

West End Boutique Village Roatan, Bay Islands

2021 GSTC-D Assessment Report- Elaborated by Syntia Solomon



West End “Boutique Beach Village” A beachfront community that still retains its local charm while also better meeting the needs of locals and visitors.

Insert vertical photo or a collage of Village.



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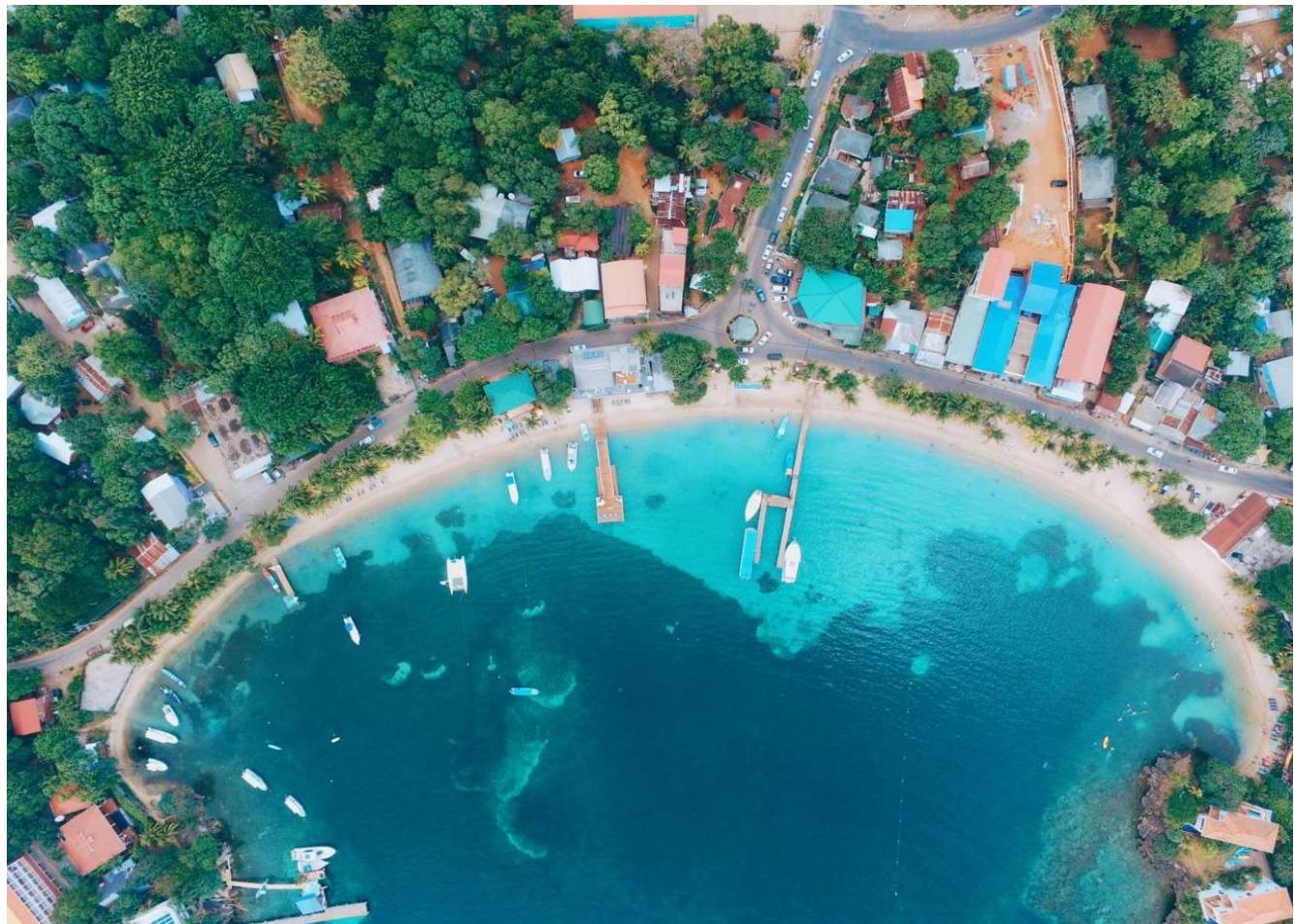
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Acronyms

ALF	Abundant Life Foundation
BINMP	Bay Islands National Marine Park
BICA	Bay Islands Conservation Association
BIDMO	Bay Islands Destination Management Organization
BITB	Bay Islands Tourism Bureau
BIPTGA	Bay Islands Professional Tour Guide Association
BMZ	German Federal Ministry for Economic Cooperation and Development
CANATURH	Cámara Nacional de Turismo de Honduras
CDE	Centro Desarrollo Económico
CESCO	Centro de Estudios y Control de Contaminación
CESO	Canadian Executive Service Organization
CEPUDO	Capacitación, Educación, Producción, Unificación, Desarrollo, Organización
CITES	Convention on International Trade in Endangered Species of Wild Fauna and Flora
COPECO	Comisión Permanente de Contingencias
CORAL	Coral Reef Alliance
ENCC	Estrategia Nacional de Cambio Climático
ENTS	Estrategia Nacional de Turismo Sostenible
FUNDEMUN	Fundación de Municipalidades
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
GO BLUE	Go Blue Bay Islands
GSTC	Global Sustainable Tourism Council
GSTC-D	Global Sustainable Tourism Council Destination Assessment
HRI	Healthy Reefs Initiative
ICF	Instituto de Conservación Forestal
IHAH	Instituto Hondureño de Antropología e Historia
IHT	Instituto Hondureño de Turismo
INFOP	Instituto Nacional de Formación Profesional
MAR	Mesoamerica Reef
NGO	Non-Governmental Organization
PNMIB	Parque Nacional Marino de las Islas de la Bahía
POLOS	Polos Water Board
RRA	Roatan Realtors Association
RDD	Rapid Sustainable Destination Diagnostic
RECO	Roatan Electric Company
RMP	Roatan Marine Park
RIMS	Roatan Institute of Marine Science
SICA	Sistema de Integración Centro Americana
SICCS	Sistema Integral de Calidad y Sostenibilidad Centroamericano
SINAGER	Sistema Nacional de Gestión de Riesgos

SINEIA	Reglamento del Sistema Nacional de Evaluación de Impacto Ambiental
SITCA	Secretariat of Central American Tourism Integration
SOL	Sol Foundation
UNWTO	United Nations World Tourism Organization
WE	West End
WECC	West End Community Center
WEP	West End Patronato
WEB	West End Business Association
WESC	West End Stewardship Committee
WWF	World Wildlife Fund
ZOLITUR	Zona Libre Turística de Islas de la Bahía



Half Moon Bay – Beachhouse.com

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The views and recommendations expressed within this report are those of the authors and participants of the various focus groups, meetings, and workshops.



Executive Summary

Over the past two decades, West End has experienced high demographic and economic growth due to tourism. While tourism has grown steadily and brought prosperity to the village and Roatan Island, it has also created growing pressure on the natural environment and significant challenges to foster a sustainable development that helps generate additional income for local communities and contributes to the protection and conservation of natural resources.

In this context, and as a result of a regional collaboration by way of The Cruise Destinations Mesoamerican Reef Network (MAR Network), comprised of Belize, Cozumel, and Roatan in partnership with the GIZ- German Federal Ministry for Economic Cooperation and Development (BMZ); a participatory assessment of West End's performance based on the GSTC (version 2, 2019) 38 internationally recognized destination criteria and 169 indicators for sustainable destination management was commissioned to help West End plan and manage a sustainable future.

The assessor conducted the West End GSTC Destination Assessment during February-March 2021, working closely with the Bay Islands Destination Management Organization. The process brought together 33 key stakeholders and leading organizations from the local and national government, the private sector, and the NGO community to collectively evaluate West End's performance on four main pillars of sustainability: 1. Sustainable Management, 2. Socio-economic sustainability 3. Cultural sustainability, and 4. Environmental sustainability.

This West End's first assessment builds on Roatan's continued commitment and efforts to foster sustainable destination stewardship; Roatan underwent its first Rapid Sustainable Cruise Destination Diagnostic assessment in 2013, followed by a GSTC assessment in 2019, which demonstrated a 32% decrease in areas of risk. This assessment will further put this community on its sustainability path and contribute to the overall improvement of Roatan's sustainability journey.

The results of the West End GSTC destination assessment indicate that 63% of the criteria evaluated were considered "areas of high risk and 8% of medium risk" and an additional 11% of criteria "need improvement." In contrast, the destination showed "good performance" in 18% of the overall assessed criteria. West End showed excellent performance in protecting its sensitive environments thru the collaborative efforts of the local conservation organizations, communities, water board (POLOS), and local governmental agencies, as well as good water stewardship and sewer management. These combined efforts led to Half-moon Bay beach being rewarded the Ecological Blue Flag Certificate in 2019 and is set to receive its recertification in 2021 demonstrating the consistency and commitment of the community of West End in providing clean and safe water for its population, visitors and the reef.



During the action planning workshops, Stakeholders prioritize these six high-risk issues to focus on over the next three years and suggesting initiatives to address these issues. Each of the prioritized issues (outlined below) is considered crucial for West End's sustainability in the short and medium-term.

- 1. Sustainable Destination management:** Establish a West End Tourism Stewardship Committee that includes stakeholders and guarantees public participation in destination decision-making and serves as the steward for the destination assessment action plan under The Bay Islands Destination Management Organization (BIDMO). Establish and implement a West End Multiyear Sustainable Tourism Destination Strategy.
- 2. Managing visitor volumes and activities:** Establish a West End community center that also functions as a cultural and visitor's center, providing visitor experiences of intangible cultural heritage, tourist information, and monitoring satisfaction. Implement a management system of attraction, sites, and visitors management. Create a Sustainable Traffic Management plan to address overcrowding and traffic congestion
- 3. Risk and crisis management:** Establish a documented risk reduction, crisis management and emergency response plan for tourism in West End.
- 4. Measuring the economic contribution of tourism:** Commission a socio-economic study as a baseline, and collaborate with BIDMO to build on their economic monitoring and reporting system to monitor, analyze and report, West Ends economic contribution of tourism into Roatan's economy.
- 5. Decent Work and Career opportunities:** Implementation of a tour guide training system to prepare tour guides with a focus on the sustainable tourism.
- 6. Intangible Heritage:** Developing a Mango Festival to celebrate intangible cultural heritage.



The Bay Islands Destination Management Organization and West End stakeholders will work together to establish a Destination Stewardship Committee (DSC), under the BIDMO umbrella, that will serve as the main steward of the West End 2021 GSTC Destination Assessment and Action Plan. The DSC will consist of community members, among others, from the West End community board, West End water board, West End business sector association, and NGO community. Along with BIDMO, this committee will facilitate the ongoing dialogue and collaboration among tourism and community leaders and key partners required to realize priority initiatives.

Introduction

West End village is located within the Bay Islands National Marine Park (PNMIB) in a special marine protected zone, an area of high natural significance and fragile ecosystem on the northwest side of Roatan. The economy of West End is heavily tied to tourism. It is one of the busiest tourism hotspots on the island, with numerous accommodations, restaurants, bars, lounges, scuba shops, souvenir/artist shops catering to visitors and residents. The village is fronted by Half Moon Bay, a perfectly crescent-shaped, palm-line beach, fringed by the world's second-largest coral reef and its colorful marine life, making this tourism destination site a must to a large percentage of the over two million yearly visitors to Roatan. "A unique atmosphere that is worth experiencing".

While tourism has grown steadily over the past two decades and brought prosperity to the village, West End is not exempt from facing the critical challenges meeting the growing demand that tourism poses. What are the impacts of tourism on its natural and cultural sites and attractions? How well is the village currently managing these impacts to protect the integrity of the resources on which tourism is built? What are the policies and actions needed to more effectively manage the village to mitigate negative impacts and ensure long-term destination health? How to ensure that tourism benefits local communities while minimizing negative impacts and preserves natural and cultural assets in the long-term?

In this context, and to help West End plan and manage a sustainable future, the Mesoamerican Reef Network (MAR), in collaboration with the Bay Islands Destination Management Organization (BIDMO), and with funding from the GIZ- German Federal Ministry for Economic Cooperation and Development (BMZ), executed by BIDMO's founding member The Coral Reef Alliance (CORAL); commissioned this GSTC assessment.

The virtual Assessment took place from February to March 2021 and builds on Roatan's long commitment to destination stewardship. The GSTC's Destination Assessment, through a holistic, participatory process, aim to assess West Ends current and future capacity to sustain tourism in the long term and to set a baseline for the destination's sustainable tourism status based on GSTC's globally accepted sustainable tourism criteria, while also identifying current good practices and high priority destination risks that will be reflected and addressed in a short, medium and long term strategic plan of action that will serve as a guideline for the sustainable management of West End, Roatan.



The GSTC-D assessment addresses the following top-line questions:

- How compliant is West End today with internationally recognized indicators for sustainable destination management and integrated coastal and marine resource management?
- What current good practices and key initiatives are improving West End's environmental, social, and economic sustainability, and what high-priority destination risks are undermining sustainability?
- What are the implications of risks for the visitor, resident, and business community experience?
- Of the risks identified, which do West End stakeholders prioritize as most urgent and important?
- What practical actions and initiatives can address the high-priority risks identified?

The GSTC standard covers the four main categories of destination sustainability:

1. Sustainable destination management
2. Economic and Social sustainability
3. Cultural sustainability
4. Environmental sustainability.

The GSTC Destination Assessment is not a certification program. Still, widely recognized as a critical tool for helping destinations improve their management practices—and prepare them, should they choose, undertake certification by a GSTC accredited destination certification program. In West End's case, this assessment creates an opportunity to exchange experiences and share insights on addressing identified common challenges with Goff's Caye in Belize. Both destinations site recently underwent the GSTC assessment process through the MAR Network with the support of CORAL.

This report presents West End's GSTC Destination Assessment findings and stakeholder designed action plan for its sustainable destination management.



