



**USAID**  
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**USAID REGIONAL PROGRAM FOR THE MANAGEMENT OF AQUATIC RESOURCES AND ECONOMIC ALTERNATIVES**



GEO TOURISM MAPGUIDE: A TRAVEL GUIDE TO THE PLACES MOST RESPECTED AND RECOMMENDED BY LOCALS.



Go Blue Central America Geotourism MapGuide



# USAID REGIONAL PROGRAM FOR THE MANAGEMENT OF AQUATIC RESOURCES AND ECONOMIC ALTERNATIVES

**DELIVERABLE 6.2: FINAL EDITED CONTENT FOR THE GEOTOURISM MAPGUIDE WEBSITE**

**August 6 2012**

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## **DELIVERABLE 6.2: FINAL EDITED CONTENT FOR THE GEOTOURISM MAPGUIDE WEBSITE**

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The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

## ACRONYMS

CMS	Content Management System
IDB	Inter-American Development Bank
MSMEs	Micro, Small, and Medium-Sized Enterprises
NGS	National Geographic Society
USAID	United States Agency for International Development

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## Introduction

The following report summarizes the overall content developed for the Central America Geotourism website ([www.gobluecentralamerica.org](http://www.gobluecentralamerica.org)) - a collaboration between National Geographic Society (NGS), the USAID Regional Program, the Inter-American Development Bank (IDB), and host of local and national supporting partners.

This report contains a summary of the overall nominations received from both Central America Geotourism pilot sites of Bocas del Toro, Panama and Roatán, Honduras. This summary analyzes the nominations based on when they were submitted as well as what category each falls under.

Next, the report provides deeper analysis of the nominations at the destination-level for both Bocas del Toro and Roatán. The report also includes a summary of the overall distribution of nominations per destination, and also lists each individual nomination per destination.

Next, the report summarizes the overall lessons learned from the site nomination process.

Finally, the report summarizes the overall content that will be included in the public Go Blue Central America Geotourism website that will be launched in September 2012. The report concludes with an overview of the website design “wireframes” that will guide the National Geographic Map Division’s work of producing the public website over the coming 4-6 weeks.

## Nominations Summary

### Overall

The nominations period in the two initial destinations of Bocas del Toro, Panama and Roatán, Honduras lasted approximately eight weeks, from June 1 to August 3, 2012. The results of that nomination period (as illustrated in the Go Blue “Dashboard”, Figure 1), as of August 3<sup>rd</sup>, included:

- 352 “Users”: These users are individual local residents in the two destinations that officially registered on the Go Blue website, which allowed them to submit a nomination and follow the project.
- 156 “Active” Nominations: Between the two destinations, 156 individual nominations were submitted by local residents and then edited and translated (into either English or Spanish) by local coordinators Lucia Prinz and Francisco Cabañas or GSC members.
- 62 “Pending” Nominations: The majority of the “pending” entries represent nominations that had been submitted just prior to the August 3 deadline, and that still need to be edited and translated before being “activated”. The local coordinators will finalize these pending nominations and make them active by August 17.

GO BLUE CENTRAL AMERICA DASHBOARD	
<i>Users and Subscribers</i>	<i>Content</i>
➤ 352 Users	➤ 156 Active Content Entries
➤ 0 Subscribers & Requests	➤ 62 Pending Content Entries
➤ 44 New Users in past 7 Days	➤ 34 New Content Entries in past 7 Days

Figure 1: Go Blue Central America "Dashboard" - August 3, 2012

## USAID Regional Program Access to Nominations

USAID Regional Program subcontractor Solimar International’s sub-task order states that USAID Regional Program staff will be provided access to the Go Blue Central America database in order to review nominations, photos, videos, and other nomination content.

All of this content is already visible on the Go Blue Central America “Nomination Website” ([www.gobluecentralamerica.org](http://www.gobluecentralamerica.org)). USAID Regional Program staff are also encouraged to explore the “backend” of the database by simply registering (as 352 local residents have already registered) themselves individually on the Go Blue Central America website. Once registered, subcontractor Matt Humke can grant those individuals “editor” status that will allow them to see additional data.

