a marginal market share in Las Verapaces PTDA at least at an early stage. However, they would be interested in Las Verapaces when overland trip along the Antigua – Coban – Flores Tourism Corridor becomes more common.

Since no direct air service to/from this market is available, fam trips among South American biologist and ornithologist and selected specialized adventure tour operators would constitute the core promotion strategy to promote this PTDA. These tours operators should also be invited to Ecotourism and Adventure tourism fair held yearly in Alta Verapaz.

d. Europe and others

Europeans traveling throughout Guatemala would be another potential market segment for the PTDA because Las Verapaces would be a stopover of the Antigua—Coban—Flores Tourism Corridor. However, to maximize benefits from this tourism flow, constraints in facilities and services quality should be addressed adequately.

Since living indigenous culture is the second most important reason for Europeans to visit Guatemala after archaeological site, tourism promotion for this PTDA should include the Community Tourism in San Cristobal, and other culture-related events. Nature and wildlife are considered to be supplementary for the market segment. However, the importance of nature-based attractions is expected to increase in the future through the efforts at promoting nature tourism products taking into account Guatemala's potential in nature tourism.

Asia and other long haul countries will be marginal markets for this PTDA. They would be promoted with the similar manners as Europe.

e. Domestic

Las Verapaces PTDA is one of the closest natural areas from Guatemala City ---the main urban area of the country--- and the promotion of domestic tourism would help to reinforce national awareness of forest and wildlife as a national and tourism resource.

Since this PTDA have soft adventure possibilities, university student would be an important target to attract domestic tourists to Las Verapaces PTDA, if the travel trade in Las Verapaces provides adequate discounts. Due to the proximity to Guatemala City, the PTDA, in particular, Baja Verapaz also has opportunities to attract Guatemalan families for leisure activities such as swimming pool and amusement parks. Small and middle-scale domestic MICE market would also play an important role in the short-term due to its proximity and low travel costs.

(3) Recommended tourism promotion activities

Table 5.8 summarizes recommended tourism promotion activities by origin market.

Table 5.8 Recommended tourism promotion activities by origin market (LasVerapaces)

	C.A./ Mexico	N. America	S. America	Europe	Remarks
Promotion tools					
Brochure	XX	XX	X	X	El Salvador
Map	-	X	-	-	
Poster	XX	XX	XX	XX	El Salvador
Video	X	XX	XX	XX	
Sales Manual	-	-	-	-	
Publicidad					
TV	XX	-	-	-	
Newspaper	X	X	-	-	
Magazine of special interest	XX	XX	XX	XX	Quetzal
Trade stimulation					
Travel tradeshow	-	XX	-	XX	
Familiarization trip	XX	XX	XX	XX	
Seminar	XX	XX	-	XX	
Public relations					
Press tour	XX	XX	XX	XX	
Press release	XX	XX	XX	XX	
INTERNET	-	XX	-	-	
Otros					
Eventos	XX	X	-	XX	
Enfoque al Mercado de TIE	XX	XX	XX	XX	Bird watching
Anfoque al Mercado RICCE	-	-	-	-	

Note: XX= Muy efectivo, X= Efectivo, - = No recomendable

Fuente: Equipo de Estudio de JICA

5.3.5. Tourism Demand Framework

Tourism development framework was set based on the estimation of the bed-nights in Las Verapaces PTDA as shown in Table 5.9. Las Verapaces PTDA is also assumed to be the rapid growing Tourism Region in Guatemala due to its plentiful nature-based tourism resources. It would receive 0.2 million visitors in 2010 (1.6 times from 2000), and some 0.6 million visitors in 2020 (2.6 times from 2000).

The room requirements are calculated based on the following assumptions:

- Guest per room: 1.7 persons/room, and
- Occupancy rate: 75% for high class, 65% for middle class, 55% for low class

Numbers of visitor arrivals are calculated with the following assumptions:

- Domestic visitors: 1.5 nights (assumed from the hotel statistics of INGUAT).
- International visitors: the numbers of visitor arrival are calculated by market area (short, middle and long-haul) and by purpose of visit from the estimated volume of bed-nights. Average length of stay by market segment was used to calculate the number of arrivals for respective market segments.

These calculated figures are summed up for each market area as shown in the Table 5.9.

Table 5.9 Development framework of Las Verapaces PTDA

Year		2000		2010		2020	
Frame		Bed-night	Arrival	Bed-night	Arrival	Bed-night	Arrival
Hotel visitor	Total	385,962	224,114	628,514	350,161	1,029,819	576,332
	Domestic	262,307	174,871	358,368	238,912	581,503	387,669
	International	107,000	49,243	270,146	111,249	448,316	188,663
	Short Haul	50,064	27,631	98,072	51,277	174,055	89,407
	Middle Haul	29,546	9,575	73,811	30,356	122,276	51,522
	Long Haul	44,045	12,037	98,263	29,616	151,984	47,734
Room Requirement	Total	1,314		1,676		2,691	
	High Class	0		68		159	
	Middle Class	576		779		1,476	
	Low Class	738		829		1,056	

Source: Visitor Survey (March and July 2001), JICA Study Team, INGUAT

5.4. Projects and Programs

5.4.1. Project Evaluation

Existing projects and project ideas proposed by a broad range of organization and individuals in the Study Area as well as by JICA Study Team were evaluated with the following criteria:

- Conformity with development strategy,
- Development effects
- Project maturity, and
- Necessity for the central government supports.

Each project was evaluated by calculating the total of the points given in 3 grades to the respective evaluation criteria. In the Las Verapaces PTDA, tourism projects that would promote tourism use of nature areas are given a high priority to comply with its development strategy. The result of the evaluation is shown in Table 5.10.

