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Potential location for the Bocas del Toro Destination Management Organization and Tourism Information Center located on Calle Tercera in Bocas del Toro.

USAID CONSERVATION OF CENTRAL AMERICAN WATERSHEDS PROGRAM

**DELIVERABLE NO 3:
FORMALIZED SUSTAINABLE TOURISM CLUSTER
IN BOCAS DEL TORO, PANAMA
SUBCONTRACT #EPP-I-04-03-00014-03**

MARCH 2009

This publication was produced for review by the United States Agency for International Development. It was prepared by Solimar International.

FORMALIZED SUSTAINABLE TOURISM CLUSTER IN BOCAS DEL TORO, PANAMA

Contract No. EPP-I-04-03-00014-03

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LIST OF ACRONYMS

ATP	Panamanian Tourism Authority
BTSTA	Bocas del Toro Sustainable Tourism Alliance
CBTO	Community Based Tourism Organization
CCAW	Conservation of Central American Watersheds Program (CCAW)
DMC	Destination Management Company
DMO	Destination Management Organization
NGS	National Geographic Society
SMME	Small, Medium, and Micro Enterprises
TIC	Tourist Information Center

CONTEXT

Over the past three months, tourism stakeholders throughout Bocas del Toro have been briefed on the USAID-CCAW funded sustainable tourism cluster development initiative and its objectives. Establishing a destination management organization (DMO) has been explored with several tourism stakeholder groups and has received a great amount of positive feedback due to the recognized need for such an organization to represent the destination.

The name currently used to refer to this cluster initiative is the *Bocas del Toro Sustainable Tourism Alliance* (Alianza Para El Desarrollo Turistico Sostenible de Bocas del Toro or “BTSTA”).

During the DMO business planning process, it was determined that the Bocas del Toro Sustainable Tourism Alliance should be established as both a Corporation Limited and a Non-for-Profit Organization with the objective to increase cooperation among local stakeholders in order to support the sustainable development of Bocas del Toro’s tourism industry while preserving the country’s natural and cultural assets and improving the lives of local residents.

The first step in formally establishing the Bocas del Toro Sustainable Tourism Alliance was to obtain letters of commitment from key stakeholders agreeing to serve as a member of the Board of Directors. Membership information packets (detailed in Section 2) were circulated to potential members, and commitment was obtained from ten stakeholders to serve on the Board of Directors (signed letters are included in Section 3).

This Board of Directors (known as the “Geotourism Stewardship Council”) will collectively govern both the non-profit and for-profit entities of the Bocas del Toro Sustainable Tourism Alliance through the following duties:

- Govern the organization by establishing broad policies and objectives;
- Create local conservation strategies that can be supported from the tourism revenues generated by the DMC;
- Select and review the performance of the DMC Operations staff;
- Ensure the availability of adequate financial resources;
- Approve annual budgets; and
- Report to local stakeholders on the organization’s performance.

Identified potential members of the Geotourism Stewardship Council will officially convene on March 16th, 2009 for the first Bocas del Toro Sustainable Tourism Alliance Board Meeting.

SECTION 1. ORGANIZATION OVERVIEW

1.1 Business Model

The Bocas de Toro Sustainable Tourism Alliance will offer products and services to both local tourism businesses and tourists to generate revenue for the organization and therefore, ensure its financial sustainability. Through a tourism information center, the destination management company (DMC) will provide in-depth information on the region's sustainable tourism industry and allow travelers to consult, arrange, and purchase pre-packaged tours, accommodations, and guiding services. In addition to servicing the consumers of Bocas del Toro's tourism products, BTSTA will also provides invaluable exposure and market access to Bocas del Toro's tourism suppliers. The tourism information center will also sell merchandise, souvenirs and handicrafts.

1.2 Conservation Support

The DMC will contribute all net profits from its operations towards supporting the costs of conservation initiatives in Bocas del Toro. Based upon financial projections made during the business planning process, the total amount to be contributed to local conservation efforts will reach over \$90,000 over the next five years. The Board of Directors (the "Geotourism Stewardship Council") will be responsible for determining the source of the funds, based on the most critical conservation needs and threats.