## Nominations Timeline

The following graph (Figure 2) illustrates the overall rate that local residents in both Bocas del Toro and Roatán submitted nominations. The graph shows a consistent and steady flow of nominations throughout the entire nomination period, which is a testament to the effectiveness of the communications and outreach strategy that USAID Regional Program local

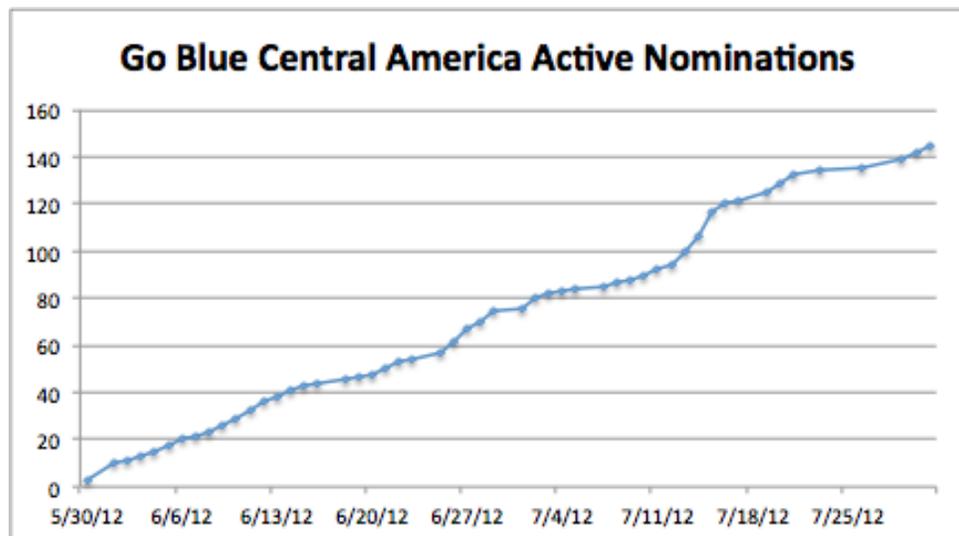


Figure 2: Go Blue Central America Active Nominations Timeline

coordinators implemented via individual meetings and presentations with businesses, print promotion (i.e. banners, posters), TV and radio advertisements, amongst other communication methods.

## Nominations by Category

The next graph (Figure 3) illustrates the overall nominations submitted in both Bocas del Toro and Roatán by the business or attraction category into which they fall. The largest number of nominations came from the following categories:

- Lodging Service Providers (34 Total Nominations): Includes lodges and resorts, bed and breakfasts, hotels and motels, and hostels
- Food Service Providers (26 Total Nominations): Includes restaurants, food stands, cafes, bakeries
- Recreation Service Providers (20 Total Nominations): Includes dive shops, boat operators, and land and water-based tour operators

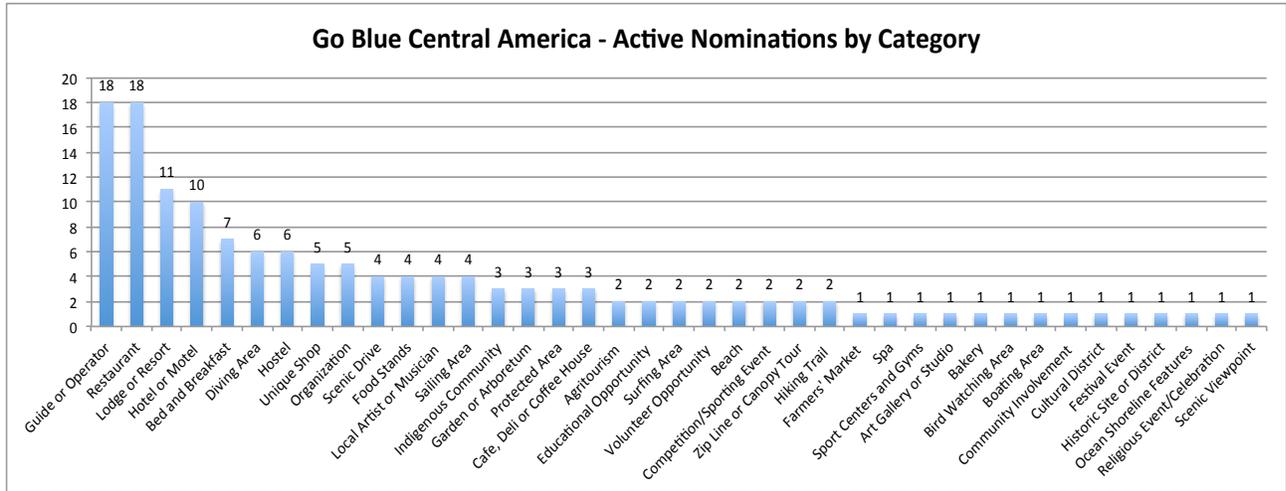


Figure 3: Active nominations by category - both destinations

## Roatán, Honduras

In Roatán, Honduras, 84 *active* nominations existed by the August 3 deadline. An additional 20-30 pending nominations are expected to be active by the September launch of the public Go Blue Central America website.

The map to the right (Figure 4) shows a good overall distribution of nominations throughout the island. Although the tourism centers of West Bay and West End include a number of nominations, the USAID Regional Program local coordinators made extra effort to include the smaller and more remote communities (such as Punta Gorda, Camp Bay, Jonesville, and Oak Ridge) that will particularly benefit from being included in the Geotourism website.

