

# Global Sustainable Tourism Council Assessment Goff's Caye Belize

March 25, 2021



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## Acronyms

BHA	Belize Hotel Association
BTB	Belize Tourism Board
CAST	Caribbean Alliance for Sustainable Tourism
CHTA	Caribbean Hotel and Tourism Association
CZMAI	Coastal Zone Management Authority and Institute
EWT	Environmental Walk-Through Programme
GDP	Gross Domestic Product
GSTC	Global Sustainable Tourism Council
GWITS	George Washington International Institute for Tourism Studies
ICRT	International Confederation for Responsible Tourism
IDB	Inter-American Development Bank
IMF	International Monetary Fund
MTDR	Ministry of Tourism and Diaspora Relations
NSTMP	National Sustainable Tourism Master Plan
PFB	Programme for Belize
RA	Rainforest Alliance
SIB	Statistical Institute of Belize
UNWTO	United Nations World Tourism Organisation
VSS	Visitor Satisfaction Survey
WTTC	World Travel and Tourism Council

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## **Executive Summary**

Goff's Caye is one of the many marine destinations in Belize that is offered as a tourism product. It is visited by local and international visitors, particularly cruise passengers (excursionists). The natural beauty and close proximity of Belize City's destination allow it to continue to be attractive. Due to this, it is essential that Coastal Zone Management Authority and Institute, which has the mandate to manage Goff's Caye, does so in a sustainable manner.

Given that Belize is positioning herself as a leading sustainable destination in the region and given the trend of two past assessments, a decision was made to undertake a GSTC Destination Assessment at Goff's Caye. The Coastal Zone Management Authority and Institute and the Ministry of Tourism and Diaspora Relations facilitated this assessment of Goff's Caye with funding from Coral Reef Alliance.

The assessment aimed to provide CZMAI and other stakeholders with an overview of Goff's Caye's performance utilizing criteria and indicators for sustainable destination management developed by the GSTC. This assessment will be based on the destination criteria, which was developed to guide sustainable tourism practices based on four pillars identified as Destination Management, Socio-Economic Sustainability, Natural and Cultural Sustainability and Environmental Sustainability. The assessment was conducted over three months, from January to March 2021. This destination assessment and action plan suggests priorities and actions that can be implemented to guide in making the destination more sustainable. These strategic actions were categorized under "strategic thrust" items supported by tables, giving a comprehensive guide regarding activities, timeframe, resources, and key actors.

The assessment used a participatory approach with key actors such as concessionaires and tour operators. When completed, Goff's Caye score is based on the "traffic light" system that is standard for the GSTC system. The assessment results concluded that 11 indicators were in the green category, 46 indicators were in the yellow category, and 32 indicators were in the red category. Scoring all indicators, Goff's Caye Global Sustainability Score was 1.41, placing it in GSTC's Yellow Category. The essence of this being that yellow would be cautionary and red would-be areas of urgent concern. Given this, a workshop was conducted with key actors and priority areas to develop the action plan. These priority areas mainly came from the red and yellow categories.

Priority areas were identified if the four categories and corresponding action plans developed. The main action plan was the development of a sustainable destination strategy for Goff's Caye. This is core to everything that will be done. Fortunately, the CZMAI is in an advantageous position. There is currently a plan to develop a management plan for Goff's Caye, so these actions can be integrated effortlessly into those plans. In terms of meeting other GSTC criteria, monitoring of impact is of importance. Thus, another main action plan agreed to was developing a monitoring

system to track socio-economic activities pertaining to Goff's Caye. The management does an excellent job with visitor behaviour; however, a more comprehensive visitor management programme is suggested and a more intensive system to manage the ecological components of the operations such as water, energy, and solid waste.

Goff's Caye is in an excellent position to implement these recommendations as there exists a dedicated and skilled staff. There is commitment, and there is a will. The stakeholders also displayed high levels of care for the environment and sustainability practices. The concern, of course, is always funding, but given the reputation of the CZMAI and the bold decision to assess its management of Goff's Caye, there is potential for future funding. The actors' commitment is admirable and is, without a doubt, this assessment process can be a model for other similar destinations in Belize.

## **Introduction**

### **Background of Belize's Tourism Product**

#### **A. The Current State of Tourism in Belize**

Belize's economy was traditionally focused on traditional exports such as sugar, bananas, and citrus. These are still the main pillars of the agriculture sector which have seen a resurgence since the Covid 19 pandemic. In the third quarter of 2020, the Statistical Institute of Belize (SIB) reported that the primary sector (agriculture) grew by 18% while the tertiary sector, where tourism lies, contracted by 18.6%, resulting in a total Gross Domestic Product (GDP) contraction of 13.2%. The SIB attributes the shrink in Belize's GDP mainly due to the halt in tourism that occurred most of 2020 and into 2021. Belize had some success exporting petroleum (a non-renewable resource) in the secondary sector, but this supply continues to dwindle. Crude extraction declined by 40% over this period, and the future of oil extraction as an economic activity is questionable. Although tourism has taken a massive blow because of Covid-19, it is still arguable the most important economic sector in Belize. The pandemic shed light on this, given that many industries experienced a decline as a result of tourism decline. A tourism fact is that the sector is responsible for many linkages to other sectors.

An example is a decline in poultry consumption in 2020, which declined by 13.1%. Tourism will rebound and will continue to be a main economic sector for Belize. The Covid-19 vaccine is now being distributed globally, and some local experts are predicting that it will take Belize approximately three years to rebound to the record 2019 tourism year. For Belize, tourism is a relatively new priority sector. The country started focusing on it in the late 1990s, and today, tourism is now one of the main pillars of Belize's economy and is the nation's leading foreign exchange earner and will continue to be so. Belize's traditional agricultural exports continue to face challenges in the global markets relating to standards, access to preferential markets, global competition, etc., making tourism continue to be the nation's essential driving economic activity.

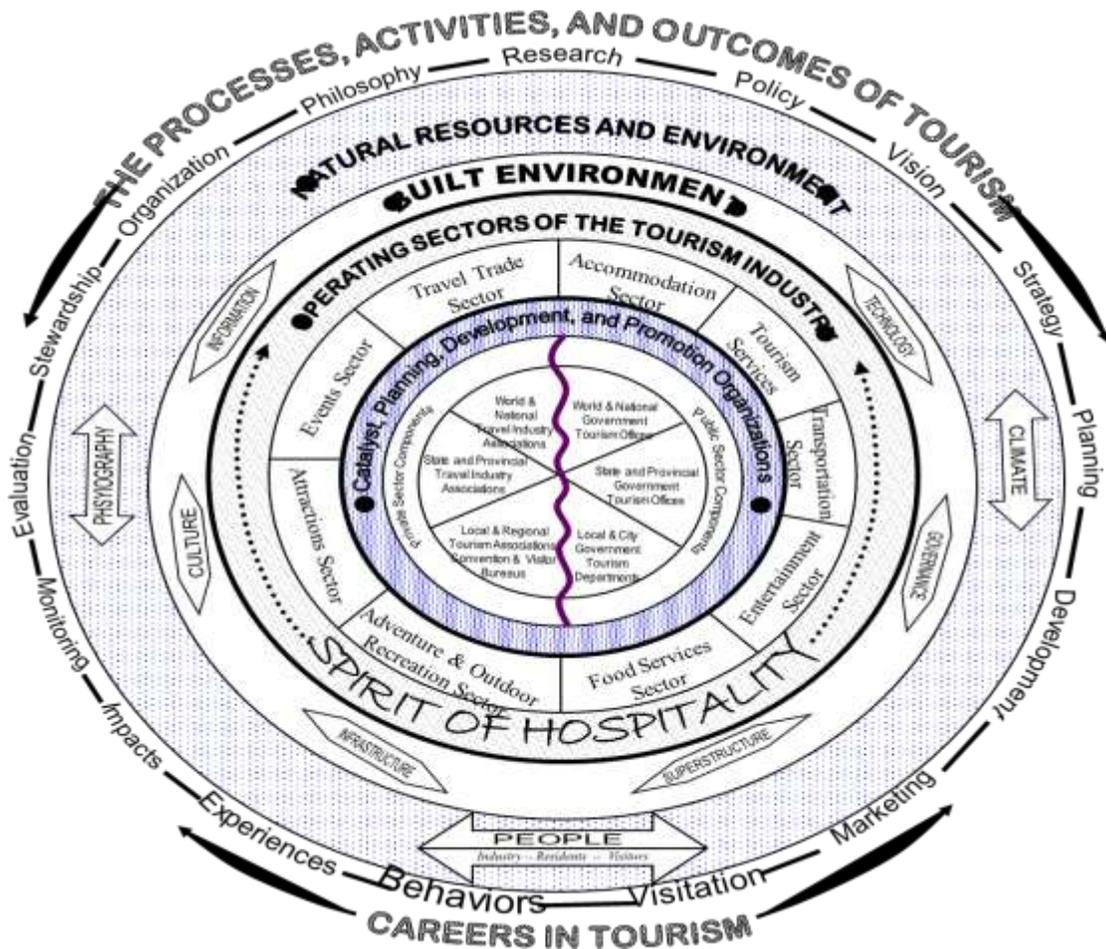
Tourism is a complex phenomenon. It is comprised of many interrelated sectors and industries and must, therefore, be carefully managed. Due to the contraction of tourism in Belize (and globally), many other sectors and industries suffered. This is the interrelation and the input-output effect. Many industries, such as food and beverage, transportation, financial services, etc., were affected by the decline in tourism. The Tourism Phenomenon Model (Figure 1) presented by Goeldner and Ritchie in 2008 illustrates this concept. The model shows the complexity of the tourism product and its reliance on other inter-related and supporting activities. Key to the product is the natural and the built environment, which in large part depends on Belize's natural,

cultural, and ecological resources. These features are highlighted in The National Sustainable Tourism Master Plan (NSTMP), a Strategic Framework for sustainable tourism development in Belize. The natural and cultural attractions and built environment are the driving motivators for visitors who choose Belize as a destination. As highlighted in the NSTMP and the model (Figure 1), the main hospitality products are:

1. The Accommodation Sector
2. Tourism Services
3. Transportation Sector
4. Entertainment Sector
5. Food Services Sector
6. Adventure and Outdoor Recreation Sector
7. Attractions Sector
8. Events Sector
9. Travel Trade Sector

Belize has products in all these critical sectors, albeit with variances in various services or experiences and development levels. For example, the accommodation and adventure, and outdoor recreation sectors are more developed than the transportation and entertainment sectors.

Figure 1: THE TOURISM PHENOMENON – COMPONENTS OF TOURISM



Source: Goeldner/Ritchie, *Tourism: Principles, Practices, Philosophies*, 2008

Belize's tourism product has been growing and expanding over the years. What was once a destination with Ambergris Caye being the main attraction is now a destination with multiple destinations, including the Cayo District, the Placencia Peninsula, and even Belize City, giving rise to cruise tourism. Complementing this growth is a multitude of natural resource attractions on the mainland and offshore.

The NSTMP identifies Belize's main tourism assets, specifically as:

1. The Barrier Reef system
2. The Blue Hole Natural Monument
3. The Caracol Archaeological Site
4. The Chiquibul Caves System

As noted above, a central component of Belize's tourism product is its natural environment, which is the main attraction of Goff's Caye. According to the Belize Tourism Board's (BTB) Visitor's Satisfaction survey (VSS) in 2019, visitors' main activities while visiting Belize were marine activities. Approximately 63% of visitors reported that they "snorkelled", and 17% said they were "diving". Other marine activities that most reported engaging in were fishing, kayaking, and sailing. The survey reported that 25% participated in "cave exploration and tubing". The VSS also tracked the places where visitors claimed to have visited, and overwhelmingly, these were the country's marine areas. Some 58% visited the Barrier Reef, while 23% reported visiting Marine Protected Areas. 37% visited Archaeological sites, and 32% visited National Parks (Source: Travel and Tourism Digest 2019, BTB). This has been a trend over the past five years with visitors to Belize, highlighting that travel's primary motivation is the natural environment. These figures provide evidence that the main tourism activities that visitors engage in when visiting Belize are marine activities and the rainforest and jungle, all part of the natural environment except for the archaeological sites (part of the built environment). It is this natural environment that gives Belize a competitive advantage in tourism.

Further, a stayover visitor can engage in both marine and land activities in the span of a day which is another unique feature of Belize's tourism product. For Goff's Caye's market, the main segment served is the cruise tourism sector. Most international visitors to Goff's Caye are cruise ship passengers, and they tend to participate in only one activity, in this case, an island activity. A discussion of Belize's macro tourism profile will be presented below, with a further focus on cruise tourism and Goff's Caye tourism product profile.

## **B. The Macro-Environmental Profile of Belize Tourism**

Belize is a small nation-state with a land mass of almost 9,000 square miles and a population approaching 400,000 persons. As mentioned earlier, the main economic activity comprises a few agricultural exports and some light manufacturing. Additionally, there is an active economic activity from the public and retail sectors. Belize has a small economy, as reflected in Table 1, which highlights Gross Domestic Product growth over the last five years of complete reporting from 2014-2019. The economy has a minimal GDP growth rate that averages between 2 and 3%, which was driven by the tertiary (services) sector. The slow growth rate reflects a struggling economy that was made worse with the pandemic. In the first nine months of 2020, Belize's economy contracted by 14.4%, losing some \$316.2m. The hardest hit was the tourism sector.

Table 1: BELIZE GDP GROWTH (IN MILLIONS OF DOLLARS)<sup>1</sup>

2014	2015	2016	2017	2018
2,628.4	2,703.3	2,705.6	2,756.2	2,813.5

In Belize, tourism is the number one export income earner, and in 2019 accounted for about 37.2% of Belize's GDP directly. Its broader (direct and indirect) economic impact accounted for 44.7 % of GDP (Figure 2).

Figure 2: Belize contribution of travel and tourism to GDP (% of GDP)



Source: knoema World Data Atlas

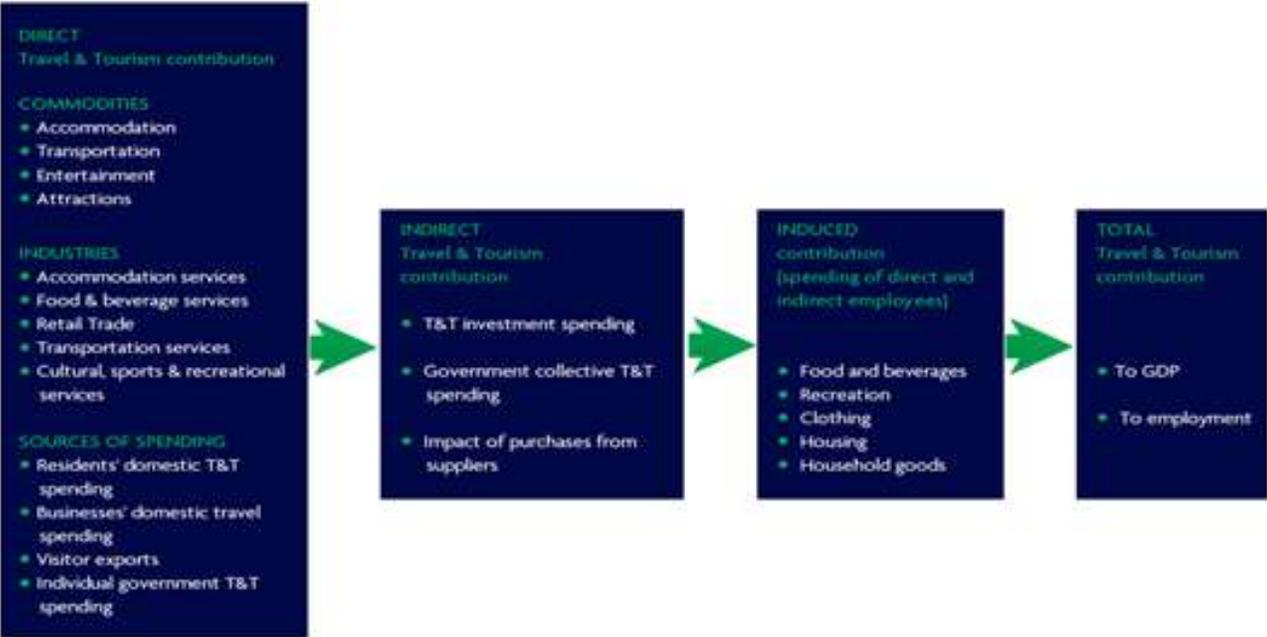
These figures illustrate a steady increase over the years and confirm that tourism is a critical pillar of the Belizean economy.

The concept of direct contribution and total contribution is an important one. Often, the economic impacts of tourism activities are measured only by those activities in the hospitality industry, e.g. hotels, restaurants, tours, etc. However, in reality, tourism indirectly impacts many other industries, such as transportation, construction, agriculture, and banking. For instance, tourism growth translates into greater demand for new transportation options, drives new construction of hotels

<sup>1</sup> Source: 2019 Abstract of Statistics, Statistical Institute of Belize, 2019.

and resort, and requires additional food supplies for tourists. It is for this reason that the World Travel and Tourism Council accounts for a broader contribution of tourism to an economy (Figure 3) (2018 Belize Economic Impact Report, WTTC)<sup>2</sup>, and it is for this reason that tourism is seen as a driving force to assist Belize in its economic development; the concept of the "multiplier effect"<sup>3</sup>. It is evident from Figure 3 that travel and tourism has a significant correlation with other economic activities. In Figure 4, one can see the employment levels generated by tourism, some 39.3% of total employment and 65 of every 1000 jobs in the nation.