1.3 Geotourism Stewardship Council

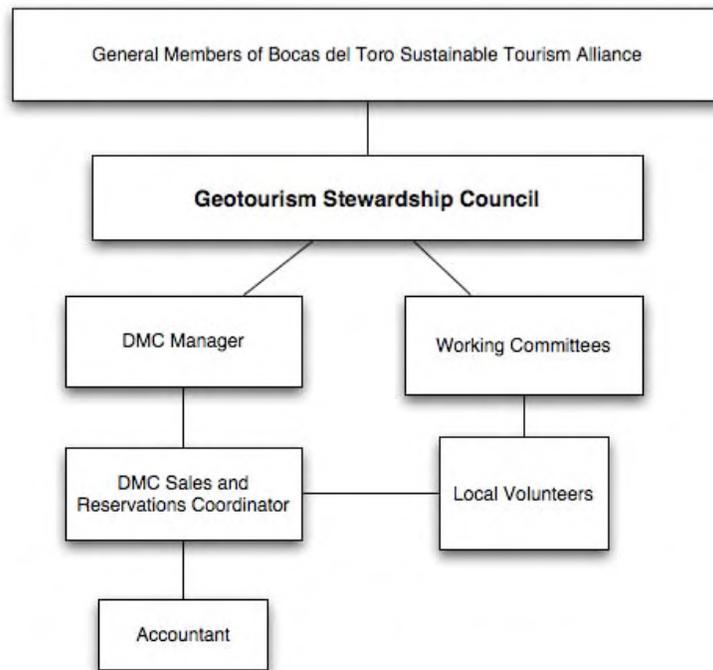
The formation of this Geotourism Stewardship Council is based upon methodology developed by the National Geographic Society. The council's task will be to oversee and advise the DMC through implementating the four elements of a geotourism strategy: identifying, sustaining, developing, and marketing the geotourism assets of a place. Council advice and activity should be in keeping with the interests of the communities, with good conservation and preservation practices, and with responsible economic development. The council will encourage appropriate tourism in appropriate places, and discourages inappropirate tourism in unsuitable places. The council will subscribe to the principles embodied in the National Geographic Geotourism Charter.

One of the main advantages of using this methodology is that it brings together a broad range of local tourism stakeholders with different backgrounds and interests to enhance the geographical character of their destination. Ten local stakeholders—representing local businesses, indigenous community-based tourism groups, artisans, farmers, transportation providers, and NGO's—have been identified to serve on the Geotourism Stewardship council based upon their commitment to the sustainable development and conservation of Bocas del Toro. These individuals have all signed letters of commitment to serve as a member of the Geotourism Stewardship Council, with additional potential members still being finalized. The final number and names of persons who will serve on the Council will be determined by a consensus agreement to be reached during the first official meeting of the Geotourism Stewardship Council (on March 16, 2009).

Once finalized, this council will serve as the DMC's board of directors that will make decisions on behalf of the general membership. This Council will ensure the cluster

initiative is used to address conservation and tourism growth issues in the region. This small group of destination stewards will "own" this initiative, govern activities, and ensure sustainability of the organization upon the end of the USAID-CCAW program. The chart on the following page details the broad range of categories from which the stewardship council is comprised. Ten individuals have signed a letter of commitment agreeing to serve on the Geotourism Stewardship Council, signifying a critical step of formally establishing the organization.

An illustrative organizational structure for the Bocas del Toro Sustainable Tourism Alliance is below:



Once the Geotourism Stewardship Council has been established, Council members and USAID-CCAW program staff will begin reaching out to various industry partners to create an even larger group of DMC members. This process will begin with the Geotourism workshop on March 17, 2009—whereby representatives of the USAID-CCAW program will explain why local businesses and organizations should become involved in the DMC and what benefits are available, including but not limited to:

1. Member events (mixers, town hall meetings, marketing updates);
2. Ability to voice one's concerns regarding issues in the destination;
3. Ability to place brochures or information in the tourism information center;
4. Sales leads or referrals;
5. Ability to advertise in the DMC's publications or on its Web site;
6. Ability to participate in DMC-sponsored co-op ads;
7. Ability to participate in familiarization trips;
8. Window decal showing support and involvement; and
9. Chance to expose one's business to other DMC members.

