

Phase 2: Focusing-in potential CED activities/Define 1-2 CED activities to initiate

Deadline: January 31

Volunteer name: James Fisher

Site: Aracataca

CED specific projects

Description Activity No. 1

Questions	Description
Name of the activity	Program to enhance tourism in Aracataca
Why did you select this particular activity?	Aracataca has a history of tourism and unique cultural and natural assets that are under-used by visitors. This is an opportunity to increase employment and incomes for visitor services, craftspeople, transportation providers and related businesses.
What would you like to accomplish in working with the community on this project? (by the end of September)	<p>Itinerary Plan: Work with local government and businesses to create maps and itineraries for visitors to the wider region. Publish itineraries with basic interpretation online and create templates for visitor brochures. Incorporate basic interpretive message for each venue.</p> <p>Marketing Plan: Improve information channels for visitors, working with hotels, restaurants, destinations and service providers.</p> <p>Infrastructure Improvement Plan: Work with municipality and non-governmental organizations to develop inventory of important visitor infrastructure, condition of assets, deficiencies and proposed means for improvements.</p>
What are the steps you propose to accomplish this activity? (It is fine to have an activity that is not completed be rather “set-up” for the Volunteer that will arrive in October. Please include a timeline)	<p>Public Participation: Organize meetings with existing and new tourism organizations, including the municipality, barrios, hotels, restaurants, venues, artisans, transportation and visitor services. Establish goals, objectives and strategies for enhancing tourism.</p> <p>Inventory of Assets: Establish an open source geographic information system that identifies assets in the wider region, establishes their current condition and needs and identifies responsible parties for future improvements.</p> <p>Vision, Goals, Objectives and Strategies: Work with community participants to created a vision and the steps for achieving that vision.</p> <p>Implementation: This phase will extend for many years. The wider community, including local government, businesses, residents and non-governmental organizations will work together to identify resources, oversee projects, and promote tourism and local successes.</p> <p>Hospitality Training: An important part of implementation is providing the services sector with information and tips on how to work with tourists, including host country and foreigner tourists.</p>

Questions	Description
	<p>January – Initiate tourism project, identify partners, scoping meeting</p> <p>February –Outline planning documents and training program</p> <p>March – Complete Asset Inventory, continue work on plans</p> <p>April – Complete Goals, Objectives and Strategies in coordination with the Economic Development Plan</p> <p>May – Complete draft examples for wayfinding and interpretation signs, present sample website enhancements, offer first course in tourism business management</p> <p>June – August- Begin implementation of public waste and recycling program prototype, offer additional courses in tourism business management</p> <p>September – assess program, identify priorities for future implementation, document programs for future volunteers.</p>
Who are the community members and others that you are going to collaborate with in order to accomplish your goals for this activity?	<p>Municipal Government: departments such as planning and Health and Recreation and education</p> <p>Business Sector: Including hotels, restaurants, tour services, business support services, transportation, artisan and others.</p> <p>Non-Governmental Sector: Operators of venues like Casa Museo, Casa Telegrafista, Estación Ferrocarril as well as foundations or other groups devoted to arts, culture and tourism in Aracataca.</p>
Where are you going to develop the activities?	This program incorporates much of the Aracataca Municipality, select rural townships, and may extend to the neighboring Reten and township of Bongo. The geographic center of tourism will remain the Museo de Gabriel Garcia Márquez , but additional activities will be incorporated to expand interest and length of stay among visitors. Planning will require public and private partners as listed above.
Describe the deliverables you are going to leave for the community and/or the next volunteer by the end of your service. (E.g. technical documents, guides, primers, demos, plans, photos, modules, etc.)	As noted above, some of the initial work is preparing planning documents. These documents inventory current assets and identify future goals, objectives and strategies. Some of the early deliverables include an Itinerary Plan, Marketing Plan, Infrastructure Improvement Plan. These plans will include tourism itineraries, maps, sample interpretive and wayfinding signage, sample online content, links to artisan web pages and craft sales.
Will you need financial resources to promote the activity? How much? How are you going to use these resources?	<p>Planning will be carried out with available funding and volunteer participation. Additional financial resources would be particularly useful for several project implementation tasks, including:</p> <ul style="list-style-type: none"> - Sponsoring a class or classes for tourism related businesses including accounting, marketing, and customer services. - Creation and installation of low-cost wayfinding and interpretive signage - Construction and installation of model public waste and recycling bins on public paths.

Description Activity No. 2

Questions	Description
Name of the activity	Educational programs for Entrepreneurship, Business and Financial Management
Why did you select this particular activity?	Aracataca has a very large youth population that is expected to enter a workforce with limited opportunities. Many students are graduating from high school with few job skills and a very limited understanding of their potential as entrepreneurs. Many existing small businesses are not using modern microcomputer technology to manage finances and expand markets. The area high schools and SENA are interested in working with the Peace Corps to build stronger programs that combine technical skills with a spirit of entrepreneurship. This is the wide end the innovation funnel through which many are encouraged to engage in the creative spirit of entrepreneurship.
What would you like to accomplish in working with the community on this project? (by the end of September)	I hope to enhance the skills of instructors at the high schools and SENA through co-teaching classes and providing in-service training. I am also proposing to mentor students through specific business planning projects: <ol style="list-style-type: none"> 1) SENA Course in Motorcycle Maintenance 2) SENA Course in Home Electrical Wiring 3) High School courses in business and finance
What are the steps you propose to accomplish this activity? (It is fine to have an activity that is not completed be rather “set-up” for the Volunteer that will arrive in October. Please include a timeline)	Education in Entrepreneurship, Business and Financial Management is not a once and done process. It needs to be repeated annually as new generations of students reach the upper grades and as SENA offers new technical and business classes in Aracataca. My goal is to create a process for improving local capacity for instruction through multiple years of partnership between local educators and the Peace Corps. <p>January – initiate classes with SENA and one or more high schools</p> <p>February – June – continue co-teaching classes</p> <p>July – August – assess progress, adjust programs for following semester, add additional teaching venues as possible</p> <p>September – Launch next course with expectation of transferring responsibility to next volunteer.</p>
Who are the community members and others that you are going to collaborate with in order to accomplish your goals for this activity?	Principle partners will be SENA and one or more high schools. <p>Verbal agreement to work with</p> <ul style="list-style-type: none"> - SENA (offering two courses this spring term) - Instituto Educativo de Gabriel García Márquez (INDEGAMA). <p>Exploring opportunities</p> <ul style="list-style-type: none"> - Colegio de John F. Kennedy, - Colegio Elvia Vizcaino de Todaro (INDEVIT) and

Questions	Description
	- Colegio Fossy Marcos Maria (Two Campuses).
Where are you going to develop the activities?	Instructional work will be carried out at the host institutions. Class preparation will be carried out at my work station at the Alcaldia and at the host family residence.
Describe the deliverables you are going to leave for the community and/or the next volunteer by the end of your service. (E.g. technical documents, guides, primers, demos, plans, photos, modules, etc.)	<ul style="list-style-type: none"> - Documentation of agreements with educational organizations. - Educational plan, lecture outlines, visual aids, and other class materials - Online products of students such as websites, graphics and business documents - Assessment – in the form of Keep, Stop, Start for the fall term - Student assessments
Will you need financial resources to promote the activity? How much? How are you going to use these resources?	<p>Financial assistance would be helpful for</p> <ul style="list-style-type: none"> - Instructional materials – handouts, visual aids, books (variable) - Technology – LCD projector (\$500), Printer and supplies (\$200) <p>For use by the volunteer for instructional purposes.</p>