Figure 2: THE CONTRIBUTION OF TOURISM TO AN ECONOMY<sup>4</sup>



<sup>2</sup> 2018 Belize Economic Impact Report, World Travel and Tourism Council  
<sup>3</sup> 2018 Belize Economic Impact Report, World Travel and Tourism Council  
<sup>4</sup> Source: WTTC Report

Figure 3: TOURISM CONTRIBUTION TO BELIZE'S GDP<sup>5</sup>



Tourism is undoubtedly the most vital economic activity for Belize and is critical for national development. In terms of total economic activity, tourism continues to command the largest share. Belize continues to see tourism growth, with the trend showing a record year for arrivals in 2019. The latest Belize Tourism Board (BTB) release states:

"For the first time in the history of our Tourism development, Belize has surpassed the half-million mark in overnight arrivals. In 2019, a total of 503,177 overnight visitors were welcomed to Belize, an increase of 2.8 per cent from 489,261 in 2018. The National Sustainable Tourism Master Plan (NSTMP), endorsed in 2012, has a goal of achieving overnight arrivals of 556,000 by 2030. However, with ten years remaining, the 2019 figure is representative of already attaining more than 90% of this 2030 vision."<sup>6</sup>

The data shows that Belize's overnight tourism arrivals in 2019 increased by 2.8%, with over half a million arrivals. This record growth came to a halt in 2020 after the pandemic hit, which will be presented later in this section.

Cruise arrivals decreased by 3.1% in 2019 (compared to 2018) but still registered over one million (1.1 M) cruise visitors. Although Belize is a small tourism destination compared to some of the more popular destinations in the region, it continues to experience an upward trend in visitation. In 2018, the Caribbean region hosted close to 30 million visitors. If one compares Belize's tourism arrivals to Jamaica's, Jamaica hosted some 4.31 million visitors. Costa Rica is often referred to as a major competitor to the Belize tourism product. In 2019, Costa Rica hosted some 3.1 million visitors. If one were to go by visitor arrivals, Belize is still in its infancy stage related to tourism

<sup>5</sup> Source: WTTC Economic Impact Report, 2018

<sup>6</sup> Belize Tourism Board Release, January 13, 2020

activities. Belize's cruise tourism product is concentrated in two destinations, Belize City and Harvest Caye. Unlike other cruise destinations in the region known as shopping destinations, Belize's cruise tourism product focuses on tours; Goff's Caye is one of these popular tours purchased by cruise passengers.

Historically, in 2015 Belize's overnight tourist arrivals were 341,161, and in 2019, this figure increased to 503,177 arrivals. This is an increase of more than 150,000 in five years. As it relates to cruise visitors, in 2016, Belize hosted over 1 million cruise visitors for the first time. This trend in cruise arrivals of one million-plus has continued since. This increase is very positive for Belize, especially the increase in overnight visitors given the importance of that segment to Belize's economy. This growth can be assumed mainly due to the global economic upturn in Belize's main tourism markets and the arguable inelastic demand (in terms of price sensitivity) of Belize tourism product to its market segment. The Covid 19 pandemic resulted in a massive loss of visitors in 2020 globally. The UNWTO estimates that global travel in 2020 will fall 60-80%. Belize experienced a loss in visitors of 71.4% in 2020 (compared to 2019). In this period, the majority of overnight visitors were registered in January to March, with 0 arrivals from April to September. The international airport reopened in October 2020, and tourism arrivals "trickled" into Belize. In December 2020, just under 10,000 visitors arrived compared to approximately 45,000 December arrivals in 2019, as indicated in Table 2 and Figure 5. The same trend was recorded for cruise passenger arrivals which registered a 71% reduction in 2020 when compared to the same period in 2019<sup>7</sup>.

Interestingly, up to December 2020, there has not been a significant decrease in registered hotels and hotel rooms, indicating that hotels are being resilient and the hotel stock will still be available when Belize tourism rebounds. According to the UNWTO, many experts see a rebound in 2021. UNWTO states that "based on previous crises, leisure travel is expected to recover quicker, particularly travel for visiting friends and relatives, than business travel". The forecast for Belize may not be so optimistic. Some industry experts predict it will take 3 to 5 years for Belize to return to its pre-Covid numbers. This is supported by the International Monetary Fund's (IMF) Article IV Report, which hypothesises that it will take the best half of this decade to recover for Belize, with real GDP returning to 2019 levels by 2025. The COVID-19 pandemic is expected to have a continued negative effect on tourism, with arrivals to remain subdued in 2021 and pick up again in 2022 as a result of high levels of cases among Belize's main partners and in the case of the United States, stringent requirements for returning passengers dissuading them from travelling<sup>8</sup>. It can be easily assumed that the rebound will be faster in overnight travel as opposed to cruise, a point that does not favour Goff's Caye.

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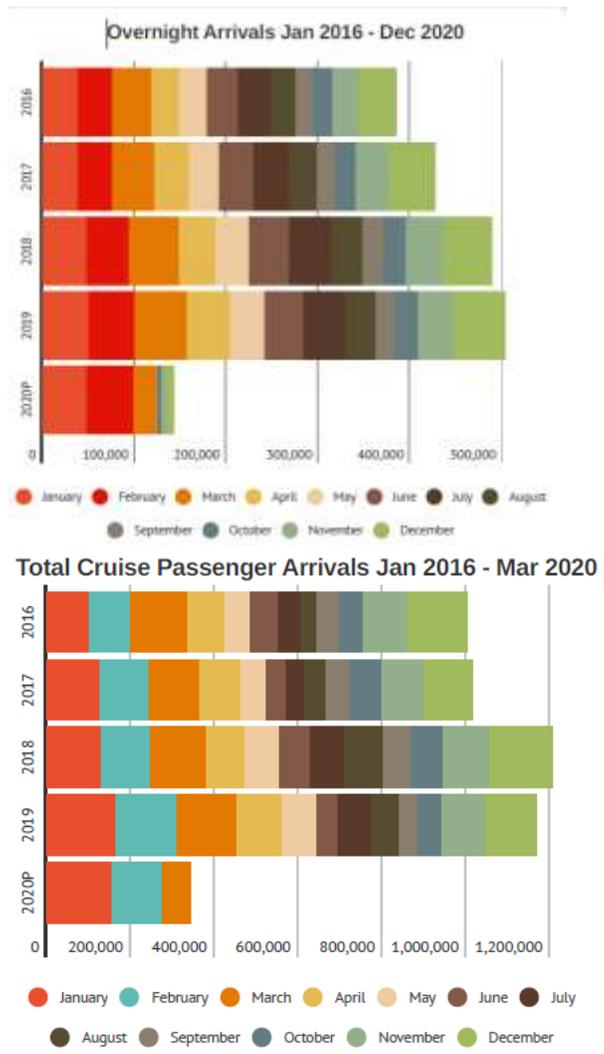
<sup>7</sup> All cruise ports for Belize have been closed since March 14, 2020

<sup>8</sup> Belize: Staff Concluding Statement of the 2020 Article IV Mission, IMF, March 12, 2021

Table 2: Total Number of Overnight Arrivals for Belize (BTB)

Type	2015	2016	2017	2018	2019	2020
Overnight	341,161	385,583	427,076	489,261	503,177	144,124
Cruise	957,975	1,005,394	1,014,231	1,208,137	1,170,558	343,099

Figure 5: Overnight and Cruise Arrivals, Belize 2016-2020



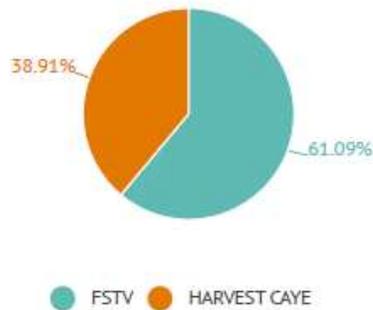
As mentioned previously, cruise activity in Belize was only in the first quarter of 2020. The major cruise line making calls to ports in Belize are:

1. Norwegian Cruise Lines
2. Carnival Cruise Lines
3. Royal Caribbean International
4. Viking Ocean Cruises and
5. MSC Cruises

These lines make calls to two ports in Belize, the Fort Street Tourism Village in Belize City and Harvest Caye off the coast of Placencia. Harvest Caye is exclusive to Norwegian Cruise Lines, with the others making calls to Belize City. In this quarter, 61% of total cruise arrivals came to Belize City and chose Belize City as a destination site Figure 6.

Figure 6 Cruise Passenger Arrivals by Port January to March 2020

**Cruise Passenger Arrivals by Port Jan - Mar 2020**



## Top 10 Cruise Sites/Activities Jan - Mar 2020 - FSTV



Figure 7 Cruise Sites Visited January to March 2020 for FSTV

Of this figure, the majority visited Jaguar Paw or remained in Belize City and some 22% of visitors engaged in marine activities, namely snorkelling, swimming, and kayaking, which are the main features of Goff's Caye (Figure 7 above and Figure 8 below).

## Top 10 Cruise Sites/Activities Jan - Mar 2020 - FSTV

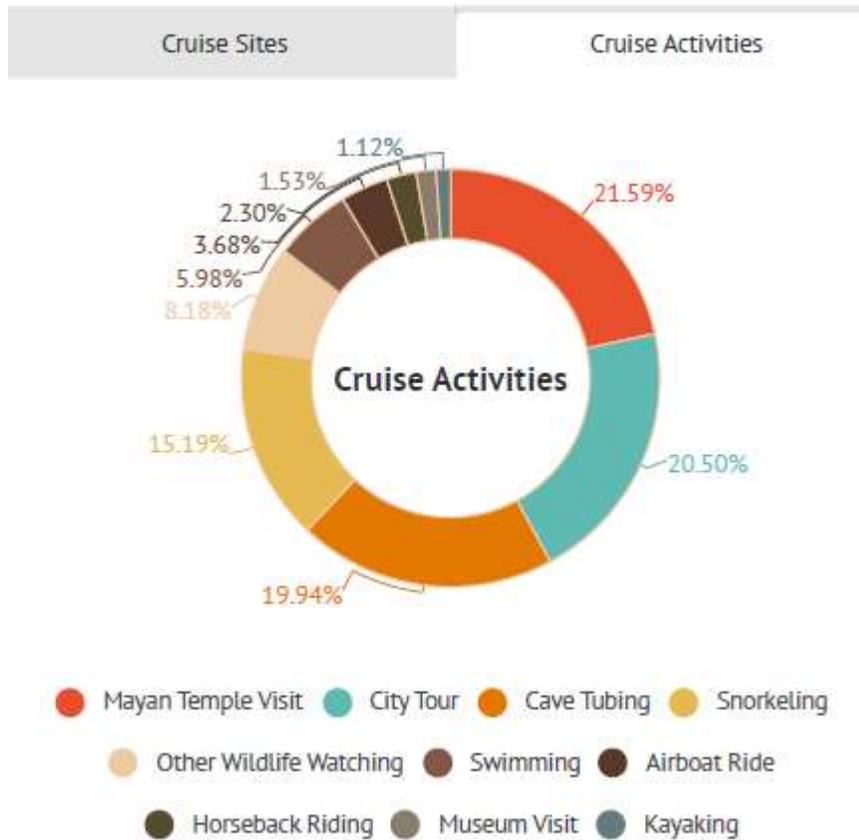


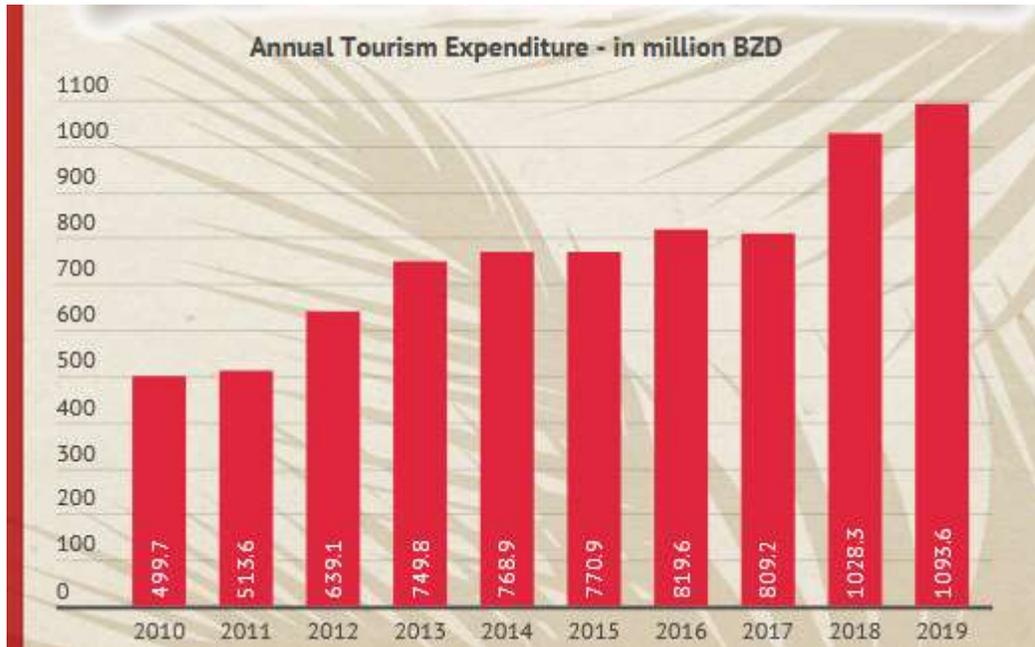
Figure 8 Main Activities of Cruise Passengers, January to March 2020

Tourism is a vital part of Belize's economy and continues to be the primary foreign exchange earner. In 2015, Belize received BZ\$770 million from tourism, which accounted for a significant portion of total exports (Table 3). Visitor arrivals and expenditure have been growing steadily, surpassing the billion-dollar mark in 2018 (Figure 9), prior to the Covid-19 pandemic.

Table 3: Total Visitor Expenditures in Belize (in BZ\$M) (BTB)

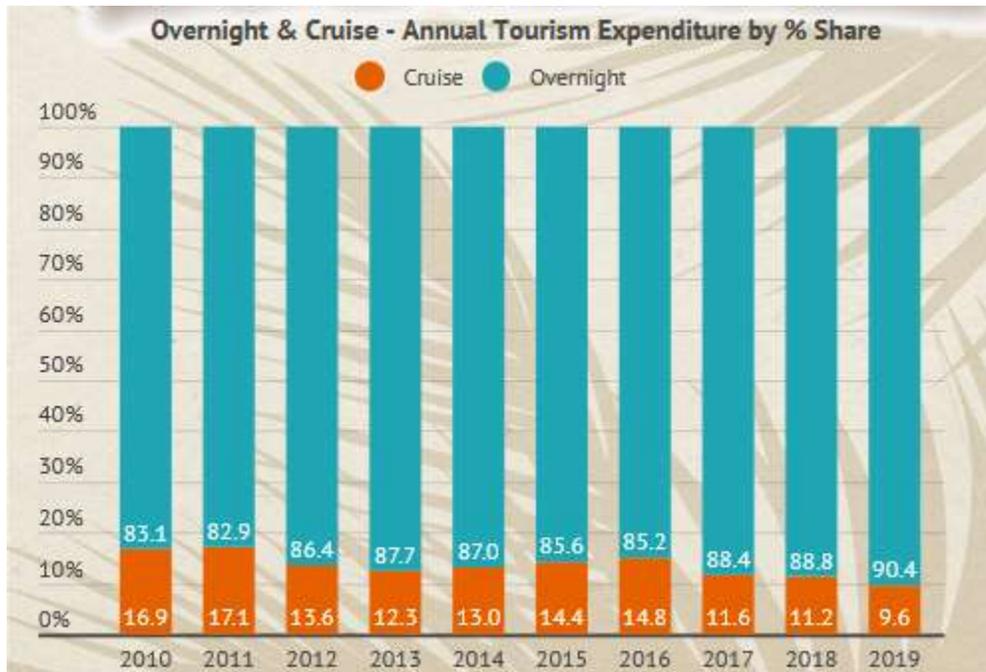
2015	2016	2017	2018	2019
770.9	819.6	809.2	1028.3	1093.6

Figure 9 Total Visitor Expenditure 2010-2019



As mentioned previously, Belize is predominantly an overnight destination, and stayover visitor spending has a wider economic impact on the nation's economy. Historically, overnight visitors have always contributed more to overall tourism expenditure, given that they account for a higher daily expenditure and stay longer than cruise passengers. As demonstrated in Figure 10, overnight visitors have consistently accounted for an excess of 80% of total tourism expenditure, and since 2019, the share topped 90%. Cruise passengers are known as "excursionists" and stay in Belize for less than twelve hours and in 2019 accounted for a daily individual expenditure of US\$77.

Figure 10 Total Annual Tourism Expenditure by Overnight and Cruise, 2010-2019



### C. Belize Marine Resources

Tourism is the largest of all ocean economic sectors, generating more than USD 1.6 trillion globally in 2017 (UNWTO, 2018).