1.4 Matrix of Geotourism Stewardship Council Members

NGS Stewardship Council Member Categories	Organization/ Business Name	Organization/ Business Type	Contact Name	Commitment Letter Status
1) Conservation NGO	Alianza Bocas	NGO	Angel Gonzalez	In Process
2) Communities	BONA (Bocas Natural)	NGO	Michel Natalis	In Process
3) Indigenous Peoples and Other Cultural Minorities	Bahia Honda	Community-Based Tourism Organization	Rutilio Milton	Signed
4) Art and Artisanry	Mesi Jablado	Community-Based Artisanry Organization	Esperanza Pineda	Signed
5) Traditional Performing Arts (music, dance, theater, storytelling, reenactments, etc.)	Drago Hasaerts Fundation	Art gallery/culture	Raul Houlstan	Signed
6) Destination Management	Panamanian Tourism Authority	National Tourism Authority	Sra. Ana Florencia Mora	In Process
7) Culinary, farm/restaurant programs, agritourism	Luminescence	Tropical Permaculture Farm	Eric Nyman	Signed
8) Other Stakeholder groups emblematic of the locale	Boteros Unidos Bocaterenos	Boatmen Association	Arnaldo Napoleon	Signed
9) Government	Chamber of Tourism	Government Business Network	Tito Thomas	In Process
10) Private companies compatible with geotourism	Tranquilo Bay	Lodging	Jim Kimball	Signed
	Casa Cayuco Eco-Adventure Lodge	Lodging	Tom Kimbrell	In Process
	La Loma Lodge	Lodging	Margaret Ann	In Process
	Rainforest Awakening	Volunteer Program	Heather Rose	Signed
	Starfish Coffee	Restaurant	Matilda Grand	Signed
	Bocas Water Sports	Dive Shop	Jon Schneiderman	Signed
	Butterfly Farm/Hotel del Parque	Lodging	Luis de Mou	Signed

SECTION 2. MEMBERSHIP INFORMATION PACKET

2.1 Cover Letter

February 19, 2009

Dear _____,

It has been a pleasure to meet with you over the past two last months and share points of view on the challenges and opportunities facing the tourism industry in the Bocas del Toro archipelago. I am writing to share more information as we move forward and ask for your continued collaboration to further this exciting initiative.

As you may already know, this initiative is funded by the United States Agency for International Development (USAID) as part of the larger Conservation of Central American Watershed (CCAW) program. The CCAW program is intended to improve the management of two of Central America's most important watersheds—the Gulf of Honduras and the Cahuita-La Amistad-Río Cañas-Bocas del Toro watershed.

In the archipelago of Bocas del Toro, unplanned tourism development is putting tremendous pressure on the area's natural resources. One of the goals of the CCAW program is to raise awareness and participation among tourism stakeholders to identify and address the main issues facing the destination.

To achieve this goal, the CCAW program is working to create a Destination Management Organization (DMO) that will lead, coordinate, and manage the long-term development and promotion of Bocas del Toro. The DMO will be guided by the principles of 'geotourism'—defined by National Geographic as *tourism that sustains or enhances the geographical character of a place—its environment, heritage, aesthetics, culture, and the well being of its residents*. This initiative needs to be led by a group of leaders representing the tourism industry as well as community members and local conservation initiatives. This group will collectively form a 'Geotourism Stewardship Council' with the objective to oversee and advise the DMO's impact on the region. I've enclosed some additional information about geotourism and Stewardship Councils for your review.

Your support is critical to the success of this initiative and I am asking for your support to move the DMO forward. I have provided a letter that we are asking local leaders to sign in order to show support of the DMO's creation. Please feel free to modify to your liking.

Thank you for your support. I look forward to our continued collaboration to further the sustainable development of tourism in Bocas del Toro.

Best regards,

Chrystel Cancel

Project Coordinator

Solimar International - Subcontractor USAID

Conservation of Central American Watershed (CCAW) Program

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About Geotourism

The new concept of geotourism is attracting increasing interest around the world. Although the term has been in use informally since 1997, the 2002 *Geotourism Study*, sponsored by NATIONAL GEOGRAPHIC TRAVELER and conducted by the Travel Industry Association of America, constituted its public debut. Here is the definition:

geotourism (*n*): *Tourism that sustains or enhances the geographical character of a place—its environment, heritage, aesthetics, culture, and the well-being of its residents.*

Geotourism is sustainable tourism energized. It sustains, but it can also **enhance**—by means of restorative and constructive forms of tourism that fit the nature of the destination. Tourist revenue can help to restore historic districts, for instance, and support local craftspeople. It can help to preserve and develop local cuisines, based on distinctively local ingredients supplied by local farmers. It can help to retain traditional cultural celebrations and performing arts that would otherwise disappear. It can help to beautify ugly places and enrich poor places. It does those things best when focused on the distinctiveness of a place, avoiding the destructive pitfalls of undifferentiated global mass tourism.

The phrase **geographical character** is a unifying umbrella. It encompasses the entire combination of natural and human attributes that makes a place worth visiting. Geography—from which “geotourism” derives—is not just about *where* places are. It’s also about *what* places are. It’s about what makes one place different from the next. That includes not only flora and fauna, which is the realm of ecotourism, but also historic structures and archaeological sites, scenic landscapes, traditional architecture, and locally grown music, cuisine, crafts, dances, and other arts. Many people sum up that combination of elements as “sense of place.” Since most tourists travel with a variety of interests, geotourism’s holistic approach provides a synergistic effect unavailable to niches like adventure, eco-, or historic tourism. Geotourism speaks to the widest possible market that is compatible with sustaining a destination’s distinctive qualities.