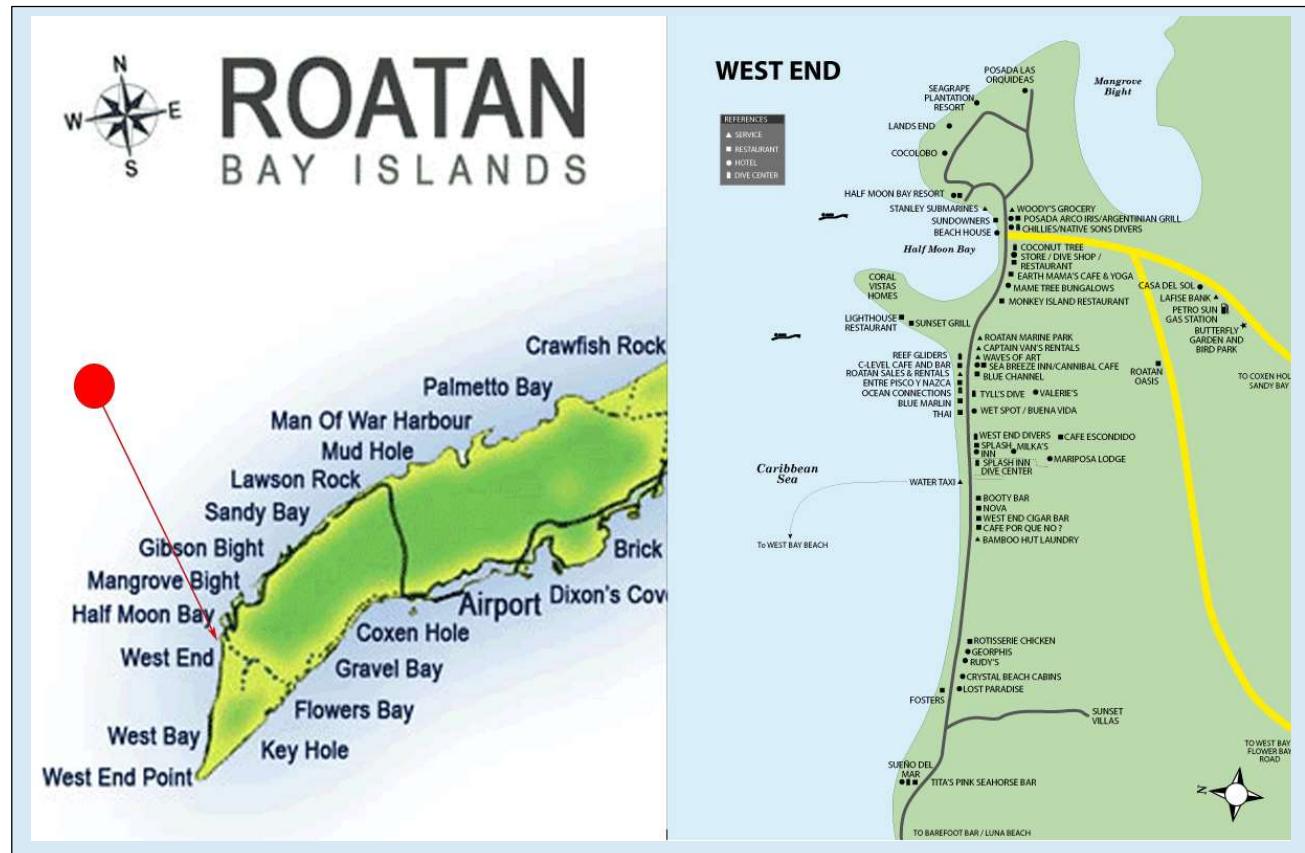
It is intended that this West End's village assessment and action plan, together with engaged and empowered community stakeholders, will provide, for the next three years, the proper insight and guidance to decision-makers in its further sustainable tourism development.

Overview of Tourism

A. Geography

The West End village is located on a mountainous coastal strip on the northwestern tip of Roatan, Bay Islands, Honduras. The main part of the town is located on the coastline, sheltered by the coral reef, divided by a small point between Half Moon Bay and a long beach stretch along more open water on the Westside. This area along the shore has a flat topography with tropical forest. The outskirts of West End, between the main part of town and the main road across Roatan, tend to be mountainous and covered in a tropical forest, representing ninety hectares (90 ha) of its total two hundred and eight hectares (208 ha). In comparison, the remaining one hundred and eighteen hectares (118 ha) of the urban district is made up of residential housing (64ha) and the coastal tourist district (54ha). West End has a large community of expatriates, mostly from North America or Western Europe, native islander families, and a notable ladino population. Simultaneously, the main part of West End is dominated by tourism-related businesses and native Islanders and expatriates' residences. West End's economy is heavily tied to tourism, with several dive shops, hotels, restaurants, and other businesses catering to visitors. The main tourist attraction is the barrier reef offshore, a National Marine Park by decree of law.

Figure 1 Map of West End.



B. Tourism Statistics

The number of tourists visiting the West End has grown significantly over the last two decades; while there is currently no official visitation data, previous ¹traffic flow study, show that on holidays and night hours, the northern section, which has become the night-time site of recreation and leisure on Roatan with almost 150 establishments of all kinds along the tourism district, sometimes attract 3,000 - 4,000 visitors daily.

The majority of West Ends' visitation growth is due to the over two million combined air and cruise visitors that visit Roatan yearly. According to the Honduran Institute of Tourism (IHT)², Roatan received over 1.38 million cruise passengers and 485,140 cruise ship crew members in 2019, indicating an 8.3% increase from 2018 arrivals, making this segment the fastest growing on the island. According to the airport's management official passenger traffic records, Roatan received 428,216 arrivals through the airport in 2019, of which approximately 50% were national arrivals (i.e., visitors from mainland Honduras) and 50% were international. These numbers indicate that while many visitors come to Roatan by air, the vast majority come by sea. Due to global health pandemic COVID-19 resulting in an economic crisis, air and sea 2020 arrivals experienced a decrease of 70% compared to 2019 arrivals.



scottroatantours

¹ Fundemun study 2011

² Instituto Hondureño de Turismo 2016-2020 Statistics Report

C. Tourism Products and Attractions

West End's coastal tourism district and beach, friendly, diverse people, vibrant "Boutique Village" vibe and spectacular marine environment create a unique atmosphere worth experiencing. It's also considered one of Roatan's tourism hotspots.

West End Village is located between Sandy Bay and West Bay and approximately a 20-minute drive from the Roatan International Airport, about 15 minutes from the Port of Roatan cruise ship terminal, and about 35 minutes from the Carnival Cruise Ship Terminal (Mahogany Bay). Taxis are readily available, and transportation rental agencies. Water taxis connect West End Village with West Bay Beach (about ten minutes at the cost of about 50L (\$2.60USD) during daylight hours. Driving between the two communities takes approximately ten minutes. Taxis constantly run between the two towns.

West End is located in one of the two Special Marine Protection Zones in Roatan that forms part of the Bay Islands National Marine Park, established by decree of law. The park regulates activities and development from the high-tide coastal line to twelve miles offshore. It is co-managed by an active group of NGOs committed to the sustainable management of Natural resources and initiatives supporting the development of sustainable tourism throughout the Bay Islands.

The tourism district is located primarily around the coastline; the majority of its tourism product is nature-based coastal marine activities. The most popular among visitors include scuba diving, snorkeling, fishing, the rope swing, and other leisure and recreational activities along the beaches.



D. Social Media Listening

To gain insight on visitor's level of satisfaction experiences at West Ends popular tourism sites, attractions, and amenities, a rapid review of visitor ratings appearing on the travel online platforms, TripAdvisor, Booking.com, and Expedia.com, was conducted in February 2021, for a period of 3 years (2017-2019). Tables 1 and 2 show the quantity and quality ratings of attractions and amenities, in the West End village. TripAdvisor ranking is based on their own reviews data, ratings, photos, and popularity. Booking and Expedia rank these "Hotels" using their own data on the reviews and their ratings. The tourism categories in each table are from the category labels used on each corresponding platform. The reviews include beach, parks, hotels, restaurants, and shops categories. Booking.Com platforms utilize a 10 point scale for their rating, while Expedia.com utilize the same 5-point scale as trip advisor for their ratings: 1 = Terrible; 2 = Poor; 3 = Average; 4 = Very Good; and 5 = Excellent.

Table 1: Top 10 West End Amenities, Sites and Attractions on Tripadvisor

Name of site, attraction or amenities	Total number of reviews	Rating	Tourism category
Half Moon Beach	232	4.5	Bodies of Water/Nature & Parks
Butterfly Garden	146	4	Nature & Wildlife Parks
Splash Inn	1167	5	Hotel/Dive Center
Beach House	385	5	Hotel
Roatan Oasis	1038	5	Restaurant
Sundowners	1446	4.5	Restaurant/Bar
West End Divers	1146	5	Dive Shop
Native Sons	708	5	Dive Shop
Shawn Jackson Gallery	63	5	Art Galleries
Waves of Art	181	4.5	Gift & Specialty Shops, Art Galleries
The Chocolate Factory	220	4.5	Gift & Specialty Shops

Table 2: Top 10 West End Hotels on Booking.com and Expedia.com

Name of site, attraction or amenities	Total number of reviews	Rating	Tourism category
Booking.com (Score 1-10)			
Mame Trees	22	8.7	Hotel
Mr Tucan	130	9.1	Hotel
Los Corales	63	8.6	Hotel
Lands' End	123	8.0	Hotel
Coco Lobo	59	8.9	Hotel
Las Orquideas	21	8.8	Hotel
Coconut Tree Cabins	14	7.6	Hotel
Expedia.com (Score 1-5)			
West End Dive Resort	39	4.3	Hotel
Sea Grape Plantation	26	4.2	Hotel
Posada Arco Iris	14	4.4	Hotel

The results confirm that most visitors are delighted with their experiences in West End tourism sites, attractions, and amenities. The village was awarded an overall rating of 4.6, according to Google reviews.

West End Village, Roatan, Honduras

West End

4.6 ★★★★★ 61 reviews

All beach 9 diving 5 bars 5 souvenir shops 3 area 3

Write a review

Sort by: Most relevant ▾

Many reviewers discussed the great locations, clear blue water, and fantastic snorkeling spots from the beautiful Half Moon Bay Beach. They noted the noise, fuel smell from the boats, numerous vendors, and overcrowding, especially on cruise ship days. Overcrowding and its impacts on the visitor experience will need to be managed and monitored more closely by the West End Destination Stewardship Committee in collaboration with BIDMO.

The online assessment results also identified the opportunity to involve and benefit local communities and enrich the visitor's authentic cultural experiences. And at the same time, it supports the celebration and protection of intangible cultural heritage by integrating local traditions, arts, music, language, gastronomy, and other aspects of local identity and distinctiveness.



Village maypole dance-abundantlifefoundation.org

Assessment Methodology

The destination assessment and action plan consisted of four main phases of work, summarized in Figure 2.

Figure 2: GSTC Destination Assessment Phases of Work



The first phase of the Assessment established the destination's place-based circumstances relevant to the GSTC destination-level criteria and indicators to understand its sustainability and competitiveness challenges. Using GSTC stakeholder and policy mapping tools, the Assessor liaises closely with CORAL and other Bay Islands DMO to identify key stakeholders and documents needed to verify the application of the GSTC-D Criteria and indicators in West End. The Assessor carried out a desktop assessment and online visitor perception assessments to obtain additional insights about their West End's experiences. The research was focused on visitor reviews posted on three of the travel industry's largest travel websites³, Trip Advisor, Booking.com, and Expedia.com, for 3 years (2017-2019). The Assessor and destination liaisons, Coral Reef Alliance and the Bay Islands Tourism Bureau, conducted a preparatory meeting to organize stakeholder consultations to be carried out during the subsequent phase of work.

The second phase of work engaged local stakeholders in validating the situation analysis and filling information gaps. From February 22nd through 26th, 2021, the Assessor facilitated targeted informational interviews and group meetings with key leaders from organizations in the public sector, private sector, NGO community, and civil society to gather any missing evidence and documentation about West End's compliance with GSTC destination-level criteria and indicators. Additional key objectives of these meetings were introducing the project and its process and enhancing awareness of sustainable destination management's importance. About 33 stakeholders participated in these virtual consultation interviews and workshops, from the tourism private sector and residents of the West End community; local organizations and government institutions. Please find a complete list of participants in Annex III.

In the third phase, stakeholders who participated in the focus group and individual meetings were convened to review the results and collaborative action plan development workshop on March 4th, 5th and 8th, 2021. The Assessor shared preliminary Assessment findings and obtained additional feedback and validation of results from stakeholders and project partners. During the final phase, the Assessor also worked with local NGOs, tourism, and community leaders to define Priority Areas and quick-win projects for action planning to address the gaps found, including timelines, responsibility, and projected budgets.

³ The information from these websites is also used to feed niche websites within the tourism industry.



Summary of Key Findings

A. Destination Assessment Findings

To determine the level of compliance with each of the GSTC-D Criteria and indicators, the Assessor analyzed the assessment results using the performance levels shown in Table 3. Of the 169 indicators analyzed, 34 (20%) were rated “green,” 31 (18%) were rated “yellow,” 17 (10%) were rated “pink,” and 87 (51%) were rated “red.” Indicators marked in red or pink represent gaps or risks to the sustainable management of the destination.

Table 3: GSTC Performance Levels and Associated Color Scheme

Color	Green	Yellow	Pink	Red	N/A
Description	Documentation of policy exists, and it is being implemented in an exemplary manner—on a level with best practices	Documentation of policy exists, and it is being implemented in an acceptable manner	Documentation of policy exists, but it is not being implemented—or vice versa	No documentation of policy exists, and it is not being implemented	The indicator is not applicable to the destination

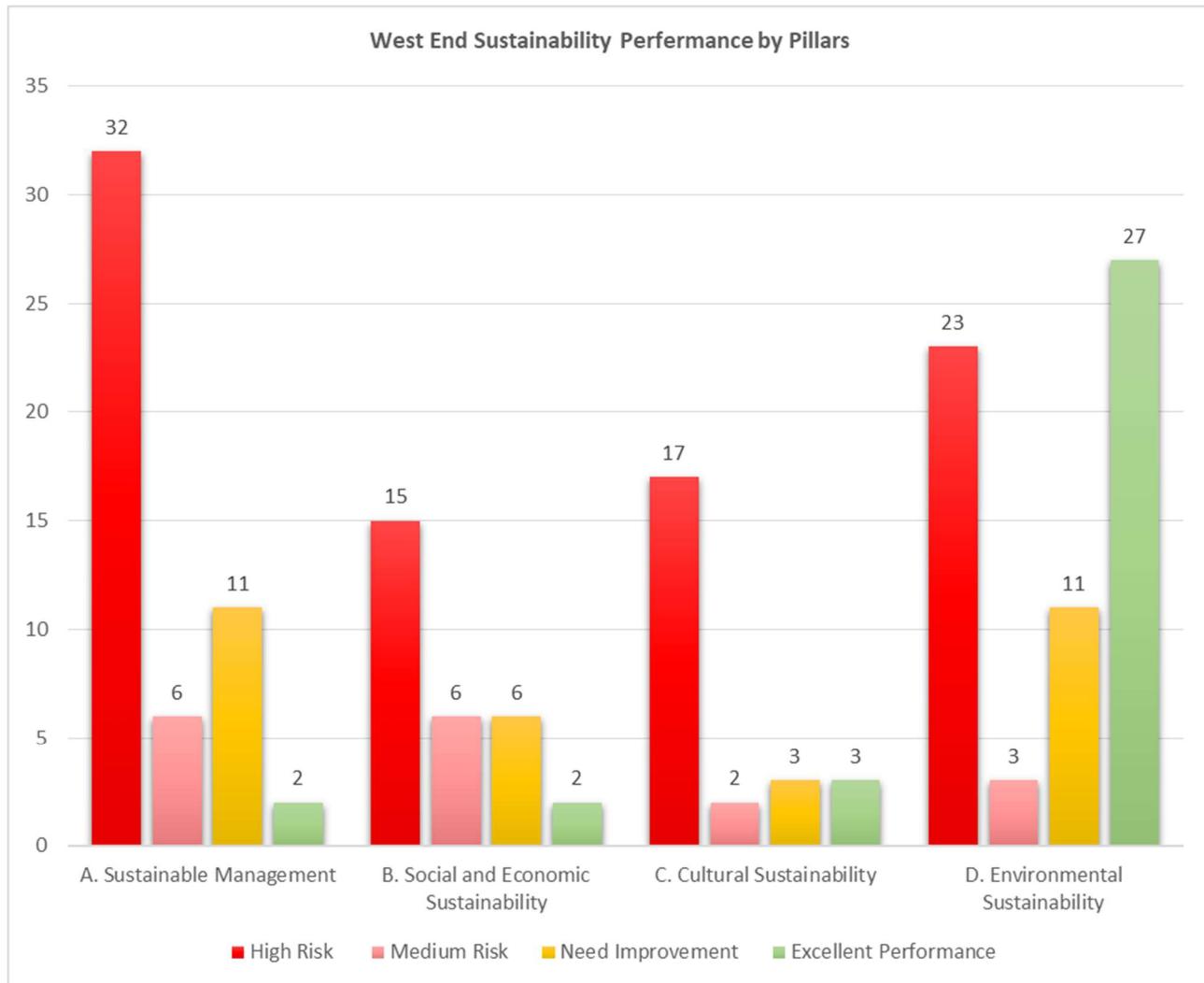
Of the four categories of destination sustainability, the GSTC Assessment showed West End performing best in Environmental Sustainability, and Natural Asset Management, but there is still lots to be done. The results indicated significant room for improvement in Destination Management, Cultural Heritage sustainability and Social and Economic sustainability.