Belize has an abundance of marine resources, and while they are used as a livelihood for many, quite a bit of it is managed in a sustainable manner. Coastal marine areas are utilised frequently for tourism activities. These activities include sport fishing, swimming, snorkelling, kayaking and other recreational activities.

Belize's marine environment is home to about 600 species of fish and about 40 species of corals. This makes it one of the best locations in the Caribbean for fishing and other recreational activities.

While Belize offers tourism as an attraction and utilises its marine resources, it is done with protection in mind. The government of Belize has put many of its protected areas under co-management status, entrusting other organisations with the management of these resources.

#### **D. A Profile of the Coastal Zone Management Authority and Institute**

Coastal Zone Management Authority and Institute (CZMAI) is responsible for leading the sustainable use and management of coastal and marine resources. CZMAI acts as a destination management organisation as it was given the mandate to manage Goff's Caye Management Area since 2008. The Goff's Caye environment is a fragile one as visitors are allowed to enjoy the beauty but can be impacted by natural disasters as well as visitor behaviour.

Proper conservation and management of Belize's natural resources make strong economic sense regarding the country's national objective of increasing tourism's contribution to the national economy. CZMAI contributes to the management of sun, beach and cruise tourism.

The CZMAI's Administrative Policies and Procedures Manual (January 2021) explains that operationally, the CZMAI or 'Authority' is directly charged with policy formulation, issues relating to the legal framework, and overall operations, administration, and accountability; it thus operates closely with and within the institutional framework, i.e., in association with the Board of Directors and the Advisory Council and in accordance with the provisions of the CZM Act. The CZMA Institute directs and oversees the development and implementation of all technical operations of the organisation. Structurally, the Institute has technical and non-technical programs. The technical programs include: Data and Information Management, Coastal Planning and Monitoring (Water Quality Monitoring), Sport Fishing Management and site management for Goff's Caye Managed Area. The Authority & Institute are supported by non-technical programs that include an Administrative and Accounts Unit tasked with accounting and budgeting, procurement, human resources, and logistics. A Marketing Unit also exists for developing and implementing strategic marketing and business plans, sales management for technical and non-technical services, and promoting CZMAI's programs and projects.

## **E. A Profile of Goff's Caye and Social Media Capture**

About 90 per cent of visitors rated their experience at Goff's Caye as either excellent or good (CZMAI 2016).

Over 86 per cent of Tripadvisor reviews rate their overall experience at Goff's Caye between Very Good and Excellent. There were 296 reviews.

Carnival Cruise offers an excursion to Goff's Caye via local tour operators. This excursion can be booked directly on their website [carnival.com](http://carnival.com). There were only three reviews, and the score was 3.7 from 5.

Shore Excursions Group markets Goff's Caye as a destination. Tickets can be purchased on the site. There were 63 reviews with a score of 4.8 from 5.

CZMAI maintains several social media accounts for Goff's Caye including Facebook and Instagram. Information about Goff's Caye is shared and visitors can post their reviews as well. CZMAI also showcases its work and information on Goff's Caye through its website and bi-annual newsletters.

An analysis of the CZMAI's 2019 VSS survey highlights the following positive and negative trends:

Positive:

- The proximity of the island to Belize City. Visitors have enough time to travel to the destination
- The island is breath-taking
- The hospitality of guides. They are very attentive and knowledgeable
- Visitors enjoy the local foods; lobster
- The snorkeling experience is amazing
- The boat ride is good; enough room, so it's not crowded
- Clean and safe equipment

Negative:

- Not enough umbrellas and beach chairs for rental
- The ride can be a bit bumpy depending on the sea conditions

## **F. Tourism Assets**

The Belize Tourism Board is currently building a digital inventory of tourism assets for Belize as a destination. It is housed on its website, and visitors can access this information to familiarise themselves with the available tourism products in Belize. Visitors can access tour operators, tour guides, opening hours of sites and price of activities. The potential tourism site provider fills out

a survey to check to see if that particular site qualifies to be displayed as a part of available products in Belize. The BTB then links whatever is available to the travelbelize.org website.

Marine and terrestrial activities abound in Belize and include scuba diving, fishing, hiking, caving, horseback riding, snorkelling, canoeing, kayaking, birding and sailing. Different types of activities are available in various destinations. With this, Goff's Caye offers marine activities in an effort to satisfy visitors who are looking for those types of activities.

### G. Goff's Caye Visitor Trend

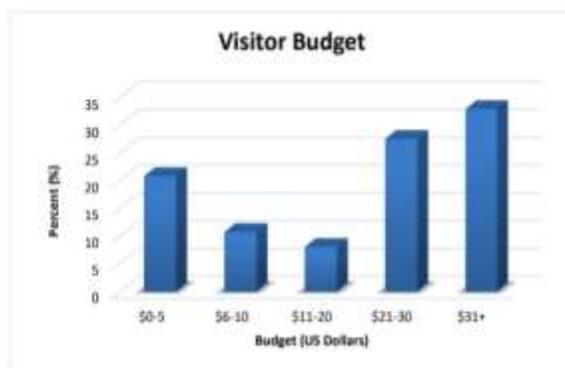
The CZMAI has conducted visitor satisfaction surveys in 2016 and 2019. The results of the surveys have assisted with improving the Goff's Caye product.

Cruise ship passengers and local recreationists frequent Goff's Caye. It caters to the entire family. Attractions at Goff's Caye include the reef, relaxation, sun, sea, and sand.

Visitor satisfaction survey conducted in 2016 shows that as the number of visitors increased, the satisfaction with facilities decreased. Visitors also expressed that they would like more food options, shade, showers and chair rental. They also felt that the majority of visitors complied with the rules and regulations of the CZMAI, and tour guides were very knowledgeable and disseminated the information.

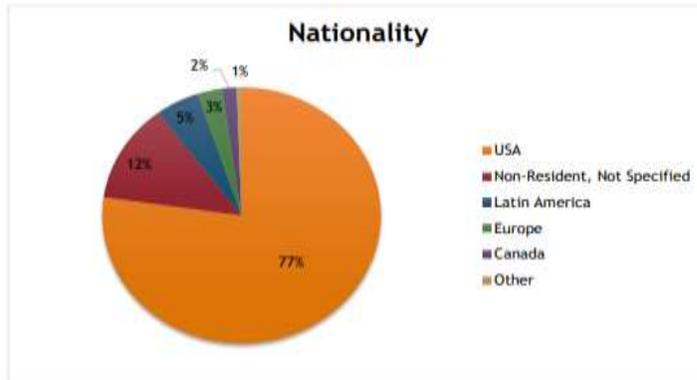
Over 70% of visitors were from the United States. About 60% of visitors spent over USD \$20 while at the destination.

Figure 11 Goff's Caye Visitor Budget



Source: Goff's Caye Visitor Satisfaction Survey Report (2016)

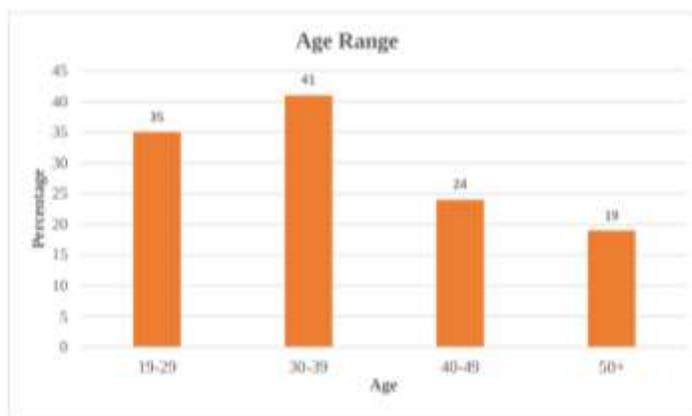
Figure 12 Respondent's Nationality for Visitor Satisfaction Survey



Source: Goff's Caye Visitor Satisfaction Survey Report (2016)

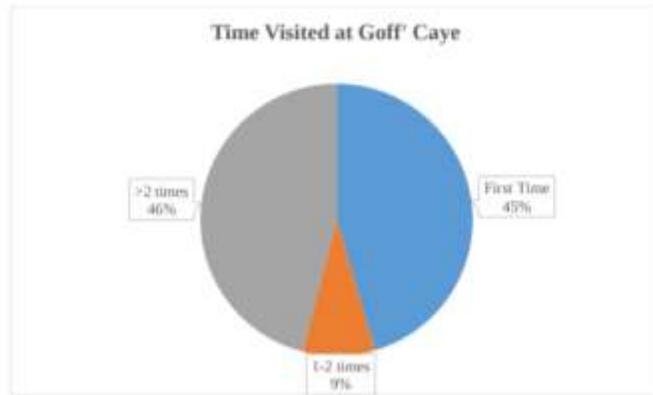
A visitor satisfaction survey in 2019 shows that around half the number of visitors were American nationals. It also showed that most of the visitors were below the age of 49. Just below half of the visitors expressed that it was their first-time visiting Goff's Caye, while the remainder expressed that they had visited the island more than twice. About half of these visitors engaged in sunbathing, while the remainder engaged in swimming, snorkelling and diving. About 65 per cent of visitors were satisfied with the existing amenities and expressed that additional amenities were not needed as it would detract from the island's natural beauty. Some visitors expressed that they would be interested in renting lockers and towels and having WIFI access. About 75% of respondents expressed that they were satisfied with their overall experience at Goff's Caye. Just over 85 % of respondents expressed that they would be willing to pay a higher entrance fee.

Figure 13 Age Range of Visitors to Goff's Caye



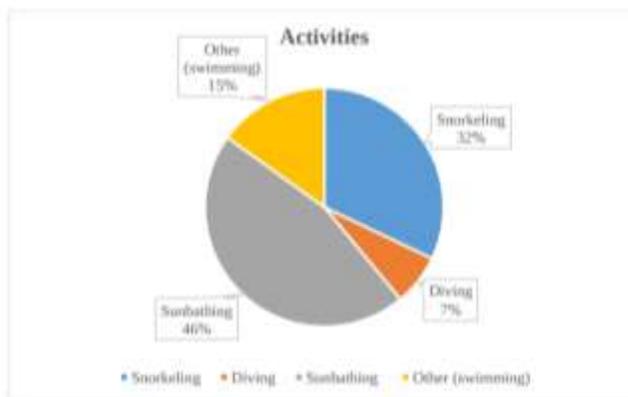
Source: Goff's Caye Visitor Satisfaction Survey Report (2019)

Figure 14 Frequency of Visits to Goff's Caye, 2019



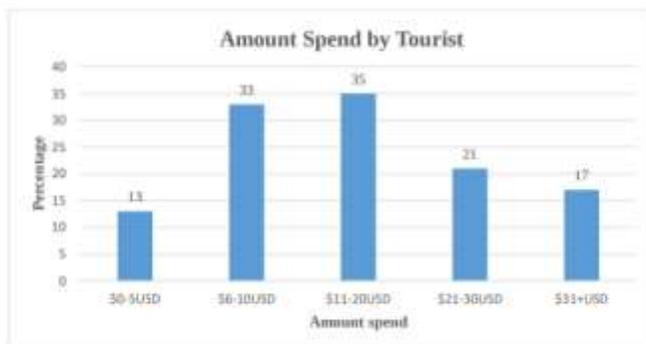
Source: Goff's Caye Visitor Satisfaction Survey Report (2019)

Figure 15 Main Activities of Visitors to Goff's Caye, 2019



Source: Goff's Caye Visitor Satisfaction Survey Report (2019)

Figure 16 Visitor Expenditure on Goff's Caye, 2019



Source: Goff's Caye Visitor Satisfaction Survey Report (2019)

## H. Main Stakeholders

The main stakeholders include the CZMAI, Ministry of Tourism and Diaspora Relations, Belize Tourism Board, Belize Fisheries Department, tour operators and concessionaires. The Ministry of Tourism and Diaspora Relations is a governmental body that regulates the tourism product development. It oversees all tourism-related matters and is responsible for leading with its strategic vision. It is also responsible for tourism infrastructure development.

The Ministry of Natural Resources undertakes the immense responsibility of assessing and managing the country's natural resources. Through efficient management, the Ministry aims to achieve sustainable development of Belize's national land, water and mineral resources. The Belize Fisheries Department is responsible for the sustainable use of fishery resources. It, therefore, works with any organisation that utilises these resources as a part of its product.

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Several local tour operators sell excursions to Goff's Caye. Many of them connect via the cruise lines that make port calls to Belize City. Some of them also make direct bookings with cruise passengers.

Concessionaires offer visitors food and beverages on Goff's Caye. They are responsible for providing a product that will satisfy visitors and carry out socially and environmentally sound actions.

## **Global Sustainable Tourism Council Standard and Belize's Experience with Sustainable Tourism Programmes**

The Global Sustainable Tourism Council (GSTC) is an international not for profit organisation founded in 2007 and registered in the United States to promote sustainable tourism practices. The GSTC focuses on promoting these practices on two levels: for public policy makers and industry practitioners; thus, these practices are geared towards destinations in one instance and enterprise in the other. The GSTC mission is "to be an agent of change in the world of sustainable travel and tourism by fostering the increased knowledge, understanding, adoption and demand for sustainable tourism practices."<sup>9</sup> The GSTC is not a certifying body, but does accreditation to bodies which does certification, bodies such as Rainforest Alliance and Green Globe. The Council seeks to accomplish its mission by focusing on the following activities:

- A. Developing International Standards by promoting the GSTC criteria applicable to destination and industry.

This assessment will be based on the destination criteria, which was developed to guide sustainable tourism practices that are based on four pillars:

1. Managing for sustainability
2. Social
3. Culture and Community
4. Environment

These pillars are divided into 42 criteria at the destination level (Appendix I). Additionally, the GSTC

- B. Provides assurance for sustainable tourism through its accreditation process
- C. Supports destinations in achieving sustainability by engaging stakeholders to be stewards of sustainable tourism practices
- D. Promote market access to increase demand for tourism, and
- E. Increase knowledge through education and training.

It is important to note that the GSTC does not certify enterprises nor destinations; this is done by certifying agencies such as Rainforest Alliance and Green Globe. Belize has engaged in quite a few certification programmes over the years. Historically, one can trace Belize's first experience with the assessment of sustainable tourism practices to the Environment Walk-Through (EWT) programme that the Caribbean Alliance manages for Sustainable Tourism (CAST) through the Caribbean Hotel and Tourism Association (CHTA). In the late 1990s, CAST and the CHTA partnered with the BTIA and conducted some assessments under the EWT. At the time, these assessments

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<sup>9</sup> <https://www.gstcouncil.org/about/>

predominantly focused on environmental issues such as water and energy use and not the full gamut of sustainable tourism practices. CAST still exists today under the CHTA, but the EWT programme is not a major focus; its main focus is education and training.

A more comprehensive sustainable tourism programme emerged in the mid-2000s. This was the sustainable tourism assessment programme managed by Rainforest Alliance (RA). This programme was launched in 2006 and was a regional programme funded by the Inter-American Development Bank (IDB) to execute hotel assessments in Guatemala, Ecuador, Costa Rica, and Belize. In Belize, the programme was managed by Programme for Belize (PFB) and targeted more than 60 hotels countrywide. This sustainability programme covered the three pillars of sustainability (the environment/socio-cultural/economic) with 221 criteria. Over 60 hotels were successfully assessed in Belize's major tourism destinations and included assessments in Toledo. Funding came to an end in 2008, and as part of the project, PFB was tasked to transfer the programme to another entity in Belize for its continued sustainability. In 2008, the programme was transferred to the Belize Hotel Association (BHA) who rebranded the "Green Print" programme. Unfortunately, the new programme never materialised.

During the same time the RA programme was being executed, Green Globe 21 was also making a presence in Belize. Unlike RA, Green Globe does a complete sustainability certification programme in tourism. One disadvantage is that the programme is a bit expensive for many properties, and only a few have been certified in Belize under the Green Globe umbrella. The Lodge at Chaa Creek had a Green Globe assessor on staff. Another not for profit was formed that partnered with Green Globe to do certification; this is a local chapter of the International Centre for Responsible Tourism (ICRT). ICRT assessed several hotels in Belize, including Xanadu in San Pedro and Hamanasi in Hopkins, and granted Green Globe certification. ICRT, unfortunately, is no longer functioning. A thrust has been made to assess destinations in sustainable tourism practices using the GSTC destination criteria in recent years. In 2019, both Belize City and Toledo were assessed using these standards. And presently, these same standards will be used to assess Goff's Caye.

## Goff's Caye Tourism Product

What attracts visitors to Goff's Caye? It may be the destination's natural beauty, its pristine waters and the tranquil feeling that comes with being on the island. The proximity to Belize City also makes the destination attractive. On a day when the sea is relatively calm, it may take about half an hour to get to Goff's Caye. The easy access to the reef system makes it an easy destination to sell. Visitors seeking an excellent snorkelling experience hope that they would be able to see various fish species and corals. There are visitors who are interested in the sun, sea and sand and might opt to swim or just lounge on the beach. There are guidelines in place to assist with the safety of visitors when engaged in activities on the island.

