

7-1. 第 5 回合同調整会議議事録  
(June 19, 2013)

## Minutes of Meeting

### Technical Cooperation Project

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

Japan International Cooperation Agency (JICA) and the Ministry of Tourism (MITUR) through the Salvadoran Corporation of Tourism (CORSATUR) have had discussions through the Fifth Joint Steering Coordinating Committee (JCC) about 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 19, 2013

原、佳祐

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



## **ATTACHEMENT**

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

#### **OBJECTIV OF THE MEETING**

Approve of the Project's Final Report

#### **Agenda**

- Presentation about the Final Report
- Presentation about Pilot Project Monitoring by C/P of CORSATUR
- Presentation about dissemination the JICA Project's Model by MITUR/CORSATUR
- Signing the approval of the Final Report



## **II. LIST OF ATTENDEES**

### **Name**

### **Organization**

#### **Salvadoran Part**

José Napoleón Duarte Durán	Minister of Tourism and President of CORSATUR
Roberto Viera	General Manager of CORSATUR
Eli Barillas	Cooperation Coordinator, MITUR
Rita Cartagena	Manager of Territorial Department, CORSATUR
Eva Mejía	Specialist of Tourism Development Committees, CORSATUR
Erika Lone	Legal Unit, MITUR
Riquelmy Alvarado	Coordinator CAT y CDT
Elsy Alvarenga	Specialist Training
Roberto Ayala	Product Technician
Manuel García	Coordinator Tourism Infrastructure
Héctor Cardoza	Specialist in Product Development
Andrea Muñoz	Environmental Unit
Joel Antonio Moran Olmos	INSAFORP Director
Roberto Moreno	Technician MRREE
Jorge Luis Zelaya	ITCA-FEPADE-MEGATEC La Unión Representative

#### **Gulf of Fonseca Authorities**

Raul Gilberto Castro	President ADT Regional
Luis Díaz	President ADT La Unión
Alexander Romero Saravia	President ADT Conchagua
Amada Rosa Ventura	President ADT Santa Rosa de Lima
Lesly García	CDT Santa Rosa de Lima
Pedro Angel Castro	President ADT Pasaquina
Alma Velásquez	ADT Pasaquina
Noel Antonio Rivera	CDT Intipucá
Elsy Noemí Hernández	President CDT El Carmen
Claudia Nataly Maldonado	Alcaldía El Carmen
Pedro Palacios	President CDT Bolívar
Christian E. Nolasco	CDT Bolívar
José Ma. Barrios	President CDT Chirilagua
José Fernando López	CDT Chirilagua
Rubidia Durán	CDT Chirilagua
Gil Angel Amaya	CDT El Carmen



**JICA El Salvador**

Yoshikazu Tachihara  
Miwako Kamimura  
María Benita de Rivera  
Nuri Oh  
Ayaka Yushikawa

Chief Representative JICA El Salvador Office  
Project Formulation Advisor  
Project Coordinator  
Peasant  
Technician El Congo Santa Ana

**JICA Project Team**

Takashi Fujita  
Haruhisa Ishikawa  
Alejandra Zorrilla  
Masamichi Sunada  
Carlos Wakabayashi

Chief Advisor  
Tourism Development  
Coordination and Organizational Development  
Human Resource Development  
Translator of the JICA Project Team



## Annex JCC June 19, 2013

### 1. Approval of the Results of the Project

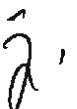
Final Report including all 20 annexes, Model of Activities, and Summary of the Report were approved at the JCC Meeting.

### 2. CORSATUR presented the project's results:

1. Formulation of the tourism development concept has been developed: Base line study, potential areas analysis, action guidelines.
2. Knowledge of tourism using own resources has been enhanced by the Pilot Projects implementation: Selection, implement, monitoring, evaluation.
3. CDTs capacity has been strengthened: Needs evaluation, training program, rules and regulations, Exchange programs, tourism concepts and proposal preparation.
4. MITUR/CORSATUR capacity to support CDTs and ADTs has been strengthened: Exchange programs, knowledge, study trips, fam trips, Pueblos Vivos participation.
5. The Model has been developed and disseminated in the Eastern Region: The Model was developed with MITUR/CORSATUR and has been disseminated through seminars in La Unión, San Miguel, Usulután and Morazán.

The impacts that the Project generated were highlighted:

- **Integration and strengthen of CDT:** 13 CDT are formed, 13 Development Concept, 8 CDT has internal rules; 8 CDT has Project proposals and Regional ADT has proposals and budget to follow up the projects.
- **Beneficiaries of the project:** More than 1,500 directly benefited, approximately 250,000 indirectly benefited:
- **Tourists increased:** In Intipucá the number of visitors grew from 800 pax in 2009 to 1,250 pax in 2012 (beaches and mangrove) The Gulf's islands received around 300 pax in 2009 and by 2012, are receiving more than 3,000. In the La Unión Department, visitors increased from 34,600 pax in 2009, to 64,400 in 2012.



### 3. CORSATUR presented a proposal to monitor the Pilot Projects:

- **Communitarian Maps:** Incorporate participative planning methodologies, help other CDT in the Eastern Region and the rest of the country to achieve sustainability.
- **Tourism Signs:** help to create other signs in other municipalities and disseminate the maintained manual.
- **Tourism and Environmental Education:** Other schools in Pasaquina as well as new projects in other municipalities of the region.
- **Mangrove Tour:** Monitor, follow up, technical assistance, promotion and publicity, Fam trip for press and tour operator, participation in international fairs.
- **Gulf's Islands Tour:** Fam trips for investors and media, construction of lighthouse and decks, participation in international fairs, English classes, launches, National and international campaigns.

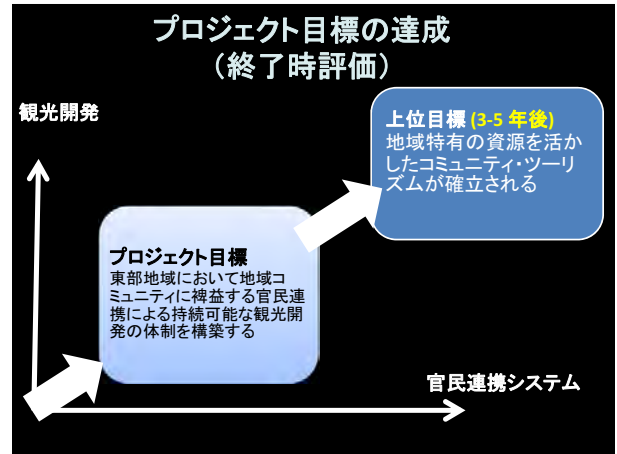
### 4. CORSATUR presented a proposal to disseminate the model

- The institution will keep training locals using participative planning models.
- Will disseminate the Model and rules between the Eastern Region CDTs.
- MITUR-CORSATUR will keep helping local stakeholders to accomplish the Superior Objective of the Project: Increase Tourism Products, employment and peoples quality of life in the Eastern Region:
  - Pueblos Vivos
  - Development Infrastructure
  - Training
  - Promotion Campaigns



7-2. 第5回合同調整会議プレゼン資料  
(June 19, 2013)



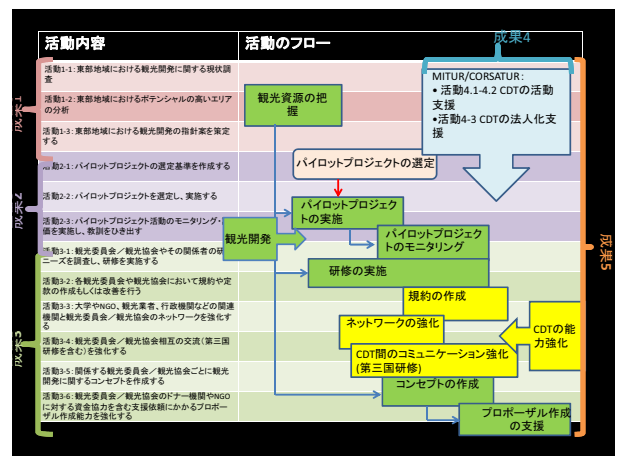
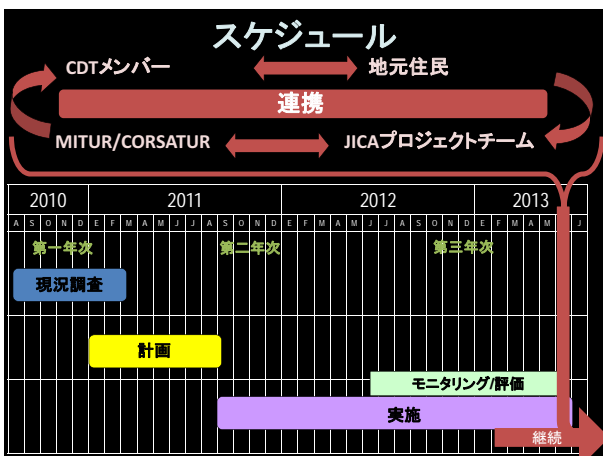


## 第5回JCC会議

### 東部地域観光開発能力強化プロジェクト

2013年6月19日  
San Salvador, El Salvador

- ### プロジェクトの成果
- 成果1: 東部地域の観光開発の方向性が導き出される。(ガイドライン)
  - 成果2: パイロットプロジェクト地域におけるパイロットプロジェクト実施を通じて地域独自の資源を活用した観光開発に係る知識が向上する
  - 成果3: パイロットプロジェクト地域の観光委員会/観光協会の能力が向上する。(観光委員会と観光協会の能力強化)
  - 成果4: MITUR及びCORSATURにおけるパイロットプロジェクト地域の観光委員会/観光協会支援能力が向上する。(MITUR/CORSATUR能力強化)
  - 成果5: 観光委員会/観光協会の活動モデルが開発され、東部地域に普及される。(モデルの開発と普及)



活動1-1: 東部地域における観光開発に関する現状調査



すばらしい景色

大自然

人々

伝統

最適な場所



活動2-1: パイロットプロジェクトの選定基準を作成する

パイロットプロジェクトの選定基準

関連性: 本プロジェクトとの整合性が高いこと

効果: モデル性があり、成果が見えること

成熟度: 事業主体が明確で、実現性の高いこと

活動1-1: 東部地域における観光開発に関する現状調査



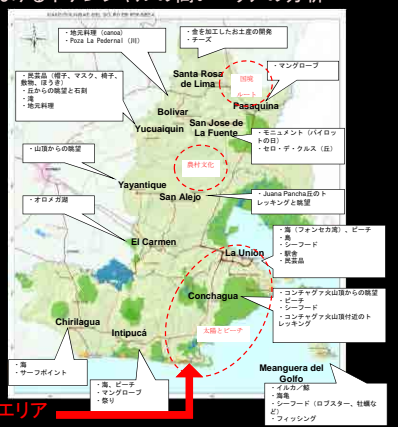
- レストラン、ショッピング店、ホテルが少ない
- 観光のサービスが少ない
- 観光情報が少ない
- フォンセカ湾での乗船と下船の状態が悪い
- ゴミが多い
- 組織が脆弱、経験が足りない
- モチベーションが低い、信用性が足りない
- 地域のポテンシャルが認識されていない

活動2-2: パイロットプロジェクトを選定し、実施する



活動1-2: 東部地域におけるポテンシャルの高いエリアの分析

パイロットプロジェクトエリアの代表的な観光資源



ポテンシャルの高いエリア

活動2.2-2.3 パイロットプロジェクトの実施とモニタリング

観光地図

- 観光資源の再認識
- 観光地図の作成方法の理解
- 各市のアイコンの作成
- 運用の継続(資金、管理)
- 観光地図のデザイン、印刷、配布



直接裨益者: 180人(ラウニオン、コンチャグア、サンタロサデリマ)

活動2.2-2.3 パイロットプロジェクトの実施とモニタリング

**観光標識**

- 設置場所の選定
- 計画とデザイン
- 観光標識の製作
- 設置 (40個)
- 維持管理計画
  - CDTによる観光標識の維持管理計画の実施 (2013年)



直接裨益者: 50人 (ラウニオン、コンチャグア、インティブカ)

活動2.2-2.3 パイロットプロジェクトの実施とモニタリング

**島巡りツアー**

- 漁師、ガイド、料理人とウェイトレスの研修
- ツアー商品の開発と実施のシミュレーション
- 船上の安全カードと説明カードの作成
- 清掃キャンペーン
- プロモーション用のパンフレット、ファミトリップ、観光フェアの参加
- 観光用棧橋の計画
- 国内外の旅行会社が島巡りツアーをカタログに入れた



直接裨益者: 120人 (ラウニオン、メアングーラ、デルゴルフォ、コンチャグア、サンアレホ)

活動2.2-2.3 パイロットプロジェクトの実施とモニタリング

**観光環境教育**

- 活動計画の作成
- 教科書の作成
- 授業と遠足
- 植林と清掃活動
- 他の学校への普及



直接裨益者: 生徒400人、3校、MEGATEC

活動3-1: 観光委員会/観光協会やその関係者の研修ニーズを調査し、研修を実施する

**研修**

- ニーズと現況の調査
- 研修コースの選定と計画
- 参加者と講師との打ち合わせ
- 民芸品のセミナーと研修
- 民芸品の製作



直接裨益者: 400人 (13市)

凡例	
A	民芸品
B	起業セミナー
C	接客サービス
D	観光開発基礎セミナー
E	料理
F	リーダー育成

活動2.2-2.3 パイロットプロジェクトの実施とモニタリング

**マングローブツアー**

- プロジェクトエリアの選定とポテンシャルの評価
- 実施組織の設立
- 資機材、研修
- 商品開発とプロモーション
- ツアーを運営する共同組合の法人化
- 国内旅行会社のパッケージツアーの一部に含まれた



直接裨益者: 18の観光業者

活動3-2: 各観光委員会や観光協会において規約や定款の作成もしくは改善を行う

**CDT-ADTの規約作成**

- 規約のモデル
  - 総則、目的及び事業、会員、役員及び任務、名誉役員、会議、会計、補則
- 各CDTとの打ち合わせ
- 各CDTの総会での承認



8 CDTの規約が作成された



活動3-2:各観光委員会や観光協会において規約や定款の作成もしくは改善を行う

## 13市の地域観光地図

- 観光地図パイロットプロジェクトに含まれなかった10市の観光資源の再認識
- 観光地図の作成方法の確認
- 各市の代表的なアイコンの作成
- 印刷と配布



直接裨益者: 200人(13市)

活動3-6:観光委員会/観光協会のドナー機関やNGOに対する資金協力を含む支援依頼にかかるプロポーザル作成能力を強化する  
**普及セミナー**



直接裨益者: 4県での360人

活動3-4:観光委員会/観光協会相互の交流(第三国研修を含む)を強化する

## 第三国研修、本邦研修



直接裨益者: 130人(CDT, CORSATUR)

活動4-1,2,3: CDTの活動と法人化への支援

## CDTの統括と強化

パイロットプロジェクト

13市の地域観光地図の作成

13市の観光開発コンセプトの作成

MITUR、JICAへのプロジェクトの説明

規約の作成

第3国研修、本邦研修とセミナー

活動3-5:関係する観光委員会/観光協会ごとに観光開発に関するコンセプトを作成する

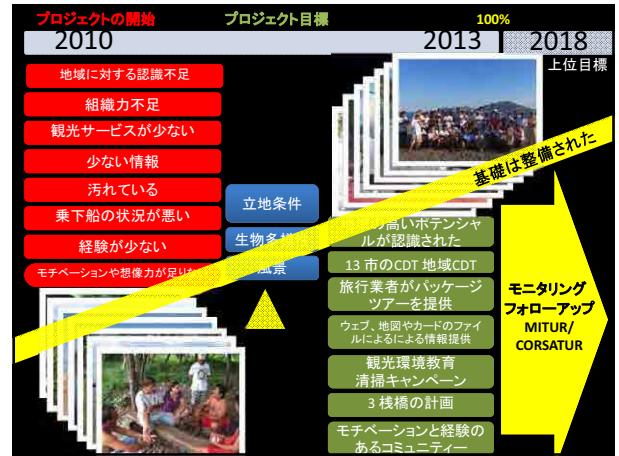
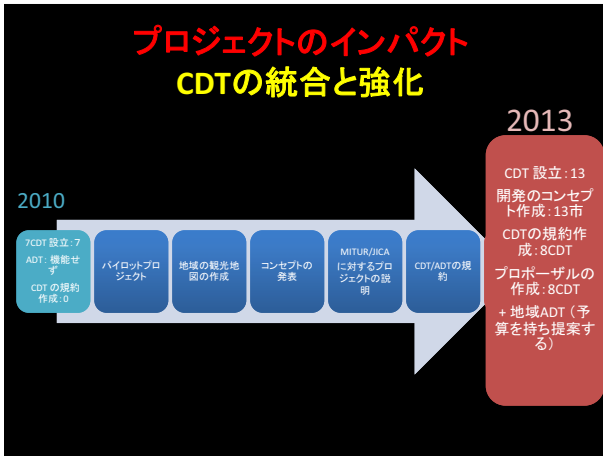
## 観光開発コンセプト