Roatán's 84 active nominations include 66 businesses (79%) and 18 attractions/non-businesses (28%) (Figure 5).

The table on the following page (Table 1) lists the detailed information of all of Roatán's 84 nominations.



Figure 4: Roatán nominations distribution

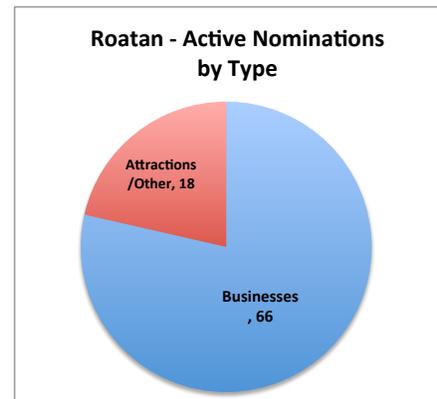


Figure 5: Roatán Nomination by Type

**Table 1: Roatan active nominations**

<b>Nomination Type</b>	<b>Nomination Name</b>
Art Gallery or Studio	Waves of Art Galeria y artesanias, West End-Roatan
Bakery	Fresh Panaderia y Cafe, Sandy Bay, Roatan, Honduras
Beach	Palm Beach, Johnson Bight, Roatan
Beach	Camp Bay Beach, Camp Bay, Roatan, Honduras
Bed and Breakfast	Condorito Flowers Bay, Bed & Breakfast, Divecenter & Islandtours, Flowers Bay, Roatan, Honduras
Bed and Breakfast	The Lily Pond House, West end-Roatan
Bed and Breakfast	Villagio Verde B&B Gibson Bight-Roatan
Bird Watching Area	Parque Gumbalimba, West Bay, Roatan, Honduras
Boating Area	Bote fondo de Vidrio Under Water Paradise, West End, Roatan, Honduras
Cafe, Deli or Coffee House	JavaVine Cafe & Wine Bar, West Bay, Roatan, Honduras
Community Involvement	Proyecto de Reciclaje para una Isla verde y limpia! Roatan
Competition or Sporting Event	TORNEO INTERNACIONAL DE PESCA DE ROATAN ( <a href="http://www.roatanfishingtournament.com">www.roatanfishingtournament.com</a> )
Competition or Sporting Event	Torneo Internacional de pesca (Catch and Release Fishing) Roatan
Cultural District	Comunidad de Punta Gorda, Roatan, Honduras
Diving Area	Monumento Natural Marino de Cayos Cochino, Roatan, Honduras
Diving Area	Tyll's Dive, West End-Roatan
Diving Area	West End Divers, West End-Roatan
Diving Area	Roatan Divers, West end-Roatan
Diving Area	Coconut Tree Divers, West End, Roatan, Honduras
Diving Area	Lighthouse Reef Night Dive, West End, Roatan, Honduras
Festival Event	Concha de Guanaja Festival, Guanaja, Islas de la Bahia, Honduras
Food Stands	Restaurante Gio's, French Harbour and Flowers Bay-Roatan
Food Stands	Chapicatrachas, West End, Roatan, Honduras
Food Stands	Cocina Garifuna, Punta Gorda, Roatan, Honduras
Garden or Arboretum	Carambola Gardens, Sandy Bay, Roatan, Honduras
Garden or Arboretum	Arboretum Tropical Blue Harbor, Blue Harbour, Roatan, Honduras
Guide or Operator	Caribe Shuttle, Bocas del Toro, Panama
Guide or Operator	West End Water Taxi Association, West End-Roatan
Guide or Operator	BIPTGA (Bay Islands Professional Tour Guide Association), Coxen Hole, Roatan, Honduras
Guide or Operator	Hyde Tours, Roatan, Honduras
Guide or Operator	Friendly East End Tours, Punta Gorda, Roatan, Honduras
Guide or Operator	Reef Gliders, West End-Roatan
Guide or Operator	Native Sons Dive Shop, West End-Roatan
Guide or Operator	Centro de Buceo Native Sons, West End, Roatan, Honduras
Guide or Operator	Instituto de Exploracion de profundidades Marinas de Roatan - Submarinos

