

## 添 付 資 料

## 添付資料

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(ウスルタン県、モラサン県、サンミゲル県、ラウニオン県)
21. 活動モデル

## 1. R/D 議事録 (March 23, 2010)

RECORD OF DISCUSSIONS BETWEEN  
JAPAN INTERNATIONAL COOPERATION AGENCY AND  
THE MINISTRY OF TOURISM  
FOR  
THE JAPANESE TECHNICAL COOPERATION PROJECT  
ON  
THE STRENGTHENING OF CAPACITIES FOR RURAL TOURISM  
DEVELOPMENT IN THE EASTERN REGION OF EL SALVADOR


The Japan International Cooperation Agency (hereinafter referred to as "JICA") through its Chief Representative to the Republic of El Salvador, exchanged views and had a series of discussions with the authorities concerned of the Government of the Republic of El Salvador with respect to the desirable measures to be taken by JICA and the Republic of El Salvador for the successful implementation of the Project for the Strengthening of Capacities for Rural Tourism Development in the Eastern Region of El Salvador.

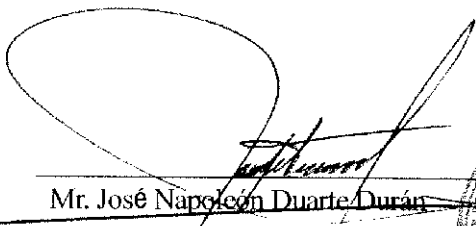
As a result of the discussions, and in accordance with the provisions of the Agreement on Technical Cooperation between the Government of Japan and the Government of the Republic of El Salvador, signed in San Salvador on December 22, 2005 (hereinafter referred to as "the Agreement"), JICA and the Republic of El Salvador authorities concerned agreed on the matters referred to in the document attached hereto.

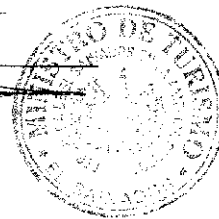
This Record of Discussions has been prepared in English and Spanish languages. Each text is equally authentic. In case of any divergence of interpretation, the English text shall prevail.

San Salvador, March 23, 2010



  
Mr. Ryuichi Nasu  
Chief Representative  
JICA El Salvador Office  
Japan International Cooperation Agency

  
Mr. José Napoleón Duarte Durán  
Minister of Tourism  
President of CORSATUR  
Republic of El Salvador



## THE ATTACHED DOCUMENT

### I. COOPERATION BETWEEN JICA AND THE GOVERNMENT OF THE REPUBLIC OF EL SALVADOR

1. The Government of the Republic of El Salvador will implement the Project for Strengthening of Capacities for Rural Tourism Development in the Eastern Region of El Salvador (hereinafter referred to as "the Project") in cooperation with JICA.
2. The Project will be implemented in accordance with the Master Plan which is given in Annex I.

### II. MEASURES TO BE TAKEN BY JICA

In accordance with the laws and regulations in force in Japan, JICA, as the executing agency for technical cooperation by the Government of Japan, will take, at its own expense, The following measures according to the normal procedures of its technical cooperation scheme.

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#### 1. DISPATCH OF JAPANESE EXPERTS

JICA will provide the services of the Japanese experts as listed in Annex II.

#### 2. PROVISION OF MACHINERY AND EQUIPMENT

JICA will provide such machinery, equipment and other materials (hereinafter referred to as "the Equipment") necessary for the implementation of the Project as listed in Annex III.

#### 3. TRAINING OF THE REPUBLIC OF EL SALVADOR PERSONNEL IN JAPAN AND THE THIRD COUNTRIES

JICA will receive the Republic of El Salvador personnel connected with the Project for technical training in Japan and the third countries.

### III. MEASURES TO BE TAKEN BY THE GOVERNMENT OF THE REPUBLIC OF EL SALVADOR

1. The Government of the Republic of El Salvador will take necessary measures to ensure that the self-reliant operation of the Project will be sustained during and after the period of Japanese technical cooperation, through full and active involvement in the Project by all related authorities, beneficiary groups and institutions.



2. The Government of the Republic of El Salvador will ensure that the experience and knowledge acquired by the Republic of El Salvador nationals as a result of the Japanese technical cooperation will contribute to the economic and social development of the Republic of El Salvador.
3. The Government of the Republic of El Salvador will grant in the Republic of El Salvador privileges, exemptions and benefits to the Japanese experts referred to in II-1 above and their families.
4. The Government of the Republic of El Salvador will take the necessary measures to receive and use the Equipment provided by JICA under II-2 above and equipment, machinery and materials carried in by the Japanese experts referred to in II-1 above.
5. The Government of the Republic of El Salvador will take necessary measures to ensure that the knowledge and experience acquired by the Republic of El Salvador personnel from technical training in Japan and the third countries will be utilized effectively in the implementation of the Project.

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6. The Government of the Republic of El Salvador will provide the services of the Republic of El Salvador counterpart personnel and administrative personnel as listed in Annex IV.
  7. The Government of the Republic of El Salvador will provide the buildings and facilities as listed in Annex V.
  8. In accordance with the laws and regulations in force in the Republic of El Salvador, The Government of the Republic of El Salvador will take necessary measures to supply or replace at its own expense machinery, equipment, instruments, vehicles, tools, spare parts and any other materials necessary for the implementation of the Project other than the Equipment provided by JICA under II-2 above.
  9. In accordance with the laws and regulations in force in the Republic of El Salvador, The Government of the Republic of El Salvador will take necessary measures to meet the running expenses necessary for the implementation of the Project.

#### IV. ADMINISTRATION OF THE PROJECT

1. The Minister of Tourism and President of CORSATUR, as the Project Director, will bear overall responsibility for the administration and management of the Project.



2. The General Manager of CORSATUR, as the Project Manager, will be responsible for the technical matters of the Project.
3. The Japanese Chief Advisor will provide necessary recommendations and advice to the Project Director and the Project Manager on any matters pertaining to the implementation of the Project.
4. The Japanese experts will give necessary technical guidance and advice to the Republic of El Salvador counterpart personnel on technical matters pertaining to the implementation of the Project.
5. For the effective and successful implementation of technical cooperation for the Project, Joint Coordinating Committee will be established whose functions and composition are described in Annex VI.

#### V. JOINT EVALUATION

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Evaluation of the Project will be conducted jointly by JICA and the Republic of El Salvador authorities concerned, at the middle and during the last six months of the cooperation term in order to examine the level of achievement.

#### VI. CLAIMS AGAINST JAPANESE EXPERTS

The Government of the Republic of El Salvador undertakes to bear claims, if any arises, against the Japanese experts engaged in technical cooperation for the Project resulting from, occurring in the course of, or otherwise connected with the discharge of their official functions in the Republic of El Salvador except for those arising from the willful misconduct or gross negligence of the Japanese experts.

#### VII. MUTUAL CONSULTATION

There will be mutual consultation between JICA and the Government of the Republic of El Salvador on any major issues arising from, or in connection with this Attached Document.



#### VIII. MEASURES TO PROMOTE UNDERSTANDING OF AND SUPPORT FOR THE PROJECT

For the purpose of promoting support for the Project among the people of the Republic of El Salvador, the Government of the Republic of El Salvador will take appropriate measures to make the Project widely known to the people of the Republic of El Salvador.

#### IX. TERM OF COOPERATION

The duration of the technical cooperation for the Project under this Attached Document will be Three (3) years from the date when the first Japanese expert is dispatched.

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## LIST OF ANNEXES

|            |                                                                                 |
|------------|---------------------------------------------------------------------------------|
| ANNEX I    | MASTER PLAN                                                                     |
| ANNEX II   | LIST OF JAPANESE EXPERTS                                                        |
| ANNEX III  | LIST OF MACHINERY AND EQUIPMENT                                                 |
| ANNEX IV   | LIST OF THE REPUBLIC OF EL SALVADOR COUNTERPART AND<br>ADMINISTRATIVE PERSONNEL |
| ANNEX V    | LIST OF BUILDINGS AND FACILITIES                                                |
| ANNEX VI   | JOINT STEERING COORDINATING COMMITTEE (JCC)                                     |
| ANNEX VII  | PROJECT DESIGN MATRIX (PDM)                                                     |
| ANNEX VIII | PLAN OF OPERATION                                                               |
| <hr/>      |                                                                                 |
| ANNEX IX   | ADMINISTRATIVE STRUCTURE OF THE RPROJECT                                        |



## **ANNEX I            MASTER PLAN**

### **1. Project Name:**

The Project for Strengthening of Capacities for Rural Tourism Development in the Eastern Region of El Salvador

### **2. Overall Goal:**

Community tourism using local resources and peculiarity is developed.