The last part of the definition, the **well-being of residents**, is the critical link: Tourism revenues can provide a real, bottom-line incentive for residents to protect what tourists are coming to experience. Informed, involved, prospering residents in turn make a more welcome environment for tourists.

Implicit in the geotourism definition are several additional principles:

—Geotourism must provide an enjoyable, enriching experience for visitors.

—Accordingly, it calls for visitors to receive high-quality, appealingly presented information about the place—known in the trade as “interpretation.”

—Geotourism requires the involvement of the host community in numerous ways. They include discovering and presenting that interpretive information. This can build local pride. A woman on Maui who had recently taken a guiding course said, “I’ve lived on this island all my life, and I had no idea how much was here.” She was talking about the unique species there, the cultural history, and the folklore underlying almost every point of

interest. Most places have such backstories, unrealized and underappreciated. One of geotourism's benefits to host communities, then, is the pride that comes with deeper knowledge of local natural and cultural heritage. —Another community benefit, of course, is financial. It can come from providing geographically appropriate tourist goods and services. It can come from employment that includes avenues for career advancement. As a leader in Belize once said, "I don't intend to preside over a nation of maids and busboys."

—To sustain those benefits indefinitely, host communities must practice good destination stewardship. That means adopting policies that protect the locale's environment and heritage, and it means managing tourism to achieve maximum benefit with minimum disruption. Geotourism accepts, therefore, that limits on tourist traffic may in some situations be necessary to avoid the "loved-to-death" syndrome. In tourism, quantity tends to drive out quality. Success is therefore best measured not by counting tourist arrivals, but by counting tourist benefits to the destination—economic, social, environmental.

In summary, then:

—Geotourism is environmentally responsible, committed to conserving resources and maintaining biodiversity.

—Geotourism is culturally responsible, committed to respecting local sensibilities and building on local heritage.

—And while geotourism is incompatible with loss of natural or cultural diversity, it does not seek to stop the clock and preserve a destination in amber. What it does seek to preserve is geographical diversity, the distinctiveness of a locale. Destinations that offer nothing but look-alike international franchises lose their distinctiveness and appeal. They end up at the mercy of package-resort mass tourism that seeks only the cheapest price.

The first step in geotourism is to get on the agenda. The wording of the definition provides a convenient test for any community's tourism development project: "Does this project sustain or enhance the character of our destination?" That leaves plenty of room for discussion about types of tourism and their effects. The important thing is that there *be* such discussion.

Everyone has a role to play—tourism professionals, host communities, and the tourists themselves.

Tourism professionals, whether in private or public sectors, can seek ways to protect the character of the destinations they promote—in effect, to ensure quality control of the product that they are selling.

Residents of host communities can plan for types of tourism that will support the kind of locale that they want to live in.

And tourists can decide, simply by where they open their wallets, what kinds of facilities and activities to encourage. As public awareness builds, those decisions will provide a market advantage to geotouristic operations. According to the *Geotourism Study*,

- Over half the American traveling public thinks it's harder to find unspoiled places than it used to be.
- Almost three quarters don't want their visits to harm the environment at their destinations.

In short, the survey suggests that substantial segments of the American tourist market—65 million households—are predisposed to support the principles of geotourism.

FOR MORE INFORMATION

- To consult the National Geographic's Sustainable Destinations Resource Center, go to www.nationalgeographic.com/travel/sustainable/
- For more on the *Geotourism Study*, go to www.tia.org/survey.pdf
- To read about the World Legacy Awards, go to www.wlaward.org



Mission Programs

Center for Sustainable Destinations

About Geotourism Stewardship Councils

A Geotourism Stewardship Council is a nongovernmental or public/private entity. A Council may be national, regional, or local. It may go by any name, or coalesce around an existing group, but has the characteristics described below.

The Council's task is to oversee and advise on the four elements of a geotourism strategy:

- identifying,
- sustaining,
- developing, and
- marketing the geotourism assets of a place.

Council advice and activity should be in keeping with the interests of the communities, with good conservation and preservation practices, and with responsible economic development. The Council encourages appropriate tourism in appropriate places, and discourages inappropriate tourism in unsuitable places. The Council should subscribe to the principles embodied in the Geotourism Charter and in the geotourism definition:

Tourism that sustains or enhances the geographical character of a place—its environment, heritage, aesthetics, culture, and the well-being of its residents.

