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**DELIVERABLE NO 4:
FORMALIZED SUSTAINABLE TOURISM CLUSTERS
IN THE GULF OF HONDURAS
SUBCONTRACT #EPP-I-04-03-00014-0**

JULY 2009

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FORMALIZED SUSTAINABLE TOURISM CLUSTERS IN THE GULF OF HONDURAS

Contract No. EPP-I-04-03-00014-05

Submitted By: Solimar International

Contact: Natalie Sellier, Program Manager
1327 14th Street NW, Suite 320
Washington, DC 20005
Tel: (202) 518-6192 (x104)
Fax: (202) 518-6194
Email: n.sellier@solimarinternational.com

Submitted To: Chemonics International

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CONTEXT

Over the past three months, tourism stakeholders throughout Izabal and Roatán 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 destinations. The purpose of these DMOs is to create a participatory environment where members of the public and private sector can come together to discuss the priorities and issues surrounding the destinations and work towards collective solutions.

To ensure the work of the USAID-CCAW program is representative of the broad group of stakeholders in the region, a Geotourism Stewardship Council was initially established using the methodology developed by the National Geographic Society Center for Sustainable Destinations. The function of this council will be to oversee and advise the DMO through implementing 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 discourage inappropriate tourism in unsuitable places. Once established, the council should subscribe to the principles embodied in the National Geographic Geotourism Charter according to 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.*

After these small councils (typically between 8-12 committed tourism stakeholders) are formed, they will expand to invite other stakeholders to join their efforts through a membership program. A larger, more active DMO is the best way to mobilize a broad range of actors within a destination to work collaboratively. Cooperative marketing programs will be used as the incentive for private sector businesses to join the membership program.

This deliverable documents the first step in formally establishing these destination management organizations which was to obtain letters of commitment from key stakeholders agreeing to serve as a member of the Geotourism Stewardship Councils. Membership information packets (detailed in Section 1) were circulated to potential members, and formal letters of commitment were obtained from 12 members in Izabal and 6 members in Roatán, evidencing a critical step.

These councils will collectively govern the DMOs through the following duties:

- Govern the organization by establishing broad policies and objectives;
- Identify priority action items to be addressed by the organization;
- Bring stakeholders to the table and facilitate discussions and the formation of local action committees to improve destination stewardship;
- Support local conservation strategies through funds generated by the DMO and/or Travel Philanthropy Trust; and
- Report to local stakeholders on the organization's performance.

SECTION 1. MEMBERSHIP INFORMATION PACKET

The following documents were included in the membership information packets distributed to potential members of the Izabal and Roatán Geotourism Stewardship Councils. These information packets included a cover letter from the Regional Project Coordinator along with briefing sheets from National Geographic to thoroughly explain the concept of Geotourism, the purpose of Stewardship Councils, and the Geotourism Charter Statement of Principals that the Council must follow after being formed.

Once the information was reviewed and a potential member expressed interest in joining the Council, they were asked to sign a commitment letter to formally evidence their support. Signed commitment letters for the Izabal Geotourism Stewardship Council can be found in Section 4, and signed commitment letters for Roatán can be found in Section 5.

1.1 Example Cover Letter

Julio 2009

Estimados señores:

A continuación les presentamos la propuesta para participar como miembros del Consejo Administrador de Geotourismo en el área de Izabal, el cual se guía por los conceptos definidos por National Geographic como un turismo que sostiene y mejora el carácter geográfico del lugar, incluyendo: El ambiente, El Patrimonio Cultural, la ética y el bienestar de sus habitantes, para asegurar un desarrollo sostenible del destino.

¿Por que Geotourismo? Geotourismo permite que el destino se diferencie y sea más competitivo. Geotourismo es una estrategia para cualquier destino que ya tiene turismo o desea atraer turismo.

Los Principios de Geotourismo

1. Integridad del lugar
2. Códigos Internacionales
3. Selectividad de Mercado
4. Diversidad del Mercado
5. Satisfacción del Turista
6. Involucramiento de la Comunidad
7. Beneficios para la Comunidad
8. Protección y Aumento del Atractivo del Destino
9. Utilización de la Tierra
10. Conservación de los Recursos
11. Planificación
12. Interpretación Interactiva
13. Evaluación

Acerca del Consejo Administrador de Geotourismo

El Consejo Administrador de Geotourismo en una entidad no gubernamental o publica/privada.

El Consejo debe de ser Nacional, Regional o Local. Deberá llevar cualquier nombre o unirse alrededor de un grupo existente, pero tiene las características descritas a continuación.

La tarea del Consejo es supervisar y aconsejar en los cuatro elementos de la estrategia de Geotourismo:

- Identificar
- Sostener
- Desarrollar y
- Mercadear el atractivo geotourístico del lugar

La actividad del Consejo deberá ser en mantener el interés de las comunidades, con buenas prácticas para la conservación y preservación y un desarrollo económicamente responsable.