### **3. Project Purpose:**

Mechanism for tourism promotion are improved in the eastern region

### **4. Outputs:**

1. Concept for local tourism development in eastern region is developed.
2. Pilot projects are implemented in thirteen municipalities where CAT La Union currently covers.
3. Activities of tourism associations in project area are enhanced.
4. Capacity of MITUR and CORSATUR for assisting tourism associations are enhanced.
5. Model on improving tourism associations' activities are disseminated.

### **5. Activities:**

- 1-1 To conduct a survey on current condition of tourism in eastern region.
- 1-2 To analyze potential area for tourism development.
- 1-3 To formulate the draft development concept for tourism in eastern region in participatory way.
- 2-1 To formulate the criteria on the selection of pilot projects under coordination of CORSATUR in consultation with the legally established local tourism committee.
- 2-2 To select 5 (five) pilot projects and implement.
- 2-3 To monitor and evaluate result of the pilot projects and draw "lessons learned".
- 3-1 To assess training needs of tourism associations and stakeholders and implement training.
- 3-2 To enhance networking among relevant organizations such as universities, TVETs, NGOs, Development Agencies, municipalities and business associations.
- 3-3 To conduct exchange visit of local tourism associations.
- 3-4 To facilitate the establishment concept for tourism development in every tourism association
- 3-5 To strengthen the capacity of local tourism associations and committees for fund raising and proposal writing etc. among donor agencies, NGOs, etc.



4-1 To strengthen the communication of MITUR and CORSATUR with the tourism associations

4-2 To strengthen the capacity of MITUR and CORSATUR for assisting local tourism associations and committees in following fields;

- legal registration

- fund raising

- proposal writing

- provide training

- prepare business and marketing plan

- project administration, etc.

5-1 To draw recommendations to strengthen the capacity of tourism associations from the project activities.

5-2 To conduct dissemination seminars for other areas.

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## **ANNEX II        LIST OF JAPANESE EXPERTS (TENTATIVE)**

The Japanese experts will be dispatched for technical transfer in following:

(Long term expert)

1. Chief advisor / Tourism development
2. Coordination and organizational development
3. Community Development

(Short term experts)

1. Tourism promotion and marketing,
  2. Tourism products development
- 



**ANNEX III**

**LIST OF MACHINERY AND EQUIPMENT (TENTATIVE)**

**1. Machinery and Equipment**

- (1) 4WD Vehicle
- (2) Lap-top Computer
- (3) Projector
- (4) Screen

And other equipment mutually agreed upon as necessary

**2. Notice**

- (1) The above mentioned machinery and equipment are to be limited to what is necessary for the implementation of the project and the transfer of technology by the Japanese experts.
- (2) The contents, specifications and quantity of the above mentioned machinery and equipment are to be decided in consultation with both sides in the course of the implementation of the project.
- (3) The detailed specification of the above items may be subject to change depending on the results of tender and budgetary limitation.



**ANNEX IV            LIST OF THE REPUBLIC OF EL SALVADOR COUNTERPART AND  
ADMINISTRATIVE PERSONNEL (TENTATIVE)**

- (1) Project Director:  
The Minister of Tourism and President of the Salvadorian Corporation of Tourism  
(CORSATUR)
  
  - (2) Project Manager  
The General Manager of CORSATUR
  
  - (3) Project Coordinator  
Manager of Development, CORSATUR  
Specialist of Project Development, CORSATUR
- 
- (4) Full-time Counterpart Personnel  
Officers from CORSATUR directly related with the Project  
Officers from CAT-La Union directly related with the Project
  
  - (5) Supporting Staff  
1) Secretaries

And other supporting staff mutually agreed upon as necessary.



**ANNEX V**

**LIST OF BUILDINGS AND FACILITIES (TENTATIVE)**

The following buildings and facilities will be prepared by the Republic of El Salvador for the implementation of the Project.

- (1) Project offices and other facilities necessary for the Japanese expert and the Republic of El Salvador personnel to implement the Project.
  - (2) Facilities and services such as electricity, water supply, telephone and furniture necessary for the Project activities.
  - (3) Other facilities mutually agreed upon as necessary
- 



## **ANNEX VI            JOINT COORDINATING COMMITTEE (TENTATIVE)**

### **1. Functions**

The Joint Coordinating Committee will be held at least once a year and when the necessity arises in order to fulfill the following functions;

- (1) To authorize the annual work plan of the project,
- (2) To review the progress of the annual work plan,
- (3) To review and exchange opinions on major issues that may arise during the implementation of the Project, and,
- (4) To discuss any other issues related to efficient implementation of the Project. The committee will make decisions according to their consensus.

### **2. Composition**

- (1) Chairperson

The Minister of Tourism and President of CORSATUR

- (2) Vice-chairperson

The General Manager of CORSATUR

- (3) Members

- 1) The Republic of El Salvador Side
  - Cooperation Coordinator, MITUR
  - Manager of Development, CORSATUR
  - Specialist of Project Development, CORSATUR
  - Head of Legal Development, MITUR
  - Director of INSAFORP
  - Representative of BFA
  - Representative of MEGATEC La Union
  - Representative of ASIGOLFO
  - Representative of NGOs in La Union
- 2) Japanese Side
  - Experts assigned to the Project
  - The Chief Representative of JICA El Salvador Office

- (4) Notes

- 1) Officials of the Embassy of Japan may attend the Committee meetings as observers.
- 2) Persons who are designated by the Chairperson may attend the Committee meetings.





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## ANNEX VII

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| Project Summary                                                                                            | Objective Verification Indicators                                                                                                                                                                                                                                          | Means of Verification                                                                                                                                      | Important Assumptions                                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <Super Goal (after 10 years) ><br>Economic gap between the capital and regions is reduced.                 | 1. Gross Regional Product of the capital and regions.<br>2. Average household incomes in the capital and regions                                                                                                                                                           | 1. Economic statistics.                                                                                                                                    | 1. National development policy is continued.<br>2. The government is stable.                                                                                                                |
| <Overall Goal (after 3-5 years) ><br>Community tourism using local resources and peculiarity is developed. | 1. Tourism products developed by local community.<br>2. Investments and employments generated in the community.<br>3. Expense per tourist                                                                                                                                  | 1. Tourism statistics<br>2. Tour pamphlets<br>3. Economic statistics                                                                                       | 1. Support by the central government is continued.<br>2. Security and hygiene are improved.<br>3. Tourist market is expanded.                                                               |
| <Project Purpose><br>Mechanisms for tourism promotion are improved in the eastern region.                  | 1. The role and position for local tourism association are stipulated.<br>2. Tourism product development plan is prepared<br>3. Tourism promotion plan is prepared                                                                                                         | 1. Report from CORSATUR and tourism associations<br>2. Tourism related statistics in the region.                                                           | 1. Support of the governments is not changed.<br>2. The funds from donors for tourism development through CORSATUR is continuously allocated based on agreement between donors and CORSATUR |
| Outputs<br>1. Concept for local tourism development in eastern region is developed.                        | 1-1. A report on present tourism development situation in the eastern region is prepared<br>1-2. A report on the potential research for tourism products and promotion by using local products is prepared.<br>1-3. A draft of criteria for community tourism is prepared. | 1. Strategy document.<br>2. Report from CORSATUR and tourism associations<br>3. CORSATUR annual report<br>4. Statistics from CORSATUR<br>5. Project Report |                                                                                                                                                                                             |
| 2. Pilot projects are implemented in thirteen municipalities where CAT La Union currently covers.          | 2-1. Criteria of the selection for pilot projects is prepared.<br>2-2. At least 5 pilot projects are implemented<br>2-3. Monitoring and evaluation report for pilot projects is prepared, and shared with stakeholder and related organizations.                           |                                                                                                                                                            |                                                                                                                                                                                             |

