

# Global Sustainable Tourism Council Destination Assessment

## Roatan, Honduras May 2019



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# TABLE OF CONTENTS

Acronyms.....	3
List of Tables.....	5
List of Figures.....	5
Acknowledgments.....	6
Executive Summary.....	7
Introduction.....	9
Overview of Tourism in Roatan.....	11
A. Geography and Tourism Statistics.....	11
B. Destination Management and Governance.....	13
C. Tourism Products and Attractions.....	15
TripAdvisor Analysis.....	17
Cruise Critic Analysis.....	18
Assessment Methodology.....	20
Summary of Key Findings.....	22
A. Comparison of 2013 and 2019 Destination Assessment Findings.....	23
B. Priorities.....	28
Section A: Destination Management.....	29
Section B: Social and Economic Benefits.....	30
Section C: Natural and Cultural Asset Management.....	31
Section D: Environmental Sustainability.....	32
C. Other Priorities.....	33
Action Plan.....	35
A. Improving Wastewater Management: Clean Water for Reefs.....	36
B. Protection and Preservation of Roatan’s Cultural Heritage.....	39
C. Supporting Local Products and Entrepreneurs.....	41
D. Development and Enforcement of Priority Regulations.....	43
Conclusion.....	46
Annexes.....	47
A. Findings of Good Practice.....	47
A2: Destination Management Organization.....	47
A11: Sustainability Standards.....	47
B8: Support for Community.....	48
D1: Environmental Risks.....	48
D13: Natural Resource Management.....	48
B. GSTC’s Criteria for Destinations.....	49
C. Summary of Stakeholders Consulted.....	62
D. Completed Assessment Matrix.....	66

## ACRONYMS

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<b>AKR</b>	Anthony's Key Resort
<b>ALF</b>	Abundant Life Foundation
<b>BICA</b>	Bay Islands Conservation Association
<b>BIDO</b>	Bay Islands Development Organization
<b>BIDMO</b>	Bay Islands Destination Management Organization
<b>BITB</b>	Bay Islands Tourism Bureau
<b>BIPTGA</b>	Bay Islands Professional Tour Guide Association
<b>BMZ</b>	German Federal Ministry for Economic Cooperation and Development
<b>CANATURH</b>	Camara Nacional de Turismo de Honduras
<b>CDE</b>	Centro Desarrollo Económico
<b>CESCO</b>	Centro de Estudios y Control de Contaminación
<b>CESO</b>	Canadian Executive Service Organization
<b>CITES</b>	Convention on International Trade in Endangered Species of Wild Fauna and Flora
<b>COPECO</b>	Comisión Permanente de Contingencias
<b>CORAL</b>	Coral Reef Alliance
<b>CURLA</b>	Centro Universitario Regional del Litoral Atlántico
<b>ELAW</b>	Alianza Mundial de Derecho Ambiental
<b>ENCC</b>	Estrategia Nacional de Cambio Climático
<b>ENTS</b>	Estrategia Nacional de Turismo Sostenible
<b>FEPAlB</b>	Federación de Patronatos de las Islas de la Bahía
<b>GIZ</b>	Deutsche Gesellschaft für Internationale Zusammenarbeit
<b>GO BLUE</b>	Go Blue Bay Islands
<b>GSTC</b>	Global Sustainable Tourism Council
<b>GSTC-D</b>	Global Sustainable Tourism Council Destination Assessment
<b>GW</b>	George Washington University
<b>GW IITS</b>	George Washington University International Institute of Tourism Studies
<b>HRI</b>	Healthy Reefs Initiative
<b>ICF</b>	Instituto de Conservación Forestal
<b>IHAH</b>	Instituto Hondureño de Antropología e Historia
<b>IHT</b>	Instituto Hondureño de Turismo
<b>IPABESP</b>	Inclusion & Preservation of the Afrodescendent Black English-Speaking People

<b>INFOP</b>	Instituto Nacional de Formación Profesional
<b>NABIPLA</b>	Native Bay Islanders Laborers and Professionals Association
<b>MAR</b>	Mesoamerica
<b>NGO</b>	Non-Governmental Organization
<b>PNMIB</b>	Parque Nacional Marino de las Islas de la Bahía
<b>RCL</b>	Royal Caribbean Cruises Limited
<b>RDD</b>	Rapid Sustainable Destination Diagnostic
<b>RECO</b>	Roatan Electric Company
<b>RMP</b>	Roatan Marine Park
<b>RHI</b>	Reef Health Index
<b>RTB</b>	Roatan Tourism Bureau
<b>SICA</b>	Sistema de Integración Centroamericana
<b>SICCS</b>	Sistema Integral de Calidad y Sostenibilidad Centroamericano
<b>SINAGER</b>	Sistema Nacional de Gestión de Riesgos
<b>SINEIA</b>	Reglamento del Sistema Nacional de Evaluación de Impacto Ambiental
<b>SITCA</b>	Secretariat of Central American Tourism Integration
<b>UNWTO</b>	United Nations World Tourism Organization
<b>WWF</b>	World Wildlife Fund
<b>ZOLITUR</b>	Zona Libre Turística de Islas de la Bahía



## LIST OF TABLES

Table 1: Top 10 Roatan Attractions on TripAdvisor.....	17
Table 2: Top 10 Roatan Excursions on Cruise Critic.....	18
Table 3: GSTC Performance Levels and Associated Color Scheme.....	22
Table 4: Summary of GSTC Destination Sustainability Performance.....	22
Table 5: Average Scores for GSTC Destination Criteria in 2019.....	25
Table 6: Destination Sustainability Snapshot 2019.....	26
Table 7: Top 12 Issues Prioritized for Action (by GSTC Pillar).....	28
Table 8: Destination Management Priorities and Project Ideas.....	29
Table 9: Social and Economic Benefits Priorities and Project Ideas.....	30
Table 10: Natural and Cultural Asset Management Priorities and Project Ideas.....	31
Table 11: Environmental Sustainability Priorities and Project Ideas.....	32
Table 12: Summary of Migration Issues.....	34
Table 13: Improving Wastewater Management Project Details.....	36
Table 14: Cultural Heritage Protection and Preservation Project Details.....	39
Table 15: Supporting Local Products and Entrepreneurs Project Details.....	41
Table 16: Priority Regulations Project Details.....	43

## LIST OF FIGURES

Figure 1: Map of Roatan, Bay Islands, Honduras.....	11
Figure 2: Mandate, Goals, and Legal Structure of BIDMO.....	13
Figure 3: Organizational Structure of BIDMO.....	14
Figure 4: GSTC Destination Assessment Phases of Work.....	20
Figure 5: GSTC Destination Sustainability Performance by Pillar.....	23
Figure 6: Destination Sustainability Snapshot 2013.....	24
Figure 7: Destination Sustainability Snapshot 2019.....	26

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

# ROATAN, HONDURAS

## MAY 2019

### EXECUTIVE SUMMARY

White sand beaches and colorful coral reefs have made Roatan an increasingly popular destination. More than a million cruise ship passengers, scuba divers, and other visitors are drawn to the tropical island each year. Located just 36 miles from the northern coast of Honduras, this slice of Caribbean paradise feels like it's a million miles from the challenges that plague the mainland—most of them related to the fact that approximately 60% of the Honduran population lives in poverty.

Yet Roatan is confronting its own set of issues. The island's growing popularity has resulted in increased wastewater, pollution, and other environmental threats posed by the accelerated growth of tourism—let alone climate change, which is impacting coral reefs around the world. Nevertheless, Roatan's offshore reef remains one of the healthiest stretches of the Mesoamerican Reef system, the largest barrier reef in the Western Hemisphere. On the 2018 Mesoamerican Reef Report Card, Honduras scored 3.0 out of 5.0 (considered fair) on the Reef Health Index—the highest score in the Mesoamerican Reef ecoregion.

To help Roatan manage and plan for a sustainable future, the World Wildlife Fund (WWF), the Global Sustainable Tourism Council (GSTC), and the German Society for International Cooperation (GIZ) supported a destination sustainability assessment of Roatan, with funding from the German Federal Ministry for Economic Cooperation and Development (BMZ) and Royal Caribbean Cruises Ltd. (RCL). The assessment aims to provide tourism officials and community leaders in Roatan a comprehensive snapshot of the destination's current level of performance on internationally recognized criteria and indicators for sustainable destination management developed by the GSTC. The George Washington University International Institute of Tourism Studies (GW IITS) was contracted to lead the destination assessment and action planning process.

This effort builds on Roatan's long-standing commitment to destination stewardship. In 2013, Roatan completed its first destination assessment as part of the Sustainable Destinations Alliance of the Americas initiative with the support of RCL.

The 2019 destination assessment process brought together about 60 key stakeholders and leading organizations from local government, the private sector, and the NGO community to collectively evaluate Roatan's performance on four main pillars of sustainability: destination policy and planning, community involvement and benefits, management of cultural and natural assets, and environmental issues.

Roatan has made notable and commendable progress on key destination sustainability issues since its 2013 assessment. In 2013, the assessment revealed poor to no performance on 61% of the criteria evaluated. In contrast, the 2019 assessment showed poor to no performance on only 29% of the criteria—a 32% decrease in areas of risk.



Roatan's progress is largely attributed to the deliberate collaboration between the public sector, industry, and the NGO community, which was inspired by the 2013 assessment. In particular, Roatan is demonstrating good performance in these key areas:

- Tourism governance is improving with the establishment of a local destination management organization, Bay Islands Destination Management Organization (BIDMO).
- The environmental NGO community is sustaining efforts to reduce sewage runoff into the sea and enhance water quality, and these efforts are making a marked difference to destination sustainability.
- More than 50 tourism businesses are actively reducing their operating footprint through participation in several good practice programs.

The main findings of the destination assessment indicate that while Roatan is on a more sustainable path, there is considerable work yet to be done. Stakeholders took this call to action seriously by prioritizing four issues to focus on over the next few years and suggesting initiatives to address each issue. Each of the prioritized issues (outlined below) are considered crucial for Roatan's sustainability in the short and medium term.

1. Improve wastewater management by securing funding to build a new wastewater treatment system and advocating for new regulations that promote wastewater treatment in the Bay Islands.
2. Protect cultural heritage by developing a craft marketplace and culinary events that promote sustainable food options.
3. Create linkages between tourism and other key sectors such as agriculture and the creative industry by establishing a multi-sectoral linkages council.
4. Develop regulations that support sustainable tourism (in particular, land use planning and zoning), food safety, and licensing of tour operators and tour guides.

The Bay Islands Destination Management Organization (BIDMO) will serve as the main steward of the 2019 Roatan destination assessment and action plan. BIDMO will facilitate ongoing dialogue and collaboration among tourism and community leaders as well as international partners to bring the priority initiatives to fruition. As a nascent organization, BIDMO will need institutional strengthening and the broad support of local leaders and leading organizations to fulfill its important responsibility—coordinating stakeholders and fostering destination stewardship.

While this destination sustainability assessment and action plan will help to inform priorities and actions, Roatan should consider developing a comprehensive sustainable destination master plan. Such a plan would articulate a long-term vision for tourism development and outline holistic strategies for addressing the many risks identified, such as land use planning and zoning and wastewater management, by the destination assessment.

*Sustainability is a journey. Roatan's progress toward destination sustainability is commendable. The road ahead offers new opportunities for trailblazing and strengthening commitment to a more sustainable future.*

## INTRODUCTION

Tourism is a key pillar of Roatan's economy, as it is the leading port of call for cruise tourism in Honduras. Roatan's limited resources and the fragile relationship between the local economy, community well-being, and the environment, make it especially important to manage tourism carefully. Research indicates that small islands are particularly susceptible to negative impacts from inadequate destination management. Uncontrolled tourism development can threaten Roatan's natural and cultural assets and the well-being of the local community through overdevelopment, overcrowding, pollution, and homogenization of the tourism product.



While tourism has grown steadily and brought prosperity to the island, Roatan is now considered a maturing destination and is faced with a series of critical questions. How well is Roatan currently managing tourism and its impacts on the integrity of the resources essential to the industry? What policies and actions are needed to more effectively manage the destination, mitigate negative impacts, and ensure the destination's long-term health?

Roatan has been actively working to address these critical questions for the past eight years through a host of initiatives: for example, the Geotourism Stewardship Council has sustained a voluntary good practices program for hotels and tour operators, known as Go Blue Bay Islands. Roatan also conducted a baseline destination sustainability assessment in 2013, which identified high-priority destination risks and recommended quick-win initiatives for addressing them. These three projects were agreed on as the highest priority for the 2013 action plan:

- Establishment of a Destination Management Organization (DMO) for the Bay Islands;
- Establishment of a permanent Community Cultural Marketplace for the promotion and transfer of local, traditional, and cultural knowledge; and
- Development of a destination-level action plan for improved management of solid waste and freshwater resources.

Key stakeholder groups, including NGOs and the private sector in Roatan, have worked diligently to implement these initiatives—for instance, by training tour guides and establishing BIDMO—as outlined in the 2013–2015 Destination Sustainability Action Plan.

In this context, and to help advance Roatan's strategic objective of pursuing balanced and sustainable tourism development, the GW IITS, in partnership with the WWF and GSTC, assessed Roatan's compliance with the GSTC-D using GSTC's internationally recognized destination-level criteria and indicators, with supplemental indicators reflecting WWF's Marine and Coastal Tourism Strategy. The assessment took place from November 2018 through April 2019 and builds on previous research, studies, and initiatives that were designed to assess and improve the sustainability of the tourism sector on the island. In particular, it updates the 2013 destination assessment of Roatan completed as part of the Sustainable Destinations Alliance of the Americas initiative with the support of RCL.

The overarching objective of this initiative is to assess Roatan's current and future capacity to sustain tourism over the long term. The holistic and participatory GSTC-D Assessment addresses the following top-line questions:

- What are the main achievements and challenges since the 2013 destination assessment?
- How compliant is Roatan today with internationally recognized indicators for sustainable destination management and integrated coastal and marine resource management?
- What current good practices and key initiatives are improving Roatan's environmental, social, and economic sustainability, and what high-priority destination risks are undermining sustainability?

- What are the implications of risks for the visitor, resident, and business community experience?
- Of the risks identified, which do Roatan stakeholders prioritize as most urgent and important?
- What practical actions and initiatives can address the high-priority risks identified?

The GSTC Destination Criteria and Indicators (see Annex B) facilitate systematic assessment of destinations and help determine the steps needed to meet internationally recognized good practices to improve destination management. The criteria cover the four main categories of destination sustainability:

- Sustainable destination management and governance
- Economic benefits to the local host community
- Protection of cultural heritage, community, and visitor well-being
- Environment protection and conservation

The GSTC-D assessment is not a certification program, but it is widely recognized as a critical tool for helping destinations improve their sustainable practices and prepare them, should they choose, to undertake certification by a GSTC-accredited destination certification program. For the assessment of the island of Roatan, the GSTC Criteria and indicators were edited and expanded to capture WWF's Marine and Coastal Tourism Strategy Priorities for 2013–2020. These include four strategic approaches:

- Smart coastal planning and zoning
- Support for marine protected areas (MPAs) and key species
- Promotion of alternative livelihoods in tourism or businesses in the tourism supply chain
- Adoption of sustainability standards and certifications for tourism businesses and destinations

This report presents Roatan's GSTC Destination Assessment and Action Plan for sustainable destination management.



# OVERVIEW OF TOURISM IN ROATAN

## A. Geography and Tourism Statistics

The Bay Islands archipelago is located 36 miles off the north coast of Honduras and consists of three idyllic islands: from east to west, Guanaja, Roatan, and Utila. Roatan is the largest and most developed of the Bay Islands at about 64 km (40 mi) long and less than 8 km (5 mi) wide. Roatan forms the southernmost part of the Mesoamerican Barrier Reef System, the longest reef in the Western Hemisphere. The island is surrounded by spectacular reefs with abundant marine life that make it a world-class destination for scuba diving, snorkeling, and fishing, attracting many thousands of visitors to its shores each year.

Figure 1: Map of Roatan, Bay Islands, Honduras



Source: Roatan Life Real Estate

The number of tourists visiting Roatan has grown significantly over the last two decades. The majority of this growth is due to the increasing presence and influence of cruise tourism in Roatan, which is the fastest growing tourism segment on the island. According to ZOLITUR, a quasi-governmental agency that manages the Bay Islands Tourism Free Zone and maintains the Bay Islands official tourism database, Roatan received about 1.27 million cruise passengers and 448,000 cruise ship crew members in 2018. Cruise arrivals in 2018 were 14.7% higher than 2015 figures. The majority of tourism development is focused in the west end of the island convenient to the major cruise ports and the island's only airport, Juan Manuel Gálvez International Airport.

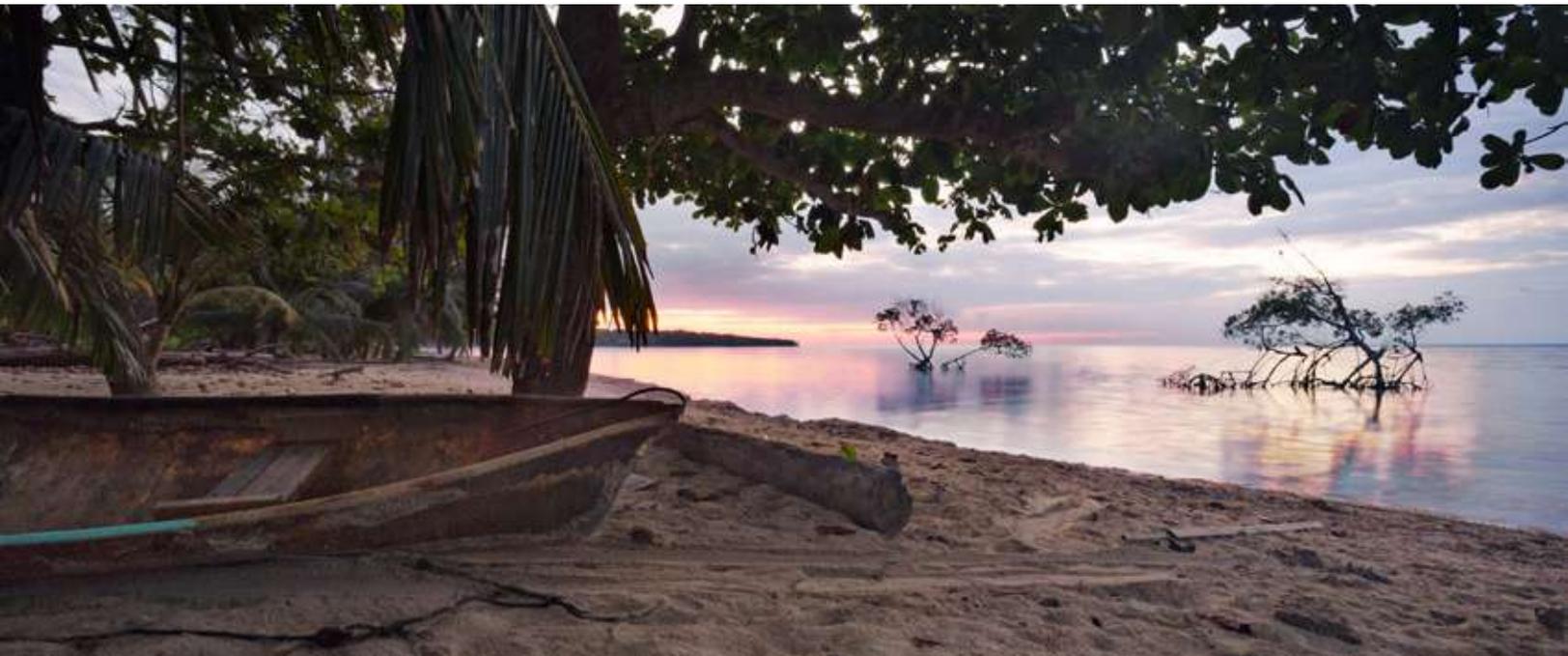
According to the airport's official passenger traffic records, Roatan received 213,198 arrivals through the airport in 2018, of which approximately 48% were national arrivals (i.e., visitors from mainland Honduras) and 52% were international. These numbers indicate that while a considerable number of visitors do come to Roatan by air, the vast majority come by sea.