El Consejo promueve el turismo en lugares apropiados con prácticas apropiadas y desaprueba el turismo en lugares no apropiados con prácticas no apropiadas y no sostenibles. El consejo deberá subscribirse e incorporarse a los principios de los estatutos de Geotourismo y en la definición de geotourismo:

*Turismo que sostiene y mejora el carácter geográfico del lugar
El ambiente, El Patrimonio Cultural, la estética y el bienestar del sus habitantes, para
asegurar un desarrollo sostenible del destino.*

Las actividades del Consejo no son solamente en promover el atractivo geotourístico del lugar pero también ser el catalizador para las comunidades locales – para ayudarlos a descubrir sus atractivos turísticos que provean de un beneficio económico y que sea un incentivo para protegerlos. El consejo deber monitorear la sostenibilidad y asegurar que el número de turistas no sea excesivo. Las actividades catalizadoras deberán incluir:

Un festival anual para crear orgullo y conciencia local, y así creando algunos ingresos turísticos.

Un MapaGuia Geotourístico creado en conjunto con National Geographic o una Universidad local con una extensa participación local.

Un reporte regular y una serie de recomendaciones en desarrollo turístico y propuestas.

Servir como una puerta actualizadora y una cámara de compensación para la comunidad genere información geotourística que sea electrónica vía internet y otros.

Los miembros del consejo deberán como mínimo representar los siguientes intereses:

- Preservación Histórica
- Conservación Natural
- Comunidades
- Comunidades indígenas y otras minorías
- Arte y artesanía
- Artes Tradicionales (música, bailes, teatro, etc)
- Administración del destino

- Programas de restaurantes, agroturismo
- Programas de embellecimiento
- Otros grupos emblemáticos de la región
- Gobierno
- Compañías privadas compatibles con geoturismo

Colaboradores y asesores locales potencialmente incluirán:

- Innovadores geoturísticos – guías, hoteleros, restauranteros, tour operadores, etc.
- Artesanía local – grupos musicales y otros grupos locales.
- Cooperativas de agricultores, grupos de preservación histórica, organizaciones para la conservación (incluyendo líderes ecológicos)
- Líderes comunitarios o individuos con conocimiento de las herencias culturales del lugar
- Grupos de iglesias, asociaciones de colegios, universidades, organizaciones benéficas
- Autor geográfico local que cubra el área
- Historiador, naturalista o bibliotecario
- Experto local en herencia cultural de la minoría
- Especialista en comida local

Personas activas de este grupo podrán ser parte del Consejo Geoturístico.

Una vez descrito el fin e importancia de la creación de un Consejo Administrador Geoturístico en el área de Izabal, nos gustaría que ASOPTUR forme parte del mismo como facilitador tomando en cuenta la propuesta presentada y así mismo aceptando la misma en la cual la única parte que quedaría a discusión una vez formado el Consejo Administrador es la utilización de la página web de ASOPTUR, por lo que agradeceríamos que si están de acuerdo en formar parte de tan importante proyecto nos firmen la carta de compromiso que adjuntamos.

Agradeciendo su interés en pro el desarrollo Geoturístico en el área de Izabal.

Muy Atentamente,

Mitzy Camposeco

Coordinadora de Proyecto - Izabal, Guatemala

Iniciativa de Turismo Sostenible en el Golfo de Honduras

SOLIMAR INTERNATIONAL - SUBCONTRATISTA USAID

PROGRAMA DE USAID PARA LA CONSERVACIÓN DE CUENCAS

1.2 Example Commitment Letter

Julio 2009

Por la presente, confirmo mi interés en participar en el avance del proyecto de desarrollo turístico y sostenible en Izabal, y de apoyar sus objetivos en mejorar la competitividad de los negocios turísticos, generar más ingresos a través de la circulación del turismo con conservación, y mejorar el desempeño de las operaciones turísticas en manejo de buenas prácticas.

Reconocemos la necesidad de concientizar y de lograr la participación de todos los actores del sector turístico en la implementación de manejo de buenas prácticas y de apoyar la creación 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 carácter geográfico del lugar incluyendo: el ambiental, el patrimonio cultural, la estética y el bienestar de los residentes—para asegurar el desarrollo sostenible del destino de Izabal a largo plazo.

Yo como Director, Presidente, Líder, Miembro, _____ deseo ser considerado como un miembro del Consejo de Geoturismo para representar los intereses de la categoría _____.

Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningún compromiso financiero con mi negocio u organización.

Atentamente,

_____.



Contact: Jonathan B. Tourtellot
Director, Center for of Sustainable Destinations, National
Geographic Society
Geotourism Editor, NATIONAL GEOGRAPHIC TRAVELER
1145 17th St. NW
Washington DC 20036
(202) 857-7349, fax (202) 429-5712
e-mail jtourt@ngs.org
<http://www.nationalgeographic.com/travel/sustainable/>

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:

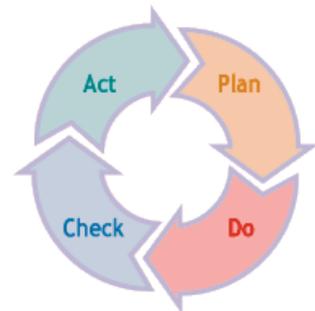
- Geotourism innovators—guides, innkeepers, restaurateurs, tour operators, etc.
- Local craft co-ops, music groups, or other heritage groups
- Agricultural cooperatives, historic preservation groups, conservation organizations (including ecotourism leaders)
- Community leaders or individuals with deep 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

SECTION 2. IZABAL

2.1 Organizational Structure

The formation of Geotourism Stewardship Councils is based upon a methodology developed by the National Geographic Society Center for Sustainable Destinations. 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.