(12)

|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.Activities of tourism associations in project area are enhanced.                | 3-1.More than X trainings which are needed by tourism associations and other stakeholders are implemented.<br>3-2. At least X regular meetings organized by stakeholders and related organizations are carried out to share information among stakeholders.<br>3-3. At least X joint tourism associations meetings are carried out to exchange visit.<br>3-4. The establishment concept for tourism development in every tourism association is facilitated. |  |                                                                                                                                                                                                                                                                                      | <div>Activities</div> <div>1-1 To conduct a survey on current condition of tourism in eastern region.</div> <div>1-2 To analyze potential area for tourism development.</div> <div>1-3 To formulate the draft development concept for tourism in eastern region in participatory way.</div> <div>2-1 To formulate the criteria on the selection of pilot projects under coordination of CORSATUR in consultation with the legally</div> |
| 4.Capacity of MITUR and CORSATUR for assisting tourism associations are enhanced. | 4-1.At least X regular meeting organized CORSATUR and tourism associations are held.<br>4-2. More than X trainings or seminars managed by CORSATUR are held.<br>4-3.All tourism associations in project area become incorporated.                                                                                                                                                                                                                            |  |                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 5.Model on improving tourism associations' activities are disseminated.           | 5-1. the criteria is approved as a national standard.<br>5-2.Recommendation paper for the strengthening of capacities for tourism associations is prepared, and shared with stakeholders and related organizations.<br>5-3. At least X seminars are carried out to spread the criteria                                                                                                                                                                       |  |                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  | <div>Inputs</div> <div>【Japanese side】</div> <div>1.Personnel</div> <div>1) Long term expert</div> <div>(1)Chief advisor / Tourism development</div> <div>(2)Coordination and organizational development</div> <div>(3) Community Development</div> <div>2) Short term experts</div> |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  | <div>【El Salvador side】</div> <div>1. Personnel</div> <div>1) Project director</div> <div>2). Project manager</div> <div>3). Project coordinator</div> <div>4). Counterparts</div> <div>5). Other necessary personnel</div>                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |                                                                                                                                                                                                                                                                                      | <div>Important Assumptions</div> <div>1. The government policy is continued and economic situation is not worsened.</div> <div>Security is properly sustained.</div> <div>2. Support of community is continued.</div>                                                                                                                                                                                                                   |

(12)

| established local tourism committee.<br>2-2 To select 5 (five) pilot projects and implement.<br>2-3 To monitor and evaluate result of the pilot projects and draw "lessons learned".                                                                                                                                                                                                                                                                                                                                                                                                         | Short term experts will be dispatched as necessary un the field such as,<br>(1) Tourism promotion and marketing,<br>(2) Tourism products development                                                                                                                                                                      | 2. Provision of equipment<br>1) Necessary equipment for the project<br>3. Facility<br>1) Project office<br>4. Local Costs for Activities of project |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|--|
| 3-1 To assess training needs of tourism associations and stakeholders and implement training.<br>3-2 To enhance networking among relevant organizations such as universities, TVETs, NGOs, municipalities, Development Agencies, and business associations.<br>3-3 To conducts exchange visit of local tourism associations.<br>3-4 To facilitate the establishment concept for tourism development in every tourism association.<br>3-5 To strengthen the capacity of local tourism associations and committees for fund raising and proposal writing etc. among donor agencies, NGOs, etc. | 2.Provision of equipment<br>(1) 4WD vehicle<br>(2) Lap-top Computer<br>(3) Projector<br>(4) Screen<br>And other equipment mutually agreed upon as necessary<br>3. Counterpart Training<br>JICA will receive the El Salvador personnel connected with the Project for technical training in Japan and the third countries. |                                                                                                                                                     |  |
| 4-1 To strengthen the communication of MITUR and CORSATUR with the tourism associations.<br>4-2 To strengthen the capacity of MITUR and CORSATUR for assisting local tourism associations and committees in following fields;<br>-legal registration<br>-fund raising<br>-proposal writing<br>-provide training<br>-prepare business and marketing plan<br>-project administration, etc.                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                     |  |
| 5-1 To draw Recommendations to strengthen the capacity of tourism associations from the project activities.<br>5-2 To conduct dissemination seminars for other areas.                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                     |  |

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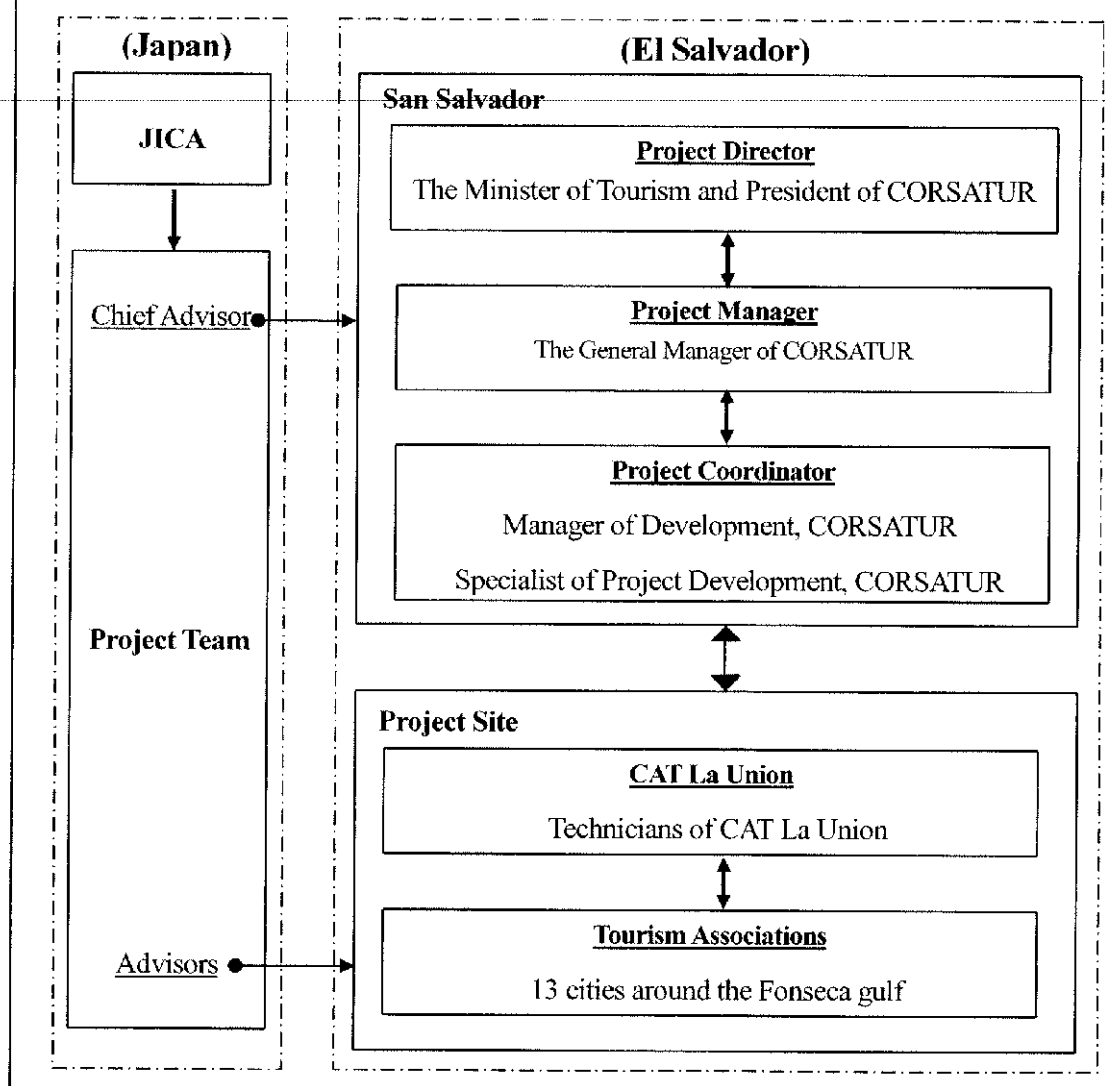
## ANNEX IX ADMINISTRATIVE STRUCTURE OF THE PROJECT

### <Project Consultative Structure>

#### JOINT COORDINATING COMMITTEE

- |                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>▪ The Minister of Tourism and President of CORSATUR</li> <li>▪ The General Manager of CORSATUR</li> <li>▪ Cooperation Coordinator, MITUR</li> <li>▪ Manager of Development, MITUR</li> <li>▪ Specialist of Project Development, CORSATUR</li> <li>▪ Head of Legal Development, MITUR</li> </ul> | <ul style="list-style-type: none"> <li>▪ Director of INSAFORP</li> <li>▪ Representative of BFA</li> <li>▪ Representative of MEGATEC La Union</li> <li>▪ Representative of ASIGOLFO</li> <li>▪ Representative of NGOs in La Union</li> <li>▪ Japanese experts assigned to the Project</li> <li>▪ The Chief Representative of JICA El Salvador Office</li> </ul> |
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### <Project Administrative Structure>



## 2-1. 第 1 回合同調整会議議事録

(Joint Steering Coordinating Committee Meeting)