The island is home to two cruise ports—Mahogany Bay, which is owned and operated by Carnival Cruise Lines, and Port of Roatan, which is partially owned by RCL and receives Royal Caribbean, Norwegian, and Celebrity cruise ships. Mahogany Bay received more than 658,000 cruise ship passengers and nearly 222,000 crew members in 2018, whereas the Port of Roatan received about 611,500 passengers and more than 226,000 crew members.

Tourism also accounted for 15% of the nation's GDP in 2017. Visitor spending data is not yet available at the destination level for Roatan, but the Florida-Caribbean Cruise Association's *Economic Contribution of Cruise Tourism to the Destination Economies 2017/2018* report, produced in partnership with the Business Research and Economic Advisors, estimates per cruise passenger spending. Based on their annual survey, the average per passenger spending in Roatan was US\$212.45, and the majority (78%) of onshore expenditures were concentrated in four categories: shore excursions, clothing, food and beverages, and local crafts.

According to the tourism database maintained by ZOLITUR, as of 2018 there are 16 registered tour operators, 49 dive shops, and 154 restaurants in Roatan. There are a total of 112 hotels with 2,820 rooms on the island. During peak season, these hotels experience an average 70% occupancy rate; during the low season, occupancy drops to about 45%. The average daily rate across the hotels is US\$62. Although BIDMO does collect employment data on the tourism sector, this information is not shared publicly and therefore was not included in this report.

According to the most recent data available from the Honduran Tourism Institute (IHT), in 2016 Roatan received more than 1 million cruise ship visitors and about 200,000 overnight visitors, which accounted for 54% of the 2.2 million annual international arrivals to Honduras that year. Based on the available figures, it is evident that Roatan generates a significant share of the overall contribution of tourism to the nation's GDP. The sustainable growth of tourism in Roatan is important not only for the island's prosperity but also the national economy.



<sup>1</sup> <https://Roatantourismbureau.com/Roatan-island>

<sup>2</sup> <https://Roatan.online/honduras/>

<sup>3</sup> <https://Roatantourismbureau.com/Roatan-island>

<sup>4</sup> <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/honduras2018.pdf>

<sup>5</sup> <https://www.f-cca.com/downloads/Caribbean-Cruise-Analysis-2018-Vol-II.pdf>

<sup>6</sup> <https://roatan.online/honduras/>

## B. Destination Management and Governance

In 2006, the islands of Guanaja, Utila, and Roatan were designated as a free economic zone to stimulate foreign investment and boost tourism. This move was intended to diversify the Bay Islands' economies, which were traditionally based on fisheries. ZOLITUR, a quasi-governmental agency, was established to oversee the Bay Islands Tourism Free Zone. As part of its mandate, ZOLITUR re-invests a portion of the revenues and taxes collected into community and tourism infrastructure projects.

One of the major priorities identified in the 2013 destination sustainability diagnostic was the need for Roatan to establish a local destination management organization. BIDMO was established in early 2018 and is funded by ZOLITUR. Currently, ZOLITUR is incubating BIDMO, which should complete registration as an independent organization in 2019. BIDMO is expected to remain within ZOLITUR throughout 2019 to continue to strengthen institutionally. The organization currently receives a stable revenue stream from existing taxation schemes, with important funding to cover core costs provided by ZOLITUR and some ongoing financial support from the IHT. BIDMO also generates revenue by organizing special events and offering visitor center services. The donor community provides some funding for flagship initiatives as well. BIDMO's mandate, goals, and legal structure are shown in Figure 2.

Figure 2: Mandate, Goals, and Legal Structure of BIDMO

<b>Mandate</b>	A platform of collaboration to foster sustainable tourism development by way of integrated planning, strategic management, and marketing of the Bay Islands while promoting social, economic, environmental, and cultural well-being for its communi-
<b>Legal Structure</b>	Independent Non-Governmental Development Organization (NGDO) constituted as a private civil association of public interest, apolitical, and non-profit group.
<b>Goals</b>	<ul style="list-style-type: none"> <li>• Sustainable Destination Management Leadership</li> <li>• Collaborative Destination Marketing</li> <li>• Quality Assurance in Tourism Services</li> <li>• Increase Market Share-New Markets</li> </ul>

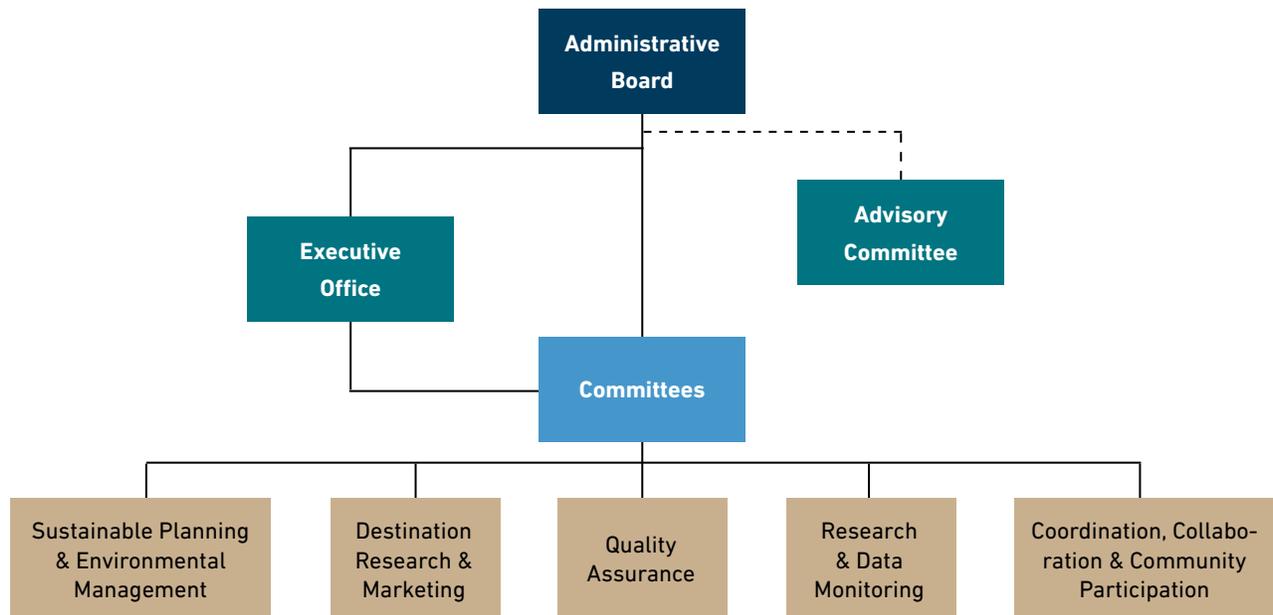
Source: Presentation made by Syntia Solomon, BIDMO, March 2019.

**Currently, BIDMO is spearheading several initiatives:**

1. Implementing the destination’s plan. BIDMO will be the main steward of the 2019 GSTC Destination Assessment and Action Plan.
2. Collecting statistics such as arrivals, visitor satisfaction, and hotel occupancy. This program is being implemented as part of the Tourism and Climate Change Observatory for the Atlantida and Bay Islands. This observatory forms part of the UNWTO’s global network of observatories. The IHT is a partner party in the observatory. So far, the observatory has provided training but is not collecting data in the field.
3. Enhancing the quality of services. BIDMO is providing language training for service providers.
4. Supporting local enterprises. The Roatan, Utila, and Guanaja Artisans Project has trained artisans to develop authentic products (e.g., seeds, coconut, embroidery) and operate their micro-enterprises.
5. Promoting the adoption of sustainable practices by tourism businesses. BIDMO is implementing two key sustainability programs: Biodiversity Check, funded by GIZ, and Go Blue Bay Islands, in partnership with the Coral Reef Alliance (CORAL). Both are voluntary good practices programs for tourism businesses, not certification programs. To date, five hotels are participating in the Biodiversity Check program and more than 40 business are participating in Go Blue.

BIDMO is governed by a Board of Directors that consists of a president, secretary, and treasurer. Ad hoc committees, also known as mesas de trabajo, are established to help guide BIDMO’s major initiatives, and their responsibilities are in line with the GSTC-D Criteria. The diagram below illustrates BIDMO’s organizational structure and notes each of its committees and their focus areas. These committees will grow to include sub-committees in the future.

Figure 3: Organizational Structure of BIDMO



Source: Presentation made by Syntia Solomon, BIDMO, March 2019

The founding members of BIDMO were CORAL and the Bay Islands Tourism Bureau (BITB), which is also known as the Bay Islands chapter of the Honduras National Tourism Chamber (CANATURH). BITB serves as the tourism bureau promoting the entire Bay Islands region. It is a member-based organization that provides destination information to visitors through several channels, including its website, go2Roatan.com, brochures and maps at the airport, and other promotional material.

The Roatan Tourism Bureau (RTB) is a private NGO that serves as the destination marketing organization. It aims to encourage and promote the vitality and growth of Roatan’s tourism industry, both domestically and internationally. RTB is actively involved in sales and advertising at the destination level as well as the development of nature-based, historical, and cultural tourism throughout the island.

## C. Tourism Products and Attractions

Roatan's rich history, unique cultural heritage, and spectacular marine environment have helped to position it as Honduras's premier tourism destination. The people of Roatan recognize the importance of the island's natural and cultural heritage and are taking important steps to protect and maintain it. The government of Honduras established the Bay Islands National Marine Park to protect critical ecosystems on the islands of Guanaja, Roatan, and Utila. This national park regulates activities and development from the high-tide coastal line to twelve miles offshore. Its network of marine protection zones is co-managed by the Bay Islands Conservation Association (BICA), Roatan Marine Park (RMP), Institute of Forest Conservation (ICF), ZOLITUR, Ministry of Natural Resources and the Environment (MI AMBIENTE), IHT, Center for Marine Studies (CEM), Municipality of Roatan, and Municipality of Jose Santos Guardiola.

In Roatan, two Special Marine Protection Zones form part of the Bay Islands National Marine Park: the Sandy Bay–West End Special Marine Protection Zone and the Santa Elena–Barbareta Special Marine Protection Zone, which includes the Restricted Zone Mud Hole and two Restricted Fishing Zones—Coco View–Caribbean Point and Calabash Bight–New Port Royal. Roatan's third protected area is the Port Royal National Park, which is the island's only terrestrial protected area. Recently, the government declared the Cordelia Banks the first national site of importance for wildlife. This is a group of three coral banks situated south of Roatan between the two cruise ship ports. The Cordelia Banks are of significant ecological value, as they are home to the highest percentage of live coral in the Caribbean. The RMP and BICA partner with CORAL and the Healthy Reefs Initiative (HRI), among other international and regional NGOs, to conduct ongoing reef monitoring activities. This group of NGOs has been actively involved in and committed to initiatives supporting the development of sustainable tourism throughout the island, and is continuously striving for better monitoring and enforcement to protect its natural beauty.

Currently, the majority of Roatan's tourism product is nature-based. Coastal marine activities are the most popular among visitors and include scuba diving, snorkeling, fishing, and other leisure and recreational activities along the beaches of Roatan. Most if not all of Roatan's major tourist attractions, accommodations, and developments are located on the west side of the island, primarily around West Bay and West End. There are plans for additional development of the hotels in West Bay, which poses serious threats to the natural tourism product in the area without sustainable planning and infrastructure to support this growth. There is potential to develop attractions and experiences in some of the less visited areas, especially in the largely untapped eastern side of the island, to relieve pressure in the western side.

To understand visitor satisfaction with experiences at popular tourism sites and attractions, a rapid review of visitor ratings appearing on the online platforms TripAdvisor and Cruise Critic was conducted in November 2018 as a precursor to the destination assessment. Tables 3 and 4 show the quantity and quality of ratings of attractions, sites, and tourism activities in Roatan. The order of the tourism attractions and excursions in these lists reflects the ranked order shown on each platform at the time of the online assessment. TripAdvisor ranks these "things to do" using TripAdvisor data on reviews, ratings, photos, and popularity. Cruise Critic ranks these "shore excursions" using Cruise Critic data on both the number of reviews and their ratings. The tourism categories in each table are from the category labels used on the TripAdvisor platform. The majority of these attractions fall within the outdoor and water activities categories, and most would be considered natural sites and parks. Both platforms utilize the same 5-point scale for their ratings: 1 = Terrible; 2 = Poor; 3 = Average; 4 = Very Good; and 5 = Excellent.

<sup>7</sup> "ley especial de las áreas protegidas de las islas de la bahía." <https://www.tsc.gob.hn/biblioteca/index.php/leyes/383-ley-especial-de-las-areas-protegidas-de-las-islas-de-la-bahia>. Accessed 12 Feb. 2019.

<sup>8</sup> "banco cordelia – Reef Resilience." <http://www.reefresilience.org/wp-content/uploads/Ficha-Tecnica-Banco-Cordelia-FINAL.pdf>. Accessed 12 Feb. 2019.



## TripAdvisor Analysis

An assessment of the “Top Things to Do in Roatan” on TripAdvisor was conducted in November 2018. The results are presented in Table 1 in the order they were presented on TripAdvisor.

Table 1: Top 10 Roatan Attractions on TripAdvisor

Name of Attraction	Total Number of Reviews	Rating (on a 5-point Scale)	Tourism Categories
1. West Bay Beach	2,895	4.5	Outdoor Activities, Nature & Parks, Beaches
2. Dolphin Encounter	232	4.5	Outdoor Activities, Boat Tours & Water Sports, Tours, Swim with Dolphins
3. Maya Key	470	4.5	Outdoor Activities, Nature & Parks, Beaches
4. Half Moon Bay	204	4.5	Outdoor Activities, Bodies of Water
5. Tabyana Beach	727	4.5	Outdoor Activities, Nature & Parks, Beaches
6. Gumbalina Park	1,184	4.5	Nature & Parks
7. Blue Harbor Tropical Arboretum	133	5.0	Nature & Parks, Nature & Wildlife Areas, Gardens
8. Carambola Botanical Gardens & Trails	277	4.5	Nature & Parks, Gardens
9. Shawn Jackson Gallery	60	5.0	Museums, Shopping, Art Galleries
10. Arch's Iguana and Marine Park	492	4.0	Sights & Landmarks, Farms

<sup>9</sup> [https://www.tripadvisor.com/Attractions-g292019-Activities-Roatan\\_Bay\\_Islands.html#ATTRACTION\\_SORT\\_WRAPPER](https://www.tripadvisor.com/Attractions-g292019-Activities-Roatan_Bay_Islands.html#ATTRACTION_SORT_WRAPPER)

## Cruise Critic Analysis

An assessment of the “Things to Do in Roatan Cruise Port” on Cruise Critic was conducted in November 2018. The results are outlined in Table 2 in the order they were presented on Cruise Critic.

Table 2: Top 10 Roatan Excursions on Cruise Critic

Name of Attraction	Total Number of Reviews	Rating (on a 5-point Scale)	Tourism Categories
1. Beach Day	362	4.0	Outdoor Activities, Nature & Parks, Beaches
2. Snorkeling	244	4.5	Outdoor Activities, Boat Tours & Water Sports, Tours, Nature Parks
3. Island Tour	219	4.0	Outdoor Activities, Nature & Parks, Beaches
4. Zipline Adventure	166	4.0	Tours, Outdoor Activities, Zipline & Aerial Adventure Parks
5. Gumbalimba Park	146	4.0	Nature & Parks
6. Little French Key	69	5.0	Outdoor Activities, Nature & Parks, Beaches
7. Swimming with Dolphins	45	4.5	Outdoor Activities, Boat Tours & Water Sports, Tours, Swim with Dolphins
8. Scuba Diving	39	4.0	Outdoor Activities, Boat Tours & Water Sports, Tours, Nature & Parks
9. Glass Bottom Boat	33	4.0	Outdoor Activities, Nature & Parks, Beaches, Tours
10. Boss Underwater Adventure	32	4.0	Outdoor Activities, Boat Tours & Water Sports, Tours, Nature & Parks

<sup>10</sup> <https://www.cruisecritic.com/memberreviews/shore-excursions/port/156/>

These results confirm that the majority of Roatan's attractions capitalize on its natural resources by providing access to outdoor adventure, nature and parks, wildlife viewing, and water activities. In general, visitors are very satisfied with their experiences in Roatan's top attractions.

Today Roatan's tourism product does not integrate the island's cultural assets. This gap presents an opportunity to diversify Roatan's product to be more representative of its rich culture, and thereby involve and benefit native islanders more fully.

Many reviewers discussed the clean white sand, clear blue water, and fantastic snorkeling spots from Roatan's beautiful beaches, but also note a large number of vendors and overcrowding that can occur, especially on cruise ship days. Overcrowding and its impacts on the visitor experience will need to be monitored more closely by BIDMO in collaboration with attraction and site managers.

