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**DELIVERABLE 2.4: TURTLE SPOTTERS TOURISM PROGRAM
PROGRESS FINAL REPORT**

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ACRONYMS

ANABOCA	<i>Asociación Natural Bocas Carey</i> (Bocas Hawksbill Association)
ANAM	<i>Autoridad Nacional del Ambiente</i> (National Environmental Authority)
ARAP	<i>Autoridad de Recursos Acuáticos de Panamá</i> (Panamanian Aquatic Resources Authority)
ATP	<i>Autoridad de Turismo de Panamá</i> (Panamanian Tourism Authority)
ATTT	<i>Autoridad de Tránsito y Transporte Terrestre</i> (Traffic and Ground Transportation Authority)
SINAP	<i>Sistema Nacional de Áreas Protegidas</i> (National System of Protected Areas)
STC	Sea Turtle Conservancy
STRI	Smithsonian Tropical Research Institute
USAID	United States Agency for International Development

EXECUTIVE SUMMARY

Bluff Beach, on the island of Colon in the archipelago of Bocas del Toro, Panama, is a key nesting site for three species of sea turtle; the threatened leatherback (*Dermochelys coriacea*), the critically endangered hawksbill (*Eretmochelys imbricata*) and the endangered green turtle (*Chelonia mydas*). Since 2012, the Sea Turtle Conservancy (STC) has been working with the local community organization ANABOCA (*Asociación Natural Bocas Carey*), under the provision of the USAID Regional Program for the Management of Aquatic Resources and Economic Alternatives, to establish low-impact, community-based sea turtle tourism activities. In addition to providing an economic alternative to participating members of the indigenous community; this initiative serves to establish community buy-in by showing that a sea turtle can generate more income alive than dead, and develop a long-term sustainable funding structure to support continued sea turtle conservation efforts.

Drawing upon decades of experience from having developed and implemented the highly successful Turtle Spotters Program in Tortuguero, Costa Rica, STC has worked to build capacity with the members of ANABOCA over the last two years to establish an appropriate sea turtle tourism program at Bluff Beach. This report details the process by which the administrative, sales and tour operations infrastructure for the Community-based Turtle Tourism Initiative has been refined and implemented during the 2014 season. STC field staff continues to provide basic support and guidance to the initiative; however, many of the tasks and responsibilities associated with the successful management of the tourism initiative have been turned over to and assumed by the members of ANABOCA.

INTRODUCTION

Bluff Beach, in Bocas del Toro Province, Panama, is a sea turtle nesting beach of significant regional import. The beach was declared a Municipal Nature Reserve (*Reserva Natural Municipal*) in 1997 by a municipal resolution, and was provided a use ordinance in 1999 by municipal accord. Bluff Beach is also home to a small and impoverished indigenous community of about 140 people, living in around 16



Leatherback tracks on Bluff Beach Municipal Reserve

households, according to a recent survey conducted by STC (USAID, 2012_a). This community's tenancy is instable, due to a long-running conflict with the reported landowner. There are also limited economic opportunities for community members, due not only to the questionable legality of the tenants' land development, but also to the small number of businesses in the area and Bluff's distance from Bocas Town, where employment is more easily obtained. Furthermore, many of the businesses in Bocas are owned and managed by Panamanians from other provinces and/or foreigners, thus making it generally difficult for locals to find work in positions that allow for significant advancement and ample self-management.

Since 2012, under the USAID Regional Program for the Management of Aquatic Resources and Economic Alternatives, STC has been working to facilitate the development of sustainably managed, community-based sea turtle tourism at Bluff Beach. The mission of this initiative is three-fold: (1) to provide a market-based mechanism for ensuring effective management of the Municipal Reserve's turtles and nesting habitat; (2) to promote sustainable community development by providing environmentally sound economic and educational opportunities for the Bluff and wider Bocas communities; and (3) to make Bluff's sea turtle conservation work self-sustaining, by using tourism to generate all of the required funding.

After many months of consensus building, capacity building, and coordination, the Community-Based Sea Turtle Tourism Initiative was formally launched in May, 2013. The system consists of both a sales point and registry office in Bocas Town, and a field station at Bluff Beach and it requires the coordinated efforts of the beach monitors (whose work is the core of the research and conservation project), the naturalist guides (who lead the tours), and the receptionist (who provides information to interested tourists who visit the office in Bocas Town, sells tickets, manages the sales registry, and coordinates the naturalist guides' schedules). All of the sea turtle conservation and tourism efforts are collaboratively managed by ANABOCA and STC, and formally overseen by the Bluff Beach Advisory Group, an umbrella group of representatives of key stakeholder organizations. The Advisory Group is currently composed of ANABOCA, STC, STRI (the Smithsonian Tropical Research Institute, which maintains a research station in Bocas del Toro), Alianza Bocas (a group representing regional community-based tourism projects), the Municipal Government, and the ATP (Panamanian Tourist Authority).

The turtle tourism initiative at Bluff Beach was modelled on the Turtle Spotters Program, which was developed and overseen by STC at its field site in Tortuguero, Costa Rica. However, given the drastic differences in nesting density and socioeconomic backdrop between Tortuguero and Bluff Beach, the position of "turtle spotter" – a person whose sole job is to walk the beach, spot nesting turtles that could be viewed by tourist groups, and contact tour guides to direct them to the turtles – was deemed superfluous for the tourism program at Bluff Beach, thus the model was modified to fit the specific conditions at this site.

METHODOLOGY

The STC has spearheaded all sea turtle conservation efforts at Bluff Beach, working in a supervisory capacity in collaboration with ANABOCA. Efforts in 2012 – 2013 focused on recruiting members for ANABOCA and the Bluff Beach Advisory Group, developing an appropriate tour structure and sales system, providing necessary training and technical expertise and building public support. For details on work carried out and results from 2013 see USAID (2013) Throughout the first half of 2014, a concerted effort was made by STC field staff to continue building capacity amongst key members of ANABOCA and gradually turn over all administrative and management responsibilities, while still providing feedback, guidance and general oversight.



Members of ANABOCA completing bi-weekly accounting and payroll

Throughout the development of the Turtle Tourism Initiative, the approach taken in all work, and the focus of all methodologies chosen for the work, has been participatory – to collaborate with ANABOCA members and other local stakeholders as much as possible. The justification for this approach is that while the support of the USAID Regional Program for the Initiative is finite, with a known end date, the involvement of ANABOCA and the rest of the local community stakeholders will hopefully be permanent. Thus,

effective, perpetual management of sustainable turtle tourism at Bluff Beach will depend, in the long run, on the effective capacity building that is carried out now, during the Initiative's nascent phase, under the USAID Regional Program. The most effective form of capacity building is for the participants to be involved in every phase of development to as large an extent as possible, learning experientially through every decision, conflict, and action encountered.

The work detailed below was carried out largely through a protracted series of open meetings, promoting continual dialogue and ongoing collaboration among all members of the Bluff Beach Advisory Group. For each meeting, a formal invitation was sent out on behalf of the USAID Regional Program, including an official agenda (for sample meeting invitation and agenda, see

Appendix 1). Discussion was loosely facilitated by STC field staff, with the main goals being that everyone had an opportunity to voice their opinions, and that every meeting generated actionable, measurable decisions and results.

Where appropriate, formal trainings were the chosen methodology and were facilitated by STC field staff. Invitations, documentation, presentations, and evaluations were designed and delivered for meetings on a case-by-case basis. (For documentation of all training activities, see their respective Appendices.)

For outreach and publicity efforts, several approaches were taken to reach different sectors of the local population and visitors to the area. The principal chosen methodology used to inform local business owners and managers about the turtle tourism initiative at Bluff Beach was a short PowerPoint presentation (approximately 15 minutes in length; see Appendix 2). The presentation was given at over 40 local businesses, hotels and other establishments; it was given jointly by a member of ANABOCA and a member of STC staff. Beyond explaining the importance of the initiative and the way in which tour sales are conducted, these presentations played a key role in generating publicity, distributing promotional materials, strengthening the initiative’s public image and building effective working relationships with local business owners. Publicity materials included brochures and fliers which were widely distributed around the region, as well as information displayed on the ANABOCA website and Bocas Turtles Facebook page.

In addition, regular publicity efforts were made to engage the local population and build further support. A number of important local contacts were invited to participate in a free turtle tour at the beginning of each nesting season, in order to witness the project firsthand, give crucial, trustworthy feedback to new naturalist guides, and feel more directly connected to the project they were supporting. Several television interviews on the popularly viewed local ‘Cable Chicho’ allowed STC staff and members of ANABOCA to reach more of the local population and delve further into the goals of the initiative.

Finally, it is important to note that much of the important decisions, actions, training, and other activities carried out happened *ad hoc*, with the Advisory Group being formally advised *post hoc* via its regular meetings. This “methodology” could be described as the establishment and utilization of close and continual working relationships between all stakeholders. Work completed through this methodology is evidenced in the minutes from the Advisory Group meetings (see Appendix 7).



STC Research Coordinator, Cristina Ordoñez, conducting training on sea turtle biology with naturalist guides

RESULTS AND DISCUSSION

DESCRIPTION OF ACTIVITIES CARRIED OUT

Planning and coordination of activities leading to the launch of the 2014 season of the Tourism Initiative included all of the activities facilitated by STC in 2012 and 2013, as subcontractor of the USAID Regional Program. For documentation and discussion of these activities see USAID 2012_{a,b,c} and USAID 2013.

In early 2014, STC began to convene the Advisory Group to continue planning for the launch of the 2014 season, targeted for March when the leatherback nesting season begins. Review of the number of tourists and accounting from the 2013 season led to several minor changes in pricing structure (see description below in “Revenue Generated”) but the tour schedule and sales system developed and used during the previous year were maintained. Due to the departure of three of the trained naturalist guides, one who doubled as a beach monitor, a priority was the recruitment and training of additional naturalist guides and beach monitors.

STC field staff worked with members of ANABOCA to carry out a thorough naturalist guide recruitment effort in early February 2014, hoping to involve locals and train additional naturalist guides and beach monitors before the start of the 2014 nesting season. Despite significant efforts to attract interest among the local community, by holding various informational sessions and recruitment events that were advertised on the local television station ‘Cable Chicho’ and in fliers widely distributed throughout town, only a few locals showed interest in becoming involved in the project. Of these, only one committed to completing the training course required to work as a naturalist guide. Unfortunately he was given greater responsibilities in his job shortly after completing the training that did not allow him to continue working with the initiative. On the other hand, quite a few expatriates currently residing in Bocas were very enthusiastic about the opportunity. Although the intent had been to train local members of the community to work as naturalist guides, after much discussion amongst members of the Advisory Group, the decision was made to invite the expatriates residing in Bocas to attend the training course to become naturalist guides, thereby ensuring a robust enough staff to continue offering a complete tour schedule of two tours per night, seven days a week. The five beach monitors, however, were successfully recruited from the local, indigenous Bluff Beach community.

STC field staff carried out an extensive naturalist guide and beach monitor training with interested candidates from mid-February through mid-March 2014. The training sessions consisted of formal classroom presentations on basic sea turtle biology, the ecological importance of turtles, major threats, and best practices for sea turtle monitoring, conservation and sustainable tourism. These presentations were followed by hands-on exercises in the field to hone appropriate skills, as well as group dynamic activities



Prospective beach monitors receive hands-on training on how to collect biometric data from sea turtles

aimed at fostering collaboration and communication amongst participants. The training culminated in a final exam (see Appendix 5.4). Five beach monitors and ten naturalist guides successfully completed the training; unfortunately, five of the trained naturalist guides left before the end of the 2014 season for varying personal and professional reasons. The five remaining naturalist guides were willing and able to lead additional tours to provide a full tour schedule for the entire season.

A search for a receptionist was also launched in February as the person who had worked the previous season had elected to attend university and was not available to work again. The position was announced by word of mouth and in fliers displayed around town (see Appendix 5.1). The receptionist's work includes management and maintenance of the sales office, registration of tourists, coordination between all team members, co-management of project accounting (with ANABOCA president and treasurer), and support with assorted efforts related to the Turtle Tourism Initiative. It was crucial to establish a sales and information booth in Bocas Town as this is where the majority of tourists stay while visiting Bocas. However, the position was not suitable for one of the ANABOCA members residing at Bluff Beach as the distance and cost associated with getting to/from town was prohibitive. As for the naturalist guides, the intent was to hire a member of the community, to increase local involvement and support for the initiative; however, despite continuous efforts that were made for over a month no qualified candidate was found. In the end all stakeholders agreed that the best option was to hire a very enthusiastic and trilingual Ecuadorian expatriate living in Bocas, who had also completed the naturalist guide training. The receptionist was trained in how to receive customers,

explain the project, respond to common questions, secure sales, prepare and register tickets, explain the regulations for beach visits, and coordinate between the tourists, interpreters, transport, and monitors.



A hand-painted sign directs tourists to the new sales and information booth in the Simon Bolivar central park

Perhaps the most influential change to the initiative's sales system in 2014 was the acquisition of a new sales booth. In 2013, after several failed attempts at other locations, the initiative acquired an office space in the Public Market as its sales point. This was one of the few affordable spaces in town, yet its relatively remote location out of the center of town and the unkempt appearance of the Market building deterred many visitors from approaching for more information or to purchase a ticket. This year the initiative was able to secure the use of a small booth in the central park just off the main road where the majority of hotels and restaurants frequented by tourists are located. In addition, ANABOCA and STC jointly invested in a very attractive hand-painted sign that advertised the tours, and directed visitors towards the booth. The improved location and added visibility attracted far more tourists to the booth to inquire about and reserve tours, and also greatly boosted ANABOCA's public image. The booth schedule

was set from 12:30 p.m. to 6:30 p.m. daily, Monday – Saturday.

The target date for launch of the sales system was 17 March, at the beginning of the leatherback nesting season. However, leatherback nesting in Bocas was delayed and subsequently the decision was taken by members of the Advisory Group to push back the launch date of turtle tours to avoid any possibility of getting bad publicity due to low encounter rates with turtles during the tour. When nesting frequency increased sufficiently, the initiative was able to begin selling tours on 31 March.