(September 21, 2010)

## **Minutes of Meeting**

### **Technical Cooperation Project**

**For the**

**Project for Strengthening the Capacity for Rural Tourism**

**Development in the Eastern Region of El Salvador**

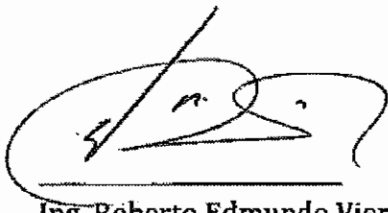
**Agreed upon between**

**Ministerio de Turismo (MITUR)- Corporación Salvadoreña de Turismo  
(CORSATUR)**

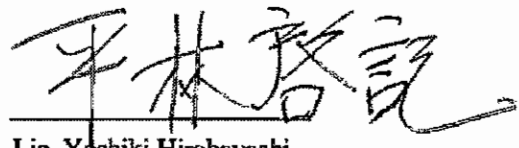
**and**

**Japan International Cooperation Agency (JICA)**

**San Salvador, September 21, 2010**



**Ing. Roberto Edmundo Viera**  
**General Manager,**  
**CORSATUR**



**Lic. Yoshiaki Hirabayashi**  
**Chief Advisor, JICA Project Team**  
**for the Strengthening the Capacity**  
**for Rural Tourism Development in**  
**the Eastern Region of El Salvador**

**Subject:** Discussion on the Inception Report

**Date/Time:** September 21, 2010, 8:30-11:00

**Place:** Training room, Ministry of Foreign Affairs, San Salvador

### **Inauguration of the Meeting**

A first Joint Coordinating Committee for Project for the Strengthening the Capacity for Rural Tourism Development in the Eastern Region of El Salvador was inaugurated by Mr. Roberto Viera, General Manager of MITUR/CORSATUR on 21<sup>st</sup> September at 8:30 in the Training room, Ministry of Foreign Affairs, San Salvador.

### **Presentation of Inception Report**

Mr. Yoshiki Hirabayashi, Chief Advisor, the JICA Project Team presented the draft Inception Report.

Active discussion was held among the participants of the meeting. They basically agreed on the contents of the draft. Additionally the participants provided constructive opinions about implementation of the project such as public transport in the Gulf, and private initiatives to develop the area.

### **Approval of the Inception Report**

MITUR and CORSATUR agreed to receive the Inception Report, based on the draft presented in the meeting.

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### **List of Attendants**

| <u>Name</u>             | <u>Organization</u>                                  |
|-------------------------|------------------------------------------------------|
| Isabel Villatoro        | Technical Secretariat                                |
| Roberto Turcios         | Technical Secretariat                                |
| Fidel Ramos             | Technical Secretariat                                |
| Roberto Viera           | MITUR/CORSATUR                                       |
| Martha Cristina Morales | MITUR/CORSATUR                                       |
| Cristina Vega           | CORSATUR                                             |
| Carolina Cerna          | CORSATUR                                             |
| Virginia Magaña         | Ministry of Foreign Affairs                          |
| Cristina Rivas          | Ministry of Foreign Affairs                          |
| Florence Zarzar         | Ministry of Foreign Affairs                          |
| Mirna Lagos             | Ministry of Economy                                  |
| Jorge Quezada           | Ministry of the Environment and Natural<br>Resources |
| Erlinda Handal          | Ministry of Education                                |
| Urania Morales          | Social Investment Fund for Local Development         |
| Gloria Luz Rivas        | Conamype                                             |

### **JICA**

|                     |                                   |
|---------------------|-----------------------------------|
| Kenji Kaneko        | Subdirector, JICA El Salvador     |
| Hugo Solano         | Program Officer, JICA El Salvador |
| Yoshiki Hirabayashi | JICA Project Team                 |
| Masamichi Sunada    | JICA Project Team                 |
| Alejandra Zorrilla  | JICA Project Team                 |

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## 2-2. 第 1 回 合同調整会議 プレゼン資料 (September 21, 2010)

# Proyecto para el Fortalecimiento de las Capacidades para el Desarrollo del Turismo Rural en La Región Oriental

21 de Septiembre, 2010  
Equipo del Proyecto de JICA

## Esquema del Proyecto

### Objetivo superior

- El turismo comunitario utilizando recursos y peculiaridades locales está desarrollado.

### Objetivo del Proyecto

- Los mecanismos para la promoción de turismo están mejorados en la Región Oriental.

### Área del Proyecto

- Trece municipios de ASIGOLFO
  - Bolívar, Conchagua, El Carmen, Intipucá, La Unión, Meanguerra del Golfo, Pasaquina, San Alejo, San José, Santa Rosa de Lima, Yayantique, y Yucuaiquín
- Chirilagua



## Período del Proyecto

- De Agosto de 2010 hasta Julio de 2013
- Tres años

## Resultados Esperados

- Resultado 1:  
El concepto para el desarrollo del turismo local en la región oriental está desarrollado.
- Resultado 2:  
Proyectos piloto están implementados en las trece municipalidades que actualmente el CAT La Unión cubre.

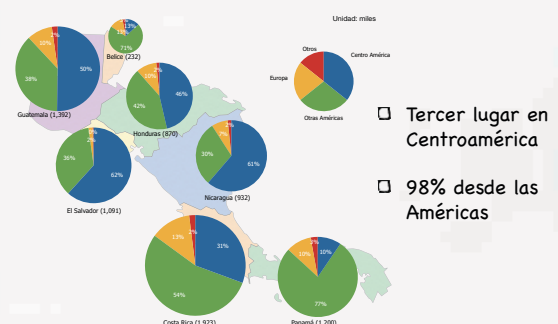
- Resultado 3:  
Las actividades de las asociaciones turísticas en el Área del Proyecto están fortalecidas.
- Resultado 4:  
La capacidad de MITUR y CORSATUR para asistir a las asociaciones turísticas está fortalecida.
- Resultado 5:  
Los modelos sobre el mejoramiento de las actividades de asociaciones turísticas están diseminados.

## Contexto del Proyecto

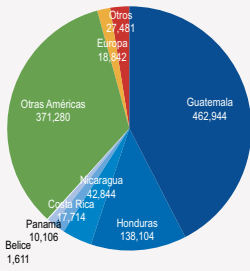
## Contexto regional

- Conflictos internos
- Disputa territorial con Honduras y Nicaragua
- Construcción del Puerto La Unión y Programa JICA de Desarrollo de la Región
- Liberalización del paso fronterizo

## Turismo en Centroamérica



## Turismo en El Salvador



- ☐ Mercado nacional
- ☐ Guatemala
- ☐ Llegadas limitadas de vecinos a través del Golfo de Fonseca

## Enfoque del Proyecto

## Coincidir mercadeo y desarrollo comunitario



- ☐ Sustentabilidad financiera
- ☐ Sustentabilidad social

## Alianza pública-privada a través de "co-manejo"

- ☐ Actores con diferentes perfiles coordinen sus intereses para administrar un destino turístico
- ☐ Involucramiento comunitario
- ☐ Participación del sector privado

## Un ejemplo de co-manejo

|                                     |                                                                                    |
|-------------------------------------|------------------------------------------------------------------------------------|
| Empresas turísticas                 | Actividades de promoción, alojamiento, transporte                                  |
| Comunidad local                     | Servicios de guías, restaurantes, café, alojamiento, guardar recursos en el parque |
| Instituciones de gobierno           | Políticas de conservación, cobro de tarifas de ingreso, administración del parque  |
| Grupos de investigadores y donantes | Operación del centro de visitantes y monitoreo de las tortugas marinas             |

Fuente: Parque Nacional de Tortuguero, Costa Rica

## "Coopetencia" con los vecinos

- ☐ Cooperación + competencia
  - ☐ Promoción de turismo fronterizo
  - ☐ Formulación de rutas turísticas internacionales
- ☐ Uso estratégico de programas de entrenamiento en terceros países



## Mercados de corta y larga distancia

|                     | Corta distancia                                                       | Larga distancia                 |
|---------------------|-----------------------------------------------------------------------|---------------------------------|
| Duración del viaje  | Corta                                                                 | Larga                           |
| Itinerario          | Visitar uno o dos lugares                                             | Giras de 1-2 semanas            |
| Propósito del Viaje | Importancia relativa en la playa, compras, gastronomía, vida nocturna | Interés en naturaleza y cultura |
| Volumen             | Grande                                                                | Pequeño                         |