Another recurring comment made by reviewers is that they had limited time in the Port of Roatan and were specifically looking for excursions near the cruise port. This finding confirms local stakeholders' feedback that the majority of tourists who come in on cruise ships for the day do not venture far from the cruise ports to find sites of interest and activities. Opportunities may exist to offer new cultural tours and experiences in the communities nearest to the docking facilities.



# ASSESSMENT METHODOLOGY

The destination assessment and action plan consisted of four main phases of work, summarized in Figure 4.

Figure 4: GSTC Destination Assessment Phases of Work



The first phase of the assessment established the place-based circumstances of the destination relevant to the GSTC-D Criteria and indicators as well as the WWF Marine and Coastal Tourism Strategy indicators. This provided a preliminary understanding of the sustainability and competitiveness challenges faced by the destination. Using GSTC stakeholder and policy mapping tools, the GW IITS team worked with the appointed Destination Liaisons from local government, key local organizations, and WWF-Guatemala/Mesoamerica to identify key stakeholders and documents needed to verify application of the GSTC-D Criteria and indicators in Roatan.

Furthermore, the GW team worked with GSTC to deploy a concise desktop survey designed to assess the progress toward priorities identified in the 2013 destination assessment, and identify challenges encountered. The Destination Liaison, Syntia Solomon, President of BIDMO, completed the survey on behalf of the destination.

The second phase of work consisted of engaging local stakeholders to validate the situation analysis and fill information gaps. Over a period of five days (January 7–11, 2019), the GW IITS assessor facilitated targeted informational interviews, site visits and focus group meetings with key leaders and leading organizations from the public sector, private sector, NGO community, and civil society to gather any missing evidence and documentation about Roatan's compliance with the GSTC-D Criteria and indicators. Additional key objectives of these meetings were to introduce the project and its process, and to enhance awareness of the importance of sustainable destination management. On the final day, the Assessor organized a closing workshop to share preliminary findings and obtain feedback from stakeholders and project partners. About 60 stakeholders participated across these on-site consultations and workshops, representing over 40 different organizations or institutions. A complete list of these participants can be found in Annex C.

Stakeholders who participated in these on-site meetings and workshops were convened for a collaborative action plan development workshop on March 4, 2019. The Assessor worked with local tourism and community leaders to prioritize issues identified from the destination assessment process and develop practical actions and initiatives to address high-priority issues. About 25 participants worked in small groups to develop clear actions, tasks, timelines, and resources needed for progress toward a more sustainable and competitive tourism sector.

The GW team drafted the GSTC Destination Assessment and Action Plan for Roatan based on the information obtained from stakeholder consultations and desktop research findings, with feedback from WWF-Guatemala/Mesoamerica, WWF-US, GSTC, key destination stakeholders, and other project partners. The insights and outcomes from the desktop research, on-site assessment, and action planning session are included in this report.



Yellow t-shirt with a parrot graphic  
Pink t-shirt with a colorful graphic  
Red t-shirt with a graphic

Purple tank top with "BOATAY" text  
Cyan tank top with a graphic

Small green signs with text, possibly "KAYAKING" and "BOATAY"

Colorful patterned textiles, including a red and white striped shawl and a blue and white patterned shawl

# SUMMARY OF KEY FINDINGS

To determine the level of compliance with each of the GSTC-D Criteria and indicators, the GW team analyzed the assessment results using the performance levels shown in Table 3. This table provides a summary of Roatan's level of performance on GSTC-D indicators, categorized and color-coded using a modified traffic light scheme.

Of the 118 indicators analyzed, 14 (12%) were rated "green," 42 (36%) were rated "yellow," 18 (15%) were rated "pink," and 44 (37%) were rated "red." Indicators marked in red or pink represent gaps or risks to the sustainable management of the destination.

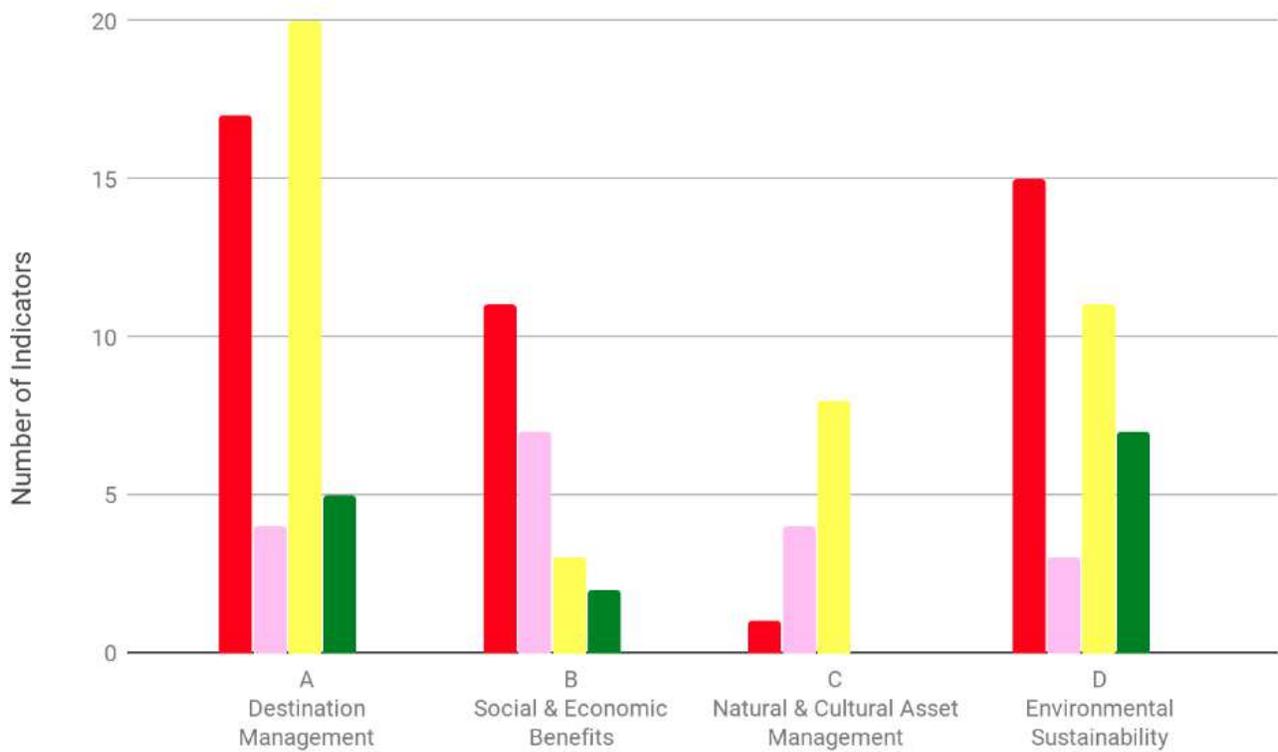
Table 3: GSTC Performance Levels and Associated Color Scheme

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

Table 4: Summary of GSTC Destination Sustainability Performance

GSTC Sections	A	B	C	D	Total Number of Indicators by Color
	Destination Management	Social & Economic Benefits	Natural & Cultural Asset Management	Environmental Sustainability	
Total Indicators Scored Green	5	2	0	7	14
Total Indicators Scored Yellow	20	3	8	11	42
Total Indicators Scored Pink	4	7	4	3	18
Total Indicators Scored Red	17	11	1	15	44
Total Indicators N/A	0	0	0	0	0
Total Number of Indicators by Section	46	23	13	36	118

Figure 5: GSTC Destination Sustainability Performance by Pillar



The 2019 results show significant improvement in the priority areas identified by the 2013 baseline assessment, especially destination management and environmental sustainability. However, there is still room for considerable improvement, especially in the areas of social and economic benefits and natural and cultural asset management.

Full assessment results, including stakeholder and assessor comments for each of the GSTC-D indicators, can be found in the Completed Assessment Matrix (see Annex D).

## A. Comparison of 2013 and 2019 Destination Assessment Findings

The following snapshot presents an overview of the results from the 2013 Rapid Sustainable Destination Diagnostic (RDD). This baseline assessment of Roatan's performance was led by Sustainable Travel International (STI) and based on the 23 sub-themes of their RDD tool, which are measured by 84 internationally recognized indicators for sustainable destination management. Similar to the GSTC-D Criteria and indicators, the RDD tool is designed to facilitate rapid evaluation of four key themes of sustainable destination management:

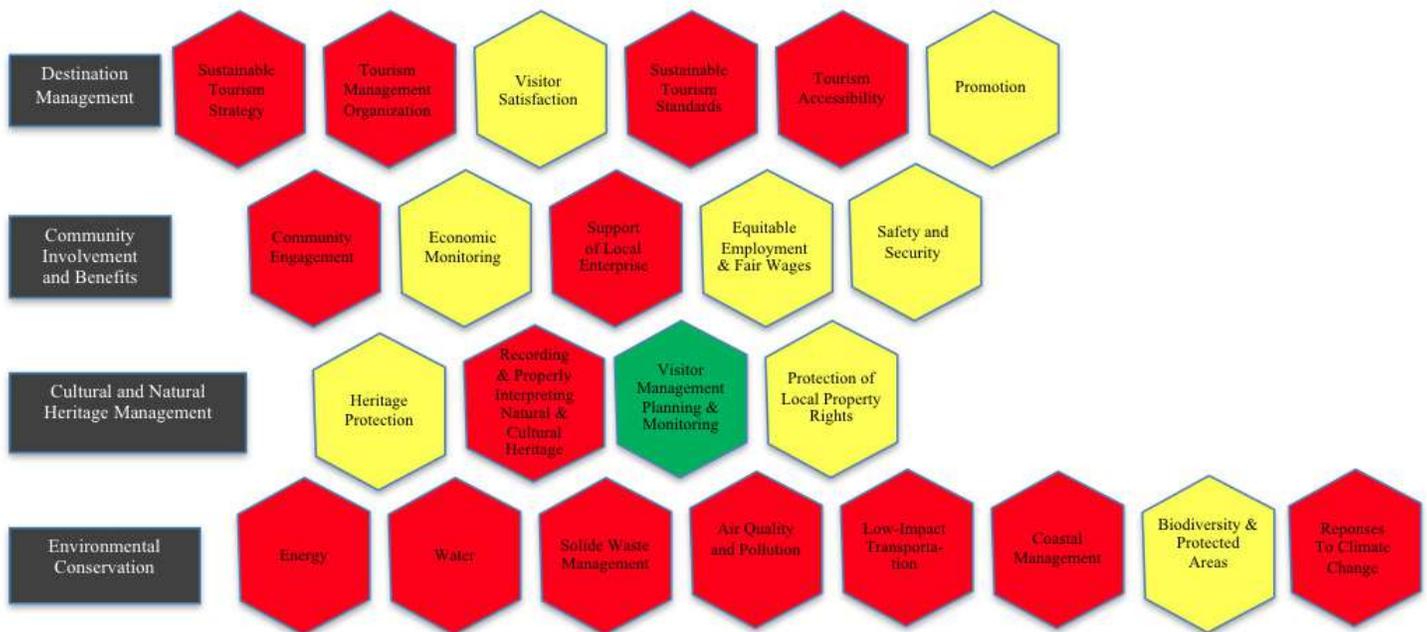
Destination management, planning, and policies

1. Community involvement and benefits
2. Cultural and natural heritage management
3. Environmental conservation

**Each of the 84 indicators is evaluated using a traffic light system:**

- Green = documentation and evidence of implementation and improving trends exist
- Yellow = documentation and evidence of implementation exist
- Red = no documentation exists
- Gray = N/A (not applicable to the destination)

Figure 6: Destination Sustainability Snapshot 2013



As can be seen from the snapshot (Figure 6), red is the dominant color (14 of the 23 sub-themes, or 61%), followed by yellow (8 sub-themes, 35%) and green (1 sub-theme, which represents 4%). Local stakeholders brainstormed projects to address some of the major risks to sustainable tourism development. In the resulting action plan, they agreed on the following three quick-win projects as the most urgent implementation priorities over the next 12 to 18 months:

1. Establishment of a Destination Management Organization for the Bay Islands
2. Establishment of a permanent Community Cultural Marketplace for promotion and transfer of local, traditional, and cultural knowledge
3. Development of a destination-level action plan for improved management of solid waste and freshwater resources

Table 5 presents an overview of the results from the 2019 GSTC Destination Assessment. This second assessment of Roatan's performance was led by the GW IITS team and based on the official GSTC Criteria for Destinations and assessment methodology as well as indicators reflecting WWF's Marine and Coastal Tourism Strategy. While this blended framework assesses the same four key themes of sustainable destination management as the RDD tool, the GSTC Assessment contains a larger number of criteria and indicators for a more comprehensive analysis of the destination. In total, this assessment framework includes 42 criteria (or sub-themes) measured by 118 indicators.

The GSTC Assessment methodology also uses a different scoring system than the RDD tool. To provide a more direct comparison and a better measure of progress between the 2013 and 2019 assessments, the GW IITS translated the GSTC scoring system (shown in Table 3) into a more traditional traffic light system with the following scoring methodology:

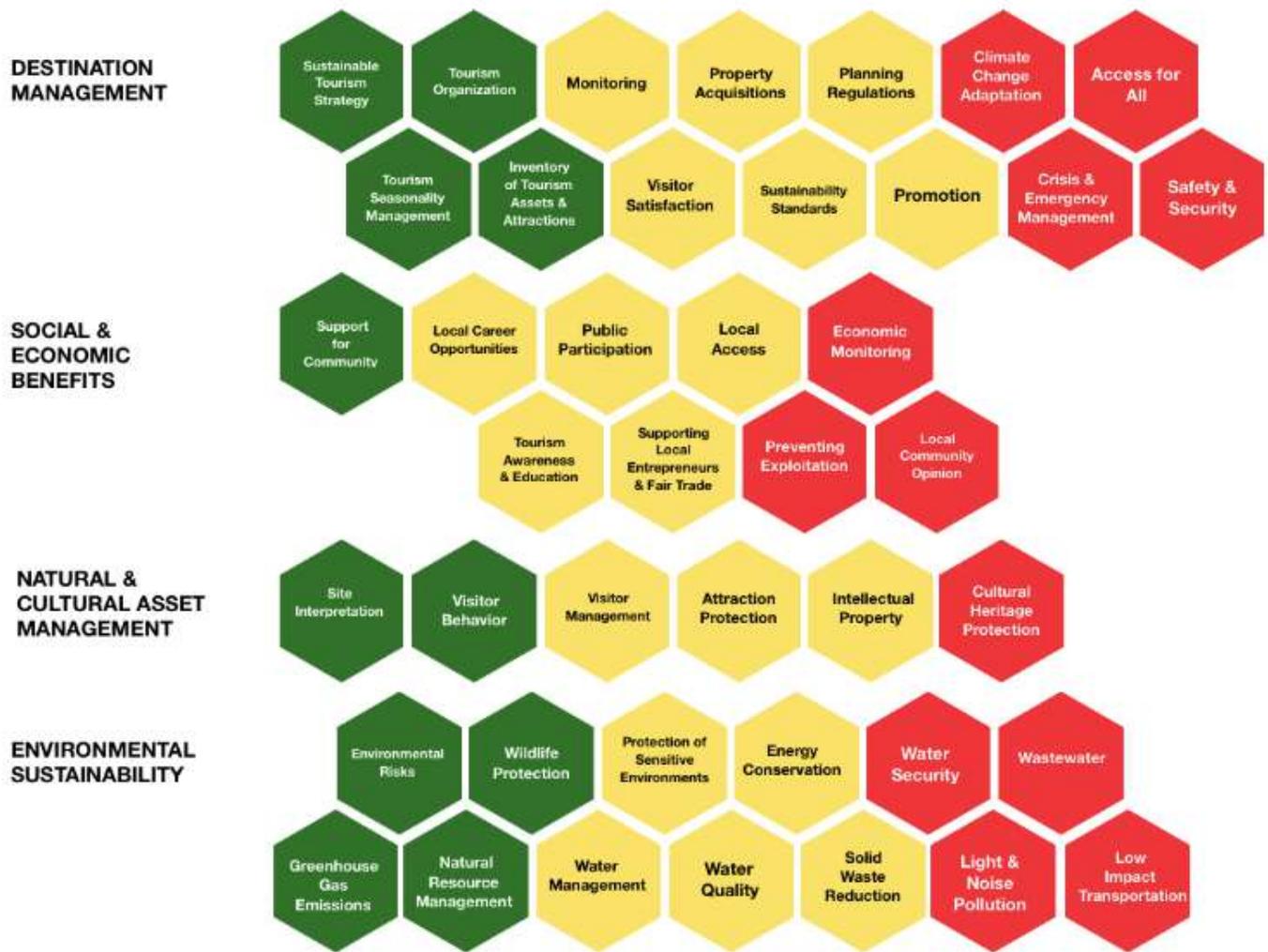
- Green = Good Performance (score of 2.0 or above)
- Yellow = Needs Improvement (score of 1.0 to 1.9)
- Red = Areas of Risk (score below 1.0)
- Gray = N/A (not applicable to the destination)

Table 5 shows all 42 criteria and their average scores based on their associated indicators.

Table 5: Average Scores for GSTC Destination Criteria in 2019

CRITERIA NUMBER	CRITERIA NAME	SCORE
A1	Sustainable Destination Strategy	2.75
A2	Destination Management Organization	2.20
A3	Monitoring	1.33
A4	Tourism Seasonality Management	2.00
A5	Climate Change Adaptation	0.67
A6	Inventory of Tourism Assests & Attractions	2.00
A7	Planning Regulations	1.75
A8	Access for All	0.00
A9	Property Acquisitions	1.00
A10	Visitor Satisfaction	1.00
A11	Sustainability Standards	1.75
A12	Safety & Security	0.60
A13	Crisis & Emergency Management	0.00
A14	Promotion	1.33
B1	Economic Monitoring	0.50
B2	Local Career Opportunities	1.00
B3	Public Participation	1.00
B4	Local Community Opinion	0.00
B5	Local Access	1.00
B6	Tourism Awareness & Education	1.00
B7	Preventing Exploitation	0.00
B8	Support Community	3.00
B9	Supporting Entrepreneurs & Fair Trade	1.25
C1	Attraction Protection	1.50
C2	Visitor Management	1.00
C3	Visitor Behavior	2.00
C4	Cultural Heritage Protection	0.50
C5	Site Interpretation	2.00
C6	Intellectual Property	1.00
D1	Envirtonmental Risks	3.00
D2	Protection of Sensitive Environments	1.33
D3	Wildlife Protection	2.00
D4	Greenhouse Gas Emissions	2.00
D5	Energy Conservation	1.50
D6	Water Management	1.00
D7	Water Security	0.00
D8	Water Quality	1.33
D9	Wastewater	0.25
D10	Solid Waste Reduction	1.00
D11	Light & Noise Pollution	0.00
D12	Low-Impact Transportation	0.00
D13	Natural Resource Management	2.50

Figure 7: Destination Sustainability Snapshot 2019



In the 2019 snapshot, yellow is now the dominant color (19 of the 42 criteria, or 45%), followed by red (12 criteria, or 29%) and green (11 criteria, or 26%).