	Stanley, West End, Roatan, Honduras
Guide or Operator	Octopus Dive School, Sandy Bay-Roatan
Guide or Operator	The Emeraldi Club, Oak Ridge-Roatan
Guide or Operator	Water Taxi (taxi Acuatico) en Oak Ridge-Roatan
Hiking Trail	Sendero Natural El Faro-Cayo Mayor, Cayos Cochinos- Roatan
Historic Site or District	Iglesia Metodista de Flowers Bay, Flowers Bay, Roatan, Honduras
Hostel	Hotel Chillies, West End, Roatan, Honduras
Hostel	Palmetto Bay Plantation, Palmetto Bay-Roatan
Hotel or Motel	Mayoka Lodge, Sandy Bay, Roatan, Honduras
Hotel or Motel	Casa & Casita Cervantes, Sandy Bay (Sunny Side), Roatan, Honduras
Hotel or Motel	La Casa de las Almendras en Palmetto Bay, Roatan, Honduras
Hotel or Motel	Turquoise Bay Resort, Milton Bight-Roatan
Hotel or Motel	Paya Bay Resort, Paya Bay-Roatan
Local Artist, Musician or Craftsperson	Artesanias West End, Roatan
Local Artist, Musician or Craftsperson	Marco Tulio Guillen (Pintor), Lugares Mutiples, Roatan, Honduras
Local Artist, Musician or Craftsperson	Alvin Roberto Welcome Brooks, French Harbour-Roatan, Honduras
Lodge or Resort	The Meridian, West Bay-Roatan
Lodge or Resort	Tranquileas Eco Lodge y Centro de Buceo, Sandy Bay-Roatan
Lodge or Resort	Upachaya Eco-Lodge and Wellness Resort, Man O'War Harbor-Roatan
Lodge or Resort	Blue Bahia Resort, Sandy Bay, Roatan
Lodge or Resort	Marble Hill Farms, East End, Roatan, Honduras
Lodge or Resort	Camp Bay Beach Adventure Lodge, Camp Bay, Roatan, Honduras
Ocean Shoreline Features	Roatan Rope Swing, West Bay-Roatan
Organization	Bay Islands Voice, Roatan, Honduras
Protected Area	Banco Cordelia, Coxen Hole, Roatan, Honduras
Protected Area	Parque marino Isla Barbareta y Refugio de Aves-Roatan
Religious Event or Celebration	Celebracion del 12 de Abril ETNIA GARIFUNA-Punta Gorda, Roatan, Honduras
Restaurant	Smugglers Beach Bar & Grill, West Bay, Roatan
Restaurant	Mangiamao Market & Delicatessen, West Bay, Roatan, Honduras
Restaurant	Bite on the Beach, West Bay, Roatan, Honduras
Restaurant	The Hot Dog Hut, West End, Roatan
Restaurant	Sundowner's Beach Bar, West End, Roatan
Restaurant	Big House Burger, French Harbour, Roatan, Honduras
Restaurant	McNab Place Restaurant and Bar, Jonesville, Roatan, Honduras
Restaurant	Charlie's Chill and Grill, Jonesville, Roatan, Honduras
Restaurant	Hole In The Wall, Jonesville, Roatan, Honduras
Restaurant	Sacrifise, Punta Gorda-Roatan

Restaurant	La Sirena, Camp Bay Village, Roatan, Honduras
Sailing Area	Windsurfing School, Sandy Bay-Roatan
Scenic Drive	Captain Van's Renta de Vehiculos West End y West Bay-Roatan, Honduras
Scenic Drive	Renta de Motos BR , Coxen Hole-Roatan
Scenic Drive	Buggy Tours en Roatan, Islas de la Bahia, Honduras
Scenic Drive	East Side Scenic Route, Santos Guardiola, Roatan, Honduras
Scenic Viewpoint	Lookout Point, East End, Roatan, Honduras
Unique Shop	Roatan Rum Company Between West End and West Bay-Roatan
Unique Shop	Eco-Store, Roatan Marine Park, West End, Roatan, Honduras
Unique Shop	Hecho en Roatan - Arte Rusty Fish, Sandy Bay, Roatan, Honduras
Unique Shop	The Bulk Gourmet, French Harbour-Roatan
Zip Line or Canopy Tour	Monkey Trail Canopy en Gumbalimba Park - West Bay, Roatan, Honduras
Zip Line or Canopy Tour	South Shore Zip-line Adventures, West Side (Entre West End y West Bay), Roatan

## Bocas del Toro, Panama

In Bocas del Toro, Panama, 62 *active* nominations existed by the August 3 deadline. An additional 10-20-30 pending nominations from Bocas del Toro are expected to be active by the September launch of the public Go Blue Central America website.

Similar to Roatán, the map to the right (Figure 6) shows a good overall distribution of nominations throughout the Bocas del Toro archipelago. Many nominations came from the tourism hub of Bocas Town and Isla Colon, but a number of additional nominations are seen from neighboring islands as well.