This table provides a summary of West End’s level of performance on GSTC-D indicators, categorized and color-coded.

Table 4: Summary of GSTC Destination Sustainability Performance by Indicators.

GSTC Section	A. Sustainable Management	B. Social and Economic Sustainability	C. Cultural Sustainability	D. Environmental Sustainability	Total indicators Color
Red	32	15	17	23	87
Pink	6	6	2	3	17
Yellow	11	6	3	11	31
Green	2	2	3	27	34
Total	51	29	25	64	169

Figure3: GSTC Destination Sustainability Performance by Pillar



To illustrate the Criteria comparatively and to better track progress over time, the GSTC evaluation system was translated into a “traffic light” system with the following scoring methodology:

- Green = Excellent Performance (score of 2.26 to 3.00)
- Yellow = Good but Needs Improvement= (score of 2.00 to 2.25)
- Pink = Low Performance / Middle Risk (score 1.0 to 1.99)
- Red = No Performance / High Risk (score 0 to 0.99)
- Gray = N/A (not applicable to the destination)

The following charts table shows the destination’s performance by Criteria.

Table 5: West End GSTC Destination's performance by Criteria.

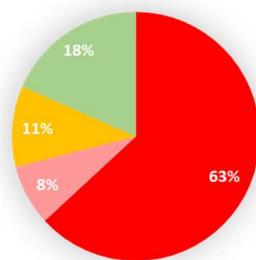
Section	Criteria	Score
Sustainable Management		
A1	Destination management responsibility	0.4
A2	Destination management strategy and action plan	0
A3	Monitoring	2
A4	Enterprise engagement and sustainability standards	1
A5	Resident engagement and feedback	0.4
A6	Visitor engagement and feedback	0
A7	Promotion and information	0.67
A8	Managing visitor volumes and activities	0.2
A9	Planning regulations and development control	2.00
A10	Climate change adaptation	0.4
A11	Risk and Crisis Management	0
Social and Economic Sustainability		
B1	Measuring the economic contribution of tourism	0
B2	Decent work and career opportunities	1.75
B3	Supporting local entrepreneurs and fair trade	0.67
B4	Support for community	2.33
B5	Preventing exploitation and discrimination	0.25
B6	Property and user rights	0.67
B7	Safety and security	1.33
B8	Access for all	0.17
Cultural Heritage Sustainability		
C1	Protection of cultural assets	0
C2	Cultural artefacts	0.33
C3	Intangible heritage	0
C4	Traditional access	0
C5	Intellectual property	0.33
C6	Visitor management at cultural sites	0.5
C7	Site interpretation	2.6
Environmental Sustainability		
D1	Protection of sensitive environments	2.5
D2	Visitor management at natural sites	2
D3	Wildlife interaction	2.17
D4	Species exploitation and animal welfare	2.83
D5	Energy conservation	0.75
D6	Water stewardship	3
D7	Water quality	2.8
D8	Wastewater	2.5
D9	Solid waste	0.5
D10	GHG emissions and climate change mitigation	0
D11	Low-impact transportation	0
D12	Light noise and pollution	0.67

Figure 4: West End GSTC Destination Sustainability Snapshot



Figure 5: West End GSTC Pillar by performance percentage

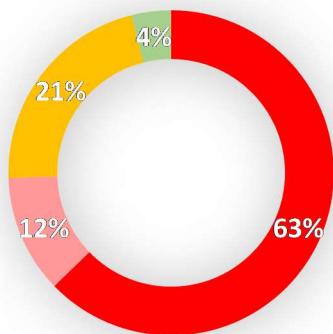
Performance by Criteria



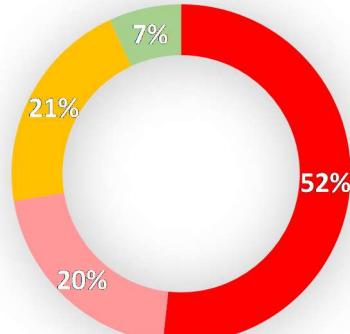
As illustrated in Figures 4 and 5, a significant number of GSTC Criteria presented high risk (24 criteria - 63% in red). The following prevalent rating was excellent performance (7 criteria -18% in green), then good with some improvements needed (4 criteria or 11% in yellow), then medium- risk (3 criteria -8% pink). A summary of GSTC's assessment of good practices findings within West End's performance is in Annex I. An overview of the assessor's comprehensive observations based on policy analysis and stakeholder consultations is in Annex II. Local stakeholder's prioritized issues they believed were crucial for West End to address in the short and medium-term based on the GSTC's Destination Assessment findings and recommended areas of improvement.

Figure 6: West End GSTC overall Criteria performance by percentage.

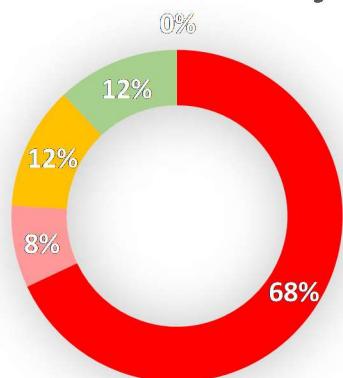
A. Sustainable Management



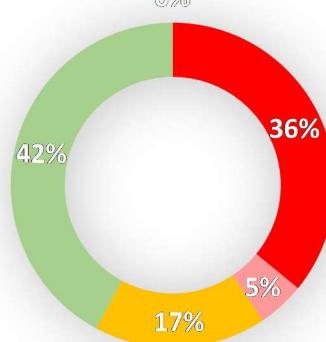
B. Social and Economic Sustainability

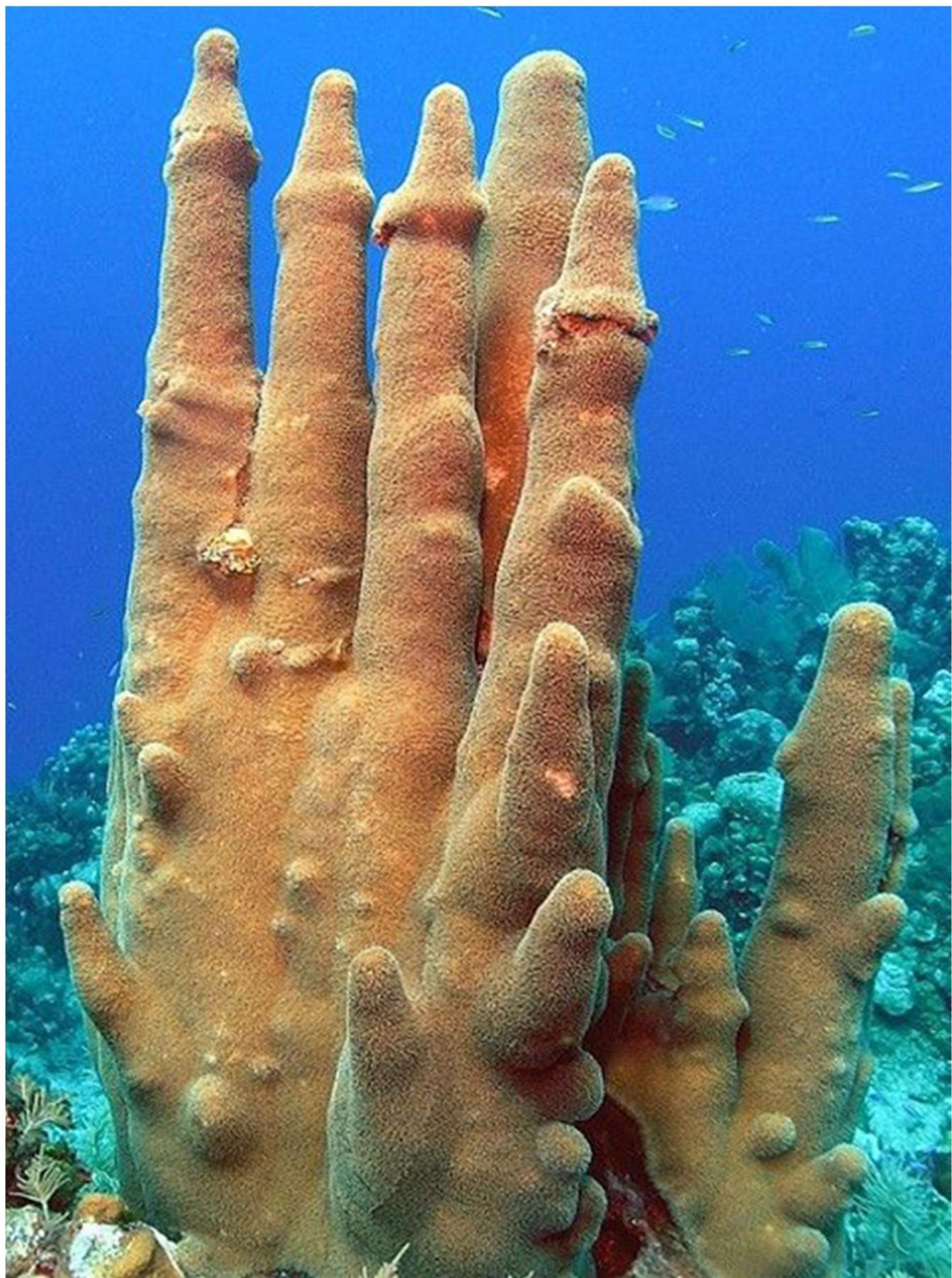


C. Cultural Sustainability



D. Environmental Sustainability





B. Priorities

Table 6 shows the sixteen key sustainability topics prioritized by local tourism and community leaders during the virtual Action Plan Development Workshop held on March 5, 2021. Participants were split into two groups based on the four GSTC pillars of sustainability and were asked to identify the three highest-priority areas in need of improvement for their respective section. The majority of these prioritized topics were rated red or pink (with scores ranging from 0 to 1.99) and are crucial for West End's sustainability in the short and medium term.

Table 6: Top 16 Issues Prioritized for Action by GSTC Pillar

GSTC Pillar	Criteria	
A. Sustainable Management	Top 16 Prioritized	Votes
A(a) Management structure and framework	A1 Destination Management A2 Destination Strategy and Action Plan	11
A(b) Stakeholder engagement	A5 Resident engagement and feedback	
A(c) Managing pressure and change	A8 Managing visitor volumes and activities. A11 Risk and crisis management	11
B. Socio-economic sustainability		
B(a) Delivering local economic benefits	B1 Measuring the economic contribution of tourism B2 Decent work and career opportunities B3 Supporting local entrepreneurs and fair trade	11
B(b) Social wellbeing and impacts	B5 Preventing exploitation and discrimination B7 Safety and security	
C: Cultural sustainability		
C(a) Protecting cultural heritage	C1 Protection of cultural assets C3 Intangible heritage	11
Environmental Sustainability		
D(a) Conservation of natural heritage	D1 Protection of sensitive environment	
D(b) Resource management	D8 Wastewater D9 Solid Waste Reduction D10 GHG emissions and climate change mitigation	

These priorities are further detailed below in tables 7, 8, 9 & 10 respectively organize by sustainability pillar, objectives and project ideas.



Waves of art

A. Destination Sustainability

Table 7: Priority Destination sustainability

Priority Issue by Criteria	Objectives	Project Ideas
A1 Destination Management	Establish a Tourism Stewardship Committee to coordinate effort with West End community. (Key Stakeholders WE Patronato, WEB and POLO's)	Sustainable Destination Strategy (A1) <ul style="list-style-type: none"> Develop a West End Multiyear sustainable tourism destination strategy based on the West End planning documents that already exist and the results of this assessment. Advocate for Regulation document approval by the municipality. (Fundemun study)
A2 Sustainable Destination Strategy	Establish and implement a multi-year destination strategy that is publicly available, is suited to the destination's scale, and is developed with public participation.	<ul style="list-style-type: none"> Create a West End Destination Stewardship Committee (DSC) as part of BIDMO.
	-DSC will have assigned responsibilities for sustainable tourism management and oversee public/private participation and local community opinion to provide feedback and increase implementation success while creating job opportunities.	<ul style="list-style-type: none"> Verify WEB (West End Business Association) legal status w/URSAC and activate.
A5 Resident engagement and feedback	Monitor, publicly report the community's aspirations, concerns and satisfaction with tourism sustainability and destination management, and take action in response to them.	<ul style="list-style-type: none"> Work with BITB to establish online surveys of residents and other systematic feedback mechanisms, covering tourism issues.
A8 Managing visitor volumes and activities	Existence of a community center that also functions as a tourist information and visitor center. Promotion is accurate and available with regard to the destination and its products, services, and sustainability claims. Implement a visitor's management system to monitor and manage visitor's volumes and activities, including natural and cultural sites. (Effective management of Traffic, overcrowding and noise pollution. Create a second swim zone.)	<ul style="list-style-type: none"> Establishment of the West End Community -Visitor Center in collaboration with ZOLITUR and IHT. ZOLITUR is also designing a digital tourist information and feedback center (interactive screen) to be built in 2022 so they can be connected. Establish a Sustainable Traffic Program: Control traffic flow, reduce noise and pollution, introduce low impact public transportation Pilot project - gulf cart or train to manage visitor's traffic flow and habilitate parking for buses from the main Road. (Study required) Create a West End website to communicate with residents and visitors of the destination.

A11 Risk and crisis management	A documented risk reduction, crisis management and emergency response plan for tourism in West End.	<ul style="list-style-type: none"> • BIDMO-DSC to Collaborate with IHT to produce a risk reduction, crisis management and emergency response plan that recognizes a wide range of risks, including natural disasters, terrorism, health, resource depletion, and others appropriate to the village.
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Blue Channel

*a popular site
for snorkelers
and divers,
located right off
West End
shores.*

*The shallow dive
is a channel,
starting from
inside the reef
and curving out
toward the coral
ridge.*

*The top of the
gently sloping
wall ranges from
10 feet below
the surface to 45
feet deep.*

B. Social and Economic Sustainability

Table 8: Social and Economic sustainability priorities

Priority Issue by Criteria	Objectives	Project Ideas
B1 Measuring the economic contribution of tourism	There is a solid and updated monitoring system for economic and community related indicators fed through a collaboration with ZOLITUR, IHT and the community of West End. This information can also support maximum capacity monitoring (amount of tourists/ visitors and where they go)	<ul style="list-style-type: none"> Commission a socio economic study as a baseline. Establish collaboration between the BIDMO & West End Committee, the Patronato and Zolitur to make data more accessible to report on indicators (learn from experiences in MAR Network destinations- Cozumel) find ways to make it safe (app, QR code, VR, Web site) link to tourist information.
B2 Decent work and career opportunities	Encourage and support tour guides career opportunities and training in sustainable tourism.	<ul style="list-style-type: none"> Develop and implement a training system to prepare tour guides with a focus on the sustainable tourism in accordance with environmental, cultural heritage and West End social context providing equal opportunities in employment for all.
B3 Supporting local entrepreneurs and fair trade)	West End community has access to training, resources and market opportunities based on sustainability and fair trade, linkages to tourism industry are established.	<ul style="list-style-type: none"> Collaborate with ZOLITUR to raise awareness on tools and projects to promote business competitiveness in order to increase community participation in the Credito Solidario Program (currently only 5 participants in West End) Create linkages in the tourism business with Mango Festival (virtual 2021) products
B5 Preventing Exploitation and Discrimination	Information on prevention will be easy to access by educators and the private sector	<ul style="list-style-type: none"> Request CANATURH to collaborate with BITB to reactivate protocol training and adherence by the private sector. Position the Community center as a location, for the responsible entity, to facilitate a comprehensive workshop for parents and teachers.
B7 Safety & Security	Empower community and join efforts to improve safety & security in West End.	<ul style="list-style-type: none"> The BIDMO Island Security Committee with participation from West End key stakeholders. The committee can work on actions short to medium term actions that will lead to a pilot project. Initial activities can be: mapping of homes and businesses, establishing a block watch and others identified in collaboration with the patronato and key partners.