Table 5.10 Result of project evaluation for the Las Verapaces PTDA

No	Project name	Department/ Municipality	Strategy	Effect	Maturity	Support	Total
Short-term pilot project							
1	Tourism Improvement of Sierra de Yalijux	Alta Verapaz/ San Juan Chamelco	3	2	3	3	11
2	Development of the Verapaz Eco-Corridor Interpretation Center	Baja Verapaz/ Purulha	3	3	3	3	12
3	Development of Sierra Panpacche Cloud Forest Park	Alta Verapaz/ San Cristbal Verapaz	3	2	3	3	11
Short-term Project							
1	Community Tourism Development in San Cristobal Verapaz	Alta Verapaz/ San Cristobal Verapaz	3	2	2	2	9
2	Tourism Improvement of Semuc Champey	Alta Verapaz/ Chisec	3	2	2	1	8
3	Tourism Improvement of Canderaria Cave	Alta Verapaz/ Chisec?	3	2	1	1	7
4	Tourism Improvement of Lanquin Cave	Alta Verapaz/ Chisec	3	2	2	1	8
Long-term							
1	Tourism Improvement of Laguna Lachua	Alta Verapaz/ Chisec	2	1	2	1	6
2	Tourism Improvement of Chilasco Waterfalls	Baja Verapaz/ Salama	2	1	1	2	6
3	Upgrading of Community Tourism in San Cristobal Verapaz	Alta Verapaz/ San Cristbal Verapaz	3	1	1	1	6
4	Development of Alternative East-West Tourism Corridor	Alta Verapaz + Izabal	2	1	1	1	5

Source: JICA Study Team

5.4.2. Short-Term Pilot Projects

(1) Tourism Improvement of Sierra de Yalijux

a. Background and rationales

Sierra de Yalijux, which preserves invaluable tropical cloud forest and provides habitats for Quetzal, is located 30km to the southeast from Coban City. A NGO called Eco-Quetzal is assisting local Kekchi people to conserve the forests by introducing alternative livelihoods including a tourism program of home stay at indigenous family and nature observation. The area, however, does not have adequate infrastructure and tourist facilities; therefore it caters mostly for adventurous youth travelers. Since the visitor number and their spending is limited, tourism income is not sufficient for the local community to improve their economic situations while conserving the forests.

In this context, improvement of visitor facilities in the Sierra de Yalijux is proposed in order to increase tourism income that would motivate the local people for conservation, which would secure one of the remaining nature areas in Las Verapaces. As a measure to increase tourism income, efforts should be directed to the increase of per-visitor income rather than that of visitor volume. Therefore, introduction of an ecolodge is planned, which is expected to provide a model for community-run high-standard lodge for application in other parts of Guatemala's rural areas.

b. Project objectives

The project is designed with following objectives:

- To promote and encourage tourism activities in the nature area,
- To provide a comfortable and easier access to the destinations,
- To improve the facility for visitors, and
- To provide opportunities for local people to participate in tourism-related businesses.

c. Site and location

The Eco Quetzal Reserve site is located in the Municipality of San Juan Chamelco, in Alta Verapaz Department. The site is 30km to the southeast from Coban in the Sierra de Yalijux beyond Caquipec/ Chicacnab Communities.

d. Project components

- Improvement of the access trails from the entrance of San Lucas Village to ex-biological station: approx. 2km,
- Construction of visitor center and model eco-lodge: possibly used ex-biological station with facility renovation and extension, visitor center/ 20m², lodge/ 5 room/ 15 beds, dining/ kitchen, washroom,
- Power supply: diesel power generator and supplemental solar-cell system,

- Water supply: well and pump up system, and
- Emergency equipment: radio communication system and first aid kits

e. Costs

The direct construction cost is estimated at US\$ 470,000, which accounts for 17.0% of the whole costs of short-term pilot projects for Las Verapaces PTDA.

Table 5.11 Project components

Visitor center	50	m ²	timber structure, single story, landscaping, necessary utilities and equipment
Eco lodge	10	rooms	Improvement and extension of ex-monitoring station, 4 beds in each room
Eco trail	2	km	W=1.5m, wood-tip pavement, hiding huts, signs and information

Source: JICA Study Team

f. Implementation schedule

The project would be implemented in the early stage of the short-term period.

Table 5.12 Implementation schedule

2002	2003	2004	2005	2006	2007	2008	2009	2010
Pre-stage		Construction			Operation			

Source: JICA Study Team

g. Implementation setup

INGUAT should be responsible for implementing the project.

Operation of the eco-lodge would be subcontracted to a private company that has expertise in operating quality accommodation with a purpose to transfer skills to local community members. Other facilities are operated by Chicacnab community. INGUAT should set up a project implementation committee with members from NGOs, CONAP, MARN, MAGA, INFOM, and local communities. The NGO (Eco Quetzal) would be in charge of coordination with local community. INFOM and INGUAT would provide tourism education and training for local communities. Other government agencies provide technical supports in respective fields of their specialization.

(2) Development of the Verapaz Eco-Corridor Interpretation Center

a. Background and rationales

The Verapaz Eco-Corridor refers to the area in Las Verapaces that constitutes part of Guatemala's Ecological Corridor system. Formulation of the Eco-Corridor is considered essential to secure Las Verapaces' nature tourism destination image. As has been explained in the section of tourism development strategy, supporting the private sector to establish private reserves and to introduce agrotourism is effective to save remaining forests in private lands.

While encouraging the private sector for conservation, it is important to have a facility that provides interpretation of, and publicize the importance of conserving, the Eco-Corridor toward the general public and tourists. The facility could be an important tourism attraction that would also strengthen the nature destination image of Las Verapaces.