Table 6 provides a side-by-side comparison of performance in 2013 and 2019, showing progress at the criteria (or sub-theme) level.

Table 6: Destination Sustainability Snapshot 2019

Performance Level	2013 Results	2019 Results
Good Performance	4%	26%
Needs Improvement	35%	45%
Areas of Risk	61%	29%

As this table illustrates, Roatan has made substantial positive progress since the 2013 assessment. The establishment of the local destination management organization, BIDMO, and the efforts of conservation NGOs were key drivers of progress on critical destination management issues.



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## B. Priorities

Table 7 shows the twelve key sustainability topics prioritized by local tourism and community leaders during the Action Plan Development Workshop held in Roatan on March 4, 2019.

Participants were split into small groups based on the four GSTC pillars of sustainability and were asked to identify the three highest-priority areas in need of improvement for their respective section. All of the prioritized topics were rated red or yellow (with scores ranging from 0 to 1.9) and are crucial for Roatan's sustainability in the short and medium term. The corresponding GSTC-D Criteria for each topic are listed in parentheses after the title.

Table 7: Top 12 Issues Prioritized for Action (by GSTC Pillar)

GSTC Pillar	Top 3 Issues Prioritized
Destination Management	<ol style="list-style-type: none"> <li>1. Planning Regulations (A7)</li> <li>2. Crisis &amp; Emergency Management (A13)</li> <li>3. Promotion (A14)</li> </ol>
Social & Economic Benefits	<ol style="list-style-type: none"> <li>1. Local Career Opportunities (B2)</li> <li>2. Tourism Awareness &amp; Education (B6)</li> <li>3. Support for Local Entrepreneurs &amp; 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. Cultural Heritage Protection (C4)</li> </ol>
Environmental Sustainability	<ol style="list-style-type: none"> <li>1. Water Security (D7)</li> <li>2. Wastewater (D9)</li> <li>3. Solid Waste Reduction (D10)</li> </ol>

These twelve priority issues are further detailed in Tables 8–11. Each table is organized by sustainability pillar, and includes objectives that describe the specific changes envisioned, project ideas that can help address issues, and the total number of votes workshop participants gave to each project idea. The four most popular ideas (i.e., those that received the most votes) were selected for inclusion in the action plan.

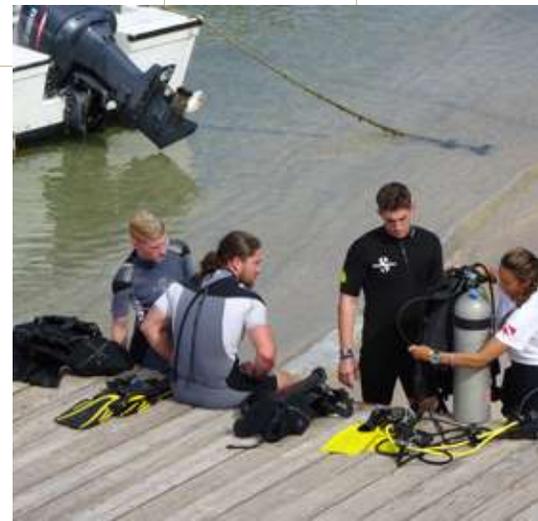


## Section A: Destination Management

An assessment of the “Things to Do in Roatan Cruise Port” on Cruise Critic was conducted in November 2018. The results are outlined in Table 2 in the order they were presented on Cruise Critic.

Table 8: Destination Management Priorities and Project Ideas

Priority Issues	Objectives	Project Ideas	Votes
Planning Regulations (A7)	<p>Establish regulations that are enforced consistently.</p> <p>Advocate for the approval of the draft land use zoning regulation that is stalled.</p>	<p>Zoning Regulations (A7)</p> <ul style="list-style-type: none"> <li>Lobby for a more sustainable zoning &amp; development plan</li> <li>Development plans at the urban and municipal level based on Bay Islands land use plan</li> </ul> <p>Food Safety Regulation (A12)</p> <ul style="list-style-type: none"> <li>Develop and implement food safety guidelines and regulations at the municipal level</li> </ul> <p>Tour Guides and Operators Regulations (C3)</p> <ul style="list-style-type: none"> <li>Benchmark operational practices</li> <li>Develop licensing and training program based on regional models</li> </ul>	9
Crisis and Emergency Management (A13)	<p>Prepare the island to respond to and recover from natural and/or human-caused disasters.</p>	<ul style="list-style-type: none"> <li>Develop a Crisis Management Plan for tourism</li> <li>Develop a communication plan for crises and emergencies</li> </ul>	5
Promotion (A14)	<p>Develop a compelling brand and launch an integrated marketing campaign.</p>	<p>Social Media</p> <ul style="list-style-type: none"> <li>Facebook and Instagram: posts of destination, events, testimonials, videos; Facebook Recommendations; Facebook and Instagram Live</li> <li>Twitter: tweets to visitors upon arrival; tweet pics, tips, events, etc.</li> <li>YouTube: YouTube channel; videos of events, cultural interests, testimonials, etc.</li> </ul> <p>FAM Tours</p> <ul style="list-style-type: none"> <li>Target areas visitors come from</li> <li>Invite travel writers, tour operators, travel agents</li> <li>Follow-up article, videos, pics, etc. on social media</li> </ul>	1



## Section B: Social and Economic Benefits

Table 9: Social and Economic Benefits Priorities and Project Ideas

Priority Issues by Criteria	Objectives	Project Ideas	Votes
Local Career Opportunities (B2)	Build the capacity of the native communities for employment in the tourism sector.	<ul style="list-style-type: none"> <li>Assessment of career opportunities within the tourism sector and identification of existing careers</li> <li>Design educational curriculum adapted to needs of industry</li> <li>Incorporate curriculum in the formal and informal education system</li> <li>Strengthen existing employment database</li> <li>Establish career opportunity board formed by authorities and key community players such as tourism businesses, NGOs, and community representatives</li> </ul>	6
Tourism Awareness and Education (B6)	Enhance the awareness of the local population about tourism and its impact on the economy and how to maintain a healthy destination.	<ul style="list-style-type: none"> <li>Create and implement policies to include tourism awareness in the education system</li> <li>Create an ongoing communication plan to promote community awareness of benefit and necessity of sustainable tourism</li> <li>With the support of local authorities, create policy for beautification and cleanliness within the communities</li> </ul>	2
Supporting Local Entrepreneurs and Fair Trade (B9)	Develop capacities of local entrepreneurs to provide services within the tourism value chains, promoting local economic development through fair trade.	<ul style="list-style-type: none"> <li>Identify products required in the tourism supply chain</li> <li>Identify local production capability (existing and potential)</li> <li>Provide entrepreneurial services and training</li> <li>Provide access to financing opportunities</li> <li>Create a local economic development organization with key players</li> </ul>	10



## 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	Votes
Attraction Protection (C1)	<p>Implement visitor entrance fees at sites located on public lands so that communities can help to co-manage these neglected and threatened areas.</p> <p>Develop limits of acceptable change/ carrying capacity for these sites.</p>	<ul style="list-style-type: none"> <li>• Develop carrying capacities for parks and other areas</li> <li>• Develop a program to create funds for each community (e.g., to protect Pigeon Cays and help Santa Helena)</li> <li>• Develop a mechanism for managing funds locally</li> <li>• Tour guide certification and development center for in-person and online training</li> </ul>	0
Visitor Management (C2)	<p>Gain a better understanding of the island's visitors and categorize attractions and sites through the development of a knowledge database.</p>	<ul style="list-style-type: none"> <li>• Establish guidelines to protect and preserve local attractions as categorized (tourist/visitors)</li> <li>• Develop a database for local attractions and categorize each attraction</li> <li>• Database creation to include data on the average length of visit, spending habits, and destination of visitors</li> <li>• Create signs to direct visitors throughout the island</li> </ul>	0
Cultural Heritage Protection (C4)	<p>Integrate culture into Roatan's tourism product.</p>	<ul style="list-style-type: none"> <li>• Develop the capacity to create local handmade crafts</li> <li>• Create a marketplace for promoting and selling local products</li> <li>• Combine musical, drama, and other cultural activities with traditional games</li> <li>• Develop a food fair representing the culture and food of each community</li> <li>• Construct an official cultural village</li> </ul>	11



## Section D: Environmental Sustainability

Table 11: Environmental Sustainability Priorities and Project Ideas

Priority Issues by Criteria	Objectives	Project Ideas	Votes
Wastewater (D9)	<p>Increase the number of households connected to existing wastewater treatment systems and the number of tourism businesses that treat and reuse wastewater.</p> <p>Raise community awareness of the importance of wastewater treatment.</p> <p>These efforts will ensure that water quality meets Cartagena Convention protocols for public safety and pollution reduction.</p>	<ul style="list-style-type: none"> <li>• Develop projects providing sustainable financing for wastewater, support policy reforms, foster regional dialogue and exchanges (see <a href="http://www.gefcrew.org">www.gefcrew.org</a> for more details)</li> <li>• Enact municipal ordinance for community to connect to existing sewage treatment plants</li> <li>• Lobby Inter-American Development Bank and Honduran government to accept the US\$50 million to implement sewage treatment plants in the 3 Bay Islands</li> <li>• Focus all efforts, by all entities, to make sure that Coxen Hole is completely connected to treatment</li> <li>• Push for approval of the "Modelo de Reglamento de Aguas por Islas de la Bahía" (Model Water Management Regulation for the Bay Islands) which is already written and socialized</li> </ul>	15
Solid Waste Reduction (D10)	<p>Establish a functioning, sanitary and regulated solid waste separation facility, educate and empower the community to reduce solid waste, and separate recyclables and compostables.</p>	<ul style="list-style-type: none"> <li>• Develop a voluntary education and community incentive program</li> <li>• Outsource system of taking recyclable materials to recycling centers in mainland</li> <li>• Create an information exchange between "Precious Plastic" organization and Roatan community</li> <li>• Implement home and community composting project</li> </ul>	5
Water Security (D7)	<p>Protect and manage water sources.</p> <p>Water quality is monitored on an ongoing basis throughout the island.</p>	<ul style="list-style-type: none"> <li>• Implement water meters system with Regulatory Entity for Water and Sewage (ERSAPS)</li> <li>• Inventory water sources and monitor water quality and the state of the resource</li> <li>• Create a series of information exchanges between local water boards and Polo's water association (West End Water Board)</li> </ul>	6

## C. Other Priorities

While stakeholders prioritized twelve issues as the most urgent to address over the next few years, there are several other areas of risk that the GW team recommends destination organizations keep front of mind and determine how best to address:

- **Safety & Security** – *There is a lack of destination-level safety and security systems.*
- **Climate Change Adaptation** – *The destination does not have a system to identify, assess, and adapt to climate change risks.*
- **Local Community Opinion** – *The destination does not monitor the local community's opinion about the impacts from tourism.*

There are also two broader, critical issues—lack of transparency and coordination between national and local government in major tourism development decision-making, and uncontrolled migration—that could undermine the integrity of the natural and cultural resources on which tourism is built in Roatan. These issues were recurring themes throughout the stakeholder consultation process.

The first critical issue involves the lack of transparency and coordination between national and local authorities regarding the formal review and approval process for major tourism development projects. There is a widely held perception in Roatan that decisions about large-scale tourism development projects are made behind closed doors at the national level, and imposed on the island without adequate consideration of environmental and social impacts.

This breakdown in communication about tourism development decision-making between national and local authorities is evident, for example, in the case of the planned expansion of the Port of Roatan and additional hotel developments slated for West End. Specifically, many in the Roatan community do not understand the environmental implications of these new developments. For example, the Ministerial Agreement 1402-2018 dated 17 August 2018, deems confidential environmental impact assessments and other technical documents included in applications for environmental licenses submitted to the Ministry of Environment. Therefore, many stakeholders do not know the implications of major infrastructure developments, or under what circumstances they may be able to access information about them, and many in the general public do not feel as if their voice is being heard. The GW IITS team, along with local organizers of the assessment, did not have the opportunity to interview federal authorities responsible for approving developments on Roatan, as arranging interviews with federal ministries was not possible during the assessment timeframe. However, based on the extensive stakeholder consultation completed in Roatan, the assessors recommend concerted efforts to ensure a more transparent and inclusive process for decision-making around development projects on Roatan. Decisions should be based on good science and made in consultation with tourism and community leaders, in keeping with the practices for destination planning and management recommended in the GSTC Criteria for Destinations.

The second critical issue is a fundamental threat not only to tourism sustainability but also to the livelihood of the local community and stability of the island's entire ecosystem: the uncontrolled influx of migrants from mainland Honduras to Roatan. This phenomenon began within the last two decades and has seen a sharp increase in recent years; yet there has been little to no action taken to mitigate, monitor, or manage its impacts.

Since migration and its impacts were recurring themes in stakeholder consultations and there is no hard data or official information about this issue available, GW sought deeper insights. As part of the culminating workshop, stakeholders eagerly responded to several key questions:

- What do you know about migration?
- What don't you know about migration and its impacts?
- What is the connection between migration and tourism?
- What can be done to mitigate the impacts of migration?

A summary of the insights gleaned from participants for the first two questions is provided in Table 12.

Table 12: Summary of Migration Issues

What do you know about migration?	What don't you know about migration and its impacts?
1. It is a politically sensitive issue that political leaders are reluctant to tackle.	1. The carrying capacity of the island.
2. There is no effective or proactive planning occurring to manage migration from the mainland.	2. The capacity of resources such as the island's freshwater sources.
3. There is a lack of data and information on migration and its consequences across the island.	3. The number of existing and new migrants.
4. Overpopulation due to migration is causing unsustainable living conditions and wages for both migrants and native islanders.	4. Who is migrating to the island—migrant backgrounds, entry procedures, mode of migration (flight, cargo ship, fishing boat, etc.)?
5. There are at least ten settlements of squatters on the island: Wild Cane, Brass Hill, Alden Webster (Watering Place), Colonia La Fey, Colonia de Esperanza, Balfate, Berrinche, Policarpo, Vista Hermosa, and Bryce.	5. Which international organizations may be able to assist, as this issue has been reported at both national and sub-national levels without any resolution.
6. There are no basic services, such as water and waste management and adequate schooling, provided in these migrant settlements.	
7. Lack of waste management in the migrant settlements in the hills is resulting in runoff that is polluting watersheds and leading to ridge-to-reef contamination.	
8. The sale of the property to migrants has become a big business. Migrants are being paid to squat on land to force the sale of private property, especially on lands for which native people do not have deeds.	

**Workshop participants also identified how migration is impacting tourism:**

- Impacts on safety and security
- Increased demand for water resources
- Natural resource depletion—contamination of water resources from settlements in the hills, since runoff contains garbage and pollutes water and the reef
- Settlements creating unmanaged waste, affecting the ocean, businesses, and tourism at large

**There were several ideas for initial steps that could be taken to address uncontrolled migration:**

- Establishing some basic control system at key entry points (air and sea) that would facilitate data collection linked to travel information
- Stemming the flow versus managing the impact of those already here
- Working with gateways on the mainland to develop projects that may provide employment opportunities and encourage migrants to stay on mainland (partnerships with farms on the mainland and with the government, based on the idea that Roatan is at full capacity)
- Engage leaders of the settlements to address environmental impacts through education

These ideas should be explored further by key destination organizations. It is highly recommended that collective actions over the next few years seek to monitor and mitigate the environmental impacts of these settlements from ridge to reef.

# ACTION PLAN

On March 4, 2019, GW, with support from BIDMO and CORAL, facilitated an Action Plan Development Workshop in Roatan in which about 25 key tourism stakeholders participated.

During the workshop, GW briefly presented the assessment of key findings and recommendations and provided a final period for validation of the results, especially taking into consideration feedback from stakeholders who could not attend the on-site assessment workshops.

Workshop participants selected twelve issues to focus on over the next few years, and developed four highest-priority projects that will continue to improve destination management. Stakeholders committed to working together on priority projects that will address the following needed reforms:

- **Wastewater** – Ensure that clear and enforced guidelines are in place for the siting, maintenance, and testing of discharge from septic tanks and wastewater treatment systems, and wastes are properly treated and reused or released safely with minimal adverse effects to the local population and the environment.
- **Cultural Heritage Protection** – Laws governing the proper sale, trade, display, or gifting of historical and archaeological artifacts and marine curios are enforced, and there are programs to protect and celebrate intangible cultural heritage.
- **Support for Local Entrepreneurs** – The destination has a system to support and build the capacity of local and small- and medium-sized enterprises as well as artisans, farmers, and suppliers in the tourism value chain, including programs that encourage the development and purchase of local sustainable products and services.
- **Regulations and Policies on Planning/Zoning, Food Safety, and Tour Guiding** – Planning or zoning guidelines, regulations, and/or policies that protect natural and cultural resources are enforced and address sustainable land use, design, construction, and demolition. This would help the destination adopt internationally recognized destination planning and management procedures embodied in the GSTC Criteria for Destinations, and ultimately to improve transparency and sustainability of development in Roatan. Additionally, food safety regulations are implemented and enforced and the training and licensing of codes of behavior for tour guides exist.

The project profiles, presented below, were crafted by stakeholders during the workshop. These brief descriptions of the project provide a starting point. The project scopes will need to be further refined, resources determined, and funding sought to begin implementing these priority actions.