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C. Cultural Sustainability

Table 9: Cultural sustainability priorities

Priority Issue by Criteria	Objectives	Project Ideas
C1 Cultural Assets protection	Cultural asset inventory, advocate with IHAH to add inventory to cultural national registry.	<ul style="list-style-type: none"> • Cultural asset inventory
C3 Intangible heritage)	Celebration of intangible cultural heritage.	<ul style="list-style-type: none"> • Mango Festival (Virtual 2021) • Create a connection with organizations from other Caribbean destination that are working on initiatives to protect and celebrate cultural heritage.

D. Environmental Sustainability

Table 10: Environmental sustainability priorities

Priority Issue by Criteria	Objectives	Project Ideas
D1 Protection of sensitive environments	Monitoring and supervision of environmental risk and mitigation measures by the community Patronato.	<ul style="list-style-type: none"> • WE Patronato must lobby with Municipal authorities to require, by way of the plan de arbitrio, to be included during the approval phase of all constructions and environmental permits in the West End community.
D8 Wastewater	Approval of the drinking water and sanitation services regulation (Reglamento de Servicios de Agua Potable y Saneamiento).	<ul style="list-style-type: none"> • Lobby with Municipal for approval. (Pre-election with candidates)
D9 Solid waste reduction	Solid waste plan and compose and gardening program.	<ul style="list-style-type: none"> • Collaboration between BICA and POLOS. • Strengthen POLOS composting program.
D10 GHG emissions and climate change mitigation	Enterprises are encouraged to measure, monitor, reduce or minimize, publicly report and mitigate greenhouse gas emissions from all aspects of their operation	<ul style="list-style-type: none"> • Strengthen Go Blue- Collaboration with Community Stewardship Committee (Patronato, WEB, Polo)

C. Other Priorities

While stakeholders prioritized sixteen issues as the most urgent to address over the next few years, there are several other areas of risk that we recommend destination organizations to be mindful of and determine how best to address:

B8 Access for all: Where practical, sites, facilities and services, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements or other special needs. Where sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that take into account both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved. Information is made available on the accessibility of sites, facilities and services.

A10 Climate change adaptation: The destination identifies risks and opportunities associated with climate change. Climate change adaptation strategies are pursued for the siting, design, development and management of tourism facilities. Information on predicted climate change, associated risks and future conditions is provided for residents, businesses and visitors.

D5 Energy conservation: The destination has targets to reduce energy consumption, improve efficiency in its use, as well as increase the use of renewable energy. The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report their contribution to these targets.



Action Plan

On March 5, 2020, with support from BITB, assessor facilitated an Action Plan Development Virtual Workshop in which 11 key tourism stakeholders participated. During the workshop, the assessor presented the GSTC-D assessment of key findings and recommendations and provided a period for validation of the results.

Workshop participants selected sixteen issues to focus on over the next few years, and developed six highest-priority projects that will continue to improve destination management.

1. A1-2 Sustainable Destination Planning and management: Establish and implement a multiyear destination strategy that is publicly available, is suited to the destination's scale, and is developed with public participation.

2. A8 Managing Visitors Volume and Activity: The destination has a system for visitor management which is regularly reviewed. Action is taken to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at certain times and in certain locations, working to balance the needs of the local economy, community, cultural heritage and environment.

3. A11 Risk and crisis management: The destination has a risk reduction, crisis management and emergency response plan that is appropriate to the destination. Key elements are communicated to residents, visitors, and enterprises. Procedures and resources are established for implementing the plan and it is regularly updated.

4. B1 Measuring the economic contribution of tourism: The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported. Appropriate measures may include levels of visitor volume, visitor expenditure, employment and investment and evidence on the distribution of economic benefits.

5. B2 Decent work and career opportunities: The destination encourages and supports career opportunities and training in tourism. The destination's tourism enterprises commit to providing equality of opportunity for local employment, training and advancement, a safe and secure working environment, and a living wage for all.

6. C2 Intangible heritage: The destination supports the celebration and protection of intangible cultural heritage, including local traditions, arts, music, language, gastronomy and other aspects of local identity and distinctiveness. The presentation, replication and interpretation of living culture and traditions is sensitive and respectful, seeks to involve and benefit local communities, and provides visitors with an authentic and genuine experience.

The project profiles, presented below, were crafted by stakeholders during the workshop. These brief descriptions of the project provide a starting point. Resources will need to be sought to begin implementing these priority actions, others are already budgeted in BIDMO member organizations respective annual plan.

Table 11: Project Idea: Destination Strategy and Stewardship Committee -BIDMO

Project Idea: A1 -A2 Develop a Sustainable Destination Strategy and Stewardship Committee -BIDMO Time line: Short-term, Medium term			
Key Project Objectives	<ul style="list-style-type: none"> - The creation of a WE Destination Stewardship Council. - Establish and implement a multiyear destination strategy that is publicly available, is suited to the destination's scale, and is developed with public participation. The existing planning and regulations documents, resulting from the FUNDEMUN - Plan de Desarrollo de West End study 2011, commissioned by the municipality of Roatan, should be updated and integrated into the multiyear Sustainable Destination Strategy. The strategy should also include a vision and branding to build on WE's image as a "Boutique Village" destination. 		
Main Activities	Human Resource	Resource (S)	Potential Partners
<ul style="list-style-type: none"> - Process to establish The WE Stewardship Committee - Draft Terms of reference - Call for bid - Selection and award contract - Stakeholder's consultation. - Strategy Draft - Validation meetings - Produce final strategy - Implement the multi-year destination plan 	<ul style="list-style-type: none"> - HR - HR - HR - HR - HR - HR - HR/Consultant - HR/Consultant 	\$	BIDMO (CORAL,BITB), DSC (WEP, POLO, WEB)
Indicators of Success	<ul style="list-style-type: none"> -Increase stakeholders level of participation in destination management decisions. -Validation and agreement of strategy among key tourism stakeholders in destination -Municipality buy in. (New Mayor in 2022) 		
Expected Results	<ul style="list-style-type: none"> - A Multi-year comprehensive sustainable tourism development and management strategic plan. -Destination Stewardship established. 		



Table 12: Managing Visitors Volume and Activity: Establish a Community Center and Traffic flow management

Project Idea: A8 Managing Visitors Volume and Activity: Establish Community Center Time line: Med-term			
Key Project Objectives	- Existence of a community cultural center that also functions as tourist information and visitor center. Promotion is accurate and available with regard to the destination and its products, services, and sustainability claims. - Implement a visitor's management system to monitor and manage visitor's volumes and activities, including natural and cultural sites. (Effective management of Traffic, overcrowding and noise pollution. Create a second swim zone.)		
Main Activities	Human Resource	Resource (S)	Potential Partners
<ul style="list-style-type: none"> - Stakeholders consultation - Draft terms of reference for the design, construction and adaptation of the West End community center. - Award contract - Construction to conditioned existing building for the West End community center. - Create the profiles - Staffing 	HR	\$	POLO, WEP, ZOLITUR, IHT
Indicators of Success	<ul style="list-style-type: none"> - The destination has a system for visitor management. - Visitors volume and activities are monitored and managed - Celebration and interpretation of Community cultural heritage is portrayed, trainings are carried out for the local and visitors; and support is provided to promote / sell their products to locals. -The West End community center has positive reviews and is being evaluated periodically. 		
Expected Results	<ul style="list-style-type: none"> -A WE community Cultural Center is established and also functioning as a tourist information center. -A visitor's management system that includes a sustainable traffic system that responds to the overcrowding and noise pollution on the beach and in the tourism district. 		



Table 13: Project idea, Establish Risk and Crisis Management Plan

Project Idea: A11 Risk and Crisis Management Time line: Short-term			
Key Project Objectives	- Establish a risk reduction, crisis management and emergency response plan that is appropriate to the destination, in collaboration with IHT.		
Main Activities	Human Resource	Resource (S)	Potential Partners
<ul style="list-style-type: none"> - WESC to Define workgroup - Letter of request to IHT - Define work plan and logistics - Carry out the study and on site consultations - Design of risk reduction, crisis management and emergency response plan - Presentation and approval of plan. 	HR HR HR-IHT IHT consultant IHT consultant IHT, consultant, BIDMO (WESC)		IHT, BIDMO, WESC
Indicators of Success	<ul style="list-style-type: none"> - Key elements are communicated to residents, visitors, and enterprises. - Procedures and resources are established for implementing. - The plan and it is regularly updated. 		
Expected Results	<ul style="list-style-type: none"> - The destination has a risk reduction, crisis management and emergency response plan that is appropriate to the destination. 		

Table 14: Project idea, Socio Economic Study

Project Idea: B1 Measuring the economic contribution of tourism Time line: Short-term			
Key Project Objectives	-Commission a Socio economic study as a baseline to assess WE current situation. -Collaborate with BIDMO –build on their economic monitoring and reporting system to systematically monitor, analyze and report West End's economic contribution of tourism into Roatan's economy.		
Main Activities	Human Resource	Resource (S)	Potential Partners
<ul style="list-style-type: none"> - Terms of reference defined - Call for bid published - Selection process - Award contract - Carry out study - Consultation and validation meetings - Draft of study presentation - Document validation and approval 	HR HR HR HR Consultant HR/Consultant HR/Consultant HR	\$	BIDMO- ZOLITUR, CORAL
Indicators of Success	<ul style="list-style-type: none"> - Program of economic data gathering. - An annual reports on the direct and indirect economic contribution of tourism in the destination. - Data covering a range of measures of economic impact is measured and readily available. (E.g. volume, expenditure, employment, investment and spread of economic benefit in the destination). 		
Expected Results	A system in place to effectively measured and publicly report the direct and indirect economic contribution of WE tourism to the destination's economy is monitored and publicly reported.		



Table 15: Project idea, Local Tour Guide Training System.

Project Idea: A8 Decent work and career opportunities- Local Tour Guide Training System Time line: Short-term, Medium term			
Key Project Objectives	Develop and implement a training system to prepare tour guides with a focus on the sustainable tourism in accordance with environmental, cultural heritage and West End social context providing equal opportunities in employment for all.		
Main Activities	Human Resource	Resource (s)	Potential Partners
- Terms of reference defined - Call for bid published - Selection process - Award contract - system validation meetings - Tour guides training.	- HR - HR - HR - HR/Consultant - HR/Consultant	\$	RMP, IHT, BIDMO (CORAL- BITB)
Indicators of Success	<ul style="list-style-type: none"> - Locals trained for tour guides and with equal opportunities in employment. - Working conditions in the West End are adequate and fair for all. 		
Expected Results	<ul style="list-style-type: none"> - Training system to prepare tour guides elaborated and implemented. - Tour guides trained (min 60) 		



Table 16: Project idea, establish a Mango Festival to celebrate intangible Cultural heritage

Project Idea: C2 Intangible heritage – Mango Festival Time line: Short-term			
Key Project Objectives	Establish a Mango Festival to celebration intangible cultural heritage, enhanced visitor experiences and create economic linkages with tourism business.		
Main Activities	Human Resource	Resource (S)	Potential Partners
<ul style="list-style-type: none"> -Establish a WE-DSC Sub Committee as liaison with BIDMO for the planning and execution of the event. - Draft execution plan to include tourism enterprise linkage. - Define responsibilities - Execute the plan - Celebrate Festival 	HR	Sponsors	ZOLITUR, CORAL, BITB, ALF.
Indicators of Success:	<ul style="list-style-type: none"> -Involvement of local and ethnic communities in developing and delivering visitor experiences based on intangible cultural heritage. -Economic benefits to the community -Established linkages with tourism business. 		
Expected Results	Mango Festival in celebration of intangible culture.		

BIDMO-West End Stewardship Council will serve as the main steward of West End's 2021 GSTC Destination Assessment and Action Plan, facilitate the ongoing dialogue needed between the public sector at the local and national levels, industry, and the NGO community—as well as regional and international partners by way of the Meso American Reef (MAR) Network strategic partnership, among others—to further develop these project concepts and secure funding and technical support needed to bring them to fruition.



Conclusions

West End's 2021 GSTC Destination Assessment and Action Plan represents a positive step and confirms Roatan's commitment to moving tourism toward a sustainable future. The Destination Assessment results confirm that West End currently lacks many enforced and unified systems to promote sustainable tourism in the destination. Considerable work needs to be done to ensure the sustainability of the destination. However, it does show impressive progress in its environmental sustainability. The real value of this Destination Assessment is to inform priorities, policies, and local action. The Action Plan developed by local stakeholders outlines consensus priorities and several priority projects for the next one to three years. These priorities and projects focused on creating a multi-year sustainable destination strategy and Stewardship Committee, implementation of a system to measure tourism economic contribution, encourage and support decent work and career opportunities, management of visitor volume and activities, create a risk and crisis management plan, and support the celebration of intangible cultural heritage. The assessment also flagged several other complex issues needing attention in addition to the priorities and action projects. These include ensuring accessibility for all within and around the destination, developing a climate adaptation plan, and energy conservation program to reduce energy consumption, improving efficiency in its use, and increasing the use of renewable energy. We applaud the West End community for taking this first major step by engaging in the GSTC destination assessment and action planning session to manage the destination more sustainably. We encourage West End to promote the actions needed to guarantee the future sustainable development of the destination to benefit the local community and natural environment.

The GSTC Assessment took place online during the COVID-19 global pandemic and economic crisis, which unlike any other, has brought a tremendous amount of uncertainty to the island's economy and the global travel industry. Many tourism businesses have closed, and others struggling for survival. While this is a challenge, it also presents the opportunity for innovation and product diversification to meet travelers' growing demand for responsible travel policies and cultural authenticity in their experiences and demonstrate the value West End has to offer to the broader travel industry.



Recommendations

West End village location and cultural richness create the perfect vibe of an Island-style "Boutique Village," where island living community and tourism coexist harmoniously. West End is one of the most visited sites on the island of Roatan. According to the online listening review, visitors were generally delighted with the quality of the service and products in West End. Because of West End's high-density visitation and substantial level of tourism development. West End should only contemplate further development to the west of the tourist district area; its large land parcels and lush forest provides the perfect venue for new and land-based ecotourism activities. Also, high consideration of its location within a Special Marine Protected Area (highest protection within the park zoning); must be given.

West End should build on these distinctive qualities to create a West End Branding representative of its uniqueness and image of "Boutique Village." Create more products to showcase and celebrate the island's rich culture, implement a building code to unify a traditional island façade and color palette for all front row buildings along the tourism district. The existing planning and regulations documents, resulting from the FUNDEMUN 2011 study (*Plan de Desarrollo de West End*) commissioned by the municipality of Roatan, should be the baseline for the multiyear Sustainable Destination Strategy.

