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**Connecting Global Partners with  
Local Community Development**

**AYLAC**

**#GSTC2025 Fiji**

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**Jorge Moller, GSTC Program Director  
Latin America & Caribbean**





**Let us expand our minds...**



**Let me introduce you,  
our home community...**

**LATAM & THE CARIBBEAN**







**But still with lots of challenges...**



# Connecting Global Partners with Local Community Development..





Santa Marta,  
Colombia,  
May 2024...



**GROUP #1**  
**TOURISM,**  
**CONSERVATION AND**  
**CLIMATE CHANGE**

 **GSTC**  
Global Sustainable Tourism Council

**+150 Attendees...**  
**25 Countries**  
**03 Working Groups...**

**GROUP #2**  
**HOSTS: COMMUNITIES**  
**AND LOCAL**  
**STAKEHOLDERS**

 **GSTC**  
Global Sustainable Tourism Council

**GROUP #3**  
**TRAVEL WITH PURPOSE:**  
**LEASONS LEARNED**

 **GSTC**  
Global Sustainable Tourism Council



**Alianza Yuluca**

Iniciativa impulsada por el GSTC



# **Yuluca Alliance for Latin America and The Caribbean (AYLAC)...**



**Alianza Yuluca**

A GSTC Initiative

**Bringing community solutions...**



# AYLAC Working Methodology



Tourism Experts: Lead the development and planning of proposals established by the Executive Committee.

Governments: Ensure the effective implementation of the Regional Agenda for Sustainable Tourism.

LAC Experts: Contribute to the development of initiatives proposed by the Development Committee.

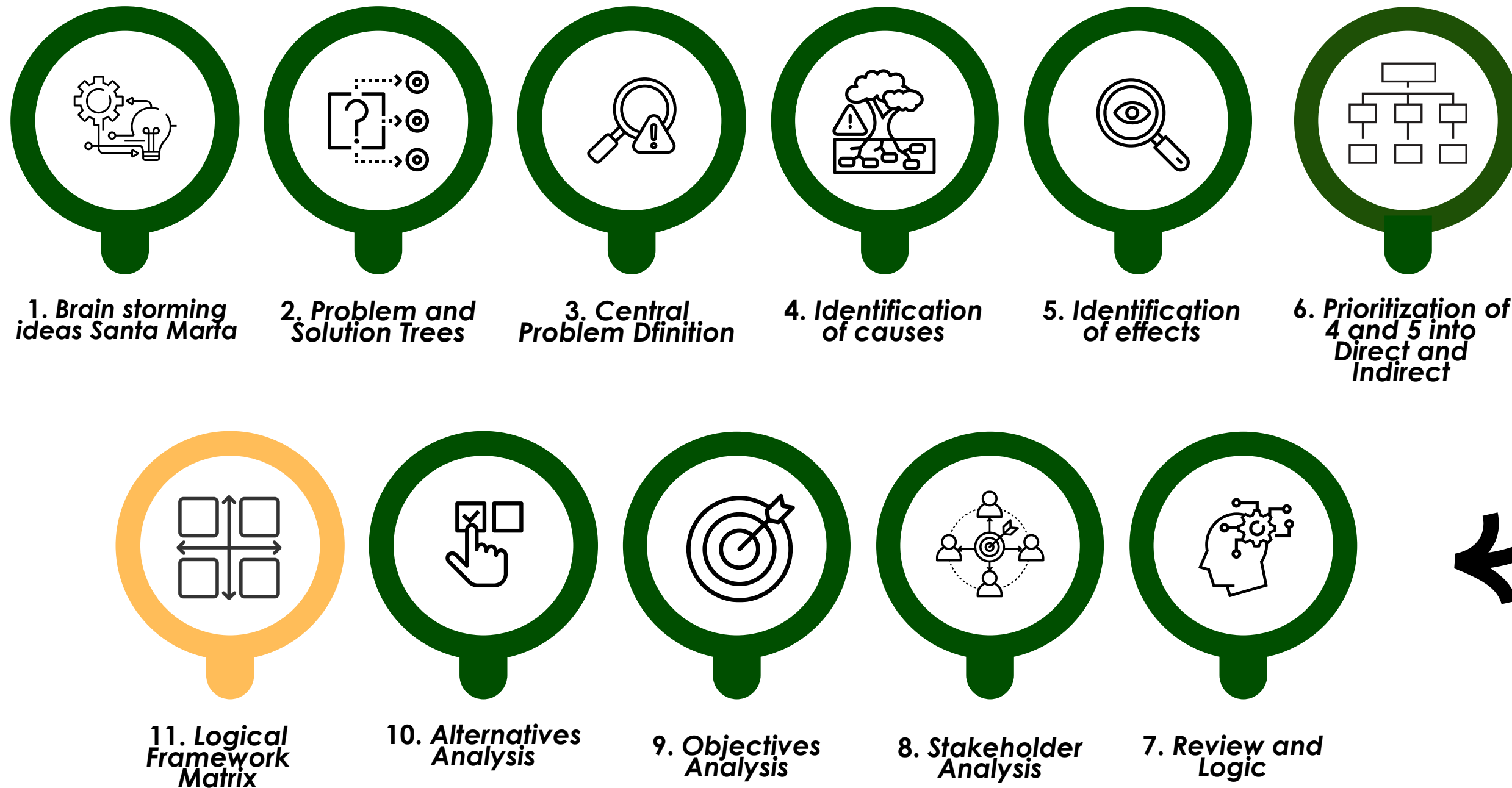


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# Logical Framework Approach as a validated methodology for project formulation...



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# Next steps in building the agenda

**1** Advance in the Logical Framework and build project profiles associated with indicators... **AND...** **A NEW OFFICIAL CHAPTER FOR THE GSTC HISTORY...**

**2** Projection of Early Adopters in Latin America and the Caribbean... **GSTC LATAM...**

**3** Execution, results analysis, and planning of next steps...



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ALL TOGETHER... WE BUILD COMMUNITY...



*Ayni*  
*Reciprocity*



**AYLAC INFO**