## A. Improving Wastewater Management: Clean Water for Reefs

### Objectives:

1. Connect all households and businesses in Coxen Hole to the existing wastewater treatment system
2. Secure funding to build new wastewater treatment facilities/infrastructure
3. Advocate for the establishment of new rules and regulations that promote wastewater treatment in the Bay Islands

### Expected Results:

- Improved water quality in Coxen Hole and other priority areas
- Reduction in sewage seepage into coastal and marine environments
- Widespread adoption of wastewater treatment practices

### Indicators of Success:

- Increase in connections to the system
- Increase in the number of water meters in each community

Table 13: Improving Wastewater Management Project Details

Main Activities	Timeline	Needed Resources	Partners
<b>OBJECTIVE 1</b>			
Identify political allies	3 to 6 months	Human Capacity - strengthen and increase membership in the existing local Wastewater Working Group that has banded together to tackle waste management issues. Currently this working group includes CORAL, HRI and BICA.	Municipality Both chambers ZOLITUR Water boards Association of Municipalities Governor RTSB Ministry of Health Roatan Marine Park Wastewater Working Group
Meet with financial entities such as IDB, World Bank, and HEF	6 to 12 months	Human -strengthen and increase membership in the existing local working group that is tackling waste management issues.	
Create links with Caribbean Regional Fund for Wastewater Management (GEF-CReW) projects already implemented in the Caribbean	12 to 24 months	Financial—each meter costs US\$50	

Main Activities	Timeline	Needed Resources	Partners
<b>OBJECTIVE 2</b>			
Approve the model regulation that has been drafted	3 months	Human capacity - strengthen the Wastewater Working Group	Municipality Both chambers ZOLITUR Water boards Association of Municipalities Governor RTSB Ministry of Health Roatan Marine Park Wastewater Management Working Group
Create municipal ordinances that compel households to connect to existing wastewater systems	3 to 6 months	Financial resources for travel meetings	
Create links with Caribbean Regional Fund for Wastewater Management (GEF-CReW) projects already implemented in the Caribbean	3 to 6 months		
<b>OBJECTIVE 3</b>			
Create a group that unites all municipalities, water boards, and the municipality of the Coxen Hole area that can become the leading entity to carry out and develop this project	3 to 12 months	Human capacity - strengthen the Wastewater Working Group  Financial resources for travel meetings	Municipality Both chambers ZOLITUR Water boards Patronatos Governor
Find and secure funding (from ZOLITUR, local and central government, grants and donations) to build needed infrastructure	6 to 24 months		





## B. Protection and Preservation of Roatan's Cultural Heritage

### Objectives:

1. Develop an official craft marketplace designed for residents and tourists that will feature artisans and live events celebrating native culture
2. Promote the development of new culinary events that focus on sustainable seafood rather than endangered species such as iguanas and agoutis

### Expected Results:

- Enhanced awareness and value of local traditions and culture
- Increased availability of higher-quality crafts produced by highly skilled artisans
- Increased popularity of sustainable food options in the local community
- Increased income of local artisans and entrepreneurs

### Indicators of Success:

- Craft marketplace is launched
- A sustainable foods festival is organized on an annual basis
- At least 50 artisans and entrepreneurs are trained and certified

Table 14: Cultural Heritage Protection and Preservation Project Details

Main Activities	Timeline	Needed Resources	Partners
Identify main actors	4 months	Human Financial	BIDMO Municipalities ZOLITUR NGOs
Socialize project	1 months		
Organize actors	1 months	Human	
Train actors in skills needed to develop local crafts and goods	6 months	US\$6.2K (L. 150,000)	
Design and implement a marketing campaign that promotes locally produced goods and cultural events	1 months	US\$40.8K (L. 1,000,000)	
Promote start-up funds	6 months	US\$40.8K (L. 1,000,000)	
Elaborate products	9 months	TBD	
Establish cultural fair	24 months	US\$40.8K (L. 1,000,000)	



## C. Supporting Local Products and Entrepreneurs

### Objectives:

1. Establish a multi-sectoral council that will create linkages between tourism and other key sectors such as agriculture and the creative industry
2. Develop the capacity of local MSMEs to supply products needed by the tourism sector

### Expected Results:

- Greater economic benefits are retained on the island and distributed more widely among local entrepreneurs
- More market linkages and partnerships are established between suppliers and purchasers

### Indicators of Success:

- Funding is secured to enhance the capacity of local producers to supply priority products to hotels, restaurants, and other tourism industry buyers
- The tourism supply chain incorporates 30 additional local producers, compared to 2019 numbers

Table 15: Supporting Local Products and Entrepreneurs Project Details

Main Activities	Timeline	Needed Resources	Partners
Identify products required by tourism supply chain as well as potential buyers. Identify local production capabilities and potential.	1 to 3 months	Consultant stakeholder mapping US\$5-10K	Center for Economic Development (CDE) Chamber of Commerce Tourism Bureau Municipality Governor's Office Patronatos NGOs National Institute of Professional Development (INFOP)
Provide entrepreneurial services and training Business Plan Product Design	6 to 12 months	Technical assistance from CDE Technical workshop Technical assistance Financial linkages US\$20K	CDE Small Loans Program Crédito Solidario INFOP
Made in Roatan marketing campaign and branding	12 to 18 months	US\$20K Marketing consultant Social media	Local stakeholders Social media influencers Media Local/national government





## D. Development and Enforcement of Priority Regulations

### Objectives:

1. Support land use planning and zoning,
2. Improve food safety,
3. License tour operators, and
4. Professionalize tour guiding

### Expected Results:

- Infrastructural development on the island is guided by a zoning plan
- Tour operators are abiding by a set of minimum standards
- Tour guides have credentials and are licensed
- Food providers are abiding by a set of minimum standards

### Indicators of Success:

- Regulations published in the Gazette—the official government newspaper of Honduras
- Increase in the number of licensed tour guides

Table 16: Priority Regulations Project Details

Main Activities	Timeline	Needed Resources	Partners
<b>Tour Guide Regulations</b>			
Obtain tour guide policy from Belize and adapt to Roatan's needs	12 months	Consultant for 3 months: US\$6K Travel: US\$2K Meetings and outreach: US\$2K Printing: US\$2K	BIDMO BITB
Make the policy a Municipal mandate	6 months	Meetings and outreach: US\$2K Printing: US\$2K	BIDMO Municipality
Elevate to Policy to IHT Acuerdo Ministerial	9 months	Meetings and outreach: US\$2K Printing: US\$2K	IHT
Elevate to Congress	12 months	Meetings and outreach: US\$2K Printing: US\$2K	BIDMO IHT Environmental Congressional Committee
<b>Land Use Plan</b>			
Promote/Lobby the adoption and approval of the existing Bay Islands Land Use Plan drafted by ZOLITUR	24 months	Consultant: US\$24K Meetings and outreach: US\$10K	BIDMO BITB Municipality ZOLITUR IHT
Legal review of current zoning legislation pertaining to the Bay Islands	6 months	Legal Fees: US\$4K	BIDMO
Localize/develop for each municipality of the Bay Islands	TBD	Consultant: US\$24K Meetings and outreach: US\$10K	BIDMO ZOLITUR Municipalities

Main Activities	Timeline	Needed Resources	Partners
<b>Tourism and Local Transportation</b>			
Create policies for the tourism transportation sector	12 months	Consultant fees for 3 months: US\$6K	BIDMO BITB
<b>Food Health and Safety</b>			
Create and implement policies for food safety	12 months	Lobby/outreach and meetings: US\$2K	BIDMO BITB Municipality Ministry of Health

BIDMO, the local destination management organization, will serve as the main steward of Roatan's 2019 GSTC Destination Assessment and Action Plan. BIDMO will facilitate the ongoing dialogue needed between the public sector at the local and national levels, industry, and the NGO community—as well as international partners such as WWF, RCL, and GIZ—to further develop these project concepts and secure funding to bring them to fruition.

BIDMO is a young organization incubated at ZOLITUR. It will need institutional strengthening and a business plan to help guide its eventual independence. BIDMO will also need widespread support from tourism leaders and leading organizations to fulfill its role of coordinating the implementation of this destination sustainability action plan.

While the destination assessment and action plan will guide priorities and collective action, Roatan should consider developing a comprehensive sustainable destination master plan. Such a plan would lay out a long-term vision for tourism development and outline holistic strategies for addressing the many risks identified, such as land use planning and zoning and wastewater management, by the destination assessment. It would also propose solutions for primordial issues flagged by local leaders, such as the negative environmental impacts associated with migration, the lack of safety and security systems, the lack of climate change planning, and the breakdown in communication between federal and local authorities regarding tourism development decision-making.



# CONCLUSION

Roatan's 2019 GSTC Destination Assessment and Action Plan represents the island's continued commitment to moving tourism toward a sustainable future. The destination assessment results confirm that, while areas of risks for destination management are decreasing as a result of coordinated and collective efforts by key destination organizations, there is considerable work yet to be done.

The real value of this destination assessment is its use to inform priorities, policy, and local action. The action plan developed by local stakeholders outlines agreed-upon priorities and several priority projects for the next two to three years. In addition to these priorities and projects, stakeholders flagged several complex, cross-cutting issues that need attention. These include uncontrolled migration and the lack of a destination planning and management process in line with international best practice. Instituting such a process would advance the transparency and coordination among national and local authorities, as well as wide-ranging stakeholders, regarding tourism development decision-making.

The newly established BIDMO is playing an important role in facilitating ongoing dialogue and encouraging collaboration among stakeholder groups. It is envisioned that BIDMO will serve as the main steward of the 2019 GSTC Destination Assessment and Action Plan.

We applaud Roatan for enhancing destination health and competitiveness since 2013 by taking steps to manage the destination more sustainably. We encourage Roatan to continue promoting the actions needed to guarantee the future sustainable development of the destination for the benefit of the local community and natural environment.

*We encourage Roatan to continue promoting the actions needed to guarantee the future sustainable development of the destination for the benefit of the local community and natural environment.*



# ANNEXES

## A. Findings of Good Practice

In 2013, Roatan completed its first destination assessment as part of the Sustainable Destinations Alliance of the Americas initiative with funding from RCL. Roatan has made notable and commendable progress on key destination sustainability issues since its 2013 assessment. In 2013, the results of the assessment revealed poor to no performance on 61% of the criteria evaluated. The results of the 2019 assessment showed poor to no performance only on 29% of the criteria. This represents a 32% increase in sustainable performance, decreasing risk. The progress is largely attributed to the deliberate and ongoing coordination and collaboration occurring among the public sector, industry, and the NGO community that was inspired by the 2013 assessment. This annex discusses findings of good practice based on areas that scored “green” in the 2019 assessment, indicating that policy documentation exists and implementation is exemplary, on a level reflecting international best practices. The observations below are based on information collected during the assessment (both desktop and on-site, including stakeholder meetings, workshops, and site visits) and are categorized by criteria that may contain multiple indicators.

### A2: Destination Management Organization

One of the main areas of risk flagged in the 2013 baseline assessment was the need to strengthen tourism governance and local level destination management. Community leaders took this call to action seriously and in 2017 established BIDMO. BIDMO is incubated by ZOLITUR, a quasi-governmental agency that manages the Bay Islands Tourism Free Zone and collects entry fees from visitors arriving by sea and air. With financial support from ZOLITUR and CORAL, BIDMO is working on a range of tangible initiatives, such as data collection and training of tour guides, that address a wide range of priority issues associated with destination management.

While BIDMO works hand-in-hand with the Bay Islands Tourism Bureau, the destination marketing organization, its work is primarily focused on destination stewardship and management. Tourism governance in Roatan is improving and demonstrates a strategic level of specialization that growing destinations require.

### A11: Sustainability Standards

The sustained, progressive efforts of environmental NGOs such as CORAL, BICA, and the RMP—for example, water quality testing and projects geared toward reducing sewage runoff into the sea—continue to make marked differences to destination sustainability.

Roatan’s Go Blue initiative is assisting local businesses in adopting good operating practices. Go Blue, which is supported by CORAL, has recognized over 40 different businesses in Roatan as of early 2019 for their environmentally friendly policies and practices. ZOLITUR, with the support of GIZ, recently launched Biodiversity Check—an international voluntary performance audit for tourism businesses and organizations. To date, Biodiversity Check is working with five hotels to implement sustainable operations standards. These collective efforts in Roatan represent the second-largest good practices program for tourism businesses, next to Mexico’s Maya Riviera, in the Mesoamerican Reef region.

Due to the strong efforts of these types of initiatives on the island, a local ordinance was approved and passed in January 2019 that minimizes the unsafe disposal of waste by banning the use of plastic straws, plastic bags, and other single-use plastics in Roatan. Many tourism businesses in the West End have already been minimizing their use of single-use plastics—there is now the opportunity to bring these good practices to the rest of the island.

## B8: Support for Community

There are individual initiatives that give back to the community through local tourism businesses and the Roatan Marine Park. RMP receives voluntary donations, and BICA sells merchandise for funds to be used for conservation initiatives. Volunteering, donations, and merchandise provide 70% of RMP's budget. ZOLITUR also captures funding from visitor spending in the cruise ports, which is dedicated to reinvestment into the community for tourism development and management projects.

## D1: Environmental Risks

The original destination sustainability assessment was conducted in 2013 by STI and funded by Royal Caribbean Cruises Ltd. This assessment identified the baseline destination-level environmental risks. The current GSTC Destination Assessment provides new insights and demonstrates the destination's commitment to tracking changes over time.

## D13: Natural Resource Management

The connectivity and integrity of natural sites have been preserved thanks to the designation of the Bay Islands National Marine Park and its co-management agreement. The park protects critical ecosystems on the islands of Guanaja, Roatan, and Utila, regulating activities and development from the high-tide coastal line to twelve miles offshore, and consists of a network of MPAs co-managed by BICA, RMP, ICF, ZOLITUR, MI AMBIENTE, IHT, CEM, Municipality of Roatan and Municipality of Jose Santos Guardiola. There is connectivity between the marine park, Tela, Cayos Cochinos, Cuero, and Salado. A fishery survey is currently underway to provide proof of the marine park's connectivity to Trujillo. The co-managers are striving to maintain 50 km of space between coral settlements for proper exchange of genetic material and long-term sustainability of the reef.

The ICF also sends official environmental citations—for example, about Little French Key and the sloth parks—that are shared publicly and with stakeholders. Little French Key is a popular destination for cruise and day visitors, even though it is a well-known site for illegal wildlife trafficking. There are a few wildlife rescue centers in Roatan that are doing good work, such as Maya Key. However most are not interacting with wildlife and marine species properly. The Institute of Forest Conservation collects data and information about these types of tourism sites and offerings.

Many NGOs on the island provide programs and capacity building for communities on sustainable use and management of natural resources for commercial purposes. For example, the Protect our Pride program provides free training to locals who wish to become official scuba dive masters and instructors. To date, more than 40 locals have gone through this program, which normally would have cost US\$2,000–\$5,000 to pursue on their own.

## B. GSTC's Criteria for Destinations

Included in this section are the destination criteria and indicators provided by GSTC that were used for the 2019 GSTC assessment of Roatan. These criteria and indicators include revisions, updates, and additions based on feedback from the WWF and GW IITS.

No.	GSTC-D Criteria	GSTC Performance Indicators (WWF edits and new indicators are in red)
A.	<b>Demonstrate effective sustainable management</b>	
A1	<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>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 <b>protected areas</b> 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 <b>and institutional alignment and coordination</b> to implement the multi-year destination plan and evidence of implementation.</p>
A2	<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>An organization has responsibility for coordinated approach to the management of sustainable tourism.</p> <p>The private sector and public sector are involved in the organization and coordination of tourism.</p> <p>The tourism organization is suited to the size and scale of the destination.</p>

		Individuals within the tourism organization have assigned responsibilities for sustainable tourism.
		The tourism organization is appropriately funded.
<b>A3</b>	<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.	Active monitoring and public reporting of environmental, economic, social, cultural, tourism, and human rights issues <b>and environmental issues, including climate impact, habitat trends, protected areas such as MPAs and biodiversity, especially of key species.</b>
		The monitoring system is reviewed and evaluated periodically.
		Tourism impact mitigation procedures funded and active.
<b>A4</b>	<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.	Specific strategy for marketing off-season events and attracting visitors year-round.
<b>A5</b>	<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.	Current system for climate change adaptation and risk assessment.
		Laws or policies to mitigate climate change and encourage technologies to mitigate climate change.
		Program to educate and raise awareness among the public, 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, <b>and create coastal ecosystem resilience.</b>
		Guidelines, regulations, and/or policies that <b>address sustainable land, marine, coastal, and freshwater use,</b> 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 <b>reviewed periodically.</b>
<b>A8</b>	<b>Access for all:</b> 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>	<b>Property Acquisitions:</b> 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.
		Policy or legislation that considers indigenous rights and authorizes resettlement only when there is <b>free, prior</b> and informed consent <b>based on documented consultation with local and indigenous communities</b> and/or reasonable compensation.

		User and access rights for key resources, including land and water, are documented where applicable.
		Land ownership and tenure rights are documented in a public registry.
<b>A10</b>	<b>Visitor Satisfaction:</b> The destination has a system to monitor and publicly report visitor satisfaction, and, if necessary, to take action to improve visitor satisfaction.	Collection and public reporting of data on visitor satisfaction.
		System to take action to improve visitor satisfaction based on monitoring information.
<b>A11</b>	<b>Sustainability Standards:</b> The destination has a system to promote sustainability standards for enterprises consistent with the GSTC-D Criteria. The destination makes publicly available a list of sustainability certified or verified enterprises.	Industry supported sustainable tourism certification or environmental management system.
		Sustainable tourism certification or environmental management system recognized by the GSTC.
		Monitoring of tourism business participation in tourism certification or environmental management system.
		Publicly available list of sustainability certified or verified entities.
<b>A12</b>	<b>Safety &amp; Security:</b> The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards.	Ongoing compulsory inspections of fire, food hygiene, and electricity safety for tourism properties.
		Safety precautions such as first aid stations at beaches/tourist attraction sites.
		System to prevent and respond to crime.
		Taxi licensing system with clear pricing and an organized taxi dispatch system at points of tourist entry.
		Public reporting of safety and security.

