

Project Update: September 2011

In April 2011 we released the first tourist diagnosis for Sierra de San Francisco World Heritage Site. This document gathers information about the low impact tourism potential of this site and the opportunities for local community to participate and provide more and better tourism services and products in order to protect their environment and preserve their local traditions as *rancheros sudcalifornianos*. For now is available only in Spanish.

We started the capacity building workshops program for natural and cultural interpretation of Sierra de San Francisco. Our former PNO's president of the Board, Mr. Enrique Hambleton, visited the Sierra to share with local community his knowledge about rock paintings and engravings interpretation as well as the mission time history of the Central Baja California peninsula. With 60 participants, Mr. Hambleton had a great experience with locals who for the first time were trained in this matter. These efforts will be completed with an environment interpretation workshop next October 22.



As a complementary interpretative tool for tourism activities, in June 2011 a volunteer photographer donated us some photos to install a photo exhibition inside the Buenaventura Hostel. It contains 25 great images of the Sierra's landscapes, the rock paintings, the *rancheros* and their local products and ranches. This exhibition will be a great interpretative tool at the beginning of the tours, which can convey important information about the cultural heritage of this site to the world.



In order to create new tourism services in the Sierra, through 2011 it have been evaluated potential sites to create a ranch tour, an interpretative trail and a flora and fauna monitoring trip. With local's guidance three trails were selected and characterized near of the main ranch (town). As a result one viable trial was identified and designed to be installed at the end of this year. Through voting, local community chose a ranch to carry out ranch tours.