直接裨益者: 13市での150人

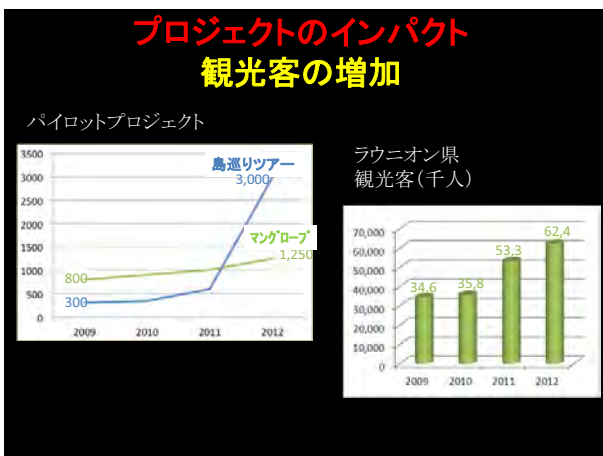
## プロジェクトの成果

1. 東部地域の観光開発の方向性が導き出される: 現況調査、ポテンシャルの高い地域の分析、指針案の作成 ✓
2. パイロットプロジェクトの実施を通じて観光開発に関する知識が向上する: 選定、実施、モニタリングとプロジェクト評価 ✓
3. CDT/ADTの能力が向上する: ニーズの評価、研修の実施、規約の作成、ネットワークの強化、コンセプトの作成およびプロポーザルの作成 ✓
4. MITUR /CORSATUR のCDT/ADTに対する支援能力を強化する: ネットワーク構築、コミュニケーション強化、第3国研修、Pueblos Vivosへの参加 ✓
5. 東部地域での活動モデルの普及: 普及セミナー(ラウニオン県、サンミゲル県、ウスルタン県、モラサン県) ✓



## パイロットプロジェクトのモニタリングとフォローアップ MITUR/CORSA TUR

- コミュニティマップ: 持続性を達成するために、国や東部地域におけるCDT支援のために参加型計画手法を取り込む。
- 標識: 他の市において新たな観光標識設置を支援する。維持管理計画書を広める。
- 観光環境教育: パサキナの他の学校、東部地域の他市に適用する新たなテキスト。
- インティカのマングローブ: モニタリング、フォローアップ、技術支援およびツアーのプロモーション、プロモーションキャンペーン。
- 島巡りツアー: 投資家やメディアに対するファミトリップ、灯台や棧橋の建設、国際フェアへの参加、英語教室、プロジェクトの立ち上げ式、国内外でのプロモーションキャンペーン。



## CDT強化のモニタリングとフォローアップ MITUR/CORSA TUR

- 研修: 参加型計画モデルによりニーズ分析を開始する
- モデル、規約: 地域のCDT/ADTに対する普及と能力強化を継続する
- ラウニオン県北部、モラサン県、サンミゲル県、およびウスルタン県におけるCDTの設立と各市CDTの強化
- カウンターパートによるプロジェクトのモニタリングとフィードバック

MITUR-CORSATUR はプロジェクトの上位目標を達成するために地元の関係者に対する支援を継続する: 東部地域における観光商品と雇用を増やし、住民の生活の質を向上させる。

**PUEBLOS VIVOS**  
**インフラ整備**  
**研修**  
**プロモーションキャンペーン**

**最終報告書の承認**

- 第1章 • プロジェクトの概要
- 第2章 • 活動実施スケジュール
- 第3章 • プロジェクトの成果
- 第4章 • プロジェクト実施運営上の工夫、教訓
- 第5章 • PDMの変遷

添付資料: ミニッツ、ベースラインサーベイ要約、会議議事録、パイロットプロジェクト・研修のリスト、各種説明資料、各種計画、開発のコンセプト、各種メモ、アンケート、規約および活動モデル

！ ありがとうございます



## 8. MITUR 役員会議プレゼン資料 (June 29, 2011)

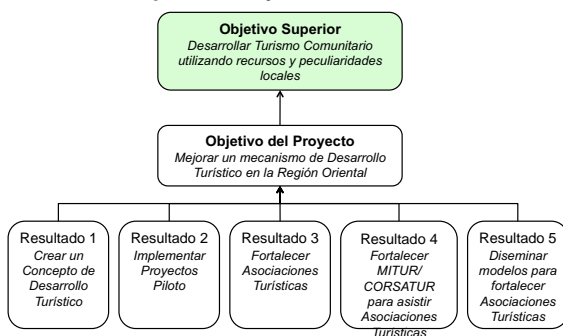
# Proyecto para el Fortalecimiento de las Capacidades para el Desarrollo del Turismo Rural en la Región Oriental

29 de Junio, 2011  
Equipo del Proyecto de JICA  
(MITUR Y CORSATUR)

## Objetivos de la Reunión

- Reporte de actividades realizadas en el periodo de Septiembre 2010 hasta Marzo 2011.
- Presentación de las ideas preliminares del Plan de Acción del Proyecto.
  - Sera finalizado en Agosto para la aprobación por el CCC.

## Objetivos y Resultados



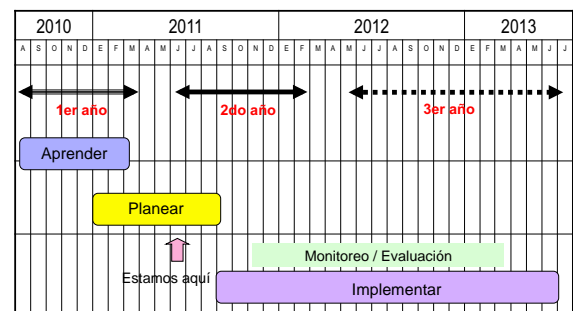
## Área del Proyecto

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

## Área del Proyecto



## Periodo del Proyecto





## Comité de Coordinación Conjunta (CCC)

- **Presidente:**
  - Ministro de Turismo y Presidente de CORSATUR.
- **Vice-presidente:**
  - Gerente General de CORSATUR.
- **Miembros:**
  - Coordinador de Cooperación, MITUR.
  - Gerente de Desarrollo, CORSATUR.
  - Especialista en Desarrollo de Proyectos, CORSATUR.
  - Jefe de Unidad Legal, MITUR.
- Director de INSAFORP.
- BFA.
- ASIGOLFO.
- MEGATEC La Unión.
- ONG's en La Unión.
- Expertos del Proyecto.
- Representante Residente de la Oficina de JICA.

## Logros del Año Fiscal 2010

1. Talleres Participativos.
2. Viaje de Estudio a Guatemala.

## Talleres Participativos a nivel municipal (1)

- Fecha: 17-19, 23-26 de Noviembre 2010
- Participantes: 207
- Temas:
  - Identificación de recursos turísticos.
  - Análisis de actores.
  - Análisis de problemas.

## Objetivos de los Talleres a nivel municipal

- Mas conocimiento de la situación local.
- Primer proceso de Planificación Participativo.
- Creación de consensos sobre la Orientación del Desarrollo Turístico.

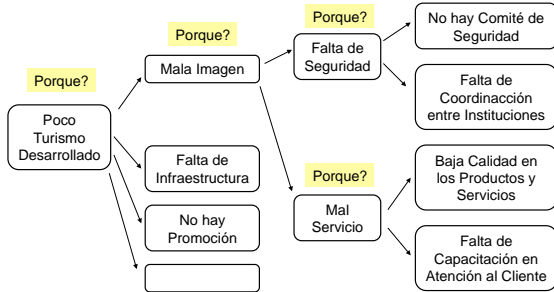


Conchagua

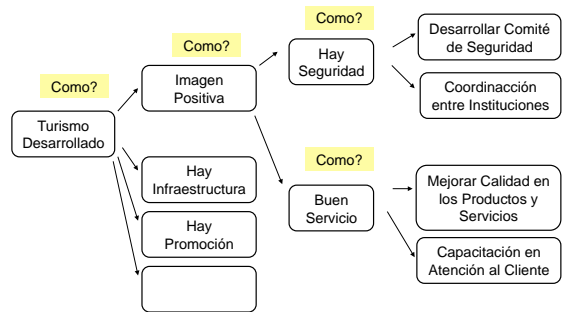
## Talleres Participativos a nivel municipal (2)

- Fecha: 24 de Enero - 3 de Febrero 2011
- Participantes: 126
- Temas:
  - Elaboración del Análisis de Problemas.
  - Análisis de Objetivos.

## Análisis de Problemas



## Análisis de Objetivos




## Resumen del Análisis

	Infraestructura	Plan Turístico	Sensibilización	Capacitación	Involucramiento de la municipalidad	Gestión	Pública	Fortalecimiento de la organización	Señalización	Inversión	Viaje de Curso	Mejora de la Seguridad	Eventos	Medio Ambiente
Chimiquil / Istapa														
Conchagua														
Conchagua Playas														
El Carmen														
La Unión														
La Unión Playas														
Managuera del Golfo														
Passaguera														
San Atajo														
San José La Fuente														
Santa Rosa de Lima														
Yayantique														
Yucuaquín														

## Viaje de Estudio a Guatemala

- 9 días, desde el 12 de febrero (sábado) – 20 de febrero (domingo).
- 40 participantes: Megatech La Unión, tour operadores, lancheros, municipalidad, restaurantes, hoteles, museos, transporte, NGO, CORSATUR y Equipo de JICA.
- Antigua Guatemala, Purulha (Corredor Bosque Nuboso), Santa Cruz, Cobán, Lanquin (Semuc Champey), Flores, Rio Dulce.






## Objetivos del Viaje

- Realizar los conceptos, efectos e impactos del Proyecto Turístico de JICA.
- Promover el Golfo de Fonseca.
- Aprender historias exitosas de Desarrollo Turístico en Guatemala.
- Mejor entendimiento del Mercado Turístico de Guatemala.




## Actividades principales


- Intercambio de información con tour operadores, hoteleros, restaurantes y líderes de comunidades en Guatemala.
- Participación en COMPETUR (Conferencia Turística iniciada por el Proyecto de JICA en Guatemala) para promover el Golfo de Fonseca y El Salvador.
- Visitas de Estudio a sitios turísticos a lo largo de la Ruta de Quetzales con la interpretación desde la perspectiva para Planificación Turística.




## Impactos del Viaje

- Fortalecer los vínculos entre los participantes de diferentes municipios.
- Emparejar tour operadores y servicios turísticos locales como transporte en lancha y restaurantes.
- Realizar las necesidades para las municipalidades del Golfo de Fonseca para promover el área en el exterior.
- Aprender historias exitosas sobre el turismo en áreas rurales.

- 
- Experimentar varios modelos de negocios turísticos exitosos.
  - Entender la importancia de trabajar juntos para organizar un comité.
  - Obtener ideas para diseñar hoteles, restaurantes y recuerdos.
  - Descubrir las fortalezas y debilidades del Golfo de Fonseca.
  - Realizar la falta de información y materiales que hay para el turista.



## Ideas Preliminares de las Actividades del Proyecto



## Mapa Turístico para municipios

## Mejoramiento de Señalización




Seminario y Concurso de  
Gastronomía

Seminario y Concurso de  
Artesanía



Seminario del Golfo de Fonseca  
en San Salvador

Crucero de Manglares del Golfo  
de Fonseca



Asistencia para los  
Regulamientos Internos de CDT

Preparación de Folletos  
Institucionales del CDT



Fomento de las Empresas de  
Gestión de Destinos

Campaña de Sensibilización



Campaña de Limpieza

Programa de Entrenamiento de  
Turismo



Comité de Turismo Regional y  
Unidad de Gestión Turística

Apoyo Técnico Turístico a  
ONG medioambientales



Tour de la Mina de Oro de San Sebastián

Viaje de Familiarización de Guatemala al Golfo de Fonseca



Mejoramiento del Servicio de Lanchas

Viaje de Estudio y Promoción a Honduras y Nicaragua



Estación de Viaje

Concurso de Pesca



Observación de Delfines

Museos Municipales



Un pueblo un producto

Marca del área



Restaurante Flotante

## Criterio de Evaluación de los Proyectos Pilotos (Actividades del Proyecto)

### ■ 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).

## Actividades para el Futuro Cercano

### Implementación de Proyectos Piloto

	Jun	Jul	Ago	Sep	Oct
(Resultado 1 :) <i>Formulación del Borrador del Concepto de Desarrollo para el Turismo en la Región Oriental</i>		Estudio	Acuerdo en CCC		
<i>Selección y Determinación de Proyectos Piloto</i>		Estudio y Determinación			
<i>Implementación de Proyectos Piloto</i>			Preparación y Ejecución		

Viaje de Estudio al interior del país

Programa de Capacitación en Japón

27 de Sep. – 11 de Oct., 2011.

Muchas Gracias

## 9. ベースラインサーベイ（要約）

## **EXECUTIVE SUMMARY**

### **Project for Capacity Building for Rural Tourism Development in the Eastern Region of El Salvador** **Phase 1: Survey of the current condition of Tourism in the ASIGOLFO Region**

#### **Project Description**

The Project for Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador is a technical cooperation project funded by the Japanese Government and implemented by the Japan International Cooperation Agency (JICA).

#### **Project Objective**

Improve the mechanisms for the promotion of tourism in the eastern region.

#### **Expected results**

- Develop the concept for the development of local tourism in the Eastern Region.
- Pilot projects are implemented within the thirteen municipalities overseen by CAT La Union.
- The activities of tourism associations in the project area are strengthened.
- The ability of CORSATUR/MITUR to assist tourism related associations is strengthened.
- The model of development is shared with and made known to other regions.

#### **Geographical coverage of the project**

The project covers the thirteen municipalities of ASIGOLFO which are: Bolivar, Conchagua, El Carmen, Intipucá, La Union, Meanguera Gulf Pasaquina, San Alejo, San Jose, Santa Rosa de Lima, Yayantique, Yucuaiquín and Chirilagua.

#### **Three phases**

The project has a time frame of three years, divided in three phases:

- Learning Stage
- Planning Stage
- Execution Stage

#### **Tourism Development in the Commonwealth of the Gulf of Fonseca**

Based on the analysis of existing documentation, observations, site visits, workshops and interviews with actors from the Commonwealth of the Gulf of Fonseca, this report presents the current condition of tourism in the Mancomunidad del Golfo de Fonseca as a base of departure for the analysis of this micro-region as it relates to the goal of the JICA project.

The main issue to note is the lack of coordination and communication between the thirteen municipalities that belong to the Commonwealth. This derives from the lack of organization of the



tourism sector, few actions and initiatives, and an individual rather than regional focus by the municipalities.

There is a lack of knowledge on the subject of tourism development, management and sustainability. These factors affect the development and growth of tourism activities. At present there are no tourism products to attract tourists. It is important that it be the stakeholders of the Commonwealth themselves who decide whether they are interested and willing to develop tourism as a development opportunity, or whether it will remain an untapped option that could make a difference in the economic growth region.

The following summarizes the current situation of tourism in the Commonwealth:

- Lack of tourism culture and awareness by the local population and municipalities. The Pueblos Vivos program has generated an initial but insufficient interest in promoting and developing the tourism attractions of each municipality (mainly for the national/local traveler).
- Lack of adequate private tourism infrastructure: hotels, hostels, restaurants, informal dining, entertainment, recreation, land and water transportation, tours, organized activities, private hospitals or clinics, among others; all in need of improvement in the quality of products and services, business management skills and human resource training.
- Lack of public tourism infrastructure: highways and secondary roads in poor condition or in need of repair, poor directional signage, sporadic to inexistent tourism signage, deficient solid waste and waste water management, few sanitary facilities, security issues, among others.
- There are no strategic tourism plans at the local level
- Little or no promotional activities to attract visitors and tourists
- Little or no development of tourism related businesses
- Lack of a common, unifying branding message, logo or destination web site
- Lack of a coordinated effort between municipalities
- Weak institutions
- Developing attractions on an individual basis rather than as part of a circuit or multi-attraction basis has a low potential for sustainable performance
- Individual efforts prevail over collective efforts
- Tourism has had limited, if any, impact on the local population
- Absence of a market study identifying key demand factors and the market segments who could be interested in what the region has to offer, and their needs.
- 
- There is a lack of knowledge of existing attractions, potential tourism activities, and tourism business opportunities. This results in the lack interest and motivation in tourism and little promotion of the region.

- The security issue in the country hinders the country's image as a tourist destination making it difficult to attract investment in the sector, undermining job creation, and encouraging emigration of the working age population to other countries.
- To date the attractions of the Gulf have not been adequately promoted, not at the national level nor at the regional level (El Salvador, Honduras and Nicaragua), thus missing a synergistic opportunity to place the Gulf on the tourism map.
- The main cause for the lack of tourism development in the Commonwealth of the Gulf of Fonseca is the lack of support for the tourism sector as a result of the lack of knowledge and expertise on the industry. This affects the results of all the efforts and investments that foreign governments and international organizations put forth to boost the economy of the Eastern region of El Salvador.
- There is a broad range of opportunities to initiate tourism activity in each municipality if done as part of a united rather than individual effort.

## CURRENT SITUATION OF EACH MUNICIPALITY OF THE COMMONWEALTH OF THE GULF OF FONSECA

The following pages summarize the current situation of each municipality in the Commonwealth of the Gulf of Fonseca as of February 2011. In order to avoid repeating aspects common to each municipality, they are presented below.

**Initial interviews:** In the process of getting acquainted with the territory and stakeholders involved in tourism in each municipality, the following aspects were found applicable to all:

- The stakeholders have little or no experience in tourism.
- There is a lack of training in how to develop tourism products and activities.
- There is a lack of knowledge in the management and planning aspects of tourism.
- The tourism committee and existing organizations do not have a strategic plan for the development of tourism.

**Attractions:** On the subject of attractions:

- The municipalities have not developed tourism product options to offer.
- The municipalities have a variety of natural and cultural attractions, but few if any offer the necessary conditions and services to attract visitors.
- Existing attractions are not documented. There is no formal information on the current conditions of each attraction.
- A technical assessment of the attractions would help organize or group them in a route or circuit involving various municipalities of the Commonwealth and nearby border areas.