Once finalized, this council will serve as the DMO'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.

It was determined that three local Destination Management Organizations will be formed within Izabal to focus on the following specific destinations: Livingston, Rio Dulce, and Puerto Barrios. Leaders from the three local DMOs will come together to form a regional DMO for Izabal.

A variety of 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 Councils based upon their commitment to the sustainable development and conservation of the Izabal region. Many of these individuals have signed letters of commitment formally agreeing 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 (scheduled for August, 2009). This meeting will also review results from a survey to determine the name of the organization, its mission, what issues the DMO should focus on, the tools/techniques the organization should use, etc.

The charts below detail the broad range of categories from which the stewardship council is comprised. As of July 24, twelve individuals have signed a letter of commitment, signifying a critical step of formally establishing the organization. The groups appear highlighted in the charts below.

LIVINGSTON			
NGS Stewardship Council Member Categories	Organization/ Business Name	Organization/ Business Type	Contact Name
Historic Preservation/ Art and Artisanry	Hawani Garinagu	Garifuna dancing and singing group	Rosa Maria
Historic Preservation/ Art and Artisanry	Ubafu	Garifuna dancing and singing group	Blanca Franzua

Communities	Ak'Tenamit	Community Association	Isaul Chub and Esteban Duden
Culinary	Margot's	Restaurant	Helen
Government	Consejo de Autogestion Turistica	INGUAT Association	Kleiberth Veliz
Government	Ministerio de Cultura	Government Ministry	Blanca Franzua
Private Sector	Happy Fish Travel	Tour Operator	Walter Veliz
Private Sector	Exotic Travel	Tour Operator	Dorian Reyes
Private Sector	Flowas Café	Hotel/Café	Sara
Private Sector	El Malecon	Restaurant	Silvia Orozco
Private Sector	Buga Mama	Restaurant	Isaul Chub
Private Sector	Hotel Salvador Gaviota	Eco Hotel	
Private Sector	Finca Tatin	Eco Hotel	

PUERTO BARRIOS			
NGS Stewardship Council Member Categories	Organization/ Business Name	Organization/ Business Type	Contact Name
Historic Preservation	Casa Caribe	Cultural Center	Gustavo Garcia
Natural Conservation/ Art and Artisanry/ Culinary	El Hibiscus	Museum, Restaurant	Sandra de Voelin
Destination Management	Tour Guides Associat.	Association	Hugo Pena
Destination Management	Microbuses Associat.	Association	Mario Soto
Government	Comite de Autogestion Turistica	INGUAT Association	Veronica Cheu
Government	Port Santo Tomas	Port	Estuardo Vargas
Government	ASISTUR	Tourist Assistance	Omar Solis
Private Sector	Sand Bay	Resort	Vilma Samuels
Private Sector	Oguatur	Tour Operator	

RIO DULCE			
NGS Stewardship Council Member Categories	Organization/ Business Name	Organization/ Business Type	Contact Name
Natural Conservation/ Communities	Ecorio	Conservation NGO	Eugenio Gobatto
Destination Management	Asocolmorán	Lancheros Association	Alfonso Orellana
Private Sector	Otitours	Tour Operator	Otto Archila
Private Sector	Sundog Café	Restaurant	David Cano
Private Sector	Hotel Catamaran	Hotel	Kevin Lucas
Private Sector	Hacienda Tijax	Hotel	Eugenio Gobatto

2.2 Objective

The objective of these local and regional DMOs will be to support the marketing efforts of members businesses through promotional materials while undertaking conservation efforts to preserve the cultural and ecological landscape of the region. With the assistance of the USAID-CCAW Program, the DMOs will focus on the following specific objectives and strategic actions:

OBJECTIVE	STRATEGIES
Increase destination stewardship among local stakeholders	<ol style="list-style-type: none"> 1) Create a membership kit and conduct a membership drive to increase the level of participation. 2) Create a cooperative marketing program to encourage membership from the private sector. 3) Increase communication among stakeholders through online forums, newsletters, events, and meetings. 4) Form committees to focus on particular issues and work together to implement a solution.
Improve the sustainability of the destination	<ol style="list-style-type: none"> 1) Utilize funding generated through the travel philanthropy fund to support conservation efforts. 2) Train local suppliers on how to implement the Global Sustainable Tourism Criteria and incorporate best practices into their operations. 3) Educate travelers on how to travel responsibly and minimize their impact through a video and collateral materials.
Create a demand among travelers to contribute to a travel philanthropy fund	<ol style="list-style-type: none"> 1) Train local guides how to deliver targeted conservation messages and ask for donations at the end of a tour. 2) Develop a video, brochures, web sites, donation envelopes, and gift cards to promote the initiative and generate donations.
Improve the competitiveness of the destination	<ol style="list-style-type: none"> 1) Create new tourism packages focused on sustaining and enhancing the natural and cultural assets of the destination. 2) Provide information to travelers and promote sustainable tourism through a tourism information center and consumer-focused web site.

