



INSTITUTO  
HONDUREÑO  
DE TURISMO



**SUSTAINABLE TRAVEL  
INTERNATIONAL™**

*Leave the world a better place™*



# **marti**

**the MesoAmerican  
Reef Tourism  
Initiative**



CONSEJO LOCAL DE  
**GEOTURISMO**  
DE ROATÁN



**DIAGNOSTIC AND SUSTAINABILITY ACTION**

**AGENDA FOR THE ROATAN, HONDURAS TOURIST DESTINATION**



## Objectives of the Roatan Tourist Destination Sustainability Initiatives

- Conduct a rapid diagnostic of the destination's sustainability
- Develop an action agenda for the destination's sustainability
- As part of the action agenda, identify 3 priority projects, develop concepts and support fundraising

# Evaluation tool

*The Rapid Sustainable Destination Diagnostic™* is designed to help destination managers and the private sector to identify priorities for managing the sustainable destination and the path towards sustainability





# The diagnostic tool

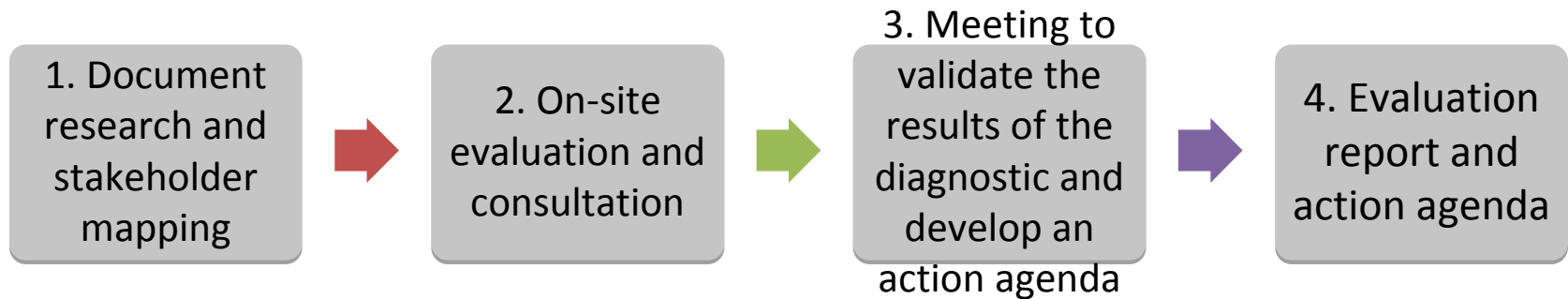


1. Rapid evaluation focused on the **4 key subject areas**:
  - Destination management
  - Involvement and benefits to the community
  - Management of natural and cultural heritage
  - Environmental conservation
2. **23 sub-themes measurable** by 84 indicators
3. **Traffic light system**: provides a snapshot and helps to prioritize issues related to sustainable destination management

# Example of the sustainability report



# How the process works



- ✦ More than 50 municipal leaders and organizations, private sector associations, and NGOs in the civil sector took part in the interviews, focus group meetings and workshop





# Results of the Destination Sustainability Diagnostic



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# Diagnóstico rápido de sustentabilidad como destino y agenda de acción para Roatán, Islas de la Bahía



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Socio para Destinos Sustentables



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Socios en Isla Roatán

CONSEJO LOCAL DE  
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Mahogany Bay Port  
Honduras Institute of Tourism  
Martin Cabrera  
Mish Akel  
Lia Barrett

## Priority 1: *On-site* Destination Management

○*Project: Creation of a Management  
Organization for the Roatan Destination*

## Priority 2: Recover the island culture

○*Proyecto: Recover the island culture by  
means of an inventory of attractions,  
traditions, etc. and promotion of these at  
Cultural Fairs*

## Priority 3: Sanitation (waste water and solid waste) and management of drinking water

○*Project: Creation of a Sanitation Action  
Plan for Roatan*

Formation of three working groups to  
execute each of the priority project  
initiatives and achieve the expected results  
in the next 12-18 months





## Destination Management Organization (DMO)

- Institutional Model and Strategic Framework for a Destination Management Organization in Roatan.



## Craft and Culture Market

- Promotion of local craft and gastronomy to promote Culture
- Promotion of recycling for craft purposes.