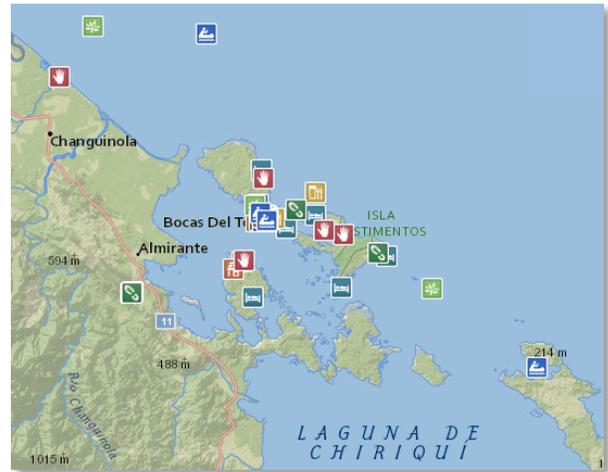
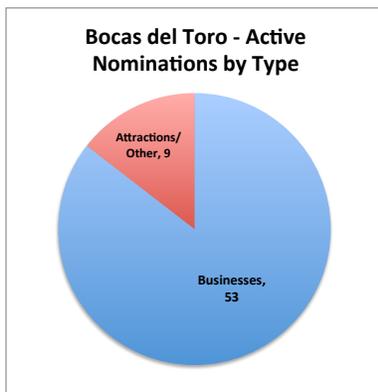


Figure 6: Bocas del Toro nomination distribution



Bocas del Toro’s

62 active nominations include 53 businesses (85%) and 9 attractions/non-businesses (15%) (Figure 7). Figure 8 illustrates the overall breakdown of the different categories of nominations in Bocas del Toro.

The table on the following page (Table 2) lists the detailed information of all of Bocas del Toro’s 62 nominations.