Council activities are intended not only to promote geotourism assets to tourists but also to be a catalyst for local communities—to help them discover their own distinctive tourism assets and provide economic benefits and an incentive for protecting them. The Council should monitor sustainability and ensure that tourist numbers do not become excessive. Catalyst activities might include:

- An annual (“power of place”) festival to build local pride and awareness, while garnishing some tourism revenue
- A Geotourism MapGuide created with National Geographic or a local university, with extensive local participation
- A regular report and set of recommendations on tourism developments and proposals
- Serving as ongoing gatekeeper and clearinghouse for community-generated geotourism information that is then issued electronically, via the Internet and handheld touring devices.

[more]

Council members should, at a minimum, represent the following interests:

- historic preservation
- natural conservation
- communities
- indigenous peoples and other cultural minorities
- art and artisanry
- traditional performing arts (music, dance, theater, storytelling, reenactments, etc.)
- destination management
- farm/restaurant programs, agritourism, Slow Food
- beautification programs (signage, architecture, landscape concerns)
- other stakeholder groups emblematic of the locale
- government (tourism, planning, and environment, for example)
- private companies compatible with geotourism

Local collaborators and advisors potentially include:

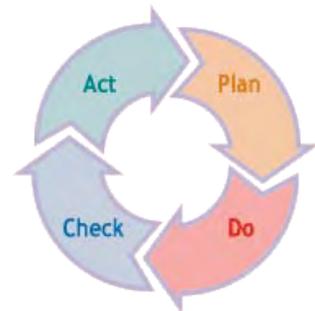
- Geotourism innovators—guides, innkeepers, restaurateurs, tour operators, etc.
- Local craft co-ops, music groups, or other heritage groups
- Agricultural cooperatives, historic preservation groups, conservation organizations (including ecotourism leaders)
- Community leaders or individuals with deep knowledge of the area’s heritage, especially older individuals
- Church groups, school associations, universities, volunteer/charity organizations
- Local geographical author who covers the region
- Historians, naturalists, librarians
- Local minority heritage groups and experts
- Specialists in locally based food and drink

Proactive people from this list may also be appropriate members for the Geotourism Council.

Procedures. We do not as yet have prescribed methods for choosing council members and sustainable funding of council activities. These vary considerably from one place to another, and we prefer to see how each destination approaches the question. As successful methods emerge, we will disseminate them.

Operationally, the Council can work in a continual cycle:

- Plan—Planning, including identifying stewardship aspects and establishing goals
- Do—Implementing, including training and information dissemination
- Check—Monitoring and progress reviews
- Act—Taking corrective action as indicated



Geotourism Charter—Global Statement of Principles

In support of a tourism policy that sustains and enhances the nation's geographical character—its environment, culture, aesthetics, heritage, and the well-being of its residents—the undersigned hereby endorse and recommend the following principles.

Integrity of place: Enhance geographical character by developing and improving it in ways distinctive to the locale, reflective of its natural and cultural heritage, so as to encourage market differentiation and cultural pride.

International codes: Adhere to the principles embodied in the World Tourism Organization's Global Code of Ethics for Tourism and the Principles of the Cultural Tourism Charter established by the International Council on Monuments and Sites (ICOMOS).

Market selectivity: Encourage growth in tourism market segments most likely to appreciate, respect, and disseminate information about the distinctive assets of the locale.

Market diversity: Encourage a full range of appropriate food and lodging facilities, so as to appeal to the entire demographic spectrum of the geotourism market and so maximize economic resiliency over both the short and long term.

Tourist satisfaction: Ensure that satisfied, excited geotourists bring new vacation stories home and send friends off to experience the same thing, thus providing continuing demand for the destination.

Community involvement: Base tourism on community resources to the extent possible, encouraging local small businesses and civic groups to build partnerships to promote and provide a distinctive, honest visitor experience and market their locales effectively. Help businesses develop approaches to tourism that build on the area's nature, history and culture, including food and drink, artisanry, performance arts, etc.

Community benefit: Encourage micro- to medium-size enterprises and tourism business strategies that emphasize economic and social benefits to involved communities, especially poverty alleviation, with clear communication of the destination stewardship policies required to maintain those benefits.

Protection and enhancement of destination appeal: Encourage businesses to sustain natural habitats, heritage sites, aesthetic appeal, and local culture. Prevent degradation by keeping volumes of tourists within maximum acceptable limits. Seek business models that can operate profitably within those limits. Use persuasion, incentives, and legal enforcement as needed.

Land use: Anticipate development pressures and apply techniques to prevent undesired overdevelopment and degradation. Contain resort and vacation-home sprawl, especially on coasts and islands, so as to retain a diversity of natural and scenic environments and ensure continued resident access to waterfronts. Encourage major self-contained tourism attractions, such as large-scale theme parks and convention centers unrelated to character of place, to be sited in needier locations with no significant ecological, scenic, or cultural assets.