Figure 17 shows the infrastructure on the island which has improved significantly over the past six years. The pier has been extended and allows boats to dock safely, and passengers can embark and disembark with much ease. There is one shaded palapa area, twelve picnic tables, a male and female bathroom, 1 changing room and a BBQ hut. Additionally, umbrellas and beach chairs can be rented on cruise ship days. Several signage exists on the island to display the rules, notices and there is also a very popular selfie sign with the beautiful Caribbean Sea in the background.

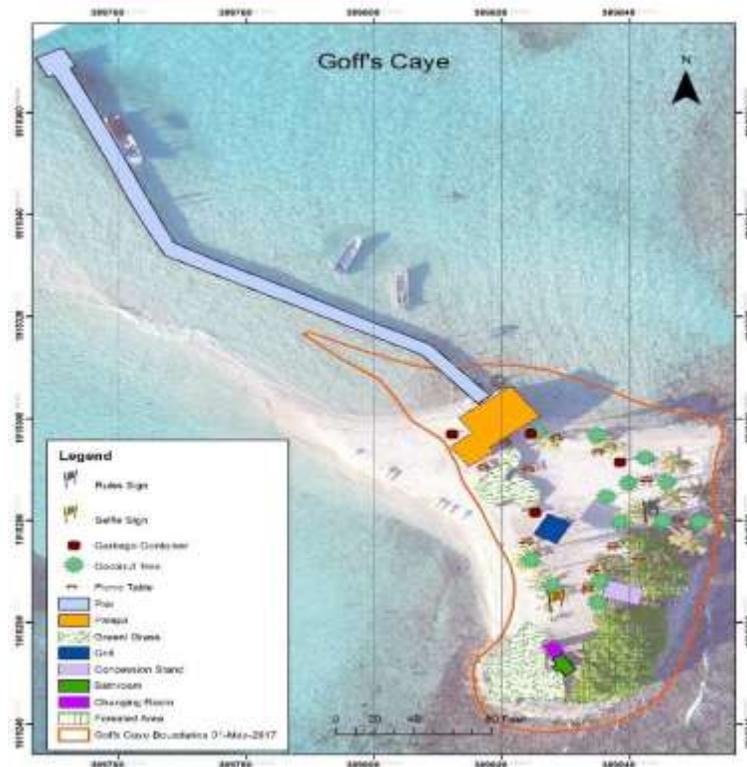


Figure 17 Schematic of Goff's Caye with Infrastructure Improvement

## Assessment Methodology

The GSTC provides guidelines for sustainability assessments for two groups of tourism actors, enterprises and destinations. This assessment is a destination assessment for Goff's Caye. The framework recommended by the GSTC is a standard four-phase process flow represented in Figure 18 below.

Figure 18 Goff's Caye Assessment Phases



The assessment is a four-phase process flow that is highly inclusive of stakeholders. The Document Review phase is the first phase, with the objective being to assess the current literature and data set about the destination, in this case, the island of Goff's Caye. A decision was taken from inception and with the key collaborators (CZMAI and MTDR) to use the same tool used for prior GSTC assessments in Belize. In 2019, the benchmark assessment was done for Belize City by a team from George Washington University International Institute for Tourism Studies (GWIITS) led by Seleni Matus. This team chose to expand the GSTC indicators by including other indicators from the World Wildlife Fund (WWF). These additional criteria were just an expansion of the current GSTC criteria. In 2020, the MTDR carried out a GSTC assessment for Toledo using these same criteria. For consistency, this assessment of Goff's Caye continues this trend and will be utilising the identical 118 indicators. During the first phase, the assessors gathered several documents for review, including the current strategic plan for CZMAI.

Additionally, Goff's Caye is a target site under the IDB's Climate Vulnerability Reduction Programme (CVRP) that aims to reduce Belize's climate vulnerability and risk, through the implementation of climate resilient measures in the tourism sector, Central to this initiative are investments in upgrades to the infrastructure as well as the development of a management plan as well as a comprehensive coastal and biological monitoring program for Goff's Caye. These documents are of great importance to this assessment as the results will be utilised in the upcoming management plan. Several documents were reviewed from this programme. Further assessments were conducted during this phase that identified visitor feedback about their experiences visiting Goff's Caye. These reviews were assessed from the two leading social media visitor sites, TripAdvisor and Cruise Critic.

The assessors then worked closely with the Director at the CZMAI to identify key stakeholders for consultation during Phase 2. Appendix II presents a list of stakeholders consulted.

The second phase focused on stakeholder interviews. The main purpose of this stage was to sensitise stakeholders to the process and gather additional data. Key stakeholders were contacted to collect information and perception as they related to the assessment criteria. Stakeholders included CZMAI personnel, concessionaires, tour operators, and public officials. Additionally, any gaps identified were clarified. A couple of these consultations were done virtually, given the Covid 19 restrictions, but some were held face to face. These sessions were primarily held in February. During this phase as well, the assessors conducted a site visit to Goff's Caye on February 11, 2021. Physical and intangible evidence was gathered for the assessment. It was determined that to enhance participation, especially from concessionaires, a group consultation should be done. It was essential to do an initial assessment using the GSTC criteria prior to this meeting, and this initial assessment was done during this phase. This was done on February 26, 2021, at CZMAI's Training Room. Once again, the group provided clarifications and gaps that were identified. After this consultation, a final assessment was completed.

Stakeholders who participated in the consultations were then invited to an Action Planning Workshop on March 17, 2021. Although not the preferred methodology for the assessors, due to Covid 19 policies of the CZMAI and the MTDR, this session was held via Zoom. The groups were divided into two for a morning and afternoon session and tackled two themes each. See Appendix III for Action Planning Workshop Agenda. The main objective of the workshop was to share the results of the assessment and to agree on priority items for Goff's Caye. The results of the assessment were shared with the participants and validated. The assessors then led the sessions to prioritise issues of concern from the assessment and to agree on 'strategic thrust' items, or actions, and to develop correlating actions, activities, resource listing, and timelines that would contribute to a system to make Goff's Caye more sustainable as a tourism product.

Finally, in Phase 4, the outcomes of Phase 3 were incorporated into a final assessment report that was shared with the two principals, CZMAI and MTDR. Final comments were provided, and after engaging in desktop review, two assessments, stakeholder consultations, and a planning workshop, a final report was produced that is now ready for implementation. A key aspect is that this report should now be used as a precursor to assist in the development of the Goff's Caye Management Plan that is part of the Climate Vulnerability Reduction Programme.

## Destination Assessment Findings

The following table, Table 4, depicts the colour coding and rating scheme used for the GSTC criteria and incorporates a "pink" category added by the GWITTS team.

Table 4: Colour Code and Rating Scheme, GSTC Criteria

Colour	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 2.26-3.00	Documentation of policy exists, and it is being implemented in an acceptable manner 2.00-2.25	Documentation of policy exists, but it is not being implemented--or vice versa 1.00-1.99	No documentation of policy exists, and it is not being implemented 0.00-0.99	The indicator is not applicable to the destination

- 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)

Table 5 below represents the final assessment score for Goff's Caye. This score was validated by the CZMAI team after an initial first assessment. The ratings in Table 5 also reflect the traffic sign colour coding using the GSTC original mechanism. These ratings were subsequently used to determine priority action items, as depicted in Figure 19. Of note will be the criteria labelled Not Applicable (N/A). The GSTC allows for destinations to not be penalized for issues that are not relevant and critical to the operations of the destination. The N/A scoring will neither contribute nor detract from the overall scores. During this assessment, two criteria were determined as N/A. The first is in reference to laws and policies to protect intellectual property rights for communities. Given the profile of the island with no inhabitants and no major commerce occurring, this was deemed as an issue that is not present. The other criteria speaks to water security for the community. Again, the site is uninhabited and water use does not have any impact on any such community. Water use currently is via container and only for users at a particular time whilst on the island.

Table 5: Final Assessment Score for Goff's Caye Per GSTC Indicator

CRITERIA NUMBER	CRITERIA NAME	SCORE
A1	Sustainable Destination Strategy	1.25
A2	Destination Management Organization	2.50
A3	Monitoring	0.87
A4	Tourism Seasonality Management	2.00
A5	Climate Change Adaptation	1.33
A6	Inventory of Tourism Assets & Attractions	0.00
A7	Planning Regulations	1.75
A8	Access for All	0.00
A9	Property Acquisitions	1.5
A10	Visitor Satisfaction	2.00
A11	Sustainability Standards	0.00
A12	Safety & Security	1.50
A13	Crisis & Emergency Management	1.80
A14	Promotion	2.00
B1	Economic Monitoring	1.00
B2	Local Career Opportunities	1.75
B3	Public Participation	2.00
B4	Local Community Opinion	0.00
B5	Local Access	1.50
B6	Tourism Awareness & Education	0.00
B7	Preventing Exploitation	2.00
B8	Support for Community	2.00
B9	Supporting Entrepreneurs & Fair Trade	1.25
C1	Attraction Protection	2.00
C2	Visitor Management	1.00
C3	Visitor Behavior	2.50
C4	Cultural Heritage Protection	3.00
C5	Site Interpretation	0.50
C6	Intellectual Property	N/A
D1	Environmental Risks	3.00
D2	Protection of Sensitive Environments	2.00
D3	Wildlife Protection	3.00
D4	Greenhouse Gas Emissions	N/A
D5	Energy Conservation	0.00
D6	Water Management	0.00
D7	Water Security	N/A
D8	Water Quality	1.67

D9	Wastewater	0.50
D10	Solid Waste Reduction	0.83
D11	Light & Noise Pollution	0.00
D12	Low-Impact Transportation	1.00
D13	Natural Resource Management	2.00

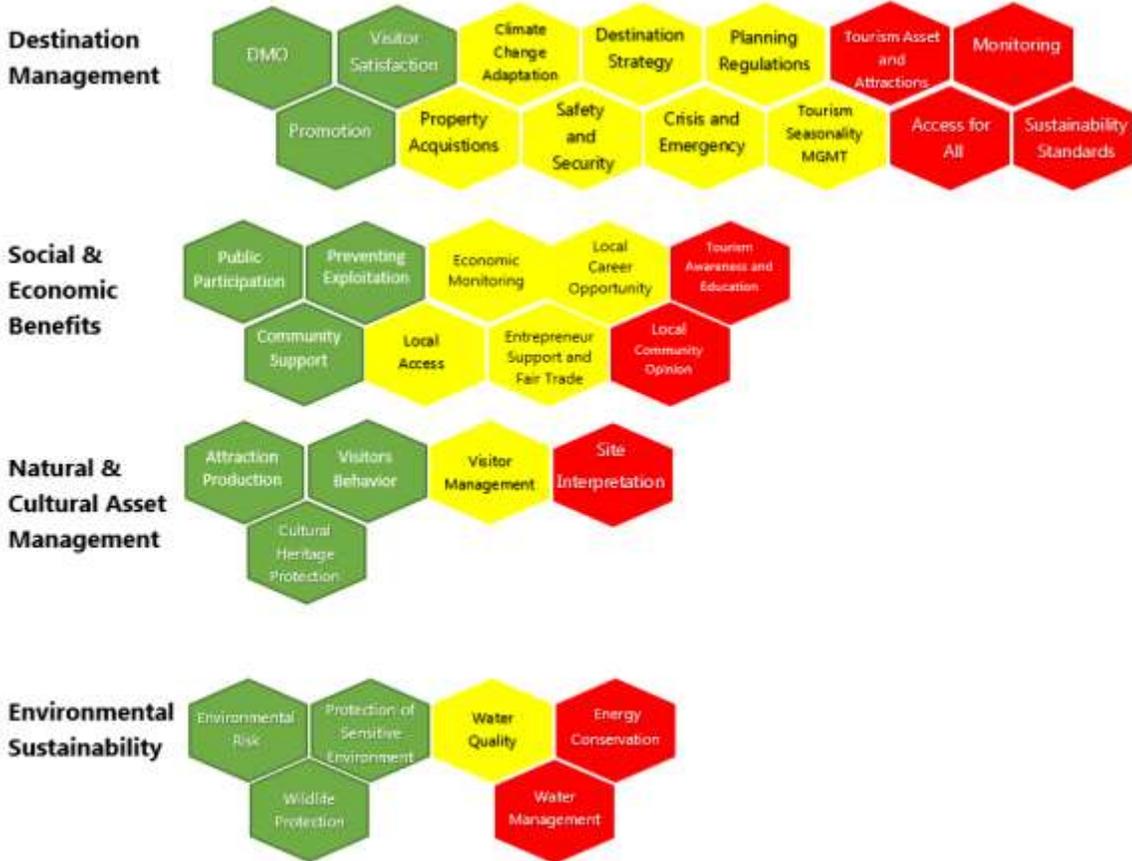


Figure 19 Colour Codes for Goff's Caye Assessment

A further breakdown of the assessment score is represented in Table 6 below. The assessment reveals that Goff's Caye is mainly in the yellow category with 46 indicators. Second, there are 32 indicators in the red category. A blend of both of these is represented in the pink category as per the rating scale, which is 17 indicators. The priority items for action planning were extracted from the yellow and red categories.

Table 6 Total Indicators Per Category

GSTC Sections	A	B	C	D	Total Number of Indicators by Color
	Destination Management	Social & Economic Benefits	Natural & Cultural Heritage Management	Environmental Sustainability	
Total Indicators Scored Green	2	0	3	6	11
Total Indicators Scored Yellow	21	12	1	11	46
Total Indicators Scored Pink	11	5	3	2	17
Total Indicators Scored Red	9	5	1	13	32
Total Indicators Scored N/A	2	1	5	4	12
Total Number of Indicators by Section	46	23	13	36	118

In the final analysis, the Goff's Caye assessment placed the destination in the yellow category across the four pillars. As a result, the destination is placed overall in the yellow category with a score of 1.41; see Figure 20 for global destination score. Appendix IV provided a detailed GSTC scoring per indicator.

Figure 20 Goff's Caye Global Destination Score

A. Destination Management.....	Score 1.31
Yellow	
B. Socio-Economic Sustainability....	Score 1.28
Yellow	
C. Cultural Sustainability.....	Score 1.80
Yellow	
D. Environmental Sustainability.....	Score 1.27
Yellow	
<b>Global Score.....</b>	<b>1.41 Yellow</b>

## Priorities

To develop an action and implementation plan for improvement, priority areas were identified. As mentioned above, these were taken directly from the indicator scores and focus was placed on those indicators in the yellow and red categories. These priority areas are now presented next and are categorised under the four GSTC pillars and represented in Table 6.

### **Pillar I: Destination Management**

#### **Top Priority Areas**

1. Destination Sustainability Strategy
2. Tourism Assets and Attractions
3. Monitoring
4. Access for All
5. Sustainability Standards
6. Tourism Seasonality Management

**Pillar II: Social and Economic Benefits**

**Top Priority Areas**

1. Local Community Opinion
2. Tourism Awareness and Education
3. Economic Monitoring
4. Local Access
5. Supporting Local Entrepreneurs and Fair Trade

**Pillar III: Natural and Cultural Asset Management**

**Top 3 Priority Areas**

1. Visitor Management
2. Attraction Protection
3. Site Interpretation

**Pillar IV: Environmental Sustainability**

**Top Priority Areas**

1. Energy Conservation
2. Water Management
3. Wastewater Management
4. Solid Waste Reduction
5. Light and Noise Pollution

Table 6: Top Priority Areas for Action by GSTC Pillar

GSTC Pillar	Top Priority Areas
Destination Management	<ol style="list-style-type: none"> <li>1. Sustainable Destination Strategy (A1)</li> <li>2. Monitoring (A3)</li> <li>3. Inventory of tourism assets and attractions (A6)</li> <li>4. Access for All (A8)</li> <li>5. Sustainability Standards (A11)</li> </ol>
Social & Economic Benefits	<ol style="list-style-type: none"> <li>1. Economic Monitoring (B1)</li> <li>2. Local community opinion (B4)</li> <li>3. Local access (B5)</li> <li>4. Tourism Awareness and Education (B6)</li> <li>5. Supporting Local Entrepreneurs and Fair Trade (B9)</li> </ol>
Natural & Cultural Asset Management	<ol style="list-style-type: none"> <li>1. Attraction Protection (C1)</li> <li>2. Visitor Management (C2)</li> <li>3. Site Interpretation (C5)</li> </ol>
Environmental Sustainability	<ol style="list-style-type: none"> <li>1. Energy Conservation (D5)</li> <li>2. Water Management (D6)</li> <li>3. Wastewater (D9)</li> <li>4. Solid Waste Reduction (D10)</li> <li>5. Light and Noise Pollution (D11)</li> </ol>

The following section represents each Pillar and Priority areas identified. Corresponding objectives and project ideas are also presented.