Training, capacity building, and evaluation efforts with ANABOCA and the rest of the Initiative continued throughout the remainder of the season. This took various forms, including:

Biweekly staff meetings, with agendas and facilitation provided by ANABOCA

Cross-training, including various ANABOCA members staffing the sales office, and guides and monitors interchanging strategies and skills informally in the field;

A succinct customer-service questionnaire, collaboratively prepared by STC and ANABOCA that tourists were invited to complete at the end of their tour (see Appendix 5.7).

PUBLIC PRIVATE ALLIANCES

During its second year of operation, the Initiative continued to receive support from many of the local businesses at Bluff Beach and in Bocas Town. Due to the publicity efforts carried out throughout the 2013 nesting season, the community-based turtle tour became rather well known and many business owners and managers regularly sent their clients to participate in tours. This was particularly true of the businesses located at Bluff Beach; they use the fact that Bluff is a turtle nesting beach and there is an opportunity to do a turtle tour with ANABOCA as a key marketing tool. Business owner Monique Born of Hotel Tesoro Escondido, located near Bluff Beach, supported the Initiative by offering a \$10 discount on room rates to visitors who also booked a turtle tour with ANABOCA. This resulted in very positive publicity and an added incentive to customers who may have been considering the tour.

STC field staff encouraged ANABOCA to develop additional products and services to provide a continuous stream of income outside of the turtle nesting season and to keep members engaged throughout the year. ANABOCA had expressed interest in pursuing the possibility of offering guided jungle walks. After establishing a trail through the jungle behind the ANABOCA field station at Bluff Beach that improved upon existing trails, the Initiative received indispensable assistance and support from several private companies and individuals in developing and marketing these jungle tours (see Appendix).

STC field staff and members of ANABOCA combined previous knowledge of the local flora and fauna with information about their cultural uses to



Aneldo Martin of ANABOCA leads a tourist on a jungle tour

develop a unique guided walk that would allow visitors the opportunity to appreciate both the ecological and cultural landscape. In an attempt to identify much of the unique flora along the trail, input was sought from biologist and botanists in the region. STC staff approached a well-known botanist Bruce Hill, who manages a 60-acre high biodiversity reforestation project and botanical garden called Luminescence Farm on neighboring Bastimentos Island. He was very enthusiastic about assisting and invited the members of ANABOCA to a special tour on the farm to learn about some of the flora characteristic to Bocas del Toro. This opportunity provided key information about many interesting native plant species that ANABOCA was able to incorporate into their tour, as well as insight into how to lead an enjoyable guided naturalist walk through the jungle.

Natalia Gonzalez, a biologist who leads popular naturalist-guided tours at the exclusive eco-resort Tranquilo Bay on Bastimentos Island also provided assistance by helping to identify common bird species seen in the region and in providing another product that ANABOCA could sell throughout the year to diversify income. As a wildlife photographer, she offered to give ANABOCA several of her wildlife postcards of turtles and other emblematic species at cost to sell for a profit at the sales booth. ANABOCA received the postcards for \$0.30 each and are selling them to visitors at \$1 each, for a \$0.70 profit. The profit goes directly into the general ANABOCA general funds account that helps cover office and administrative expenses. Natalia has agreed to help ANABOCA develop their own postcards with their logo that they could sell next year.

REVENUE GENERATED (IN US\$) AND NUMBER OF TOURISTS RECEIVED

It is important to note that at the beginning of the 2014 season the decision was made to alter the pricing structure slightly, following a review of the statistics and accounting information available from the 2013 season. Pricing had been structured to encourage local participation with foreigners being charged \$15 per person, nationals \$10 per person and locals \$8 per person. Children under the age of 14 paid half price. This pricing structure was seemingly overly complex and frequently led to confusion. Members of ANABOCA felt that children over the age of 10 should pay full price as they received the same service from the guide; they also thought that all tourists coming from outside Bocas del Toro Province should pay the same rate. While there was much debate as to whether the prices were too low, given much higher rates of up to \$70 per person being charged at some sites in neighboring Costa Rica, it was ultimately decided to keep the rates lower and thereby make them more accessible to all sectors of the population. Thus, the pricing structure was simplified with foreigners being charged \$15 per person and locals from Bocas del Toro Province being charged \$10. Children under the age of 10 paid \$10.

Furthermore, as it was evident that the Initiative could financially support a raise, the Advisory Group voted to raise the naturalist guide and beach monitor compensation by \$1 per tourist, for a total compensation of \$3 per tourist. Thus, naturalist guides received \$3 per tourist in each tour they conducted and an additional \$3 per tourist was collected in a fund that was split evenly between the five beach monitors to supplement their stipends. The rest of the revenue generated went into a general fund that covered the expenses of the sales office, the receptionist's compensation (raised to \$300 per month) and any other associated costs. Once these costs have been covered, the remainder serves as a savings fund for future ANABOCA project expenses or initiatives. Therefore, while the potential revenue and savings were slightly lower, the salaries improved; this was key to maintaining the involvement of existing naturalist guides and monitors and attracting the interest of additional naturalist guides and monitors.

Revenue Generated

Dates: 31/03/14 to 15/06/14

Number of days: 75 days

Tourists:

Total: 395

Average/pay period*: 79

Percent Spanish-speaking: 13.2%

Percent English-speaking: 86.8%

Percent Panamanian: 3.5%

Project Income: \$6,054

Project Expenses and Salaries: \$3,754.63

Project revenue:

Total: \$2,299.37

Average/pay period: \$459.87

**Note: Pay periods are bi-weekly, starting on the 1st and 16th and ending on the 15th and final days of each monthly, respectively*

From the launch of the season on 31 March, through 15 June, a total of 395 visitors participated in the tours, representing over 33 nationalities. The largest percentage of visitors hailed from the United States, followed by Germany and Holland (See Figure 1). Over eighty-six percent of these tourists were English speaking, thus requiring the naturalist guides to conduct the interpretation in English. It is worth mentioning that the time period of this report represents only half of the sea turtle nesting season, and includes some of the lowest months of tourism in Bocas del Toro. Thus, it is highly likely that the number of visitors and revenue will be at least double by the end of the season in August.

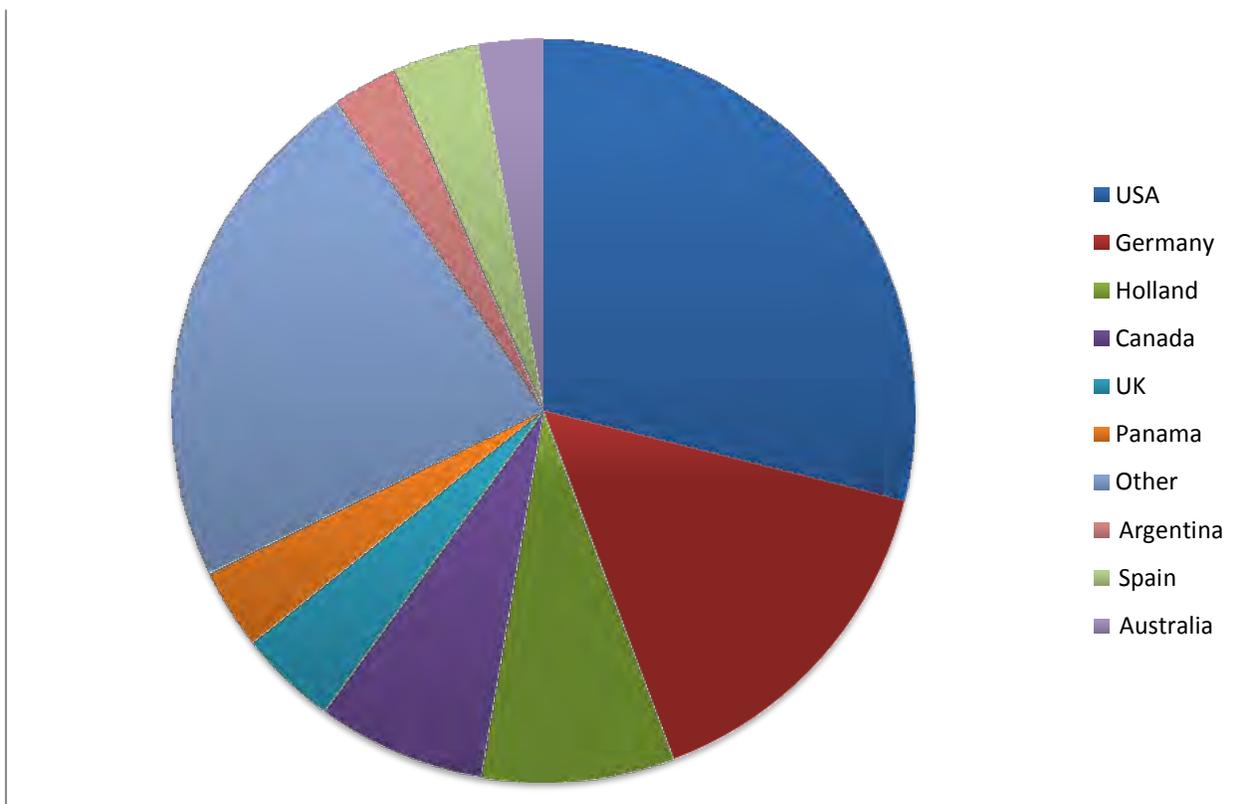


Figure 1: Nationalities of tourists registered for sea turtle tours, March – June 2014

Since the official launch of the tour system in mid-May 2013 through mid-June 2014, ANABOCA has had a total revenue of \$9,884.84 after covering all salaries and administrative expenses. These savings ensure their ability to cover any expenses due during periods of low tourist visitation and the months outside turtle nesting season. The development of jungle tours and additional products such as postcards and t-shirts to be sold year round should minimize the

reliance on these funds for administrative costs such as the cell phone bill or transportation outside of turtle nesting season.

SUSTAINABILITY OF PROGRAM

Since 2012, STC staff has worked very closely with members of ANABOCA to design high quality, low-impact sea turtle tours as economic alternatives supporting community development and sea turtle conservation. In addition to the necessary technical training, STC sought to develop organizational skill sets that encouraged effective business management, marketing, communications and leadership. This combination of imparting both technical and organizational knowledge was tailored to secure both short-term and long-term success and sustainability of the tourism program.

As the USAID Regional Program for the Management of Aquatic Resources and Economic Alternatives funding and support for the Initiative comes to an end, it is STC's full intention to continue to provide regular follow-up and support when necessary. Having foreseen an end to the funding and, therefore, the contract of the person coordinating the initiative, STC staff endeavored to slowly transition authority and to delegate more responsibility of the coordination and management of the Initiative to ANABOCA, while providing close supervision. This process was a slow one, aimed at testing the institutional capacity of ANABOCA and providing additional training and support when necessary. The process has given both members of ANABOCA and STC confidence in their ability to successfully coordinate, market and facilitate the tourism initiative drawing upon the technical and organizational skills imparted over the past few years.

As can be seen above, the Initiative is also financially sustainable, incurring revenue and building savings while fully covering administrative expenses as well as naturalist guide and receptionist salaries. It has also been able to support the beach monitor compensation, although the beach monitors' base salary is still being covered by STC. This ability to contribute to the beach monitors' salaries helps safeguard that the monitoring efforts will continue beyond any external funding received by either ANABOCA or STC. Despite having funded the majority of the costs and expenses incurred at the beginning of the initiative and throughout the process, using funding made available through the support of USAID, STC took a similar approach of tapering off financial assistance this season to test the financial sustainability of the Initiative. Since the beginning of the season, ANABOCA has covered all of the operational costs and STC has only covered unforeseen or abnormal expenses related to starting up at the beginning of the season.

The diversification of revenue provided through the sale of t-shirts, post cards and jungle tours adds an even greater financial resilience both during and outside of turtle nesting season.

Moreover, the jungle tours provide a platform upon which to continue fine-tuning the naturalist guides' interpretation skills and experience providing good customer service. Continuing to offer tours throughout the year is also key to maintaining a strong presence and expanding ANABOCA's image in Bocas Town and throughout the region.

The members of the Advisory Group were selected not only to support and advise throughout the capacity building phase but also to maintain a solid framework of support for many years to come. All of the organizations represented in the Advisory Group are well established in Bocas and have technical expertise and/or legal authority that STC deems crucial to the needs of the Initiative. This supportive framework will continue to provide guidance and support the long-term sustainability of the program.

CONCLUSIONS

STC has worked in conjunction with members of the Bluff Beach Advisory Group and ANABOCA to develop and build local capacity, creating a strong foundation for the management of the community-based sustainable sea turtle tourism at Bluff Beach. This initiative is currently providing professional opportunities in the local community while modeling alternative funding mechanisms for sea turtle conservation and community development efforts carried out by the local organization ANABOCA. It is slowly moving beyond the dependence on external funding and has gradually transitioned to being managed and coordinated by members of ANABOCA, with minimal feedback and guidance from STC and the Advisory Group.

CHALLENGES FACED

Despite having made many improvements since the official launch of the Community-based Turtle Tourism Initiative in 2013, hurdles still existed throughout the beginning of the 2014 season. Challenges included:

1. Limited membership – There are few ANABOCA members from the Bluff community actively engaged in the Initiative. Only two members are interested and currently working as naturalist guides, one of which also work as a beach monitor and ANABOCA's main coordinator. There have been new naturalist guides from Bocas Town incorporated into the Initiative, enabling it to sustain a full tour schedule of two tours per night throughout the season. However, due to the lack of interest or qualifications amongst the local community, many of these new naturalist guides are expatriates temporarily residing in Bocas and frequently holding other day jobs. This means that their availability to run tours is limited and not usually long-term, which results in frequent turnover of staff.