**Problems:** The results obtained in the analysis of problems suggest the following:

- The municipalities do not know how to apply for public funds and obtain financing to improve the infrastructure needed for tourism-related activities.
- There is no coordinated effort between the different stakeholders to work together in developing synergies and a joint tourism development strategy.
- The lack of organized and adequately managed local organizations is a factor responsible for the short supply of funds offered by international agencies, to be used for tourism projects.
- Local governments need technical support to make good use of existing resources for tourism development.
- There is a need for signage and information on the tourist attractions of each municipality to identify and give value to each of these.

<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
Project	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
Municipality	<b>Bolivar</b>

**BOLIVAR**'s urban core is a quaint village with narrow cobblestone streets and old homes with interesting architectural expressions (its roofs), declared a national heritage urban core by CONCULTURA. Bolivar is known for the friendly traits of its inhabitants.

The Youth House is seen as an important stakeholder in the community. It organizes daily activities and events to promote values and life skills in youth.

The Municipality staff and officials are interested in the economic development of Bolivar but until today had not considered tourism as an option. They have very little knowledge of the tourism sector.

The influence of the Catholic Church in the village is strong and it could be channeled to promote the concept of tourism and build awareness of the industry and its cultural, social and economic benefits to the community.

The main factor responsible for the lack of interest in tourism has been the lack of an organized group to work on identifying the necessary public and private infrastructure needed, to promote tourism and the municipality.



<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
Project	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
Municipality	<b>Chirilagua</b>

**Chirilagua:** its main natural attraction is Lake Olomega and its beaches El Cuco and Las Flores. Lake Olomega is the largest lake in the region, and is part of the municipalities of Chirilagua and El Carmen. Access to the lake is easier from the municipality of El Carmen.

Chirilagua has attractive and popular beaches, like El Cuco. The tourism infrastructure of El Cuco beach is in a state of neglect except for the recently built boardwalk. There are many restaurants, cafeterias and seafood cocktail vendors by the waterfront.

Las Flores Beach has a quality, well established hotel, the Las Flores Resort and Surf Club. It has positioned itself as one of the best hotels in the area, recognized and frequented by international surfers and tourists. This beach holds international surfing competitions.

City Hall needs to improve the sewage system and promote public awareness campaigns on the issue of garbage handling and reduction. Closer ties are needed with the coastal zone ADESCO to manage the recently completed boardwalk (malecón) which represents one of the few investments by the municipality in support of tourism. The ADESCO reports internal conflicts within City Hall that hinder training and promotional activities that would favor the tourism sector.

It is advisable to create a Chirilagua Tourism Committee, with the support of MITUR / CORSATUR, as well as initiate direct actions to promote the beaches and facilitate public parking spaces for visitors. There are crime problems related to theft and extortions that need to be addressed by the authorities.

Tourism activity in the beaches of the municipality is facing increased competition at the regional and national level where the public and private sector are investing in improvements to the tourism infrastructure. The lack of adequate facilities on the beaches of Chirilagua is due to low visitation (except two to three times a year during holiday periods) which does not provide an adequate return on investment and therefore there is no interest in the maintenance of existing infrastructure or in building new facilities.

Except for the Las Flores Resort and to a degree Hotel Azul there are no adequate accommodation facilities on the beaches of Chirilagua. There has been little support from the official sector in particular as regards the maintenance of access roads and the promotion of the destination, factors that affect the arrival of visitors.

<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
Project	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
Municipality	<b>Conchagua</b>

**Conchagua** has an area of 200 km<sup>2</sup> and the altitude of its terrain varies from 0 to 1225 meters above sea level at the top of the Conchagua volcano. It is bordered on the north by La Unión and La Unión Bay, on the south and east by the Pacific Ocean, and on the west by San Alejo and El Carmen. The name comes from the Lenca word that means **narrow valley**. The municipality produces basic grains (corn, beans and rice) and other crops.

**Festivities:** January 16 to 20 in honor of San Sebastian Martin, and July 22 to 25 July in honor of Santiago Apostol.

**Heritage:** The architectural heritage of greater relevance is the church dedicated to Santiago Apóstol considered the oldest church in El Salvador, built in 1693. Its cultural highlights are handicrafts and traditional festivals.

**Conchagua (City and mountain)** has restaurants, natural attractions, cultural and manmade attractions. Its cooler climate attracts visitors from nearby towns especially on weekends. Its main natural attractions are the Conchagua volcano, its beaches, estuaries, protected forests, flora and fauna.

This part of the municipality does not have the infrastructure needed to make it an important tourist destination. Accommodation facilities are supplied by the adjacent city of La Unión.

The main stakeholders in the tourism sector of the municipality are City Hall, the Tourism Committee, the CAT (Friends of Tourists Centre) which is a component of the Ministry of Tourism/CORSATUR, and CODECA, an NGO related to eco-tourism.

The Tourism Committee could provide important support for training, relationship building and financial resources solicitation to improve the local human resource capacity necessary to boost tourism development and activity. However its members find it difficult to work together and in unison, thus lowering the credibility of the organization.

City Hall has not demonstrated interest or commitment to tourism. There is a need to pay attention to improving basic services such as garbage collection and treatment that affect the image and quality of the environment necessary to succeed in attracting tourism. Lack of financial resources at City Hall is the reason given for the lack of action on these topics..



The CAT in La Union can facilitate information about the municipality’s tourism attractions, and can support local tourism associations with training.

Significant causes of limited tourist development in the municipality are attributed to lack of knowledge about tourism development and management and the resulting lack of support from local authorities (lack of promotional activities and the deterioration of basic public infrastructure). Roads in the municipality are in need of repair, as well as the water supply and public lighting.

The widespread insecurity in the country, reflected in different types of crime, affects the image of the country as a tourist destination and deters potential investments in the tourism sector. This reduces the generation of employment opportunities and encourages migration to other parts of the country and to other countries.

Crime is concentrated in the beach areas with gang activity, extortions, robbery and drug trafficking. The problem is made worse because citizens are scared to report incidents or act as witnesses.

**Conchagua (beaches: Las Tunas, Torola, Playas Negras, Maculis, el Jaguey, Tamarindo).**

There are few employment options for people in the beach area of the municipality except self-employment as fishermen or providing services to the artisan fishing activity. The few existing businesses in the area are related to fishing, salt drying, restaurants, canteens, pupuserías, small convenience stores and transportation (buses, pick-up trucks, boats).

**Accessibility:** The bus terminal in the municipality of La Union offers buses to the city of Conchagua and its beaches.

INFRASTRUCTURE	CURRENT STATUS
Road and Tourism signage	None
Financial System	There are no banks in the municipality
Tourist Information Office	None
Bus Station	None
Access roads to the municipality	Access from the Pan American Highway and the Coastal Highway is via paved roads in good condition
Internal streets of the municipality	The condition of internal roads connecting the municipality with the beaches is poor and not suitable for conventional vehicles

<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
<b>Project</b>	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
<b>Municipality</b>	<b>El Carmen</b>

**El Carmen** is a municipality with a scene of singular beauty provided by Lake Olomega, declared a RAMSAR site for its biodiversity. The lake is home to several endangered species like the mallard, the black ibis and tree frog. This wetland measures 7,557 hectares and is a resting and feeding place for migratory birds. El Carmen offers rich culture, customs, traditions, the Monleo archaeological ruins, crystal clear rivers, friendly people and hills like Bonito, El Encantado and Juana Pancha.

The main city of the municipality of El Carmen is located 17.1 kms from the city of La Union.

The municipality is bordered on the north by San Alejo and Yayantique, on the south by Intipucá, on the east by Conchagua, and west by Chirilagua and San Miguel.

The town has 3 health units, 5 churches, 4 sports fields, a Casa de la Cultura, parks, and Lake Olomega. Economic activity is based on dairy products, clay brick and roof tile manufacturing, and fishing accessories (rigging).

Their festivities are celebrated from July 14 to 16 in honor of the Virgin of El Carmen, and January 22 to 24 (founding of the town).

Although there is a tourism committee, local people have not taken an interest in tourism development in the municipality. There are few sources of employment in the municipality forcing its residents to seek employment elsewhere. There are no plans for economic development. This is a factor to consider because the area has potential for developing tourism-related initiatives.

**Initial interviews:** The following summarizes the information obtained in the initial interviews with stakeholders:

- There is a tourism committee in the municipality that includes the Mayor as a member. It needs support and technical assistance on how to be effective.
- Entrepreneurs and local stakeholders have no knowledge about tourism.
- There is a need to improve the image of the destination.

**Attractions:** On the subject of attractions:

- El Carmen has an attractive natural resource: Lake Olomega.
- El Carmen has a variety of attractions that can be organized into a tourist route.
- There is a need to build an inventory of tourist attractions in the municipality.
- There is a need for a tourism development plan.



Very few stakeholders have contact with the municipality. The Tourism Committee and City Hall play an important role in the development of local tourism and should meet periodically to draft and implement a joint tourism development plan.

**Infrastructure:** basic infrastructure for tourism does not exist in the municipality, particularly public restrooms, restaurants, recreation and rest areas. The few places that provide foodservice need to improve sanitation and presentation. It is important to develop tourism-related business initiatives that provide the necessary conditions for the visitor.

INFRASTRUCTURE	CURRENT STATUS
Tourism signage within the municipality.	None
Medical Assistance	3 health units
Financial System	There are no banks.
Tourist Information Office	None
Public transportation	Buses operate every 2 hours to La Union
Gas Stations	None
Access roads to the municipality	The access road to El Carmen is via the Pan American Highway or Military Road, made of asphalt and concrete. Concrete slabs of the road are damaged and require attention. From San Alejo there is a dirt road in good condition.
Internal streets of the municipality	The internal roads are in good condition. A few have pot holes that need to be repaired. Access road to the lake needs improvement.
Bus terminal	There is a central bus stop

<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
Project	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
Municipality	<b>Intipucá</b>

**Intipucá** is recognized as the municipality from where the first Salvadorans started emigrating in large numbers to the United States of America. Former Intipucá Salvadorans now residing in the United States have contributed funds for many community projects like the central park and soccer stadium. Unique to this municipality is that its youth is interested to emigrate as soon as possible, a sign of little employment opportunities in their home towns.

Intipucá City has a visible number of modern new homes built by Intipucá citizens living abroad. Most of these houses are occupied only when their owners visit the country. In the last two years visitation has sharply declined due to the perception of insecurity portrayed by the press abroad and the resultant fear that it may not be safe to visit the country putting the family members at risk.

There is little if any economic activity in Intipucá, largely due to the effect of remittances from abroad.

The municipality and stakeholders of Intipucá showed zero interest in participating in the project. Nobody attended the first workshop and they were the only municipality who did not take interest in a customized second opportunity to discuss their tourism potential. The urban core does not have tourism stakeholders except for an Italian style eatery. The Esterón beach area includes the Tortuga Verde Hotel, offering cabins with basic amenities. The access road to the beach from Intipucá (city) is in poor condition.

The Mayor provided some information and sees some potential for tourism in the vast mangroves and on a hill that offers a spectacular 360 degree view.

<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
<b>Project</b>	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
<b>Municipality</b>	<b>La Union</b>

**La Union** has a bay and nearby islands that present a diversity of attractions such as beaches, flora, fauna, scenic views and fishing, placing the municipality in an excellent position to serve as the center to explore the Gulf Islands and spectacular water routes. The cultural attractions are based on different traditional events throughout the year such as the Beach Carnival of January 1, a Tourism Fair and religious festivals.

The variety of food available with emphasis on seafood could become a major factor to attract visitors from nearby towns and cities. Its promoters recognize the need to improve service, quality and infrastructure in the restaurant business.

La Union has important business and public companies headquartered there such as the CALVO tuna processing plant, the naval base, the Port of Cutuco (CORSAIN) and the Municipal Pier (incomplete construction as of this date).

The most important pillar of the development plan is the Port of La Union (public sector investment), whose facilities were open two years ago, and that because of management issues has not begun operations. The Port of La Union is part of a national development strategy to position the country to become a regional logistics hub. The eventual development of this project would open opportunities for tourism development in the municipality and its surroundings.

Hotel rooms are limited and the lodging companies report low occupancies due to the inactivity of Puerto de la Union and the small number of visitors who come to the region. There is only one branded hotel (Comfort Inn) whose standards are acceptable for international tourism.

There are additional tourist services such as boating, water sports equipment, fishing and others. Their development is affected by the lack of organization, lack of promotion, lack of knowledge of the target market, and weak management.

The main stakeholders involved in the development of tourism in the municipality are:

- **City Hall:** its duties include maintaining order, a clean city, and streets in good condition and with directional signs. It is responsible for all actions leading to the completion of the municipal dock for tourists and small boats, the cleanliness of the environment, a new landfill, tourism signage, and to obtain and manage financial resources for the construction or development of projects.
- **The National Civil Police (PNC).** Given the conditions of insecurity, the police is expected to maintain public order, to provide guidance and support on security issues, and to facilitate crime prevention programs. The PNC lacks the human resources and equipment to meet the needs of the population.



- ADESCOVAN is a citizen based organization in charge of identifying and implementing community projects. It assists in securing resources for the projects and provides technical assistance during the implementation phase. Its focus is to promote projects that make a positive impact in the economic and social aspects of the community. It can promote the development of small enterprises in traditional fishing and tourist services, plus assist with tourism awareness campaigns.
- Maritime Transportation Group (Lancheros) stands out with significant potential to provide transport services to tourists. They require training on management and customer service, quality and tourism.

The stakeholders express there is no tourism business due to the lack of public infrastructure:

- poor lighting in the city
- bad condition of roads
- waste and pollution problems
- lack of a tourist center

Others comment:

- need activities
- require entertainment and recreation
- there are not enough lodging facilities
- there are no shopping centers
- the Gulf of Fonseca is contaminated
- the naval authorities of Honduras and Nicaragua intercept Salvadoran tourist boats and levy fees
- The negative image and perception generated by the printed and visual media on the topic of insecurity in the country reduces tourist visitation.

La Union is the birthplace of a) Journalist Napoleon Viera Altamirano, who in 1936 founded the leading newspaper "El Diario de Hoy"; b) Dr. Hugo Lindo, remarkable prose writer and poet laureate of numerous cultural events, and c) Lt. Col. José María Lemus, President of El Salvador from 1956 to 1962.

<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
Project	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
Municipality	<b>La Union (Beaches and Islands): Zacatillo, and Chiquirin Playitas</b>

**Zacatillo, Playitas and Chiquirín** are beaches in the municipality of La Union which by their nature are presented separately from the city of La Union.

**Zacatillo Island** is surrounded by the Conchagua volcano and Meanguera and Conchaguíta Islands. Zacatillo is an archipelago located six kilometers from the port of La Union. It is home to five thousand people whose livelihood depends on fishing and farming. It is surrounded by small beaches. It has no hotels or restaurants except for two bars on the beach with a limited cocktail menu.

Martin Perez Island (uninhabited except for a marine station) is located opposite the island of Zacatillo. According to nearby residents it has the best beaches in the area.

**Playitas Beach** is located in the municipality of La Union, 20 minutes (10 kilometers) from the city of La Union. It is a small beach from which one can observe the islands of the Gulf of Fonseca. Here one can charter a boat ride around the islands, or enjoy a meal of fresh fish and seafood. Access is by dirt road which is in an acceptable condition to travel in any vehicle, at moderate speed. There is public bus service from La Union leaving from the TODITOS supermarket. In Playitas there are many fish and shellfish restaurants of which the two most recognized are *Doña Reynita* and *EL DELFIN*. The latter also offers a living room with air conditioning.

**Chiquirín** is a community dedicated to fishing with an undeveloped beach that the residents wish to develop in an environmentally friendly and sustainable way. It is a community with many religious citizens who advocate that the beach should be alcohol free for a better enjoyment of family outings and retreats. Chiquirin Beach is accessed by the same road that leads to Playitas Beach.

**Initial interviews:** as a result of interviews held with stakeholders, we come to the following conclusions:

- There is little knowledge of the tourism industry except that experienced by a few people who provide boat transportation and boat tours.
- Everyone is interested in developing tourism to take advantage of the potential of these beaches and islands.
- The stakeholders need support to plan and manage tourism related activities.

**Attractions:** On the subject of attractions it is important to take into account:

- All three beaches/islands have natural and cultural resources ideal for the development of tourism activities.
- Spaces need to be conditioned with the necessary infrastructure and services required for the enjoyment and attraction of tourists and visitors..

**Stakeholders:** from interviews held with different stakeholders we gather that:

- The community should support local initiatives to promote tourism.
- It is important that the community itself develop a Strategic Tourism Plan with input by all stakeholders.
- A meeting should be arranged with local stakeholders who can finance or obtain funds, to organize them and to have them implement tourism development projects.

**Infrastructure:**

- There is no basic infrastructure for tourists except in Playitas Beach
- The services offered need to be improved
- A working meeting with key local stakeholders who have expertise in the management of funds is recommended and these should develop an action plan (Tourism Plan) to present to City Hall

**Coordination:**

- Technical Assistance is required to coordinate the actions of the stakeholders of these three nearby and inter-related beaches so as to integrate their efforts to develop tourism in their communities.

<b>Accommodation in the Municipality of La Union</b>	<b>Guestrooms</b>
<b>Comfort Inn Hotel and Restaurant.</b>	<b>77 *</b>
<b>Hotel San Francisco.</b>	<b>30</b>
<b>Hotel Station</b>	<b>14 *</b>
<b>Porto Bello Hotel</b>	<b>20</b>
<b>Paradise Hotel and Restaurant</b>	<b>4</b>
<b>Total</b>	<b>145</b>

Hotels marked with an asterisk (\*) are suitable for international tourism. Others for local tourism.



<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
Project	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
Municipality	<b>Meanguera del Golfo</b>

**Meanguera del Golfo** is an island with a population of 8,446. It has rivers, hills and mountains. Handicrafts include rigging, machete sheaths, concentrated feed for livestock and poultry. Its main crops are corn, kidney beans, coffee, vegetables and fruits. The island also raises cattle, pigs and poultry. The main sources of income are fishing and remittances from abroad.