<b>A13</b>	<b>Crisis &amp; emergency management:</b> 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 <b>risk</b> , 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>A14</b>	<b>Promotion:</b> 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.
		Destination promotional messages that are accurate in their description of products and services.
		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.
<b>B.</b>	<b>Maximize economic benefits to the host community and minimize negative impacts</b>	

<b>B1</b>	<b>Economic monitoring:</b> 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, <b>including protected areas, at least annually.</b>
		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.
		<b>System in place to ensure enterprises hold all required licenses and permits including authorized operations and development.</b>
<b>B2</b>	<b>Local career opportunities:</b> 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.
		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>	<b>Public Participation:</b> 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>	<b>Local community opinion:</b> 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>	<b>Local access:</b> 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>	<b>Tourism awareness &amp; education:</b> 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>	<b>Preventing Exploitation:</b> 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>	<b>Support for community:</b> 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 <b>and destination through tourism revenues</b> to contribute <b>funding</b> to community and biodiversity conservation initiatives and/or infrastructure development.
<b>B9</b>	<b>Supporting local entrepreneurs and fair trade:</b> 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 <b>following fair trade principles</b> .
		Program to promote and develop local sustainable products based on local nature and culture.
		Program to include local artisans, farmers, <b>fishermen and other community</b> suppliers in the tourism value chain.
<b>C Maximize benefits to communities, visitors, and culture; minimize negative impacts</b>		
<b>C1</b>	<b>Attraction protection:</b> 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 <b>and protected areas</b> .
		Management system to monitor, measure, and mitigate tourism impacts on sites and attractions, <b>and protected areas</b> .
<b>C2</b>	<b>Visitor management:</b> 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, <b>including wildlife and sensitive sites</b> .

<b>C3</b>	<b>Visitor behavior:</b> 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.
		Code of practice for tour guides and tour operators.
<b>C4</b>	<b>Cultural Heritage Protection:</b> The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artifacts.	Laws or regulations to protect historical and archaeological 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>	<b>Site Interpretation:</b> 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>	<b>Intellectual Property:</b> 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>	<b>Maximize benefits to the environment and minimize negative impacts</b>	

<b>D1</b>	<b>Environmental risks:</b> The destination has identified environmental risks and has a system in place to address them.	Sustainability assessment of the destination, <b>conducted by a third party</b> , within the last five years, identifying environmental risks <b>in both terrestrial and marine sites</b> .
		System in place to address identified risks.
<b>D2</b>	<b>Protection of sensitive environments:</b> 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 <b>protected status</b> of wildlife, <b>marine life</b> and habitats.
		Management system to monitor impacts and to protect ecosystems, sensitive environments, and species.
		System prevents the introduction of invasive species.
<b>D3</b>	<b>Wildlife protection:</b> 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).	<b>Adheres to the</b> 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 <b>is scientifically based, properly managed and uses a strictly enforced approach to conservation</b> .
		<b>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>
<b>D4</b>	<b>Greenhouse gas emissions:</b> 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.
<b>D5</b>	<b>Energy conservation:</b> 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>	<b>Water management:</b> 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>	<b>Water security:</b> 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>	<b>Water quality:</b> 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.
		Monitoring results are publicly available.
		System to respond in a timely manner to water quality issues.
<b>D9</b>	<b>Wastewater:</b> 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>	<b>Solid waste reduction:</b> 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.
		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.
		Program to assist enterprises to reduce, reuse, and recycle waste.
		Program to reduce <b>and/or eliminate</b> the use of <b>plastic</b> bottled water by enterprises and visitors.
		<b>Adequate facilities exist for waste disposal and recycling.</b>
		<b>Guidance is given to community and tourists on minimizing and separating waste on public locations.</b>
<b>D11</b>	<b>Light &amp; noise pollution:</b> 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, <b>particularly in areas where it could affect key species.</b>
		Program to encourage enterprises to follow guidelines and regulations to minimize noise and light pollution.

<b>D12</b>	<b>Low-impact transportation:</b> 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 <b>and safety</b> of low-impact transportation, <b>which include adequate systems and infrastructure.</b>
		Program to make sites of visitor interest more accessible to active, <b>environmentally friendly</b> transportation (e.g., walking and cycling).
<b>D13</b>	<b>Natural Resource Management:</b> The destination has policies and programs that are designed to maintain the integrity and connectivity of natural areas as well as assist communities to manage natural resources for commercial purposes in a sustainable manner.	Legislation or policies devolving concession grants to communities who are engaged or willing to engage in natural resource management.
		The integrity and connectivity 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.

## C. Summary of Stakeholders Consulted

### Focus Groups, Interviews, Preliminary Results, & Action Plan Development Workshops

The following stakeholders attended the GSTC workshops and interviews during the on-site assessment from January 7–11, 2019 and/or participated in the Action Plan Development Workshop on March 4, 2019. In total, about 40 stakeholders across 30 different organizations participated in the focus group workshops, 12 participated in individual meetings, 35 participated in the preliminary results presentation and validation workshop, and 25 participated in the Action Plan Development Workshop. Many stakeholders participated in more than one meeting or workshop. Focus Group 1 included stakeholders involved with destination management and governance as well as social and economic benefits. Focus Group 2 included stakeholders involved with the management of natural and cultural heritage sites and attractions as well as environmental issues.

Name	Position	Organization	Focus Group 1	Focus Group 2	Individual Meeting	Preliminary Results Presentation	Action Plan
Sharon McField	Economic Development Coordinator	CDE Arrecife / Euro Labor	✓			✓	✓
Katherine Mejia	Coordinator SENAEH	CDE Arrecife / Euro Labor	✓				
Eva Ventura	Coordinator Euro Labor	CDE Arrecife / Euro Labor	✓				
Tessa Ebanks	Program Manager	CORAL	✓	✓		✓	
Melloney Webster	Supervisor	Anthony's Key Resort	✓	✓		✓	
Sotero Medina	Coordinator Lenidad Técnica	ZOLITUR	✓		✓		✓
Dr. Jayleen Coleman	General Doctor, Chief of Health	Region Salud #11	✓			✓	
Kendra Jones	Deputy Executive Director	ZOLITUR	✓			✓	✓
Yara Elwin	Assistant	CANATURH	✓			✓	✓
Rosa Daniela Hendrix	President	FEPAIB	✓			✓	
Oscar Hendrix	Member	FEPAIB	✓			✓	
Karen Ludlow		BITB / RTB	✓	✓		✓	✓
Jenny Myton	Associate Program Director, Mesoamerican Reef	CORAL	✓	✓		✓	✓

Syntia Solomon	President	BITB / BIDMO	✓	✓		✓	✓
Byron Brooks		Bay Islands Culture and Heritage		✓		✓	
Kisha Dixon	Operations Manager	Carambola Tour		✓		✓	✓
Edgar Bodden	Finance Manager	Roatan Island Tours		✓			✓
Bayron Fajardo	Attorney / Lawyer	MC Tours		✓		✓	
Gabriel Grenier	General Manager	Springwater Resorts		✓			✓
Danielle Hynds	Office Manager	Mahogany Bay		✓			
Gisele Brady	Program Director	BICA Roatan		✓			
Nikita Johnson	Community Outreach Coordinator	BICA Roatan		✓			✓
Laura Berrios	Técnico Ambiental Municipalidad	Municipalidad		✓			
Juan Inferiano	Airport Manager	Interairports		✓			
Sue Ann Saunders	BIPTGA	BIPTGA		✓		✓	
Sarah Brooks	Apoderada Legal	MI AMBIENTE		✓			
Robert Stanley	General Manager	Unique Excursions		✓		✓	
Francis Lean	Executive Director	Roatan Marine Park		✓		✓	
Jhan Charles	Sol y Mar	Sol y Mar		✓			✓
Megan Gough	Manager	ACME Sanitation		✓		✓	
Samuel Rivera	Manager	ACME Sanitation		✓			
Nidia Hernandez	Councilwoman	Municipality		✓			
Evie Flowers	Marketing Assistant	ALF		✓		✓	
Gay Cloud	Regional Director	ALF		✓			
Gale Arch	General Manager	Arch Reserve		✓			
Laura Palmese	Enviro-lawyer	ELAW		✓		✓	
Gerene Grant	President / Vice President	IPABESP / BIDO		✓		✓	
John Nelson	Tour Operator	Fun and Sun Tours		✓			✓
Anne Lee James	Secretary	BIDO				✓	✓

Eliana Olais	Fundraising & Marketing	Roatan Marine Park				✓	
Mike Carter	Entrepreneur	Roatan Life				✓	
Lisa Blythe	Realtor	About Roatan				✓	
Samir Galindo	General Manager	Anthony's Key Resort			✓	✓	
Emsly Hyde	President	Chamber of Commerce			✓	✓	✓
Charles Parchment	Education	Rotary Club of Roatan				✓	
Cheryl Grant	Board Member	BITB				✓	
Mirta Marozzi	West End Patronato	West End Patronato				✓	
Gary McLaughlin		Aqua Adventures				✓	
Michelle Fernandez	Environmental Department	ZOLITUR				✓	
Anika Lindener	Student Consultant	GIZ	✓	✓		✓	✓
Rick Kolinsky	Managing Partner	Infinity Bay Spa and Beach Resort			✓		
Marvin Zeron	Sales Director	Infinity Bay Spa and Beach Resort			✓		
Dino Silvestri	Governor	Governor			✓		
Jerry Hynds	Mayor of Roatan	Mayor of Roatan			✓		
Romeo Silvestri	Owner	Romeo's Restaurant			✓		
Collette Hyde		Sun Corporation			✓		
Ian Drysdale	Honduras Coordinator	HRI			✓		✓
Cindy Carter	Operations Manager / Chairman	Maya Key / Roatan Marine Park			✓		
Edison Corderas	Executive Director	CDE MIPYE RA					✓
Sheyla Maldonado		CORAL					✓
Manlio Martinez	Director Go Blue Bay Islands	Geotourism Stewardship Council			✓		✓
Lauretta Lyn Sanders	Tour Guide Coordinator	Fun & Sun					✓
Milesse Kennedy	BITB Secretary	Barefoot Cay					✓
Oniel Nixon	Coordinator for BIDMO	ZOLITUR			✓		✓

Lise Desjardins	Consultant	CESO					✓
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## D. Completed Assessment Matrix

No.	GSTC-D Criteria	GSTC Performance Indicators ( <b>WWF indicators are in red</b> )	Evaluation Score [0= no doc. or evidence; 1=doc. exists 2=doc. and evidence of implementation; 3= doc., evidence + improving trends; N/A=not applicable in the destination]	Evidence / Reviewer Comments [Note what documentation or evidence was cited or why the indicator was regarded as NA]
A.	<b>Demonstrate effective sustainable management</b>			
A1	<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.	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 <b>protected areas</b> issues.	2 = document and evidence exist	<p>The two main documents addressing strategy requirements are: a) Plan de Ordenamiento Territorial/Physical Planning Legislation (see details below), and b) Destination Sustainability Diagnostic and Action Plan (2013 and 2018). The Destination Sustainability Diagnostic and Action Plan covers tourism planning and management, environmental, social, cultural, quality and safety considerations.</p> <p>Planning legislation documentation: Decreto de zonificación turística nacional Acuerdo 087-1982, declaratoria de zona de turismo el Departamento de islas de la Bahía. ZOLITUR is charged with implementation of the physical plan. ZOLITUR maintains an action plan for implementation of the physical plan.</p> <p>It is important to note that the destination sustainability diagnostic conducted in 2013 did assess several considerations associated to biodiversity and protected areas. However, this was not one of the areas prioritized for action. The Bay Islands National Marine Park (which includes the Roatan Marine Park) does have a management plan that is currently being revised/updated. The RMPs efforts impacted positively some key</p>

				aspects of the 2013 destination diagnostic. Port Royal also has a management plan.
		Multi-year destination plan or strategy that is up-to-date and publicly available.	3 = document, evidence, and improving trends exist	The destination sustainability diagnostic is being updated in 2019. The ZOLITUR action plan for implementation of the physical plan is updated periodically. Management plans for the Roatan Marine Park and Port Royal Wildlife Refuge are updated periodically in accordance with the law.
		Multi-year destination plan or strategy that was developed with public participation.	3 = document, evidence, and improving trends exist	Yes the plan was developed with public participation.
		Political commitment and institutional alignment and coordination to implement the multi-year destination plan and evidence of implementation.	3 = document, evidence, and improving trends exist	<p>There is a very vibrant ecosystem of organizations consisting with key organizations, such as the Bay Islands Destination Management Organization, RTB/CANATURH and ZOLITUR, existing at the local level that play an important role in the implementation of the multi-year destination action agenda. These organizations operate with solid buy-in from the Governor and Mayors of Roatan and Santos Guardiola.</p> <p>A local Destination Management Organization (DMO) was established in 2018 to help coordinate efforts across organizations. While incipient, the DMO is already helping to fill in important gaps.</p>

<b>A2</b>	<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.	An organization has responsibility for coordinated approach to the management of sustainable tourism.	<b>3 = document, evidence, and improving trends exist</b>	<p>BIDMO was established in 2018. It's main purpose is to help coordinate efforts across organizations and improve the management of tourism. Currently ZOLITUR is incubating BIDMO. The process for registering BIDMO as an independent organization will be completed in early 2019. It is expected that BIDMO will remain within ZOLITUR in 2019 to continue to strengthen institutionally. It will eventually become independent. Currently, BIDMO is spearheading several initiatives. These are:</p> <ul style="list-style-type: none"> <li>a) implementation of the destination's plan—BIDMO will be the main steward of the 2018 Destination Sustainability Assessment and Action Agenda</li> <li>b) collection of statistics such as arrivals, visitor satisfaction and hotel occupancy—this program is being implemented as part of the Tourism and Climate Change Observatory for the Atlantida and Bay Islands. This observatory forms part of the UNWTO's global network of observatories. The Honduran Tourism Institute is a partner of the observatory.</li> <li>c) enhancing quality of services—language training for service providers</li> <li>d) supporting local enterprises—the RUG Artisans project which has trained artisans to develop authentic products (e.g. seeds, coconut, embroidery) and operate their micro-enterprises.</li> <li>e) promoting good practices within tourism businesses—implementing Biodiversity Check which is a voluntary good practices program for tourism businesses. It is not a certification program. So far about five hotels have joined this program.</li> </ul>
		The private sector and public sector are involved in the organization and coordination of tourism.	<b>2 = document and evidence exist</b>	<p>BIDMO is governed by a Board of Directors that consists of a President, Secretary, and Treasurer. Ad hoc committees (or mesas de trabajo) are established to help guide BIDMO's major initiatives. The founding members of BIDMO are CORAL and the Bay Islands Tourism Bureau/CANATURH.</p>

		The tourism organization is suited to the size and scale of the destination.	2 = document and evidence exist	BIDMO is suited to the size and scale of the destination but is not currently an independent organization.
		Individuals within the tourism organization have assigned responsibilities for sustainable tourism.	2 = document and evidence exist	BIDMO has established an environmental committee to help expand the Biodiversity Check, voluntary good practices program designed for tourism businesses.
		The tourism organization is appropriately funded.	2 = document and evidence exist	BIDMO is not envisioned to have a super-structure. It will remain a nimble organization. Currently it has one employee. BIDMO's Board of Directors feels that it has sufficient funding for now primarily from ZOLITUR and CORAL.
A3	<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.	Active monitoring and public reporting of environmental, economic, social, cultural, tourism, and human rights issues <b>and environmental issues, including climate impact, habitat trends, protected areas such as MPAs and biodiversity, especially of key species.</b>	1 = document exists	<p>There is active monitoring of environmental issues by CORAL, BICA and Roatan Marine Park. These organizations all contribute to the HRI report card on the health of the Mesoamerican Reef which includes the Bay Islands. BICA conducts water quality testing. ZOLITUR is monitoring seagrass beds, mangroves, and sedimentation. HRI's report is publicly available online. BICA's water quality testing results are shared with public authorities only for decision-making. There is no information available regarding how ZOLITUR shares the statistics and environmental monitoring results.</p> <p>BIDMO has also started to collect some key tourism statistics but it does not include economic indicators, such as expenditures.</p> <p>There is no monitoring of cultural, social and human rights issues.</p>
		Monitoring system is reviewed and evaluated periodically.	1 = document exists	The methodology for the regional report card on the health of the reef is reviewed periodically. Same for the water quality testing conducted by BICA.

