

STANDARD SECTOR INDICATOR CODE: ENV-046	Site Interpretation: Number of new or improved tourist site interpretation programs developed with the assistance of the Volunteer/partner. (ENV-046)	
ENVIRONMENT SECTOR	Sector Schematic Alignment <ul style="list-style-type: none"> • Project Area: Economic Strengthening • Project Activity Area/Training Package: Sustainable Tourism/Ecotourism 	
Type: Outcome	Unit of Measure: Tourist Site Interpretation Programs	Disaggregation: None

Definitions:

Examples of tourist site interpretation programs include, but are not limited to: materials, presentations, or items, such as signs, nature trails, posters, exhibits, or, guided tours, that typically contain informative content that likely will enhance the enjoyment and knowledge obtained from a tourist site.

Partner/s — refers to local counterpart who is co-facilitating development of new or improved tourist site interpretation programs with the Volunteer

Rationale: An increase in the number of new and improved tourist site interpretation programs can effectively increase the numbers of people who will visit tourist sites.

Measurement Notes:

1. **Sample Tools and/or Possible Methods (for Peace Corps staff use):** Volunteers should use data collection tools to measure progress against project indicators. A data collection tool to measure this indicator could be based on one of the following methods—survey, secondary data review of interpretation materials from tourism programs/projects, observation, or interview—though there may be other data collection methods that are appropriate as well. For more information on the suggested methods, please see [Appendix I in the MRE Toolkit](#). Also be sure to check the intranet page as sample tools are regularly uploaded for post use. Once a tool has been developed, post staff should have a few Volunteers and their partners pilot it, and then distribute and train Volunteers on its use.
2. **General Data Collection for Volunteer Activities:** All Volunteer activities should be conducted with the intention of achieving outcomes – knowledge change (short-term), skills demonstration (intermediate-term), and behavioral changes (intermediate to long term) as defined by the progression of indicators within the objectives of a project framework. The progression of measurement for all Volunteer activities should begin with baseline data being conducted prior to the implementation of an activity (or set of activities), followed by documenting any outputs of the activities and then later at the appropriate time, measurements of specific outcomes (see “Frequency of Measurement”).
3. **Activity-Level Baseline Data Collection:** Activity-level baseline data should be collected by Volunteers/partners before or at the start of their activities with a tourism program(s). It provides a basis for planning and/or assessing subsequent progress or impact with these same people. Volunteers should take a baseline measurement regarding the outcome(s) defined in this indicator (i.e. determine whether or not a tourism program/project has tourist site interpretation material(s) before working with the Volunteer) early in their work

focused on developing new or improved tourist site interpretation programs. The information for the baseline measurement will be the same or very similar to the information that will be collected in the follow-on measurement (see "Frequency of Measurement") after the Volunteer has conducted his/her activities and it is usually collected using the same data collection tool to allow for easy management of the data over time.

Because Volunteers are expected to implement relevant and focused activities that will promote specific changes within a target population (see the "unit of measure" above), taking a baseline measurement helps Volunteers to develop a more realistic snapshot of where tourism programs/projects within the target population are in their process of change instead of assuming that they are starting at "0." It also sets up Volunteers to be able to see in concrete terms what influence their work is having on the tourism programs they work with during their service. Please note that data collection is a sensitive process and so Volunteers will not want to take a baseline measurement until they have been able to do some relationship and trust-building with the person/people the Volunteer is working with, and developed an understanding of cultural norms and gender dynamics.

4. **Frequency of Measurement:** For reporting accurately on this outcome indicator, Volunteers must take a minimum of two measurements with tourism programs/projects of the target population reached with their activities. After taking the baseline measurement (described above), Volunteers should take at least one follow-on measurement with the same tourism program(s) typically after completing one or more activities focused on achieving the outcome in this indicator and once they have determined that the timing is appropriate to expect that the outcome has been achieved. Please note that successful documentation of a behavior change or new practice may not be immediately apparent following the completion of activities and may need to be planned for at a later time. Once Volunteers have measured that at least one tourism program/project has achieved the indicator, they should report on it in their next VRF.

Volunteers may determine to take more than one baseline and one follow-on measurement with the same tourism program(s) for the following valid reasons:

- a. Volunteers may want to measure whether or not any additional tourism programs/projects initially reached with activities have now achieved the outcome in the indicator, particularly for any activities that are on-going in nature (no clear end date);
- b. Volunteers may want to enhance their own learning and the implementation of their activities by using the data collected as an effective monitoring tool and feedback mechanism for the need to improve or increase their activities;
- c. A Peace Corps project in a particular country may choose to increase the frequency of measurement of the indicator and Volunteers assigned to that project will be required to follow in-country guidance.

In all cases, any additional data collection above the minimum expectation should be based on the time, resources, accessibility to the target population, and the value to be gained versus the burden of collecting the data. Following any additional measurements taken, Volunteers should report on any new tourism programs achieving the outcome in their next VRF.

5. **Definition of Change:** The minimum change to report against this indicator is a tourism program developing new or improved tourist site interpretation program(s), as compared to what was measured initially at baseline. In the case of this indicator, if the tourism program the Volunteer/partner works with already have nature trails before beginning to work with the Volunteer/partner, then the Volunteer would not be able to count it for this activity because the Volunteer's work did not actually lead to the desired change. However, if as a result of working with the Volunteer/partner, the tourism program developed posters to go with the trails, which would count because the Volunteer's work influenced the development of an improved site interpretation program.

6. General Reporting in the VRF: For this indicator, Volunteers will only report one number in the “total number” section of the VRF; the total number of new or improved tourist site interpretation programs developed.

7. Reporting on Disaggregated Data in the VRF: There are no disaggregation requirements for this indicator. The Volunteer must only count the total number of tourist site interpretation programs.

Data Quality Assessments (DQA): DQAs are needed for each indicator selected to align with the project objectives. DQAs review the validity, integrity, precision, reliability, and timeliness of each indicator. For more information, consult the Peace Corps MRE Toolkit.

Alignment with Summary Indicator: ENV. IMPROVED NAT. RES. MGMT PRACTICES