2. Delays in timing of launch and tour cancellations – As detailed in “Description of Activities Carried Out,” there was a delay in the launch of the tour sales system caused by the unusually late arrival of nesting leatherback sea turtles. Throughout the season there was also the need to cancel tours on several occasions due to heavy rains, thunderstorms and extremely high tides causing unsafe conditions for offering turtle tours. Although necessary to uphold the image and reputation of well-run tours, both the delay and the frequent need to cancel tours resulted in lost profit; however, these sorts of issues are common and unavoidable when dealing with tourism focused on seeing wild animals in their natural environment

3. Unresolved land conflict – An individual claiming to be the rightful private landowner of the property upon which the ANABOCA station was constructed in 2012 continued to threaten the forced removal of the building, which is the base from which ANABOCA conducts its work. In March 2013, the landowner, who resides outside of Bocas del Toro, arrived in the region and discovered the new construction; whereupon he visited both the community and the Mayor of Bocas del Toro, claiming that he was not consulted prior to the construction of the building, and that the community had no permission to build on his land. He stated that he was prepared to forcibly remove the construction were ANABOCA not to agree to have it disassembled and rebuilt at some other location along the beach, which he reportedly also owns and would legally cede to them. Importantly, neither the landowner’s legal ownership of an adequate alternative site; nor the financing of the reconstruction implicit in this reported offer; nor his ultimate obligation to comply with said offer are of any certainty. After the landowner began threatening legal action, the Municipality of Bocas del Toro approached STC and the Bluff Beach Advisory Group to express its concern regarding this predicament, and to ask STC to intervene by preparing a counteroffer for subsequent presentation to the landowner. In June 2013, after a series of private meetings with the landowner, the Mayor informed STC and ANABOCA that the landowner has prepared a team of lawyers and that the municipal government is prepared to remove and relocate the building if need be. As there has been no formal contact with the purported landowner, and no official or formally requested communication from the municipal government outside of the Mayor’s offhanded updates and remarks, STC and ANABOCA have taken no direct action. Throughout the course of the development and launch of Initiative, the land conflict continuously occupied extensive meeting time that could have been dedicated to other efforts.

RECOMMENDATIONS

Although the tourism initiative is essentially self-sustaining at this point in time, STC recommends, and intends, to provide regular follow-up and guidance when necessary to ensure that it continues to function successfully. In addition, the support structure provided by the Advisory Group was designed to remain in place after the finalization of USAID support.

However, the involvement of many of the members of the Advisory Group remains weak with little participation or input from many of the participants. Hence, it is critical to continue to encourage regular participation and direct engagement in the supervisory process with ANABOCA, to ensure that the group remains functional. STC recommends continuing monthly meetings and the distribution of meeting minutes to keep all members informed on the Initiative's progress and any issues that might arise, as well as inviting members to any special events or activities that are organized.

Despite the fact that the principal focus of the Initiative was on sea turtle conservation and tours, the jungle tour and sale of arts and crafts are crucial to involving more members of the local community and maintaining member interest outside the 5-6 month period when turtle nesting density is sufficient to warrant turtle tour sales. The jungle tour is well developed yet it has not been as well marketed as the turtle tour and currently depends on the three guides that are available and trained to lead this tour. It is recommended, therefore, that energy and resources be focused on publicity for this activity and that additional naturalist guides receive training to lead the tour after the 2014 turtle tour season ends.

Finally, it has been and will continue to be a challenge to gain the support of the local community in Bocas del Toro. While the Initiative has received overwhelming support from expatriate residents, many of whom live and own businesses in Bocas del Toro, as well as tourists passing through, it has not yet gained the full support of much of the local population. This is to be expected in a place that has been home to a culture and tradition of hunting and eating sea turtles for generations and such attitudes cannot be expected to change quickly. However, local support is vital to the long-term success of sea turtle conservation in the Bocas del Toro region and to the ultimate longevity and effectiveness of the tourism Initiative. Encouragingly, however, there has been a steadily growing interest in the sea turtle conservation work being carried out by STC and ANABOCA by individuals within the local community and it is important to continue to foster this interest and involve locals in as many ways as possible in the conservation and tourism efforts being developed.

To this end, it would also be advisable to establish a regular system for offering free tours for local residents. While the fee for locals is currently set at \$10 per person, much lower than the foreign rate, it has become evident that this is still rather inaccessible to locals who have very little disposable income. STC staff and members of ANABOCA have discussed offering monthly or bi-monthly tours at no cost to interested local citizens, and STC recommends following up and supporting this venture.

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ANNEX 1. DOCUMENTATION REGARDING PRESENTATIONS FOR BUSINESSES AND OTHER SUPPORTERS

 **USAID** | PROGRAMA REGIONAL DE USAID PARA EL MANEJO DE RECURSOS ACUÁTICOS Y ALTERNATIVAS ECONÓMICAS
DEL PUEBLO DE LOS ESTADOS UNIDOS DE AMÉRICA



Iniciativa de Turismo Comunitario de Tortugas Marinas

La tortuga vale más viva que muerta



Conservación por observación

 **USAID** | PROGRAMA REGIONAL DE USAID PARA EL MANEJO DE RECURSOS ACUÁTICOS Y ALTERNATIVAS ECONÓMICAS
DEL PUEBLO DE LOS ESTADOS UNIDOS DE AMÉRICA



 **¿Quién es Sea Turtle Conservancy (STC)?**

- Organización de investigación y conservación de tortugas marinas más vieja del mundo
- Iniciado según exploración y trabajo de Dr. Archie Carr
- Tortuguero, Costa Rica; sede en Gainesville, Florida
- Misión: *Investigación, conservación, y educación sobre las tortugas marinas*
- En Bocas desde 2003 (en Bluff desde 2010)
- Monitoreo, investigación, y conservación en 7 playas de anidación en la región
- Turismo de tortugas en Bluff desde 2012, con USAID



<, Quien es Asociaci6n Natural Bocas Carey (ANABOCA)?

- Fundado en 2010 (después de *Desafío*)
- Asociaci6n comunitaria de Playa Bluff
- Mayoría de la comunidad indígena, jóvenes
- *Misi6n: Fomentar la conservaci6n de tortugas y del ambiente, y mejorar la calidad de vida de la comunidad, a través de actividades científicas, educativas, y ecoturísticas*
- Monitoreo, **investigaci6n** y **conservaci6n** (trabajo de campo); **turismo** comunitario; educaci6n pública



<, Que es la Iniciativa?



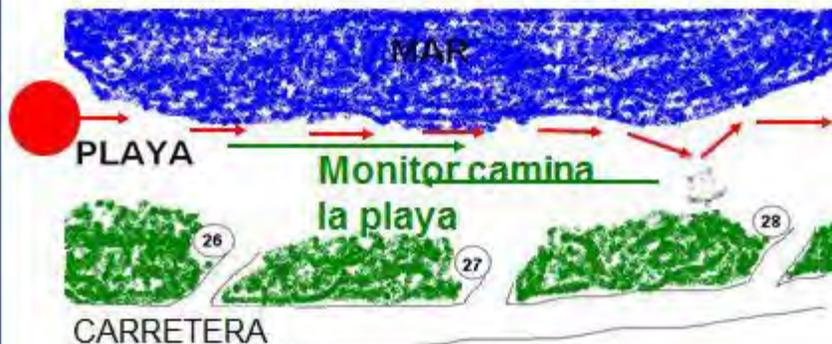


¿Y qué más...?

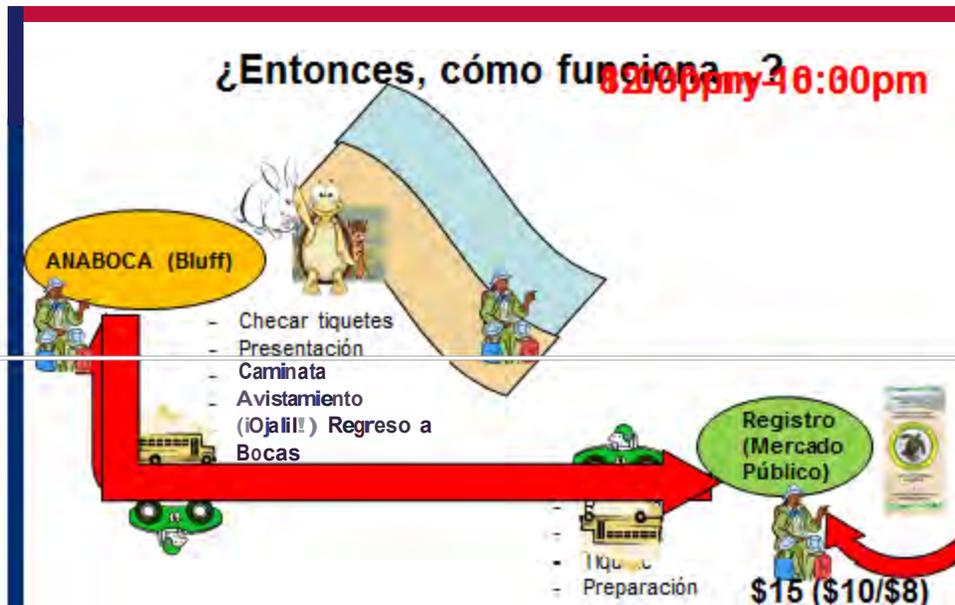
- Varios actores
 - Monitores
 - STC
 - Guías **Naturalistas**
 - Registrador (casita amarilla en parque central)
- Supervisado por Grupo Asesor de Playa Bluff
- Sólo meses principales de la temporada (marzo a agosto)
- Primer y único proyecto oficial en Bocas
 - Permisos de ANAM
 - Autorización legal del municipio
 - Capacitación científica y exámenes requeridos para intérpretes
- Mejorar el estándar y calidad de turismo en Bocas



¿Cómo se coordinan los avistamientos con el monitoreo?



Imágenes cortesía de Dra. Emma Harrison



<,Como pueden apoyar?

- **Publicidad**
 - Brochures y afiches
 - Recomendar que turistas visiten el registro
 - ;NO trabajamos con comisión! (proyecto comunitario)
- **Donaciones**
 - Aportes en especie
 - Donaciones financieras (todos van al trabajo de conservación)
- **Alianza publica-privada**

ANNEX 2. DOCUMENTATION REGARDING TOURIST REGISTRY AND SALES SYSTEM

2.1 FUNDING STRUCTURE ANALYSIS

AHORRO POR AVISTAMIENTO		# visitantes		márgen de ganancia	5.00%
		1	B/. 11.00	0.75	
		2	B/. 22.00	1.5	
		3	B/. 33.00	2.25	
		4	B/. 44.00	3	
		5	B/. 55.00	3.75	
		6	B/. 66.00	4.5	
		7	B/. 77.00	5.25	
		8	B/. 88.00	6	
SALDOS QUINCENALES POSIBLES					
(presumiendo cada noche		4	visitantes)		
intérpretes	120	por intérprete	40		
		(presumiendo 3 intérpretes)			
monitores	120	por monitor	24		
(presumiendo cada noche		8	visitantes)		
intérpretes	240	por intérprete	80		
		(presumiendo 3 intérpretes)			
monitores	240	por monitor	48		
(presumiendo cada noche		12	visitantes)		
intérpretes	360	por intérprete	120		
		(presumiendo 3 intérpretes)			
monitores	360	por monitor	72		
(presumiendo cada noche		16	visitantes)		
intérpretes	480	por intérprete	160		
		(presumiendo 3 intérpretes)			
monitores	480	por monitor	96		
SALDO QUINCENAL PROMEDIO		AHORRO QUINCENAL PROMEDIO			
intérprete (presumiendo que todos reciban número igual de visitantes)	B/. 80.00	(presumiendo promedio de 8 turistas por noche)	B/. 1,320.00		
monitor (incluyendo \$90 de STC)	B/. 138.00				

2.2 DIGITAL ACCOUNTING AND TOURIST REGISTRY

CONTABILIDAD				INGRESOS AL PROYECTO	ABSOLUTO	PORCENTAJE (de ingreso neto)
SALDOS (\$/VISITANTE):		SALDO/QUINC DE MONITOR:		Bruto	B/. 0.00	
Intérpretes	B/. 2.00	Monitor	B/. 45.00	Neto (menos gastos)	B/. 0.00	#¡DIV/0!
Monitores	B/. 2.00	# monitores	5	Saldo de intérpretes	B/. 0.00	
SALDOS DE INTÉRPRETES:				Monto para monitores	B/. 0.00	
INTÉRPRETE	# visitantes	saldo		Saldo de registradora	B/. 100.00	
RUP	0	B/. 0.00		Ahorro	-B/. 100.00	
TAT	0	B/. 0.00		CHEQUEO DE HOJA:	:)	
ALF	0	B/. 0.00				
ANE	0	B/. 0.00				
EDI	0	B/. 0.00				
x	0	B/. 0.00				
TOTAL	0	B/. 0.00				
CHEQUEO DE HOJA:		:)				
PAGOS:						
INTÉRPRETE	saldo					
ALF	B/. 45.00					
ANE	B/. 45.00					
DIA	B/. 45.00					
NIV	B/. 45.00					
LUI	B/. 45.00					
RUP	B/. 0.00					
TAT	B/. 0.00					
REGISTRO?	B/. 100.00					
EDI	B/. 0.00					
CHEQUEO DE HOJA:		:)				

FECHA		Nombre	Apellido	Edad	Nacionalidad	Cédula (o # de pasaporte)	# de tiquete	Correo electrónico	Precio	¿Pagado? (X)	Taxi (o ubicación local)	¿Descuento?
15/05/13												
#1	INTÉRPRETE 1:											
9:00p.m.	MONITORES:											
	GASTO TRANSP.											
#2	INTÉRPRETE 2:											
10:30p.m.	MONITORES:											
	GASTO TRANSP.											

REGISTRO DE TIQUETES, 2013

09-jun	9:00p.m.	10160	10-jun	9:00p.m.	10176	11-jun	9:00p.m.	10192	12-jun	9:00p.m.	10208	13-jun	9:00p.m.	10224
		10161			10177			10193			10209			10225
		10162			10178			10194			10210			10226
		10163			10179			10195			10211			10227
		10164			10180			10196			10212			10228
		10165			10181			10197			10213			10229
		10166			10182			10198			10214			10230
		10167			10183			10199			10215			10231
	10:30p.m.	10168		10:30p.m.	10184		10:30p.m.	10200		10:30p.m.	10216		10:30p.m.	10232
		10169			10185			10201			10217			10233
		10170			10186			10202			10218			10234
		10171			10187			10203			10219			10235
		10172			10188			10204			10220			10236
		10173			10189			10205			10221			10237
		10174			10190			10206			10222			10238
		10175			10191			10207			10223			10239

FECHA /DATE	Nombre /First name	Apellido /Last name	Edad / Age	Nacionalidad / Nationality	No. de cédula o pasaporte / Passport or ID #	Transporte (# y nombre); Transport (# and name)	Medio de contacto local/ Local means of contact	Correo electrónico (opcional)/ Email (optional)
09:00 p.m.								
10:30 p.m.								