**Accessibility:** transportation to the island is through boats that local residents offer to visitors. The service is rated as deficient because it only provides service once or twice a day with accessible public fares. At other times the service is considered as a chartered boat and the fees range from \$30 to \$70 per boat one way, instead of the normal \$3 per passenger.

**Meetings and Interviews:** In the process of meetings and interviews with the stakeholders involved in tourism in the municipality, the following aspects were highlighted:

- There are organizations interested in tourism on the island, but it is hard for them to work together and toward a common goal.
- The stakeholders and people involved in tourism have some knowledge on the industry obtained from practical day-to-day experiences, but need to strengthen those capabilities with formal training.
- There is rivalry between local groups which generates conflict and makes it difficult to work on a specific project.

**Attractions:**

- Meanguera has various natural resources that can be exploited for tourism-related activities.
- Ecotourism could be a unifying factor for the islands.
- Information needs to be collected on the conditions of each of the existing attractions on the island to determine how to bring them to market with the resources available.

**Infrastructure:** The infrastructure of basic services for the tourism sector is non-existent except at Hotel Joya del Golfo. Other than the hotel there are no public restrooms, no restaurants, no recreational activities.

**Coordination:** Even though Meanguera has a tourism committee, local people did not believe in tourism as a potential source of economic activity until they attended the first workshop of this project (JICA-CORSATUR). City Hall has been distant from the committee and only recently has become interested in exploring tourism as an economic alternative for the island.

**OTHER ISSUES (Meanguera)**

- The stakeholders are interested in the topic of how to finance local economic development.
- There is a need for a technical study of the potential tourism resources that could be developed.
- An awareness program is needed to inform local leaders about tourism and its benefits, so that they start supporting tourism initiatives.

<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
Project	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
Municipality	<b>Pasaquina</b>

PASAQUINA has two major rivers, El Amatillo and Guascorán, in addition to the Pasaquina and Sirama rivers, which provide natural attractions derived from their flow: mangroves and natural pools. The hills of Narizon, Picacho and Infiernillo provide attractive scenic and panoramic views.

Over the years it has lost its traditional production of handicrafts made of clay and morro. Popular events are held on Saturdays at the Central Plaza, in addition to an annual International Day of the Pupusa, and folkloric religious celebrations. There are two local activities: "crab fishing in the mud" and "fishing in the rainy season."

The municipality shares a border with Honduras. The crossing point is El Amatillo.

ADESCOS are present in various counties of the municipality and are regarded as visible and active stakeholders, with good information on local needs. They need to learn how to integrate their constituents and improve their skills, in our case to be able to develop ideas around tourism.

City Hall as in most of the municipalities needs to improve streets and public lighting, signage, zoning by-laws.

A critical factor for tourism development in the municipality is the lack of business and tourism activity. There are few arrivals of visitors and tourists with the exception of Pasaquina residents living abroad.

Up to this time there has been a lack of interest and motivation of the population towards tourism, probably due to lack of knowledge on the topic.

40% of households receive remittances.



<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
<b>Project</b>	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
<b>Municipality</b>	<b>San Alejo</b>

SAN ALEJO is a municipality that has a good inventory of attractions. Local stakeholders are aware of these attractions and their potential, and seem interested in developing tourism.

The natural attractions are largely concentrated in the water element such as waterfalls, rivers, streams, ponds and an estuary. These are complemented by the existence of a historic natural park and a hill offering panoramic views. Cultural attractions are based on local festivals and commemorative celebrations. It has ruins, a small museum and a colonial church that dates from 1800. The village center has been designated a National Heritage by CONCULTURA. The municipality has a local television station, community radio, a small water park (pools only), and a pier. Food specialties include traditional candies.

The main stakeholders involved in the tourism sector include a) City Hall who needs to promote the tourism sector and assist in building an appropriate tourism industry association; b) FOVIAL who needs to improve the access roads; c) the National Civil Police PNC to ensure order and maintain public security, d) Casa de la Cultura that promotes culture and heritage of the municipality; and e) churches that promote moral guidance programs for young people in coordination with other institutions to promote a good social and moral climate in the municipality.

MITUR/CORSATUR has had little presence and influence in the municipality. It should seek to promote tourism as a beneficial economic activity and create awareness in the population and public sectors.

The central problem for the development of tourism in the municipality is the lack of knowledge of how to do it. Local associations are weak and do not have the support of groups or institutions related to tourism.

There are few tourism services available and no tourism products to attract visitors throughout the year.

<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
Project	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
Municipality	<b>San José La Fuente</b>

**San José La Fuente** has an area of 45 square kilometers. It is limited to the north by Santa Rosa de Lima, to the east by Pasaquina; to the south by San Alejo and to the west by Bolívar.

**Meetings and interviews:** The process of meeting and interviewing stakeholders in San José La Fuente provides the following insights:

- The municipality is interested in developing local tourism.
- Members of the tourism committee are elated to have won 2nd place in the Pueblos Vivos 2010 Competition.
- The knowledge they have about tourism is empirical.
- They require assistance and support for the development of tourism-related activities.
- The community is committed to developing tourism to position the municipality and improve the economic conditions of the local population.

**Infrastructure:**

- There is no tourism infrastructure (hotels, guest houses, restaurants, and others) to provide the necessary conditions for visitors.
- There is no tourist information office to provide information on the attractions and resources of the municipality.
- Investment in tourism infrastructure and services is required.
- The existing small businesses must improve their processes and service for visitors.

**Coordination:**

It is important that the municipality be the facilitator of the tourism development process, taking into consideration that the tourism committee has been organized by it to develop activities and initiatives related to tourism.

<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
Project	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
Municipality	<b>Santa Rosa de Lima</b>

**SANTA ROSA DE LIMA** has an area of 128 km<sup>2</sup> and is located at an altitude of 90 meters above sea level. The patron saint festivities are celebrated in the month of August in honor of Santa Rosa de Lima. The city is one of the largest centers of commerce in the eastern area of the country and its influence reaches into neighboring Honduras. Its population is 28,986.

**Boundaries:** to the North, Anamorós; to the south Bolívar and San José La Fuente; to the east El Sauce and Pasaquina; to the west, Morazán. The municipality is surrounded by numerous streams and rivers.

**Education:** The municipality has 12 schools and 2 institutes, and the proximity of Megatec La Union.

**Employment:** There are few opportunities for employment for local people in formal enterprises. There are opportunities for trade in goods and services given the characteristics of the municipality as a regional trade center for the sale of food, drink, gold, cheese, milk and clothing. Yet job opportunities are scarce for young professionals who graduate with a university degree.

**Accessibility:** Accessibility is a strength of the municipality and can be reached by paved roads from the following points:

- Carretera Panamericana: San Salvador-San Miguel-La Union
- Carretera del Litoral: La Paz-Usulután-San Miguel-La Union
- Road from El Amatillo border with Honduras.

The municipality has intercity transport services from its bus terminal to the departments of La Union, San Miguel, Usulután, San Salvador and the border.

In the stakeholder analysis few stakeholders participate in the development of tourism-related activities. The same people spend more time in retail trade activities than on tourism. The few tourism stakeholders are not well organized. There is a merchant association, AECOSARLI, which is not very supportive of tourism development.

#### **OTHER ISSUES**

- Although thousands of people pass daily through the municipality, no effort is made to entice them to stay overnight or to take a tour or to participate in activities related to tourism.
- Most local residents are unaware of the region and the wide range of attractions available.
- The issue of security is a serious problem (fraud, extortion, theft, crime, abuse of authority) that leads to poor image of the municipality.

- The subject of tourism should be incorporated into classrooms as part of social studies or geography.
- With the variety of attractions and resources available, technical support and training is needed in the municipal administration.
- The issue of solid waste is a serious problem that can be seen throughout the streets of Santa Rosa de Lima.

<b>INFRASTRUCTURE</b>	<b>CURRENT STATUS</b>
Tourism signage within the municipality.	None
Medical Assistance	1 hospital, 1 health unit
Financial System	Main banks have branches in Santa Rosa de Lima
Tourist Information Office	None
Public transportation	Many bus routes to many cities
Gas Stations	Several; strategically located throughout the city of S.R.L.
Access roads to the municipality	The access road to S.R.L. is via the Pan American Highway which is in very good conditions.
Internal streets of the municipality	The internal streets are in good condition although some have deteriorated and need maintenance.
Bus terminal	There is a central bus terminal



<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
<b>Project</b>	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
<b>Municipality</b>	<b>Yyantique</b>

**YAYANTIQUÉ** is rated as one of the 32 municipalities in extreme poverty in the country.

Its natural attractions include reservoirs and springs. Rio Pastor has flowing water all year. Its cultural attractions include areas with traces of indigo production, a cave with petroglyphs, and archaeological remnants of an ancient Indian village (Santa Catarina).

It has lost the traditional broom and straw hat making, and typical dances. Both activities can be rescued.

ADESCOS work in six counties/villages with various social and productive projects. None are related to tourism.

The municipality is based on self-consumption agriculture reason for which there is little commerce or trade. The flow of remittances is practically nil and thus the local population is known to be hard working. Regarding the latter point, the tuna processor CALVO employs over 100 people from Yyantique and sends buses to pick-up and drop back staff.

The main problem related to tourism in the municipality is low visitation due to poor roads, limited public transport, lack of commercial activity and lack of developed tourism products.

Their lack of connectivity with the surrounding cities is made evident by the limited public transport service (3 daily buses to and from San Miguel).

<b>OVERALL SITUATION (FEBRUARY 2011)</b>	
Project	<b>Capacity Building for the Development of Rural Tourism in the Eastern Region of El Salvador</b>
Municipality	<b>Yucuaiquín</b>

**Yucuaiquín** is characterized by hills that provide panoramic views and opportunities for trails. It produces traditional handicrafts based on articles made of palm leaves such as hats, fans, brooms and fancy costumes. They also produce a wide variety of baked goods, and have a house of culture dedicated to Archbishop Romero.

The town of Yucuaiquín is one of the cleanest and most pleasant of the Department. Its city center is listed as a National Heritage Site by CONCULTURA. Its central park and municipal market are surrounded by eateries and shops catering to locals and visitors.

It has a newly formed Tourism Committee which is linked to the CAT La Union. The committee has good leadership and is comprised mainly of young enthusiastic students. Its resources are limited.

The low level of development of tourism in the municipality is due to the lack of understanding of the meaning of the activity and lack of knowledge of the mechanisms needed for its growth. The elderly population does not see tourism as a productive sector in the municipality reason why tourism does not exist.



## **Crafts and Traditions of the Department of La Union**

**La Union:** candy, synthetic flowers, marine ornaments, wax candles, fireworks (pyrotechnics),  
woodwork, sheet metal, gold.

**Pasaquina:** synthetic flowers, piñatas.

**Santa Rosa de Lima:** synthetic flowers, cigar rolling, jewelry, dairy products.

**Bolivar:** synthetic flowers, piñatas.

**San Jose La Fuente:** synthetic flowers, goldsmith.

**San Alejo:** synthetic flowers, rigging, pottery, grinding stones.

**El Carmen:** synthetic flowers, embroidery, tackle, fishing nets.

**Conchagua:** brooms made from palm leaves.

**Yayantique:** synthetic flowers, rope making, mats, brooms of palm, crates, strainers and morro  
spoons.

**Yucuaiquín:** synthetic flowers, backpacks, bags and reed Yaguales, palm leaf weaving.

**Golfo de Meanguera:** synthetic flowers, fishing boats.

**Intipucá:** synthetic flowers, mezcal fiber extraction.

**Department of La Union**

**Source: Ministry of Economy, Bureau of Statistics and Census Survey, 2009 Multi-Purpose Household Survey**

**Source: Ministry of Economy, Bureau of Statistics and Censuses, VI Population and V Housing Census 2007**

<b>STATISTICS AND INDICATORS</b>	<b>TOTAL</b>	<b>% 2007</b>
Surface area in Km2	2,074	
<b>Population</b>	<b>238,217</b>	
% of Country's Population	4.10%	
% of Population living in urban areas	30.40%	
% of Population living in rural areas	69.60%	
Male Population	111,287	
Female Population	126,930	
Population under 24	50%	
Percentage of vacant (unoccupied) homes	23.20%	
Literate Population 5 years and over	149,764	70%
Illiterate Population 5 years and over	62,916	30%
Economically Active Population (EAP)	51,665	
EAP Employed	46,062	89%
EAP Employed in Agriculture, Livestock and Game	14,614	32%
EAP Employed in Fishing, Hatcheries and Fish Farming	2,034	4%
EAP Employed in Industry	4,485	10%
EAP Employed in Construction	4,592	10%
EAP Employed in Retail Trade	6,737	15%
EAP Employed as House helpers	2,883	6%
EAP Employed in Hotels & Restaurants	1,426	3%
EAP Employed in Land Transportation	1,602	3%
EAP Employed in Waterway Transport	42	0%
EAP Employed in Public Administration, Defence and Social Security	1,294	3%
EAP Employed in Education	1,629	4%
EAP Employed in the Maintenance and Repair of Vehicles	774	2%
EAP Employed in Social and Health Services	794	2%
EAP Employed in Wholesale Trade	567	1%
EAP Employed in Other Economic Activities	2,589	6%
Working population not working	5,603	11%

STATISTICS AND INDICATORS	TOTAL	% 2007	% 2009
Total Homes	74,399		
Occupied homes	57,133	77%	NA
Vacant homes	17,266	23%	NA
Has TV	39,418	53%	71%
Has Fixed Phone	16,282	22%	25%
Has Cell Phone	37,665	51%	79%
Has Refrigerator	33,979	46%	62%
Has Washer	2,896	4%	5%
Has Video Cassette	14,239	19%	33%
Has Sound System	27,224	37%	43%
Has Microwave	8,086	11%	11%
Has Computer	2,329	3%	4%
Has Car	7,681	10%	12%
Has motorcycle	960	1%	NA
Has Cable	10,146	14%	NA
Has Internet	554	1%	2%
Has a radio	NA	NA	50%
Monthly Remittances Total (\$)	5,013,250		

### DEPARTMENT OF LA UNION STATISTICS

Source: Population Census 2007, pages 641, 642 and 648

<b>Population over 5 years:</b>	<b>212,680</b>		
Literate:	149,764	Urban 51,038	Rural area 98,726
Illiterate:	62,916	Urban 13,823	Rural area 49,093
Attending school:			9,704 persons
Not attending but attended school at one point:			93,261 persons
Have never studied:			59,715 persons

### Educational level attained:

Never attended school:	59,715 persons
Attended Preschool:	8,894 persons
Attended Basic Primary:	126,897 persons
Attended Secondary School:	12,878 persons
Short careers post-sixth grade:	19 persons
Attended Non-university higher education:	657 persons
Attended Technical University:	697 persons
Attended University:	2,884 persons
Master's degree:	35 persons
Doctorate degree:	4 persons

Department of La Union Statistics	
SOURCE: MINISTRY OF ECONOMY, Department of Statistics and Censuses . MULTIPLE PURPOSES HOUSEHOLD SURVEY, 2009.	
STATISTICS AND INDICATORS	YEAR 2009
Territorial Extension	2,074 square kilometers
Population density per km 2	124 inhabitants
Total households	62,947
Total persons	257,958
Persons per household	4.1
Total men	123,634
Total women	134,324
<b>Population 16 years and above</b>	<b>160,563</b>
Men 16 years and over	73,594
Females 16 years and over	89,969
Male household heads	42,080
Women household heads	20,867
Local population living abroad	41,987
<b>Economically active population</b>	<b>93,585</b>
Economically active population, men	61,088
Economically active population, women	32,497
Monthly household income in US\$	411.95
Per capita monthly income in US\$	100.52
Total households receiving remittances	27,331
Total persons receiving remittances	111,053
Percent of population receiving remittances	43%
Average Monthly household remittance in US\$	183.43
Monthly remittance per person in US\$	45.14
Monthly household expenditure in US\$	310.62
Households in extreme poverty (%)	14.45%
Households living in relative poverty (%)	25.84%
Non-poor households (%)	59.71%
Households with water (%)	50.91%
Households with electric power supply (%)	85.28%
Households with access to bathrooms (%)	84.20%
Illiteracy rate	26.44%
School attendance rate	30.40%
Farmers who own their land	9,787
Farmers who rent their land	10,991

### Population of La Union by municipality and age range

**Source: Population Census 2007, page 76**

**(18-59 = working age)**

	Total	0-3	4-6	7-17	18-59	60 +
<b>LA UNION</b>	<b>238.217</b>	<b>19.925</b>	<b>16.840</b>	<b>67.652</b>	<b>106.804</b>	<b>26.996</b>
01 - La Unión	34.045	2.850	2.382	9.038	15.878	3.897
02 - Anamorós	14.551	1.130	987	4.308	6.320	1.806
03 – Bolívar	4.215	322	260	1.115	1.855	663
04 - Concepción de Oriente	8.179	654	544	2.399	3.532	1.050
05 – Conchagua	37.362	3.332	2.702	11.090	16.934	3.304
06 – El Carmen	12.324	1.086	868	3.496	5.566	1.308
07 - El Sauce	6.546	455	413	1.714	2.919	1.045
08 - Intipucá	7.567	690	558	2.193	3.320	806
09 - Lislíque	13.385	1.305	1.184	4.623	5.174	1.099
10 – Golfo de Meanguera	2.398	191	145	715	1.073	274
11 - Nueva Esparta	9.637	760	692	3.025	4.119	1.041
12 - Pasaquina	16.375	1.232	1.029	4.305	7.466	2.343
13 - Poloros	9.701	944	790	2.967	3.980	1.020
14 - San Alejo	17.598	1.385	1.197	5.061	7.780	2.175
15 - San José	2.971	263	208	757	1.343	400
16 - Santa Rosa de Lima	27.693	13.355	2.161	1.875	7.159	3.143
17 - Yayantique	6.871	576	546	1.874	3.136	739
18 - Yucuaiquín	6.799	589	460	1.813	3.054	883