2.3 Information Center

The opportunity exists to open a tourist information center through a strategic partnership with Ak'Tenamit, a grass roots organization run by and for the advancement of the local Mayan communities. Ak'Tenamit is currently building a restaurant in downtown Livingston with space available to create a tourist information kiosk inside that will provide information and facilitate bookings for DMO member businesses. Solimar will develop guidelines for the structure of this information center—including a booking/commissions process and a franchise agreement with the goal of replicating this model in Rio Dulce and Puerto Barrios.

This model will not require DMO to cover any overhead, as Ak'Tenamit will provide the office space and staff member. Solimar will assist the DMOs to recruit members (members will not be asked to pay a fee) and subsequently collect descriptive marketing content to be featured in the information center and on a consumer-focused web site. The goal of these marketing and membership initiatives will be to encourage participation from local businesses in the DMO while improving the competitiveness of the destination.



Map of the proposed location of the Tourism Information Center in Livingston, Guatemala.



The proposed tourist information center will be developed through a strategic partnership with Ak'Tenamit, and will be located inside a restaurant currently being constructed in downtown Livingston.

2.4 Conservation Support

The DMO will also generate funds to support conservation through a Travelers Philanthropy Fund. It is envisioned that the regional Geotourism Stewardship Council will be responsible for determining the use of the funds, based on the most critical conservation needs and threats. The fund will be promoted through DMO members as well as through the DMO itself.

The DMOs can also implement a philanthropic voluntourism model. Specifically, some of the donations from the Travelers Philanthropy Fund could be earmarked to train and pay employees to identify service opportunities within the region in conjunction with NGO and other DMO members. These employees would be tasked with crafting and coordinating voluntourism experiences and assisting travel and tourism businesses in creating projects that suit their clientele while connecting with communities and local NGOs to truly address social and environmental challenges in the region.

SECTION 3. ROATÁN

3.1 Structure

The formation of the Geotourism Stewardship Council for Roatán was also based upon methodology developed by the National Geographic Society Center for Sustainable Destinations to bring a variety of local actors together around the idea of conserving and promoting their destination.

Prior to the political situation currently impacting Roatán, Solimar developed a business model and strategy for establishing a DMO and Travelers Philanthropy Fund for Roatán. Local stakeholders were consulted to determine their interest in creating the travel philanthropy fund, with six agreeing to formally serve on the Geotourism Stewardship Council. A matrix of the potential and committed members can be found on the following page, and the signed letters are included in Section 5.

Any additional activities undertaken in Roatán will be “owned” and managed by this Council so that this group may establish a presence in the region and be in a position to begin discussing conservation issues when the time is appropriate.

National Geographic Stewardship Council for Roatan, Honduras						
<p><i>Geotourism is defined as tourism that sustains or enhances the geographical character of place - its environment, culture, aesthetics, heritage, and the well-being of its residents. A Geotourism Stewardship Council is a nongovernmental or public/private entity. A council may go by any name, or unite with an existing group. 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.</i></p>						
NGS Stewardship Council Member Categories	Organization/ Business Name	Organization/ Business Type	Contact Name	Contact Phone	Contact Email	Signed Commitment Letter? (Y/N)
1) Historic Preservation						
2) Natural Conservation	Bay island Conservation Association "BICA"	NGO	Irma Brady	504-445-3117	bicarootan@yahoo.com	Yes
	Roatan Marine Park	NGO	James Foley	504-445-4206	roatanmarinepark@yahoo.com	Yes
	Coral Reef Alliance "CORAL"	NGO	Jenny Myton	504-445-4123	jmyton@coral.org	
3) Communities	West End Business Owners Association "WEBS"	Social Association	Aaron Etches	(504) 445-4158	Loaser1@hotmail.com	
	French harbor Business Association	Social Association	Romeo Silvestri	(504) 455-5854	romeosilvestri@gmail.com	
	West End neighbor association	Social Association	Ian Drysdale	(504) 445-4123	iandrysdale@gmail.com	
4) Indigenous Peoples and Other Cultural Minorities	Garifuna Community Member	Communitarian	Corby Gonzales	(504) 8980-0970	rosmanhunts@yahoo.com	
5) Art and Artisanry	Enterprising Men and Women of Roatan	Communitarian	Lindy Matute	(504) 9994-5973	hernandezcampo@yahoo.com	
	West End Gift Shop	Communitarian	Francisco Itche	(504) 445-4112	artesaniaswestend@yahoo.es	Yes
6) Traditional Performing Arts (music, dance, theater, storytelling, reenactments, etc.)	YUBU	Garifuna Tourism Center	Aphril	(504) 455-6713	ybuexperience@yahoo.com	
7) Destination Management	Zolitur	Governmental Organization	Synthia Solomon	(504) 455-6850	synthias@zolitur.qob.hn	
8) Culinary, farm/restaurant programs, agritourism	Roatan International Shrimp festival	International Culinary Event		(504) 9995-4751	risfeducation@yahoo.com	
9) Beautification Programs (signage, architecture, landscape concerns)	Architects and Associates	Design and Construction	Sandy Castillo Kurwahn	(504) 9978-0500	sandykurwahn@gmail.com	
10) Other Stakeholder groups emblematic of the locale	Bay Island Professional Tour Guide Association (BIPTGA)	Guides Association	Suann Saunders	(504) 9939-5480		Yes
11) Government (tourism, planning, and environment, for example)	Zolitur- Environment Technical Adviser	Governmental Organization	Sotero Medina	(504) 455-6850	soteromedina@hotmail.com	
12) Private companies compatible with geotourism	Gumbalimba park	Private Sector	Marco Galindo	(504) 445-1033	info@gumbalimbapark.com	Yes
	Carambola Garden	Private Sector	Jim Brady	(504) 455-3214	carambolag@yahoo.com	Yes
	Paya bay Resort	Private resort	Davinci McNab	(504) 408-1655	davinci@payabay.com	
	Blue Ocean reef	Private resort	Ollie Thompson	(504) 455-5855	ollie@blueoceanreef.com	
	Palmetto Bay Plantation	Private resort	Gary Chamer	(504) 9991-0811	gary@palmettobayplantation.com	
	Antony's Key Resort	Private resort	Julio Galindo	(504) 445-3003	rims@globalnet.com	
	Fantasy Island	Private resort	Justo Inarejos	(504) 455-7510	info@fantasyislandresort.com	