Conservation of resources: Encourage businesses to minimize water pollution, solid waste, energy consumption, water usage, landscaping chemicals, and overly bright nighttime lighting. Advertise these measures in a way that attracts the large, environmentally sympathetic tourist market.

Planning: Recognize and respect immediate economic needs without sacrificing long-term character and the geotourism potential of the destination. Where tourism attracts in-migration of workers, develop new communities that themselves constitute a destination enhancement. Strive to diversify the economy and limit population influx to sustainable levels. Adopt public strategies for mitigating practices that are incompatible with geotourism and damaging to the image of the destination.

Interactive interpretation: Engage both visitors and hosts in learning about the place. Encourage residents to show off the natural and cultural heritage of their communities, so that tourists gain a richer experience and residents develop pride in their locales.

Evaluation: Establish an evaluation process to be conducted on a regular basis by an independent panel representing all stakeholder interests, and publicize evaluation results.

For the final version of the Honduras “Geotourism Charter,” signed 22 Oct. 2004, see www.nationalgeographic.com/travel/sustainable/ or e-mail jtourtel@ngs.org

Bocas del Toro, March 1, 2009

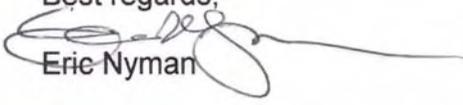
This letter confirms my willingness to participate in the advancement of the sustainable tourism development project in Bocas del Toro and support its objectives to increase the competitiveness of sustainable tourism operations, generate increased revenue for tourism linked to conservation, and improve the environmental performance of the private sector tourism operations in the destination.

We recognize the need of raising awareness and participation among tourism stakeholders and the importance of implementing sustainable practices in the destination and support that the creation of a Destination Management Organization guided by the principles of 'geotourism'—defined by National Geographic as *tourism that sustains or enhances the geographical character of a place—its environment, heritage, aesthetics, culture, and the well-being of its residents* will help lead, coordinate, and manage the long-term development of Bocas del Toro.

I, as one of the managers of *Luminiscence* wish to be considered as a council member of the National Geographic 'Geotourism Stewardship Council' representing the interest of the category **8. Tropical Permaculture farm**.

I understand that my decision to support the sustainable tourism development project in Bocas del Toro does not financially obligate my business or organization to any costs or fees.

Best regards,


Eric Nyman

02/03/09

Bocas del Toro, March 1, 2009

This letter confirms my willingness to participate in the advancement of the sustainable tourism development project in Bocas del Toro and support its objectives to increase the competitiveness of sustainable tourism operations, generate increased revenue for tourism linked to conservation, and improve the environmental performance of the private sector tourism operations in the destination.

We recognize the need of raising awareness and participation among tourism stakeholders and the importance of implementing sustainable practices in the destination and support that the creation of a Destination Management Organization guided by the principles of 'geotourism'—defined by National Geographic as *tourism that sustains or enhances the geographical character of a place—its environment, heritage, aesthetics, culture, and the well-being of its residents* will help lead, coordinate, and manage the long-term development of Bocas del Toro.

I, as director of ***Rainforest Awakening*** wish to be considered as a council member of the National Geographic 'Geotourism Stewardship Council' representing the interest of the category ***Private Companies compatible with geotourism.***

I understand that my decision to support the sustainable tourism development project in Bocas del Toro does not financially obligate my business or organization to any costs or fees.

Best regards,

Heather Rose

A handwritten signature in blue ink that reads "Heather Rose". The signature is written in a cursive, flowing style.

Borrador de Carta de Compromiso

Por la presente, confirmo mi interés en participar en el avance del proyecto de desarrollo turístico y sostenible de Bocas el Toro, y de apoyar sus objetivos en mejorar la competitividad de las negocios turísticos, generar mas ingresos a través la vinculación del turismo con conservación, y mejorar el desempeño de las operaciones turísticas en buenas practicas de manejo.

Reconocemos la necesidad de concientizar y de lograr la participación de todos los actores del sector turistico en la implementación de buenas practicas de manejo y de .apoyar la creacion de un Organismo de Gestión de Destino guiado por los conceptos de 'geoturismo' -- definido por la National Geographic como *un turismo que sostiene y mejora el caracter geográfico del lugar incluyendo: el ambiental, el patrimonio cultural, la aestetica, y el bienestar de los residentes* -- para asegurar un desarrollo sostenible del destino Bocas del Toro a largo plazo.