## Capacitación basada en las necesidades

- ☐ Necesidad: una sensación de carencia
- ☐ Deseo: un elemento específico para satisfacer una necesidad
- ☐ Capacitación en relación con las directrices y estrategias turísticas

## Ideas y experiencias japonesas de desarrollo rural

- ☐ Uso de agentes de cambio
  - ☐ Bakamono: Personas excéntricas
  - ☐ Wakamono: Gente joven
  - ☐ Yosomono: Extraños, extranjeros, foráneos

- ☐ Patrullas anticrímenes por voluntarios
- ☐ Carismas turísticas
- ☐ Un municipio - un producto

## Roles del Equipo del Proyecto de JICA

- ☐ Información para estimular los actores
- ☐ Registrar los resultados, preparar reportes, y hacer diagramas
- ☐ Coordinación y calendarización
- ☐ Compartir gastos para actividades
- ☐ Entrenar "hombre a hombre"

## Lección aprendida de otros proyectos de JICA

- ☐ Proyecto de Fortalecimiento de las Capacidades de los Comités de Autogestión Turística en Guatemala
- ☐ Preparación de mapas comunitarios



## Metodología y Proceso

## Flujo del Proyecto

- ☐ Aprender: 8/2010 - 3/2011
- ☐ Planear: 1/2011 - 7/2011
- ☐ Implementar: 8/2011 - 7/2013

Resultado 1:  
El concepto para el desarrollo del turismo local en la Región Oriental está desarrollado.

## Estudio de línea base

- ☐ Sub-contratación
- ☐ Obtener indicadores de la Matriz de Diseño del Proyecto (MDP)
- ☐ Proponer indicadores adicionales para resultados 1 - 5
- ☐ Coordinar con talleres participativos

## Talleres participativos

- ☐ Análisis de actores
- ☐ Análisis de problemas
- ☐ Análisis de objetivos
- ☐ Primer proceso de planificación participativa

## Formulación del concepto de desarrollo

- ☐ Sinergia con otros proyectos de JICA
  - ☐ Construcción del Puerto La Unión
  - ☐ Fortalecimiento de la Calidad Docente del Megatec La Unión
  - ☐ Apoyo a Pequeños Agricultores
  - ☐ Acuicultura de Mariscos

- ☐ Ideas posibles
  - ☐ Seminario gastronómico
  - ☐ Participación de fériás de cruceros
  - ☐ Seminario artesanal
  - ☐ Venta de productos locales en el Puerto La Unión

## Resultado 2:

Proyectos piloto están implementados dentro de los trece municipios que actualmente cubre el CAT La Unión.

## Proyectos piloto

- ☐ Establecimiento del criterio para la selección
- ☐ Coincidencia con los planes turísticos al nivel municipal
- ☐ Implementación
- ☐ Monitoreo y evaluación



**Resultado 3:**  
Las actividades de las asociaciones turísticas en el Área del Proyecto están fortalecidas.

Estudio de necesidades y la implementación de capacitación

- ☐ Fortalecimiento de las capacidades de líderes
- ☐ Revisión periódica de los programas
- ☐ Recordar y reportar los contenidos del programa de capacitación
- ☐ Presentación por becarios

Formulación del concepto para cada municipio

- ☐ Especificación
  - ☐ Visión, misiones, estrategia
  - ☐ Acciones necesarias
  - ☐ Proyectos prioritarios
- ☐ Preparación de folletos del concepto de desarrollo turístico para municipios

**Resultado 4:**  
La capacidad de MITUR y CORSATUR para asistir a las asociaciones turísticas está fortalecida.

Preparación de un manual de operación

- ☐ Para apoyar a las asociaciones turísticas
- ☐ Estandarización
- ☐ Transferencia y acumulación de la experiencia

**Resultado 5:**  
Los modelos sobre el mejoramiento de las actividades de asociaciones turísticas están diseminados.

## Aplicación de los modelos a otras regiones

- ☐ Involcuramiento de académicos
- ☐ Preparación de la historia de las actividades del Proyecto para facilitar estudios de caso
- ☐ Seminarios de difusión en otras regiones

## Programas de capacitación

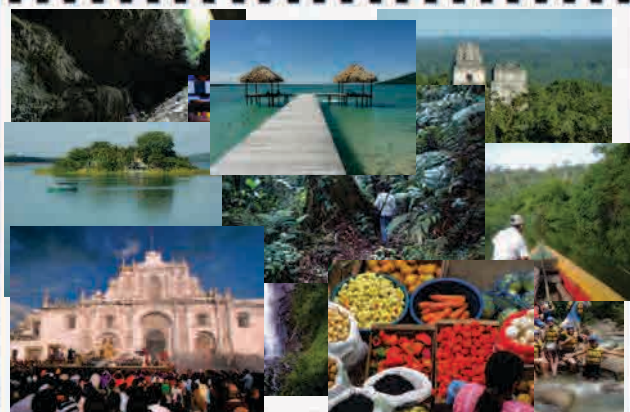
### Programa de capacitación en Japón

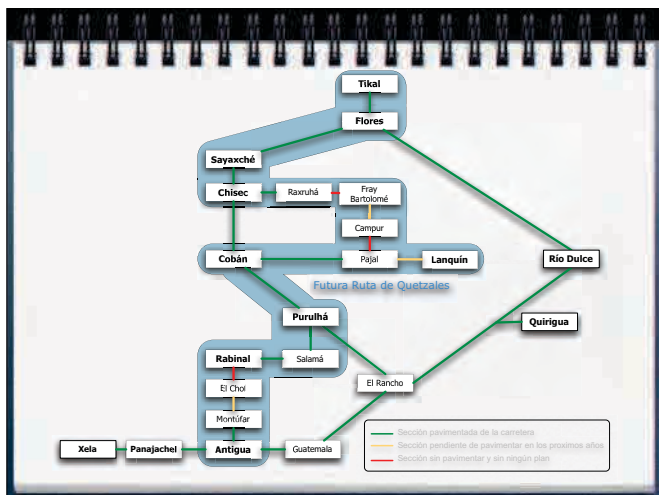
- ☐ Personalizado para participantes
  - ☐ Visitas a tour operadores
  - ☐ Visita a Kawagoe
  - ☐ Visita a Beppu y Yufuin
  - ☐ Visita a Okinawa

### Programa de capacitación en terceros países

- ☐ Giras en autobús
- ☐ 40 personas para cada gira
- ☐ Costos compartidos con participantes

- ☐ Viaje de estudio a la "Ruta de Quetzales" en Guatemala
- ☐ Estudio del área de un proyecto exitoso de JICA
- ☐ Promoción turística de El Salvador y ASIGOLFO
- ☐ Información del mercado turístico salvadoreño





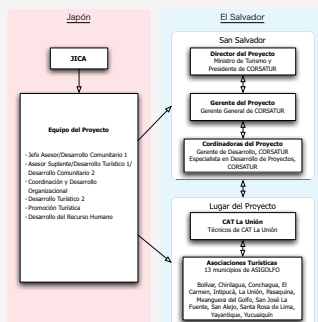
- ❑ Viaje de estudio a países vecinos: Honduras y Nicaragua
- ❑ Estudio de casos exitosos
- ❑ Caravana turística
- ❑ Negociación para formular rutas turísticas internacionales

## Implementación

## Equipo del Proyecto de JICA

| Asignación                                                          | Nombre                  |
|---------------------------------------------------------------------|-------------------------|
| Jefe Asesor / Desarrollo Comunitario 1                              | Sr. Yoshiki HIRABAYASHI |
| Asesor Suplente / Desarrollo turístico 1 / Desarrollo comunitario 2 | Sr. Shoichi KUNITAMA    |
| Desarrollo Turístico 2                                              | Sr. Haruhisa ISHIKAWA   |
| Coordinación y Desarrollo Organizacional                            | Sra. Alejandra ZORRILLA |
| Promoción Turística                                                 | Srta. Aya AKIYAMA       |
| Desarrollo del Recurso Humano                                       | Sr. Masamichi SUNADA    |

## Administración del Proyecto



- ❑ Equipo del Proyecto de JICA
- ❑ Equipo del Contraparte de CORSATUR
- ❑ San Salvador
- ❑ El área de ASIGOLFO

## Comité de Coordinación Conjunta (CCC)

- ❑ Supervisar la implementación
- ❑ Aprobar críticas del Proyecto
- ❑ Coordinar entre las autoridades involucradas

3. プロジェクト実施委員会議事録  
(Executive Committee Meeting)  
(March 8, 2011)

## **Minutes of Meeting**

**Technical Cooperation Project**



**For**

**Strengthening the Capacity for Rural Tourism Development**

**In the Eastern Region of El Salvador**

Agreed upon between  
Ministry of Tourism (MITUR) – Salvador Corporation of Tourism  
(CORSATUR)  
And  
JICA Project Team

San Salvador, March 8, 2011



Ing. Roberto Edmundo Viera  
General Manager,  
CORSATUR



Lic. Yoshiki Hirabayashi  
Chief Advisor, JICA Project Team  
for the Strengthening the Capacity  
For Rural Tourism Development in  
The Eastern Region of El Salvador

**Subject:** Presentation of the project activities during the fiscal year 2010, and of preliminary ideas for the action plan of the Project

**Date/Time:** March 8, 2011, 9:00 - 11:30

**Place:** Conference Room of MITUR, San Salvador

An executive committee meeting was held between MITUR/CORSATUR and JICA Project Team for the Strengthening the Capacity for Rural Tourism Development in the Eastern Region of El Salvador, on March 8, 2011 from 9:00AM to 11:30AM in the conference room of MITUR, San Salvador.