SECTION 4. SIGNED COMMITMENT LETTERS – IZABAL

Guatemala Julio 2009

Por la presente, confirmo mi interes en participar en el avance del proyecto de desarrollo turistico y sostenible en Izabal, y de apoyar sus objetivos en mejorar la competitividad de los negocios turisticos, generar mas ingresos a traves de la circulacion del turismo con conservacion, y mejorar el desempeño de las operaciones turisticas en manejo de buenas practicas.

Reconocemos la necesidad de concientizar y de lograr la participacion de todos los actores del sector turistico en la implementacion de manejo de buenas practicas y de apoyar la creacion de un ORGANISMO DE GESTION DE DESTINO guiado por los conceptos de geoturismo—definido por la NATIONAL GEOGRAPHIC como un turismo que sostiene y mejora el carácter geografico del lugar incluyendo: el ambiental, el patrimonio cultural, la aestatica y el bienestar de los residentes—para asegurar el desarrollo sostenible del destino de Izabal a largo plazo.

Yo como Director, Presidente, Lider, Miembro, Proyecto Cultural Hibiscus deseo ser considerado como un miembro del Consejo de Geoturismo para representar los intereses de la categoria Geoturismo.

Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningun compromiso financiero con mi negocio u organización,

Atentamente,



Guatemala Julio 2009

Por la presente, confirmo mi interes en participar en el avance del proyecto de desarrollo turistico y sostenible en Izabal, y de apoyar sus objetivos en mejorar la competitividad de los negocios turisticos, generar mas ingresos a traves de la cinculacion del turismo con conservacion, y mejorar el desempeño de las operaciones turisticas en manejo de buenas practicas.

Reconocemos la necesidad de concientizar y de lograr la participacion de todos los actores del sector turistico en la implementacion de manejo de buenas practicas y de apoyar la creacion de un ORGANISMO DE GESTION DE DESTINO guiado por los conceptos de geoturismo—definido por la NATIONAL GEOGRAPHIC como un turismo que sostiene y mejora el carácter geografico del lugar incluyendo: el ambiental, el patrimonio cultural, la aestatica y el bienestar de los residentes—para asegurar el desarrollo sostenible del destino de Izabal a largo plazo.

Yo como Director, Presidente, Lider, Miembro, Catur Livingston deseo ser cociderado como un miembro del Consejo de Geoturismo para representar los intereses de la categoria Asociacion.

Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningun compromiso financiero con mi negocio u organización,

Atentamente,



COMITE DE AUTOGESTION TURISTICA
CATUR
PRESIDENTE
LIVINGSTON, IZABAL

Guatemala Julio 2009

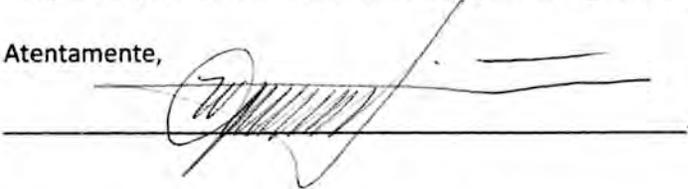
Por la presente, confirmo mi interes en participar en el avance del proyecto de desarrollo turistico y sostenible en Izabal, y de apoyar sus objetivos en mejorar la competitividad de los negocios turisticos, generar mas ingresos a traves de la circulacion del turismo con conservacion, y mejorar el desempeño de las operaciones turisticas en manejo de buenas practicas.

Reconocemos la necesidad de concientizar y de lograr la participacion de todos los actores del sector turistico en la implementacion de manejo de buenas practicas y de apoyar la creacion de un ORGANISMO DE GESTION DE DESTINO guiado por los conceptos de geoturismo—definido por la NATIONAL GEOGRAPHIC como un turismo que sostiene y mejora el carácter geografico del lugar incluyendo: el ambiental, el patrimonio cultural, la aestatica y el bienestar de los residentes—para asegurar el desarrollo sostenible del destino de Izabal a largo plazo.