Yo, como Director, Presidente, Líder, Miembro, etc de Rutilio Helton deseo ser considerado como un miembro del Consejo de Gestión de Geoturismo para representar los intereses de la categoría Projectos Comunitarios

Entiendo que mi decisión de apoyar este proyecto de encadenamiento turístico sostenible en Bocas del Toro no tiene ninguna obligación financiera para mi negocio o organización.

Atentamente,

Rutilio Helton
Proyecto Educativo Bahía Honda

Borrador de Carta de Compromiso

Por la presente, confirmo mi interés en participar en el avance del proyecto de desarrollo turístico y sostenible de Bocas el Toro, y de apoyar sus objetivos en mejorar la competitividad de las negocios turísticos, generar mas ingresos a través la vinculación del turismo con conservación, y mejorar el desempeño de las operaciones turísticas en buenas practicas de manejo.

Reconocemos la necesidad de concientizar y de lograr la participación de todos los actores del sector turistico en la implementación de buenas practicas de manejo y de .apoyar la creacion de un Organismo de Gestión de Destino guiado por los conceptos de 'geoturismo' -- definido por la National Geographic como *un turismo que sostiene y mejora el caracter geográfico del lugar incluyendo: el ambiental, el patrimonio cultural, la aestetica, y el bienestar de los residentes* -- para asegurar un desarrollo sostenible del destino Bocas del Toro a largo plazo.

Yo, como Director, Presidente, Líder, Miembro, etc de Cooperativa Binda deseo ser considerado como un miembro del Consejo de Gestión de Geoturismo para representar los intereses de la categoría artesanía. Cultura negra

Entiendo que mi decisión de apoyar este proyecto de encadenamiento turístico sostenible en Bocas del Toro no **tiene ninguna** obligación financiera para mi negocio o organización

Atentamente,

Cooperativa Binda
Coop Binda
Presidente de la organización Mesi Jababo

SRA:

CHRYSTEL CANCEL

COORDENADORA DEL PROYECTO

DE DESARROLLO SOSTENIBLE

DE BOCAS DEL TORO

(USAID – SOLIMARINTERNACIONAL)

E.S.D.

Estimada Chrystel:

Agradecemos se nos haya tomado en cuenta para la creación o mejor dicho, puesta en marche de la D.M.O. (Destination Management Organisation) que funcionará en Bocas del Toro, bajo los auspicios de la USAID – y esto lo decimos ya que los bocatoreños nos hemos convertido en convidados de piedra de las iniciativas foráneas y gubernamentales las cuales perennemente transitan nuestras costas con su recetario.

Es un hecho harto conocido que el desorden turístico impuesto en el archipiélago es el fruto de la especulación inmobiliaria implantada por grupos foráneos en unión al funcionariado local, el cual no ha velado por los intereses de nuestro pueblo. Nuestro pueblo es heredero de una valiosa historia, hemos estado durante siglos conviviendo con la naturaleza mediante un sano equilibrio. La llamada “industria turística” ha degradado la naturaleza y sometido a nuestra población a nuevos niveles de explotación. Es un hecho cierto que los habitantes locales no llamamos al turismo, ni se nos consultó, se nos impuso, hoy día le es imposible a un lugareño adquirir un lote en el casco urbano y el encarecimiento de la vida, el narcotráfico, la mendicidad y la prostitución campean libremente en nuestra otrora apacible ciudad. Muchos bocatoreños hemos alzado nuestra voz de alerta, mas las instancias gubernamentales han sido más proclives a gastar en publicitar las “bondades” del área y a nombrar a los miembros de su partido que a imponer criterios de sostenibilidad. Y lo peor pareciera estar por venir.

Vista las cosas de esta manera y pensando que en esta oportunidad, estamos en presencia de personas responsables, verdaderamente interesadas en el aspecto medular del concepto de geoturismo, el cual incluye “el bienestar” de los residentes, hemos decidido formar parte del Consejo de vuestra iniciativa, en la sección descrita como Traditional Performing Arts (music, dance, theater, storytelling, reenactments, etc.)

Al decir **hemos**, utilizo este verbo de manera plural ya que mi familia se encuentra altamente preocupada en los temas objeto de su preocupación, a continuación anexo a mi carta, un esbozo de las actividades de mi esposa Annick Hasaerts, pintora-ceramista y de mi hija Rafaella Houlstan, arquitecta, residente en Bruselas, que en este archipiélago que la vio nacer, ha dejado su corazón, vista su preocupación por el devenir de nuestro entorno.

De la señora coordinadora, con las seguridades de nuestra consideración más distinguida.