### LOCAL ARTISAN EXPOSALE

FRIDAY MAY 2ND, 2014 FROM 2:00 PM TO 5:00 PM

AT



WEST END, ROATAN, HONDURAS



FEATURING HANDCRAFT PRODUCTS MADE BY LOCAL ARTISANS FROM SANDY BAY AND FLOWERS BAY (CUSTOM MADE JEWELRY, CROCHET, HAIR ACCESSORIES, BAGS, AND MUCH MORE)

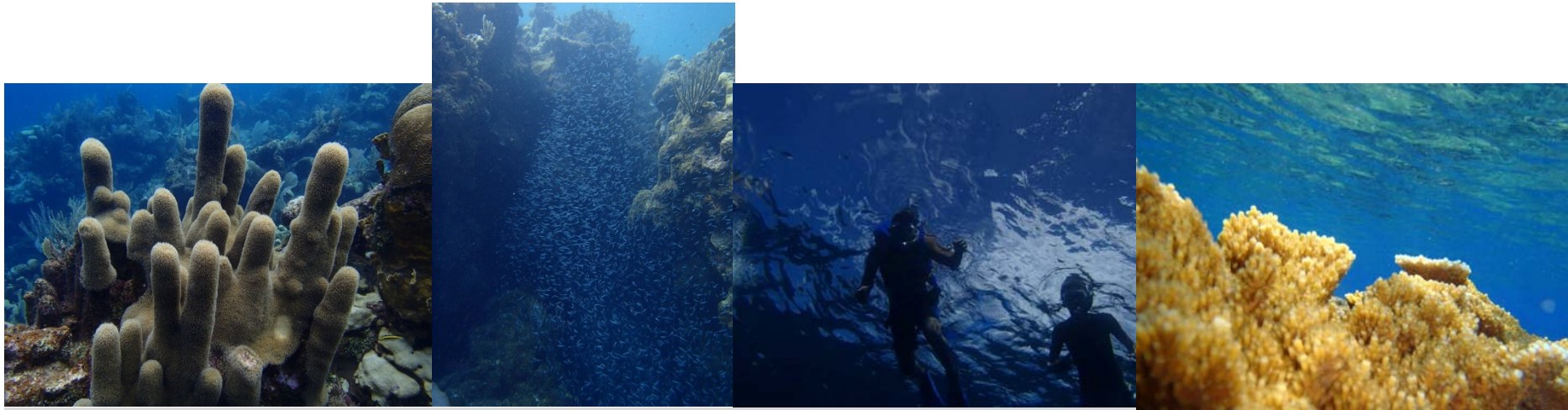


BAY ISLANDS CONSERVATION ASSOCIATION

Desvio Anthony's Key, Primera Planta Casa Brady, Sandy Bay, Roatan, Islas de la Bahia, Honduras, C.A.  
Phone 2445-3214/3117 Email bicarootan@yahoo.com Facebook page: BICA Roatan

"Dedicated to the conservation and wise management of the Natural Resources of the Bay Islands"



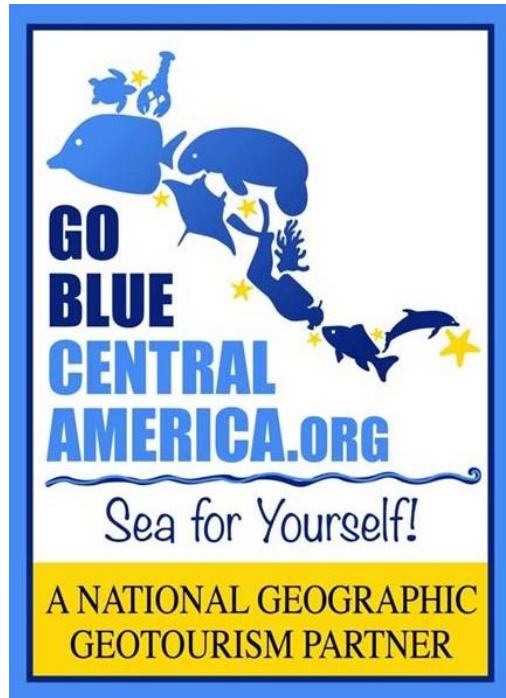


# Sanitation action plan





# Private Sector Best Practices



## CONSEJO LOCAL DE GEOTURISMO DE ROATÁN

In Roatan we support geo-tourism, by highlighting and promoting those businesses and points of interest that are making an effort to support the sustainability and protection of natural resources which, in principle, is what attracts visitors to this destination.





**THANK YOU**