## Section A: Sustainable Destination Management

**Table 8: Sustainable Destination Management Priorities and Project Ideas**

Priority Issues by Criteria	Objectives	Project Ideas
Sustainable Destination Strategy (A1)	Encourage the sustainable development and management of Goff's Caye	<ul style="list-style-type: none"> <li>• Develop a strategic plan</li> <li>• Encourage and Assist main suppliers to develop similar plans.</li> </ul>
Monitoring (A3)	Develop a comprehensive system to monitor, record, and share publicly information on environmental, economic, social, cultural, tourism, and human rights issues for the destination.	<ul style="list-style-type: none"> <li>• Develop an online and social media system that collects information from stakeholders involved in gathering data.</li> <li>• Integrate a formal system into the management plan</li> <li>• Partner with BTB and MTDR to utilise existing systems of monitoring</li> </ul>
Tourism Seasonality Management (A4)	Incorporate a strategy as a part of the strategic plan to address seasonality issues; increase all-year-round visitation instead of seasonal tourism to Goff's Caye.	<ul style="list-style-type: none"> <li>• Market the destination to locals and make it affordable and accessible (not only on bank holidays)</li> <li>• Create niche markets to utilise the destination during the off-season</li> </ul>
Inventory of Tourism Assets and Attractions (A6)	Generate an inventory of tourism assets and attractions.	<ul style="list-style-type: none"> <li>• Partner with BTB to use their inventory system as a model</li> <li>• Incorporate this aspect as part of TOR for the management plan</li> <li>• Implement a system to publicise inventory</li> </ul>
Access for All (A8)	Create physical accessibility to the destination.	<ul style="list-style-type: none"> <li>• Build physical access to the dock and bathroom facilities at the destination.</li> </ul>

Sustainability Standards (11)	Develop sustainability standards for Suppliers as part of contractual obligations	<ul style="list-style-type: none"> <li>Work with other agencies to review standards that currently exist</li> <li>Offer training for business owners in sustainability best practices</li> </ul>
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## Section B: Social and Economic Benefits

Table 9: Social and Economic Benefits Priorities and Project Ideas

Priority Issues by Criteria	Objectives	Project Ideas	
Economic Monitoring (B1)	Consolidate data on socio-economic statistics gathered from various stakeholders	<ul style="list-style-type: none"> <li>Work with partners to develop an appropriate Monitoring and Evaluation indicators and system to collect and analyse relevant data for public consumption</li> <li>Partner with SIB/MTDR to create a depository for such data</li> </ul>	
Local Community Opinion (B4)	Develop and execute surveys and monitor social media platforms from users and partners	<ul style="list-style-type: none"> <li>Develop a system to encourage key actors/users to provide input into the sustainable management of the site</li> <li>Expand the Advisory Committee to include more local community stakeholder</li> </ul>	
Local Access (B5)	Promote the use of the destination by locals	<ul style="list-style-type: none"> <li>Partner with Local Transportation Agencies to offer services to the site</li> <li>Provide discounts and other promotions throughout the year to locals</li> <li>Connect with local organisations to use the site for staff trips and retreats</li> </ul>	
Tourism Awareness and Education (B6)	Create a plan that focuses specifically on the destination	<ul style="list-style-type: none"> <li>Design an education awareness campaign for schools</li> <li>Partner with NICH/Archaeology to develop interpretation of historical importance of Goff's Caye</li> <li>Develop signage at the destination to carry out interpretation at the site</li> <li>Include in Tour Guide Training information about the historical importance of Goff's Caye</li> </ul>	

## Section C: Natural and Cultural Asset Management

*Table 10: Natural and Cultural Asset Management Priorities and Project Ideas*

Priority Issues by Criteria	Objectives	Project Ideas	
Attraction Protection (C1)	Develop a formalised system to identify and protect natural and historical assets	<ul style="list-style-type: none"> <li>· Establish Discovery Programme with the Department of Archaeology</li> <li>· Partner with the Belize Tourism Board to classify and publicise natural and cultural assets</li> <li>· Expand biodiversity Protection programmes to include cultural and heritage assets identified</li> <li>· Expand the formal management programme to include Sergeant's Caye area</li> <li>· Adopt Coral Reef Alliance's Good Environmental Practices: Diving and Snorkeling and the Voluntary Standards for Sustainable Tour Guide Operators in the Mesoamerican Reef</li> </ul>	
Visitor Management (C2)	Optimise visitor experience/satisfaction and at the same time accomplishing site sustainability	<ul style="list-style-type: none"> <li>· Establish crowd control via carrying capacity and Limits of Acceptable Change studies</li> <li>· Ensure Visitor Management plan address crowding and boat docking facilities for large and small operators</li> </ul>	
Site Interpretation (C5)	Implement a programme for site interpretation for newly discovered cultural and heritage assets.	<ul style="list-style-type: none"> <li>· Items discovered with the Department of Archaeology programme should be classified and represented into "story-telling" to depict Goff's Caye historical significance</li> <li>· Develop standardised signage guidelines for sites and attractions</li> </ul>	

## Section D: Environmental Sustainability

*Table 11: Environmental Sustainability Priorities and Project Ideas*

Priority Issues by Criteria	Objectives	Project Ideas	
Energy Conservation (D5)	Promote energy efficiency use for stakeholders using Goff's Caye	<ul style="list-style-type: none"> <li>· Implement a sensitisation programme that addresses energy conservation for Concessionaires and Tour Operators</li> <li>· Establish, as a component of any user agreements, an energy conservation criterion</li> </ul>	
Water Management (D6)	Promote water conservation practices on Goff's Caye and for enterprises using Goff's Caye	<ul style="list-style-type: none"> <li>· Implement a sensitisation programme that addresses water conservation for Concessionaires and Tour Operators</li> <li>· Construct a water reservoir system on Goff's Caye that would include a usage monitoring component</li> <li>· Establish, as a component of any use agreement, a water conservation criterion</li> </ul>	
Waste Water (D9)	Establish a Waste Water management programme	<ul style="list-style-type: none"> <li>· Construct wastewater bathroom facilities that meet recognised best practice standards</li> <li>· Establish cleaning facilities and a programme to train Concessionnaires to engage in best practice waste water management</li> </ul>	
Solid Waste Reduction (D10)	Implement a system and mechanism to measure solid waste	<ul style="list-style-type: none"> <li>· Partner with the Solid Waste Management Authority to implement a system to measure Solid Waste generated at Goff's Caye</li> <li>· Create a programme to reduce solid waste generation by users</li> <li>· Develop a campaign and sensitisation programme for all users that will address best practice in solid waste generation</li> </ul>	

## **Other Strategic Priorities**

During the planning workshop, it was decided that some indicators identified as priority initially should be classified as non-priority items, specifically, "support for local entrepreneurs and fair trade" and "light and noise pollution". Although important, these objectives were not deemed an immediate priority, but the CZMAI team should still contemplate addressing them as follows:

1. **Support for Local Entrepreneurs and Fair Trade:**  
This indicator is not of major concern as only two concessionaires are currently at the destination. These concessionaires offer different types of products to the visitors and are therefore not directly competing with each other. One of the two has been in the business for an extended period of time. In the future, the CZMAI will look at the process of selecting concessionaires.
2. **Light and Noise Pollution:** this indicator is not of major importance given the isolating nature of the site. Light sources are not emitted, and thus there is no danger to wildlife. There is a possibility that there can be negative impacts to the visitor experience from noise pollution, especially from loud music. Thus, it was decided that CZMAI should develop a policy with regards to noise pollution since none exist presently.

## **Action Plan**

Priority items identified were segmented based on the GSTC criteria. These priority items were categorised under 'strategic thrusts' items. Each strategic thrust addressed indicators in the yellow (caution) category or red (danger) category. Each strategic thrust will be accompanied by objectives and will also identify the indicators they are addressing. Additionally, they are supported by tables (Tables 12-15) that further details activities, timeframe, resources and key actors.

## ***Strategic Thrust: Sustainable Destination Strategy for Goff's Caye***

### Objectives:

1. To develop a sustainable destination strategic plan to guide the actions of all stakeholders
2. To design an integrated system that will address the economic, social and environmental impacts of the destination.
3. To create a marketing strategy that will generate year-round tourism for the destination and increase local visitation.
4. To create a tourism awareness/education campaign for the destination
5. To educate local business owners about standards that can assist with sustainability

### Expected Results:

1. To capture the data on activities that can impact the destination; guest behaviour, human rights issues, visitor spending.
2. To create accessibility to all, especially locals.
3. Outreach to locals, schools and local residents, especially those in surrounding areas
4. To certify business owners in areas such as money management, people management and environmental protection.
5. To create an online inventory of assets/attractions.

### Success Indicators:

1. A centralised system that stores data from all stakeholders.
2. An annual increase of 10% in visitor numbers during the off-season and turning valleys into peaks.
3. A strategic destination plan (3-5 years)
4. An online inventory of assets/attractions created.

Main Activities	Timeline	Needed Resources	Partners
Review of draft sustainable destination strategic plan	1 month	CZMAI team	CZMAI
Consultation with stakeholders	1 month	CZMAI Management Team; Stakeholders	BTB, MTDR, Tour Operators
Final sustainable destination strategic plan	2 months	CZMAI team	CZMAI
Develop a monitoring system for attractions at the destination	Continuous	CZMAI team, BTB team	CZMAI, BTB, Tour Operators, Fisheries Department
Facilitate training for business owners	Continuous	CZMAI team, training facilities	CZMAI, BTB, local trainers
Marketing of destination	Continuous	CZMAI team	CZMAI, BTB

Table 13: Implement Carrying Capacity and Visitor Management at Sites and Attractions Project Details

### ***Strategic Thrust: Socio-Economic Monitoring Programme for Goff's Caye***

#### Objectives:

1. To address local community concerns
2. To create a system that will capture and measure visitor spending
3. To create a system that will monitor and document visitor behaviour

#### Expected Results:

1. Conversations/meetings with those involved with the destination.
2. Data collected will accurately show the amount of visitor spending and compliance to acceptable behaviours
3. Publicly available data for users, potential investors, and stakeholders
4. Increase in marketing activities; using digital media and social media platforms

Success Indicators:

1. Surveys indicating increasing levels of stakeholder satisfaction
2. An annual increase of 10% in visitors (locals)
3. An annual increase of 10% income generated by the destination

Main Activities	Timeline	Needed Resources	Partners
Marketing campaign	Ongoing	CZMAI team; financial resources for a marketing programme	CZMAI, Tour Operators, BTB
Develop monitoring indicators to track socio-economic data	3 months	CZMAI Management Team	All Key Actors such as Tour Operators, BTB, MTDR
Visitor surveys	Continuous	CZMAI team (use of interns)	CZMAI, Junior Colleges, Universities
Refresher training for destination guides	Every 6 months	CZMAI team	CZMAI, BTB

***Strategic Thrust: Visitor Management Programme for Goff's Caye<sup>10</sup>***

Objectives:

1. To develop a visitor management system to mitigate negative impacts on Goff's Caye
2. Execute a carrying capacity and limits of acceptable change for Goff's Caye
3. Implement a visitor monitoring system to assess visitor satisfaction and potential threats to natural and heritage assets
4. Develop a training component for tour guides to monitor visitor use of the site

Expected Results:

- Increase levels of visitor satisfaction
- Mitigate negative impacts on natural and heritage assets
- Decrease negative reviews concerning overcrowding
- Increase satisfaction levels of tour operators relating to dock access

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<sup>10</sup> A call for Consultants to develop this is already in effect

- Preservation of natural assets

Indicators Addressed: C5

Success Indicators:

- Visitor management complete and implemented
- Increase in satisfaction levels from CZMAI visitor satisfaction surveys and reviews from Tripadvisor/Cruise Critic
- An increase in satisfaction level from tour operators at Advisory Committee meetings
- An approved training for Tour Guides that is executed

*Table 12: Develop a Sustainable Destination Strategy Project Details*

Main Activities	Expected Timeframe	Needed Resources	Key Actors
Review TOR for Visitor Management Plan given GSTC Assessment Process	1 month	CZMAI Management Team	CZMAI, IDB
Selection of Consultants to develop Visitor Management Plan	2 weeks	CZMAI Management Team	CZMAI, Tour Operators, MTDR
Acceptance and Validation of Visitor Management Plan	1 month	CZMAI Advisory Committee and Management Team	CZMAI, Tour Operators, Concessionaires, BTB, MTDR
Execute Carrying Capacity Studies	3 months	Consultant; \$10,000	CZMAI, MTDR, BTB, Tour Operators
Sensitise and Train Guides	3 months	CZMAI Director	CZMAI, BTB
Constantly monitor implementation of Visitor Management Plan	Ongoing with Annual Reports	CZMAI Director and staff	CZMAI, Tour Operators, Concessionaires

### **Strategic Thrust: Develop and Implement an Environmental Management System for Goff's Caye**

Objectives:

1. Develop criteria for the usage of water, energy and the generation of wastewater and solid waste on Goff's Caye
2. Sensitise users and key suppliers to Goff's Caye about conservation of water and energy and waste generation

3. Develop and implement minimum standards for environmental usage within contracts of contract recipients to Goff's Caye

Indicators Addressed: D5, D6, D9, D10

Expected Results:

- Users are sensitised to issues of water and energy conservation and waste generations
- Measured conservation of water and energy and lower levels of solid waste generation
- Goff's Caye can be branded as a sustainable tourism island destination

Success Indicators:

- Measured reporting of lower water and energy usage and lower waste generation
- Training conducted with users referencing eco-friendly practices
- Documented minimum standards referencing eco-friendly practices for suppliers
- When available, certification of Goff's Caye as a sustainable tourism destination

*Table 12: Improve Monitoring and Analysis of Tourism Contributions and Costs Project Details*

Main Activities	Timeline	Needed Resources	Partners
Develop criteria for eco-friendly resource use	1 month	CZMAI Management Team	DOE, MTDR, BTB, Tour Operators, Concessionaires
Integrate criteria into the selection process for suppliers	1 month	CZMAI Management Team	Tour Operators, Concessionaires
Develop a sensitisation and orientation programme for main actors	2 months	CZMAI Management Team	DOE, MTDR, BTB
Develop a monitoring system for water and energy usage	Continuous	CZMAI Management Team	DOE, MTDR, BTB, Tour Operators, Concessionaires

## Conclusion

As part of Coral Reef's Alliance quest to improve sustainability tourism practice in the region, Coral Reef commissioned two destination assessments using the GSTC Destination criteria for Roatan, Honduras and Goff's Caye in Belize. This assessment was for Goff's Caye, which is a primary tourism destination for cruise visitors coming to Belize. Many cruise passengers disembark in Belize City and take tours to nearby destinations, given that their in-port time averages eight hours. Goff's Caye is one such destination. The island is approximately 1.4 acres and is uninhabited. It sits on Belize's barrier reef and is managed by the Coastal Zone Management Authority and Institute. Many visitors go to the island for a day and participate in activities such as swimming, sunbathing, and snorkelling. Given the island's sensitive nature, it was deemed necessary to execute a destination assessment to measure compliance with the 118 GSTC Destination Criteria.

The assessment was done over two months. The destination scored an overall global score of 1.41 that placed it in the yellow category for the GSTC, meaning it is in a classification deemed cautionary. The destination was in the yellow category for all four destination pillars. As part of the process, several strategic thrusts goals were developed for the management of Goff's Caye to implement for the operations to achieve a greater level of best practices and to improve its assessment scores in future assessments. These strategic thrusts focused on destination management plans, visitor management, environmental management system, among others. Although these plans are recommended in this report, it is to be noted that the CZMAI is in a good position to address them, given that the organisation has started the process of developing such plans and improvements with projects currently being executed.

The CZMAI is to be commended for embarking on this assessment and being a model for future destinations to engage in sustainable tourism practices. Without a doubt, this is to be Belize's future tourism niche, and this branding strategy can only be validated through respected and accredited sustainable programmes.

## Annexes

### I. The Global Sustainable Tourism Council's Destination Criteria

Included in this section are the destination criteria and indicators provided by GSTC used for the 2021 GSTC assessment of Goff's Caye. These criteria and indicators are similar to those used by the GWITS for the Belize City assessment.