In this context, it is proposed to construct an interpretation center of the ecological corridor in Las Verapaces.

b. Project objectives

The objectives of the project are as follows:

- To support the formulation of the Verapaz Eco-Corridor,
- To create a tourist attraction,
- To provide environmental interpretation of the Eco-Corridor,
- To provide visitors with the information of private reserves and agrotourism fincas within the Eco-Corridor,
- To support private reserve owners and tourism-oriented finca owners, and
- To provide environmental education programs for local communities.

c. Site and location

Verapaz Eco-Corridor Interpretation Center is located in the Municipality of Purulha, in Baja Verapaz Department.. Candidate site is 45km to the southeast from Coban. It is conveniently located in the vicinity of Biotopo Mario Dary on the C.A. Highway 14 that leads to Guatemala City.

d. Project component

To achieve the objectives of the Verapaz Eco-Corridor Interpretation Center, the following components should be included:

- Tourism promotion and information booth,
- Audio visual and diorama presentation of the Eco-Corridor,

- A space for introduction and promotion of private reserves, and
- A hall for environmental education.

e. Costs

The direct construction cost is estimated at US\$ 548,000, which accounts for 19.9% of the whole costs of short-term pilot projects for the Las Verapaces PTDA.

Table 5.13 Project component

Center building	500	m ²	Reinforced concrete structure, 2 stories, landscaping, car parking, necessary utilities and equipment
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Source: JICA Study Team

f. Implementation schedule

The project would be implemented in the early stage of short-term.

Table 5.14 Implementation schedule

2002	2003	2004	2005	2006	2007	2008	2009	2010
Pre-stage		Construction			Operation			

Source: JICA Study Team

Implementation setup

INGUAT should build, operate, and maintain the facility.

INGUAT should set up a project implementation committee with representatives from CONAP, MARN, MAGA, INAB, Municipality of Purulha, and NGOs.

(3) Sierra Pampacche Cloud Forest Park

a. Background and rationale

Sierra Pampacche is located to the north of the town proper of San Cristobal Verapaz in Alta Verapaz Department. The area constitutes part of the Verapaz Eco-Corridor, and is one of invaluable forested areas. The area, however, is under the risk of deforestation due to tough socioeconomic situations of local communities.

In this context, it is recommended to develop a cloud forest park in Sierra de Pampacche for use as a tourism attraction thus contributing to the improvement of the economic conditions of the local communities. It is noted that the forest park is to be integrated as part of the Community Tourism in San Cristobal Verapaz as an anchor tourism attraction of the community-based tourism development project.

b. Project objectives

The general objective of the project is to build a new tourist attraction for visitors, and to secure a eco-corridor with cloud forests' flora and fauna. Specific objectives of the project are as follows:

- To promote and encourage tourism activities in the cloud forest,
- To improve trekking trails for tourists,

- To improve tourists amenities and conveniences, and
- To create job opportunities for local communities through tourism development.

c. Site and location

The candidate development site is located in the Municipality of San Cristbal Verapaz, in Alta Verapaz Department.

d. Project component

Projects components include the improvement of trekking trails with information and signboards, construction of resting huts, benches and observation decks, a railing-cart that plies between the community and the top of the mountain, and canopy walkways for observing rainforest, eco-lodge in the forest, and re-forestation within the area.

e. Costs

The direct construction cost is estimated at US\$ 1.7 million, which accounts for 63.1% of the whole costs of short-term pilot projects for Las Verapaces PTDA.

Table 5.15 Project components

Trekking trails	4	km	W=1.5m with information/ sign boards
Restling hut, bench, observation deck	3	sets	made by local materials
Climb mourtain railing-cart	1	km	3 pax cart with engine X2 sets, railing height 5m
Canopy walkway	500	m	average height 20m, with observation tower and huts x 3 sets
Eco lodge	15	rms	timber structure, single story, landscaping, necessary utilities and equipment
Re-forestation	5	ha	improvement and maintaining surrounding environment/ buffer green

Source: JICA Study Team

f. Implementation schedule

The project would be implemented in the early stage of short-term.

Table 5.16 Implementation schedule

2002	2003	2004	2005	2006	2007	2008	2009	2010
Pre-stage		Construction			Operation			

Source: JICA Study Team

Implementation setup

INGUAT should take the responsibility of implementing the project. INGUAT will build the facilities. Eco-lodge will be sub-contracted to a private company capable of operating quality hotels. Other facilities will be operated by San Cristobal Municipality.

San Cristoban Verapaz Municipality should set up the San Cristóbal Verapaz Community Tourism Committee with close cooperation from INGUAT. Members of the committee would be representatives from the municipality, INGUAT, INAB, CONAP, INFOM, local community of Queja, sub-contracted hotel operator and those involved in the project.