**Presentation of the achievements of the study trip to Guatemala**

Ms. Sandra Natzumin Fuentes, CAT La Unión, presented the achievements of the study trip to Guatemala, which was conducted for 9 days from February 12 to February 20, 2011.

It was agreed that an executive report is going to be presented containing de strengths and weaknesses compared between Guatemala and El Salvador in the areas of interest, it will have a summary on the infrastructure situation and a description about the experiences of the identified good practices. The objective of this report will be to present it to the Board Members.

**Presentation of the project activities during the Japanese fiscal year 2010, and of preliminary ideas for the action plan of the Project**

Mr. Yoshiki Hirabayashi, Chief Advisor of JICA Project Team, presented the project activities during the Japanese fiscal year 2010 including a baseline survey, participatory workshops at the municipality level, the study trip to Guatemala, as well as preliminary ideas for the action plan of the Project based on the results of participatory workshops.

Mr. Hirabayashi also mentioned the necessities of holding the 2<sup>nd</sup>. Joint Coordination Committee Meeting in July, 2011 to approve the action plan, of nominating the trainees



in the training program in Japan by the end of March, 2011, and of modifying the assignment schedule to increase the man-month allocation of JICA Experts in charge of tourism promotion and human resource development.

Active discussion was held among the participants of the meeting. Ing. Roberto Edmundo Viera, General Manager of CORSATUR, provided constructive opinions to improve the preliminary ideas such as the involvement of universities in training programs, difficulties to formulate multi-country touring routes, and installation of signage.

All the proposals that are to be formulated in the future are going to be fundamentally referring to the activities that are going to take place in El Salvador taking in consideration only the help of the Ministry of Tourism.

JICA team members will identify the inductors and strategic initiatives to complement the matrix of the project. The role of the CDT will be discussed in depth to talk about co-management and have in consideration an interchange of experience with the boatmen from Apulo.

In addition, September 2011 is proposed as tentative date to hold the cooking contest seminar mentioned.

Regarding the trip to Japan in July, JICA experts will elaborate a list explaining the minimum requirements that the participants should have to be chosen for the training and then the management will provide the names of the selected staff.

The Salvadoran side, in principle, agreed on the content of the presentation, promised to hold the 2<sup>nd</sup> JCC and nominate the trainees, and understood the necessity to modify the assignment schedule of JICA Experts.

JICA Expert Team appreciated useful suggestions made by the Salvadoran side, and agreed to present the results of the study trip to the Board of Directors when in El Salvador.

### List of Attendants

| <u>Name</u>                 | <u>Organization</u>    |
|-----------------------------|------------------------|
| Mr. Roberto Edmundo Viera   | CORSATUR               |
| Ms. Wendy Escobar           | MITUR                  |
| Ms. Rita Cartagena          | CORSATUR               |
| Ms. Eva Mejía Flores        | CORSATUR               |
| Ms. Sandra Natzumin Fuentes | CAT La Unión, CORSATUR |

### JICA

|                         |                         |
|-------------------------|-------------------------|
| Mr. Masaru Okamoto      | JICA El Salvador Office |
| Mr. Hugo Solano         | JICA El Salvador Office |
| Mr. Yoshiki Hirabayashi | JICA Project Team       |
| Mr. Shoichi Kunitama    | JICA Project Team       |
| Mr. Haruhisa Ishikawa   | JICA Project Team       |
| Ms. Aya Akiyama         | JICA Project Team       |
| Mr. Masamichi Sunada    | JICA Project Team       |

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## 4-1. 第2回合同調整会議議事録 (July 25, 2011)

## Minutes of Meeting

### Technical Cooperation Project

For

### The Project for Strengthening the Capacity for Rural Tourism Development in the Eastern Region of El Salvador

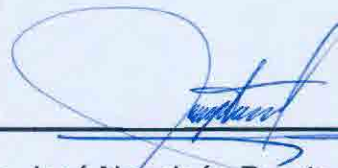
Japan International Cooperation Agency (JICA), Ministerio de Turismo (MITUR), and Corporación Salvadoreña de Turismo (CORSATUR) have had discussion through the second Joint Coordinating Committee (JCC) of the Project for Strengthening the Capacity for Rural Tourism Development in the Eastern Region of El Salvador

As a result of the discussions the Chief Representative of the JICA in El Salvador and the authorities of MITUR / CORSATUR, have agreed on the matters referred in this attached document.

San Salvador, July 25, 2011



Lic. Ryuichi Nasu  
Chief Representative  
JICA El Salvador Office  
Japan International  
Cooperation Agency



Lic. José Napoleón Duarte Durán  
Minister of Tourism  
President of CORSATUR  
Republic of El Salvador

## **ATTACHEMENT**

### **I. SUMMARY OF THE SECOND JCC MEETING**

#### **OBJECTIVES OF THE MEETING**

##### **OBJECTIVE 1:**

##### **Approval of denomination change of the Project Coordinator mentioned in Annex IV and IX of the Record of Discussions.**

After the explanation and understanding the reasons for the change of the denomination of the Project coordinator due to the restructuring in CORSATUR which is referred in Annex IV and IX of the Record of discussions, the changes were approved by the JCC.

Specifications about these changes are explained below:

Manager of Development CORSATUR > Manager of Territorial Department, CORSATUR.

Specialist of Project Development > Expert of Tourism Development Committees.

##### **OBJECTIVE 2:**

##### **Presentation and Approval of the Draft Tourism Development Guideline in the Eastern Region**

After the presentation of the Draft Tourism Development Guideline, a very constructive discussion was held, as mentioned below.

##### **Project Design Matrix (PDM)**

1. The Minister expressed that the Concept of Development should be in line with the Concept of Pueblos Vivos and in accordance with the National Policy of El Salvador.
2. The Minister expressed that it is not necessary one Pilot Project for each municipality; 3 or 4 sound projects that may be applied to other regions are sufficient.
3. MITUR/CORSATUR is committed to support in the conformation of the CDT in 3 municipalities that do not have it, identifying the leaders necessary for such action and on-going legalization of 5 CDT
4. No comments on the matter.
5. No comments on the matter.

**Objective of the Draft Tourism Development Guideline:**

The Minister said that the Objective of the Project is to attract national and foreign tourists to the Eastern Region, providing a rich tourism supply. This is the purpose of Pilot Projects. Competitive tourism supply is to be developed.

**Basic Framework of the Guidelines:**

1. MITUR/CORSATUR does not acknowledge the mentioned documents, and the documents of reference for the project are to be: The National Plan of Tourism 2020, The Five-year Plan and Pueblos Vivos. The Project Team shall take into account this suggestion and agreed to consider the mentioned plans.
2. The Minister expressed that local opinion is to be respected; nonetheless, a technical analysis is necessary in order to support a clear decision making to assure the feasibility of essentially tourism projects.
3. The Minister requested the technical team to meet with a full agenda and documents to show to the Project Team all about Pueblos Vivos.
4. No comments on the matter.

**About the Draft:**

1. MITUR/CORSATUR mentioned that the Security Committee and the Inter-institutional Coordination at regional level is managed by the governor, therefore her support is needed.

Regarding the international regulations, MITUR/CORSATUR expressed that there are Salvadorian regulations elaborated by CONACYT (National Council of Science and Technology) and recommended to work under said regulations adopted by the Salvadorian Government. The Project Team shall take into account said recommendation.

2. No comments on the matter.
3. No comments on the matter.
4. MEGATEC shall have to confirm the support of the institution. It requires more pressure.