2.4 PAPER TOURIST REGISTRY

2.5 INFORMATIONAL SIGNS FOR SALES POINT

HORARIO DE TOURS					
1	Empezar:		Terminar:		
	09:00 p.m.		aprox. 11:15 p.m.		
2	Empezar:		Terminar:		
	10:30 p.m.		aprox. 12:45 p.m.		
<p>**IMPORTANTE** El tour empieza y termina en la estación de campo de Playa Bluff (frente a la escuelita de Bluff). Así que este horario contempla el tiempo de transporte. El transporte puede demorar 30 minutos en cada dirección. Por favor, planificar su transporte con bastante antelación para llegar 10 minutos antes de la empieza del tour. El visitante que llega más de 10 minutos tarde no podrá juntarse con el grupo y perderá su tour. Su pago se considerará como donación al proyecto y se retendrá. ¡Gracias por su comprensión!</p>					

TOUR SCHEDULE					
1	Begins:		Ends:		
	09:00 p.m.		approx. 11:15 p.m.		
2	Begins:		Ends:		
	10:30 p.m.		approx. 12:45 p.m.		
<p>**IMPORTANT* Tour begins and ends at the field station in Bluff Beach (across from the Bluff Beach primary school). Thus, this schedule does not take into account transit time. Transit takes about 30 minutes each way. Please plan your transportation with enough lead time to arrive 10 minutes before the tour begins. Visitors who are more than 10 minutes late will not be able to catch up to the group and will lose their tour. Their ticket purchase will be considered a donation to the project. Thank you for your understanding!</p>					

ANNEX 3: DOCUMENTATION REGARDING PUBLICITY

3.1 BROCHURE/ TICKET

COMMUNITY-BASED TURTLE TOURISM INITIATIVE

INICIATIVA DE TURISMO COMUNITARIO DE TORTUGAS

¿Cuáles son los requisitos para un avistamiento de tortuga? La siguiente lista le ayudará a mantener a usted y a las tortugas sanos y felices.

1. Vestirse con ropa oscura. (Esto reducirá al mínimo la capacidad de las tortugas para verte.)
2. Las cámaras (incluyendo visión nocturna) y luces están prohibidas. (Flashes y luces blancas pueden asustar a las tortugas en la playa, así que su líder de grupo va a utilizar una luz roja LED.)
3. Aplicar repelente de insectos lejos de la playa. (Repelente de insectos puede hacerles daño a las tortugas, así que es preferible utilizar un repelente biodegradable, libre de DEET.)
4. Quedarse con su grupo.
5. No fumar, consumir alcohol o drogas.
6. Mantenerse hidratado y alimentado.
7. No dejar rastro.

What are the requirements for a turtle walk? The following list will help keep both you and the turtles healthy and happy.

1. Wear dark clothing. (This will minimize the turtles' ability to see you.)
2. Cameras (including night vision) and lights are prohibited. (Flashes and white lights can scare turtles away from the beach, so your group leader will use a red LED light.)
3. Apply bug repellent away from the beach. (Bug repellent can harm turtles, so preferably use a biodegradable, DEET-free repellent.)
4. Stay with your group.
5. No smoking, drinking, or drugs.
6. Stay hydrated and fed.
7. Leave no trace.

SEA TURTLE CONSERVANCY

Sea Turtle Conservancy
Apartado Postal 246-2050
San Pedro, Costa Rica
507-757-9962 / 507-6671-5794
cristinao@conserveturtles.org
www.conserveturtles.org

USAID
DEL FUELO DE LOS ESTADOS UNIDOS DE AMERICA

ANABOCA
Asociación Natural Bocas Carey
(507) 6843-7244
(507) 6671-5794
bocascarey@gmail.com

ACCABA DE BOCAS DEL TORO

FedTilCombo

Bluff Beach
Reserva Municipal
Panamá

Sea Turtle Nesting

HELPING TO PROTECT SEA TURTLES

AYUDANDO A PROTEGER LAS TORTUGAS MARINAS

Welcome to Bluff Beach Municipal Reserve!

Bluff Beach Municipal Reserve, in Bocas del Toro, Panama, includes a 4.3 kilometer beach that receives approximately 250 leatherback nests (*Dermochelys coriacea*), 100 hawksbill (*Eretmochelys imbricata*) nests, and 1-5 green turtle (*Chelonia mydas*) nests each year.

¡Bienvenido a la Reserva Municipal Playa Bluff!

La Reserva Municipal Playa Bluff, en Bocas del Toro, Panamá, incluye una playa de 4,3 kilómetros que recibe alrededor de 250 nidos de tortuga baula (*Dermochelys coriacea*), 100 nidos de tortuga Carey (*Eretmochelys imbricata*) y 1-5 nidos de tortuga verde (*Chelonia mydas*) cada año.

About the Turtle Tourism Initiative

The Turtle Tourism Initiative provides high-quality turtle tourism to the region's visitors and promotes the sustainable management of tourism in the Bluff Beach Municipal Reserve. Developed to reduce environmental impacts and increase the economic benefits to the local community, the Turtle Tourism Cooperative is an operational and administrative framework for the sustainable management of sea turtle tourism at Bluff Beach.

Acerca de la Iniciativa de Turismo Comunitario de Tortugas

La Iniciativa de Turismo Comunitario de Tortugas ofrece un turismo de calidad a los visitantes de tortugas de la región y promueve la gestión sostenible del turismo en la Reserva Municipal Playa Bluff. Desarrollado para reducir el impacto ambiental y aumentar los beneficios económicos para la comunidad local, la Cooperativa de Turismo de Tortugas es un marco operativo y administrativo para la gestión sostenible del turismo de tortugas marinas en Playa Bluff.

Since 2010, there has been a regular monitoring and conservation program for sea turtles at Bluff Beach. This initiative is coordinated by a local community conservation organization, ANABOCA - Bocas Hawksbill Association - with support from Sea Turtle Conservancy and an Advisory Group of interested stakeholders; with financial assistance from the USAID Regional Program for the Management of Aquatic Resources and Economic Alternatives. In addition, the Community-Based Turtle Tourism Initiative has been established to supervise the development of tourism activities within the Bluff Beach Municipal Reserve.

Desde 2010, ha habido un programa regular de monitoreo y conservación de tortugas marinas en Playa Bluff. Esta iniciativa está coordinada por una organización de conservación comunitaria, ANABOCA - Asociación Natural Bocas Carey, con el apoyo de Sea Turtle Conservancy y un Grupo Asesor de las partes interesadas; con la asistencia financiera del Programa Regional de USAID para el Manejo de Recursos Acuáticos y Alternativas Económicas. Además, la Iniciativa de Turismo Comunitario de Tortugas se ha establecido para supervisar el desarrollo de las actividades turísticas en la Reserva Municipal Playa Bluff.

3.2 ADVERTISING POSTER

Anidación de Tortugas Marinas
Bluff Beach
Bocas del Toro
Panama
Sea Turtle Nesting

Want to see one of Bocas' most famous wildlife species?

¿Quisiera ver una de las especies de vida silvestre más famosas de Bocas?

Come on a walk to watch nesting sea turtles at Bluff Beach!

¡Participe en un avistamiento de anidación de tortugas marinas en Playa Bluff!

Come to the office of the Autoridad de Turismo de Panama (ATP) for more information and to purchase a ticket.

Visita la oficina de la Autoridad de Turismo de Panamá (ATP) para obtener más información y comprar boletos.

The ATP office is located on first street, right next to the national police station, in a two-story yellow building over the water. If the office is closed, call the following number: (507) 6996-0608 (backup numbers: (507) 6843-7244; (507) 6671-5794)

La oficina de ATP se localiza en calle primera, a lado derecho de la estación de policía nacional, es un edificio sobre el agua, de dos pisos y de color amarillo. Si la oficina está cerrada, llame al siguiente número: (507) 6996-0608 (números suplementarios: (507) 6843-7244; (507) 6671-5794)

3.3 BANNER

**COMMUNITY-BASED
TURTLE TOURISM
INITIATIVE**

**INICIATIVA DE TURISMO
COMUNITARIO DE
TORTUGAS**

**HELPING TO PROTECT SEA TURTLES
AYUDANDO A PROTEGER LAS TORTUGAS MARINAS**

What are the requirements for a turtle walk? The following list will help keep both you and the turtles healthy and happy.

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3. Aplicar repelente de insectos lejos de la playa. (Repelente de insectos puede hacerles daño a las tortugas, así que es preferible utilizar un repelente biodegradable, libre de DEET.)
4. Quedarse con su grupo.
5. No fumar, consumir alcohol o drogas.
6. Mantenerse hidratado y alimentado.
7. No dejar rastro.

ANABOCA
Asociación Nacional de Organizaciones de Voluntarios

USAID
DEL PUEBLO DE LOS ESTADOS UNIDOS DE AMÉRICA

REDTUCOMBO
Red de Turismo Comunitario
Bases del Tiro

SEA TURTLE CONSERVANCY

3.4 SAMPLE LETTER REQUESTING MEETING WITH LOCAL BUSINESSES



PROGRAMA REGIONAL DE USAID PARA EL MANEJO DE
RECURSOS ACUÁTICOS Y ALTERNATIVAS ECONÓMICAS



24 de mayo, 2013

Playa Tortuga, Hotel & Beach Resort
Isla Colón, Bocas del Toro, Panamá

A Quien Corresponda:

Le contacto de parte de la Iniciativa de Turismo Comunitario de Tortugas Marinas, un proyecto público de turismo basado en la investigación y conservación de tortugas marinas en la Reserva Natural Municipal Playa Bluff, Isla Colón, Bocas del Toro. Los que manejamos este proyecto somos el Sea Turtle Conservancy (STC), una ONG dedicada a la investigación y la conservación de tortugas marinas, y la Asociación Natural Bocas Carey (ANABOCA), la asociación conservacionista comunitaria de Bluff, con sede ubicado en la Reserva.

Playa Bluff es una playa de anidación de tortugas marinas de muy alta importancia, y desde el 1997, por Resolución Municipal, es una Reserva Natural Municipal. Según el Reglamento de Uso de la Reserva, creado en 1999, no se permite el ingreso en la playa después de las 6:00 pm sin autorización, y desde 2011 ANABOCA es la única entidad con dicha autorización. Bajo esta autorización, hemos desarrollado la Iniciativa de Turismo Comunitario como un proyecto público, con las metas de promulgar la conservación de las tortugas marinas y simultáneamente proveer beneficios económicos para la comunidad local.

El objetivo de la presente correspondencia es programar una reunión con Playa Tortuga para ofrecerles una presentación de la historia, la misión, la visión, y la logística de la Iniciativa, la cual debe durar unos 15 minutos, y después proveer un tiempo para responder a cualquier pregunta, duda, queja, o comentario de parte de la empresa suya. La meta de dicha reunión será fortalecer nuestra comunicación, y así poder seguir ofreciendo este proyecto al sector turístico de Bocas de manera que aún nos permita asegurar un buen manejo de la Reserva Municipal Playa Bluff. Hasta la fecha, la mayoría de los clientes de Playa Tortuga que hemos recibido nos han llegado fuera de las medias adecuadas de registración, debido a la falta de comunicación entre todos nosotros. Esperamos establecer una buena comprensión, y así evitar estos contratiempos, ya que nos dificultan nuestros esfuerzos de conservación.

Agradecemos su tiempo y su consideración, y quedamos a la espera de su respuesta.

Saludos cordiales,

Drew Hart
Coordinador de Turismo Comunitario
Sea Turtle Conservancy

Alfred Martín
Presidente y Coordinador del Proyecto
Asociación Natural Bocas Carey

ANNEX 4. DOCUMENTATION REGARDING SALES OFFICE AND RECEPTIONIST

4.1 RECEPTIONIST DUTIES

DEBERES DIARIOS

Abrir el puesto

Ordenar el puesto y realizar el aseo

Abrir caja (de mañana)

Atender a los clientes (CUANDO NECESARIO)

Registrar y cobrar (CUANDO NECESARIO)

Actualizar registro digital

Autorizar (*dispensar \$*) y registrar (*factura y vuelto, registro digital*) los gastos (CUANDO NECESARIO)

Avisar al intérprete cuando ya sabes que hay tour (*además, qué transporte lo recoge, cuantos turistas hay*)

Confirmar cantidad final de turistas (con intérprete, y con monitor de turno 8:00pm) (para las 6:00pm)

Llamar a Bluff, apenas sepas, para decirles si hay turistas de Bluff (CUANDO NECESARIO)

Cerrar caja (de tarde)

DEBERES ESPECIALES

Depósito al banco (LUNES)

Reunión del equipo (SÁBADO)

4.2 FLIER ANNOUNCING OPENING FOR RECEPTIONIST POSITION



Oferta de Trabajo

Se busca personal para funcionar como un Registrador(a) para el proyecto de ecoturismo comunitario de tortugas marinas de la Asociación Natural Bocas Carey (ANABOCA). Esta persona estara basado en el pueblo, con el cargo de vender boletos y dar información sobre los tours. El horario sera de 12:30-6:30 pm de Junes - scibado.



ReQ.Ui.slto:

- ./ Hablar ingles y espaiiol
- ./ Ser mayor de edad
- ./ Presentarse con currkulum, cedula y records policlvos
- ./ Apoyar a la conservación de tortugas marinas



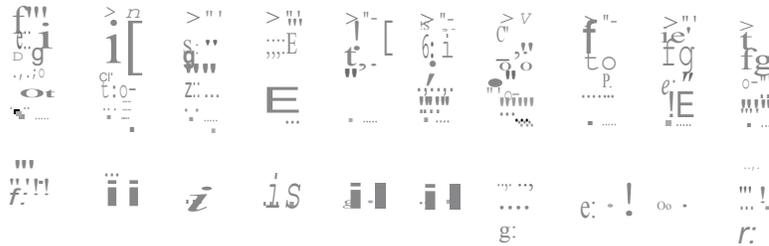
mOnete a este equipo de jóvenes comprometidos a la conservación de tortugas marinas!!!