To attain sustainable destination governance and development in an ongoing tourism growth environment is quite challenging and requires all stakeholder's participation and collaboration. The West End Stewardship Committee (WESC) must draw on the strength of Conservation NGOs' intentional combined collaboration as co-managers of the Bay Islands National Marine Park (BINMP) and the Bay Islands Destination Management Organization (BIDMO) as stewards of Roatan's Action Plan.

"Sustainability is a continuous journey; identify and engage champions, remain focus and persistent."



Annexes

I. Findings of good practices

West End showed excellent performance in protecting its sensitive environments thru the collaborative efforts of the local conservation organizations and local governmental agencies, as well as good water stewardship and wastewater management thru the community's water board (POLOS).

B4 Support for the Community

Protect Our Pride (POP)

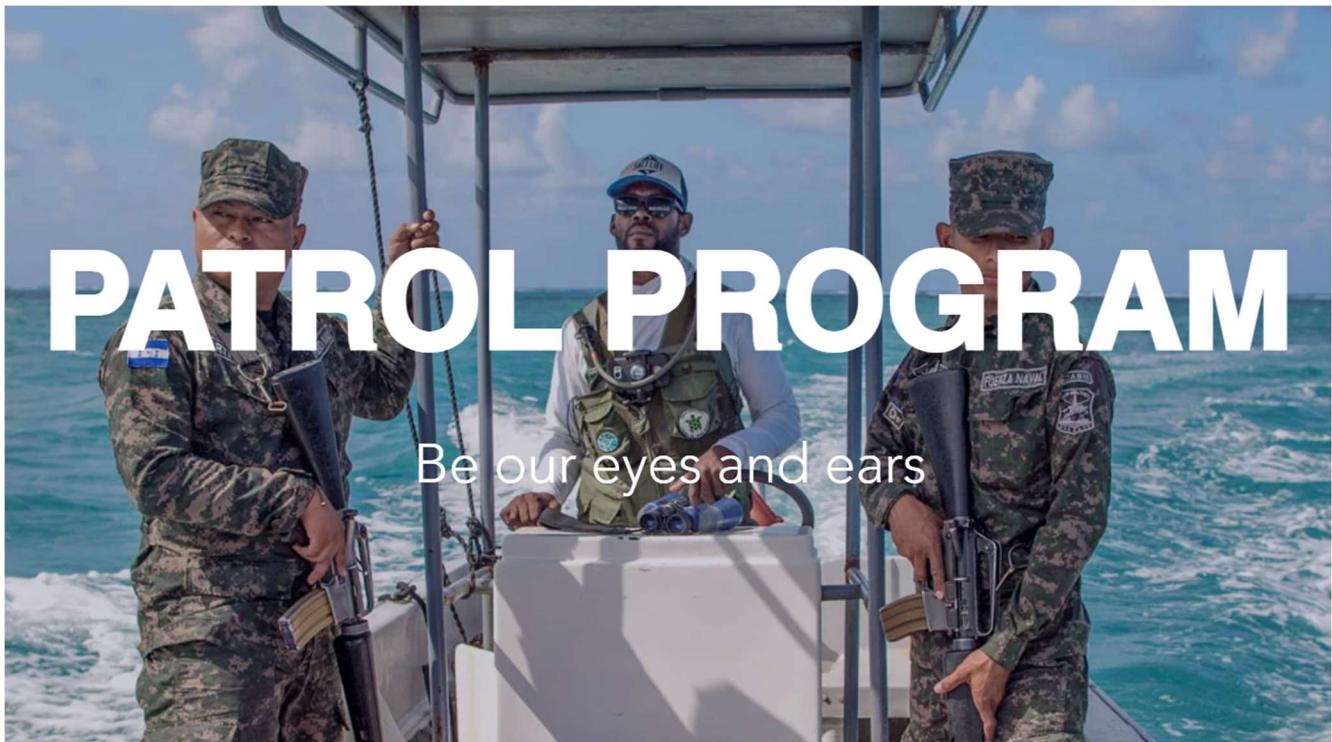
This RMP project support young locals to become dive professionals. Highly motivated individuals are selected and train them from Open Water Divers all the way to Dive masters. Those that excel are eligible to do their Instructor course and become PADI Instructors. Our goal is to inspire the next generation of local instructors and engage them in marine conservation.



D1- Protection of sensitive environment

Marine Patrol Program

The Community of West End joined forces with the RMP and created a community patrol team to support the Patrol Program. This resulted in four permanent Navy personnel being stationed in the West End community and our patrols operating 24/7 between the communities of Flowers Bay and Sandy Bay.



The RMP patrol program facilitates the enforcement of Honduran environmental laws, regulations, best practices and the control and surveillance actions established in the Bay Islands National Marine Park's Management Plan. The program consists of five patrol boats manned by Park Rangers and the Honduran Navy. Their goal is to have all 5 boats monitor Roatan's water 7 days a week during daylight hours, in addition to night patrols when needed. Protecting key species such as corals, turtles, sharks, conch, lobster, and parrot fish is vital to ensure that the coral reefs remain healthy. Without RMP patrols, these species would surely vanish.

With over 150kms of coastline, RMP patrols monitor Roatan's waters, support the Navy to enforce fishing regulations and respond to reports and requests as required. Additionally, RMP provides a user-friendly application available on smartphones that allows the community to report any criminal or damaging activity that poses a threat to the MPA. (IPatrol)

They also encourage visitors and residents to report any suspect individuals using spearguns or pole spears (lionfish spearing permits are available for snorkelers and divers), fish and lobster traps, and any nets other than cast nets. The removal of turtle, shark, lobster, conch, parrot fish, tang and coral is also prohibited and should be reported.

Coral Reef Restoration Programs

The Roatan Marine Park has set up a coral fragment nursery at Seaquest Deep dive site. This effort is in collaboration with local dive centers, who have taken on the responsibility of taking care of the elkhorn and staghorn fragments that have been placed on "trees" in the nursery to ensure their growth. The two species of Acropora coral selected for Roatan's new coral nurseries were once the most abundant and important species on the Caribbean coral reefs. These Corals were building reef structure and three-dimensional habitat for marine life. Elkhorn and Staghorn corals underwent serious declines in abundance in the 70s and 80s and were listed as threatened under the US Endangered Species Act in 2006. There are several coral restorations initiatives on the island of Roatan.

Save MAR FUND BAY ISLANDS NATIONAL MARINE PARK

ROATAN MARINE PARK CORAL REEF RESTORATION PROGRAM

16 CORAL TREES
INSTALLED AS OF
OCTOBER 2019

SUPPORTED BY
MAR FUND

2 SPECIES OF CORAL
(ELKHORN & STAGHORN)
HARVESTED

500 CORALS
GROWING IN
NEW TREES

6 DIVE SHOPS
PARTICIPATED
IN PROJECT

CERTIFICATION
COURSE TO COME

COCONUT TREE DIVERS
ROATAN HONDURAS

ecodivers ROATAN

ROATAN DIVERS
BAY ISLANDS, HONDURAS

Sun Divers

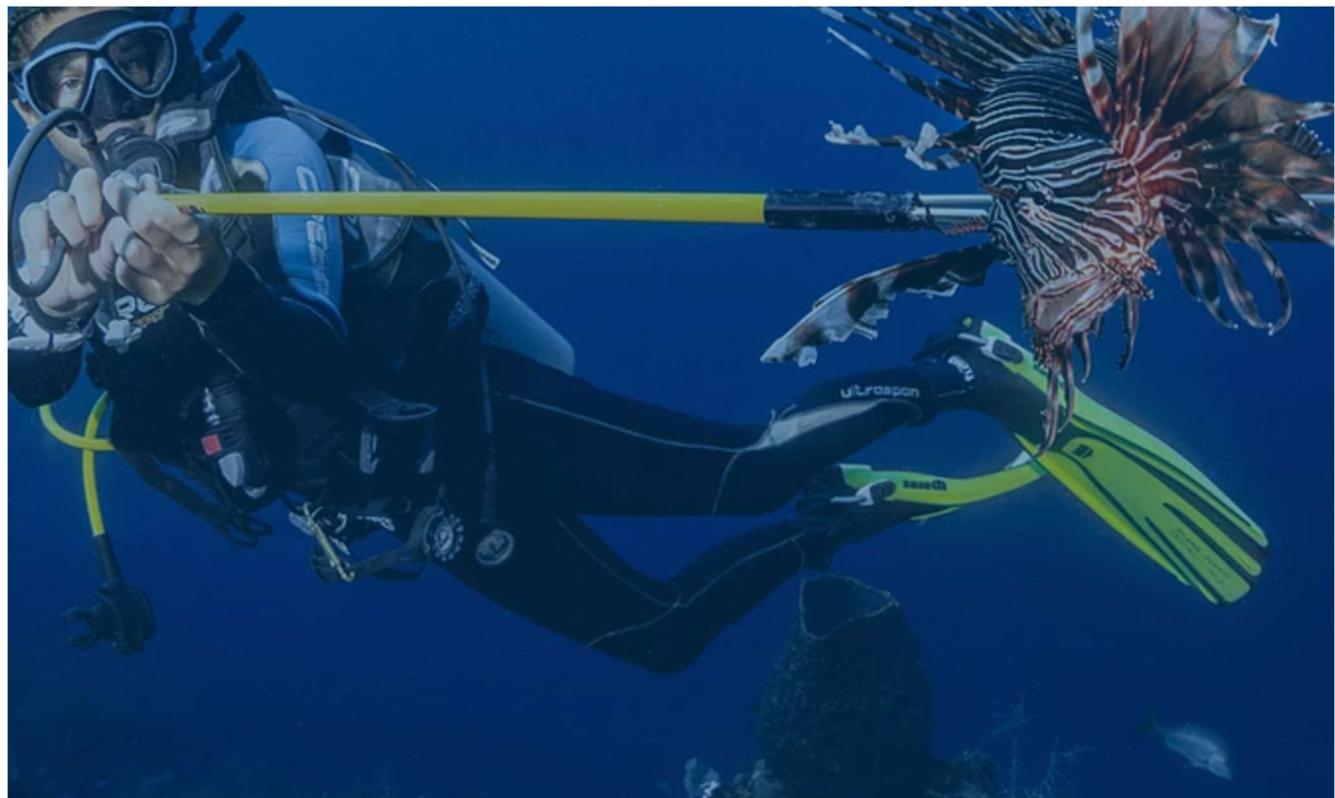
WEST END DIVERS

WEST BAY DIVERS

Lionfish eradication efforts

In an effort to reduce the destructive impact of the invasive lionfish (*Pterois volitans*) on the coral reef ecosystem of Roatan, the Roatan Marine Park has employed a proactive stance, directly engaging the local and visiting community to control the proliferation of this species. The RMP Invasive Lionfish Control Program is a partnership with the Honduran Fisheries Department to issue licenses to certify divers to use permitted Hawaiian slings to reduce the number of lionfish eradication Program.

The focus is on the dissemination of information through educational workshops that cover topics such as lionfish ecology, potential impacts of lionfish proliferation both environmentally and economically, and first-aid treatment. The program first began this in 2010, and now a decade later RMP has certified 3,164 individuals, to safely remove lionfish from the reef, and has increased the number of trainers and training centers by working with dive shops like Coco View Resort, Dive Pangea, Fantasy Island, Turquoise Bay Resort and West Bay Divers.



Environmental Education

Most of the conservation NGO's, through their community outreach programs provide environmental education in the schools, adults, dive shops, and restaurants throughout the Bay Islands communities.



EDUCATION AND OUTREACH PROGRAM

Schools: Students of all ages learn and explore the different ecosystems and priority conservation species of the MPA. They learn through presentations and field-based experiences such as visits to the Roatan Institute for Marine Sciences, reef tours in the glass bottom boat, and guided snorkeling tours.

Adults Education: Tour operators, transport Associations, fisher associations, and companies are trained in Best Tourist Practices to safeguard the reef.

Diving Centers: Dive operators and staff are trained on the importance of the BINMP, Honduran diving standards, and voluntary standards in the Mesoamerican Reef.

Restaurants: Through the Bay Islands Responsible Seafood Guide, RMP promote a guide for retailers, restaurants, and consumers to select the best and sustainable seafood choices

Community outreach: RMP carries out conservation activities and campaigns, celebrations of environmental days (World Wetlands, Mesoamerican Reef and Oceans day), and support current island-wide initiatives such as beach, mangroves, and reef cleanups and waste management campaigns. RMP also creates awareness to empower communities in sea turtle conservation.

D7- Water Quality and D8-Waste Water Management

Half Moon Bay Awarded Ecological Blue Flag, meeting all required international standards.



II. Complete GSTC Assessment Matrix

Section A. Sustainable Management

No.	GSTC Criteria	GSTC Performance Indicators		Evidence / Reviewer Comments
Section A. Sustainable Management				
	(a) Management structure and framework (14)			
A1 (5)	Destination management responsibility The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism, with involvement by the private sector, public sector and civil society. This group has defined responsibilities, oversight, and implementation capability for the management of socio-economic, cultural and environmental issues. The group is adequately funded, works with a range of bodies in delivering destination management, has access to sufficient staffing (including personnel with experience in sustainability) and follows principles of sustainability and transparency in its operations and transactions.	a. Documentary evidence showing relevant make-up and responsibilities of the group. b. A financial plan and budget showing current and future funding sources. c. Evidence of links and engagement with other bodies. d. Records of permanent staff and contracted personnel, indicating relevant experience. e. Management guidelines and processes, which demonstrate awareness and adherence to sustainability principles and transparency in operations and letting of contracts.	2 = document and evidence exists 0=no document exist 0=no document exist 0=no document exist 0=no document exist	Considering that the Bay Islands destination Management Organization (BIDMO) is Roatan's DMO and steward of its action plan. Stakeholders agreed on creating the West End Stewardship Committee (WESC) and prioritized it in the action plan. The WESC will exist under BIDMO's legal framework and work in direct coordination with BIDMO. No evidence found. No evidence found. No evidence found. No evidence found.
A2 (5)	Destination management strategy and action plan The destination has established and is implementing a multi-year destination management strategy and action plan that is publicly available, is suited to its scale, was developed with stakeholder engagement and is based on sustainability principles. The strategy includes an identification and assessment of tourism assets and considers socio-economic, cultural and environmental issues and risks. The strategy relates to and influences wider sustainable development policy and action in the destination.	a. A published document setting out the current destination strategy and action. b. The strategy/plan clearly visible and available on-line. c. Evidence of stakeholder consultation, meetings etc. in developing the plan.	0=no document exist 0=no document exist 0=no document exist	No destination strategy currently exists; however, stakeholders unanimously prioritized establishing and implementing a multiyear destination management strategy plan during the assessment planning workshops and included it in the action plan. The existing planning and regulations documents, resulting from the FUNDEMUN study 2011, commissioned by the municipality of Roatan, provides a base for the multiyear Sustainable Destination Strategy. The plan should also include a vision to build on WE's image as a "Boutique Village" destination. A West End Website will be created to communicate plan and progress in its sustainability journey. No evidence found.