### **Type of economic activity exercised by those who work (16 years old and older)** **(Source: Population Census 2007, p. 657)**

<b>Working Age Population:</b>	<b>46,062</b>
Agriculture and hunting	14,614
Retail Trade	6,737
Construction	4,592
Industry	4,485
Domestic Services (Maids in private homes)	2,883
Fishing, Hatcheries and Fish Farming	2,034
Education	1,629
Land transportation	1,602
Hotels and restaurants	1,426
Public Administration, Defense and Social Security	1,294
Other Business Activities	1,018
Leisure activities, Cultural and Sports	201
Waterway Transportation	42
Computer and Related Activities	31
Transportation Equipment Rental	7



<b>Total Households:</b>	<b>57,096</b>
Own their home:	45,612
Paying mortgage to private institutions:	172
Paying mortgage to public institution:	161
Paying mortgage to NGOs:	15
Rented homes:	5,253
Other:	5,883

(Source: Census of Population 2007, p. 144)

**EL SALVADOR**  
**NUMBER OF ROOMS AND HOTELS**  
**BY DEPARTMENT**

Year: 2009

DEPARTMENT / YEAR	Rooms	No. of hotels
Ahuachapán	267	30
Santa Ana	483	34
Sonsonate	945	38
Liberty	1,083	55
San Salvador	2,599	94
La Paz	774	21
Cabins	36	3
Chalatenango	343	28
Usulután	220	16
San Vicente	52	3
San Miguel	964	33
Morazán	141	12
Cuscatlán	69	10
La Union	322	17
<b>TOTAL</b>	<b>8,298</b>	<b>394</b>

Source: Census Bureau, Ministry of Economy

**ISIC: 551 - HOTELS, CAMPS AND OTHER TEMPORARY LODGING**

	FACILITIES	JOBS
<b>LA UNION DEPARTMENT</b>	44	145
Anamorós	1	2
Conchagua	13	67
Intipucá	1	8
<b>LA UNION</b>	8	17
Meanguera del Golfo	1	4
Pasaquina	4	6
Santa Rosa de Lima	16	41

**DEPARTMENT OF LA UNION:**

**Inactive population of working age 93,133**

Reasons for not working:

Are housewives doing housework	74,659
Study	8,895
Are retired	976
Are detained (in prison)	460
Have physical or emotional handicaps	4,734
Other reasons	3,409

**DEPARTMENT OF LA UNION:**

**Marital status of the population age 16 and older (169,777 persons):**

Live together with no binding agreements	40,687
Married	44,039
Widowed	9,201
Separated	5,480
Divorced	780
Single	68,071

### Department of La Union: Occupied and Vacant Homes, by Municipality

The Department of La Union has the highest percentage of vacant homes in the country due to the effect of emigration of its population. 23.2% of homes in La Union are vacant.

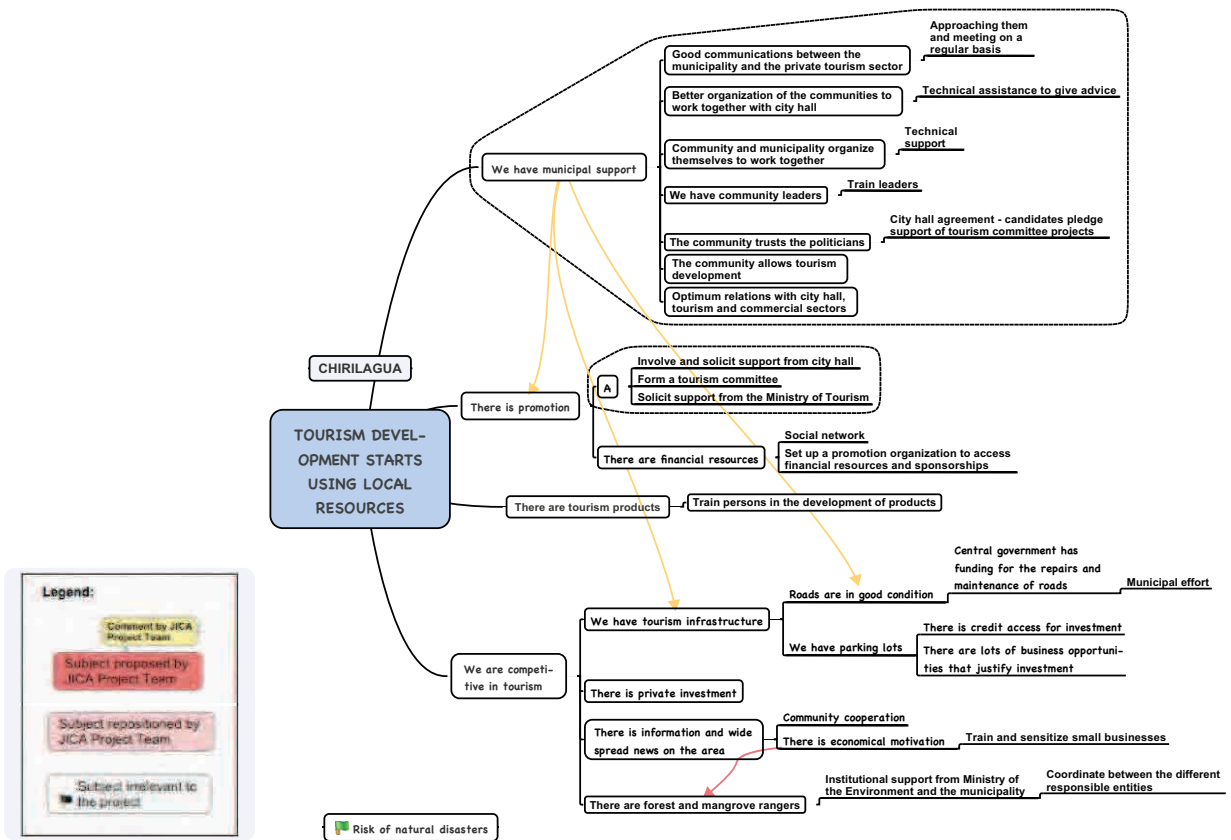
*(Source: Census of Population 2007, pages 84 and 85)*

	<b>Occupied</b>	<b>Vacant</b>
<b>14 – LA UNION</b>	<b>57,133</b>	<b>17,266</b>
01 - The Union	8,338	2,025
02 - Anamorós	3,347	1,093
03 - <b>Bolivar</b>	1,146	471
04 – Concepción de Oriente	1,958	711
05 - Conchagua	8,801	2,473
06 – El Carmen	3,022	795
07 – El Sauce	1,690	135
08 - Intipucá	1,840	715
09 - Lislique	2,663	527
10 –Golfo de Meanguera	571	221
11 - Nueva Esparta	2,234	784
12 - Pasaquina	4,225	1,663
13 – Poloros	2,005	595
14 - <b>San Alejo</b>	4,460	1,828
15 - San José	765	227
16 - Santa Rosa de Lima	6,670	1,843
17 - <b>Yyantique</b>	1,632	674
18 - Yucuaiquín	1,766	486

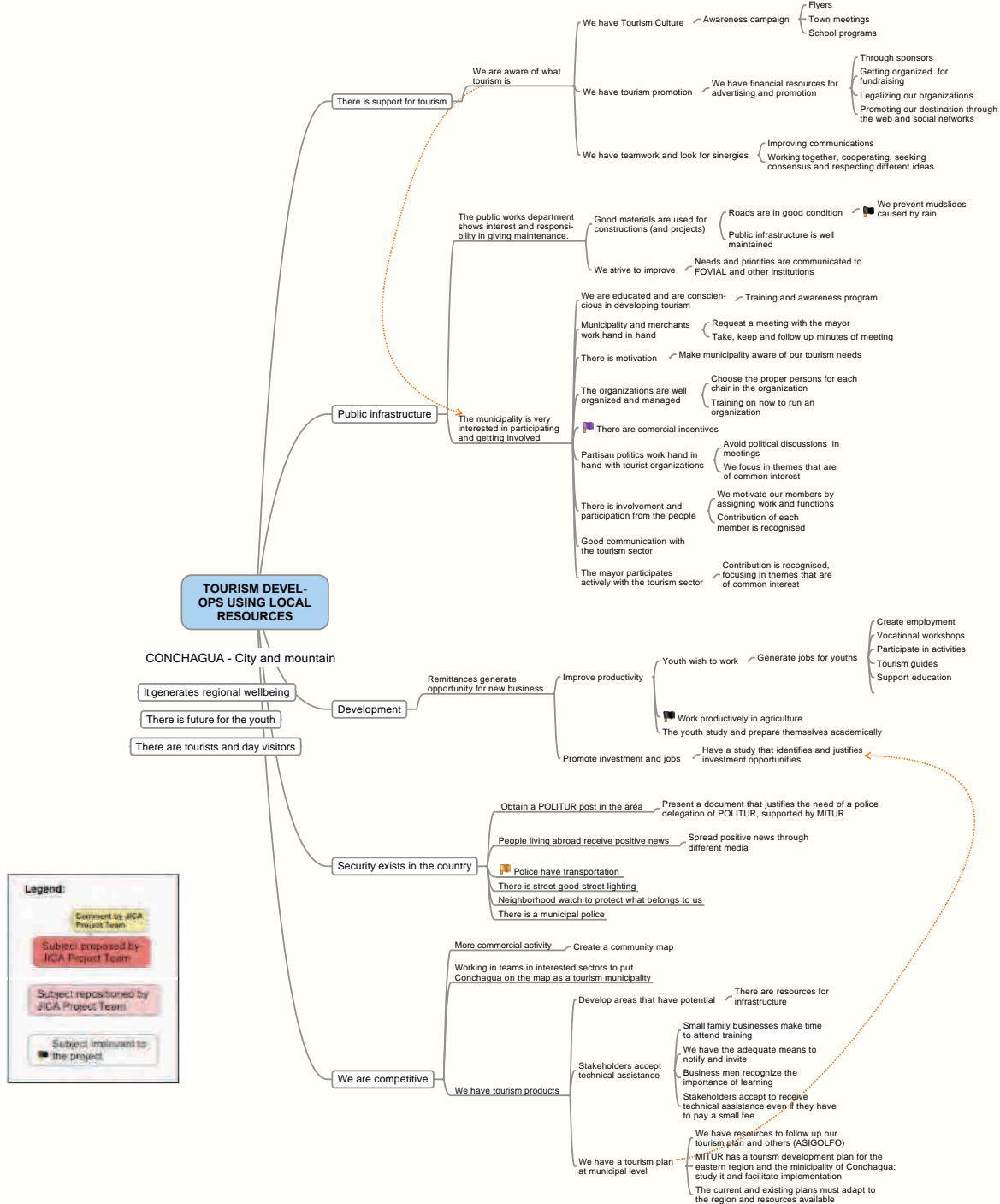
**“There are a number of municipalities with high percentages of vacant housing units, with values above 30 percent: Bolivar, San Alejo and Yyantique. ”**

## 10. 13 市目的分析

Resultado del Taller, Chirilagua, 1 de Febrero, 2011



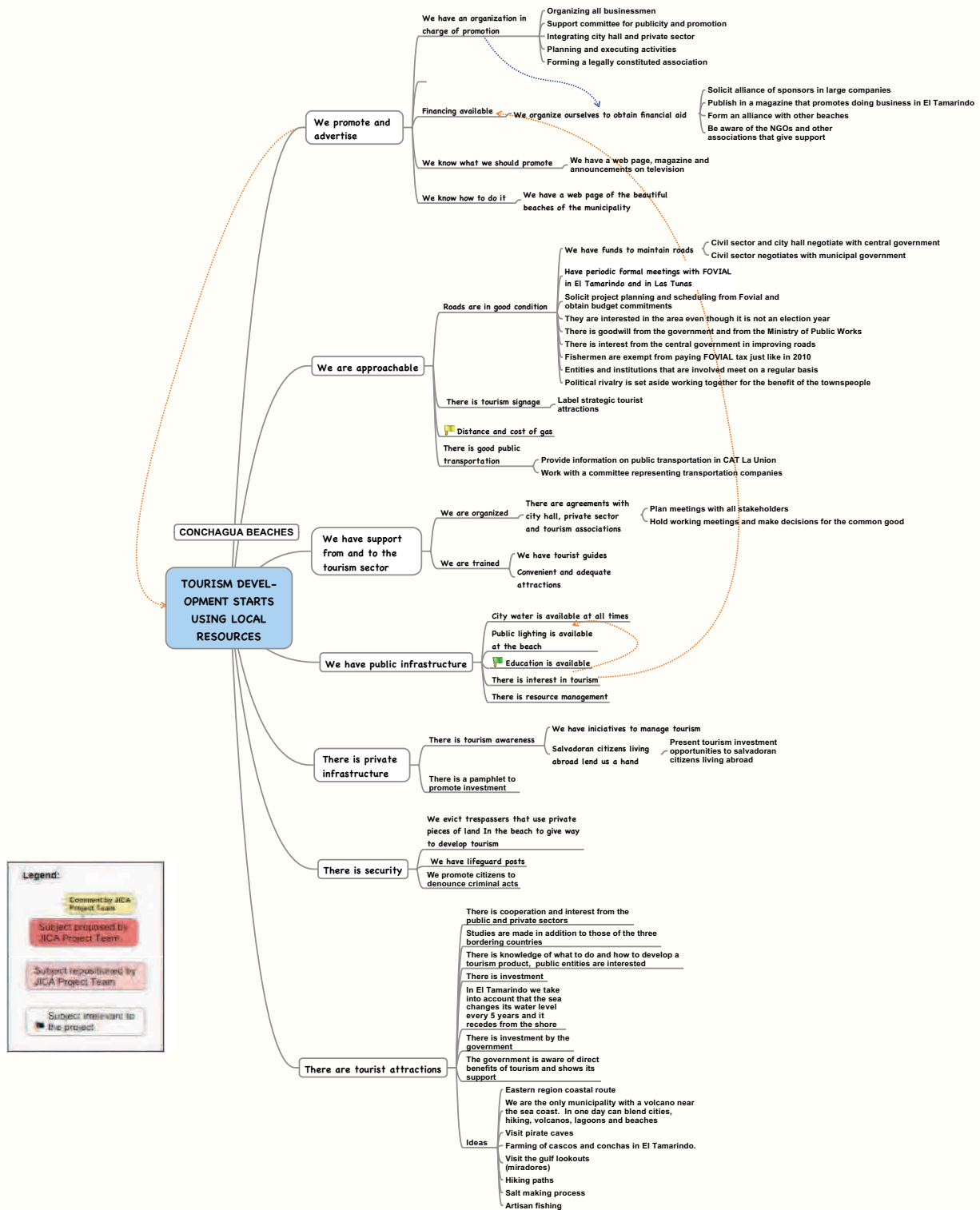




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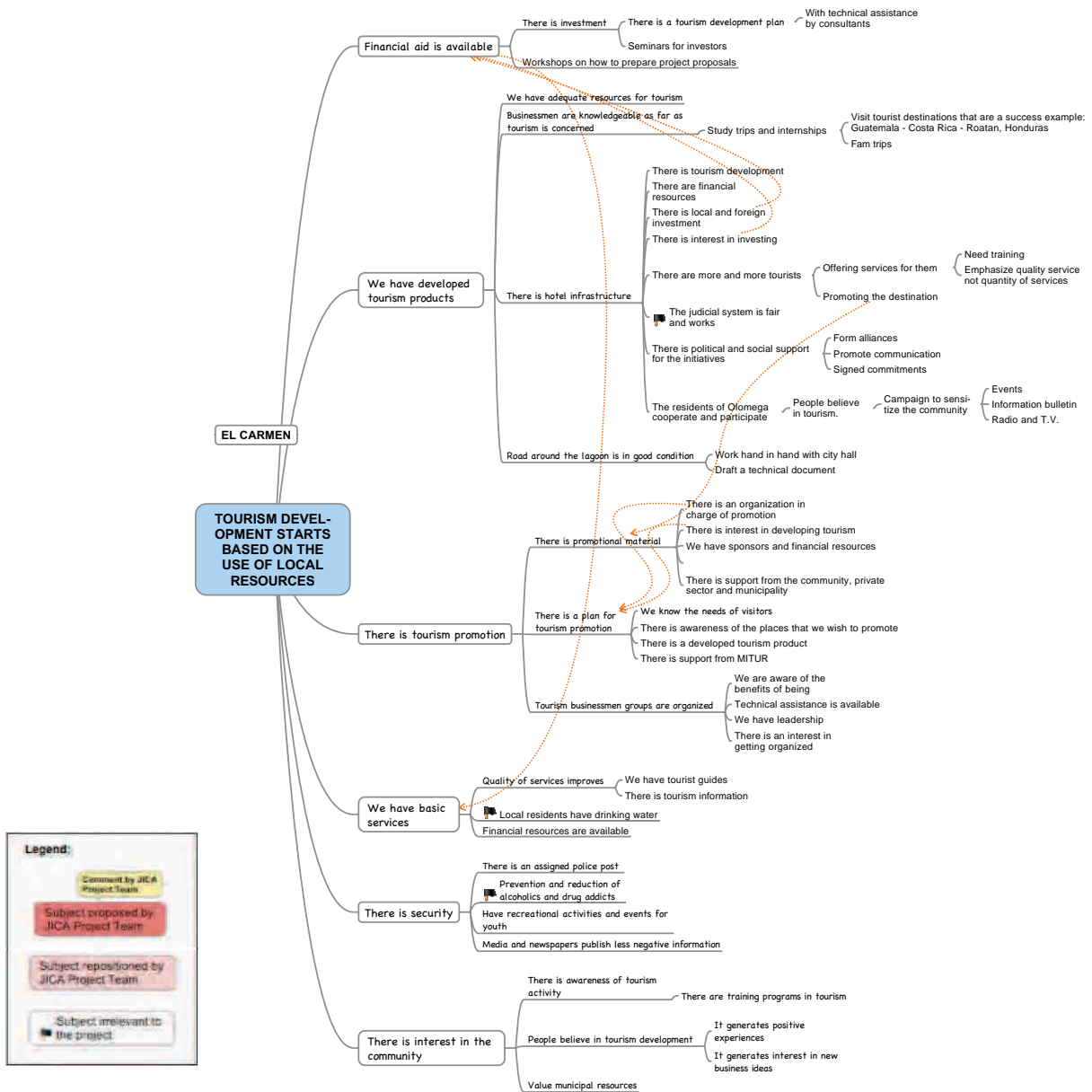
Resultado del Taller, Conchagua Playas,  
25 de Enero, 2011