Para mas información, por favor contactar a:

Shannon Thomas: 6537-8801

o

Aneldo Marrin: 6553 -6566



ANNEX 5. DOCUMENTATION REGARDING INTERPRETER RECRUITMENT AND TRAINING (ATTENDANCE SHEETS, PRESENTATIONS AND CUSTOMER SATISFACTION SURVEY)

5.1 FLIER ANNOUNCING OPENING FOR NATURALIST GUIDES



¿Te interesa la conservación de tortugas marinas?
¿Tienes experiencia en ecoturismo, eres Panameño y
hablas inglés?



¿Quisieras apoyar al desarrollo sostenible de Bocas, mientras ganas
un poco de plata?



**Te interesaría ser guía
naturalista en el proyecto
de conservación de
tortugas marinas en Playa
Bluff?**

**Ven a la segunda
reunión de
reclutamiento:**

**lunes, 17 febrero 7pm
Iglesia Católica
Calle Tercera**



¿Preguntas? Por favor contactar a Shannon Thomas
Coordinadora de Turismo Comunitario, Sea Turtle Conservancy
6537 8801 / shannon@conserveturtles.org
Aneldo Martin 6553 - 6566



Bocas del Toro, 21 de febrero del 2014

A Quien Concierna:

El Programa Regional de USAID para el Manejo de Recursos Acuáticos y Alternativas Económicas, Sea ~~Turtle Conservancy~~ (STC) y la Asociación Natural Bocas Carey (ANABOCA) les complace invitarle al Taller de Capacitación de Guías Naturalistas de Tortugas Marinas, 2014. Esta capacitación tendrá lugar en el salón adjunto a la iglesia Católica en Bocas del Toro, lunes 24 de febrero y martes 25 de febrero, de 6-8 pm.

El objetivo de esta actividad será preparar y certificar a los participantes para tener un desempeño adecuado dentro del Programa de Turismo de Tortugas en Bluff, dirigida por ANABOCA y el Grupo Asesor de la Reserva Municipal Playa Bluff. Este Programa dará inicio en su segunda temporada en marzo 2014.

La capacitación será facilitada por el personal de la Sea ~~Turtle Conservancy~~ (STC).

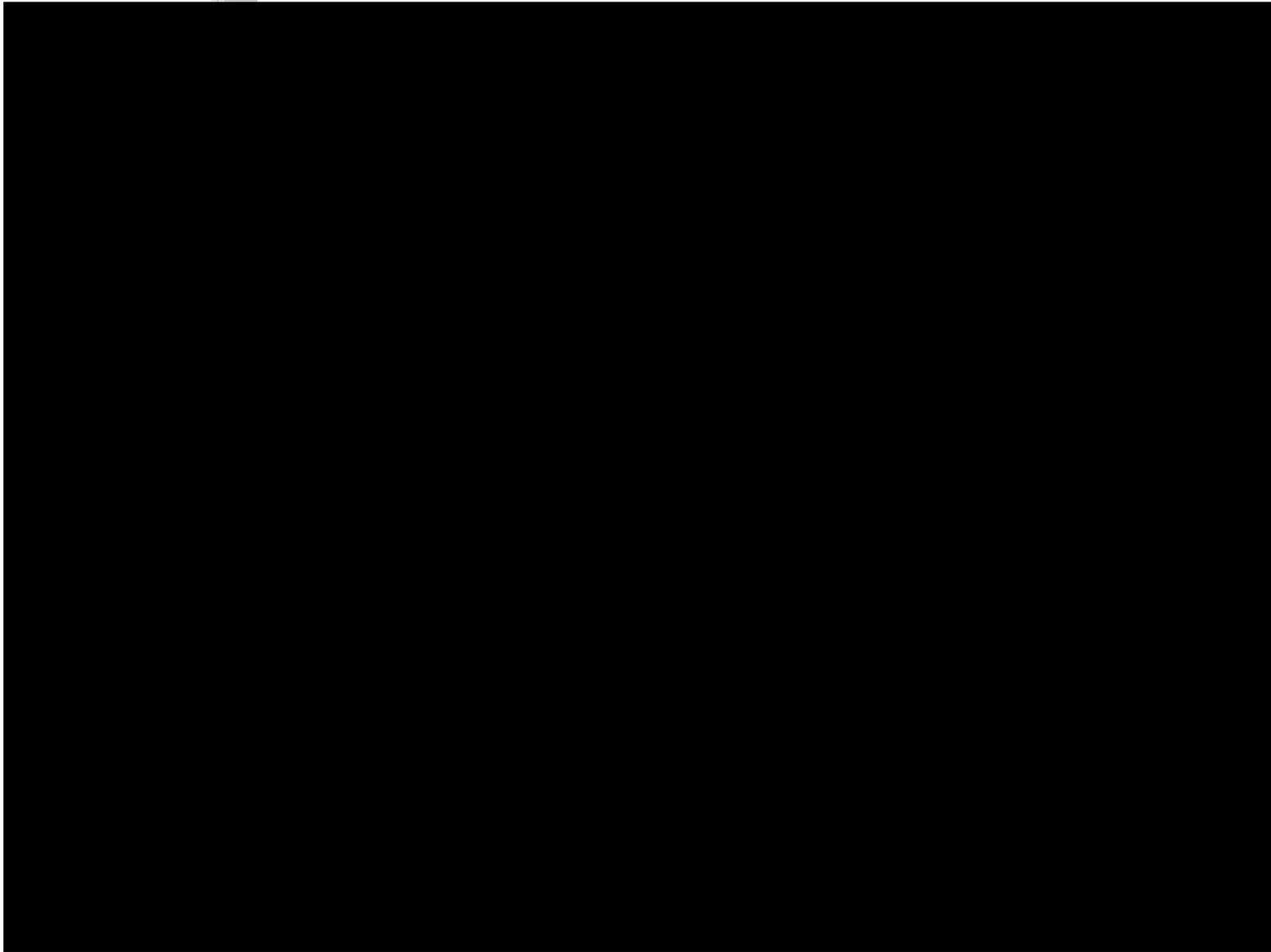
A cada participante se le aplicará una valoración al final de la capacitación más un examen final práctico y oral. Los participantes que asistan a todas las actividades, y que aprueben los dos exámenes recibirán su certificado de *Intérprete Naturalista de Tortugas Marinas*, el cuál le permitirá integrarse activamente al Programa de Turismo de Tortugas de Bluff en 2013.

Todo participante debe asistir puntualmente todos los días, y debe ir preparado con los siguientes materiales: cuaderno para apuntes; lápiz o bolígrafo; tarea, cuando haya sido asignada y cédula de identidad.

Esperamos contar con su participación. Juntos podemos lograr un turismo responsable, que brinde beneficio a las tortugas marinas de Bocas y a la comunidad de Bluff.

Atentamente,

Shannon Thomas
Coordinadora, Ecoturismo Comunitario de Tortugas
Sea ~~Turtle Conservancy~~
Programa de Manejo de Recursos Acuáticos y Alternativas Económicas, USAID
Bocas del Toro, Panamá
Tel. (507) 6537 8801
shannon@conserveturtles.org

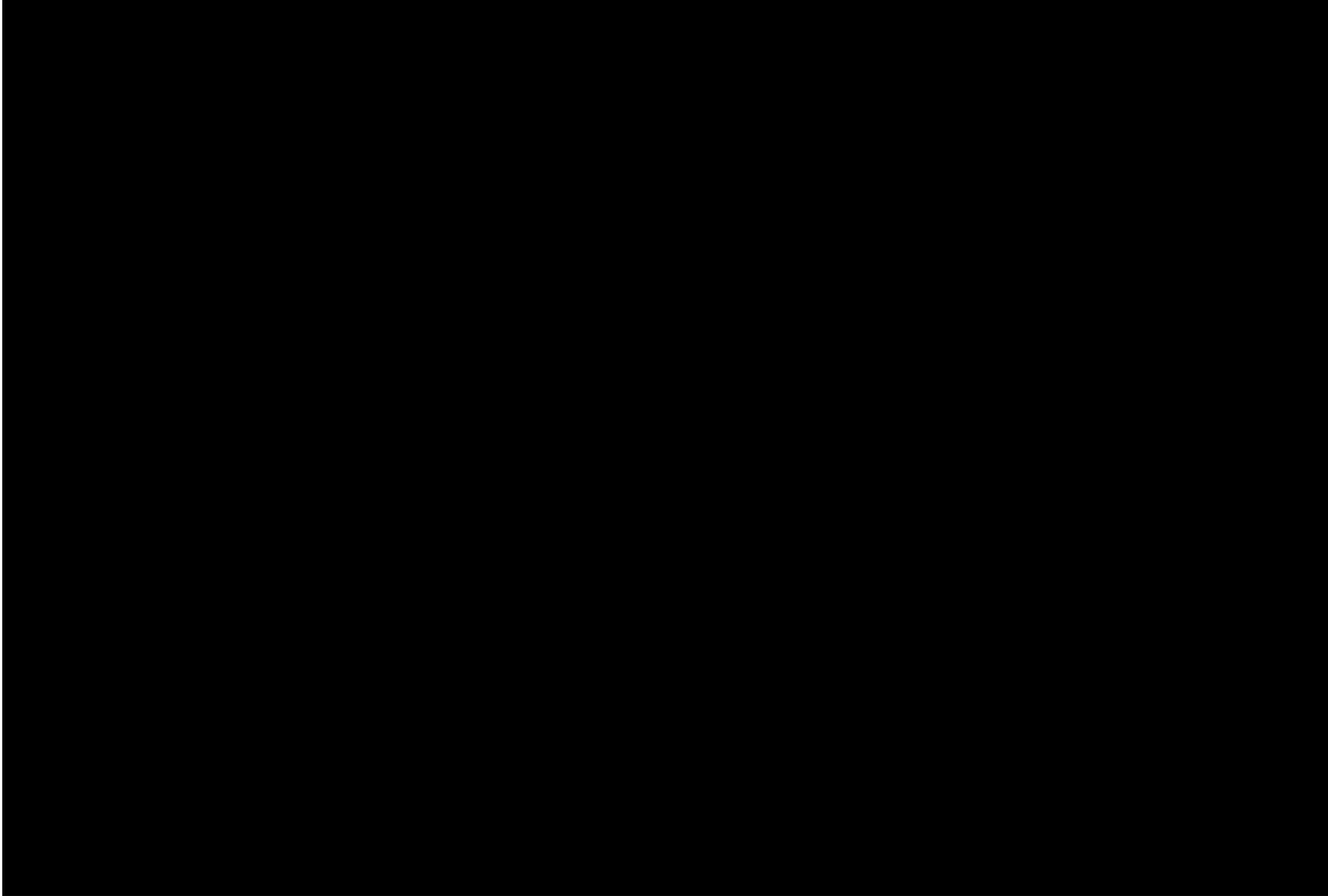


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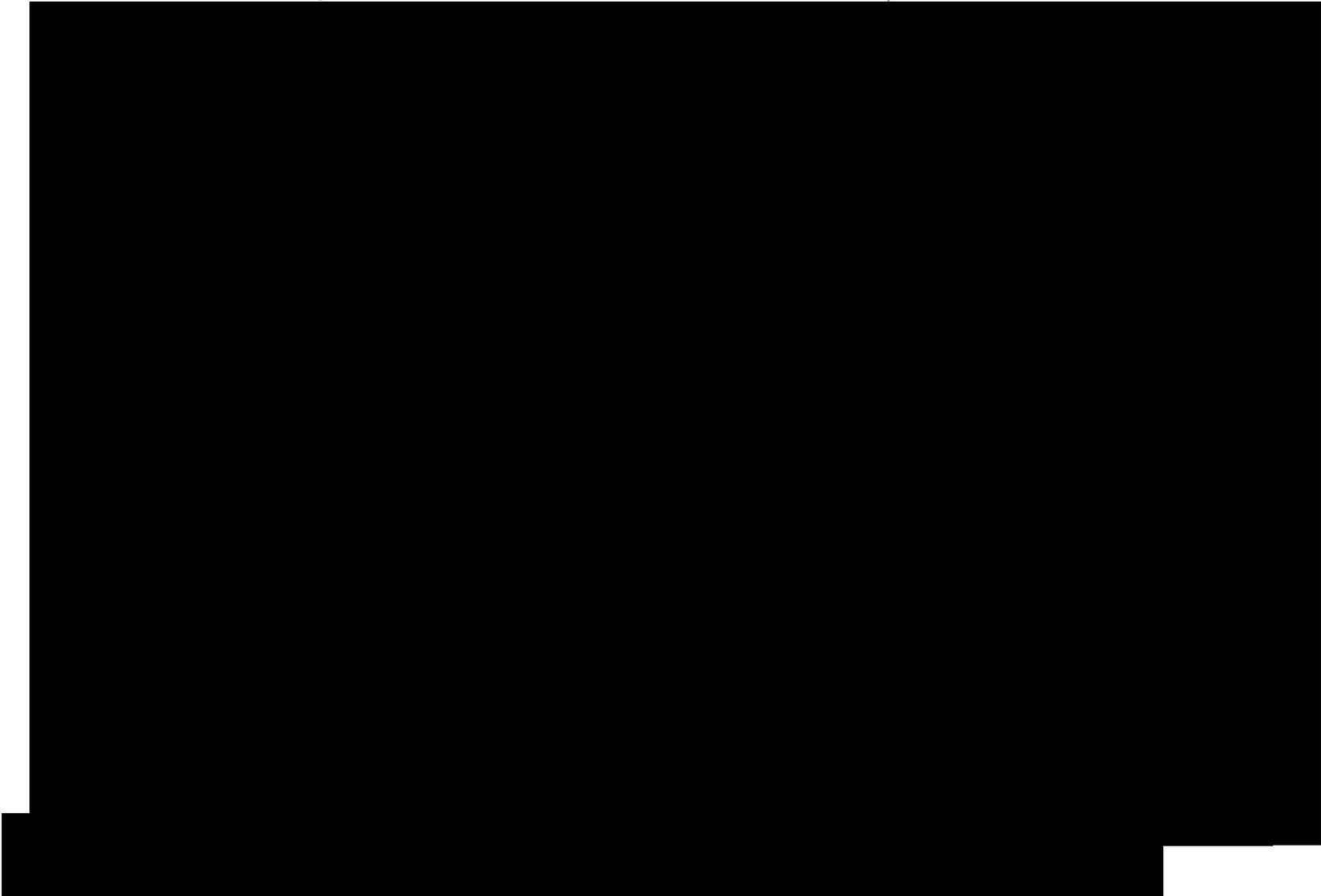