Figure 5.6 Image of nature tourism development

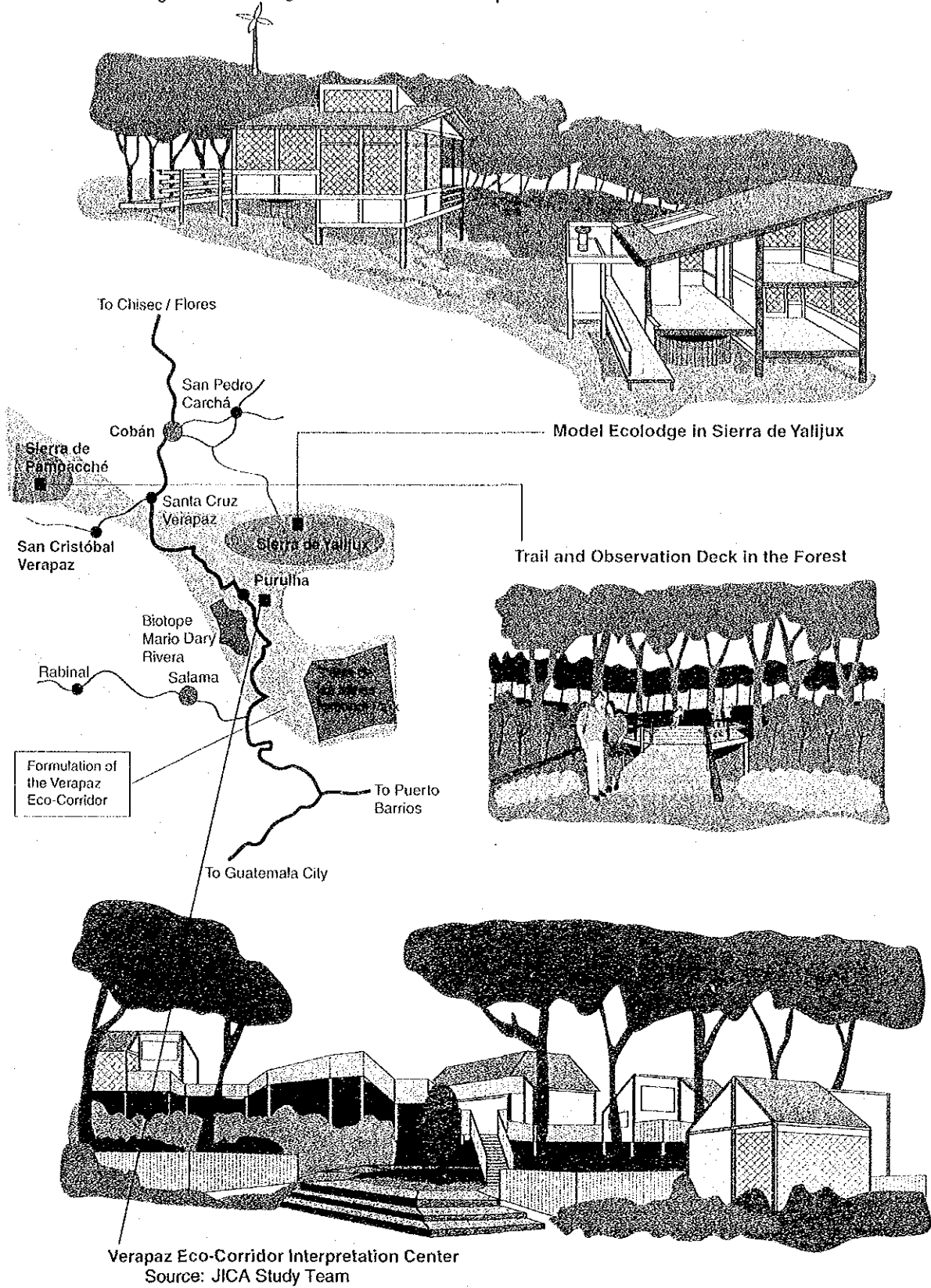
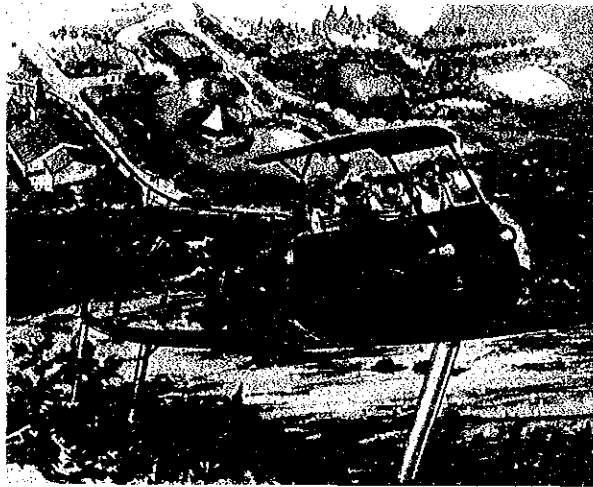


Figure 5.7 Examples of rail cart

<Small Rail Cart>

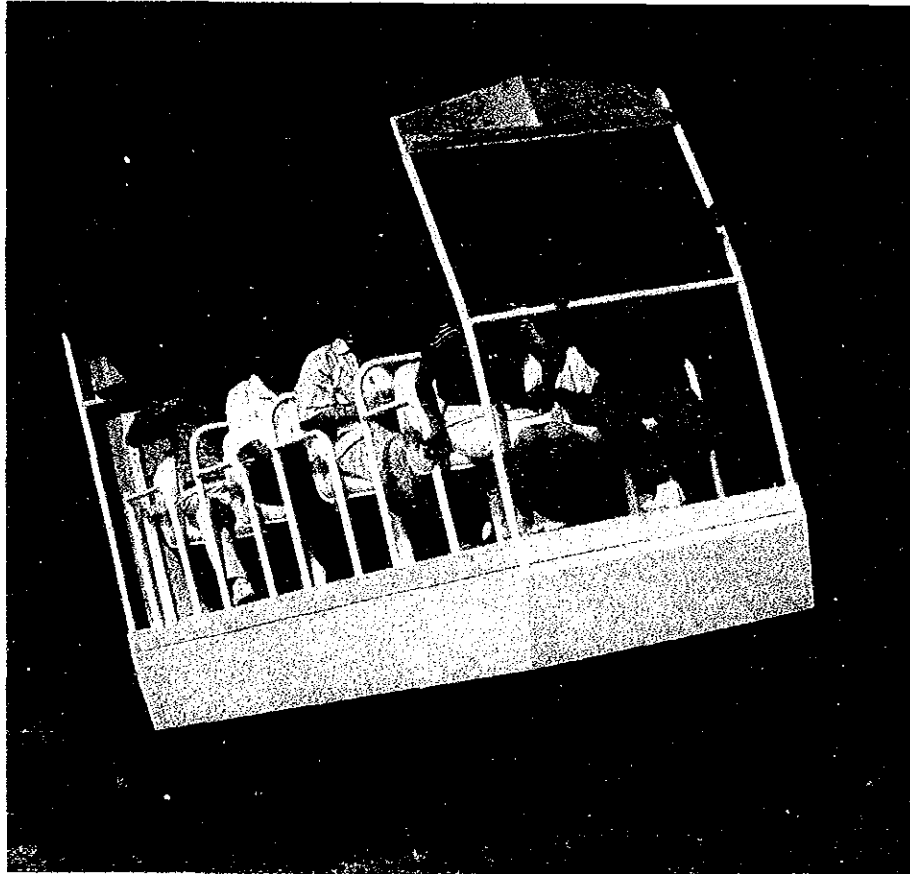
Specifications:

Power source - gasoline engine, Capacity - max. 9 pax,
Speed - 50m/minute, Installation - max. 24 degree slope,
Full open-air