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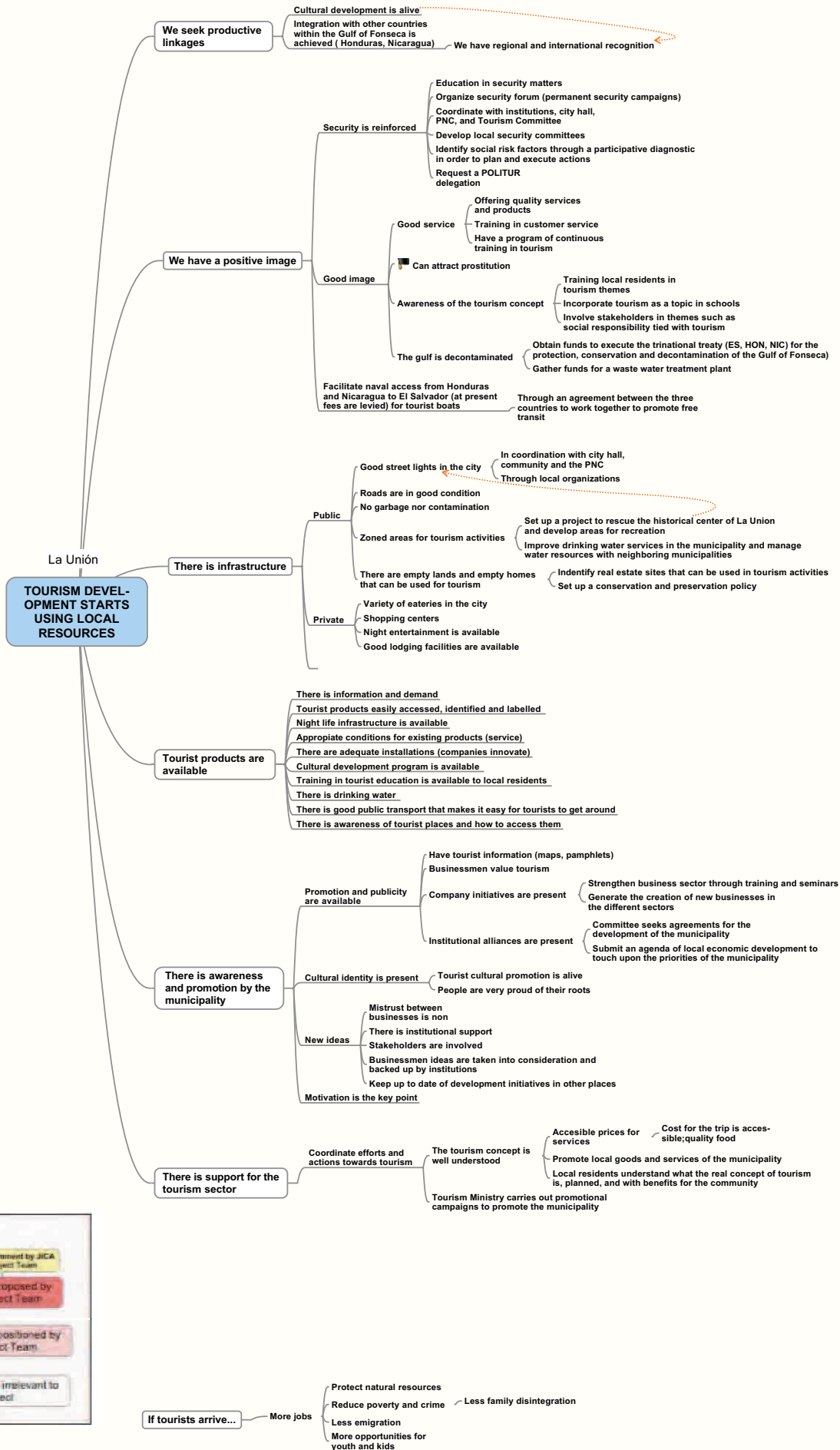
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# Resultado del Taller, El Carmen, Febrero 2, 2011



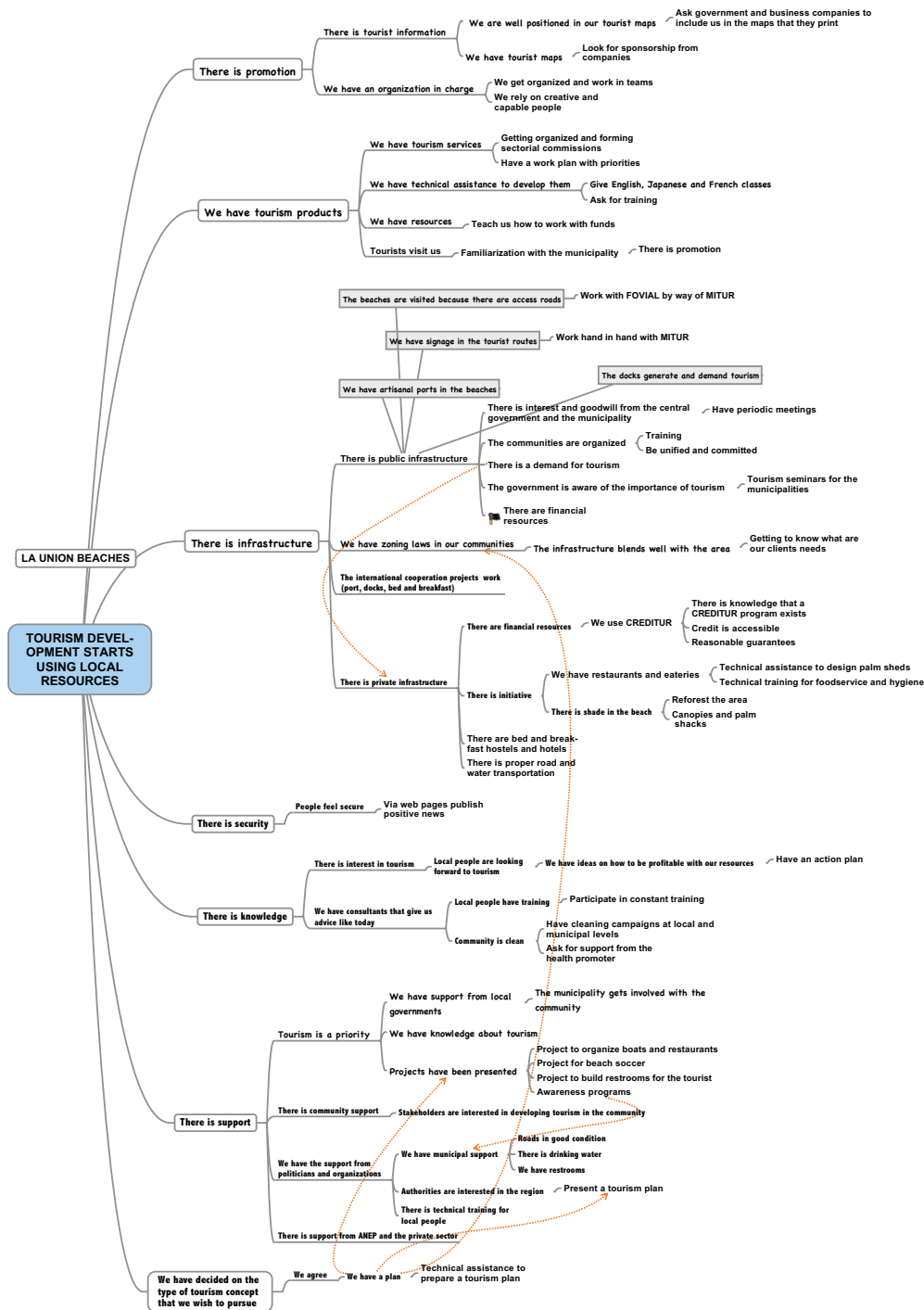
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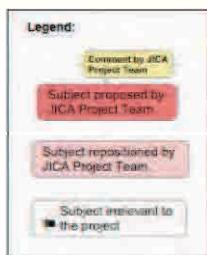
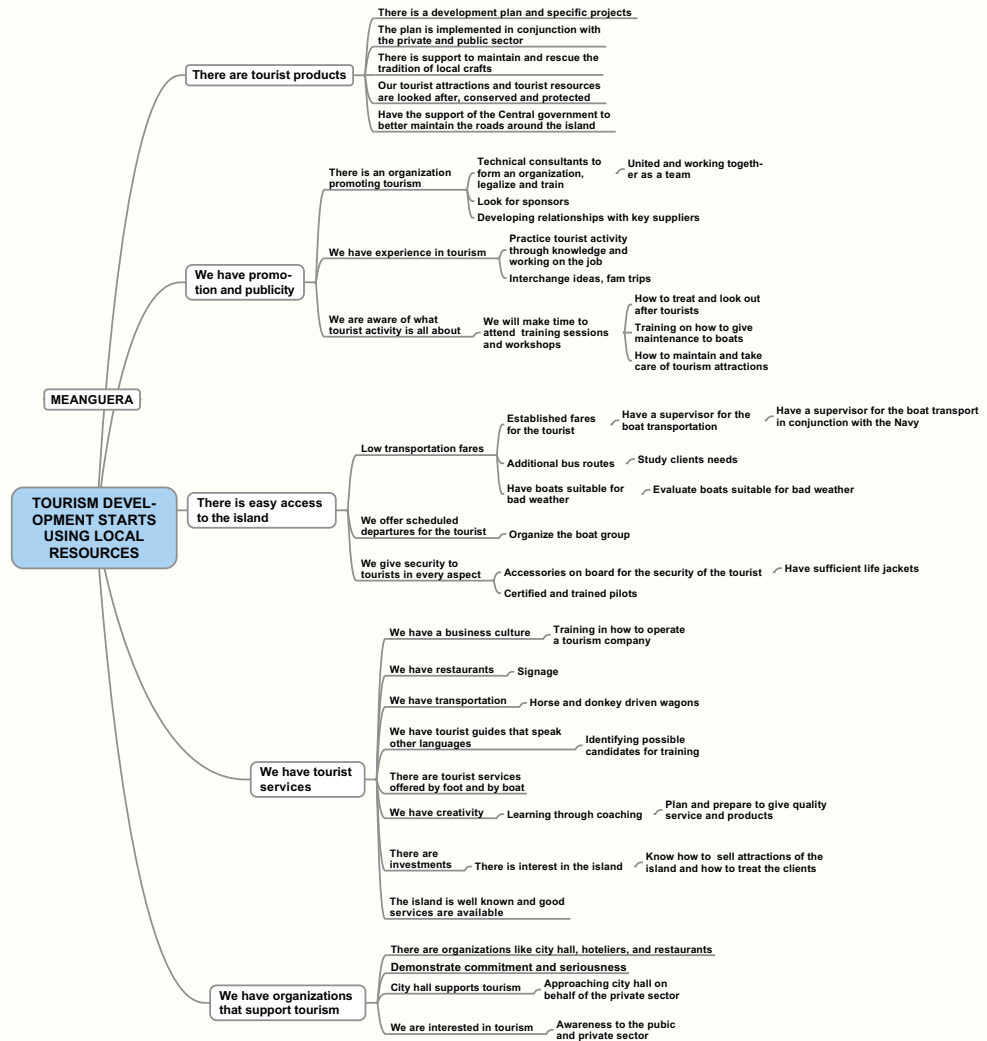


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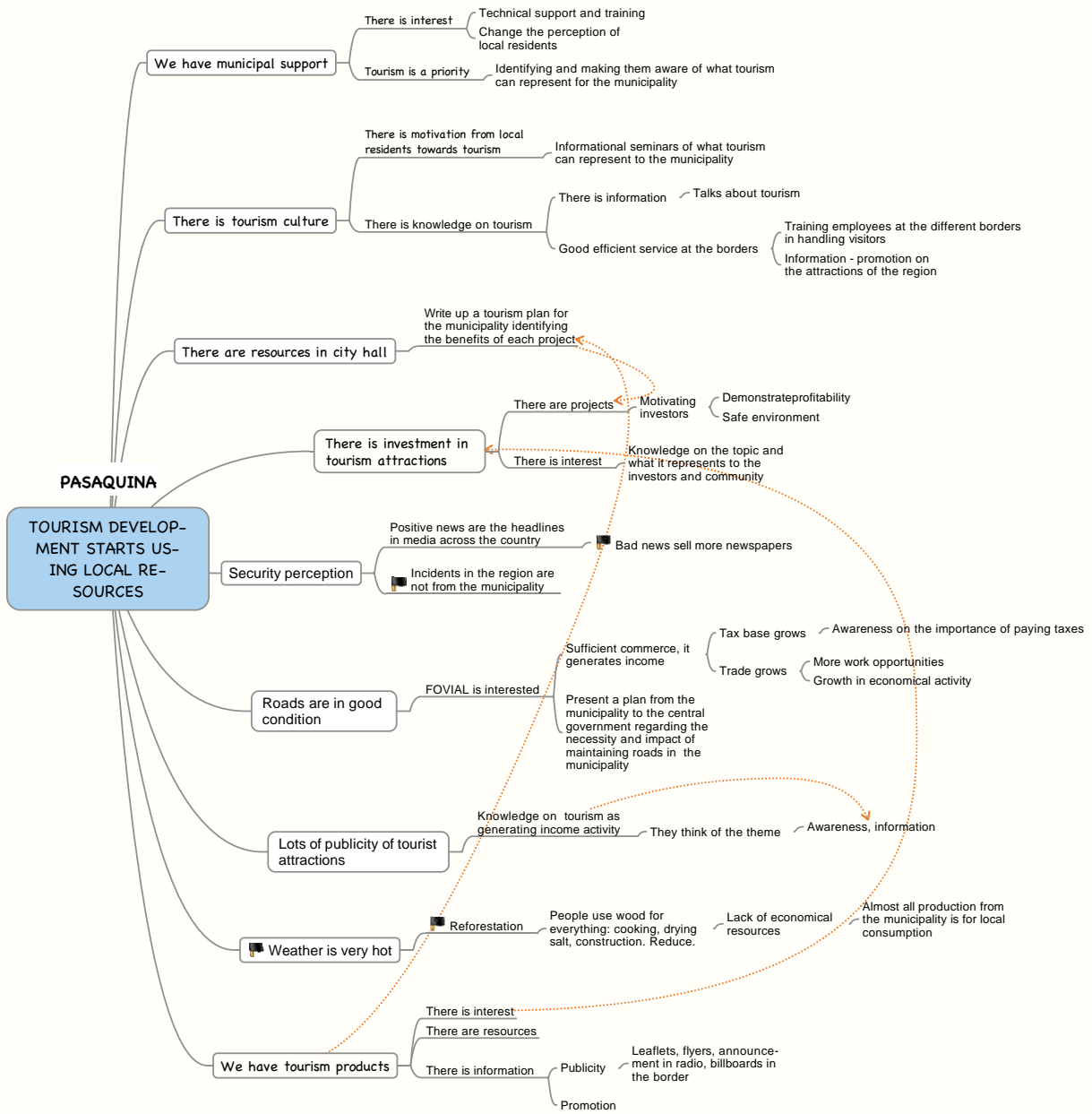
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- Subject irrelevant to the project



