



**Community development and biodiversity conservation of the Sierra de San Francisco (World Heritage Site and Biosphere Reserve) through ecotourism.**

**Sample materials – RSGF Gustavo Danemann 9180-1  
For Rufford Small Grants Foundation**

**PRONATURA NOROESTE AC  
Tourism for Conservation Program**

February, 2012



## WORKSHOPS

### **Objective:**

Improved capacity of a minimum of 25 individuals in the Sierra de San Francisco WHS to offer ecotourism services in their communities, satisfying basic international standards

### **Comments:**

Although we committed to train a minimum of 25 local inhabitants, we were able to reach with our training activities a total of 45 people (women, men, and children). Capacity building to provide ecotourism services included basic English, environmental interpretation (landscapes, flora, fauna, cave paintings and awareness of the natural resources conservation), basic first aids, food handling and hygiene, and technical advice to integrate a rural tourism business, while conserving local traditions (ranching and leather handmade crafts).

### **Photos and files attached:**



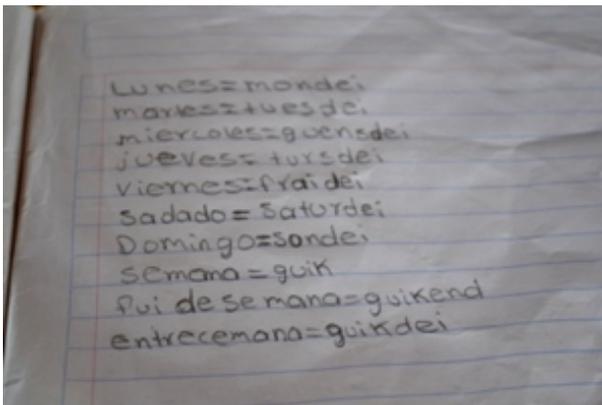
Participants of the Basic English workshop with donated material.



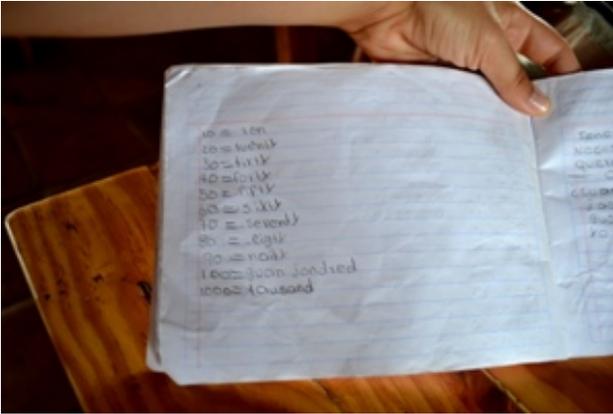
White board. English lesson (no grammar, phonetics only).



Participant of the Basic English workshop.



Learning the days of the week (examples).



Learning the numbers (examples).



Participant of the Basic English workshop.



Environmental Interpretation workshop (low impact tourism).



Training children to become interpretive environmental guides.



Participants of the Environmental Interpretation workshop.



Enrique Hambleton (PNO's founder), in the Cave Paintings Interpretation workshop.



Cave Paintings Interpretation workshop. Practical.



Cave Paintings Interpretation workshop.



Cave Paintings Interpretation workshop. Practical.



Participants of the Cave Paintings Interpretation workshop.



First Aid Workshop.



First Aid Workshop. Participating.



First Aid Workshop. Participating.



Participants of the First Aid Workshop.



Rural Tourism Business workshop.



Rural Tourism Business workshop. Financial issues.



Rural Tourism Business workshop (working in teams).



Rural Tourism Business workshop (working in teams).



Presentations of proposals for the creation of a rural tourism business.

## **NEW ECOTOURISM PRODUCTS**

### **Objective:**

Design and implementation of three ecotourism tours focused on ranches, hiking and flora and fauna monitoring trips

### **Comments:**

We designed and implemented three new ecotourism products for the Sierra de San Francisco. Before this project, the local guides only offered cave painting tours. This project supported the design and implementation of a new tour package projected to be all-inclusive in the short term, involving: (a) an interpretative hiking tour (or mule riding tour, as tourist prefers) to visit a ranch and participate in ranch activities; (b) an interpretative flora hiking trail; and (c) observation of cave art nearby the main Sierra town. Instead of the originally planned flora and fauna monitoring trip, we designed and established a new interpretive trail hosted by local guides in the visitor reception area, with a photo exhibit and a documentary video as new interpretative tools. We decided to change the monitoring trip plan in benefit of this interpretative trail because the first one required the advice and permit of the National Protected Area Commission, which negotiation may take several months to be completed.

### **Objective:**

Design of an interpretative trail which include information on traditional use of local plants

### **Comments:**

We designed three interpretative trails proposed by the local community. The trails were traced after a diagnosis of the local flora (see attached file), which helped to determine the best and floristically diverse routes. In May 2012 the National Institute for Social Development (INDESOL), assigned economic support to this

project, allowing us to complete the installation of one of the designed interpretative trails. This 600 meters trail was equipped with 20 wood signals (hand made by Kumiai indigenous women from northern Baja California), that provide interpretative information on the traditional uses of 16 different local plants, on the historic trail that was formerly used by elder inhabitants of that region to cross to the Gulf of California to collect sea food and sea salt, use the red soil to build adobe houses, and distilled a traditional dessert agave tequila (a technique that is on the verge of extinction).

**Photos and files attached:**



Ranch tour signaling.



Visitors at the ranch tour.



Activities in the ranch tour (feeding goats).



New greenhouse vegetable for human consumption.



Photo exhibition 1.



Photo exhibition 2.



Photo exhibition 3.



Photo exhibition 4.



Photo exhibition 5.



Photo exhibition 6.

## **BROCHURE**

### **Additional comments:**

With the RSGF funds we were also able to print 1,000 promotional brochures on the Sierra de San Francisco, which are now being distributed in key tourist points throughout the Baja California Peninsula. These brochures include information about the site and the activities created in this project, in order to promote these new tourism products and services.

### **Photos and files attached:**

**Sierra de San Francisco**

**Plan de Acción de la Sierra de San Francisco**

**Objetivos**

**Acciones**

**Impactos**

**Monitoreo y Evaluación**

**Conclusiones**

**Recomendaciones**

**Referencias**

**Créditos**

**Logos**