		Tourism impact mitigation procedures funded and active.	2 = document and evidence exist	There is evidence of some tourism impact mitigation occurring. For instance, both Go Blue and Biodiversity Check aim to help improve operating practices of tourism businesses. This is funded primarily by the NGOs. The Ministry of Environment also conducts an environmental impact assessment. ZOLITUR enacts tourism impact mitigation measures in Roatan which are funded through the collection of \$2 fee placed on cruise ship passengers. Other tourism impact mitigation efforts include the liability of private companies to pay for any marine damage they cause and the education about proper hygiene and water quality given in local schools.
<b>A4</b>	<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.	Specific strategy for marketing off-season events and attracting visitors year-round.	2 = document and evidence exist	The IHT has helped to develop an action plan for managing seasonality in the Bay Islands. Key activities include events such as the Fishing and Shrimp Festivals that are funded by ZOLITUR and the Municipality of Roatan. We need link or copy of this document.
<b>A5</b>	<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	Current system for climate change adaptation and risk assessment.	0 = no documents exists	While there is a national plan, there is no evidence of a current system for risk assessment and climate change adaptation at a destination level.  The national plan: ENCC- Estrategia Nacional de Cambio Climático-MI AMBIENTE. <a href="http://extwprlegs1.fao.org/docs/pdf/hon148589.pdf">http://extwprlegs1.fao.org/docs/pdf/hon148589.pdf</a>

	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.	Laws or policies to mitigate climate change and encourage technologies to mitigate climate change.	0 = no documents exists	While the national plan does include two strategies for mitigating climate, there is no evidence of laws or policies that support mitigation strategies.
		Program to educate and raise awareness among the public, tourism enterprises, and visitors about climate change.	2 = document and evidence exist	Go Blue which is a voluntary good practices program for tourism businesses does cover education about climate change. BICA and the Roatan Marine Park are also helping to raise public awareness 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.	2 = document and evidence exist	<p>While ZOLITUR/Bay Islands Destination Management Organization does have a database of service providers such as hotels, restaurants, tour operators, timeshares, dive shops, taxis and buses, which is considered the official inventory and classification of tourism attractions and sites. This inventory includes 103 attractions in Roatan (things to do), although they are only allowed to market 53 as requested by chamber of tourism and national registry.</p> <p>They are currently inventorying all historical sites on the island. The Institute of History and Anthropology has basic registration of the artifacts—this was not public before but now ZOLITUR is mapping all the sites to see what can be used for tourism. ZOLITUR has other similar partnerships with institutions that house this type of information and are considered a "center of information" because of their diverse departments.</p> <p>The database also includes an inventory of intangible assets but not all of this information has been compiled into one system since representatives of these assets they have not all recorded or reported back to ZOLITUR. There has been training through BIDMO's cultural committee to record traditional activities and history on the island.</p>

				<p>Cultural activities such as storytelling, junkanoo, greasy pole, flag pole, culinary heritage, etc. are not included in the 103 attractions currently in the inventory—there is paperwork from 2018 but it has not been logged into database as of yet.</p> <p>ZOLITUR funds are channeled through BIDMO to invest in improving potential tourism attractions on the island.</p>
A7	<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.	<p>Planning or zoning guidelines, regulations and/or policies that protect natural and cultural resources, and create coastal ecosystem resilience.</p>	2 = document and evidence exist	<p>Physical Plan for the Bay Islands: ZOLITUR-POT-SINEIA- Normativa 002-2004. This regulation is currently being revised and will be ratified by the Administrative Commission of ZOLITUR and approved by the IHT under the framework of the law associated to fostering tourism (Ley de Fomento al Turismo y Reglamento). It is important to note that the new law for fostering tourism was imposed by the central government.</p> <p>Also, the special law (and management plans) for the Bay Islands National Marine Park which regulates activities in the Roatan Marine Park and other protected areas that comprise this regional protected area.</p> <p>Regulations for cultural resources is more uncertain.</p>
		<p>Guidelines, regulations, and/or policies that address sustainable land, marine, coastal, and freshwater use, design, construction, and demolition.</p>	2 = document and evidence exist	<p>Physical Plan for the Bay Islands: ZOLITUR-POT-SINEIA- Normativa 002-2004.</p> <p>Normas Generales para el Control del Desarrollo de las Islas de la Bahía. Plan de Arbitrios, Municipalidad de Roatan 2012.</p>
		<p>Planning guidelines, regulations, and/or policies were created with local inputs from the public and a thorough review process.</p>	2 = document and evidence exist	<p>The Physical Plan for the Bay Islands was developed with public input.</p>

		Planning guidelines, regulations and/or policies are publicly communicated and are enforced and <b>reviewed periodically.</b>	1 = document exists	Some guidelines and policies are publicly available. Enforcement is spotty.
<b>A8</b>	<b>Access for all:</b> 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 appropriate.	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 documents exists	There is no evidence of policies supporting access for all at tourism sites and facilities.
		Accessibility solutions are designed to take into account the integrity of the site while making reasonable accommodation for people with disabilities.	0 = no documents exists	There are no accessibility policies for tourist sites and facilities.
<b>A9</b>	<b>Property Acquisitions:</b> Laws and regulations regarding property acquisitions exist, are enforced, comply with communal and	Policy or legislation, including enforcement provisions exists.	2 = document and evidence exist	Legislation: Ley de la Propiedad <a href="http://tramites.gob.hn/sites/default/files/Ley%20de%20la%20Propiedad.pdf">http://tramites.gob.hn/sites/default/files/Ley%20de%20la%20Propiedad.pdf</a>  Honduras is also signatory to ILO 169 but there is no evidence on implementation.

	indigenous rights, ensure public consultation, and do not authorize resettlement without prior informed consent and/or reasonable compensation.	Policy or legislation that considers indigenous rights and authorizes resettlement only when there is <b>free, prior</b> and informed consent <b>based on documented consultation with local and indigenous communities</b> and/or reasonable compensation.	0 = no documents exists	There is no evidence of a policy or legislation existing.
		<b>User and access rights for key resources, including land and water, are documented where applicable.</b>	0 = no documents exists	<p>The Plan de Ordenamiento Territorial is not yet approved by the government and defines user access to key resources. 60% of communities rely on water from that watershed, so there are communities that are currently being left without water.</p> <p>There is a national law managing water usage. However it is not consistently applied, frequently leading to complications. For example, there is a water tank on the island that has been built on private land, which is leading to a dispute with the private owner since it was not built on municipal land. There are hotels that are currently building on watersheds and have the permits to do so. This was noted in the environmental impact assessment, however nothing has been done about it. It is important to note that 90% of the land on the island is held privately.</p>
		<b>Land ownership and tenure rights are documented in a public registry.</b>	2 = document and evidence exist	<p>ZOLITUR maintains a comprehensive land registration system. About 90–95% of lands in Roatan are held privately.</p> <p>There is also the Instituto de la Propiedad and Catastros Municipales that hold public registries.</p>
<b>A10</b>	<b>Visitor Satisfaction:</b> The destination has a system to monitor and publicly	Collection and public reporting of data on visitor satisfaction.	2 = document and evidence exist	The newly established Bay Islands Destination Management Organization (incubated at ZOLITUR) has begun to collect visitor satisfaction data. Public reporting is not occurring as yet.

	report visitor satisfaction, and, if necessary, to take action to improve visitor satisfaction.	System to take action to improve visitor satisfaction based on monitoring information.	0 = no documents exists	The destination-level data collection began in 2018 so a response system is not established as yet.
<b>A11</b>	<b>Sustainability Standards:</b> The destination has a system to promote sustainability standards for enterprises consistent with the GSTC-D Criteria. The destination makes publicly available a list of sustainability certified or verified enterprises.	Industry supported sustainable tourism certification or environmental management system.	3 = document, evidence, and improving trends exist	<p>Roatan has the Go Blue initiative which is a voluntary program that helps tourism businesses adopt good sustainability practices. Go Blue is not a certification program. However, it prepares businesses for certification if they are interested in pursuing that separately. Go Blue is supported by CORAL, BICA and a range of other organizations. See the website for more information:  <a href="https://gobluebayislands.com/">https://gobluebayislands.com/</a></p> <p>Furthermore, the Bay Islands Destination Management Organization recently launched the Biodiversity Check program. Biodiversity Check is a program promoted by the GIZ which is the German Cooperation Agency. Biodiversity Check has the same objectives as Go Blue. So far, BIDMO is working with about five hotels under the Biodiversity Check program. Like Go Blue, Biodiversity Check is a voluntary good practices program and does not certify tourism businesses.</p> <p>The SICCS- Sistema Integral de Calidad y Sostenibilidad Centro Americano which is the program IHT endorses is also very active. The BIDMO combines SICCS and Biodiversity Check criteria and indicators in its program. This is a regional certification program administered at a national level. See the website for more information:  <a href="http://www.canaturh.org/canaturh/index.php/servicios/sellos-y-certificaciones/48-arte-culinario-2">http://www.canaturh.org/canaturh/index.php/servicios/sellos-y-certificaciones/48-arte-culinario-2</a></p>

	Sustainable tourism certification or environmental management system recognized by the GSTC.	2 = document and evidence exist	<p>Go Blue and Biodiversity Check are not certification programs and hence cannot be recognized by the GSTC. Go Blue has recognized over 40 different businesses in Roatan for their environmentally friendly business practices and operations. Biodiversity Check also recognizes businesses on the island that meet and follow their set of sustainability standards. SICCS is a regional certification program that is headed by SICA.</p>
	Monitoring of tourism business participation in tourism certification or environmental management system.	2 = document and evidence exist	<p>More information is needed on the goals/targets of Go Blue and Biodiversity Check for tourism enterprises they would like to have involved in these programs and how they monitor their participation in the programs.</p> <p>Go Blue's efforts are focused more on education and awareness of environmental issues and providing recommendations for mitigating these issues more so than monitoring overall participation in their program.</p> <p>While both Go Blue and Biodiversity Check monitor tourism business participation in their respective programs, there are many similarities across the two programs and therefore they may be duplicating efforts. There is no publicly available list of businesses who follow these two programs.</p>
	Publicly available list of sustainability certified or verified entities.	0 = no documents exists	<p>While Go Blue does have a website, the assessor did not find a list of tourism enterprises participating in its voluntary good practices program. All businesses featured on the website are adopting good practices, but the official list is not publicly available.</p> <p>There is no evidence of a list of tourism businesses that have completed SICCS in Roatan.</p> <p>Biodiversity Check was launched in 2018 and has only a few hotels participating in its program so far. There</p>

				is no information about the program or listing of hotels participating in the program available publicly.
<b>A12 Safety &amp; Security:</b> The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards.	Ongoing compulsory inspections of fire, food hygiene, and electricity safety for tourism properties.		2 = document and evidence exist	Inspections are consistently conducted. The municipality is required to inspect tourism businesses such as restaurants and hotels, and there is a checklist that must be filled out by ZOLITUR to be licensed which asks for emergency evacuation plans, number of fire extinguishers, number of employees (local vs. national), etc. For example, Inspections at restaurants check for proper food handling, whether or not sanitary hair nets are used, and how food is processed, whereas hotels are required to have an inspection signed off by the local fire department for their permits to be renewed.
	Safety precautions such as first aid stations at beaches/tourist attraction sites.		1 = document exists	There are some precautions taken such as first aid stations at some beaches but only during high season.
	System to prevent and respond to crime.		0 = no documents exists	No evidence found.
	Taxi licensing system with clear pricing and an organized taxi dispatch system at points of tourist entry.		0 = no documents exists	There is a taxi licensing system. The union of taxis also now does background checks on its drivers. This system is controlled but pricing is not published. There is a lack of information about pricing and dispatch system for taxis at airport and cruise port.  A list of estimated rates from the Roatan Taxi Association to and from major tourists areas such as the Port of Roatan, West Bay, West End, French Harbor, and Coxen Hole is published on the RTB website: <a href="https://Roatantourismbureau.com/port-of-Roatan">https://Roatantourismbureau.com/port-of-Roatan</a>
	Public reporting of safety and security.		0 = no documents exists	There is no official reporting on crimes and safety issues. The media does cover incidents that occur. There is a Roatan Crime Watch public group on Facebook for Roatan citizens, but this is an unofficial page. There is also an active WhatsApp group but this is an informal

				way for citizens to communicate about safety and security issues.
<b>A13</b>	<b>Crisis &amp; emergency management:</b> 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 <b>risk</b> , crisis and emergency response plan that considers the tourism sector.	0 = no documents exists	There is a national plan that COPECO manages--“Permanent Commission for Contingencies.” Stakeholders were not sure if there was a Roatan specific plan and if it is publicly available. Stakeholders commented that coordination with tourism is doubtful.
		Financial and human capital to implement the crisis and emergency response plan.	0 = no documents exists	Limited financial and human capital. COPECO is sharing emergency response responsibilities between the municipalities and communities (CODEM, CODEL).
		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.	0 = no documents exists	Coordination with tourism was not evident.
		Crisis and emergency response plan provides resources and training for staff, visitors, and residents.	0 = no documents exists	There is no evidence of crisis and emergency response training for staff, visitors, and residents.
		Crisis and emergency response plan is updated on a regular basis.	0 = no documents exists	There is no evidence that crisis and emergency plans are updated regularly.
<b>A14</b>	<b>Promotion:</b> 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 = document and evidence exist	BITB- Brochures, maps, etc. www.go2Roatan.com
		Destination promotional messages that are accurate in their description of products and services.	2 = document and evidence exist	BITB- Brochures, maps, etc. www.go2Roatan.com

		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.	0 = no documents exists	The DMO is nascent and therefore has not been conducting this type of communication yet. RTB has been providing general information on tourism to guests, but not necessarily information on the sustainable development of the destination.
<b>B.</b>	<b>Maximize economic benefits to the host community and minimize negative impacts</b>			
<b>B1</b>	<b>Economic monitoring:</b> 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.	1 = document exists	While ZOLITUR has begun to gather data on tourism, there is no evidence that they are collecting expenditure data, revenue per available room, employment and investment data.  IHT does produce investment, employment and expenditure data for tourism at a national level. This data helps to produce the World Travel and Tourism Council's (WTTC's) report on the economic impacts of tourism in Honduras: <a href="https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/honduras2018.pdf">https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/honduras2018.pdf</a>
		Regular monitoring and reporting at least annually of direct and indirect economic contributions of tourism.	1 = document exists	At a national level only: the WTTC's report on economic impacts of tourism in Honduras: <a href="https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/honduras2018.pdf">https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2018/honduras2018.pdf</a>
		Collection and public reporting at least annually of tourism-related employment data, disaggregated by gender and age group.	0 = no documents exists	No evidence available.

		System in place to ensure enterprises hold all required licenses and permits including authorized operations and development.	0 = no documents exists	No evidence available.
<b>B2</b>	<b>Local career opportunities:</b> 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.	1 = document exists	INFOP: Plan de Igualdad y Equidad de Género de Honduras (PIEGH). <a href="http://www.inam.gob.hn/">http://www.inam.gob.hn/</a> Código de Trabajo, Secretaría de Trabajo, Secretaría Etnias, Código de la Niñez. These policies are applied inconsistently.
		Training programs that provide equal access to women, youth, disabled people, minorities, and other vulnerable populations.	0 = no documents exists	There are specific projects currently, not programs. One such project is the Eurolabor vocational initiative. The time horizon of this project is not known. Need to find out more information about this project and others.
		Legislation or policies supporting occupational safety for all.	1 = document exists	Código de Trabajo. Enforcement of legislation is lacking.
		Legislation or policies supporting fair wages for all, including women, youth, disabled people, minorities, and other vulnerable populations.	2 = document and evidence exists	One important factor that stakeholders raised is that although there is a national minimum wage structure, it does not take into consideration the higher cost of living for the Bay Islands compared to the mainland. Source: Secretaría de Estado en los Despachos de Trabajo y Seguridad Social. Tablas de Salario Minimo.
<b>B3</b>	<b>Public Participation:</b> 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 = document and evidence exist	The BIDMO ensures coordination across public, private and civil society organizations that have a stake in tourism.
		Public meeting(s) to discuss destination management issues each year.	0 = no documents exists	No evidence available. This may change in 2019 with BIDMO's evolution.

<b>B4</b>	<b>Local community opinion:</b> 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 documents exists	No evidence available.
		Collection, monitoring, recording, and public reporting of data occurs in a timely manner.	0 = no documents exists	No evidence available.
		System to take action to improve resident satisfaction based on monitoring information.	0 = no documents exists	No evidence available.
<b>B5</b>	<b>Local access:</b> 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 = document exists	<p>There is a law that allows access to all beaches (Playa Bien Nacional Decreto Ley No 1939, Article 13), but it is not consistently enforced.</p> <p>There are some programs to monitor, protect, and rehabilitate or restore public access by locals and domestic visitors to natural and cultural sites. The Roatan Marine Park is currently working on public accessibility of a cultural site in Punta Gorda. Many NGOs are monitoring public access to sites and put in denouncements (all are "watchdogs").</p>
		Monitoring of behavior and characteristics of local, domestic and foreign visitors to tourist sites and attractions.	1 = document exists	<p>Most tourist sites and attractions are privately owned. Hence, there is no monitoring of behavior and characteristics occurring in most top attractions and sites that are privately owned.</p> <p>The Roatan Marine Park does monitor the behavior and characteristics of domestic and international visitors.</p>

<p><b>B6</b></p>	<p><b>Tourism awareness &amp; education:</b> The destination provides regular programs to affected communities to enhance their understanding of the opportunities and challenges of tourism, and the importance of sustainability.</p>	<p>Program to raise awareness of tourism’s role and potential contribution held in communities, schools, and higher education institutions, <b>and business communities, including a focus on conservation.</b></p>	<p>1 = document exists</p>	<p>There is considerable outreach and education occurring on the topic of conservation and its intersection with tourism. However, there are not any ongoing awareness programs that focus on tourism's role and contribution to the local economy.</p>
<p><b>B7</b></p>	<p><b>Preventing Exploitation:</b> 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.</p>	<p>Laws and a program to prevent commercial, sexual, or any other form of exploitation, discrimination, or harassment of visitors or residents.</p>	<p>0 = no documents exists</p>	<p>Honduras is a signatory of the Declaration of Stockholm and Convention 182, on the sexual exploitation of children. Source: <a href="http://www.iadb.org/regions/re2/consultative_group/declaration.htm">http://www.iadb.org/regions/re2/consultative_group/declaration.htm</a></p> <p>However, there is no evidence of the adoption of ECPAT (formerly End Child Prostitution and Trafficking) in tourism businesses.</p>
		<p>Laws and programs are publicly communicated.</p>	<p>0 = no documents exists</p>	<p>No evidence available.</p>
<p><b>B8</b></p>	<p><b>Support for community:</b> The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives.</p>	<p>Programs for enterprises, visitors, and the public <b>and destination through tourism revenues</b> to contribute <b>funding</b> to community and biodiversity conservation initiatives and/or infrastructure development.</p>	<p>3 = document, evidence, and improving trends exist</p>	<p>There are individual initiatives that give back to the community through local tourism businesses and the Roatan Marine Park. RMP gets voluntary donations and BICA sells merchandise. Volunteering, donations, and merchandise provide 70% of the RMP’s budget. Santos Guardiola is currently working on a project to restore the Punta Gorda park and area and employing locals to assist and contribute. ZOLITUR also captures funds from tourism in the cruise ports which</p>

				they invest back into community tourism projects.
<b>B9</b>	<b>Supporting local entrepreneurs and fair trade:</b> 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 = document and evidence exist	Currently there is a project, Eurolabor, that provides technical assistance to entrepreneurs interested in starting up a tourism business. The CDE has a small business development center and database to support local and SMEs. There is also an MSME (in Spanish - MYPMEs) government-funded project that provides loans to entrepreneurs as well as teenagers to start up businesses. Small businesses use this, and they even have their own office in the chamber. While these programs exist, stakeholders noted that there is limited awareness of these forms of assistance.
		Program encourages enterprises to purchase goods and service locally following fair trade principles.	0 = no documents exists	No evidence available.
		Program to promote and develop local sustainable products based on local nature and culture.	3 = document, evidence, and improving trends exist	There are new programs, such as Go Blue, that work with tour operators and marine operators offering nature-based tours and sustainable products. There are new certification programs, such as Biodiversity Check and SICCS, for larger accommodations that assist in promoting and developing local sustainable products. The Roatan Marine Park is also working in Punta Gorda and Santa Elena to develop the local economy by investing in the local culture and community.
		Program to include local artisans, farmers, fishermen and other community suppliers in the tourism value chain.	0 = no documents exists	BIDMO implemented a project (RUG) that assisted artisans to improve their handicrafts and learn the skills needed to operate their micro-enterprises. There are not linkages committees or initiatives existing as of yet.
<b>C</b>	<b>Maximize benefits to communities, visitors, and culture; minimize negative impacts</b>			