Resultado del Taller, Meanguera del Golfo, 24 de Enero, 2011



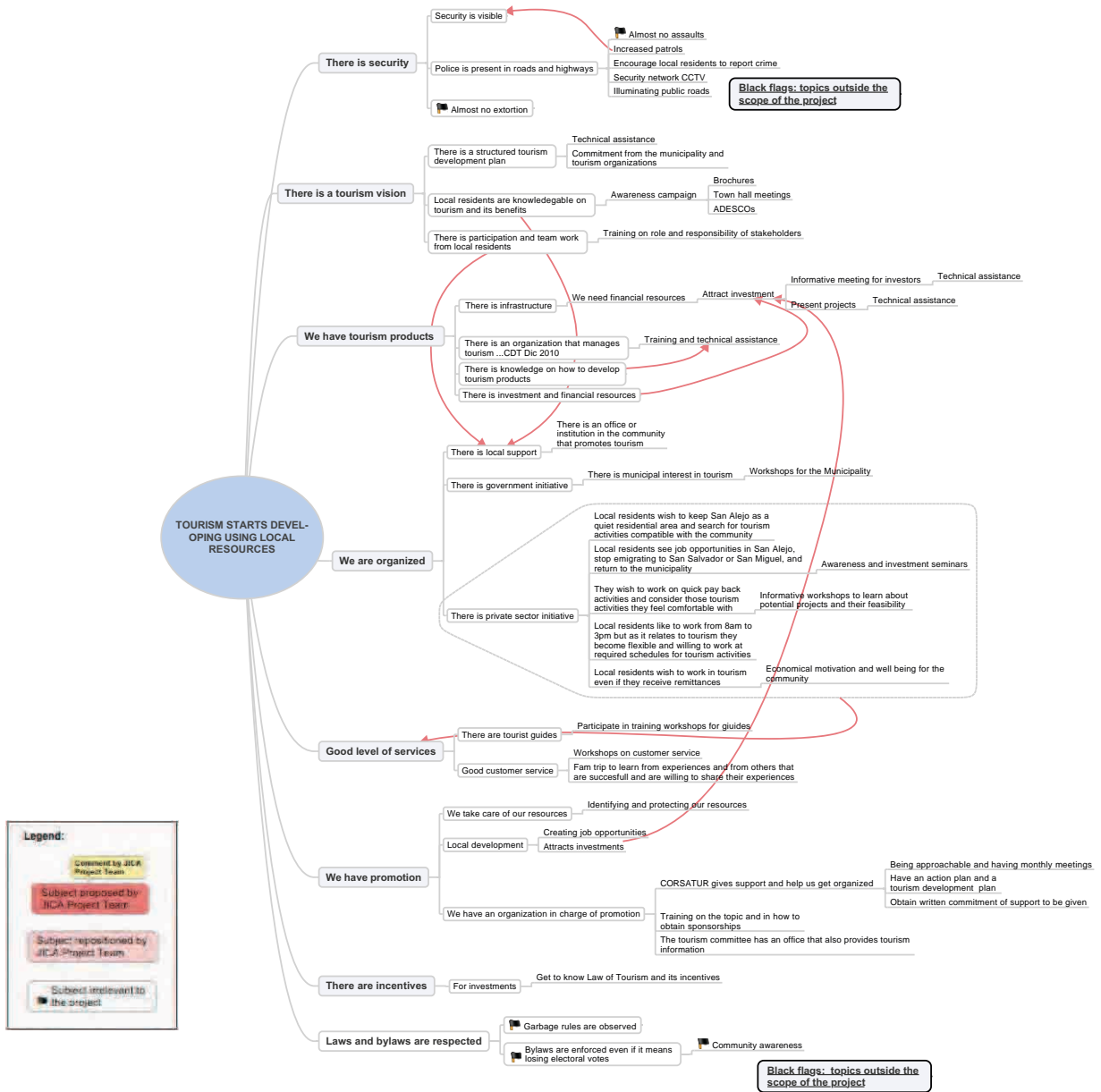
Resultado del Taller, Pasaquina, 27 de Enero, 2011



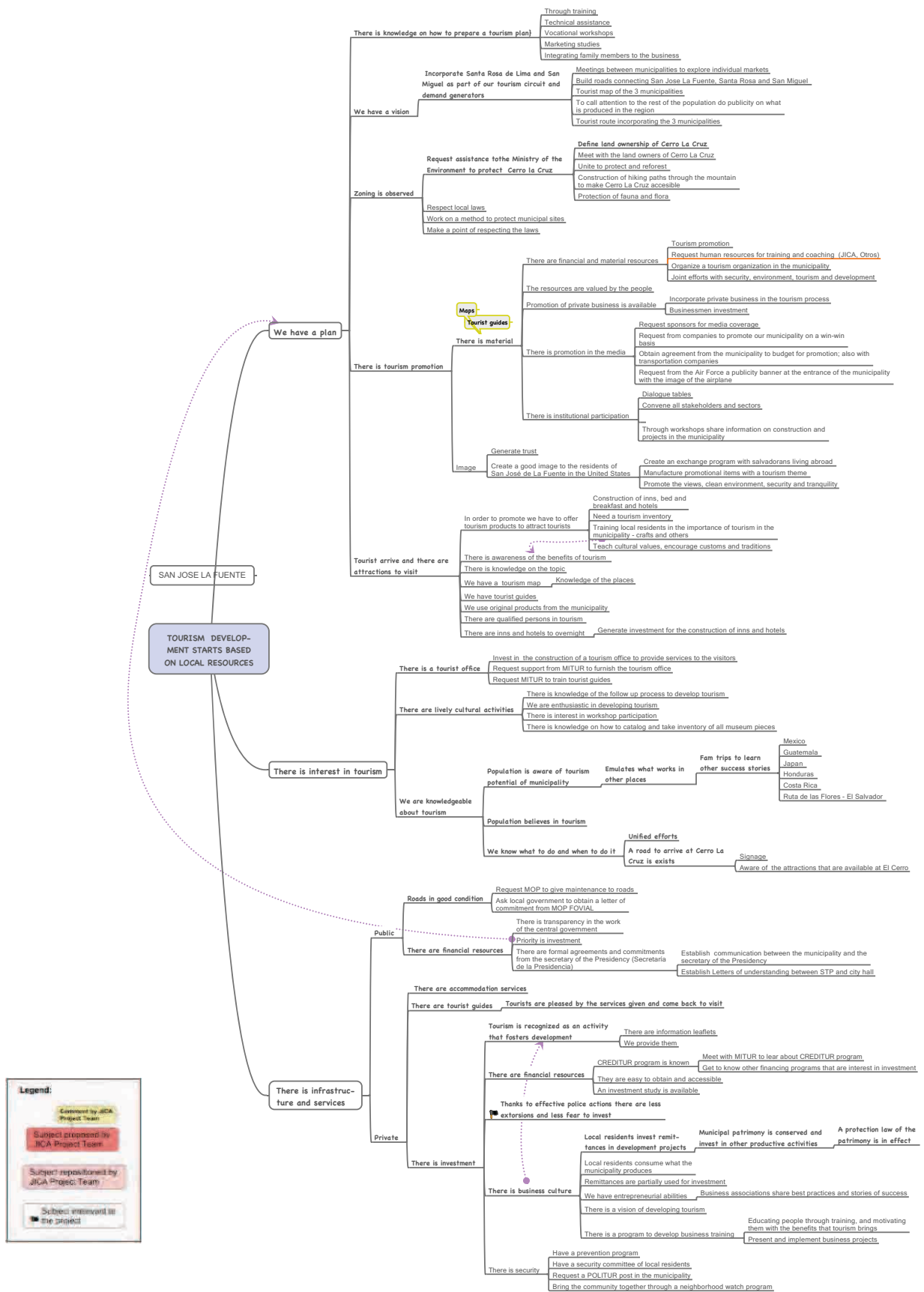
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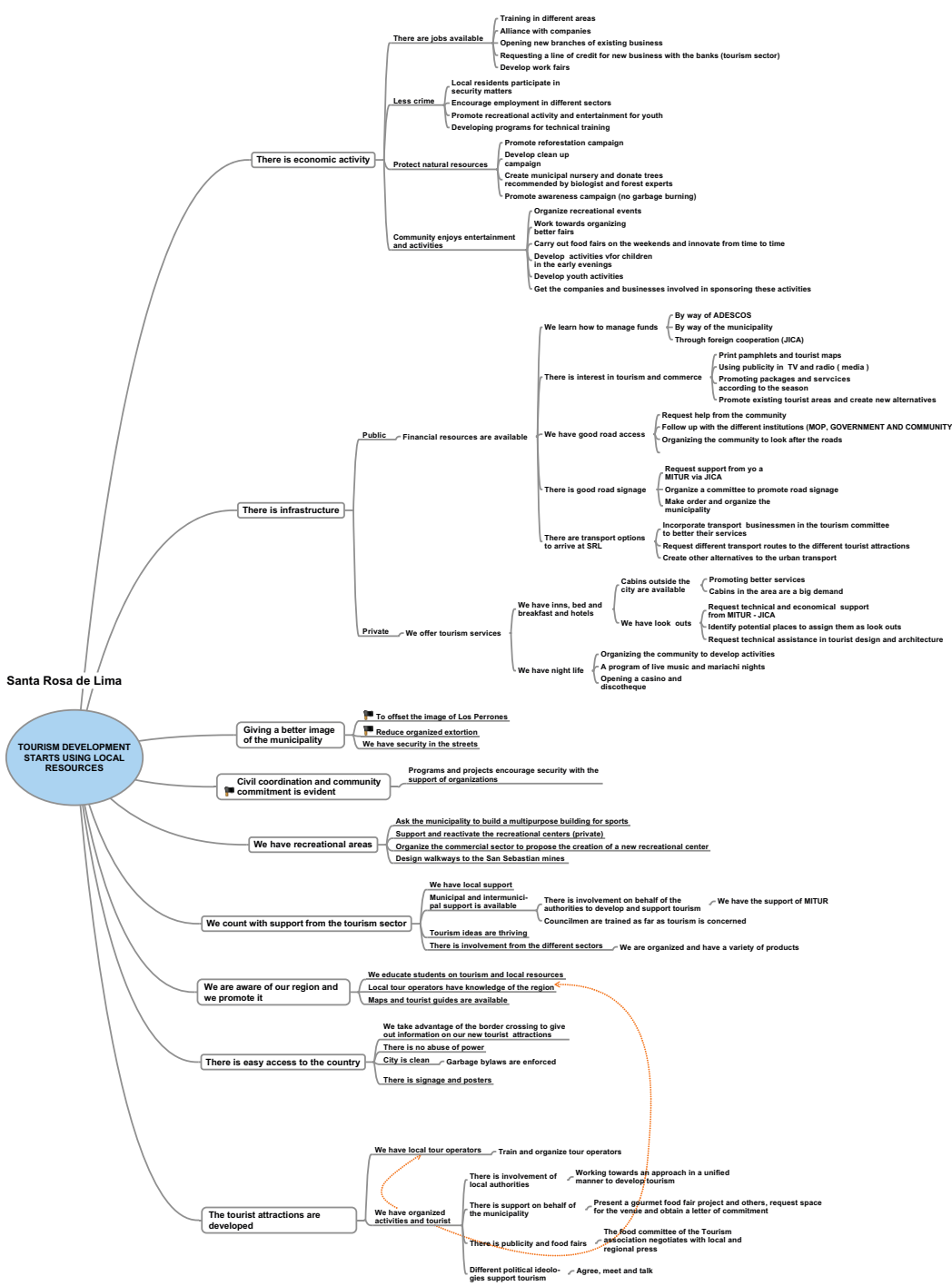
- Comment by JICA Project Team
- Subject proposed by JICA Project Team
- Subject repositioned by JICA Project Team
- Subject irrelevant to the project

# Resultado del Taller, San Alejo, 3 de Febrero, 2011



# Resultado del Taller, San Jose La Fuente, 3 de Febrero, 2011



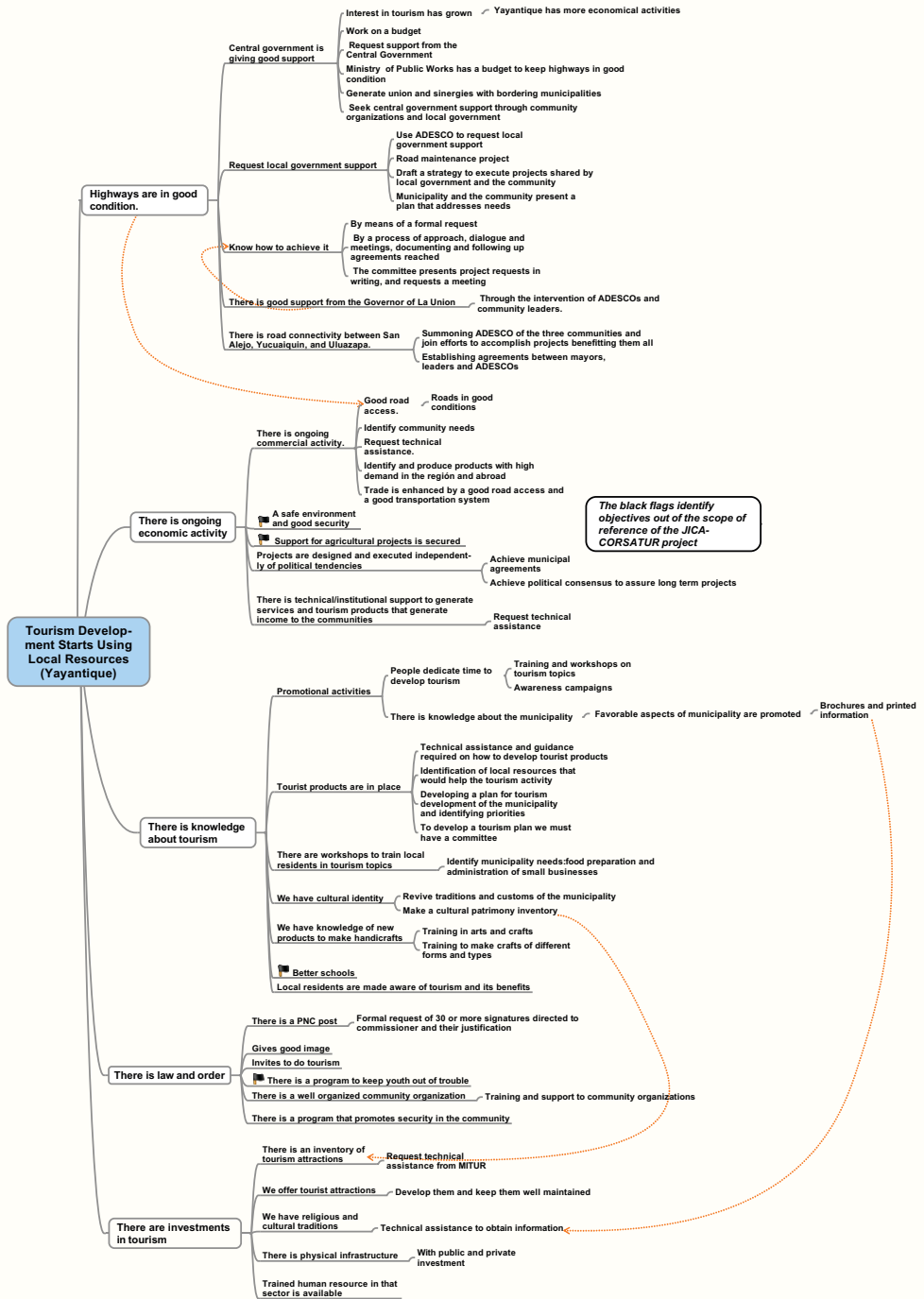


**Legend**

- Consented by JICA Project Team
- Subject proposed by JICA Project Team
- Subject repositioned by JICA Project Team
- Subject irrelevant to the project



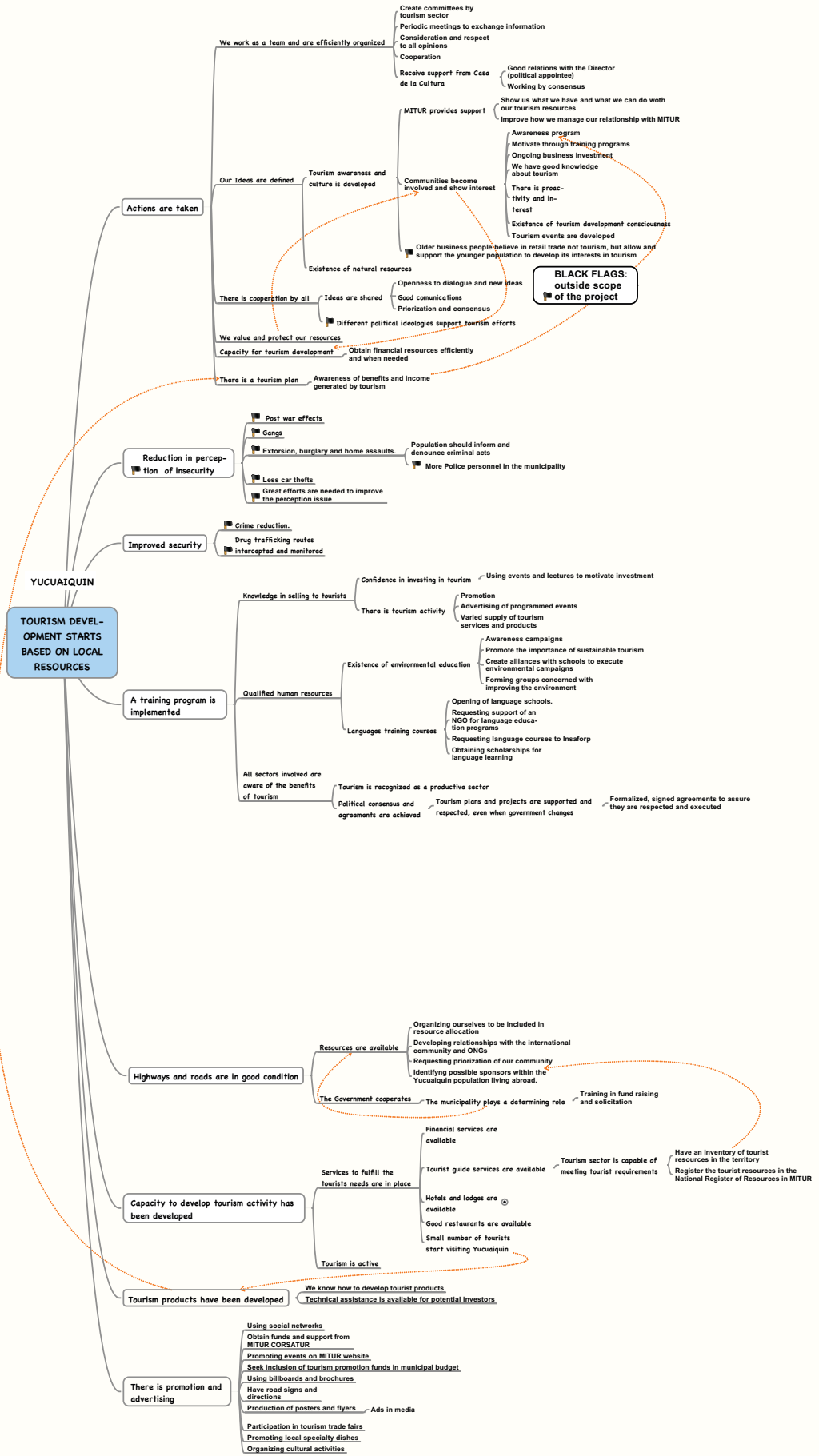
# Resultado del Taller, Yayantique, 2 de Febrero, 2011