RAÚL HOULSTAN

Carta de Compromiso

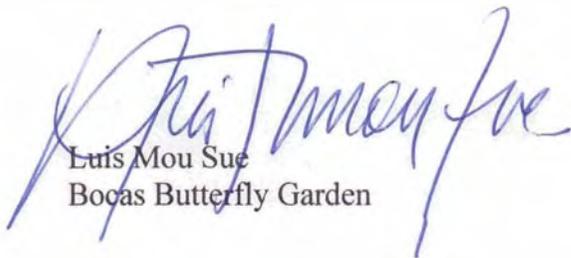
Por la presente, confirmo mi interés en participar en el avance del proyecto de desarrollo turístico y sostenible de Bocas el Toro, y de apoyar sus objetivos en mejorar la competitividad de las negocios turísticos, generar mas ingresos a través la vinculación del turismo con conservación, y mejorar el desempeño de las operaciones turísticas en buenas practicas de manejo.

Reconocemos la necesidad de concientizar y de lograr la participación de todos los actores del sector turistico en la implementación de buenas practicas de manejo y de .apoyar la creacion de un Organismo de Gestión de Destino guiado por los conceptos de 'geoturismo' -- definido por la National Geographic como *un turismo que sostiene y mejora el caracter geográfico del lugar incluyendo: el ambiental, el patrimonio cultural, la aestetica, y el bienestar de los residentes* -- para asegurar un desarrollo sostenible del destino Bocas del Toro a largo plazo.

Yo, como Director del Mariposario de Bocas Butterfly Garden, deseo ser considerado como un miembro del Consejo de Gestión de Geoturismo para representar los intereses de la categoría de la actividad de tour.

Entiendo que mi decisión de apoyar este proyecto de encadenamiento turístico sostenible en Bocas del Toro no tiene ninguna obligación financiera para mi negocio o organización.

Atentamente,



Luis Mou Sue
Bocas Butterfly Garden

**B.B.U.
TOURS
BOCAS, ISLA**

Bocas del Toro, 27 de Febrero del 2009

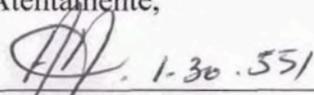
**Señora
Chrystel Cancel
Tourism Development Consultant**

Distinguida señora Chrystel, Cancel tenga usted un cordial saludo y éxitos en sus labores habituales.

Yo Arnaldo Napoleón como presidente de la ASOCIACION DE BOTEROS BOCATOREÑOS UNIDOS, deseo ser considerado como un miembro del Consejo de Gestión de Geoturismo para representar los intereses de la categoría.

Entiendo que mi decisión de apoyar este proyecto de encadenamiento turístico sostenible en Bocas del Toro no tiene ninguna obligación para mi negocio u organización.

Atentamente,



Arnaldo Napoleón
Presidente
ASOCIACIÓN DE BOTEROS
BOCARTOREÑOS UNIDOS

Boteros Bocatoreños Unidos
Tel: 757-9760 Fax: 757-9760
Email: boterosbocas@yahoo.com

THROUGH THE

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1911

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Borrador de Carta de Compromiso

Por la presente, confirmo mi interés en participar en el avance del proyecto de desarrollo turístico y sostenible de Bocas el Toro, y de apoyar sus objetivos en mejorar la competitividad de las negocios turísticos, generar mas ingresos a través la vinculación del turismo con conservación, y mejorar el desempeño de las operaciones turísticas en buenas practicas de manejo.

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Yo, como Director, Presidente, Líder, Miembro, etc de Bocas Water Sports, desco ser considerado como un miembro del Consejo de Gestión de Geoturismo para representar los intereses de la categoría to Tour Operatores.

Entiendo que mi decisión de apoyar este proyecto de encadenamiento turístico sostenible en Bocas del Toro no tiene ninguna obligación financiera para mi negocio o organización.

Atentamente,


Jon Schneiderman

Borrador de Carta de Compromiso

Por la presente, confirmo mi interés en participar en el avance del proyecto de desarrollo turístico y sostenible de Bocas el Toro, y de apoyar sus objetivos en mejorar la competitividad de las negocios turísticos, generar mas ingresos a través la vinculación del turismo con conservación, y mejorar el desempeño de las operaciones turísticas en buenas practicas de manejo.

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Yo, como Director, Presidente, Líder, Miembro, etc de STADLIST COFFEES, deseo ser considerado como un miembro del Consejo de Gestión de Geoturismo para representar los intereses de la categoría Restaurante / Agro.

Entiendo que mi decisión de apoyar este proyecto de encadenamiento turístico sostenible en Bocas del Toro no tiene ninguna obligación financiera para mi negocio o organización.

Atentamente,



MAYILDE GRAND

05/03/2009.