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USAID |

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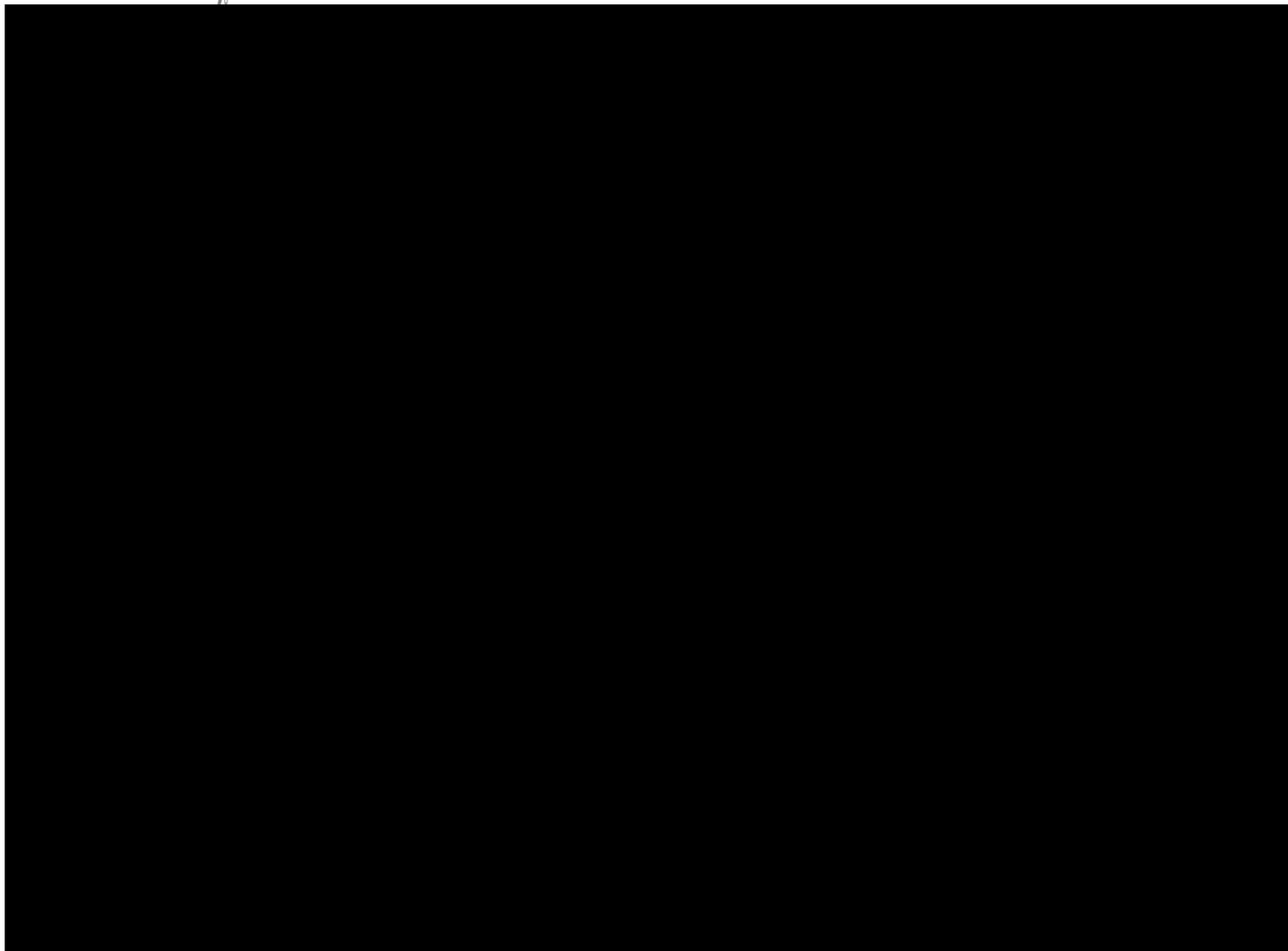
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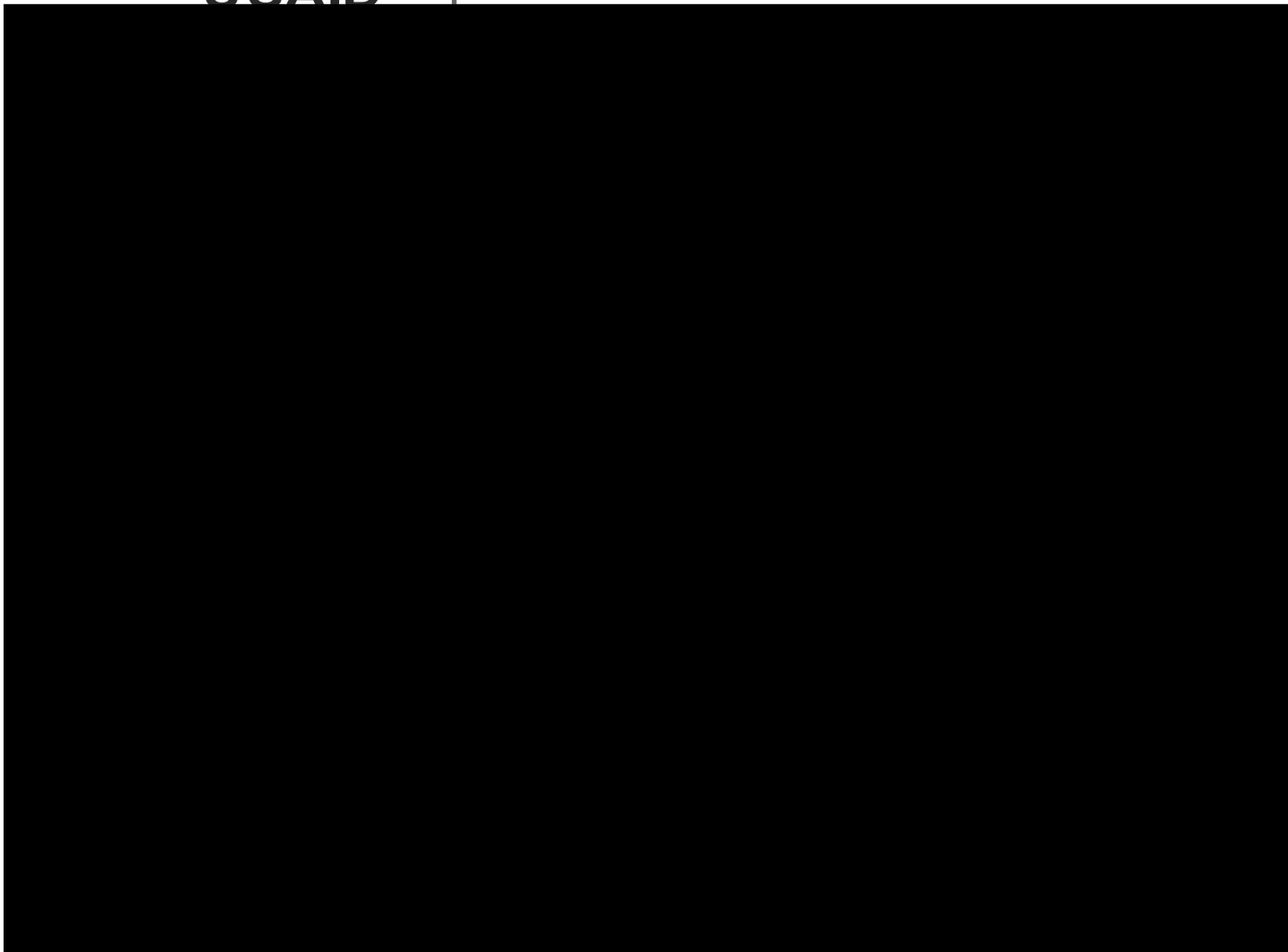
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Encargado:



— **USAID**

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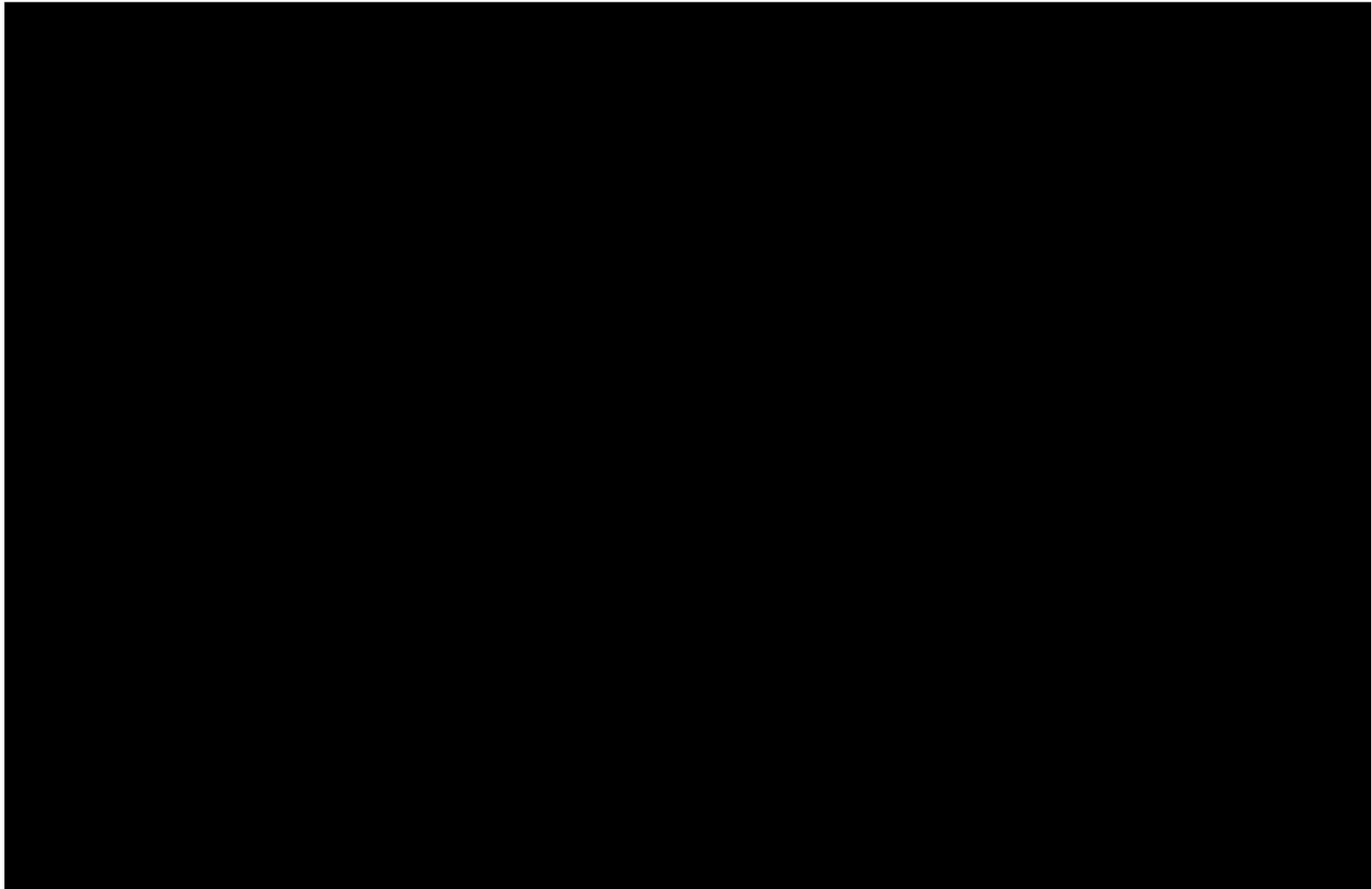




USAD

Office of International Development
U.S. Department of State

PROGRAMA REGIONAL DE USAID PARA EL MANEJO DE
RECURSOS AGROPECUARIOS Y ALTERNATIVAS ECONOMICAS



5.3 PRESENTATIONS FOR NATURALIST GUIDE TRAINING



PROGRAMA REGIONAL DE USAID PARA EL MANEJO DE RECURSOS ACUÁTICOS Y ALTERNATIVAS ECONÓMICAS



Intérpretes naturalistas: Descripción

- ¡No son simplemente guías!
- Se capacitan por el STC y por ANABOCA
- Trabajan varias noches la semana, en horario rotativo
- Se pagan por visitante que llevan, quincenal
- El trabajo subirá y bajará dependiendo de la temporada de turismo
- Se coordinan con los monitores durante el avistamiento



Intérpretes naturalistas: Descripción (cont.)

- Liderar caminatas nocturnas
 - Chequear tiquete de cada quien
 - Explicar el proyecto (historia, misión, funcionamiento)
 - Explicar la biología y la conservación de las tortugas
 - Explicar comportamiento requisito, preparar a todos
 - Socializarse con el grupo, asegurar su comodidad
 - Mantener la integridad y el bienestar del grupo
 - Impartir e interpretar información sobre la naturaleza, historia, cultura, etc. de Playa Bluff y de Bocas
 - Si ven una tortuga: controlar al grupo, explicar el proceso de anidación y el trabajo de campo, responder a preguntas



Intérpretes Naturalistas: Requisitos

- De acuerdo con la misión del proyecto
- Hablar español, e inglés (bastante para explicar el proyecto y responder a preguntas)
- Buena condición física (para caminar varios km en playa)
- Sociable, abierto, paciente
- Responsable, puntual, confiable, y sin vicios (no alcohol o drogas)
- Completar capacitación del STC, pasar examen escrito y oral con calificación adecuada
- Nacionalidad panameña, residencia permanente en Bocas
- Experiencia de turismo, servicio al cliente, biología (deseado)



Intérpretes naturalistas: Beneficios

- Capacitación y experiencia con ecoturismo y conservación
- Experiencia con servicio al cliente
- Práctica de inglés
- Fuente adicional de ingresos
 - Se podría hacer por encima de trabajo diario de tiempo completo
- ¡Aventura y diversión!