**Legend:**

- Comment by JICA Project Team
- Subject proposed by JICA Project Team
- Subject republished by JICA Project Team
- Subject irrelevant to the project

Resultado del Taller,  
Yucuaquín,  
26 de Enero



**Legend:**

- Covered by IICA Project Team
- Subject prepared by IICA Project Team
- Subject repositioned by IICA Project Team
- Subject irrelevant to the project

## 11. 13 市パイロットプロジェクト・研修プログラムの要望リスト

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

Hoja de investigación del CDT

Municipio	Borrador del Concepto de Desarrollo Turístico en cada municipio	Recursos Turísticos	Idea de Proyecto Piloto	Idea de la Capacitación	Estado actual de CDT
La Unión	(Ciudad)	Mar (Golfo de Fonseca)	① Mapa Comunitario	① Calidad en el servicio al cliente para restaurantes	Miembros de CDT: 19 personas
	1) Posicionar a la Unión y mejorar imagen	Isla	② Concurso Gastronómico	② Artesanía	CDT Legalizado
	2) Crear cultura turística y mejorar los productos turísticos	Mariscos	③ Señalización Turística (Playita, Chiquirín)		Reglamento de CDT: No existe
	3) Capacitación para mejorar la calidad de los servicios turísticos	Edificio de La Estación	④ Apoyar el borrador del concepto de Desarrollo Turístico para La Unión		Metas de Desarrollo Turístico: Si tiene
	(Playa/Chiquirín, Playita, Isla Zacatillo)	Artesanía	⑤ Seminarios y Concursos de Artesanía		Cooperación con Muni. No tiene
	1) Mejorar la calidad de los servicios turísticos a los turistas		<b>Proyectos Piloto deseados por el CDT</b>		
	2) Aprovechamiento de los recursos turísticos con mayor potencial de Playas		<b>1) Mejoramiento de la calidad de las artesanías existentes (Mejoramiento de artesanías de Madera con Concha y Bisutería)</b>		
	3) Proponer medidas para el mejoramiento del acceso		<b>2) Montaje de Eventos</b>		
			<b>3) Gastronomía</b>		
			<b>4) Comercialización y Promoción</b>		
Conchagua	(Ciudad)	Vista panorámica desde el Volcán de Conchagua	① Mejorar el reglamento interno	① Artesanía hecha de concha, jicaro y coco	Miembros de CDT: 10 personas
	1) Mejorar la imagen del sitio Turístico	Playa	② Folleto de Promoción del CDT para asegurar donantes y patrocinadores		CDT Legalizado
	2) Fortalecer la competitividad en la fabricación artículos turísticos	Mariscos	③ Señalización turística en las playas		Reglamento de CDT: No existe
	3) Aprovechamiento de los recursos turísticos con mayor potencial	Senderismo en el Volcán de Conchagua	④ Concurso gastronómico		Metas de Desarrollo Turístico: Si tiene
			⑤ Mapa comunitario		Cooperación con Muni. No tiene
	(Playa)		<b>Proyectos Piloto deseados por el CDT</b>		
	1) Campaña promocional para mejorar la imagen del sitio Turístico		<b>1) Gestionar la creación de folletos del municipio</b>		
	2) Aprovechamiento de los recursos turísticos para crear atractivos turísticos		<b>2) Rescate cultural (Danza Folklorica)</b>		
3) Mejorar la capacidad de los CDT para mejorar la calidad de los servicios		<b>3) Señalización Turística de las playas y la ciudad</b>			
Santa Rosa de Lima	1) Posicionar Santa Rosa de Lima y mejorar imagen	Artesanía en oro	① Crear Artesanías	① Calidad en el Servicio al Cliente en hoteles	Miembros de CDT: 9 personas
	2) Crear técnicos de hotelería, tour operadores y Calidad en el servicio	Queso	② Mapa comunitario	② Seminario para la elaboración de productos turísticos, caso de estudio	CDT Legalizado
	3) Crear productos turísticos basados en la mina de oro y quesos y los días de comercio en el fin de semana		③ Campaña de limpieza	③ Artesanía en oro	Reglamento de CDT: No existe
			④ Concurso gastronómico	④ Gastronomía	Metas de Desarrollo Turístico: Si tiene
			<b>Proyectos Piloto deseados por el CDT</b>		Cooperación con Muni. Si tiene
			<b>1) Mejoramiento del Proyecto eco turístico del cerro el Ventarrón</b>		
		<b>2) Elaboración de artesanías</b>			

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

Hoja de investigación del CDT

Municipio	Borrador del Concepto de Desarrollo Turístico en cada municipio	Recursos Turísticos	Idea de Proyecto Piloto	Idea de la Capacitación	Estado actual de CDT
El Carmen	1) Posicionar El Carmen y mejorar imagen, en cooperación con Chirilagua	Laguna de Olomega	① Campaña de limpieza en la Laguna de Olomega con El Carmen, Chirilagua y San Miguel	① Calidad en el servicio al cliente en los restaurantes	Miembros de CDT: 10 personas
	2) Implementar actividades de promoción		② Implementación de eventos	② Artesanía en ninfa	CDT Legalizado
	3) Capacitación y seminarios para mejorar la calidad de los servicios turísticos.		③ Gastronomía conjuntamente con Conchagua		Reglamento de CDT: No existe
			<b>Proyectos Piloto deseados por el CDT</b>		Metas de Desarrollo Turístico: No tiene
			<b>1) Montaje de evento (Festivales Gastronómicos)</b>		Cooperación con Muni. No tiene
		<b>2) Identificación y creación de una artesanía utilizando la materia prima "ninfa"</b>			
		<b>3) Sensibilización: Sobre cultura turística, manejo de los desechos sólidos, trabajo y equipo, asociatividad</b>			
		<b>4) Material promocional (Mapas Turísticos, Brouchures ,pagina web, Medios de Comunicación, radio, periódicos.)</b>			
		<b>5) Mejorar la limpieza</b>			
Pasaquina	1) Activación del Comité Turístico	Viaje a los manglares	① Viaje a los manglares	① Artesanías	Miembros de CDT: 15 personas
	2) Mejorar la sensibilización turística de los pobladores		② Material de promoción	② Calidad en el servicio	CDT Legalizado
	3) Creación de productos turísticos		③ Campaña de limpieza	③ Seminario de negocios para hotel	Reglamento de CDT: No existe
			④ Mejorar la conciencia pública sobre el turismo en escuelas		Metas de Desarrollo Turístico: Si tiene
			<b>Proyectos Piloto deseados por el CDT</b>		Cooperación con Muni. Si tiene
		<b>1) Mejorar la conciencia pública sobre el turismo</b>			
		<b>2) Capacitación para el liderazgo</b>			
		<b>3) Atención al cliente</b>			
San Alejo	1) Formar industria turística y apoyar la creación de empresas turísticas	Senderismo en el Cerro Juana Pancha	① Concurso de baile	① Atención al cliente	No hay comentario
	2) Aumentar el número de turistas a través de productos turísticos por medio de alianzas entre los sectores público y privado, Carnaval de Baile	Festival	② Concurso y seminario de artesanía	② Artesanías	
	3) Mejoramiento de la conciencia turística y de los servicios turísticos		③ Concurso gastronómico	③ Formación de guías de turismo (manglares)	



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

Hoja de investigación del CDT

Municipio	Borrador del Concepto de Desarrollo Turístico en cada municipio	Recursos Turísticos	Idea de Proyecto Piloto	Idea de la Capacitación	Estado actual de CDT
San José de La Fuente	1) Activación del CDT a través de la creación de un producto turístico original	Monumento (Utilizar el evento de día del Piloto)	① Senderismo destino al cerro de la cruz	① Artesanías	Miembros de CDT: 20 personas
	2) Declarar a San José de la Fuente como una ciudad limpia para atraer turistas	Cerro Cruz	② Creación de producto turístico utilizando el monumento		CDT Sin Legalizar
	3) Mejorar los servicios turístico mediante el apoyo a las mipymes		③ Señalización turística desde Bolívar		Reglamento de CDT: No existe
	4) Mejorar información turística para impulsar sitios turístico local		<b>Proyectos Piloto deseados por el CDT</b>		Metas de Desarrollo Turístico: Si Tiene
			<b>1) Capacitaciones de Emprendedurismo Turístico</b>		Cooperación con Muni. Si tiene
			<b>2) Visión de Desarrollo en turismo</b>		
			<b>3) Promover el turismo en San José</b>		
			<b>4) Un folleto informativo</b>		
			<b>5) Gestionar recursos económicos para proyectos de Infraestructura (específicamente en el inmueble del Monumento en honor al Cap. Cortez, construcción de senderos para ir hasta el cerro de la Cruz que es un mirador extraordinario)</b>		
			<b>6) El programa de CREDITUR</b>		
		<b>7) Realizar un inventario Turístico</b>			
		<b>8) Formación de Guías Turístico</b>			
Yucuaiquín	1) Posicionar a Yucuaiquín a través de desarrollar los recursos locales y eventos	Artesanías (sombreros, mascarar, sillas, alfombras, escobas)	① Senderismo destino al petrograbado y cascada	① Gastronomía	Miembros de CDT: 17 personas
	2) Aprovechar los productos locales(candelas, etc) y ampliar el mercado	Vista Panorámica y Petrograbado	② Concurso y Seminario de Artesanía	② Artesanías	CDT Sin Legalizar
	3) Aprovechar a los jóvenes pues juegan un papel importante en el CDT	Cascada	③ Paisaje urbanístico, pintura de casas	③ Seminario de Negocios para hotel y restaurante	Reglamento de CDT: No existe
		Gastronomía Local	④ Señalización Turística (Petrograbado y Cascada)		Metas de Desarrollo Turístico: Si tiene
			<b>Proyectos Piloto deseados por el CDT</b>		Cooperación con Muni. No hay información
			<b>1) Cursos de Idiomas, INGLÉS y JAPONÉS</b>		
			<b>2) Cursos de mejoramiento y nuevas técnicas para la artesanía local, mascarar, tejido del petate, pintura en diferentes superficies, su embalaje y comercialización</b>		
		<b>3) Cursos o asistencia para el desarrollo de pequeños hostales su creación manejo o administración</b>			

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

Hoja de investigación del CDT

Municipio	Borrador del Concepto de Desarrollo Turístico en cada municipio	Recursos Turísticos	Idea de Proyecto Piloto	Idea de la Capacitación	Estado actual de CDT
Intipucá	1) Posicionar Intipucá y mejorar imagen	Mar	① Viaje a los manglares	① Guía de turismo	Miembros de CDT: 15 personas
	2) Desarrollar productos turísticos	Manglar	② Seminario y Concurso de Artesanía	② Artesanías hecha de barro, jicaro y coco	CDT Sin Legalizar
	3) Fortalecer al CDT	Festival	<b>Proyectos Piloto deseados por el CDT</b>		Reglamento de CDT: Si existe
			<b>1) Apoyar el borrador del concepto de Desarrollo Turístico para Intipucá (Incluyendo Conservación de la Naturaleza)</b>		Metas de Desarrollo Turístico: Si tiene
			<b>2) La formación y buen desempeño del CDT</b>		Cooperación con Muni. No tiene
			<b>3) Talleres vocacionales para la formación de microempresarios y Jóvenes emprendedores</b>		
			<b>4) La construcción de cabañas ecológicas</b>		
Bolívar	1) Desarrollar productos turísticos	Gastronomía local	① Concurso gastronómico	① Artesanías	Miembros de CDT: 11 personas
	2) Formar industria turística y apoyar la creación de empresas turísticas	Poza La Pedernal	② Seminario y concurso de artesanía	② Seminario de negocios para hotel y restaurante	CDT Sin Legalizar
	3) Aprovechar a los jóvenes pues juegan un papel importante en el CDT		③ Evento deportivo		Reglamento de CDT: No existe
			<b>Proyectos Piloto deseados por el CDT</b>		Metas de Desarrollo Turístico: Si tiene
			<b>1) Artesanía propia en barro</b>		Cooperación con Muni. No hay información
			<b>2) Mirador Cerro la Torrencia</b>		
			<b>3) Canchas de foot ball sala y foot ball rápido</b>		
Meanguera del Golfo de Fonseca	1) Desarrollar productos turísticos	Delfín	① Mapa comunitario (Recursos turísticos, Atracción turística)	① Seminario para elaboración de productos turísticos, caso de estudio	CDT No existe
	2) Crear producto turístico basado en la observación de ballenas y delfines	Ballena	② Tour observación de ballena, delfín y tortuga de mar		
	3) Formar organización turística	Tortuga			
	4) Mejorar acceso a la isla Meanguera	Pesca			
		Mariscos(Langosta, ostra, etc.)			
Chirilagua	1) Mejorar la conciencia turística de la población	Mar (Área de surf en Las Flores)	① Campaña de limpieza en la Laguna de Olomega en los tres municipios	① Seminario de liderazgo	CDT No existe
	2) Fortalecer la competitividad liderada por el sector publico		② Folleto y reglamento del CDT		
	3) Crear CDT, aprovechar los productos turísticos como el surf para activar nuevos productos				
	4) Mejora la satisfacción del turista por medio de la mejora del ambiente				
Yayantique	1) Atraer turistas por medio de la creación de productos turísticos atractivos		① Seminario y concurso de artesanía	① Seminario de liderazgo	CDT No existe
	2) Promover la participación de la población por medio de la creación del CDT			② Artesanías	
	3) Mejorar la conciencia turística a través de ejemplos exitosos				
	4) Asesoría para gestión de proyectos				

## 12. パイロットプロジェクト承認レター

El Salvador



CORPORACIÓN SALVADOREÑA  
DE TURISMO

Ministerio de Turismo



**MEMORANDO  
GG-558-11**

Para: Ing. Takashi Fujita  
Jefe Asesor Equipo del Proyecto JICA

Lic. Rita Cartagena  
Gerente Territorial

De: Ing. Roberto Viera  
Gerente General

Fecha: 31 de agosto de 2011

Asunto: **Proyectos Pilotos Aceptados**



Tomando en cuenta las sugerencias y aportes presentados en la reunión de este lunes, los proyectos seleccionados como pilotos son los siguientes:

- Señalización Turística
- Mapa Turística
- Tour Manglares
- Educación Turística y Ambiental
- Golfo de Fonseca, Tour a las Islas

Atentamente,

### 13. カヤック供与レター

(マングローブツアーパイロットプロジェクト)





JICA-1375/12

La Unión, 6 de enero de 2012

Señora  
Elsy Maritza Guevara Zuniga  
Presidenta de la Asociación de Desarrollo Turístico de Intipucá (ADESTI)  
Presente

Ref. Donación de Kayak para el Proyecto  
Piloto "Tour de Manglares"

Estimada Licda. Guevara Zuniga:

En el marco del Proyecto para el Fortalecimiento de las Capacidades para el Desarrollo del Turismo Rural en la Región Oriental de El Salvador, dentro del cual se está implementando el Proyecto Piloto Tour de Manglares en Intipucá, ejecutado desde noviembre de 2011 hasta octubre de 2012, por este medio la Agencia de Cooperación Internacional del Japón, JICA, se complace en hacer la entrega a la Asociación de Desarrollo Turístico de Intipucá (ADESTI) en Calidad de DONACION, 10 Kayaks, 25 remos dobles, 28 chalecos salvavidas, que serán utilizados para la implementación de las actividades del Proyecto Piloto "Tour de Manglares".

De acuerdo a los compromisos adquiridos por parte de la Asociación para la recepción del equipo antes descrito, se solicita a la Junta Directiva Coordinar las acciones correspondientes, para el apropiado uso, resguardo, mantenimiento y almacenamiento del equipo en referencia, según las condiciones descritas en el anexo II.

Adjunto encontrará la Lista de los Equipos (anexo I), las Condiciones para la Entrega (anexo II) y el Certificado de Recepción de Equipos Donados (anexo III), los cuales le solicito devolver, firmados y sellados como muestra de aceptación de su parte. Se envían dos originales, ambos con igual validez, quedando en cada una de las partes.

Agradeciendo su atención a la presente, aprovecho la ocasión para manifestarle las muestras de mi consideración y estima.

Cordialmente,

por 近藤 信孝  
Yoshikazu Tachihara  
Representante Residente  
JICA El Salvador

Anexos: Lista de Equipos (Anexo I), Condiciones de Entrega (Anexo II)  
Certificado de Recepción de Equipos (Anexo III)



JICA-1375/12

## ANEXO I

### DETALLE DE LOS EQUIPOS DONADOS

Cantidad	Descripción	Monto
10	Kayak con las siguientes características Marca: Hobie Odyssey Dimensiones: 4.27mts x 0.84mts Peso: 69 lbs. Modelo: Para 2 personas.	US \$ 13,760.35  (valor de compra año 2012)
25	Remos dobles.	
22	Chalecos salvavidas de adulto.	
6	Chalecos salvavidas para niño.	