<Medium Rail Cart>

Specifications: Power source - electric motor(AC2.2kw), Capacity -
4 pax/car, Speed - 40~70m/minute, Installation - max. 24 degree
slope, rail height min. 40cm ~ max. free, Automatic operation and
safety system, Free car design



<Large Rail Cart>

Specifications: Power source - electric motor(AC2.2~5.5kw), Capacity - 8 pax/car (available 6 or 10),
Speed - 40~70m/minute, Installation - max. 35 degree slope, Automatic operation and safety system,
with roof and bench seats

Source: JICA Study Team

5.4.3. Other Short-term Projects

(1) Community Tourism Development in San Cristobal Verapaz

a. Background and rationale

San Cristobal Verapaz is has the following advantages for introducing Community Tourism:

- Strategic location at the entrance to Quiche and Huehuetenango,
- Effort for the conservation of the Pokomchi Maya culture,
- Presence of active private entrepreneurs for tourism development,
- Instruments workshop for marimba,
- Handicrafts workshops for wood carving,
- Production of leather goods,
- *Katinamit museum for local history,*
- Mysterious Mayan sacred places around the town,
- Scenic beauty of the lake and mountains, and
- Attractive natural forest mountains suitable for a “comet” of the Community Tourism.

b. Project objectives

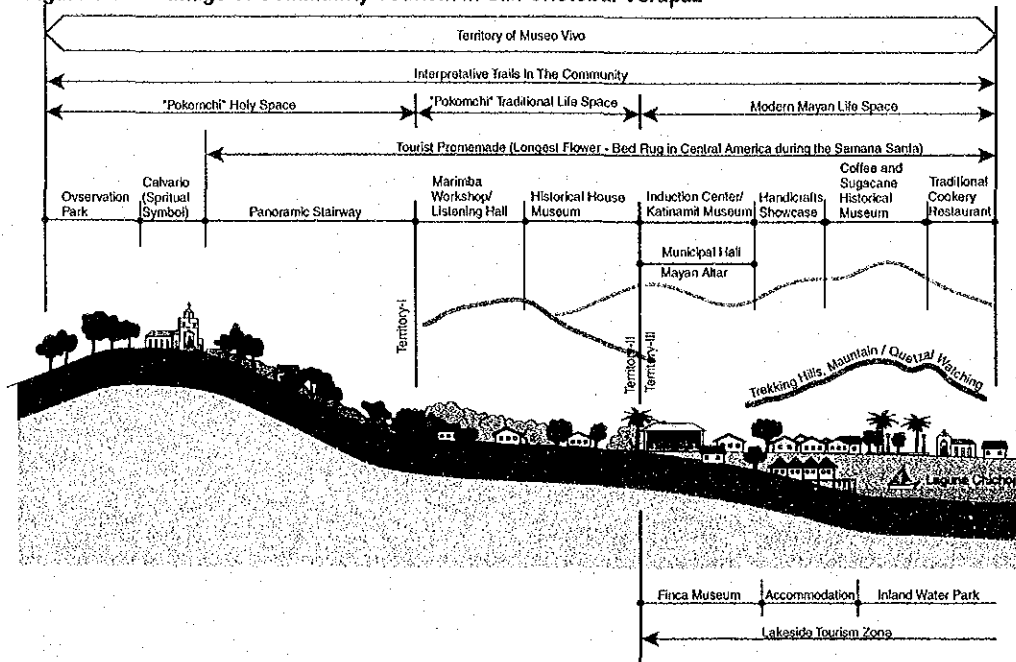
This project is planned with the following objectives:

- To revitalize and activate the Pokomchi Maya culture using tourism as a catalyst,
- To promote cultural exchange and interaction between locals and visitors, and
- To improve local economic conditions by introducing tourism.

c. Site and location

San Cristobal Verapaz is located in Alta Verapaz Department. The Verapaz Eco-Corridor spread over the northern part of the Municipality.

Figure 5.8 Image of Community Tourism in San Cristobal Verapaz



Source: JICA Study Team

d. Project components

Proposed satellite facilities are as follows:

Induction Center

Community Tourism consists of 1) an Induction Center, 2) Satellites/comets, and 3) Interpretative Trails that connect Satellites. The Induction Center that functions as a core museum is the gateway to the community. Its initial function is same as aforesaid at the section of El Peten PTDA.

The candidate location for the Induction Center is the existing Katinamit Museum near the central park and on the way to Calvario.

Satellite-1: Handicrafts showcase

This satellite demonstrates the production of handicrafts and sells them for visitors.

Satellite-2: Indigenous cookery restaurant in orchid garden

This satellite serves variety of local cuisine of kakic, chilies Cobanero, Coban cacao and coffee, cardamom and, liqueurs prepared by traditional methods together with suitable natural landscape and orchid garden.

Satellite-3: Coffee and sugarcane finca historical museum

This satellite exhibits and explains history of Guatemalan coffee, particularly café Cobanero, and sugarcane products. For example:

- Biography of Guatemalan coffee,
- History of sugarcane fincas,

- Exhibit old-time sugar mill mechanism, and
- Mill process and tasting of favorite coffee

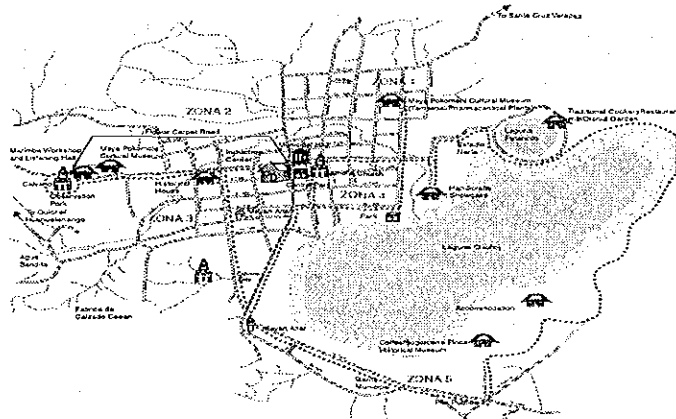
Satellite-4: Marimba workshop and listening hall

This satellite demonstrates and sells several varieties of marimba instruments. In addition, it is recommended to establish small concert hall to held marimba orchestra concert frequently. Therefore, marimba is most popular music in whole Guatemala, particularly this region and, possibly it would be have musical contest annually. It will be contribute to creation of new tourism attraction and simultaneously improving their performance level.