¿Sigues interesado? Toma los próximos pasos...

- Estudiar la información en CD
- Asistir al examen escrito y examen oral (estaremos en contacto)
- Si pasas los exámenes, capacitarse y participar!





PROGRAMA REGIONAL DE USAID PARA EL MANEJO DE



REC: RECURSOS ACUÁTICOS Y ALTERNATIVAS ECONÓMICAS

El Inicio de un Proyecto de Turismo de Tortugas Marinas

¿Qué es un intérprete naturalista?



13:myo.2013



¿Quiénes son los intérpretes?

- Siempre en coordinación con los monitores
 - ¡Monitoreo es la base!
 - Acuérdense: ellos tienen mucho más tiempo en el campo
 - Buena comunicación
 - Respeto entre todos
- ¡No son «guías»!
- Son la «cara» del proyecto
- Un enlace clave en la cadena de protección de Bluff





Características de un Buen Intérprete

- Profesional
 - Es puntual
 - Saluda a los visitantes
 - Siempre buen servicio al cliente (cortés, atento, generoso, amable)
 - Viste apropiadamente
 - Fiable y honesto con todos
 - Maneja el grupo firme pero cordialmente
 - ¡Sigue sus propias reglas!





Características de un Buen Intérprete

- Buena comunicación
 - Habla fuerte y claro
 - Paciente, respetuoso, diplomático
 - Conoce su audiencia
 - Expresa interés en sus clientes, habla sobre cosas cotidianas
 - Provee toda la información necesaria (horario, plan, expectativas, seguridad, etcétera)
 - Da buenas introducciones y conclusiones
 - Usa «anzuelos»
 - Sabe explicar la ciencia para los NO científicos
 - Cuenta historias
 - Utiliza el humor
 - ¡No miente!



Características de un Buen Intérprete (en continuación)

- Preparado
 - Practica
 - Actualiza su capacitación
 - Siempre carga sus materiales necesarias
 - Primeros auxilios
 - Pide y acepta críticas constructivas





Características de un Buen Intérprete (en continuación)

- Buen naturalista
 - Observa, piensa, pregunta, se apasiona
 - Es un detective natural
 - Siempre busca mejorarse (explorar nuevos temas, intercambiar con otros intérpretes)
 - Estudia independientemente (¡Wikipedia!)
 - Atento, y se aprovecha de las oportunidades educativas





Características de un Buen Intérprete (en continuación)

- Buen conservacionista
 - Sigue las reglas y buenas prácticas con tortugas
 - Deja mensaje claro de conservación (¡sin deprimir o abrumar!)
 - Ofrece maneras de que el cliente coadyuve con la conservación
 - No deja rastro
 - Recomienda los tours y otros negocios que siguen buenas prácticas
 - Piensa siempre en las consecuencias de sus acciones
 - Apoya a los esfuerzos de su comunidad



5.4 FINAL EXAM FOR NATURALIST GUIDE TRAINING

Examen Final – Taller de Capacitación para Guías Naturalistas de Tortugas Marinas, Playa Bluff, Bocas del Toro, Panamá

Fecha: _____

Nombre: _____

I. Marque con una X la respuesta correcta:

1. Las tortugas marinas son:

- (a) reptiles
- (b) anfibios
- (c) mamíferos
- (d) aves

2. ¿Cómo se llaman “la espalda” y “el estomago” de las tortugas?

- (a) caperucita y plastrón

- (b) caparazón y plato
- (c) caparazón y plastrón
- (d) alcaparra y plátano

3. ¿Cuál es el orden correcto de las etapas del proceso de anidación de una tortuga?

- (a) salir del agua y observar la playa, subir y seleccionar el sitio del nido, hacer la cámara, desovar, tapar la cámara, regresar al mar
- (b) salir del agua y observar la playa, subir y seleccionar el sitio del nido, camuflar el sitio del nido, hacer la cama, hacer la cámara, desovar, tapar la cámara, regresar al mar
- (c) salir del agua, subir, camuflarse, hacer la cámara, desovar, hacer la cama, camuflar el nido, regresar al mar
- (d) salir del agua y observar la playa, subir y seleccionar el sitio del nido, hacer la cama, hacer la cámara, desovar, tapar la cámara, camuflar el sitio del nido, regresar al mar

4. En Playa Bluff desovan:

- (a) la tortuga verde, cabezona, y carey
- (b) la tortuga verde, baula, y lora
- (c) la tortuga verde, baula, y carey
- (d) la tortuga verde, baula, y cabezona

5. ¿Cuál NO es una adaptación que las tortugas marinas tienen para vivir en el mar?

- (a) forma plana e hidrodinámica
- (b) respirar bajo el agua
- (c) aletas sin dedos y con forma de canaletes
- (d) capacidad de "llorar" para deshacerse de la sal marina

6. Los investigadores usan transmisores satelitales principalmente para estudiar:

- (a) si las tortugas marinas desovan de día o de noche
- (b) las migraciones de las tortugas marinas
- (c) la profundidad máxima que puede sumergirse una tortuga marina
- (d) la cantidad de comida que comen las tortugas marinas

7. ¿Cuál es la tortuga marina más grande que llega a desovar en Bocas?

- (a) verde
- (b) cabezona
- (c) baula
- (d) carey

8. ¿Cuál es la playa en donde desova más tortugas verdes?

- (a) Chiriquí, Panamá
- (b) Tortuguero, Costa Rica
- (c) Cayos Zapatilla, Panamá
- (d) Gandoca, Costa Rica

9. ¿Cuál es la temporada de desove de la tortuga baula en Bocas?

- (a) enero-marzo
- (b) febrero-julio
- (c) abril-agosto
- (d) mayo-setiembre

10. Las tortugas baulas que desovan en Bocas pueden migrar tan al norte hasta:

- (a) Cuba
- (b) California
- (c) Brasil
- (d) Canadá

11. El proceso de desove de una tortuga baula dura hasta:

- (a) 1 hora
- (b) 2 horas
- (c) 5 horas
- (d) 8 horas

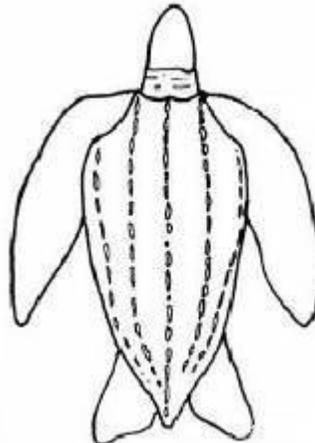
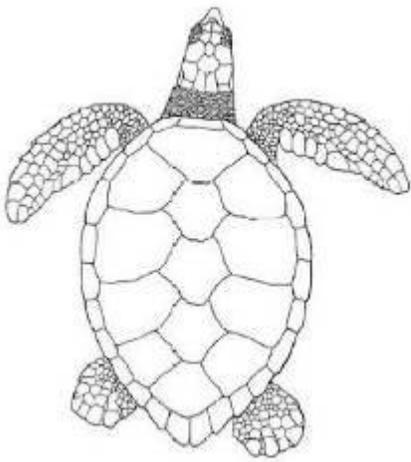
LAS ESPECIES DE TORTUGAS DE BOCAS – ¿Cuál es la comida principal de cada especie de tortuga marina? Dibuje una flecha entre el nombre de la tortuga y su comida.

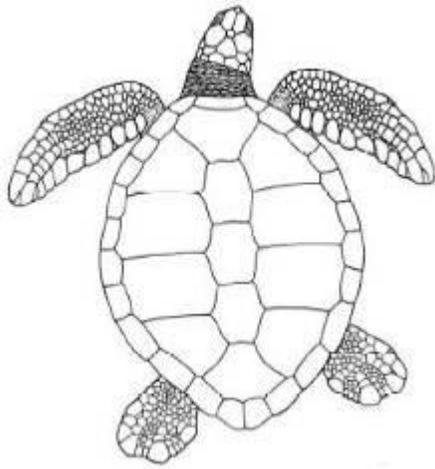
- | | |
|-------------------|--------------|
| 12. Baula | Pasto Marino |
| 13. Carey | Crustáceos |
| 14. Tortuga verde | Medusas |
| 15. Cabezona | Esponjas |

Escriba cuál especie de tortuga es, y provea una característica única de cada especie:

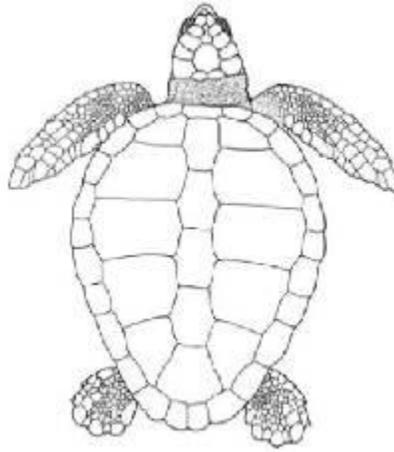
16. Especie: _____

17. Especie: _____





18. Especie: _____



19. Especie: _____

20. ¿Qué son los beneficios de un programa de investigación de tortugas marinas que está ligado con un proyecto de turismo?

- (a) Provee información a los turistas para que ellos puedan apoyar a la conservación.
- (b) Averigüe que el turismo tenga impacto mínimo en las tortugas y su hábitat de anidamiento.
- (c) El turismo puede proveer fondos para la continuación y el desarrollo de la conservación
- (d) Respuestas (a), (b), y (c) son correctas.

21. ¿Qué información apuntamos cuando revisamos una tortuga después de que ella desove

- (a) Medidas de caparazón, cantidad de huevos, edad, fecha y hora
- (b) Medidas de plastrón, ubicación del nido, edad, número de placa, fecha y hora
- (c) Medidas de caparazón, número de placa, cantidad de huevos, ubicación del nido, fecha y hora
- (d) Medidas de caparazón, número del nido, profundidad del nido, ubicación del nido, fecha y hora

22. ¿Qué NO puede hacer cuando está observando una tortuga que está anidando?
- (a) parar tras ella y mirar adentro del nido una vez que ella empiece desovar
 - (b) sacar fotos
 - (d) seguirla al agua después de que termine de desovar y camuflar su nido
23. La Reserva Municipal Playa Bluff es un area protegida, ¿Hay restricciones de acceso?
¿Si hay, cuales son?
-

24. ¿Cuáles son los nombres científicos de las tortugas marinas que anidan en Bocas del Toro? Dibuje una flecha entre el nombre común de la tortuga en la lista a la izquierda y su nombre científico en la lista a la derecha.

Baula	Eretmochelys imbricata
Carey	Dermochelys coriacea
Tortuga verde	Caretta caretta
Cabezona	Chelonia mydas

25. ¿Por qué es importante proteger y conservar las tortugas marinas?
- a) Porque tienen un rol muy importante en el equilibrio de los ecosistemas marino-costeros
 - b) Porque son una fuente de alimentación para la gente de bajos recursos
 - c) Porque la sopa de tortuga es bien rica.
 - d) Las tres respuestas, a, b y c son correctas

5.5 BRIEFING FOR NATURALIST GUIDE PRACTICE TOURS



Briefing: Guías de Tortugas Marinas Playa Bluff



9:00 pm Llegada a la estación de ANABOCAH

1. Revisar tiquetes, hablar con monitores y buscar luces
2. Bienvenida y presentación (presentarse a ti y a los monitores)
3. Normas de la playa
4. Hablar sobre ANABOCA/STC y el objetivo del proyecto
5. Breve charla sobre la baula y la carey, utilizando afiches
(no dar toda la información - ir dando mas detalle durante la caminata)

9:15 – 11:00 pm Caminata por la playa

1. **Caminar** la playa, manteniendo contacto con monitores
2. Utilizar **rastros** (o dibujar ejemplos si no se encuentra) para explicar identificación de rastros y proceso de anidación (comparando diferencias entre las dos especies)
3. Cuando ven una tortuga:
Mantener grupo controlado, comunicarse con monitor
Si los monitores no están, avisarlos que hay una tortuga y esperar que la tortuga empieza a desovar para acercarse
Siempre mantenerse detrás de la tortuga, de un solo lado y solo acercar a 2-3 personas a la vez
Explicar al grupo el proceso de anidación, información sobre numero de huevos y que hacen los monitores
4. Regresar a la estación, explicando **que pueden hacer los turistas para apoyar a la conservación de tortugas marinas**
5. **Encuesta de satisfacción** y agradecerles a todos por su participación

5.6 WEEKLY SCHEDULE FOR NATURALIST GUIDES

Horario de guías 2014

Tours	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo
9:00	Rup	Ane	Til	Jul	Rup	Jul	Lui
10:30	Til	Rup	Lui	Nic	Ger	Ger	Rup
	Jul						
	Ger						
	Lui						
	Nic/Pep						
	Ane						
	Rup						

5.7 CUSTOMER SATISFACTION SURVEY

CUSTOMER SATISFACTION SURVEY

Date and time of tour:

Name of Guide:

1. Did you learn about the importance of protecting the sea turtles and conserving their habitat?

Very Little

Some

A Lot

2. What did you think of the quality of information and interpretation received by your guide?

Low

Average

High

3. Would you recommend this tour to others?

Yes

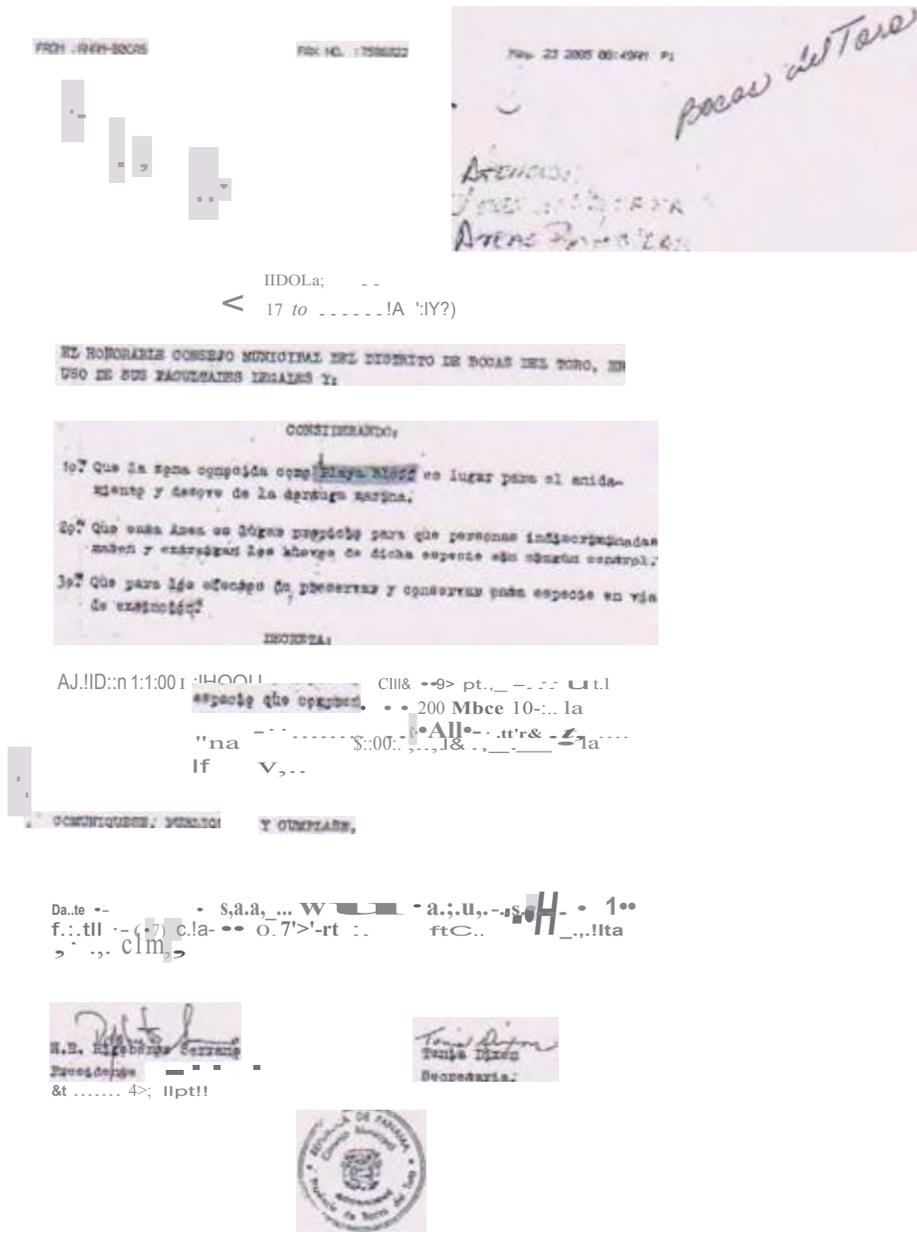
Maybe

No

4. Did you see a turtle during the tour? Yes No

Please leave any additional commentary, positive or constructive, regarding your complete experience with the turtle tourism (including the attention you received at the registration office, by phone or during the tour) below. We appreciate your support!

ANNEX 6. DOCUMENTATION REGARDING LEGAL FRAMEWORK



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TANIA DIXON
 Secretaria




H.R. ESTEBAN VALENCIA
 Presidente

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 f1 Secretario

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SANCIONAO poe el auacclto Alcalde Huniotpal del Distrito de Bocas d·l 'loro, hor vdnltlevatco (24) AS I- 1. n·oveclantoa novdnta y auav·(1999),


N. González R.
 Secretario


HELED TROTMAN S.
 Alcalde Municipal del Distrito



14/11/2011
BOCAS DEL TORO



ALCALDIA DE BOCAS DEL TORO

A quien concierne:
Bocas del Toro
Panamá

28-01-2011

Sr. (1)

Por medio de la presente, la ALCALDIA DE BOCAS DEL TORO comunica a todos los usuarios y visitantes de la Reserva Municipal Playa Bluff, nuestro santuario natural de Tortugas Marinas, que la organización ASOCIACIÓN NATURAL BOCAS CAREY, de carácter comunitario y con sede dentro de la RESERVA MUNICIPAL PLAYA BLUFF (creada mediante Resolución W 1 del 1º de Febrero de 1997), es la encargada de coordinar cualquier actividad que se realice dentro de la reserva, previa conocimiento y autorización de la Alcaldía.

Esta organización ANABOCA, velará por el uso y aprovechamiento racional de los recursos naturales y ecológicos de la RESERVA MUNICIPAL PLAYA BLUFF, la limpieza del área y el control de la capacidad de carga de la zona, también apoyará las actividades que se desarrollen en torno al manejo de las tortugas. Vigilarán la capacidad de carga de los visitantes a la playa y denunciarán la extracción de huevos de tortugas o la cacería o matanza de tortugas.

Por parte de la Alcaldía se designa a los funcionarios: Sr. Gonulo Santos e tnc. Alfredo López como enlaces y coordinadores ambientales de la Reserva Municipal Playa Bluff.

Comuníquese y cúmplase


Dr. José A. Anderson J.
Alcalde del Distrito de Bocas del Toro


REPUBLICA DE PANAMÁ
Dr. José Anderson J.
Atestadamente
MUNICIPIO DE BOCAS DEL TORO
PROVINCIA DE BOCAS DEL TORO

ANNEX 7. ATTENDANCE SHEETS, AGENDAS, AND ACTION ITEMS FROM 2014 ADVISORY GROUP MEETINGS (PLUS SAMPLE INVITATION)

7.1 Sample Invitation to Advisory Group Meeting



Bocas del Toro, 7 de abril del 2014

Estimado miembro del Grupo Asesor de la Reserva Municipal Playa Bluff,

El Programa Regional de USAID para el Manejo de Recursos Acuáticos y Alternativas Económicas, y el Sea Turtle Conservancy, se complacen en invitarle a la tercera reunión de coordinación del año 2014 para el Proyecto de Ecoturismo Comunitario de Playa Bluff. Esta reunión tendrá lugar el 9 de abril del 2014, de 1:30 am a 3:00 pm, en el salón de la Autoridad de Turismo de Panamá en Isla Colón, Bocas del Toro.

Las metas de esta reunión serán: actualizar a todos los miembros sobre el empleo de la temporada del turismo comunitario de tortugas marinas en Playa Bluff, buscar soluciones a el incertidumbre sobre el puesto en la casita en el parque con el cambio de política, el estatus de la publicación de la propuesta RVSPB y planificar para el futuro de la iniciativa después de que termina el apoyo de MAREA al final de junio 2014.

Se anexa a esta invitación la agenda propuesta para la reunión.

Esperamos contar con su presencia para esta reunión. Agradecemos su atención y apoyo constante.

Atentamente,

A handwritten signature in black ink that reads 'Shannon Thomas'.

Shannon Thomas
Coordinadora, Ecoturismo Comunitario de Tortugas, Playa Bluff
Sea Turtle Conservancy
Programa de Manejo de Recursos Acuáticos y Alternativas Económicas, USAID
Bocas del Toro, Panamá
Tel. (507) 6537-8801
shannon@conserveturtles.org





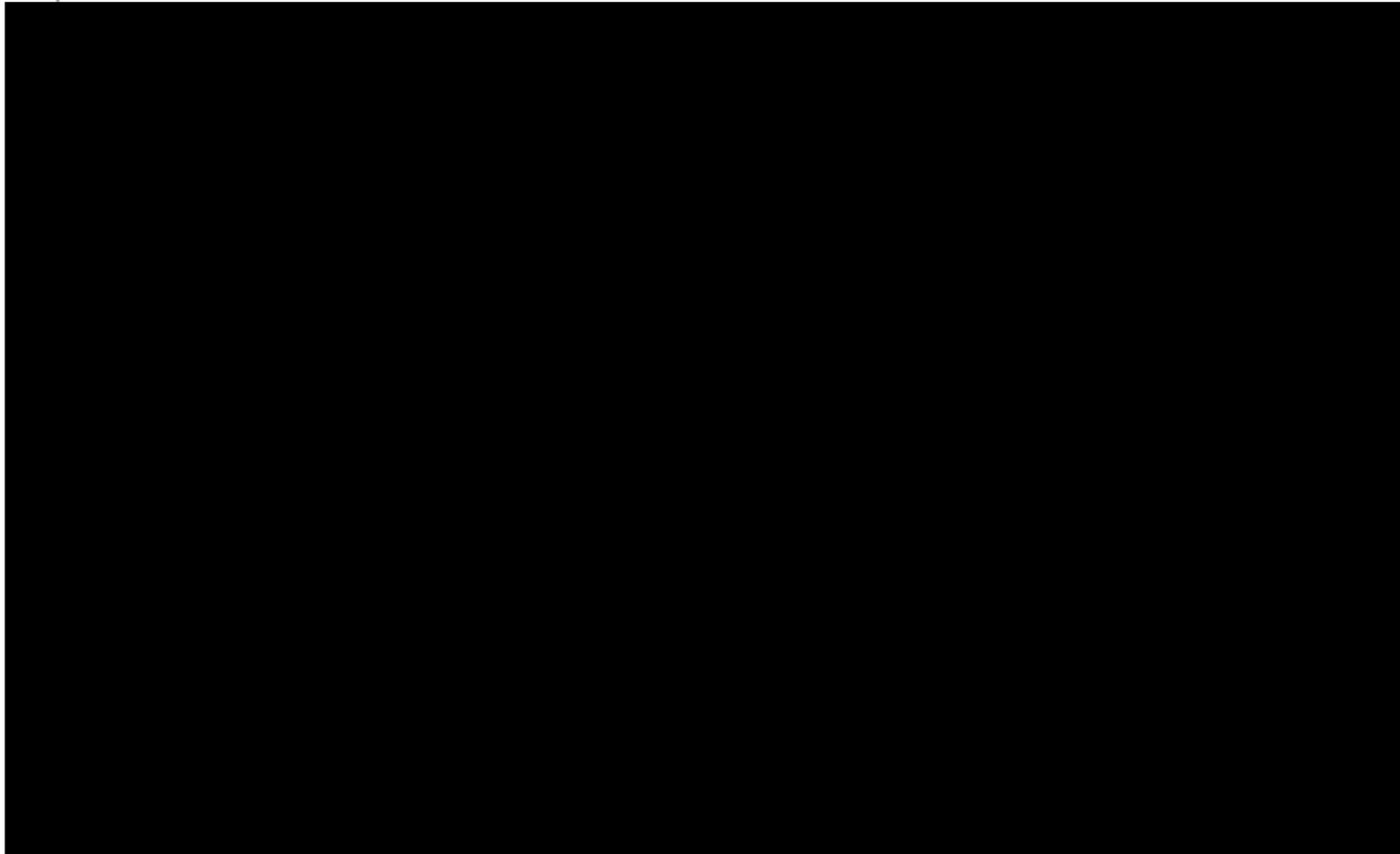
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Proyecto de Ecoturismo Comunitario Playa Bluff

Tercera Reunión de Coordinación 2014, Grupo Asesor de la Reserva Municipal Playa Bluff

Programa USAID – Bocas del Toro, Panamá

Minutas

1. Turismo de Tortugas
 - a. Pepe, el resgistrador de ANABOCA se presentó.
 - b. Se empezó a vender los tours el miercoles 30 de marzo despues de haber esperado por un aumento en actividad en Bluff y porque la marea estaba demasiada alta. Han tenido mucho éxito con vender el tour de las 9 pm, no se ha vendido tours del 10:30.
 - c. Puesto en casita amarilla en el parque
 - i. Han tenido mucho éxito vendiendo tours de tortugas tanto como los tours de jungla desde el puesto en la casita amarilla en el parque central, pero es un poco inseguro. El vice-gobernador pasó y dice que con el cambio politico pueden quitar la casita. Angel fue a hablarle y dice todo bien por ahora, pero cambio en julio deja un inseguridad.
 1. Pepe: Despues del cambio, ofrecer hacer mejoras al puesto – electricidad, pintarlo.... Gabriel: Conoiendo a Panama, se haran los cambios y aun asi, les quitara el puesto despues del dinero y tiempo invertido. No hay que hacer nada...
 2. Shannon: Despues de las elecciones, si todavia hay inseguridad acercarse a los nuevos politicos y ofrecer hacer mejoras o hasta pagar un pequeño alquiler para el uso del espacio.
 - ii. Hay que hacer unos rotulos para colocar en la carretera para dirgir a visitantes hacia el puesto – los miembros de ANABOCA van a pintar unos. Gabriel: Porque no buscar fondos para hacer unos banneres para poner en carretera prinicipal haciendo más publicidad?
 - d. Publicidad
 - i. Publicidad en negocios
 - ii. Trip Advisor
 - iii. Facebook – Se esta revitalizando la pagina de facebook “Bocas Turtles” para el uso combinado
 - iv. Cable Chicho
 - v. Documental de Angel
 - vi. Bocas Breeze
 - vii. Apoyo de miembros del Grupo Asesor
2. Publicación de la Reserva
 - i. Poligono

Conclusión

- b. Próxima reunión

LUNES, 04 DE MARZO, 2:00 PM, CENTRO PARROQUIAL

Proyecto de Ecoturismo Comunitario Playa Bluff

Tercera Reunión de Coordinación 2014, Grupo Asesor de la Reserva Municipal Playa Bluff

Programa USAID – Bocas del Toro, Panamá

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 - i. Publicidad en negocios
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 - vi. Bocas Breeze
 - vii. Apoyo de miembros del Grupo Asesor
2. Publicación de la Reserva
 - i. Poligono
3. Conclusión
 - a. Próxima reunión
LUNES, 04 DE MARZO, 2:00 PM

ANNEX 8. DOCUMENTATION REGARDING JUNGLE TOURS



'B(ufjjunafe rTours

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6996- 0608 or 6537 - 8801

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