#### **GSTC Assessment for Goff's Caye Year: 2021**

A1	GSTC Criteria	GSTC Performance Indicator
	<p><b>Sustainable destination strategy:</b> The destination has established and is implementing a multi-year destination strategy that is publicly available, is suited to its scale; that considers environmental, economic, social, cultural, quality, health, and safety, and aesthetic issues; and was developed with public participation</p>	<p>Multi-year destination strategy that includes a focus on sustainability and sustainable tourism and includes</p> <p>environmental, economic, social, cultural heritage, quality, health, and safety and protected areas issues.</p> <p>Multi-year destination plan or strategy that is up-to-date and publicly available.</p> <p>Multi-year destination plan or strategy that was developed with public participation</p> <p>Political commitment and institutional alignment and coordination to implement the multi-year destination plan and evidence of implementation.</p>
A2	<p><b>Destination management organisation:</b> The destination has an effective organisation, department, group, or committee responsible for a coordinated approach to sustainable tourism, with involvement by the private sector and public sector. This group is suited to the size and scale</p>	<p>An organisation has responsibility for coordinated approach to the management of sustainable tourism.</p> <p>The private sector and public sector are involved in the organisation and coordination</p>

	<p>of the destination, and has defined responsibilities, oversight, and implementation capability for the management of environmental, economic, social and cultural issues. This group's activities are appropriately funded.</p>	<p>of tourism.</p> <p>The tourism organisation is suited to the size and scale of the destination.</p> <p>Individuals within the tourism organisation have assigned responsibilities for sustainable tourism.</p> <p>The tourism organisation is appropriately funded.</p>
<b>A3</b>	<p><b>Monitoring:</b> 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.</p>	<p>Active monitoring and public reporting of environmental, economic, social, cultural, tourism and human rights issues and environmental issues, including climate impact, habitat trends, protected areas such as MPAs and biodiversity, especially of key species.</p> <p>Monitoring system is reviewed and evaluated periodically.</p> <p>Tourism impact mitigation procedures funded and active.</p>
<b>A4</b>	<p><b>Tourism Seasonality Management:</b> The destination dedicates resources to mitigate seasonal variability of tourism where appropriate, working to balance the needs of the local economy, community, cultures and environment, to identify year-round tourism opportunities.</p>	<p>Specific strategy for marketing off-season events and attracting visitors year-round.</p>
<b>A5</b>	<p><b>Climate Change Adaptation:</b> The destination has a system to identify risks and opportunities associated with climate change. This system encourages climate change adaptation strategies for development, siting, design, and management of facilities. The system contributes to the sustainability and resilience of the destination and to public education on climate for both residents and tourists.</p>	<p>Current system for climate change adaptation and risk assessment.</p> <p>Laws or policies to mitigate climate change and encourage technologies to mitigate climate change.</p> <p>Program to educate and raise awareness among the public,</p>

		tourism enterprises, and visitors about climate change.
<b>A6</b>	<b>Inventory of tourism assets &amp; attractions:</b> The destination has an up-to-date, publicly available inventory and assessment of its tourism assets and attractions, including natural and cultural sites.	Current inventory and classification of tourism assets and attractions, including natural and cultural sites.
<b>A7</b>	<b>Planning Regulations:</b> The destination has planning guidelines, regulations and/or policies that require environmental, economic, and social impact assessment and integrate sustainable land use, design, construction, and demolition. The guidelines, regulations and/or policies are designed to protect natural and cultural resources, were created with local inputs from the public and a thorough review process, are publicly communicated, and are enforced.	Planning or zoning guidelines, regulations and/or policies that protect natural and cultural resources, and create coastal ecosystem resilience.
		Guidelines, regulations, and/or policies that address sustainable land, marine, coastal, and freshwater use, design, construction, and demolition.
		Planning guidelines, regulations, and/or policies were created with local inputs from the public and a thorough review process.
		Planning guidelines, regulations and/or policies are publicly communicated and are enforced and reviewed periodically.
<b>A8</b>	Access for all: Where appropriate, sites and facilities, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements. Where such 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.	Policies supporting access to tourist sites and facilities, including those of natural, cultural and historic importance for individuals with disabilities and others who have specific access requirements, where appropriate.
		Accessibility solutions are designed to take into account the integrity of the site while making reasonable accommodation for people with disabilities.
<b>A9</b>	Property Acquisitions: Laws and regulations regarding property acquisitions	Policy or legislation, including enforcement provisions exists.

	<p>exist, are enforced, comply with communal and indigenous rights, ensure public consultation, and do not authorise resettlement without prior informed consent and/or reasonable compensation.</p>	<p>Policy or legislation that considers indigenous rights and authorises resettlement only when there is free, prior and informed consent based on documented consultation with local and indigenous communities and/or reasonable compensation.</p>
		<p>User and access rights for key resources, including land and water, are documented where applicable.</p>
		<p>Land ownership and tenure rights are documented in a public registry.</p>
<b>A10</b>	<p>Visitor Satisfaction: The destination has a system to monitor and publicly report visitor satisfaction, and, if necessary, to take action to improve visitor satisfaction.</p>	<p>Collection and public reporting of data on visitor satisfaction.</p>
		<p>System to take action to improve visitor satisfaction based on monitoring information.</p>
<b>A11</b>	<p>Sustainability Standards: The destination has a system to promote sustainability standards for enterprises consistent with the GSTC Criteria. The destination makes publicly available a list of sustainability certified or verified enterprises.</p>	<p>Industry supported sustainable tourism certification or environmental management system.</p>
		<p>Sustainable tourism certification or environmental management system recognised by the GSTC.</p>
		<p>Monitoring of tourism business participation in tourism certification or environmental management system.</p>
		<p>Publicly available list of sustainability certified or verified entities.</p>
<b>A12</b>	<p>Safety &amp; Security: The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards.</p>	<p>Ongoing compulsory inspections of fire, food hygiene, and electricity safety for tourism properties.</p>
		<p>Safety precautions such as first</p>

		aid stations at beaches/tourist attraction sites.
		System to prevent and respond to crime.
		Taxi licensing system with clear pricing and an organised taxi dispatch system at points of tourist entry.
		Public reporting of safety and security.
<b>A13</b>	Crisis & emergency management: The destination has a crisis and emergency response plan that is appropriate to the destination. Key elements are communicated to residents, visitors, and enterprises. The plan establishes procedures and provides resources and training for staff, visitors, and residents, and is updated on a regular basis.	Publicly available risk, crisis and emergency response plan that considers the tourism sector.
		Financial and human capital to implement the crisis and emergency response plan.
		Crisis and emergency response plan developed with input from the tourism private sector and including communication procedures for during and after a crisis or emergency.
		Crisis and emergency response plan provides resources and training for staff, visitors, and residents.
		Crisis and emergency response plan is updated on a regular basis.
<b>A 14</b>	Promotion: Promotion is accurate with regard to the destination and its products, services, and sustainability claims. The promotional messages treat local communities and tourists	Destination promotional messages that represent local communities and visitors authentically and respectfully.
		Destination promotional messages that are accurate in their description of products and services.
		The DMO internally

	authentically and respectfully.	and externally communicates the significance of holistic sustainable development for the destination. The DMO distributes information to guests and tourism stakeholders about their activities for the sustainable development of the destination.
<b>B</b>	<b>Maximise economic benefits to the host community and minimise negative impacts</b>	
<b>B1</b>	Economic monitoring: The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported at least annually. To the extent feasible, this should include visitor expenditure, revenue per available room, employment and investment data.	Regular monitoring and reporting of tourist expenditure data, revenue per available room, employment and investment data, including protected areas, at least annually.
		Regular monitoring and reporting at least annually of direct and indirect economic contributions of tourism.
		Collection and public reporting at least annually of tourism-related employment data, disaggregated by gender and age group.
		System in place to ensure enterprises hold all required licenses and permits including authorised operations and development.
<b>B2</b>	Local career opportunities: The destination's enterprises provide equal employment, training opportunities, occupational safety, and fair	Legislation or policies supporting equal opportunities in employment for all,

	wages for all.	including women, youth, disabled people, minorities, and other vulnerable populations.
		Training programs that provide equal access to women, youth, disabled people, minorities, and other vulnerable populations.
		Legislation or policies supporting occupational safety for all.
		Legislation or policies supporting fair wages for all, including women, youth, disabled people, minorities, and other vulnerable populations.
<b>B3</b>	Public Participation: The destination has a system that encourages public participation in destination planning and decision making on an ongoing basis.	System for involving public, private, and community stakeholders in destination management planning and decision-making.
		Public meeting(s) to discuss destination management issues each year.
<b>B4</b>	Local community opinion: Local communities' aspirations, concerns, and satisfaction with destination management are regularly monitored, recorded and publicly reported in a timely manner	Regular collection, monitoring, recording, and public reporting of data on resident aspirations, concerns, and satisfaction with destination management.
		Collection, monitoring, recording, and public reporting of data occurs in a timely manner.
		System to take action to improve resident satisfaction based on monitoring information.
<b>B5</b>	Local access: The destination monitors, protects, and when necessary rehabilitates or restores local community access to natural and cultural sites.	Programs to monitor, protect, and rehabilitate or restore public access by locals and domestic visitors to natural and cultural sites.
		Monitoring of behavior and

		characteristics of local, domestic and foreign visitors to tourist sites and attractions.
<b>B6</b>	Tourism awareness & education: The destination provides regular programs to affected communities to enhance their understanding of the opportunities and challenges of tourism, and the importance of sustainability.	Program to raise awareness of tourism's role and potential contribution held in communities, schools, and higher education institutions, and business communities, including a focus on conservation.
<b>B7</b>	Preventing Exploitation: The destination has laws and established practices to prevent commercial, sexual, or any other form of exploitation and harassment of anyone, particularly of children, adolescents, women, and minorities. The laws and established practices are publicly communicated.	Laws and a program to prevent commercial, sexual, or any other form of exploitation, discrimination, or harassment of visitors or residents.
		Laws and programs are publicly communicated.
<b>B8</b>	Support for community: The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives.	Programs for enterprises, visitors, and the public and destination through tourism revenues to contribute funding to community and biodiversity conservation initiatives and/or infrastructure development.
<b>B9</b>	Supporting local entrepreneurs and fair trade: The destination has a system that supports local and small- and medium-sized enterprises, that develops local sustainable products and promotes fair trade principles that are based on the area's nature and culture. These may include food and beverages, crafts, performance arts, agricultural products, etc.	Program to support and build capacity of local and small and medium-sized enterprises.
		Program encourages enterprises to purchase goods and service locally following fair trade principles.
		Program to promote and develop local sustainable products based on local nature and culture.
		Program to include local artisans, farmers, fishermen and other community suppliers in the tourism value chain.

<b>C</b>	Maximise benefits to communities, visitors, and culture; minimise negative impacts	
<b>C1</b>	Attraction protection: The destination has a policy and system to evaluate, rehabilitate, and conserve natural and cultural sites, including built heritage (historic and archaeological) and rural and urban scenic views.	Management system to protect natural and cultural sites, including built heritage and rural and urban scenic views and protected areas.
		Management system to monitor, measure, and mitigate tourism impacts on sites and attractions, and protected areas.
<b>C2</b>	Visitor management: The destination has a visitor management system for attraction sites that includes measures to preserve, protect, and enhance natural and cultural assets.	Administrative mechanism responsible for implementing visitor management plans and operations, including wildlife and sensitive sites.
<b>C3</b>	Visitor behavior: The destination has published and provided guidelines for proper visitor behavior at sensitive sites. Such guidelines are designed to minimise adverse impacts on sensitive sites and strengthen positive visitor behaviors.	Cultural and environmental guidelines for visitor behavior in all sites, including destination endorsement for wildlife viewing and interaction standards for both marine and terrestrial species, developed with community input.
		Code of practice for tour guides and tour operators.
<b>C4</b>	Cultural Heritage Protection: The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artefacts.	Laws or regulations to protect historical and archeological artifacts including those located under water and evidence of their enforcement.
		Program to protect and celebrate intangible cultural heritage (e.g., includes song, music, drama, skills, and

		crafts).
<b>C5</b>	Site Interpretation: Accurate interpretive information is provided at natural and cultural sites. The information is culturally appropriate, developed with community collaboration, and communicated in languages pertinent to visitors.	Accurate Interpretive information available to visitors in tourist offices and at natural and cultural sites.
		Interpretive information is culturally appropriate.
		Interpretive information is developed with relevant stakeholders including site and attraction managers, protected areas, NGOs and communities.
		Interpretive information is available in languages pertinent to visitors.
		Regular Tour guide training in the use of interpretive information.
<b>C6</b>	Intellectual Property: The destination has a system to contribute to the protection and preservation of intellectual property rights of communities and individuals.	Laws, regulations or programs to protect intellectual property rights of local individuals and communities.
<b>D</b>	Maximise benefits to the environment and minimise negative impacts	
<b>D1</b>	Environmental risks: The destination has identified environmental risks and has a system in place to address them.	Sustainability assessment of the destination, conducted by a third party, within the last five years, identifying environmental risks in both terrestrial and marine sites.
		System in place to address identified risks.
<b>D2</b>	Protection of sensitive environments: The destination has a system to monitor the environmental impact of tourism, conserve habitats, species, and ecosystems, and prevent the introduction of invasive species.	Maintained and updated inventory of sensitive and threatened and protected status of wildlife, marine life and habitats.

		<p>Management system to monitor impacts and to protect ecosystems, sensitive environments, and species.</p> <p>System prevents the introduction of invasive species.</p>
<b>D3</b>	Wildlife protection: The destination has a system to ensure compliance with local, national, and international laws and standards for the harvest or capture, display, and sale of wildlife (including plants and animals).	Adheres to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).
		Regulations and standards for controlling harvesting, display, sale, of plants and animals is scientifically based, properly managed and uses a strictly enforced approach to conservation.
		The DMO informs visitors of regulations concerning wildlife harvesting, consumption and trade and of the need to avoid buying illegal products/souvenirs derived from threatened species of wildlife notified by IUCN or CITES.
<b>D4</b>	Greenhouse gas emissions: The destination has a system to encourage enterprises to measure, monitor, minimise, publicly report, and mitigate their greenhouse gas emissions from all aspects of their operation (including emissions from service providers).	Program to assist enterprises and to measure, monitor, minimise and report greenhouse gas emissions.
		System to assist enterprises to mitigate greenhouse gas emissions.
<b>D5</b>	Energy conservation: The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report energy consumption, and reduce reliance on fossil fuels.	Program to promote energy conservation and measure, monitor, reduce and publicly report energy consumption within the destination.
		Policies and incentives to reduce reliance on fossil fuels, improve energy efficiency, and encourage the adoption and use of renewable energy

		technologies.
<b>D6</b>	Water management: The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report water usage	Program to assist enterprises to measure, monitor, reduce and publicly report water usage.
		Impacts of tourism on local water sources are tracked and goals for reducing water consumption within the tourism industry are in place.
<b>D7</b>	Water security: The destination has a system to monitor its water resources to ensure that use by enterprises is compatible with the water requirements of the destination community.	Management system to ensure that water use by enterprises and water requirements of the destination community are balanced and compatible.
<b>D8</b>	Water quality: The destination has a system to monitor drinking and recreational water quality 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.	Management system to monitor and publicly report on drinking and recreational water use quality.
		Monitor results are publicly available.
		System to respond in a timely manner to water quality issues.
<b>D9</b>	Wastewater: The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems, and ensures wastes are properly treated and reused or released safely with minimal adverse effects to the local population and the environment.	Regulations for the siting, maintenance, and testing of discharge from septic tanks and wastewater treatment systems, both land and sea, and evidence of their enforcement.
		Regulations to ensure the size and type of waste water treatment is adequate for the location and evidence of their enforcement.
		Program to assist enterprises to effectively treat and reuse wastewater.
		Program to ensure proper treatment of wastes and safe reuse or release with minimal adverse effects to local population and environment.
<b>D10</b>	Solid waste reduction: The destination has a system to encourage enterprises to reduce,	Waste collection system that maintains public records on

	reuse, and recycle solid waste. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.	<p>the amount of waste generated.</p> <p>Solid waste management plan that is implemented, and has quantitative goals to minimize, and ensure safe sustainable disposal of waste that is not reused or recycled.</p> <p>Program to assist enterprises to reduce, reuse, and recycle waste.</p> <p>Program to reduce and/or eliminate the use of plastic bottled water by enterprises and visitors.</p> <p>Adequate facilities exist for waste disposal and recycling.</p> <p>Guidance is given to community and tourists on minimising and separating waste on public locations.</p>
<b>D11</b>	Light & noise pollution: The destination has guidelines and regulations to minimise light and noise pollution. The destination encourages enterprises to follow these guidelines and regulations.	<p>Guidelines and regulations to minimise noise and light pollution, particularly in areas where it could affect key species.</p> <p>Program to encourage enterprises to follow guidelines and regulations to minimise noise and light pollution.</p>
<b>D12</b>	Low-impact transportation: The destination has a system to increase the use of low impact transportation, including public transportation and active transportation (e.g., walking and cycling).	<p>Program to increase the use and safety of low-impact transportation, which include adequate systems and infrastructure.</p> <p>Program to make sites of visitor interest more accessible to active, environmentally friendly transportation (e.g., walking and cycling).</p>
<b>D13</b>	Natural Resource Management: Collection and reporting of data on community tourism offerings and interactions with wildlife and/or marine species and shared with tourism stakeholders.	<p>Legislation or policies devolving concession grants to communities who are engaged or willing to engage in natural resource management.</p> <p>The integrity and connectivity</p>

		of natural sites and protected areas has been preserved.
		Collection and reporting of data on community tourism offerings and interactions with wildlife and/or marine species that is shared with tourism stakeholders.
		Programs and capacity building for communities on sustainable use and management of the natural resources for commercial purposes.

## II. Stakeholders Mapping Results

### Group and Individual Interviews & Destination Assessment and Action Planning Workshop

The following stakeholders attended the GSTC workshops and interviews during the assessment process from January to March 2021 and/or participated in the destination assessment and action planning workshop on March 17, 2021. In total, about 16

stakeholders across varying organisations participated in the group and individual meetings and in the action planning workshop. Quite a few stakeholders were consulted for both activities.