Comet: : Sierra Pampacche cloud forest park

This comet museum (far satellite) has been discussed in the previous section.

Figure 5.9 Location of Satellite Museum



Source: JICA Study Team

(2) Semuc Champey

Semuc Champey is a complex of limestone formations with natural pools, falls, natural bridges, underground caves. A thatched shelter is built for visitors. It is suggested to develop picnic site with items of: 1) access road between Lanquin Caves and the site, 2) access trail from parking space to the river side picnic site should be improved by the

public work program by MICIVI, and 3) rest house with kitchen, washrooms, kiosk, and necessary utilities and equipment.

(3) Candelaria Caves

The spectacular Candelaria Cave system is located 100km to the northwest from Coban. It is recommended to improve basic tourism infrastructures for cave exploration. However, it is necessary to clarify the land jurisdiction before implementing projects, because the mouths of the most impressive cave mouths are in a private property. The owner of the property built accommodation facility in front of the cave entrance with boundary fence.

Following projects can be implemented if the above-mentioned is settled: 1) improvement of car parking with hut, 2) access trail from the parking to cave entrance, 3) cave trail with ladders and stairs and, 4) landscaping along the access trail and entrance area.

(4) Lanquin Caves

The Lanquin Cave system is another important tourism attraction in the northern part of Las Verapaces. It already has installed with inside walkways, ladders and chains at danger sections with electric lighting. Additionally, following improvements are recommended: 1) visitor center with washrooms, 2) improvement of cave trails and, 3) landscaping at cave entrance.

5.4.4. Long-term Projects

(1) Tourism Improvement of Coban City

a. Background and rationale

Las Verapaces is a region with a high potential for tourism development thanks to the improvement of the highway that connects Guatemala City/ Antigua with the Petén Region. Cobán is expected to be the Tourism Center of Las Verapaces due to its infrastructure, services and attractions. Its adequate operation will have a great impact on the region's competitiveness in tourism. Currently, the city has the following inconveniences that would negatively affect visitors' satisfaction:

- Entrance to Cobán is in bad shape giving a poor "sense of arrival,"
- There are no adequate gathering places for tourists and locals,
- Historical and vernacular buildings are deteriorating due to daily use with insufficient technical and economical resources for its maintenance.
- Heavy traffic in the city center discourage people to walk around
- Market place next to the bus terminal is filthy and gives a very bad impression of the city,
- There is a lack of entertainments activities for visitors and locals. Cultural events are good but sporadic,

- There are not enough tourist class accommodations,
- There are not enough restaurants that offer typical foods,
- There is not enough information about nearby attractions,
- There is a lack of professionalism in the tourism sector at all levels: owners, managers, employees, tourist guides, etc.,
- There are garbage problems at places like Gobernación building, Stadium, Parks, El Calvario church, etc., and
- Cahabón River is being contaminated.

Solving these issues will not only increase tourism potential, but also contribute to the improvement of living conditions of the residents in the city. Projects and programs should be supported by an urban management plan.

b. Project objective

The objective of the project is to consolidate Cobán as a Tourism Center and to improve the competitiveness of Las Verapaces PTDA as a whole.

c. Site and location

Cobán City is located in Alta Verapaz Department, 213 km from Guatemala City and 244 km from Flores.

d. Project components

Revitalization of the historical center

- Beautification of the central park: remodeling of the central Kiosk to be consistent with the local architectural style, use of local plants for landscaping, and installation of interpretation boards,
- Beautification and restoration of historical and vernacular buildings around the central park: historical buildings such as Governmental Palace, Cathedral, and Convent should be beautified under IDAEH's supervision. Other non-historical buildings around the central park should be remodeled in accordance with local architectural styles of Cobán,
- Deviation of heavy traffic from the historical center: The Coban municipality has a plan to construct a new by-pass road to deviate through-traffic,
- Establishment of a well-equipped and visible visitor information center: it should provide regional tourism information other than that of Coban City,
- Introduction of a cultural program in the central park: the program should include Marimba and other regional instruments music, typical clothes exhibitions, theatre plays, and folkloric dances, and

- Construction of public toilets and enhancement of garbage disposal services, in particular, in most important tourism attractions,

Development of museums and interpretation centers

- Museum of the history of German immigrants: there are some abandoned German style buildings that would be suitable for this,
- Folkloric Interpretation Center: it should display clothes, gastronomy, costumes, festivities, and other cultural manifestation exhibitions, and
- Peace Museum: Modern Guatemalan history is especially important for locals and domestic visitors.

Relocation of the public market and the bus terminal

- Municipality has a plan to build a new bus terminal combined with a public market to *alleviate traffic problems in the city center, and*
- Current public market area can be used for offices for public services, which enables the use of historical buildings facing the central park for tourism purposes.

Walking Corridor that connect important tourism attractions

- Establishment of a Walking Corridor from the central park to the Calvario stairway, and
- Beautification/ restoration of buildings, roads and side walks along the Walking Corridor with vernacular architectural styles including street lamps with a colonial style

Beautification of Cobán's entrance

- Re-pavement of the entrance road and installation of a "Welcome to Cobán" sign, and
- Implementation of a cleaning and beautification campaign.

Improvement of Villa Deportiva as a gathering place for visitors and locals

- Renovation of facilities in accordance with Cobán's architectural style.
- Development of a visitor center and a program for visitors to use the facility. This place could be a candidate to establish the Folkloric Interpretation Center.

Establishment of a signing system

- Installation of signs and interpretation boards that help visitors to find important attractions and obtain their basic information.