Figure 7: Bocas del Toro nominations by type

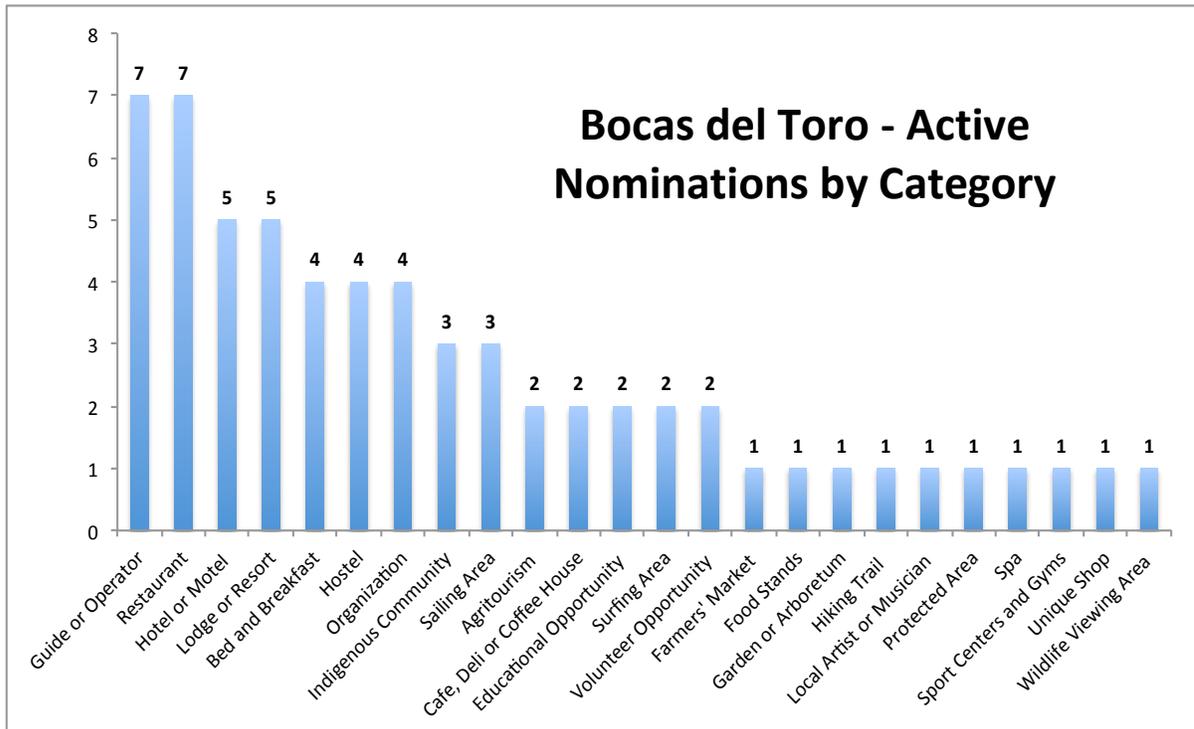


Figure 8: Bocas del Toro nominations by category

**Table 2: Bocas del Toro active nominations**

<b>Nomination Type</b>	<b>Nomination Name</b>
Agritourism	Oreba Chocolate Tour in Rio Oeste Arriba, Almirante, Bocas del Toro
Agritourism	Up in the Hill - Coffee Shop, Organic Farm & Products, Isla Bastimentos, Bocas del Toro
Bed and Breakfast	Solarte Inn, Isla Solarte, Bocas del Toro
Bed and Breakfast	Aqua Lounge, Isla Carenero-Bocas del Toro, Panama
Bed and Breakfast	Cocomo On The Sea Bed & Breakfast, Isla Colon, Bocas del Toro, Panama
Bed and Breakfast	Playa Bluff Lodge, Isla Colon, Bocas del Toro
Cafe, Deli or Coffee House	Super Gourmet, Isla Colon, Bocas del Toro
Cafe, Deli or Coffee House	Starfish Coffee, Isla Colon, Bocas del Toro
Educational Opportunity	Rainforest Awakenings, Bocas del Toro
Educational Opportunity	Habla Ya, Escuela de Inmersion de Espanol, Isla Colon, Bocas del Toro, Panama
Farmers' Market	Bocas Organic Dorothy's Own Chocolates & Finca Maribella's Bamboo, Bocas Del Toro
Food Stands	Taller de Sabor, Isla Colon, Bocas del Toro
Garden or Arboretum	Jardin Botanico Finca Los Monos, Isla Colon, Bocas del Toro, Panama
Guide or Operator	Nomade Expeditions, Isla Colon, Bocas del Toro
Guide or Operator	Coopeguitours R.L, Isla Colon, Bocas del Toro, Panama
Guide or Operator	Bocas Water Sports, Isla Colon, Bocas del Toro, Panama
Guide or Operator	Under Sea, Isla Colon, Bocas del Toro
Guide or Operator	NeverDry Video, Isla Colon, Bocas del Toro
Hiking Trail	Paradise Falls Waterfall Tour, Almirante, Bocas del Toro
Hostel	Tungara Hostel, Isla Colon, Bocas del Toro
Hostel	Hosteluego, Isla Colon, Bocas del Toro, Panama
Hostel	La Veranda Guesthouse and Hostel, Isla Colon, Bocas del Toro, Panama
Hostel	Mar e Iguana Hostel & Irie Lion Musik Bar, Isla Colon, Bocas del Toro, Panama
Hotel or Motel	Hotel Palma Royale, Isla Colon, Bocas del Toro, Panama
Hotel or Motel	Hotel Don Chicho, Isla Colon, Bocas del Toro, Panama
Hotel or Motel	Residencial La Terraza, Isla Colon, Bocas del Toro
Hotel or Motel	Lula's Bed and Breakfast, Isla Colon, Bocas del Toro, Panama
Hotel or Motel	Birds Nest, Isla Colon, Bocas del Toro, Panama
Indigenous Community	Oreba Chocolate Tour in Rio Oeste Arriba, Almirante, Bocas del Toro
Indigenous Community	San Cristobal, Isla Cristobal, Bocas del Toro
Indigenous Community	Operation Safe Drinking Water Tour, Bocas del Toro
Local Artist, Musician or Craftsperson	Citizens of Chocolate, Bocas del Toro, Panama
Lodge or Resort	Dolphin Bay Hideaway, Isla San Cristobal (Isla Cristobal) - Bocas del Toro, Panama

Lodge or Resort	Tranquilo Bay Eco Adventure Lodge, Isla Bastimentos, Bocas del Toro
Lodge or Resort	Casa Cayuco Eco-Adventure Resort, Isla Bastimentos, Bocas del Toro, Panama
Lodge or Resort	Over the Water Rentals, Isla Colon, Bocas del Toro
Lodge or Resort	Palmar Tent Lodge, Isla Bastimentos, Bocas del Toro
Organization	Operation Safe Drinking Water, Bocas del Toro
Organization	Manos para el Mar, Isla Colon, Bocas del Toro, Panama
Organization	REDTUCOMBO, Red de Turismo Comunitario de Bocas del Toro
Organization	Bocas Sustainable Tourism Alliance (BSTA)
Protected Area	Cayos Zapatillas, Bastimentos, Bocas del Toro, Panama
Restaurant	El Ultimo Refugio, Isla Colon, Bocas del Toro, Panama
Restaurant	Barracuda Ristorante Italiano, Isla Colon, Bocas del Toro, Panama
Restaurant	Buena Vista Bar & Grill, Isla Colon, Bocas del Toro, Panama
Restaurant	Bocas del Toro Restaurant & Bar, Isla Colon, Bocas del Toro, Panama
Restaurant	Bibi's on the Beach, Isla Carenero-Bocas del Toro, Panama
Restaurant	Mana Bar & Restaurant (sport & terrace), Isla Colon, Bocas del Toro, Panama
Restaurant	La Buguita Cafe and Ocean Lounge, Isla Colon, Bocas del Toro, Panama
Sailing Area	Bocas Marina, Isla Colon, Bocas del Toro, Panama
Sailing Area	Bocas Sailing, Isla Colon, Bocas del Toro, Panama
Sailing Area	9 Degrees Charters - Sailing and Surfing Adventures, Bocas del Toro
Spa	Lil' Spa Shop, Isla Colon, Bocas del Toro, Panama
Sport Centers and Gyms	Bocas Yoga, Isla Colon, Bocas del Toro, Panama
Surfing Area	Mono Loco Surf School, Isla Colon, Bocas del Toro, Panama
Surfing Area	Bocas Surf School, Isla Colon, Bocas del Toro, Panama
Unique Shop	Cristales del Mar, Isla Colon, Bocas del Toro, Panama
Volunteer or Research Opportunity	Doctores Flotantes, Isla Colon, Bocas del Toro, Panama
Volunteer or Research Opportunity	Give & Surf, Isla Bastimentos - Bocas del Toro, Panama
Wildlife Viewing Area	Bocas Butterfly Garden, Isla Colon, Bocas del Toro, Panama