<b>Name</b>	<b>Job Title</b>	<b>Organisation</b>	<b>Stakeholder Interview</b>	<b>Workshop</b>
Arlene Young	Director of CZMAI	Coastal Zone Management Authority & Institute	✓	✓
Abil Castañeda	Chief Tourism Officer	Ministry of Tourism and Diaspora Relations (MTDR)	✓	✓
Manuela Lui	Administration and Finance Officer	Coastal Zone Management Authority & Institute	✓	✓
Darcy Correa	Program Officer	Ministry of Tourism and Diaspora Relations (MTDR)	✓	✓
Jason Ferguson	Ranger, Goff's Caye	Coastal Zone Management Authority & Institute	✓	
Noriko Gamero	Director, Destination Planning & Cruise	Belize Tourism Board (BTB)		✓
Adriel Castaneda	Chief Fisheries Officer	Fisheries Department	✓	✓
Hugh Malic	Concessionaire	Goff's Caye Operator	✓	
Lester Young	Concessionaire	Goff's Caye Operator	✓	
Johnny Searle	Manager	Seasport Belize	✓	✓
Nicola Longsworth	Cruise Operations Manager	Caribbean Shipping		✓
Tom Greenwood	Representative	Port Coral		✓
Marjorie Everett	Owner/Manager	Splashwave Tours	✓	
Patricia Deras	Owner/Manager	Ecological Tours	✓	
Janathan Mulligan	Owner/Manager	Exotic Eco Adventures	✓	

Daniel Arrendondo	Manager	Marine Services Ltd.		✓
Yashin Dujon	Founder	ICRT Belize	✓	

Appendix III Workshop Agenda

Goff's Caye GSTC Assessment  
**Proposed Priority Actions**  
 March 17, 2021  
 Via Zoom (online session)

## Agenda

<b>9:00 am</b>	Introductions/Workshop Objectives	Kevin Geban
<b>9:10 am</b>	Recap of the GSTC assessment process: <ul style="list-style-type: none"><li>• The Assessment Process</li><li>• GSTC criteria</li></ul>	Kevin Geban
<b>9:15 am</b>	Presentation of Goff's Caye Assessment	Kevin Geban
<b>9:45 am</b>	Discussion of Proposed Strategic Actions For Destination Management/Socio-Economic Benefits	Sharett Yearwood/Kevin Geban
<b>11:45 am</b>	<b>Next Steps/Adjournment</b>	Sharett Yearwood/Kevin Geban

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**Proposed Priority Actions**  
March 17, 2021  
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## Appendix IV Goff's Caye GSTC Assessment Matrix Results

GSTC Assessment for Goff's Caye Year: 2021					
A1	GSTC Criteria	GSTC Performance Indicator	Status (0-No Doc, No Evidence; 1- Document exists; 2-Document and Implementation Evidence; 3-Document and Evidence and Improving trends, N/A- Not applicable)	Evidence	Comment
A2	<p><b>Sustainable destination strategy:</b> The destination has established and is implementing a multi-year destination strategy that is publicly available, is suited to its scale; that considers environmental, economic, social, cultural, quality, health, and safety, and aesthetic issues; and was developed with public participation</p> <p><b>Destination management organization:</b> The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism, with involvement by the private sector and public sector. This group is suited to the size and scale of the destination, and has defined responsibilities, oversight, and implementation capability for the management of environmental, economic, social, and cultural issues. This group's activities are appropriately funded.</p>	Multi-year destination strategy that includes a focus on sustainability and sustainable tourism and includes environmental, economic, social, cultural heritage, quality, health, and safety and protected areas issues.	1 - Document and No evidence	The CZMA is very consistent in producing strategic plans. The current plan is for 2020-2025. The plan covers the entire institute but there's no evidence of a specific plan that covers sustainability for Goff's Caye as a destination.	CZMA Strategic Plan 2020-2025.
		Multi-year destination plan or strategy that is up-to-date and publicly available.	1 - Document and No evidence	The strategic plan for CZMA is updated frequently when the plan expires and within the plan there is a section for Goff's Caye	
		Multi-year destination plan or strategy that was developed with public participation	1 - Document and No evidence	The strategic plan does involve Goff's Caye stakeholder participation. Stakeholders contacted confirmed their participation and voice	Consultancy for ToR for Strategic Plan Development
		Political commitment and institutional alignment and coordination to implement the multi-year destination plan and evidence of implementation.	2 - Document and evidence exists	Goff's Caye has a Management Agreement for Goff's Caye. The Agreement is with the Government of Belize via the Ministry of Natural Resources who coordinates with the CZMA to effectively manage Goff's Caye. This agreement has been in existence since 2004 and is renewed every two years. CZMAI has more than 15 years managing the site. Additionally, the strategic plan has been approved by the Board of Directors which includes four key line ministries including the Ministry of Tourism.	Note this is for Strategic Plan
		An organization has responsibility for coordinated approach to the management of sustainable tourism.	2 - Document and evidence exists	CZMAI is considered to be the DMO here. There is a formal institutional system to manage the destination; CZMAI consults with its stakeholders frequently to operate the destination.	
		The private sector and public sector are involved in the organization and coordination of tourism.	1 - Document and No evidence	There's no evidence to suggest a structure that involves private sector coordination except an advisory committee that meets infrequently. There is a TOR for said advisory committee that indicates some level of private sector participation and involvement.	
		The tourism organization is suited to the size and scale of the destination.	3- Document and Evidence and meeting International Best Practice	CZMAI is very suitable to manage the island. CZMAI is internationally recognized as indicated by its work with World Heritage Center and UNESCO	
		Individuals within the tourism organization have assigned responsibilities for sustainable tourism.	2 - Document and evidence exists	The Director has overall responsibility and is supported by rangers and maintenance staff along with support staff at the Central Office	Job Descriptions exist for employees at the Destination
The tourism organization is	2 - Document and evidence exists	CZMAI has an annual budget and the Destination receives funds via visitor fees; concession agreements and	Covid reduced these income		

		appropriately funded.		broadly via grants	significantly
A3	Monitoring: 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.	Active monitoring and public reporting of environmental, economic, social, cultural, tourism, and human rights issues and environmental issues, including climate impact, habitat trends, protected areas such as MPAs and biodiversity, especially of key species.	1- Document, with evidence, but limited as it does not cover all aspects	Monitoring is limited to environmental factors such as water quality; some are reported publicly via reports	
		Monitoring system is reviewed and evaluated periodically.	1- document, evidence (but limited mostly to Environment)	This is especially the case with environmental monitoring and via programmes by CZMA where monitoring programmes are done with partner agencies	
		Tourism impact mitigation procedures funded and active.	0 - No document, no evidence	There is future plans for Tourism Management Plan and Climate Vulnerability Programme funding, but this is not active as yet.	
A4	Tourism Seasonality Management: The destination dedicates resources to mitigate seasonal variability of tourism where appropriate, working to balance the needs of the local economy, community, cultures and environment, to identify year-round tourism opportunities.	Specific strategy for marketing off-season events and attracting visitors year-round.	2 - Document and evidence exists	Visitation to the destination is very seasonal and mirrors the cruise tourism season. There is not a skew of evidence that indicates that there is a targeted marketing programme to increase visitation in off season by the partners. During the off season, for cruise tourism, CZMAI promotes local visitation by organizing excursions during specific holiday periods	Flyers and income and expense reports shows these visitations. As opposed to just Holiday Weekends, a more targeted programme can be developed
A5	Climate Change Adaptation: The destination has a system to identify risks and opportunities associated with climate change. This system encourages climate change adaptation strategies for development, siting, design, and management of facilities. The system contributes to the sustainability and resilience of the destination and to public education on climate for both residents and tourists.	Current system for climate change adaptation and risk assessment.	1 - yes document, no evidence	There is a current project funded by the IDB for Coastal Vulnerability reduction. This project is started in 2016 and is in third year of implementation.	Studies on coastal zone erosion has been done
		Laws or policies to mitigate climate change and encourage technologies to mitigate climate change.	2 - Document and evidence exists	Practices exist in the Operations Manual for care of the island and infrastructure development will be executed to mitigate climate change	
		Program to educate and raise awareness among the public, tourism enterprises, and visitors about climate change.	1- document, minimum evidence	This is limited to orientation and visitor behaviour while on the island. On a more general scale, CZMAI does community education for all its programmes.	
A6	Inventory of tourism assets & attractions: The destination has an up-to-date, publicly available inventory and assessment of its tourism assets and attractions, including natural and cultural sites.	Current inventory and classification of tourism assets and attractions, including natural and cultural sites.	0 - No document, no evidence	There is evidence of a broader programme for asset inventory for a national map, but this is not specific to Golf's Caye.	
A7	Planning Regulations: The destination has planning guidelines, regulations and/or policies that require environmental, economic, and social impact assessment and integrate	Planning or zoning guidelines, regulations and/or policies that protect natural and cultural resources, and create	2 - yes document, evidence	Although not formal, there is a system of zoning practice on the island. Recreation use is limited to certain sections of the island and activities such as wildlife extraction are prohibited	

	sustainable land use, design, construction, and demolition. The guidelines, regulations and/or policies are designed to protect natural and cultural resources, were created with local inputs from the public and a thorough review process, are publicly communicated, and are enforced.	coastal ecosystem resilience.			
		Guidelines, regulations, and/or policies that address sustainable land, marine, coastal, and freshwater use, design, construction, and demolition.	2 - yes document, evidence	Policies and practices exist to address resource use. These are further developed in the Climate Vulnerability Reduction programme that is an upcoming project funded by the IDB	
		Planning guidelines, regulations, and/or policies were created with local inputs from the public and a thorough review process.	1 - yes document, no evidence	Although not yet implemented, the climate vulnerability and future management plan includes stakeholder consultations and input.	
		Planning guidelines, regulations and/or policies are publicly communicated and are enforced and reviewed periodically.	2 - yes document, evidence	Users of Goffs Caye are oriented about acceptable practices once on the island. Stakeholder consultation reveal that the ranger is good with enforcement.	
A8	Access for all: Where appropriate, sites and facilities, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements. Where such 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.	Policies supporting access to tourist sites and facilities, including those of natural, cultural and historic importance for individuals with disabilities and others who have specific access requirements, where appropriate.	0 - no document, no evidence	No document evidence exist that supports broad accessibility for persons with disabilities. The bathrooms and changing rooms does not afford this type of access presently. Operators have to physically lift persons which can be a potential risk to guide and visitor.	
		Accessibility solutions are designed to take into account the integrity of the site while making reasonable accommodation for people with disabilities.	0 - no document, no evidence	There are no disability access solutions on the island	
A9	Property Acquisitions: Laws and regulations regarding property acquisitions exist, are enforced, comply with communal and indigenous rights, ensure public consultation, and do not authorize resettlement without prior informed consent and/or reasonable compensation.	Policy or legislation, including enforcement provisions exists.	2 - yes document, yes evidence	Belize laws governs this type of acquisition and Goffs Caye is crown land	
		Policy or legislation that considers indigenous rights and authorizes resettlement only when there is free, prior and informed consent based on documented consultation with local and indigenous communities and/or reasonable compensation.	NA		
		User and access rights for key resources, including land and water, are documented where applicable.	2 - yes document, yes evidence	Users such as fisherfolk and other recreational users can access the area. Citizens can access the island without fear or favor; although not required, sometimes they seek permission.	
		Land ownership and tenure rights are documented in a public registry.	2 - yes document, yes evidence	The island is documented as Crown Land	
A10	Visitor Satisfaction: The destination has a system to monitor and publicly report visitor	Collection and public reporting of data on visitor satisfaction.	2 - yes document, yes evidence	Ever so often CZMA does Visitor Satisfaction surveys with the use of University interns and other volunteers	

	satisfaction, and, if necessary, to take action to improve visitor satisfaction.	System to take action to improve visitor satisfaction based on monitoring information.	2 - yes document, yes evidence	Evidence indicates changes due to these surveys; for example, the expansion of food choices	
A11	Sustainability Standards: The destination has a system to promote sustainability standards for enterprises consistent with the GSTC Criteria. The destination makes publicly available a list of sustainability certified or verified enterprises.	Industry supported sustainable tourism certification or environmental management system.	0 - no document, no evidence	None of the stakeholders are on a path to sustainability certification	
		Sustainable tourism certification or environmental management system recognized by the GSTC.	0 - no document, no evidence	No evidence as per above	
		Monitoring of tourism business participation in tourism certification or environmental management system.	0 - no document, no evidence	No evidence as per above	
		Publicly available list of sustainability certified or verified entities.	0 - no document, no evidence	No evidence as per above	
A12	Safety & Security: The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards.	On-going compulsory inspections of fire, food hygiene, and electricity safety for tourism properties.	2 - yes document, yes evidence	This would be limited to food. Vendors must possess food handling certificate to be awarded concession for food sale.	
		Safety precautions such as first aid stations at beaches/tourist attraction sites.	3-Document and Evidence and trending improvement	There is a first aid station. Additionally, cruise passengers are accompanied with a medic that has to meet international cruise standards	
		System to prevent and respond to crime.	1 - yes document, no evidence	There is a close relationship with the Coast Guard and Fisheries Department to report any incidence of crime	
		Taxi licensing system with clear pricing and an organized taxi dispatch system at points of tourist entry.	NA	No public transportation goes to the island. Visitors are private or part of a tour	
		Public reporting of safety and security.	0 - no document, no evidence	No evidence exists to suggest that there is a mechanism to publicly report incidences occurring on the island. There are social media posts reference closures, but this is more for maintenance and repairs and not for security issues.	
A13	Crisis & emergency management: The destination has a crisis and emergency response plan that is appropriate to the destination. Key elements are communicated to residents, visitors, and enterprises. The plan establishes procedures and provides resources and training for staff, visitors, and residents, and is updated on a regular basis.	Publicly available risk, crisis and emergency response plan that considers the tourism sector.	2 - yes document, yes evidence	This is limited to a hurricane plan. Tour operators are tasked with their own emergency plans as per tour operator license requirements from the BTB	
		Financial and human capital to implement the crisis and emergency response plan.	2 - yes document, yes evidence	This is limited to a hurricane plan. All members of the staff can be activated to respond pre and post hurricane	
		Crisis and emergency response plan developed with input from the tourism private sector and including communication procedures for during and after a crisis or emergency.	2 - yes document, yes evidence	This is an element of the hurricane plan	
		Crisis and emergency response	1 - yes document, no evidence	Some evidence exists to suggest training is done to execute the safety issues. This is limited to First Aid from the	

		plan provides resources and training for staff, visitors, and residents.		Belize Red Cross	
		Crisis and emergency response plan is updated on a regular basis.	2 - yes document, yes evidence	The emergency plan is updated frequently	See First Aid Certifications
A 14	Promotion: Promotion is accurate with regard to the destination and its products, services, and sustainability claims. The promotional messages treat local communities and tourists authentically and respectfully.	Destination promotional messages that represent local communities and visitors authentically and respectfully.	2 - yes document, yes evidence	Evidence exists that promotional items are a true reflection of the destination's offerings.	Part of the Administration Manual
		Destination promotional messages that are accurate in their description of products and services.	2 - yes document, yes evidence	Promotional messages reflects the natural environment but can be improved to authentically represent amenities	
		The DMO internally and externally communicates the significance of holistic sustainable development for the destination. The DMO distributes information to guests and tourism stakeholders about their activities for the sustainable development of the destination.	2 - yes document, yes evidence	Demonstrated through signage as well as stakeholder consultations during meetings and project development such as the IDB's Climate Vulnerability Programme	
B	<b>Maximize economic benefits to the host community and minimize negative impacts</b>				
B1	Economic monitoring: The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported at least annually. To the extent feasible, this should include visitor expenditure, revenue per available room, employment and investment data.	Regular monitoring and reporting of tourist expenditure data, revenue per available room, employment and investment data, including protected areas, at least annually.	2 - yes document, yes evidence	Data is gathered for visitor trends and revenues generated at the destination. There's no accommodation facilities and data is tabled in the House of Representatives.	CZIMA's Annual Report is inclusive of Financial Data that is tabled in the House of Representatives
		Regular monitoring and reporting at least annually of direct and indirect economic contributions of tourism.	0 - no document, no evidence	No evidence exist to suggest that total economic contribution is calculated	
		Collection and public reporting at least annually of tourism-	0 - no document, no evidence	Although CZMAI can point to those employed by the authority, there's no further data regarding employment outside of CZMAI	

		related employment data, disaggregated by gender and age group.			
		System in place to ensure enterprises hold all required licenses and permits including authorized operations and development.	2 - yes document, yes evidence	This is part of requirements to operate as a tour operator or concessionaire on the island. Tour Operators must be licensed and food vendors must have food handlers certificate	
B2	Local career opportunities: The destination's enterprises provide equal employment, training opportunities, occupational safety, and fair wages for all.	Legislation or policies supporting equal opportunities in employment for all, including women, youth, disabled people, minorities, and other vulnerable populations.	2 - yes document, yes evidence	Hiring practices follows Belize labour laws that provides equal protection. There's no evidence to suggest recruitment practices to targeted vulnerable populations such as persons with disabilities	
		Training programs that provide equal access to women, youth, disabled people, minorities, and other vulnerable populations.	2 - yes document, evidence	Training opportunities are available to all groups	
		Legislation or policies supporting occupational safety for all.	1 - yes document, no evidence,	There's no OSH laws in Belize and there's some evidence that CZMAI is starting to establish its own OSH policies. CZMAI has recently adopted a revised administrative policies and procedures manual in January 2021 that has some OSH components.	
		Legislation or policies supporting fair wages for all, including women, youth, disabled people, minorities, and other vulnerable populations.	2 - yes document, evidence	Belize has minimum wage legislations and persons are placed on salary scales based on job specifications	
B3	Public Participation: The destination has a system that encourages public participation in destination planning and decision making on an ongoing basis.	System for involving public, private, and community stakeholders in destination management planning and decision-making.	2 - yes document, yes evidence	There is an active advisory committee for Golf's Caye	
		Public meeting(s) to discuss destination management issues each year.	2 - yes document, yes evidence	Advisory committee meets several times per year	Minutes of Meetings exists
B4	Local community opinion: Local communities' aspirations, concerns, and satisfaction with destination management are regularly monitored, recorded and publicly reported in a timely manner	Regular collection, monitoring, recording, and public reporting of data on resident aspirations, concerns, and satisfaction with destination management.	0 - no document, no evidence	No evidence of engagement specifically to Golf's Caye with the closest communities of Belize City and Caye Caulker.	
		Collection, monitoring, recording, and public reporting of data occurs in a timely manner.	0 - no document, no evidence	There's no evidence of a programme to regularly report to the public about data and issues at Golf's Caye	Same
		System to take action to improve resident satisfaction based on monitoring information.	N/A	There are no residents	Same