<b>C1</b>	<b>Attraction protection:</b> 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 <b>and protected areas.</b>	2 = document and evidence exist	Ley Especial de las Áreas Protegidas de las Islas de la Bahía is the official documentation that protects natural sites in the destination, and it is followed. It provides a list of all protected natural zones within the Bay Islands.  Decreto N 220-97: Ley Para la Protección del Patrimonio Cultural de la Nación is the legislation that protects cultural heritage.
		Management system to monitor, measure, and mitigate tourism impacts on sites and attractions, <b>and protected areas.</b>	1 = document exists	There is no documentation or evidence to support the existence of a management system to monitor, measure, and mitigate tourism impacts on sites and attractions since all attractions and sites are privately held with one notable exception which is the Roatan Marine Park. The Roatan Marine Park does monitor some tourism impacts.
<b>C2</b>	<b>Visitor management:</b> 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, <b>including wildlife and sensitive sites.</b>	1 = document exists	There is no documented evidence that shows the existence of an administrative mechanism responsible for implementing visitor management plans and operations. However there was mention of the implementation of a public use plan for the Roatan Marine Park. We do not yet have a copy of the public use plan.
<b>C3</b>	<b>Visitor behavior:</b> 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	Cultural and environmental guidelines for visitor behavior in <b>all sites, including destination endorsement for wildlife viewing and interaction standards for both marine and terrestrial species, developed with community input.</b>	2 = document and evidence exist	Management plans for the following areas exist that provide cultural and environmental guidelines for visitor behavior: the National Marine Park, Port Royal National Park, and Turtle Harbor Wildlife Refuge. Guidelines for visitor behavior and wildlife viewing and interaction exist for other sites and attractions as well. However, these are not implemented at all sites and attractions. All major attractions are natural. There are no popular cultural sites.

	positive visitor behaviors.			Guidelines for visitor behavior also exist at the airport. Go Blue Bay Islands has produced the Bay Islands Responsible Seafood guide for retailers, restaurants and visitors.
		Code of practice for tour guides and tour operators.	2 = document and evidence exist	There is a manual published by IHT that provides a code of practice for tour guides and operators at the national level. The Healthy Reefs Initiative Eco-Audits provides education and awareness of the state of the reef ecosystem and recommendations and guidelines for actions to better protect them. Go Blue also helps tour operators to adopt sustainable operating practices for scuba diving and whale shark viewing.
<b>C4</b>	<b>Cultural Heritage Protection:</b> The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artifacts.	Laws or regulations to protect historical and archaeological artifacts including those located under water and evidence of their enforcement.	1 = document exists	Decreto N 220-97. Ley Para la Protección del Patrimonio Cultural de la Nación. The purpose of the IHAH (Instituto Hondureño de Antropología e Historia), an autonomous government institution with its own legal jurisdiction and assets, is to protect the cultural heritage of Honduras. There is also law at the national level. However, no documentation or evidence was found at the destination-level for the protection of Roatan's historical and archaeological artifacts.
		Program to protect and celebrate intangible cultural heritage (e.g., includes song, music, drama, skills, and crafts).	0 = no documents exist	There is no specific documentation or program that protects and celebrates Roatan's intangible cultural heritage. However, there are a few initiatives through NGOs and private groups that strive to do so. Examples include artisan groups found within the island and the many cultural celebrations that take place. In particular, the RUG (which includes Roatan, Utila, and Guanaja) artisan association strives to develop skills and entrepreneurship opportunities for local women.

<b>C5 Site Interpretation:</b> 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.	<b>Accurate</b> Interpretive information available to visitors in tourist offices and at natural and cultural sites.	2 = document and evidence exist	<p>Local stakeholders noted that attractions and sites include maps, guides, and even augmented reality on some tours. This mostly pertains to natural sites and is lacking for cultural heritage sites.</p> <p>Maya Key provides a great example of both natural and cultural interpretive information. Upon arrival at the island, visitors must pass by a large, easy-to-read map that includes a list of all attractions within and information about the site. The Animal Rescue Center provides accurate interpretive information on all of their species of animals. There is also a Mayan Interpretation Center that provides education on Mayan cultural heritage, replicas of the Copan Ruins, and an Ethnic Honduran Art Exhibit Center.</p>
	Interpretive information is culturally appropriate.	2 = document and evidence exist	<p>Stakeholders agreed that interpretive information is culturally appropriate. This information is provided by hotels and tour guides and is accurate when interpreters are provided accurate and appropriate descriptions of the sites/attractions.</p>
	Interpretive information is developed with <b>relevant stakeholders including site and attraction managers, protected areas, NGOs and communities.</b>	2 = document and evidence exist	<p>The collateral is developed by site managers mostly who are the primary stakeholders. There is no documentation or evidence that shows the wider array of tourism stakeholders collaborating to develop interpretive information.</p>
	Interpretive information is available in languages pertinent to visitors.	2 = document and evidence exist	<p>Yes, interpretive information is provided in a number of languages, primarily Spanish, English, Italian, and French, to cater to foreign visitors. This is seen as soon as visitors arrive at the Roatan airport.</p> <p>Many tour guides that provide English, Italian, and French options are not originally local guides. A budget has recently been approved for ZOLITUR to start training taxi drivers and local guides in these different languages.</p>

		Regular Tour guide training in the use of interpretive information.	2 = document and evidence exist	There are a number of tour guide training programs available at the national level, including through IHT, Universidad Pedagógica, and INFOP. My Roatan Manual presents a complete training toolkit for tour guides. Need to verify whether tour guides are certified.
C6	<b>Intellectual Property:</b> 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.	1 = document exists	Ley de Propiedad Intelectual exists at the national level that should protect intellectual property rights, but these regulations are not applied or enforced.
<b>D Maximize benefits to the environment and minimize negative impacts</b>				
D1	<b>Environmental risks:</b> 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.	3 = document, evidence, and improving trends exist	The original sustainability assessment of the destination was conducted in 2013 by STI and funded by Royal Caribbean Cruises Ltd. This assessment did identify the environmental risks in both terrestrial and marine sites.  At the national level, this is required by the Ley General de Ambiente, and risks are identified through the National Environmental Impact Assessment System (SINEIA), which is done by the Ministry of Environment. The ICF is the national-level governmental entity that is responsible for the administration and management of forest resources, protected areas and wildlife and promoting sustainable development.
		System in place to address identified risks.	3 = document, evidence, and improving trends exist	The 2013 destination sustainability assessment conducted by STI addressed environmental risks and prioritized improving water sanitation on the island. The system for addressing the identified risks came through the Action Plan. This led to the establishment of a local DMO and committees within the DMO which implement projects and take other actions in various stages to address the agreed-upon priority areas.

				At the national level, identified risks are addressed through a table of environmental categorization of productive sectors based on international classification. These actions are funded both publicly and privately throughout Honduras.
<b>D2</b>	<b>Protection of sensitive environments:</b> 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 <b>protected status</b> of wildlife, <b>marine life</b> and habitats.	1 = document exists	An inventory was created in 2000 through the Honduras Bay Islands Environmental Management Program (PMAIB), but it is unclear if it is updated regularly.
		Management system to monitor impacts and to protect ecosystems, sensitive environments, and species.	3 = document, evidence, and improving trends exists	Yes, the first management plan was implemented in 2012 by RMP and BICA. Groups that monitor impacts and strive to protect the ecosystem, sensitive environments, and species within and around Roatan include BICA, the Healthy Reefs Initiative, and ZOLITUR.
		System prevents the introduction of invasive species.	0 = no documents exists	There is no system or controls in place to prevent the introduction of invasive species, only programs to mitigate the issues. For example, RMP has a lionfish mitigation program. Other problematic invasive species include armadillos, raccoons, and iguanas. The pines on Fantasy Island were also mentioned as they are eroding the beach in that location. Lack of government enforcement at ports was noted as a major issue contributing to the introduction of invasive species on the island.
<b>D3</b>	<b>Wildlife protection:</b> 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	<b>Adheres to the</b> Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).	2 = document and evidence exist	The destination does adhere to CITES and while there is some evidence enforcement, it is inconsistent.

	plants and animals).	Regulations and standards for controlling harvesting, display, sale, of plants and animals is <b>scientifically based, properly managed and uses a strictly enforced approach to conservation.</b>	2 = document and evidence exist	<p>There is a law that exists that defines which plants and animals are illegal to harvest, display, and sell. However there is inconsistent enforcement of these regulations. There is enforcement of the law at the airport, but inconsistent confiscation of these illegal items at cruise ports. In 2013, only 35% of Roatan was patrolled for illegal fishing, but as of 2018, 85% of Roatan is now patrolled. An app and other smart tools are in the works to improve the effectiveness of these patrolling efforts.</p> <p>At the national level, there is the National Biodiversity Strategy and other forestry, wildlife, and protected area laws in place for controlling this issue. However, enforcement is inconsistent. The National Service of Agri-Food Health and Quality (SENASA) regulates the inspection of all agricultural products entering Honduras.</p>
		<b>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>	2 = document and evidence exist	No evidence is available that the DMO does this, but this is done by RTB and among the local NGOs. Signs are posted within the airport to provide this information to visitors. There is an initiative in the works to create a video clip to be played to all cruise passengers coming to Roatan to educate them on these regulations.
<b>D4</b>	<b>Greenhouse gas emissions:</b> 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	Program to assist enterprises and to measure, monitor, minimize and report greenhouse gas emissions.	2 = document and evidence exist	Although there are no programs specific to greenhouse gases minimization, these types of measures are integrated into the Go Blue, SICCS, and Biodiversity Check initiatives. Go Blue Bay Islands has a voluntary program to assist interested local businesses. BICA assists in mangrove reforestation projects and also includes mitigation measures as part of their environmental permits. However, there is still uncontrolled deforestation inland and land invasions occurring in the watershed, showing the need for more enforcement of control measures.

	emissions from service providers).	System to assist enterprises to mitigate greenhouse gas emissions	2 = document and evidence exist	See above.
D5	<b>Energy conservation:</b> 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.	2 = document and evidence exist	<p>The programs are not specific to green energy but yes these measures are integrated into the Go Blue, SICCS, and Biodiversity Check initiatives. Go Blue does have a program that promotes energy conservation. There are some private initiatives, such as "More Energy," promoting energy conservation in some neighborhoods.</p> <p>The generation of renewable energy in Roatan is an isolated system. For example, there is a wind farm that generates 3 megabytes of energy called Ocean View Eco Farm (Trade Winds Energy) managed by RECO.</p> <p>Screen reader support enabled.</p>
		Policies and incentives to reduce reliance on fossil fuels, improve energy efficiency, and encourage the adoption and use of renewable energy technologies.	1 = document exists	There are policies in place but there is little implementation. Stakeholders that monitor and are involved include the Secretaría de Salud (at the national level), BICA, and other local NGOs.
D6	<b>Water management:</b> 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.	2 = document and evidence exist	Although there are no programs specific to reducing water consumption, these types of measures are integrated into the Go Blue, SICCS, and Biodiversity Check initiatives.
		Impacts of tourism on local water sources are tracked and goals for reducing water consumption within the tourism industry are in place.	0 = no documents exists	No evidence is available.
D7	<b>Water security:</b> The destination has a system to monitor its water resources to ensure that use by enterprises is	Management system to ensure that water use by enterprises and water requirements of the destination community are	0 = no documents exists	No evidence is available.

	compatible with the water requirements of the destination community.	balanced and compatible.		
<b>D8</b>	<b>Water quality:</b> 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 <b>water use</b> quality.	2 = document and evidence exist	BICA has conducted periodic testing of recreational and drinking water. Results are shared with government official and agencies to inform decision-making. They are not available to the public due to the sensitive nature of this information for tourism purposes.
		Monitoring results are publicly available.	2 = document and evidence exist	See above.
		System to respond in a timely manner to water quality issues.	0 = no documents exists	Conservation NGOs such as CORAL and BICA are working very closely with local government to address water quality risks, and there is outreach to the private sector to explore potential solutions such as water treatment plants for West Bay. There are a growing number of projects that are aiming to connect homes and businesses to water treatment plants around the island. There are also other projects focused on putting in urgently needed water treatment plants in key areas such as West Bay. However, there is no system to respond promptly to water quality issues.  The majority of these efforts have focused on treating recreational water. More attention is needed for providing better quality potable/drinking water. There was a national entity that came and tested the quality of the well water on the island within the last three years. However, when issues have been submitted, there has been a lack of response or action since there is no effective response system for handling these issues.
<b>D9</b>	<b>Wastewater:</b> The destination has clear and enforced guidelines in place for the	Regulations for the siting, maintenance, and testing of discharge from septic tanks and wastewater treatment systems,	1 = document exists	There are regulations, but they are selectively enforced. Some hotels and communities do follow these regulations, but not all. There are only two communal wastewater treatment

	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.	both land and sea, and evidence of their enforcement.		plants on the island- one in Coxen Hole and the other in West End.
		Regulations to ensure the size and type of waste water treatment is adequate for the location and evidence of their enforcement.	0 = no documents exists	No evidence is available.
		Program to assist enterprises to effectively treat and reuse wastewater.	0 = no documents exists	No evidence is available.
		Program to ensure proper treatment of wastes and safe reuse or release with minimal adverse effects to local population and environment.	0 = no documents exists	No program currently exists, but one is in the process of being written for potable water and sanitation. The program will be carried out through Environmental Standard Review Plans (ESRPs) and any local water board will be able to use and apply the regulations to their community.
<b>D10</b>	<b>Solid waste reduction:</b> 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 documents exists	There is no documentation or evidence of public records on waste collection data. Stakeholders noted that there is also no scale for the waste collection system.
		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 documents exists	There is no solid waste management plan at the destination level. Some local ordinances and local NGO projects have been approved to minimize the unsafe disposal of waste, such as a ban on styrofoam, plastic straws, plastic bags, and other single-use plastics, but there are no firm goals that are actively being pursued in terms of solid waste management.
		Program to assist enterprises to reduce, reuse, and recycle waste.	3 = document, evidence, and improving trends exist	There are a number of programs working to assist enterprises in reducing, reusing, and recycling, such as The Last Straw program through Go Blue Bay Islands. Royal Caribbean also promotes the 3 R's through their tour operators, requiring them to use recycling bins and not use single-use plastics, encouraging them to minimize waste, etc., which they then periodically review. NGOs have noted that they need more advertising for their

				<p>programs to bring more enterprises on board.</p> <p>The BITB is currently working with CESO to bring in volunteers to create an assessment of the new sanitary landfill, a marketing campaign to promote to enterprises the importance of reducing, reusing, and recycle, and a community incentive programs that rates businesses on how they are doing with their recycling.</p>
		<p>Program to reduce <b>and/or eliminate</b> the use of <b>plastic</b> bottled water by enterprises and visitors.</p>	<p>3 = document, evidence, and improving trends exist</p>	<p>Yes there are initiatives in place working to reduce and/or eliminate the use of plastic water bottles. This is mainly driven by Go Blue Bay Islands. A law has been passed by the municipality banning all single-use plastics on the island and hotels are complying.</p>
		<p><b>Adequate facilities exist for waste disposal and recycling.</b></p>	<p>0 = no documents exists</p>	<p>There is no adequate facility for waste disposal and recycling, although there is a plan in the works to create a new and proper landfill for the island. Currently there is only an open pit dump. There are current efforts underway to identify and design a new sanitary landfill. NGOs such as CORAL and the RTB are helping to bring in technical assistance via the Inter-American Development Bank and the Canadian Executive Service Overseas (CESO) programs to assist the Municipality of Roatan with siting and design of a new sanitary landfill.</p>
		<p><b>Guidance is given to community and tourists on minimizing and separating waste on public locations.</b></p>	<p>0 = no documents exists</p>	<p>There is no guidance currently given to community and tourists on minimizing and separating waste in public locations. There are initial projects being implemented in the West End, with the long-term goal of initiating composting across the island. Local tourism entities are in the process of fundraising for an advertising campaign through CESO to educate the community island-wide to separate waste.</p> <p>This is happening at a number of non-public locations though, such as within the island's resorts and RCL's facilities. Recycling bins are offered in</p>

				some public locations such as a few gas stations and at the airport, but no guidance on how to properly recycle is provided.
<b>D11</b>	<b>Light &amp; noise pollution:</b> 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 documents exists	Except for within management plans for protected areas, there are no destination-level guidelines and regulations to minimize noise and light pollution. There are only recommendations for doing so and therefore are not enforced. For example, when turtles arrived in West Bay, the hotels in the area were provided recommendations for how to manage the sensitive situation.
		Program to encourage enterprises to follow guidelines and regulations to minimize noise and light pollution.	0 = no documents exists	No evidence is available.
<b>D12</b>	<b>Low-impact transportation:</b> 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.	0 = no documents exists	This does not currently exist. However there is a proposal to work on a bicycle path in Camp Bay as more and more cruise passengers are beginning to come off the ships with their bicycles.
		Program to make sites of visitor interest more accessible to active, environmentally friendly transportation (e.g., walking and cycling).	0 = no documents exists	No evidence is available.
<b>D13</b>	<b>Natural Resource Management:</b> The destination has policies and programs that are designed to maintain the integrity and connectivity of natural areas as well as assist communities to	Legislation or policies devolving concession grants to communities who are engaged or willing to engage in natural resource management.	3 = document, evidence, and improving trends exist	Yes, there is a co-management agreement policy in place for the Bay Islands National Marine Park, which has 14 co-managers.

manage natural resources for commercial purposes in a sustainable manner.	The integrity and connectivity of natural sites and protected areas has been preserved.	3 = document, evidence, and improving trends exist	The connectivity and integrity of natural sites has been preserved thanks to the designation of the Bay Islands National Marine Park. There is connectivity between the marine park, Tela, Cayos Cochinos, Cuero and Salado. There is currently a fishery survey taking place to provide proof of the connectivity with Trujillo. They are striving to maintain 50km of space between each coral settlement for the proper exchange of genetic material and long-term sustainability of the reef.
	Collection and reporting of data on community tourism offerings and interactions with wildlife and/or marine species that is shared with tourism stakeholders.	2 = document and evidence exist	There are official environmental citations that are sent through the ICF- for example, about Little French Key and the sloth parks- that are shared publicly and with stakeholders. Little French Key is a popular destination for cruise and day visitors even though it is a well-known site for illegal wildlife trafficking. There are a few wildlife rescue centers in Roatan that are doing good work, such as Maya Key. However, most are not interacting with wildlife and marine species properly.
	Programs and capacity building for communities on sustainable use and management of the natural resources for commercial purposes.	2 = document and evidence exist	Many NGOs on the island provide programs and capacity building for communities on sustainable use and management of natural resources for commercial purposes. For example, the Protect our Pride program provides training to locals who wish to become official scuba dive masters and instructors.