	d. Reference to sustainability principles and an assessment of assets, issues and risks, contained in the strategy and action plan.	0=no document exist	No evidence found.
	e. Specific references in the strategy/action plan to wider sustainable development policy (including pursuit of the SDGs), and vice versa.	0=no document exist	No evidence found.
A3 (4)	Monitoring and reporting: The destination has a system to monitor, publicly report, and respond to environmental, economic, social, cultural, tourism, and human rights issues. The monitoring system is reviewed and evaluated periodically.	a. Specific quantifiable socio-economic, cultural and environmental indicators and targets identified.	2 = document and evidence exists The destination has an active monitoring system that responds to environmental issues. Coral Reef Alliance (CORAL), Bay Islands Conservation Association (BICA), and Roatan Marine Park carry out the monitoring system. These organizations all contribute to the Healthy Reefs Initiative (HRI) report card on the Mesoamerican Reef's health, including West End as part of the Bay Islands National Marine Park. BICA, ZOLITUR, and CORAL conduct water quality monitoring. BICA & ZOLITUR implements mangrove, seagrass beds, and sedimentation monitoring. Monitoring of the effectiveness of the PNMIB. HRI's report is publicly available online. https://www.healthreefs.org/cms/report-cards/ BICA's water quality testing results are open to the public authorities only for decision-making. There is no system to monitor economic, social, and cultural rights. An office of human rights does exist on the island.
	b. Measurement against these indicators, with results recorded and publicized at least annually.	2 = document and evidence exists	HRI report is published every 2 years. https://www.healthreefs.org/cms/report-cards/
	c. Written evidence of monitoring and reporting of actions and outcomes.	2 = document and evidence exists	HRI report card is published every 2 years. https://www.healthreefs.org/cms/report-cards/
	d. Previous reviews of monitoring system and schedule for future reviews.	2 = document and evidence exists	HRI report cards is published every 2 years can be found online dating back to 2008 https://www.healthreefs.org/cms/report-cards/
	A(b) Stakeholder engagement (17)		

A4 (5)	A4 Enterprise engagement and sustainability standards The destination regularly informs tourism-related enterprises about sustainability issues and encourages and supports them in making their operations more sustainable. The destination promotes the adoption of sustainability standards, promoting the application of GSTC-I Recognized standards and GSTC-I Accredited certification schemes for tourism enterprises, where available. The destination publicizes a list of sustainability certified enterprises.	a. Evidence of regular communication of sustainability issues to tourism-related businesses (Media, meetings, direct contact etc.).	2 = document and evidence exists	<p>Go Blue Bay Islands, National Geographic, Destination MapGuide – a travel guide that focuses on two initial destinations selected within the Bay Islands - Roatan and Utila. It highlights those SME's that have shown the willingness to improve their ecological impact. The program provides these establishments with additional online exposure through this powerful marketing tool that is associated with an internationally recognized and well-trusted brand, such as National Geographic.</p> <p>In exchange for this valuable promotional support, participating businesses receive training on relevant environmental and social issues. In addition, the program encourages these service providers to adopt specific measures and recommendations that will improve their levels of sustainability in their daily operations and thus improve the environmental, social, and economic conditions in their communities. Currently 20 establishment in West End are participating in the program. https://www.gobluabayislands.com/</p>
		b. Sustainability support and advice to tourism-related business – available and promoted.	2 = document and evidence exists	<p>Go Blue initiative which is a voluntary program that helps tourism businesses adopt good sustainability practices. Go Blue is not a certification program. However, it prepares businesses for certification and encourages them to pursue that separately. Currently, 20 tourism businesses in WE are part of the Go Blue program.</p>
		c. Number and percentage of businesses certified against tourism sustainability standards (and whether GSTC recognized/accredited), with targets for wider outreach.	0=no document exist	<p>No evidence found.</p>
		d. Evidence of promotion of certification schemes.	1=document exist	<p>The SICCS- Sistema Integral de Calidad y Sostenibilidad Centro Americano which is the program IHT endorses is also very active. This is a regional certification program administered at a national level. See the website for more information: http://www.canaturh.org/canaturh/index.php/servicios/sellos-y-certificaciones/48-arte-culinario-2</p>
		e. List of tourism-related certified enterprises, kept up to date.	0=no document exist	<p>No evidence found.</p>
A5 (5)	Resident engagement and feedback The destination enables and promotes public participation in sustainable destination	a. Evidence of the promotion and facilitation of public participation in destination planning/management.	0=no document exist	<p>No evidence found.</p>

	planning and management. Local communities' aspirations, concerns and satisfaction with tourism sustainability and destination management are regularly monitored and publicly reported, and action is taken in response to them. The destination has a system to enhance local understanding of sustainable tourism opportunities and challenges and to build the capacity of communities to respond.	b. Information on the type and level of such participation. c. Surveys of residents and other systematic feedback mechanisms, covering tourism issues. d. Evidence of action taken in response to residents' feedback. e. Programme of information, education and training on tourism provided for residents.	0=no document exist 0=no document exist 0=no document exist 2 = document and evidence exists	No evidence found. BITB has initiated an ongoing online resident tourism satisfaction survey. https://form.jotform.com/210475708419055 No evidence found. RMP protect our pride program helps train local community members up to dive instructors so that they can find work in the tourism industry while raising awareness about the marine environment and its importance to locals and visitors alike.
A6 (4)	Visitor engagement and feedback The destination has a system to monitor and publicly report visitor satisfaction with the quality and sustainability of the destination experience and, if necessary, to take action in response. Visitors are informed about sustainability issues in the destination and the part that they can play in addressing them.	a. Visitor surveys (and other feedback mechanisms) – carried out and reported. b. Surveys and feedback includes visitor reaction to sustainability issues. c. Evidence of actions taken in response to visitor survey/feedback findings. d. Examples of visitor information that covers sustainability issues and how to respond to them.	0=no document exist 0=no document exist 0=no document exist 0=no document exist	No evidence found. No evidence found. No evidence found. No evidence found.
A7 (3)	A7 Promotion and information Promotion and visitor information material about the destination is accurate with regard to its products, services, and sustainability claims. Marketing messages and other communications reflect the destination's values and approach to sustainability and treat local communities and natural and cultural assets with respect.	a. Current information and promotional material with appropriate content. b. A process exists for checking the accuracy and appropriateness of destination promotion and information. c. Evidence of consultation with local communities and environmental and cultural bodies on communications content and delivery.	2 = document and evidence exists 0=no document exist 0=no document exist	There are several sites promoting West End. https://honduratravel.com/the-bay-islands/roatan-island/west-end-roatan/west-end-village/ The information found published on the various sites is accurate. No evidence found. No evidence found.
	A(c) Managing pressure and change (20)			
A8 (5)	A8 Managing visitor volumes and activities The destination has a system for visitor management which is regularly reviewed. Action is taken to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at	a. The destination management strategy and action plan addresses seasonality and spread of visitation. b. Variation in visitor volumes throughout the year is monitored, including in the most visited locations.	1= document exist 0=no document exist	A Bay Islands seasonality plan was created by IHT. West end is home to the Roatan International Fishing Tournament. No evidence found.

	certain times and in certain locations, working to balance the needs of the local economy, community, cultural heritage and environment.	c. Impacts of visitor volumes and activities are identified through observation and community and stakeholder feedback. d. Actions taken to manage visitor flows and impacts.	0=no document exist	No evidence found. No evidence found.
		e. Marketing strategy and selection of target markets takes account of visit patterns, the impact of activities and destination needs.	0=no document exist	No evidence found.
A9 (6)	A9 Planning regulations and development control The destination has planning guidelines, regulations and/or policies which control the location and nature of development, require environmental, economic, and socio-cultural impact assessment and integrate sustainable land use, design, construction, and demolition. Regulations also apply to operations, including property rental and concessions for tourism purposes. The guidelines, regulations and policies were created with public participation and are widely communicated and enforced.	a. Specific policies/regulations/guidelines which control development – documented and identified by title and date. b. Impact assessment requirements are set out, covering environmental, economic, and socio-cultural impacts, at sufficient scale to address long term issues for the destination.	2 = document and evidence exists	The planning and regulating document for the Bay Islands is the Normas Generales para el Control del Desarrollo de las Islas de la Bahía (general norms for the control of development of the Bay Islands). Roatan Municipality plan de Arbitrios (This plan is updated yearly). There are 3 documents that were developed for WE planning. (Land use plan and zoning Construction and land use Regulations) (Regulations Pending municipal approval)
		c. Specific regulations on property rental and operation for tourism, with evidence of their application and enforcement.	3=document , evidence, and improving trends exist	Environmental Impact Assessment Evaluation System (SINEIA) Is the responsible body to identify, assess, and address environmental risks in both terrestrial and marine sites. Created by Decreto 104-94 and regulated by Acuerdo ejecutivo 008-2015-Secretaría de Energía, Recursos Naturales, Ambiente y Minas
		d. Evidence of public participation in the development of policies/regulations/guidelines.	1=document exist	Municipal Operating Permit- Plan Municipal de Arbitrio, is required to do business in Roatan.
		e. Evidence of consultation with, and consent from indigenous people or minority ethnic groups when tourism development has been proposed or has occurred in their territories.	1=document exist	Evidence of public consultation is well documented in the FUNDEMUN 2011 report. Document Available.
		f. Evidence of communication and enforcement of the policies/regulations/guidance, at planning, development and implementation stages.	2 = document and evidence exists	The community of West End is of a diverse ethnicity, including native creole islanders, who participated in the consultation.
A10 (5)	Climate change adaptation The destination identifies risks and opportunities associated with climate change. Climate	a. The destination management strategy and action plan identifies and addresses climate issues.	0=no document exist	No evidence found.

	<p>change adaptation strategies are pursued for the siting, design, development and management of tourism facilities.</p> <p>Information on predicted climate change, associated risks and future conditions is provided for residents, businesses and visitors.</p>	<p>b. Regulations, guidelines and zoning for tourism development and activities accommodate the consequences of climate change.</p> <p>c. A climate risk assessment, covering current and future risks – undertaken and made publicly available.</p> <p>d. Evidence of consideration of impact on, and contribution of, local ecosystems to climate change adaptation.</p> <p>e. Information on climate change that has been made publicly available.</p>	<p>0=no document exist</p> <p>1=document exist</p> <p>1=document exist</p> <p>0=no document exist</p>	<p>No evidence found.</p> <p>https://www.researchgate.net/profile/Juan-Carrasco-Navas-Parejo/publication/343657651_Plan_de_Conservacion_del_Parque_Nacional_Marino_Islas_de_la_Bahia/links/5f36d16e458515b7291f82e3/Plan-de-Conservacion-del-Parque-Nacional-Marino-Islas-de-la-Bahia.pdf.</p> <p>Plan de Conservación del Parque Nacional Marino Islas de la Bahía Basado en Análisis de Amenazas, Situación y del Impacto del Cambio Climático, y Definición de Metas y Estrategias. (The BINMP Conservation Plan was based on Analysis of Threats, Situation and Impact of Climate Change, and Definition of Goals and Strategies.)</p> <p>No evidence found.</p>
A11 (4)	<p>Risk and crisis management</p> <p>The destination has a risk reduction, crisis management and emergency response plan that is appropriate to the destination. Key elements are communicated to residents, visitors, and enterprises. Procedures and resources are established for implementing the plan and it is regularly updated.</p>	<p>a. A documented risk reduction, crisis management and emergency response plan for tourism in the destination.</p> <p>b. The plan recognizes a wide range of risks, including natural disasters, terrorism, health, resource depletion, and others appropriate to the location.</p> <p>c. Communication procedures identified for use during and after an emergency.</p> <p>d. Program for local delivery of information and training on risk and crisis management.</p>	<p>0=no document exist</p> <p>0=no document exist</p> <p>0=no document exist</p> <p>0=no document exist</p>	<p>Risk and crisis management was flagged as a priority area, BIDMO and the WE Stewardship Committee will collaborate with IHT to produce a Risk & Crisis management plan for West End.</p> <p>No evidence found.</p> <p>No evidence found.</p> <p>No evidence found.</p>
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SECTION B: Socio-economic sustainability

No.	GSTC Criteria	GSTC Performance Indicators		
B.	SECTION B: Socio-economic sustainability			
	B(a) Delivering local economic benefits			
B1 (3)	Measuring the economic contribution of tourism The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported. Appropriate measures may include levels of visitor volume, visitor expenditure, employment and investment and evidence on the distribution of economic benefits	a. Programme of economic data gathering. b. Annual reports on the direct and indirect economic contribution of tourism in the destination. c. Data covering a range of measures of economic impact (e.g. volume, expenditure, employment, investment and spread of economic benefit in the destination).	0=no document exist 0=no document exist 0=no document exist	No evidence found. No evidence found. No evidence found.
B2 (4)	Decent work and career opportunities The destination encourages and supports career opportunities and training in tourism. The destination's tourism enterprises commit to providing equality of opportunity for local employment, training and advancement, a safe and secure working environment, and a living wage for all.	a. Provision of relevant skills training programmes/courses, available locally. b. Statements of commitment by tourism enterprises to the provision of decent work/ career opportunities. c. Training and employment opportunities promoted to and taken up by local people, including women, young people, minorities and people with disabilities. d. Channels for checking working conditions and receiving/handling grievances (e.g.	2 = document and evidence exists 0=no document exist 2 = document and evidence exists 3=document, evidence, and improving trends exist	Technical online training platform www.inforpvirtual.com No evidence found. RMP Community outreach programs - Protect our pride program. . Zolitur yearly training programs in conjunction w/Infop. Labor board office, located in Roatan and is effective.

		involvement of labour unions).		
B3 (3)	Supporting local entrepreneurs and fair trade The destination encourages the retention of tourism spending in the local economy through supporting local enterprises, supply chains and sustainable investment. It promotes the development and purchase of local sustainable products based on fair trade principles and that reflect the area's nature	a. Advice, finance or other support – available in the destination for tourism-related SMEs.	2 = document and evidence exists	BITB offers technical training thru agreement with CESO. GO BLUE provides training on sustainability and good practice. There are community development initiatives by RMP and BICA
	B(b) Social wellbeing and impacts			
B4 (3)	Support for community The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives in a responsible manner.	a. Support for local community and sustainability initiatives by local tourism enterprises is encouraged and facilitated.	2 = document and evidence exists	Different local organizations have programs that encourage local enterprise support. RMP Lionfish volunteer program, a Volunteer program with dive shops to monitor the Stony Coral Tissue Loss Disease (SCTLD) and Fish spurning and aggregating sites monitoring program (FSA). RMP enterprises sponsorship program. https://www.roatanmarinepark.org/sponsorship-program
		b. Schemes exist, and are promoted, for visitors to support local community and sustainability initiatives.	3=document, evidence, and improving trends exist	ZOLITUR (Ley De La Zona Libre Turística Del Departamento De Islas De La Bahía Decreto 181-2006) collects a tourist fee destined for the environmental conservation and safety that is used to reinvest into the communities infrastructure, training and economic alternative programs. The WE Street pavement and Sewer treatment plant were partially funded by Zolitur.
		c. Volunteering and engagement with the community does not involve intrusion or exploitation.	2 = document and evidence exists	Volunteering and engagement with the community does not involve intrusion or exploitation. This activity is carried out by the NGOs – BICA, RMP programs
B5 (4)	Preventing exploitation and discrimination The destination upholds international standards on human rights. It has laws, practices and an established code of conduct to prevent and report on human trafficking, modern slavery and commercial, sexual, or any other form	a. Reference (title, date) to specific laws that pertain in the destination regarding human rights, exploitation, discrimination and harassment.	1=document exist	International laws & protocols have been adopted by the government and private sector. Código de Conducta Para la Protección de Niños, Niñas y Adolescentes contra la Explotación Sexual Comercial en el Turismo. https://www.sica.int/busqueda/busqueda_archivo.aspx?Archivo=leys_3438_2_04112005.htm