Investment promotion for wise use

- Creation of a special fund to promote the wise use of vernacular buildings for such purposes as hotels, restaurants, art craft shops, and galleries, which could be managed by a regional branch of a bank
- Introduction of an incentive program by the municipality to promote renovation of historical and vernacular houses, in particular, along the Walking Corridor, and
- Donation of paint and red roof tiles by INGUAT for houses that have made renovation and restoration of vernacular style.

Preparation of a local guidebook

- A local guidebook should be prepared to promote visitors' spending, which contains basic information about Coban and nearby attractions, activities as well as hotels, places to eat, and shops.

Introduction of tourism police

- Tourism police should be introduced to the Coban municipality.

Programs of awareness creation and training

- Programs should be introduced to increase administration and technical skills of entrepreneurs and tourism employees, as well as to create tourism awareness for the general public

e. Implementation setup

Probably the best scheme for implementing this project is to create a Committee or Counsel just like in Antigua and Guatemala City, with the participation of INGUAT, MICUDE, Municipality as well as private sector, international donor agencies, and NGO's.

(2) Laguna Lachua

The Laguna Lachua National Park is a beautiful volcanic circular lake surrounded by dense tropical forest. The area is also good for birds/ insects watching. There's a large thatched hut near the shore and thatched gazebos with boardwalk.

Additionally, the following developments are recommended: 1) improvement of access road between Sacocpur and San Marcos (entrance of the lake), 2) visitor center with kiosk, 3) signs and information.

(3) Chilasco Waterfall

The Chilasco waterfall is the highest fall in the Central America. This waterfall is located 10km from Matanza (village on the CA 14), and is close to Sierra de Las Minas National Park. According to the survey results by the Study Team, major constraint for visiting this

destination is steep and muddy access trail. And there are no observation points to look up magnificent waterfall.

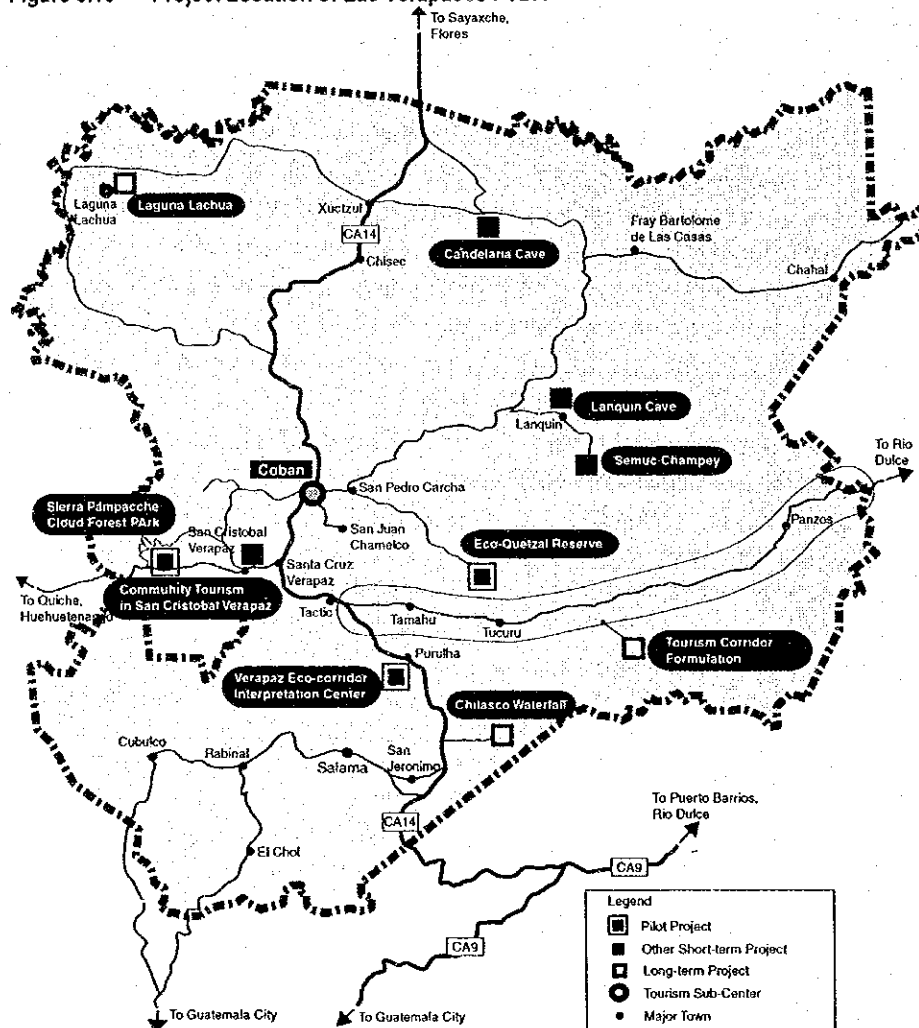
Therefore, following projects is recommended to improve basic tourist infrastructure: 1) improve and extension of access road from existing parking space to hut (approx. 1km) with car parking, 2) access trail from existing hut to view point, 3) resting hut with washrooms.

(4) Improvement of the Community Tourism in San Cristobal Verapaz

There is no completed form of Community Tourism and development efforts should continue in the long-term stage. The followings should be implemented in the long-term.

- Review and renewal of existing facilities to maintain the quality of services,
- Development of new facilities and attractions,
- Training of personnel to inherit traditions.

Figure 5.10 Project Location of Las Verapaces PTDA



Source: JICA Study Team

5.5. Construction Cost

Total direct construction cost for the pilot projects is US\$ 3.0 million. Breakdown of the cost is summarized in Table 5.17.