**Approval of the Draft of Tourism Development Guideline in the Eastern Region.**

"The Draft of Tourism Development Guideline in the Eastern Region" is approved, taking into consideration the suggestions outlined in this document



### **OBJECTIVE 3:**

#### **Report on the Progress regarding the "Selection and Definition of Pilot Projects and Training Programs".**

After the presentation on the progress of "Selection and Definition of Pilot Projects and Training Programs", a very constructive discussion was held, in which several positive suggestions and ideas were commented, which are taken into account in the selection of Pilot Projects and Training Programs.

This Pilot Projects and Training Programs will eventually be defined by MITUR/CORSATUR with the recommendations of the Project Team.

Mentioned below, is the summary of the discussion with the participation of the Salvadoran authorities, JICA and the Project Team.

#### **Pilot Projects and Training Programs:**

- The Project Team mentioned that in the case of Meanguera Island, although it has a high potential, it is not eligible for a Pilot Project, for it does not have a CDT.
- The Minister suggested that handcraft projects should be evaluated according to their capacity for bringing tourists.
- The Minister asks to concentrate in feasible Pilot Projects according to the available resources in order to avoid creating false expectations that could later generate confusion.
- MITUR/CORSATUR suggested linking Training Programs to Pilot Projects.
- The Minister emphasized that Pilot Projects should be good examples of projects for them to later be replicated in other regions.
- The Minister requested to make plans for each Pilot Project including objectives, beneficiaries and costs in order to verify the impacts.
- The Minister proposed the use of brochures and web sites for the promotion of Pilot Projects and Training Programs, in order to commercialize specific products mentioned and related with Pueblos Vivos. As an example he proposed the creation of an Island Circuit with the participation of boatmen in order to sell said circuit within Pueblos Vivos.
- The Minister is in accordance with the Tourism Culture thematic but directed to children and suggested the preparation of a Touristic Education Culture for Children to teach them and generate awareness concerning the importance and benefits of tourism. In the end of such activity, a trip to a touristic destination could be made. The Project Team mentioned that there is a similar experience in the Caribbean and consulted if such experiences could be replicated, and the Minister agreed. Thus, said suggestion is to be taken into account to be analyzed.

## **II. LIST OF ATTENDEES**

### **Name**

### **Organization**

#### **Salvadorean Side**

|                             |                                                  |
|-----------------------------|--------------------------------------------------|
| José Napoleón Duarte Durán  | Minister of Tourism and President of<br>CORSATUR |
| Roberto Viera               | General Manager of CORSATUR                      |
| Eli Barillas                | Cooperation Coordinator, MITUR                   |
| Rita Cartagena              | Manager of Territorial Department,<br>CORSATUR   |
| Eva Mejía                   | Specialist of Tourism Committees,<br>CORSATUR    |
| Erika Lone                  | Legal Unit, MITUR                                |
| Francisco Enoc Rubio        | Representative of MEGATEC La Unión               |
| Xenia Elizabeth López Leiva | Governor de La Unión                             |

#### **JICA**

|                        |                                                 |
|------------------------|-------------------------------------------------|
| Ryuichi Nasu           | Chief Representative JICA EL Salvador<br>Office |
| Nobutaka Kondo         | Associate Resident Representative               |
| Masaru Okamoto         | Project Formulation Advisor                     |
| María Benita de Rivera | Program Officer, JICA El Salvador               |

#### **JICA Project Team**

|                    |                                                                    |
|--------------------|--------------------------------------------------------------------|
| Takashi Fujita     | Chief Advisor                                                      |
| Shoichi Kunitama   | Deputy Chief Advisor/ Tourist<br>Development/Community Development |
| Haruhisa Ishikawa  | Tourist Development                                                |
| Alejandra Zorrilla | Coordination and Organizational<br>Development                     |
| Aya Akiyama        | Tourist Promotion                                                  |
| Masamichi Sunada   | Human Resources Development                                        |

## 4-2. 第2回合同調整会議プレゼン資料 (July 25, 2011)

## Proyecto para el Fortalecimiento de las Capacidades para el Desarrollo del Turismo Rural en la Región Oriental

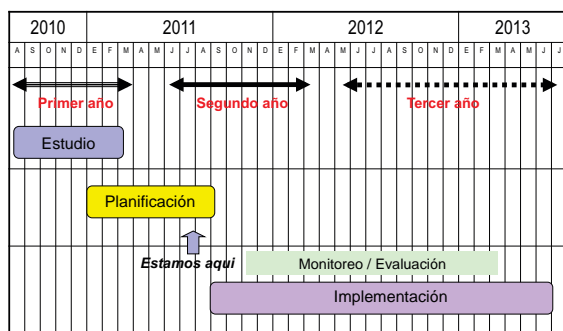
### Segunda Reunión del CCC (Comité de Coordinación Conjunto)

25 de Julio, 2011  
Equipo del Proyecto de JICA

## Área del Proyecto



## Período del Proyecto



## Objetivos de la Reunión

- Aprobación del cambio de denominación del Coordinador del Proyecto que se menciona en el Anexo IV y IX del Registro de Reuniones.
- Presentación y Aprobación del Borrador del Concepto de Desarrollo para el Turismo en la Región Oriental.
- Informe sobre el avance de la "Selección y Definición de los Proyectos Piloto y Capacitaciones".

## REGISTRO DE REUNIONES

(Firmado el 23 de marzo de 2010)

### LISTA DE ANEXOS

|            |                                                                                 |
|------------|---------------------------------------------------------------------------------|
| ANEXO I    | PLAN MAESTRO.                                                                   |
| ANEXO II   | LISTA DE EXPERTOS JAPONESES.                                                    |
| ANEXO III  | LISTA DE MAQUINARIA Y EQUIPO.                                                   |
| ANEXO IV   | LISTA DEL PERSONAL CONTRAPARTE Y ADMINISTRATIVO DE LA REPUBLICA DE EL SALVADOR. |
| ANEXO V    | LISTA DE EDIFICIOS E INSTALACIONES.                                             |
| ANEXO VI   | COMITÉ DE COORDINACIÓN CONJUNTO (CCC).                                          |
| ANEXO VII  | MATRIZ DE DISEÑO DEL PROYECTO (PDM).                                            |
| ANEXO VIII | PLAN DE OPERACIÓN.                                                              |
| ANEXO IX   | ESTRUCTURA ADMINISTRATIVA DEL PROYECTO.                                         |

## Cambio de denominación del Coordinador del Proyecto

Cambio de denominación del Coordinador del Proyecto que se menciona en el Anexo IV y IX del Registro de Reuniones, debido a la reestructuración que se dio en CORSATUR.

Los cambios son:

- ✓ Gerente de Desarrollo, CORSATUR > **Gerente Territorial, CORSATUR.**
- ✓ Especialista en Desarrollo de Proyectos > **Especialista en Comités de Desarrollo Turístico.**



## Matriz de Diseño de Proyecto (PDM)

### Resultados esperados:

1. El concepto para el desarrollo de turismo local en la región oriental es desarrollado. (Borrador del Concepto de Desarrollo)
2. Proyectos Piloto son implementados en las 13 municipalidades que actualmente el CAT La Unión cubre.
3. Las actividades de las Asociaciones Turísticas en las áreas del proyecto son fortalecidas.
4. La capacidad del MITUR y CORSATUR para asistir a las Asociaciones Turísticas es fortalecida.
5. Los modelos sobre el mejoramiento de las actividades de Asociaciones Turísticas son diseminados.

## Borrador del Concepto de Desarrollo

### - Objetivo -

- Atraer turistas nacionales y extranjeros hacia la Región Oriental mediante el Desarrollo de Turismo Comunitario utilizando los recursos locales.

## Borrador del Concepto de Desarrollo

### Marco Básico de la Línea Guía

- Basado principalmente en el "Plan Estratégico de Desarrollo Turístico en la Región Oriental del 2014" y el "Desarrollo Económico de la Región Oriental".
- Respetar las opiniones de los residentes en los talleres.
- Colaborar con la Estrategia Básica del Turismo de MITUR/CORSATUR (Pueblos Vivos y CDT).
- Adaptar los precedentes de las estrategias de desarrollo turístico avanzado del interior de El Salvador en la zona de actuación de la Mancomunidad del Golfo de Fonseca.

## Borrador del Concepto de Desarrollo

### Temas del Borrador

1. Fortalecimiento de la Competitividad.
2. Mejoramiento de la organización y conciencia de la población regional para elevar la competitividad.
3. Armonía entre el Desarrollo Turístico y la Conservación del Medio Ambiente y la Cultura.
4. Cooperación con el Programa de Desarrollo Económico de la Región Oriental.