	<p>of exploitation, discrimination and harassment of or against anyone, particularly children, adolescents, women, LGBT and other minorities. The laws and established practices are publicly communicated and enforced.</p>	<p>b. Evidence of communication and enforcement of above laws and related good practice (including to tourism enterprises and visitors).</p> <p>c. Risk and impact analysis regarding human rights, including human trafficking, modern slavery and child labour – conducted regularly.</p> <p>d. Destination and key tourism players are signatories to the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.</p>	<p>0=no document exist</p> <p>0=no document exist</p> <p>0=no document exist</p>	<p>No evidence found.</p> <p>No evidence found.</p> <p>No evidence found.</p>
B6	<p>Property and user rights (3)</p> <p>Laws and regulations regarding property rights and acquisitions are documented and enforced. They comply with communal and indigenous rights, ensure public consultation and do not authorize resettlement without free prior and informed consent and fair and just compensation. Laws and regulations also protect user and access rights to key resource</p>	<p>a. Reference (title, date) to specific laws that pertain in the destination regarding property rights and acquisitions and user and access rights to resources.</p> <p>b. Reference in the above laws to communal and indigenous rights, public consultation and resettlement.</p> <p>c. Evidence of enforcement of the above laws in the context of tourism development and activity.</p>	<p>1=document exist</p> <p>1=document exist</p> <p>0=no document exist</p>	<p>Legislación: Ley de la Propiedad http://tramites.gob.hn/sites/default/files/Ley%20de%20la%20Propiedad.pdf</p> <p>Honduras is also signatory to ILO 169 but there is no evidence on implementation.</p> <p>No evidence found.</p>
B7	<p>Safety and security (3)</p> <p>The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards that addresses the needs of both visitors and residents.</p>	<p>a. Security and health services are well established and active in the destination.</p>	<p>1=document exist</p>	<p>While there is presence of the Regional public health system (Region departamental de Salud) proper health facilities are lacking. However, a new Roatan public hospital is now being built by the municipality of Roatan. There are currently 2 private hospitals and many health clinics available.</p>

	b. The needs of visitors are identified and addressed in the delivery of security and health services.	1=document exist	At the National level 911 emergency response. (Spanish is necessary) Roatan crime watch is a private fb page that RCW was created to use information to help prevent crime on Roatan, and is actively used by residents to report crimes. https://www.facebook.com/groups/roatancrimewatch/ (Aaron Etches)
	c. Tourism facilities are inspected for compliance with safety and hygiene standards.	2 = document and evidence exists	Biosafety, hygiene and food safety Inspections are conducted periodically by the Secretary of labor based on established national standards.
B8 (6) Access for all Where practical, sites, facilities and services, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements or other special needs. Where sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that take into account both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved. Information is made available on the accessibility of sites, facilities and services.	a. The existence of any regulations and standards regarding the accessibility of visitor sites, facilities and services.	1=document exist	There is a law that allows access to all beaches (Playa Bien Nacional Decreto Ley No 1939, Article 13), but it is not consistently enforced.
	b. Consistent application of accessibility standards in public facilities.	0=no document exist	No evidence found.
	c. Data on the extent/proportion of visitor sites and facilities that are accessible.	0=no document exist	No evidence found.
	d. Evidence of programmes to improve access for people with a range of access needs.	0=no document exist	No evidence found.
	e. Information on accessibility included in communications about the destination as a whole.	0=no document exist	No evidence found.
	f. Details of accessibility included in visitor information about key sites.	0=no document exist	No evidence found.

	GSTC Criteria	GSTC Performance Indicators (WWF edits and new indicators are in red)	Score	Evidence / Reviewer Comments
C	SECTION C: Cultural sustainability			
	C(a) Protecting cultural heritage (16)			
C1 (3)	Protection of cultural assets The destination has a policy and system to evaluate, rehabilitate, and conserve cultural assets, including built heritage and cultural landscapes.	a. Lists of cultural assets, including evaluation and indication of vulnerability. b. Programme of rehabilitation and conservation of assets. c. Mechanisms for using income from tourism to support conservation of cultural assets.	0=no document exist 0=no document exist 0=no document exist	No evidence found. No evidence found. No evidence found.
C2 (3)	Cultural artefacts The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artefacts. The laws are enforced and publicly communicated, including to tourism enterprises and visitors.	a. Reference to relevant laws relating to historical artefacts pertaining in the destination (title, date). b. Evidence of communication of relevant laws to tourism enterprises and visitors. c. Evidence of enforcement of relevant laws.	1=document exist 0=no document exist 0=no document exist	National law exist. Decreto N 220-97: Ley Para la Proteccion del Patrimonio Cultural de la Nacion is the legislation that protects cultural heritage. No evidence found. No evidence found.
C3 (4)	Intangible heritage The destination supports the celebration and protection of intangible cultural heritage, including local traditions, arts, music, language, gastronomy and other aspects of local identity and distinctiveness. The presentation, replication and interpretation of living culture and traditions is sensitive and respectful, seeks to involve and benefit local communities, and provides visitors with an authentic and genuine experience.	a. Identification and listing of intangible cultural heritage. b. Examples of celebration and visitor experiences of intangible cultural heritage (events, distinctive products etc.). c. Evidence of involvement of local and indigenous communities in developing and delivering visitor experiences based on intangible cultural heritage.	0=no document exist 0=no document exist 0=no document exist	No evidence found. No evidence found. No evidence found.

		d. Feedback from visitors and local communities on delivery of intangible heritage experiences.	0=no document exist	No evidence found.
C4 (3)	Traditional access The destination monitors, protects, and when necessary rehabilitates or restores local community access to natural and cultural sites.	a. Monitoring of accessibility to natural and cultural sites for the local community.	0=no document exist	No evidence found.
		b. Evidence of engagement with the local community regarding traditional access.	0=no document exist	No evidence found.
		c. Specific action to protect and/or rehabilitate local community access.	0=no document exist	No evidence found.
C5 (3)	Intellectual property The destination has a system to contribute to the protection and preservation of intellectual property rights of communities and individuals.	a. Reference to laws on intellectual property pertaining in the destination (title, date).	1=document exist	Ley de Propiedad Intelectual exists at the national level that should protect intellectual property rights, but these regulations are not applied or enforced. Decreto 4-99-E Ley del Derecho de Autor y de los Derechos Conexos Decreto 12-99-E Ley de Propiedad Industrial Decreto 149-2103 Ley de Firma Electrónica Decreto 16-2005 Ley de Implementación del RD-CAFTA https://www.ip.gob.hn/propiedad_intelectual
		b. Communication of intellectual property rights to tourism stakeholders.	0=no document exist	No evidence found.
		c. Evidence that intellectual property rights are protected in the development of cultural experiences for visitors.	0=no document exist	No evidence found.
	C(b) Visiting cultural sites (9)			
C6 (4)	Visitor management at cultural sites The destination has a system for the management of visitors within and around cultural sites, which takes account of their characteristics, capacity and sensitivity and seeks to optimize visitor flow and minimize adverse impacts. Guidelines for visitor behaviour at sensitive sites and cultural events are made available to visitors, tour operators and guides before and at the time of the visit.	a. Monitoring of visitor flows and impact on cultural sites, with results shared across the destination.	0=no document exist	No evidence found.
		b. Evidence of action to manage tourism-related impacts in or around cultural sites.	0=no document exist	No evidence found.
		c. Existence and distribution of published guidelines on visitor behaviour at sensitive sites and cultural events and periodic monitoring of compliance.	0=no document exist	No evidence found.

		d. A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at cultural sites.	2 = document and evidence exists	Reglamento Nacional de guías turísticas de Honduras 2014. Manual de guías Turísticas de Honduras.
C7 (5)	Site interpretation Accurate interpretative material is provided which informs visitors of the significance of the cultural and natural aspects of the sites they visit. The information is culturally appropriate, developed with host community collaboration, and clearly communicated in languages pertinent to visitors and residents.	a. Provision of informative interpretative material on site and in formats that are accessible pre-arrival.	2 = document and evidence exists	Seafood guide published on business and NGOS and online booking websites. ShowTopic-g292019-i4482-k4463713-Sustainable_Seafood_Guide_for_Bay_Islands-Roatan_Bay_Islands.html">https://www.tripadvisor.in>ShowTopic-g292019-i4482-k4463713-Sustainable_Seafood_Guide_for_Bay_Islands-Roatan_Bay_Islands.html http://www.coral.org/files/pdf/Bay-Islands-Seafood Guide.pdf https://gobluebayislands.com/entries/bay-islands-responsible-seafood-guide/38033502-0e2f-495b-94fe-ee6d46c5ae31
		b. Evidence that interpretative material has been well researched and is accurate.	3=document, evidence, and improving trends exist	Yes there is evidence that interpretative material has been well researched and is accurate. Estudios- Esquema Director del Plan de Manejo Amniental de Islas de la Bahia.
		c. Interpretation material that identifies the significance and sensitivity/fragility of sites.	3=document, evidence, and improving trends exist	Dive site guide is published in a book format.. All info of private sites are published on the internet and social media platforms.
		d. Evidence of host community collaboration in preparation of relevant interpretative material.	2 = document and evidence exists	Dive site guide was created in collaboration with local divers. The collateral is developed by site managers mostly who are the primary stakeholders. In general there is no documentation or evidence that shows the wider array of tourism stakeholders collaborating to develop interpretive information.
		e. Interpretative material available in relevant languages.	3=document, evidence, and improving trends exist	All materials are in English and Spanish
	7	25		

No.	GSTC Criteria	GSTC Performance Indicators	Score	Evidence / Reviewer Comments
D	SECTION D: Environmental sustainability			
	D(a) Conservation of natural heritage (6)			
D1	Protection of sensitive environments The destination has a system to monitor, measure and respond to the impacts of tourism on the natural environment, conserve ecosystems, habitats and species, and prevent the introduction and spread of invasive species..	<p>a. List of natural heritage sites and assets, indicating type, conservation status and vulnerability.</p> <p>b. Programmes to conserve biodiversity and natural heritage.</p> <p>c. Programmes to eradicate and control invasive species.</p> <p>d. Action to identify, monitor and mitigate tourism impacts on biodiversity and natural heritage.</p> <p>e. Mechanisms for using income from tourism to support conservation of natural assets.</p>	<p>3=document, evidence, and improving trends exist</p>	<p>The PMAIB project did an inventory of the Bay Islands, It was conducive to converting WE in a special marine zone, constant monitoring is conducted and reported in HRI reports every 2 yrs. Agra does monitoring every 2 yrs. Instituto de Conservación Forestal is the national-level governmental entity that is responsible for the administration and management of forest resources, protected areas and wildlife and promoting sustainable development.</p> <p>Yes, the first management plan was implemented in 2012 by ICF- regulatory body. Co-managers that monitor impacts and strive to protect the ecosystem, sensitive environments, and species in and around Roatan include RMP BICA, CORAL, RIMS, the Healthy Reefs Initiative, and ZOLITUR. They each have programs to conserve biodiversity and natural heritage. Coral Nursery and Reef restoration program, Environmental Education programs, Reef patrol program, etc.</p> <p>RMP Lion fish program, since 2010 In an effort to reduce the destructive impact of the invasive lionfish (<i>Pterois volitans</i>) on the coral reef ecosystem of Roatan, the Roatan Marine Park has employed a proactive stance, directly engaging the local and visiting community to control the proliferation of this species. The RMP Invasive Lionfish Control Program is a partnership with the Honduran Fisheries Department to issue licenses to certify divers to use permitted Hawaiian slings to reduce numbers of lionfish. https://www.roatanmarinepark.org/invasive-species-reduction</p> <p>Mangroves restoration, RIMS reef monitoring, RMP/ZOLITUR Marine Demarcation Program. https://www.roatanmarinepark.org/marine-infrastructure</p> <p>ZOLITUR law by Decree #181-2006. Visitors pay a fee that is reinvested into the preservation of assets and sustainable development in the destination.</p>

	f. Communications with visitors and enterprises on reducing spread of alien species.	3=document, evidence, and improving trends exist	The RMP focus on the dissemination of information through educational workshops that cover topics such as lionfish ecology, potential impacts of lionfish proliferation both environmentally and economically, and first-aid treatment. This program started in 2010, and now a decade later has certified 3,164 individuals, to safely remove lionfish from the reef. In addition, RMP has increased the number of trainers and training centers by working with dive shops.
D2 Visitor management at natural sites (5) The destination has a system for the management of visitors within and around natural sites, which takes account of their characteristics, capacity and sensitivity and seeks to optimize visitor flow and minimize adverse impacts. Guidelines for visitor behaviour at sensitive sites are made available to visitors, tour operators and guides before and at the time of the visit.	a. Monitoring of visitor flows and impact on natural sites, with results shared across the destination.	0=no document exist	Study is being conducted to determine the carrying capacity on dive sites.(RMP, CORAL), will concluded in aprox. 6 months.
	b. Evidence of action to manage and mitigate tourism-related impacts in or around natural sites.	3=document, evidence, and improving trends exist	Decree 189-2009. National Environmental Impact Assessment System (SINEIA) is the governing body to identify risks.
	c. Existence and distribution of published guidelines on visitor behaviour at sensitive sites, and periodic monitoring of compliance.	2 = document and evidence exists	Guidelines for scuba diving (normativa de buceo), guidelines are published in the form of posters in all dive shops - RMP. (2019) videos on RMP web page. https://storymaps.arcgis.com/stories/519a29330d6b413e922c7064f473d5b9 RMP iPatrol program - include a user-friendly application available on smartphones that allows the community to report any criminal or damaging activity that poses a threat to the MPA. (IPatrol)
	d. A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at natural sites.	3=document, evidence, and improving trends exist	Normativa de Buceo Dive regulation. MAR Train the trainers program is being implements by RMP, to date has train 25 members of the West End Taxi Association.
	e. Cooperation with local conservation bodies to identify environmental risks associated with tourism and measures to reduce them.	2 = document and evidence exists	The local conservation organizations are a part of SINEIA (National Environmental Impact Assessment System).
D3 D3 Wildlife interaction (6) The destination has a system to ensure compliance with local, national, and international laws and standards for wildlife interactions. Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse impacts on the animals concerned and on the viability and behavior of populations in the wild.	a. Reference (title, date) to international, national and local laws that apply in the destination regarding interaction with wildlife.	2 = document and evidence exists	Regulations for interaction with whale shark.(Reglamento para el avistamiento de Tiburon Ballena) The country of Honduras does adhere to CITES and while there is some evidence enforcement, it is inconsistent.