B5	Local access: The destination monitors, protects, and when necessary rehabilitates or restores local community access to natural and cultural sites.	Programs to monitor, protect, and rehabilitate or restore public access by locals and domestic visitors to natural and cultural sites.	1 - yes document, no evidence.	There are some promotion to encourage local visitation and these are planned annually. Public access is still limited and difficult.	Same
		Monitoring of behavior and characteristics of local, domestic and foreign visitors to tourist sites and attractions.	2- yes document, yes evidence	Tour guides and Rangers on site monitor visitor activities	Same
B6	Tourism awareness & education: The destination provides regular programs to affected communities to enhance their understanding of the opportunities and challenges of tourism, and the importance of sustainability.	Program to raise awareness of tourism's role and potential contribution held in communities, schools, and higher education institutions, and business communities, including a focus on conservation.	0 - no document, no evidence	No evidence that there is a targeted school programs specific to Goff's Caye but there are programmes for the wider CZMAI activities	Same
B7	Preventing Exploitation: The destination has laws and established practices to prevent commercial, sexual, or any other form of exploitation and harassment of anyone, particularly of children, adolescents, women, and minorities. The laws and established practices are publicly communicated.	Laws and a program to prevent commercial, sexual, or any other form of exploitation, discrimination, or harassment of visitors or residents.	2- yes document, yes evidence	Belize has established laws against exploitation including human trafficking. Tour Guides and Operators are sensitized to these laws during the licensing process and thus this is applicable to Goff's Caye. CZMAI does not have a specific programme regarding such exploitation	
		Laws and programs are publicly communicated.	2- yes document, yes evidence	On a general scale, Belize and the Belize Tourism Board have programmes to publicize such laws	Same
B8	Support for community: The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives.	Programs for enterprises, visitors, and the public and destination through tourism revenues to contribute funding to community and biodiversity conservation initiatives and/or infrastructure development.	2- yes document, yes evidence	Revenues to CZMAI supports biodiversity programmes	
B9	Supporting local entrepreneurs and fair trade: The destination has a system that supports local and small- and medium-sized enterprises, that develops local sustainable products and promotes fair trade principles that are based on the area's nature and culture. These may include food and beverages, crafts, performance arts, agricultural products, etc.	Program to support and build capacity of local and small and medium-sized enterprises.	2- yes document, evidence	Local entrepreneurs and tour operators are preferred suppliers to Goff's Caye	Same
		Program encourages enterprises to purchase goods and service locally following fair trade principles.	1- yes document, some evidence	Limited evidence supports that there is a program to monitor suppliers' purchasing habits. There was concessionaire agreements with local parties that sold locally sourced crafts.	Same
		Program to promote and develop local sustainable products based on local nature and culture.	1- yes document, some evidence	Concessionaires are encouraged to provide local products and food and beverage. Food vendors purchase from local fishers and local markets. Concessionaire sold locally made crafts and CZMAI had its own Gift Shop	
		Program to include local artisans, farmers, fishermen and other community	1- yes document, some evidence	Only suppliers are the concessionaires who are locals and CZMAI's White Sands Gift Shop when it was operational.	

		suppliers in the tourism value chain.			
C	Maximize benefits to communities, visitors, and culture; minimize negative impacts				
C1	Attraction protection: The destination has a policy and system to evaluate, rehabilitate, and conserve natural and cultural sites, including built heritage (historic and archaeological) and rural and urban scenic views.	Management system to protect natural and cultural sites, including built heritage and rural and urban scenic views and protected areas.	3 yes document, yes evidence	The CZMA has a system of monitoring and manage the use of the natural assets at the destination and often engage in international projects to help in monitoring. BTB and other agencies also support local projects.	
		Management system to monitor, measure, and mitigate tourism impacts on sites and attractions, and protected areas.	1 - yes document, some evidence	There is some monitoring but not specific to tourism use	
C2	Visitor management: The destination has a visitor management system for attraction sites that includes measures to preserve, protect, and enhance natural and cultural assets.	Administrative mechanism responsible for implementing visitor management plans and operations, including wildlife and sensitive sites.	1 - document, some evidence.	The Director and Rangers are tasked with visitor management and there is some monitoring of visitor usage	
C3	Visitor behavior: The destination has published and provided guidelines for proper visitor behavior at sensitive sites. Such guidelines are designed to minimize adverse impacts on sensitive sites and strengthen positive visitor behaviors.	Cultural and environmental guidelines for visitor behavior in all sites, including destination endorsement for wildlife viewing and interaction standards for both marine and terrestrial species, developed with community input.	3 yes document, yes evidence	Visitors are informed of acceptable behaviour and there is constant monitoring of this	
		Code of practice for tour guides and tour operators.	2 - yes document, yes evidence	Tour Operators and guides are informed of rules of engagement but there is no evidence of specific training programme for guides and operators by the CZMAI. There is general code of conduct for guides and operators from BTB license and code of practice is outlined in annual agreements between operators and CZMAI and these are included in briefing materials.	Orientation and Signage
C4	Cultural Heritage Protection: The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artefacts.	Laws or regulations to protect historical and archaeological artifacts including those located under water and evidence of their enforcement.	3 yes document, yes evidence	There is strict enforcement of leaving the natural environment intact	
		Program to protect and celebrate intangible cultural heritage (e.g., includes song, music, drama, skills, and crafts).	NA	There are no cultural groups residing on the island	
C5	Site Interpretation: Accurate interpretive information is provided at natural and cultural	Accurate Interpretive information available to	1 - document, some evidence	There are some on site signs but the education component is minimal	

	<p>sites. The information is culturally appropriate, developed with community collaboration, and communicated in languages pertinent to visitors.</p>	<p>visitors in tourist offices and at natural and cultural sites.</p> <p>Interpretive information is culturally appropriate.</p> <p>Interpretive information is developed with relevant stakeholders including site and attraction managers, protected areas, NGOs and communities.</p> <p>Interpretive information is available in languages pertinent to visitors.</p> <p>Regular Tour guide training in the use of interpretive information.</p>	<p>NA</p> <p>NA</p> <p>NA</p> <p>0 - no document, no evidence</p>	<p>There are no human habitats at the destination</p> <p>There are no cultural groups that warrants interpretive data for guest education</p> <p>No documented evidence that CZMAI has a professional development programme for tour guides</p>	<p>Although no groups reside on island</p>
C6	Intellectual Property: The destination has a system to contribute to the protection and preservation of intellectual property rights of communities and individuals.	Laws, regulations or programs to protect intellectual property rights of local individuals and communities.	NA		
D	Maximize benefits to the environment and minimize negative impacts				
D1	Environmental risks: The destination has identified environmental risks and has a system in place to address them.	Sustainability assessment of the destination, conducted by a third party, within the last five years, identifying environmental risks in both terrestrial and marine sites. System in place to address identified risks.	<p>3 - yes document, yes evidence</p> <p>3 - yes document, yes evidence</p>	<p>There has been a recent assessment for the IDB Climate Vulnerability programme</p> <p>The Climate Vulnerability programme will address mitigating these risks</p>	
D2	Protection of sensitive environments: The destination has a system to monitor the environmental impact of tourism, conserve habitats, species, and ecosystems, and prevent the introduction of invasive species.	Maintained and updated inventory of sensitive and threatened and protected status of wildlife, marine life and habitats.	2 - yes document, yes evidence	There exist a system of monitoring however it is not specific to tourism use	
		Management system to monitor impacts and to protect ecosystems, sensitive environments, and species.	2 - yes document, yes evidence	CZMAI does monitoring under various programmes that includes marine life, water quality, etc.	
		System prevents the introduction of invasive species.	2 - yes document, yes evidence	Introducing invasive species is not allowed, but there may be instances when it is not enforced.	
D3	Wildlife protection: The destination has a system to ensure compliance with local,	Adheres to the Convention on International Trade in	3 - yes document, yes evidence	CZMAI is a respected international conservation organisation that supports all international environmental laws, funding is attracted as a result	International recognition on project to support habitat mapping

	national, and international laws and standards for the harvest or capture, display, and sale of wildlife (including plants and animals).	Endangered Species of Wild Fauna and Flora (CITES). Regulations and standards for controlling harvesting, display, sale, of plants and animals is scientifically based, properly managed and uses a strictly enforced approach to conservation. The DMO informs visitors of regulations concerning wildlife harvesting, consumption and trade and of the need to avoid buying illegal products/souvenirs derived from threatened species of wildlife notified by IUCN or CITES.	3 - yes document, yes evidence	No extraction is allowed at the destination except for research purposes	
			3 - yes document, yes evidence	Visitors are briefed about the no extraction rules by the tour guides and the rangers	
D4	Greenhouse gas emissions: The destination has a system to encourage enterprises to measure, monitor, minimize, publicly report, and mitigate their greenhouse gas emissions from all aspects of their operation (including emissions from service providers).	Program to assist enterprises and to measure, monitor, minimize and report greenhouse gas emissions. System to assist enterprises to mitigate greenhouse gas emissions.	N/A	Emissions are very negligible given its such a small site with a very small generator. Operators and suppliers emissions are also a non factor given small boat size and cooking methods used.	
			N/A	same	
D5	Energy conservation: The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report energy consumption, and reduce reliance on fossil fuels.	Program to promote energy conservation and measure, monitor, reduce and publicly report energy consumption within the destination. Policies and incentives to reduce reliance on fossil fuels, improve energy efficiency, and encourage the adoption and use of renewable energy technologies.	0 - no document, no evidence	There's no programme to promote energy conservation....there is a practice of using diesel generation for the bathroom.	
			0 - no document, no evidence	No such evidence of such policies exist	
D6	Water management: The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report water usage	Program to assist enterprises to measure, monitor, reduce and publicly report water usage. Impacts of tourism on local water sources are tracked and goals for reducing water consumption within the tourism industry are in place.	0 - no document, no evidence	Water is transported to the destination but there's no evidence of a programme to manage potable water use.	
			N/A	There is no local water sources and no catchment is done	
D7	Water security: The destination has a system to monitor its water resources to ensure that use by enterprises is compatible with the water requirements of the destination community.	Management system to ensure that water use by enterprises and water requirements of the destination community are balanced and compatible.	N/A	No community exist on the island that would compete for potable water	Same
D8	Water quality: The destination has a system to monitor drinking and recreational water quality using quality standards. The monitoring results are publicly available, and the destination has a	Management system to monitor and publicly report on drinking and recreational water use quality.	3 - yes document, yes evidence	Water quality logs exist	

	system to respond in a timely manner to water quality issues.	Monitor results are publicly available. System to respond in a timely manner to water quality issues.	0 - no document, no evidence 2 - yes document, yes evidence	No evidence to suggest they are published. When water quality is poor, the Institute engages in correction actions such as.....	
D9	Wastewater: The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems, and ensures wastes are properly treated and reused or released safely with minimal adverse effects to the local population and the environment.	Regulations for the siting, maintenance, and testing of discharge from septic tanks and wastewater treatment systems, both land and sea, and evidence of their enforcement.	0 - no document, no evidence	There's no evidence that solid waste is monitored. There are collection points on the island and a dump site	
		Regulations to ensure the size and type of waste water treatment is adequate for the location and evidence of their enforcement.	0 - no document, no evidence	There is a leach field, but there's no evidence of waste water treatment. There is a septic and leach field system and septic is pumped out by local company. There's no evidence indicating this system is planned according to visitor use.	
		Program to assist enterprises to effectively treat and reuse wastewater.	0 - no document, no evidence	No evidence that enterprises are required to treat and reuse wastewater, such as dishwashing waste water	
		Program to ensure proper treatment of wastes and safe reuse or release with minimal adverse effects to local population and environment.	2 - yes document, yes evidence	Waste is extracted from the destination and transported to Belize City	
D10	Solid waste reduction: The destination has a system to encourage enterprises to reduce, reuse, and recycle solid waste. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.	Waste collection system that maintains public records on the amount of waste generated.	0 - no document, no evidence	No monitoring of waste is documented; no evidence indicates waste is measured and targets set to reduce waste	
		Solid waste management plan that is implemented, and has quantitative goals to minimize, and ensure safe sustainable disposal of waste that is not reused or recycled.	0 - no document, no evidence	No evidence of a solid waste management plan	
		Program to assist enterprises to reduce, reuse, and recycle waste.	0 - no document, no evidence	No programme exist to assist enterprise in managing solid waste;	
		Program to reduce and/or eliminate the use of plastic bottled water by enterprises and visitors.	2 Yes document, evidence	Contract specifies that concessionaires use eco friendly products	
		Adequate facilities exist for waste disposal and recycling.	1 Yes document, minimum evidence	Solid waste is supposed to be taken from the island but some remain and goes to a dumpsite	
		Guidance is given to community and tourists on minimizing and separating waste on public locations.	2 - yes document, yes evidence	Visitors are informed to take garbage that is generated	
D11	Light & noise pollution: The destination has guidelines and regulations to minimize light and noise pollution. The destination encourages enterprises to follow these guidelines and regulations.	Guidelines and regulations to minimize noise and light pollution, particularly in areas where it could affect key species.	0 - no document, no evidence	Light is not an issue; but there is no evidence of practices to reduce noise, especially from music systems	
		Program to encourage enterprises to follow guidelines and regulations to	0 - no document, no evidence	No regulations exist regarding noise pollution from various sources	

		minimize noise and light pollution.			
D12	Low-impact transportation. The destination has a system to increase the use of low-impact transportation, including public transportation and active transportation (e.g., walking and cycling).	Program to increase the use and safety of low-impact transportation, which include adequate systems and infrastructure.	1 Yes document, minimum evidence	No evidence to suggest that there is a policy to influence the types of transportation that comes to the destination with the exception of boat size.	
		Program to make sites of visitor interest more accessible to active, environmentally friendly transportation (e.g., walking and cycling).	N/A	Visitors get to the island by boat. Once there, there's limited movement by foot because of the small nature of the island.	
D13	Natural Resource Management. Collection and reporting of data on community tourism offerings and interactions with wildlife and/or marine species and shared with tourism stakeholders.	Legislation or policies devolving concession grants to communities who are engaged or willing to engage in natural resource management.	2 Yes document, evidence	There is a policy for those wanting to do business on the island to adhere to such rules and is stipulated in the contract.	
		The integrity and connectivity of natural sites and protected areas has been preserved.	2 - yes document, yes evidence	Although not designated as a protected area, CZMAI manages it as such and has a strategic plan to lobby for MPA designation.	
		Collection and reporting of data on community tourism offerings and interactions with wildlife and/or marine species that is shared with tourism stakeholders.	2 - yes document, yes evidence	At stakeholder meetings, data is shared regarding marine species health.	Tour Operators are asked to report Ecosystems changes at meetings of the Advisory Committee and CZMAI follow up.
		Programs and capacity building for communities on sustainable use and management of the natural resources for commercial purposes.	2 Yes document, evidence	CZMAI has several community based training as part of their overall education of their various programmes.	Education and Outreach materials

## Reference and Evidentiary Listing

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Background of Climate Vulnerability Reduction Program (CVRP)

Belize Economic Impact Report 2018, World Travel and Tourism Council

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CZMAI Administrative Policies and Procedures Manual (Jan 2021)

CZMAI Financial Statements (Year ended March 2020)

CZMAI Organogram

CZMAI Terms of Reference for 5-year Management Plan

Global Sustainable Tourism Council Destination Criteria 2019

Goeldner/Ritchie, Tourism: Principles, Practices, Philosophies, 2008

Goff's Caye Advisory Committee Meeting Minutes (Sept 2019)

Goff's Caye Maintenance Logs

Goff's Caye Operational Manual (July 2019)

Goff's Caye Private Rental Flyer

Goff's Caye Visitor Satisfaction Survey Report (2016)

Goff's Caye Visitor Satisfaction Survey Report (2019)

Goff's Caye Visitors Briefing and Management

Goff's Caye Wastewater Treatment Plant Project

IADB Goff's Caye Assessment of Proposed Infrastructure

National Sustainable Tourism Master Plan 2011-2030

Terms of Reference for Climate Vulnerability Reduction Program

Terms of Reference for Goff's Caye Advisory Committee

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