Table 5.17 Construction cost for the short-term pilot project of Las Verapaces PTDA

No.	Projects and components	Cost (US\$1,000)	Remarks
	Total of Las Verapaces PTDA	2,998	
VSP-01	Tourism Improvement of Sierra de Yalijux		
	a. Visitor center	25	Single story, timber structure
	b. Eco lodge(Low class)	200	Including community
	c. Eco trail	90	Wood-tip pavement
	d. Hiding huts	18	
	e. Sign & information boards	13	Sign system in the site
	f. Toilet	6	
	g. Utilities	18	Septic tank, well water, generator
	Construction cost total	370	
VSP-02	Development of Verapaz Eco-corridor Interpretation Center		
	a. Interpretation center	400	2 stories, reinforced concrete structure
	b. Landscaping, Parking	60	Surrounding of the buildings and parking
	c. Utilities	8	Septic tank, well water
	d. Equipment	40	For the building
	Construction cost total	510	
VSP-03	Development of Sierra Pampacche Cloud Forest Park		
No.	Trekking trails	60	
	Sign & information boards	20	Sign system in the site
	Resting huts and benches	15	
	Observation deck	5	
	Railing-Cart	30	To climb mountain for tourists and researchers with engine
	Rail works	500	
	Piers	500	
	Canopy walkway	500	
	Observation tower and hut	30	
	Re-forestation	100	
	Eco Lodge	300	Single story, timber structure
	Equipment	30	For the lodge
	Toilet	12	
	Utilities	18	Septic tank, well water, generator
	Construction cost total	2,120	

Note: a) Official tax is not included.

b) Price escalation and inflation are not included.

Source: JICA Study Team

Total direct construction cost for other short-term projects is US\$10.8 million. Breakdown of the costs is summarized in Table 5.18.

Table 5.18 Construction cost of other short-term projects in Las Verapaces PTDA

No.	Short-term projects and components	Cost (US\$1,000)	Remarks
Total of other short-term projects		10,838	
Development of Induction Center			
VSN-01a	a. Center Facility	80	Renovation and extension of existing Kalinamit Museum building, 3 stories, concrete structure
	b. Utilities	5	Septic tank, piped water, elect.
	c. Equipment	16	For the building, Audio visual information system
	Construction cost total	101	
Community Tourism Satellite-1: Handicrafts Showcase			
VSN-01b	a. Workshop building	150	300m ² , single story, timber structure, land 500m ²
	b. Toilets	6	15m ²
	c. Utilities	5	Septic tank, piped water, elect.
	d. Equipment	15	For the building
	e. Landscaping and car parking	4	
Construction cost total	180		
Community Tourism Satellite-2: Local Cookery Restaurant with Orchid Garden			
VSN-01c	a. Restaurant building	50	100m ² , 30 seats, timber structure, land 500m ²
	b. Toilets	6	15m ²
	c. Utilities	5	Septic tank, piped water, elect.
	d. Equipment	5	For the building
	e. Landscaping and car parking	8	
	f. Orchid garden	1	100m ²
Construction cost total	75		
Community Tourism Satellite-3: Coffee / Sugarcane Finca Historical Museum			
VSN-01d	a. Exhibition building	200	200m ² x 2, single story, timber structure, land 1,500m ²
	b. Toilets	12	30m ²
	c. Landscaping	24	With car parking
	d. Utilities	5	Septic tank, piped water, elect.
	e. Equipment	20	For the building
Construction cost total	261		
Community Tourism Satellite-4: Marimba Workshop and Listening Hall			
VSN-01e	a. Workshop building	100	200m ² , single story, timber structure
	b. Toilets	6	15m ² , timber structure
	c. Landscaping	3	With car parking
	d. Utilities	5	Septic tank, piped water, elect.
	e. Equipment	15	For the building
Construction cost total	129		
Community Tourism Satellite-5: Development of Interpretative Trail			
VSN-01f	a. Walking trails	60	ROW=1.5-3m, 3km
	b. Information and sign boards	5	
	c. Resting huts and toilets	9	3 places, 30m ² each
	d. Utilities	6	Septic tank, piped water, elect.
	e. Landscaping	12	With car parking
Construction cost total	92		
Community Tourism Satellite-6: Accommodation Development			
VSN-01g	a. Hotel: middle class	2,000	50 rooms
	b. Hotel: low class	600	30 rooms
	Construction cost total	2,600	
Total Construction Cost of Community Tourism		3,438	
Tourism Improvement of Semuc Champey			
VSN-02	a. Access trail	30	W=1.5m, gravel pavement, slope/steps
	b. Rest house	18	With kitchen, 50m ² , timber structure
	c. Public toilet and shower	10	25m ² , timber structure
	d. Utilities	5	Septic tank, piped water, elect.
	e. equipment	2	For the building
Improvement cost total	65		
Tourism Improvement of Candelaria Cave			
VSN-03	a. Parking	13	500m ² , gravel pavement
	b. Hut	4	10m ² , timber structure
	c. Access trail	40	1km, w=1.5m, gravel pavement
	d. Visitor center	25	50m ² , timber structure
	e. Cave trail	25	0.5km with lighting (@20m), ladders, stairs
	f. Landscaping at cave entrance	60	0.3ha
	g. Toilets	6	15m ² , concrete block structure
	h. Utilities	18	Septic tank, piped water, elect.
Improvement cost total	191		
Tourism Improvement of Lanquin Cave			
VSN-04	a. Parking and hut	20	500m ² , gravel pavement
	b. Visitor center	25	50m ² , timber structure
	c. Cave trail	15	0.3km with lighting (@20m), ladders, stairs
	d. Landscaping at cave entrance	60	0.3ha
	e. Toilets	6	15m ² , concrete block structure
	f. Utilities	18	Septic tank, piped water, elect.
Improvement cost total	144		
Accommodation development			
VSN-Add	Alta Verapaz a. Hotel: high class	4,080	68 rooms
	b. Hotel: middle class	1,200	30 rooms
	c. Hotel: low class	520	26 rooms
	Baja Verapaz d. Hotel: high class	0	0
	e. Hotel: middle class	800	20 rooms
	f. Hotel: low class	400	20 rooms
Construction cost total	7,000		

Note: a) Official taxes and development permission costs are not included
 b) Price escalation and inflation are not included

Source: JICA Study Team