Yo como Director, Presidente, Lider, Miembro, Director de HAPPY FISH TRAVEL deseo ser considerado como un miembro del Consejo de Geoturismo para representar los intereses de la categoria TOUR OPERADOR.

Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningun compromiso financiero con mi negocio u organización,

Atentamente,

A handwritten signature in black ink, written over a horizontal line. The signature is stylized and appears to be the name of the signatory.

Guatemala Julio 2009

Por la presente, confirmo mi interes en participar en el avance del proyecto de desarrollo turistico y sostenible en Izabal, y de apoyar sus objetivos en mejorar la competitividad de los negocios turisticos, generar mas ingresos a traves de la circulacion del turismo con conservacion, y mejorar el desempeño de las operaciones turisticas en manejo de buenas practicas.

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Yo como Director, Presidente, Lider, Miembro, Asocolmaran deseo ser cociderado como un miembro del Consejo de Geoturismo para representar los intereses de la categoria Rio Dulce (Asociacion Lancharos) 40 miembros
Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningun compromiso financiero con mi negocio u organización,

Atentamente,



Guatemala Julio 2009

Por la presente, confirmo mi interes en participar en el avance del proyecto de desarrollo turistico y sostenible en Izabal, y de apoyar sus objetivos en mejorar la competitividad de los negocios turisticos, generar mas ingresos a traves de la cinculacion del turismo con conservacion, y mejorar el desempeño de las operaciones turisticas en manejo de buenas practicas.

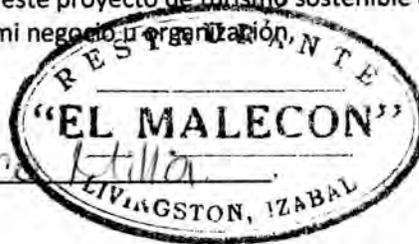
Reconocemos la necesidad de concientizar y de lograr la participacion de todos los actores del sector turistico en la implementacion de manejo de buenas practicas y de apoyar la creacion de un ORGANISMO DE GESTION DE DESTINO guiado por los conceptos de geoturismo—definido por la NATIONAL GEOGRAPHIC como un turismo que sostiene y mejora el carácter geografico del lugar incluyendo: el ambiental, el patrimonio cultural, la aestatica y el bienestar de los residentes—para asegurar el desarrollo sostenible del destino de Izabal a largo plazo.

Yo como Director, Presidente, Lider, Miembro, El Malecón deseo ser cociderado como un miembro del Consejo de Geoturismo para representar los intereses de la categoria Restaurantes, Livingston

Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningun compromiso financiero con mi negocio u organización.

Atentamente,

Silvia L. Orozco Hilla



Guatemala Julio 2009

Por la presente, confirmo mi interes en participar en el avance del proyecto de desarrollo turistico y sostenible en Izabal, y de apoyar sus objetivos en mejorar la competitividad de los negocios turisticos, generar mas ingresos a traves de la circulacion del turismo con conservacion, y mejorar el desempeño de las operaciones turisticas en manejo de buenas practicas.

Reconocemos la necesidad de concientizar y de lograr la participacion de todos los actores del sector turistico en la implementacion de manejo de buenas practicas y de apoyar la creacion de un ORGANISMO DE GESTION DE DESTINO guiado por los conceptos de geoturismo—definido por la NATIONAL GEOGRAPHIC como un turismo que sostiene y mejora el carácter geografico del lugar incluyendo: el ambiental, el patrimonio cultural, la aestatica y el bienestar de los residentes—para asegurar el desarrollo sostenible del destino de Izabal a largo plazo.

Yo como Director, Presidente, Lider, Miembro, OTITOURS deseo ser considerado como un miembro del Consejo de Geoturismo para representar los intereses de la categoria turismo. Rio Dulce.

Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningún compromiso financiero con mi negocio u organización,

Atentamente,



AGENCIA DE VIAJES



TOUR OPERATIONS

FRONTERA RIO DULCE

PARQUEO LAS BRISAS

Office Phone (502) 7930-5

Cel Phone (502) 7930-57

OTTO ARCHILA

Guatemala Julio 2009

Por la presente, confirmo mi interes en participar en el avance del proyecto de desarrollo turistico y sostenible en Izabal, y de apoyar sus objetivos en mejorar la competitividad de los negocios turisticos, generar mas ingresos a traves de la cinculacion del turismo con conservacion, y mejorar el desempeño de las operaciones turisticas en manejo de buenas practicas.

Reconocemos la necesidad de concientizar y de lograr la participacion de todos los actores del sector turistico en la implementacion de manejo de buenas practicas y de apoyar la creacion de un ORGANISMO DE GESTION DE DESTINO guiado por los conceptos de geoturismo—definido por la NATIONAL GEOGRAPHIC como un turismo que sostiene y mejora el carácter geografico del lugar incluyendo: el ambiental, el patrimonio cultural, la aestatica y el bienestar de los residentes—para asegurar el desarrollo sostenible del destino de Izabal a largo plazo.

Yo como Director, Presidente, Lider, Miembro, SUNDOG CAFE. deseo ser cociderado como un miembro del Consejo de Geoturismo para representar los intereses de la categoria TURISMO.

Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningun compromiso financiero con mi negocio u organización,

Atentamente,

G. David Caso
AI 704335.

Guatemala Julio 2009

Por la presente, confirmo mi interes en participar en el avance del proyecto de desarrollo turistico y sostenible en Izabal, y de apoyar sus objetivos en mejorar la competitividad de los negocios turisticos, generar mas ingresos a traves de la circulacion del turismo con conservacion, y mejorar el desempeño de las operaciones turisticas en manejo de buenas practicas.

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Yo como Director, Presidente, Lider, Miembro, EXOTIC TRAVEL deseo ser coiderado como un miembro del Consejo de Geoturismo para representar los intereses de la categoria TURISMO.

Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningun compromiso financiero con mi negocio u organización,

Atentamente,



Avenida Principal del Comercio,
Barrio El Centro Livingston Izabal
Tel. 7 247-8183
Fax 7 247-8183

Guatemala Julio 2009

Por la presente, confirmo mi interes en participar en el avance del proyecto de desarrollo turistico y sostenible en Izabal, y de apoyar sus objetivos en mejorar la competitividad de los negocios turisticos, generar mas ingresos a traves de la cinculacion del turismo con conservacion, y mejorar el desempeño de las operaciones turisticas en manejo de buenas practicas.

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Yo como Director, Presidente, Líder, Miembro, Ariana Tijax deseo ser cociderado como un miembro del Consejo de Geoturismo para representar los intereses de la categoria Ecoturismo.

Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningun compromiso financiero con mi negocio u organización,

Atentamente,



TIJAX ECOTURISMO, S.A.
Jungle Lodge & Marina
Rio Dulce, Livingston, Izabal
Tels.: 7930-5505 / 07
e-mail: info@tijax.com

Guatemala Julio 2009

Por la presente, confirmo mi interes en participar en el avance del proyecto de desarrollo turistico y sostenible en Izabal, y de apoyar sus objetivos en mejorar la competitividad de los negocios turisticos, generar mas ingresos a traves de la circulacion del turismo con conservacion, y mejorar el desempeño de las operaciones turisticas en manejo de buenas practicas.

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Yo como Director, Presidente, Lider, Miembro, FLOWAS deseo ser cociderado como un miembro del Consejo de Geoturismo para representar los intereses de la categoria HOTELERIA (Livingston).

Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningun compromiso financiero con mi negocio u organización,

Atentamente,



Q 18 - 48 702

Flowas CAFE
Barrio Campo Amor Playa
Livingston, Izabal. Tel.: 79470376
Email: flowas@gmail.com
NIC: 2302 188-2

Guatemala Julio 2009

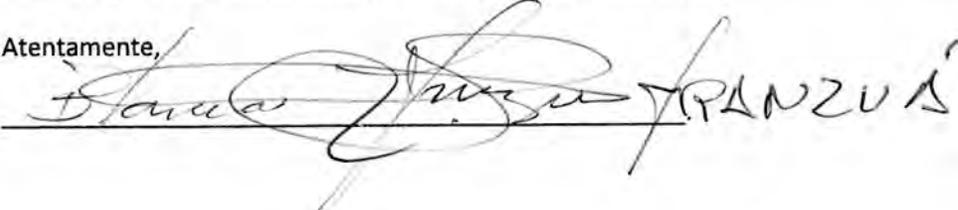
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Reconocemos la necesidad de concientizar y de lograr la participacion de todos los actores del sector turistico en la implementacion de manejo de buenas practicas y de apoyar la creacion de un ORGANISMO DE GESTION DE DESTINO guiado por los conceptos de geoturismo—definido por la NATIONAL GEOGRAPHIC como un turismo que sostiene y mejora el carácter geografico del lugar incluyendo: el ambiental, el patrimonio cultural, la aestatica y el bienestar de los residentes—para asegurar el desarrollo sostenible del destino de Izabal a largo plazo.

Yo como Director, Presidente, Lider, Miembro, Ministerio de cultura deseo ser cociderado como un miembro del Consejo de Geoturismo para representar los intereses de la categoria CULTURAL.

Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningun compromiso financiero con mi negocio u organización,

Atentamente,


Diana Juana FRANZÚ

Guatemala Julio 2009

Por la presente, confirmo mi interes en participar en el avance del proyecto de desarrollo turistico y sostenible en Izabal, y de apoyar sus objetivos en mejorar la competitividad de los negocios turisticos, generar mas ingresos a traves de la circulacion del turismo con conservacion, y mejorar el desempeño de las operaciones turisticas en manejo de buenas practicas.

Reconocemos la necesidad de concientizar y de lograr la participacion de todos los actores del sector turistico en la implementacion de manejo de buenas practicas y de apoyar la creacion de un ORGANISMO DE GESTION DE DESTINO guiado por los conceptos de geoturismo—definido por la NATIONAL GEOGRAPHIC como un turismo que sostiene y mejora el carácter geografico del lugar incluyendo: el ambiental, el patrimonio cultural, la aestatica y el bienestar de los residentes—para asegurar el desarrollo sostenible del destino de Izabal a largo plazo.