## Lessons Learned

### Nomination Period Deadlines

In both Bocas del Toro and Roatán, it appeared as if the creation and enforcement of deadlines for local residents and businesses to submit their nominations was a powerful incentive for those local stakeholders to complete their nominations. If the nomination period for this first phase of the Geotourism project in both sites remained open forever, it was likely that fewer nominations would have been submitted.

### Individual Outreach

In both Bocas de Toro and Roatán, subcontractor Solimar International staff, GSC members, and project volunteers were required to remind local nominators multiple times to complete their nominations – both via phone and email communications, as well as through individual interactions. Without a strong local presence constantly reminding local stakeholders to complete their nominations, far fewer nominations would have been completed.

### Paper Nominations

Many of the rural or indigenous communities in both Bocas del Toro and Roatán did not have the computer literacy or Internet connectivity to submit nominations via the Go Blue Central America Site Nomination Website. Therefore, it was extremely helpful for subcontractor Solimar International staff, GSC members, and project volunteers to visit these communities in person to assist local residents and business owners in completing paper nominations, which were then transferred to the Go Blue Central America Site Nomination Website by subcontractor Solimar staff.

Although many of these community-owned business nominations who did not have email addresses or internet connections very much deserve to be a part of the Go Blue Central America website and will benefit greatly from their participation, not having a business owner's email address directly linked to the business nomination will negatively impact the USAID Regional Program's efforts to survey these business owners via baseline or quarterly email surveys over the coming years. Local GSC members may be able to support these information needs in the future by collecting this basic financial information from the community-owned business owners in person.

### Nominations of Businesses vs. Attractions

Subcontractor Solimar International staff focused their efforts of promoting the opportunities of participating in the Geotourism project particularly on local Micro, Small, and Medium-Sized Enterprises (MSMEs) due to the USAID Regional Program's interest in engaging the tourism industry to improve sustainability. This focus was primarily due to the importance of the Geotourism activity in relation to generating results for the USAID Regional Program's success indicator KRA 2.4.2, the "increase in the sales of sustainable products and services".

Subcontractor was successful in engaging MSMEs within the Geotourism project, with nearly 80% of all nominations being businesses. With that said, nominations of "attractions" (such as dive sites, beaches, cultural events, etc.) are also important as they provide suggestions for visitors of "things to do" at the Go Blue Central America destinations, not only businesses to patronize. Therefore, as additional destinations are added to the Central America Geotourism platform over the coming years, the focus on local business nominations as well as attractions nominations should become more balanced.

## Go Blue Central America - Website Content and Design

The final stage of the Go Blue Central America project is the design and production of the public website that will launch in September 2012. The following section outlines both the overall content that the website will contain, as well as “wire frames” of the website’s design that the National Geographic Maps Division will turn into the functional public website during the months of August and September. The overall time required to complete the production of the Go Blue Central America is approximately 4-6 weeks.

### Website Content by Individual Webpage

#### 1. Main Home Page / Regional Landing Page (Figure 9)

- Introduction to the Central America coastal region
  - Regional themes
  - Ecological corridor
  - Mesoamerican Reef
  - Value/Connections between tourism, conservation, local residents
  - Importance of tourism helping to support preservation of natural and cultural resources
- Interactive regional map to allow visitors to jump to country pages
- Quick links to “highlighted” destinations/destination pages
  - Roatán
  - Bocas del Toro
- Forward by Silvia Earle – TBD
- Introductory/welcome video (for the entire website/region)
- Social Media (for the entire website/region)