	b. Endorsement of international standards for wildlife viewing for both marine and terrestrial species.	0=no document exist	No evidence found.	
	c. Distribution of a code of practice for wildlife interaction, including viewing, which reflects international standards.	2 = document and evidence exists	Scuba Diving regulation (Reglamento de Buceo- RMP has posters of good practices posted in all the diveshops in West End. Regulations for interaction with whale shark.(Reglamento para el avistamiento de Tiburon Ballena)	
	d. System for checking compliance with regulations, and code of practice amongst tourism operations.	3=document, evidence, and improving trends exist	RMP patrol program facilitates the enforcement of Honduran environmental laws, regulations, and best practices. The program consists of five patrol boats manned by Park Rangers and the Honduran Navy. https://www.roatanmarinepark.org/patrols . ICF conducts wellbeing inspections of terrestrial and marine animals.	
	e. Actions to monitor wildlife wellbeing and minimize disturbance, in locations where interactions occur.	3=document, evidence, and improving trends exist	Plan de Manejo del PNMIB and RMP Ipatrol App: a user-friendly application available on smartphones that allows the community to report any criminal or damaging activity that poses a threat to the MPA. (IPatrol)	
	f. Provision of information to visitors on harmful wildlife interaction, such as touching and feeding.	3=document, evidence, and improving trends exist	This information and guidelines are provided to visitors by site managers in interaction briefing.	
D4	Species exploitation and animal welfare (7) The destination has a system to ensure compliance with local, national, and international laws and standards that seek to ensure animal welfare and conservation of species (animals, plants and all living organisms). This includes the harvesting or capture, trade, display, and sale of wildlife species and their products. No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.	a. Reference (title, date) to specific international, national and local laws, standards and guidelines that apply in the destination regarding animal welfare and conservation of species.	3=document, evidence, and improving trends exist	Acuerdo ministerial No. 936-13 / Regulation and procedures for the application of the Convention on International Trade in Endangered Species of Wild Fauna and Flora, (CITES), which will regulate and control the trade of species and combat the illegal trafficking of species in Honduras.
		b. Notification of laws, standards and guidelines to tourism enterprises and guides.	3=document, evidence, and improving trends exist	CITES mobile Wildlife App: An electronic tool for law enforcement and public information. Www.vidasilvestre.org
		c. A system for inspection of the conditions of captive wildlife and domestic animals, including their housing and handling.	3=document, evidence, and improving trends exist	CITES mobile Wildlife App: An electronic tool for law enforcement and public information. Www.vidasilvestre.org
		d. Licensing and checking of qualifications of personnel responsible for captive wildlife.	3=document, evidence, and improving trends exist	Ley Forestal, Áreas Protegidas y Vida Silvestre Decreto No. 98-2007 (La Gaceta, 26 de Febrero de 2008). Decreto 115-2015 Ley de Protección y Bienestar Animal, published april 5, 2016. Enforcement inspections are carried out to by ICF.
		e. Action to promote the Convention on International Trade in Endangered Species (CITES) in the tourism sector and to ensure compliance with it.	2 = document and evidence exists	CITES mobile Wildlife App: An electronic tool for law enforcement and public information. www.vidasilvestre.org

		f. Provision of information to visitors on avoiding trade in endangered species, e.g. in purchase of souvenirs derived from threatened species of wildlife notified by IUCN or CITES. g. Enforcement of legislation to ensure that any hunting activity is part of a scientifically based, properly managed and strictly enforced approach to conservation.	3=document, evidence, and improving trends exist 3=document, evidence, and improving trends exist	Signs at ports and airports to discourage trade of endangered species. Responsible seafood guide consumption.Gobluabayislands.com The only hunting (spearfishing) allowed in the Marine park is thru RMP Lionfish eradication project. https://www.roatanmarinepark.org/invasive-species-reduction	
	D(b) Resource management				
D5 D5 Energy conservation (4) The destination has targets to reduce energy consumption, improve efficiency in its use, as well as increase the use of renewable energy. The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report their contribution to these targets.	a. Energy consumption targets are publicised and promoted.		0=no document exist	No evidence found.	
	b. Programme to increase energy efficiency – e.g. promoting and supporting insulation.		0=no document exist	No evidence found.	
	c. Investment in renewable energy and percent of total provision/consumption.		3=document, evidence, and improving trends exist	The community water board "POLOS" - West End water treatment, Installed a 11.8 kv photovoltaic system in 2018. Doc. Ref (Informacion General Produccion Energia Fotovoltaica Planta de Tratamiento de la Comunidad de West End). Roatan Electric Company (RECO) has also started construction of 7MW photovoltaic solar plant on the south side of the island and is planning another 5 MW solar plant on the north side of the island. These solar-powered plants, coupled with 4MW of existing wind power capacity, set the island on the path to achieving its goal of having 20% of its power supplied by renewable resources by the end of 2021. https://www.wartsila.com/insights/article/roatan-the-caribbean-island-embracing-development-andrenewables?fbclid=IwAR01PCkjPpru_ITU0kEWH30FweV7Eohgsx2Ubl2v2lmtVpkMv_VQ_ZeXBOw	
	d. Support and incentives for energy monitoring and reduction by enterprises.		0=no document exist	No evidence found.	
D6 Water stewardship (5) The destination encourages enterprises to measure, monitor, publicly report and manage water usage. Water risk in the destination is assessed and documented. In cases of high water risk, water stewardship goals are identified and actively pursued with enterprises, to ensure that tourism use	a. Provision of guidance and support for monitoring and reduction of water usage by enterprises.		3=document, evidence, and improving trends exist	WE has a micro meter system and Polo conducts physical inspections monitoring in the connections and applies corrective measures.	
	b. Program to regularly assess water risk.		3=document, evidence, and improving trends exist	Polo has a system in WE to respond in a timely manner to water quality issues.	
	c. Setting, publication and enforcement of water stewardship goals, where water risk has been assessed as high.		0=no document exist	Ordenanza Municipal " Polos Water" published in the oficial gazette on june 9 2018. It is enforced by Polos Water Board Association.	

	<p>does not conflict with the needs of local communities and ecosystems.</p>	<p>d. Monitoring and control of sources and volume of water used for tourism purposes and its effect on local communities and ecosystems. Promotion and checking of adherence to goals by tourism enterprises.</p> <p>e. Visitor information on water risk and minimising water use.</p>	<p>0=no document exist</p> <p>3=document, evidence, and improving trends exist</p>	<p>"Polos water board monitors the water volume of water used for tourism purposes and adheres to the water use indicators put forth by the Institute of Tourism (IHT). Polos makes a user's database monthly consumption reading comparison to monitor use. If a user's consumption is higher than average, an inspection is carried out to ensure no</p> <p>leaks. Regularly scheduled inspections are done throughout the community for the detection of damage or leaks."</p>
D7	Water quality (5) The destination monitors water quality for drinking, recreational and ecological purposes using quality standards. The monitoring results are publicly available, and the destination has a system to respond in a timely manner to water quality issues.	<p>a. Program of water quality monitoring.</p> <p>b. Existence of data and reports on water quality.</p> <p>c. Monitoring bathing water, with certification and identification of sites reaching set standards.</p> <p>d. Evidence of actions to improve water quality.</p> <p>e. Information for visitors on quality of local drinking water, to encourage use as an alternative to bottled water.</p>	<p>3=document, evidence, and improving trends exist</p> <p>2=2 = document and evidence exists</p>	<p>BICA is conducting monthly testing of recreational water, and periodic testing of drinking water. Polo's conducts annual analysis of drinking water</p> <p>Yes data and water report on quality are available.</p> <p>An Ecological Blue Flag Beach was awarded to Half Moon Bay, and is monitored to ensure that the marine water in the bay meets and maintains international standards. https://www.facebook.com/548334941/videos/pcb.852777338441688/10158754742569942</p> <p>Installation of WE Sewer Treatment Plant and connection of homes and businesses in 98 % throughout the village.</p> <p>Most tourism businesses provide this information to their visitors and have installed water filling stations and sell reusable containers to discourage single plastic use bottles. RMP offers a filling station for a nominal charge.</p>
	D(c) Management of waste and emissions			
D8	Wastewater (4) The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems. The destination ensures that wastes are properly treated and reused or released safely without adverse impacts on the local population and the environment.	<p>a. Written guidelines and regulations on wastewater treatment.</p> <p>b. System of enforcing guidelines amongst enterprises.</p> <p>c. Monitoring/testing of released wastewater.</p>	<p>3=document, evidence, and improving trends exist</p> <p>1=document exist</p> <p>3=document, evidence, and improving trends exist</p>	<p>Acuerdo No.084 del 31 de Julio de 1995 Vigencia 4 de Octubre de 1995 -Normas técnicas para la calidad de agua potable- Ministry of Health. http://extwprlegs1.fao.org/docs/pdf/hon175672.pdf</p> <p>Document pending municipal approval "Modelo de Reglamento de Servicios de Agua Potable y Saneamiento" for Roatan. This document contains these regulations.</p> <p>BICA is conducting monthly testing of recreational from the outflow of the waste water system.</p>

		d. Provisional of sustainable municipal water treatment systems, for use by the tourism sector, where practical and appropriate.	3=document, evidence, and improving trends exist	Water Treatment system in West End - Study was conducted to determine needed capacity. (Fundemun 2011)
D9	Solid waste (8) The destination measures and reports on its generation of waste and sets targets for its reduction. It ensures solid waste is properly treated and diverted from landfill, with provision of a multiple-stream collection and recycling system which effectively separates waste by type. The destination encourages enterprises to avoid, reduce, reuse, and recycle solid waste, including food waste. Action is taken to eliminate or reduce single-use items, especially plastics. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.	a. Waste monitoring program, with results and targets published. b. Coordinated campaign/advice/support with tourism enterprises on waste management, including food waste.	0=no document exist 2=2 = document and evidence exists	No evidence found. BICA has program that work with enterprises to create and implement a waste management plan in their operations. Keeproatanbeautiful.org is a campaign initiative to raise awareness of how litter and waste affect the local environment and economy, Improve the way communities approach waste management by providing information and practical skills on how to prevent and manage litter and a platform for reporting litter. Encourage collaboration and the sharing of best practices between businesses. This is part of BITB strategic plan, 2 videos were produced and can be viewed on the webpage and social media platform.
	c. Campaign to reduce/eliminate single use items, especially plastics.	2=2 = document and evidence exists	Municipal ordinance to eliminate single use plastic is in place.	
	d. Waste management program for public offices and facilities.	0=no document exist	No evidence found.	
	e. Provision of a collection and recycling system, with at least four streams (i.e. organic, paper, metal, glass and plastic).	0=no document exist	No evidence found.	
	f. Provision of sustainable system for disposal of residual waste.	0=no document exist	No evidence found.	
	g. Campaign to eliminate dropping of litter, including by visitors, and to keep public spaces clean.	0=no document exist	RMP has installed signs in public spaces in the community. Videos -www.keeproatanbeautiful.org	
	h. Adequate bins for separated waste disposal.	0=no document exist	RMP in collaboration with RECO will be installing waste disposal classification stations throughout the WE community.	
D10	GHG emissions and climate change mitigation (5) The destination has targets to reduce greenhouse gas emissions, and implements and reports on mitigation policies and actions. Enterprises are encouraged to measure, monitor, reduce or minimize, publicly report and mitigate greenhouse gas emissions from all aspects of their operation (including from suppliers and service	a. Published target for percentage of emissions reduction by specified date. b. Annual climate report, including monitoring and mitigation actions. c. Supported campaign or other engagement with tourism enterprises on reduction and mitigation of emissions. d. Action to reduce emissions from public sector operations.	0=no document exist 0=no document exist 0=no document exist 0=no document exist	No evidence found. No evidence found. The recommendation is to strengthen the Gobluebayisland.com programs to engage more tourism enterprises in best practices to reduce and mitigate emissions. No evidence found.

	providers). Offsetting of any remaining emissions is encouraged.	e. Information for enterprises and visitors on offsetting schemes that meet recognized standards.	0=no document exist	No evidence found.
D11 Low-impact transportation (6) The destination has targets to reduce transport emissions from travel to and within the destination. An increase in the use of sustainable, low-emissions vehicles and public transport and active travel (e.g., walking and cycling) is sought in order to reduce the contribution of tourism to air pollution, congestion and climate change.	a. Investment in more sustainable transport infrastructure, including public transport and low emissions vehicles.	0=no document exist	The vehicle traffic was flagged as a high risk area that needs to be addressed in the short term. Stakeholders recognize the issue as high risk and has prioritize to commission a traffic flow study to map out a sustainable traffic program that will reduce the vehicle traffic flow and create cycling and walking opportunities along the tourism district.	
	b. Information promoted to visitors on alternative transport options to and within the destination	0=no document exist	No evidence found.	
	c. Data on visitor use of alternative transport modes.	0=no document exist	No evidence found.	
	d. Improvement and promotion of cycling and walking opportunities.	0=no document exist	No evidence found.	
	e. Prioritization of visitor markets accessible by short and more sustainable transport options.	0=no document exist	No evidence found.	
	f. Public sector and tourism enterprises prioritize low-impact transportation in their own operations.	0=no document exist	No evidence found.	
D12 Light and noise pollution (3) The destination has guidelines and regulations to minimize light and noise pollution. The destination encourages enterprises to follow these guidelines and regulations.	a. Guidelines on light and noise pollution – produced and promoted to tourism enterprises.	1=document exist	Decreto# 2-01 Ley de policía y convivencia social. Law exist, but lack enforcement. Plan de Arbitrio Municipal.	
	b. Identification and monitoring of potential sources of noise and light pollution related to tourism.	0=no document exist	No evidence found.	
	c. Mechanisms to enable residents to report noise and light pollution, with follow-up action.	1=document exist	Resident's noise and light pollution is reported and manage by the Municipality department of justice-Municipal police.	
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III. Stakeholders Consulted

The following stakeholders attended the WE GSTC Assessment workshops and interviews during the virtual assessment from February 22 to 26, 2021, or participated in the destination assessment and action planning workshop on March 4, 5 and 8, 2021. About 33 stakeholders across the different organizations participated in the groups, and individual meetings, and 11 participated in the destination assessment and action planning workshop.

Name	Position	Organization	Workshops	Individual Interview
Karen Ludlow	Executive Director	Bay Islands Tourism Bureau	X	
Kayleen Daniels	Executive Assistant	Bay Islands Tourism Bureau	X	
Tanya Amaya	Bay Islands Program Director	Coral Reef Alliance	X	
Jenny Myton	Regional Program Director	Coral Reef Alliance	X	
Christian Torres	Quality Assurance Consultant	Go Blue Bay Islands	X	
Ian Drysdale	Latin America Rep	Healthy Reef/West End Patronato	X	
Sierra Leighty	General Manager	Beach House Boutique Hotel	X	
Pino Troisi	Associate	MC Tours	X	
Mayra Jonson	Manager	Polo's Water	X	
Samantha Bodden	Roatan Rep	Instituto Hondureño de Turismo	X	
Betty Richardson	Owner	Richardson Serenity Villa	X	
Irma Brady	Executive Director	Bay Islands Conservation Association (BICA)	X	X
Oniel Nixon	BIDMO Coordinator	ZOLITUR– BIDMO	X	
Michele Crimmin-Laun	Owner	Georphies Hotel	X	
Mirta Marozzi	Community Member	West End Patronato	X	
Gary McLaughlin	President	West End Patronato	X	
Susie Ebanks	Community Member	Sun Foundation/Remax	X	
Janet Wood	Community Member	West End Patronato	X	
Juan Meza	Product Development and Planning Manager	Instituto Hondureño de Turismo	X	
Enry Padilla	President	Water Taxi Association		X
Kody Padilla	Member	Water Taxi Association	X	
Sussy Ochoa	Plant Engineer	Polos Water Board Association	X	
Cindy Flores	Regional Manager	Instituto de Conservacion Forestal	X	X
Nicole Brady	Vice Mayor	Roatan Municipality		X
Dolan McLaughlin	Regional Rep	Marina Mercante	X	X
Michael Carter	Realtor	Roatan Life Real Estate		X
Emsly Hyde	Owner	Hyde Tours		X
Marco Rosales	Realtor/Rentals	Roatan Land and Homes		X
Timna Varela	Community Outreach	Roatan Marine Park		X
Francis Lean	Director	Roatan Marine Park		X
Sharon McField	Director	Abundant Life Foundation		X
Emily Flowers	Vice President	CEPUDO Bay Islands Chapter		X
Olga Flores	President	West End Activities Association		X

IV. References

Roatan 2019 GSTC Report

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