The Coffee Route in Honduras increases its offer agrotourism

Eleven new initiatives agrotourism linked to the coffee sector, as specialty coffee shops, courses hospitality and tastings, spas and educational and recreational tours, have been added to the offer of the Tourist Route Honduras Coffee**, with support from the** Inter-American Institute cooperation on Agriculture (IICA) **and the** Honduran Coffee Institute (IHCAFE), **which since 2015 working together to boost agritourism project design in this area.**

Tourist Route Coffee is included within Honduras Country Brand strategy that seeks to promote domestic tourism in the country. The essence of this tourist offer is based on the quality of Honduran coffee, cutting process, good practices benefit, history and lifestyle of the coffee-growing families.

In order to ensure the quality and competitiveness of tourist destinations that make up the Coffee Route, IICA collaborates with IHCAFE, the Honduran Organization for Standardization (OHN) and the Honduran Institute of Tourism (IHT) in the development of a national standard which stablishes voluntary requirements to be met by players who wish to join the route.

Throughout this year, more than 20 owners of coffee farms and research centers and training

center and east of the country have joined the course developed by IICA and IHCAFE, focused on the need to develop a business agrotourism as an alternative to generating new revenue and diversification of coffee growing.

"We hope that the second edition of this training, scheduled from June to October this year, will be as successful as the previous one where a total of 18 projects, of which 11 are operating as part of the Coffee Route generated" said the IICA specialist in competitiveness, Dominique Villeda.

As part of promotion strategies, the first course of Agritourism created in Facebook Coffee Route of Honduras Group to promote the various projects that are integrated into the route, and to date it has over a thousand members.

In addition, entrepreneurs of the Coffee Route and technical support institutions of Honduras visited the Route of Cheese and Wine in Queretaro, Mexico. That study tour, organized by IICA, allowed the analysis as a case that agrotourism route and identify lessons learned and best practices that could be adopted in Honduras.

This process is supported by the flagship project "Competitiveness and sustainability of agricultural chains for food security and economic development", of IICA.

Source: IICA