Yo como Director, Presidente, Lider, Miembro, Gerente Buga Mamea deseo ser considerado como un miembro del Consejo de Geoturismo para representar los intereses de la categoria Restaurante Livingston.

Entiendo que mi decisión de apoyar este proyecto de turismo sostenible en Izabal no representa ningun compromiso financiero con mi negocio u organización,

Atentamente,



SECTION 5. SIGNED COMMITMENT LETTERS – ROATÁN



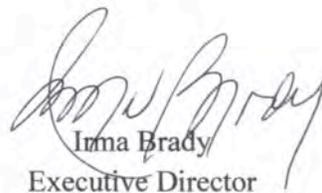
TO WHOM IT MAY CONCERN

This letter confirms our willingness to participate in the advancement of the sustainable tourism development project in Roatan 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 it's environment, heritage, esthetics, culture, and the well-being of its residents will help lead, coordinate, and manage the long-term development of Roatan.

I, Irma Brady as a Manager of Carambola Garden, wish to be considered as a council member of the National Geographic 'Geotourism Stewardship Council' representing the interest of Tourism and naturalist.

I understand that my decision to support the sustainable tourism development project in Roatan does not financially obligate my office or organization to any costs or fees.



Irma Brady
Executive Director



BAY ISLANDS CONSERVATION ASSOCIATION

10 días del mes de Julio 2009

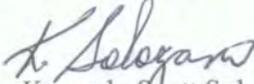
A QUIEN CORRESPONDA

Por la presente, confirmo mi interés en participar en el avance del proyecto de desarrollo turístico y sostenible de Roatan, y de apoyar sus objetivos en mejorar la competitividad de las negocios Turísticos, generar mas ingresos a través de 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 turístico en la implementación de buenas practicas de manejo y de apoyar la creación de una Organismo de Gestión de Destino guiado por los conceptos de 'geoturismo' -- definido por la National Geographic como un turismo que sostiene y mejora el carácter geográfico del lugar incluyendo: el ambiental, el patrimonio cultural, la estética, y el bienestar de los residentes para asegurar un desarrollo sostenible del destino Roatan a Largo Plazo.

En mi condición de Presidentes de BICA, deseo ser considerado como un miembro del consejo de gestión del geoturismo para representar los intereses de Conservación y Manejo de los recursos naturales.

Entiendo que mi decisión de apoyar este proyecto de turístico sostenible en Roatan no tiene ninguna obligación financiera para mi oficina u organización.


Kennedy Scott Solorzano

Presidente

This letter confirms our willingness to participate in the advancement of the sustainable tourism development project in Roatan 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, esthetics, culture, and the well-being of its residents will help lead, coordinate, and manage the long-term development of Roatan.

I, Sue Ann Saunders as a President of the Roatan Professional Tour Guide Association I wish to be considered as a council member of the National Geographic 'Geotourism Stewardship Council' representing the interest of Tourism development and Management.

I understand that my decision to support the sustainable tourism development project in Roatan does not financially obligate my office or organization to any costs or fees.


Bay Islands Professional
Tour Guide Association
BIPTGA
Presidente 

25/6/2009

Borrador de Carta de Compromiso

Por la presente, confirmo mi interés en participar en el avance del proyecto de desarrollo turístico y sostenible de Roatan, y de apoyar sus objetivos en mejorar la competitividad de las negocios Turísticos, generar mas ingresos a través de 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 turístico en la implementación de buenas practicas de manejo y de apoyar la creación de una Organismo de Gestión de Destino guiado por los conceptos de 'geoturismo' -- definido por la National Geographic como un turismo que sostiene y mejora el carácter geográfico del lugar incluyendo: el ambiental, el patrimonio cultural, la estética, y el bienestar de los residentes para asegurar un desarrollo sostenible del destino Roatan a Largo Plazo.

Yo, Paul Dominic Santropin como Turista y propietario de Ar. American West End deseo ser considerado como un miembro del consejo de gestión de del geoturismo para representar los intereses de Roatan.

Entiendo que mi decisión de apoyar este proyecto de encadenamiento turístico sostenible en Roatan no tiene ninguna obligación financiera para mi oficina u organización.

Paul Dominic Santropin




Roatán Marine Park
Half Moon Bay, West End
Roatán, Islas de la Bahía
Honduras

June 24th, 2009

This letter confirms our willingness to participate in the advancement of the sustainable tourism development project in Roatan 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 Roatan.

I, Grazzia Matamoros, as Director of the Roatan Marine Park wish to be considered as a council member of the National Geographic 'Geotourism Stewardship Council' representing the interest of Resources Management.

I understand that my decision to support the sustainable tourism development project in Roatan does not financially obligate my office or organization to any costs or fees.



Grazzia Matamoros
ID No. 0801-1984-03048

This letter confirms our willingness to participate in the advancement of the sustainable tourism development project in Roatan 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 Roatan.

I, David D. Miller as one of the owner of
Green Dolphin Bay Info Center
West End wish to be considered as a council member of the National Geographic 'Geotourism Stewardship Council' representing the interest of
West End, Roatan

I understand that my decision to support the sustainable tourism development project in Roatan does not financially obligate my office or organization to any costs or fees.



6/26/09

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