#### 2. Explore Places

- Interactive Map
  - Entire region
  - Drop down menu to highlighted destinations within interactive map (similar to what exists now on the nomination site)
- Save your favorite nominations/create your own itinerary function

#### 3. Get Inspired (Figure 10)

- Overall themes:
  - Pristine Natural Areas
  - Outdoor Recreation
  - Culture & History – Past & Present
  - Food, Drink and Nightlife
  - Tourism Best Practices and Sustainability
- *Local Voices* videos and interviews
  - Themes (follow overall themes):

- Conservation leaders (i.e. CORAL, BSTA, etc.)
    - Cultural leaders (i.e. Garifuna, etc.)
    - Recreation specialists (i.e. dive masters, etc.)
    - Food specialists (i.e. Lionfish recipes, sustainable seafood choices)
  - Captured in 60-90 second videos
  - Linked related nomination content below the themes
- “*My Perfect Day...*” videos and interview
  - Local experts interviewed and asked, “*If you only had one day to spend in (Roatan or Bocas)...what would you do?*”
  - Captured in 60-90 second videos
  - Attractions and businesses referred to during interviews linked at the bottom of the page

#### 4. Participation/Get Involved

- Events calendar
- Volunteer opportunities and research projects

#### 5. About Us

- About the project
- Supporting partners
- How to become a new destination on the Go Blue website

#### 6. Country Pages (Figure 11)

- Country introduction/information
- Welcome section from well-known country representative or expert
- Quick links to highlighted destinations (i.e. Honduras > Roatan, Utila, Cayos, etc.)

#### 7. Destination Pages (Figure 12)

- Highlighted destinations (i.e. Bocas, Roatan)
  - Destination introduction/information
  - “GeoTraveler Tips”
    - Current weather
    - Getting here and away
- Welcome/introductory video (for the destination)
- Social Media (for the destination)

### Website Design by Individual Webpage

The following pages contain the overall Go Blue Central America website “wireframes” that will guide the overall production of the public website by the National Geographic Maps Division over the next 4-6 weeks.



Figure 9: Main Home Page / Regional Landing Page wireframes


**GEOTOURISM MAPGUIDE: A TRAVEL GUIDE TO THE PLACES MOST RESPECTED AND RECOMMENDED BY LOCALS.**

# Go Blue Central America Geotourism MapGuide

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[Participate](#)
[About Us](#)
[Nominate](#)

Belize
Costa Rica
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Guatemala
Honduras
Nicaragua
Panama

Highlighted Destination: Roatan

Highlighted Destination: Bocas

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## Country Map

With links to destination landing pages (if they exist)



HONDURAS

## Honduras Intro Text

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## Welcome Message from a National Expert



Nelly Jerez

*"Welcome to Honduras...home to the beautiful Bay Islands, migratory whale sharks, rich and living indigenous cultures, and some of the most beautiful beaches in the Caribbean. We hope you will join us, etc..."*

*Nelly Karina Jerez*  
**Minister of Tourism**


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Figure 10: Country Landing Page wireframe

**GEOTOURISM MAPGUIDE: A TRAVEL GUIDE TO THE PLACES MOST RESPECTED AND RECOMMENDED BY LOCALS.**

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Highlighted Destination: Roatan

Highlighted Destination: Bocas

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## Roatán, Honduras Intro Text

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**Community**  
Oreba Chocolate Tour in Rio Oeste  
Arriba, Almirante  
Nominated on 6/27/12

**Action Opportunities**  
Bay Islands Voice Roatan-Bay Islands  
Nominated on 6/27/12

**Festival or Event**  
Celebración del 12 de Abril ETNIA GARIFUNA-Punta gorda Roatan  
Nominated on 6/26/12

**Roatán: Pristine Natural Areas**

**Roatán: Outdoor Recreation**

**Roatán: Culture & History, Past & Present**

**Roatán: Food & Drink**

**Roatán: Tourism & Sustainability**

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Figure 11: Destination Landing Page wireframe


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AQ

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El Salvador

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## Roatán: Culture & History, Past & Present



### First to Arrive: Pirates & Slaves

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### The Garifuna

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### Modern Day Island Life

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**Video - Local Voices: (2 mins)**  
Roatán historian Miriam Galindo shares the history of Roatan...from the 17th century until modern day.



**Video - My Perfect Day: (1.5 mins)**  
Garifuna leader Alfredo Lopez describes his perfect day in Roatán, which includes a cultural museum, conch soup, and drumming.



**Related Content:**



Action Opportunity  
Sustainable Forestry Demonstrations at Martin's Lumber



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Schuyler House



Historic Museums and Attractions  
Heart's Delight Farm Heritage Exhibit



By Bicycle  
The Feeder Canal



Historic Museums and Attractions  
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Historic Museums and Attractions  
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Figure 12: Destination "Theme" Landing Page wireframe