## Borrador del Concepto de Desarrollo

### 1. Fortalecimiento de la Competitividad.

- a. Formación y Fortalecimiento de la Competitividad a nivel nacional.
- b. Formación y Fortalecimiento de la Competitividad a nivel internacional.
- c. Establecimiento de una Marca Regional del Golfo de Fonseca.

## Fortalecimiento de la Competitividad

- a) Formación y Fortalecimiento de la Competitividad a nivel nacional.
  - Formación de zonas turísticas con competitividad a nivel nacional.
  - Elaboración de Productos Turísticos que sean Competitivos (Comidas, artesanías, eventos, etc.)
  - Cooperación con Pueblo Vivos.
  - Tomar en cuenta las experiencias exitosas y fracasos del interior del país.
  - Atraer turistas de las grandes ciudades cercanas del país (San Salvador / San Miguel).
  - Cooperación con las zonas turísticas cercanas (Morazán / Usulután).
  - Comité de Seguridad.
  - Coordinación interinstitucional.

### *Fortalecimiento de la Competitividad*

- b) Formación y Fortalecimiento de la Competitividad a nivel internacional.
- Elaboración de Rutas Turísticas y Productos Turísticos que sean Competitivos a nivel internacional.
  - Formación de Zonas Turísticas atractivas y con Competitividad a nivel internacional.
    - I. Zonas Turísticas amigables a los extranjeros.
    - II. Zonas Turísticas atractivas a los extranjeros.
  - Fortalecimiento del reconocimiento de las zonas turísticas.
    - I. Tomando acción en cada municipalidad (CDT).
    - II. Tomando acción en la Región.
  - Prestación de Servicios con normas internacionales (Hospedajes, Restaurantes, Comunidad).
  - Actividades agresivas para atraer inversión mediante la colaboración público-privada.

### *Fortalecimiento de la Competitividad*

- C) Establecimiento de una Marca Regional del Golfo de Fonseca.
- Desarrollo de nuevos productos turísticos como Rutas Turísticas recomendadas y otros.
  - Adquisición de una imagen de marca (Logo y slogan).
  - Implementación de actividades conjuntas de Mercadeo.
  - Establecimiento del Comité de Turismo de la Mancomunidad del Golfo de Fonseca.

### *Borrador del Concepto de Desarrollo*

2. Mejoramiento de la organización y conciencia de la población regional para elevar la competitividad.
- a. Establecimiento y mantenimiento de los CDT de cada municipio.
  - b. Fortalecimiento de la cooperación público-privada.
  - c. Mejoramiento de la conciencia de participación de las Comunidades de los 13 municipios hacia el turismo.

### *Borrador del Concepto de Desarrollo*

3. Armonía entre el Desarrollo Turístico y la Conservación del Medio Ambiente y la Cultura.
- a. Mantenimiento del Medio Ambiente de las Zonas Turísticas (Limpieza).
  - b. Promoción del Ecoturismo.

### *Borrador del Concepto de Desarrollo*

4. Cooperación con el Programa de Desarrollo Económico de la Región Oriental.
- a. Cooperación con el Puerto de La Unión.
    - Atracción de Cruceros.
    - Uso turístico del Puerto.
  - b. MEGATEC
    - Participación de los estudiantes hacia los Proyectos Piloto.
    - Uso de las instalaciones (Alimentos y Artesanías)
    - Solicitud de envío de Profesores.

### Informe sobre el avance de la “Selección y Definición de los Proyectos Piloto y Capacitaciones”

### Situación del establecimiento de los CDT de cada Municipio

| Nombre del Municipio | Situación de los CDT  |
|----------------------|-----------------------|
| La Unión             | CDT Legalizado        |
| Conchagua            | CDT Legalizado        |
| Santa Rosa de Lima   | CDT Legalizado        |
| El Carmen            | CDT Legalizado        |
| Pasaquina            | CDT Legalizado        |
| San Alejo            | CDT aún no legalizado |
| San José             | CDT aún no legalizado |
| Yucuaiquín           | CDT aún no legalizado |
| Intipucá             | CDT aún no legalizado |
| Bolívar              | CDT aún no legalizado |
| Meanguera del Golfo  | No hay CDT            |
| Chirilagua           | No hay CDT            |
| Yayantique           | No hay CDT            |

### Proyectos Piloto

| Posibilidad de Realización      | Categoría                                                | Nombre del Proyecto Piloto (Contenido)  | Municipio Previsto a ejecutarse (CDT)   |
|---------------------------------|----------------------------------------------------------|-----------------------------------------|-----------------------------------------|
| Alta Posibilidad de Realización | Información                                              | Mejoramiento de Señalización Turística. | La Unión, Conchagua, Yucuaiquín         |
|                                 |                                                          | Elaboración de Mapa Turístico.          | La Unión, Conchagua, Santa Rosa de Lima |
|                                 | Ecoturismo                                               | Crucero de Manglares.                   | Intipucá                                |
|                                 | Artesanía                                                | Liaveros, Accesorios de Pedernal.       | Santa Rosa de Lima                      |
| Se requieren mas estudios       | Cultura                                                  | Mascaras / Petate.                      | Yucuaiquín                              |
|                                 |                                                          | Museo de la Estación.                   | La Unión                                |
|                                 |                                                          | Monumento.                              | San José                                |
|                                 | Gastronomía                                              | Concurso Gastronómico.                  | La Unión (MEGATEC)                      |
|                                 | Deporte                                                  | Futbol Playa, Softbol.                  | La Unión, Conchagua, Bolívar            |
|                                 | Artesanía                                                | Ninfa.                                  | El Carmen                               |
|                                 |                                                          | Cerámica.                               | Bolívar                                 |
| Educación Turística.            | Cultura Turística y Educación Ambiental para el Turismo. | Pasaquina                               |                                         |

### Capacitaciones

| Posibilidad de Realización      | Categoría               | Tema de la Capacitación                                          | Municipio Previsto a ejecutarse (CDT)                     |
|---------------------------------|-------------------------|------------------------------------------------------------------|-----------------------------------------------------------|
| Alta Posibilidad de Realización | Apoyo a las PYME        | Seminario de Creación y Fortalecimiento de Empresas Turísticas.  | Yucuaiquín, Pasaquina, Intipucá                           |
|                                 | Mejora de los Servicios | Seminario de Atención al Cliente en los Restaurantes.            | La Unión, Pasaquina, Santa Rosa de Lima                   |
|                                 | Artesanía               | Concha.                                                          | La Unión, Conchagua, Intipucá                             |
| Se requieren mas estudios       | Mejora de los Servicios | Seminario de Mejoramiento de Atención al Cliente en los Hoteles. | Pasaquina, Santa Rosa de Lima                             |
|                                 | Artesanía               | Jicaró.                                                          | Conchagua, Intipucá                                       |
|                                 | Formación de Líderes    | Formación de Líderes del CDT.                                    | Dirigido a los presidentes y vice presidentes de los CDTs |
|                                 | Gastronomía             | Seminario sobre Mejoramiento de la Calidad de los Alimentos.     | Dirigido a los empresarios de restaurantes de los CDTs    |

### Criterio de evaluación de los Proyectos Piloto

#### Relevancia:

- Objetivos del Proyecto.
- Planes existentes y de nivel superior.

#### Impacto:

- Magnitud de los impactos del proyecto desde los aspectos técnicos.

#### Madurez:

- Logro de consenso.
- Disponibilidad de los documentos necesarios. (mapas, detalles del proyecto).

Gracias

## 5. 第 3 回合同調整会議議事録

(June 27, 2012)

## Minutes of Meeting

### Technical Cooperation Project

For

### The Project for Strengthening the Capacity for Rural Tourism Development in the Eastern Region of El Salvador

Japan International Cooperation Agency (JICA), Ministry of Tourism (MITUR), and Corporation Salvadoran of Tourism (CORSATUR) have had discussion through the third Joint Coordinating Committee (JCC) of the Project for Strengthening the Capacity for Rural Tourism Development in the Eastern Region of El Salvador.

As a result of the discussions the Chief Representative of the JICA in El Salvador and the authorities of MITUR / CORSATUR have agreed on the matters referred in this attached document.

San Salvador, June 27, 2012

立原.佳和

Lic. Yoshikazu Tachihara

Chief Representative  
JICA El Salvador Office  
Japan International  
Cooperation Agency



Lic. José Napoleón Duarte Durán

Minister of Tourism  
President of CORSATUR  
Republic of El Salvador

