



GO BLUE CENTRAL AMERICA

SUSTAINABLE TOURISM BEST PRACTICES REPORT

CONSEJO LOCAL DE
GEOTURISMO
DE ROATÁN

TRANQUILSEAS ECO-LODGE

Sandy Bay, Roatan
Bay Islands
Honduras



DELIVERED TO:

Chris Benson
tranquileashotel@gmail.com

PREPARED BY:

Manlio Martínez
manliogoblue@gmail.com
(504) 3259-9573



FULL REPORT

SECTION I

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INTRODUCTION

Dear Chris,

On behalf of the Roatan Geotourism Stewardship Council (CLGR in Spanish), the entity that manages the Go Blue Central America (GBCA) project, we would like to thank you for your invaluable cooperation and continued support to this important initiative. We welcome your openness and willingness to take this important step towards sustainability in Roatan, Bay Islands, and in the process ensure a healthy and profitable tourism industry in the long term.

Before moving on to the results presented in this report, we want to share with you a brief overview of what this program entails as well as the goals we want to achieve as a non-profit NGO. This will make it easier for you to understand the importance of applying these types of measures in your establishment and our goal of protecting the natural resources which contribute to our very own well-being and development but which can also be negatively impacted and easily spoiled if they are used in an abusive and unsustainable manner.

One of the main benefits of this project is to provide micro, small and medium tourism enterprises a powerful marketing tool that gives them additional exposure on the web through a free online platform which in turn has been associated with an internationally recognized and well trusted brand, such as National Geographic. In addition to this promotional support, participating businesses receive training on relevant environmental issues of great importance that affect each and every one of us. In exchange for these valuable benefits, the program wants to target these service providers and help them adopt specific measures and recommendations in order to improve their levels of sustainability in their daily operations and thus improve the environmental, economic and social conditions in Roatan, Bay islands.

It is important to recognize that by applying some of these measures, not only will you help the environment by minimizing your ecological footprint, but you can also generate savings, which in turn translates into a better organized and more competitive establishment. As an added value, you are also improving the public perception of your business, creating an image of a socially responsible enterprise, a quality requested more and more by an increasingly demanding and better informed market looking out to invest their money in these types of establishments. In addition, it is important to underline that a program such as the GBCA project, encourages businesses to take care of the destination by reducing their impacts on the natural and cultural resources and as a result favoring the visitors, which in turn receive a better and more fulfilling experience in the destination itself resulting in longer stays which economically benefit a larger segment of the population.

OBJECTIVES

This **SUSTAINABLE TOURISM BEST PRACTICES REPORT**, is a document which aim is to present the results obtained after an environmental impact assessment performed in your establishment or work area using a business evaluation tool designed by the Roatan Geotourism Stewardship Council in conjunction with the renowned international conservation NGO, Rainforest Alliance.

This tool will allow us to measure over time, the level of compliance of a series of basic indicators which have been designed taking into account the local conditions faced by the tourism industry in the Bay Islands, the physical dimensions of the member establishments, and the current levels of vulnerability experienced by the cultural and marine resources found in the area.

You have received the **Full Report** via e-mail which contains an Introduction, Objectives, the Best Practices for Sustainable Tourism Manual – a section which contains all the indicators that are being evaluated, the Rapid Assessment Guide which describes how we perform our evaluation, as well as an Overall Score Example, the Overall Score of your business, and the most important part of the document – Section II which contains the **Results** which we have delivered to you in print and which includes recommendations for improving your results plus your overall score.

The Overall Score of your Business is based on the results obtained after an evaluation of all measureable indicators in order to create a current image of your establishment's environmental performance. Based on these results, our technical support team will provide you with the corresponding advice and recommendations to be implemented in the short and medium term in order to improve this score in a subsequent evaluation.

It is worth noting that the vast majority of these measures are feasible and easy to apply and can be implemented in the short term, thus complying with our indicators and minimizing the impact of your operations on the environment.



SUSTAINABLE TOURISM BEST PRACTICES MANUAL

ACCOMODATION

SUSTAINABLE TOURISM BEST PRACTICES MANUAL

This section lists all the indicators that we want to evaluate in your establishment and that are part of the **SUSTAINABLE TOURISM BEST PRACTICES MANUAL**. They were previously created by the CLGR taking into account the local conditions faced by these types of businesses and the natural environment in which they operate. These are divided into:

- **Universal indicators (25)** - apply to all types of businesses.
- **Specific indicators (8)** - apply specifically to hotels.

Universal Indicators:

- 1. Participate (both management and staff) in the Go Blue Central America, Sustainable Tourism Best Practices training and comply with the refresher courses taught in subsequent years.**
2. Develop promotional content (i.e. text, photos, video, etc.) for the Go Blue Central America website that is accurate and updated.
3. Display the Go Blue Central America promotional materials in a public area that is visible to both staff and visitors.
4. Avoid adversely affecting local access to livelihoods, including land and water resource use, rights of way, transport and housing, with your own tourism products and services; including access to beaches.
- 5. Refrain from harvesting, selling, trading, or displaying illegal, endangered, and/or threatened species. (If the establishment keeps any of these species in order to protect, preserve or rehabilitate them, place a sign or other means of communication to clarify that the establishment does not support the consumption of these species and their captivity, and indicate the reasons behind their display; so customers realize that no one should acquire these species under any circumstances in this or any other location).**
6. Not hold wildlife in captivity, except when they are properly regulated activities by the Instituto de Conservacion Forestal (ICF).
7. Avoid introduction of foreign wildlife and/or vegetation, except when there is a permit.
8. Connect to the municipal sewage network when available.
- 9. Do not allow sewage or gray water from your operations to drain directly into the ocean.**
10. Install the best wastewater treatment alternative available within your budget (preferably choose a natural system that uses plants and/or bacteria instead of chemicals).

SUSTAINABLE TOURISM BEST PRACTICES MANUAL

11. Provide trash containers to reduce the amount of waste in the water or on land.
12. Encourage and employ methods for reducing, reusing and recycling waste whenever possible.
13. Adopt protective measures to minimize noise and light pollution in ecologically sensitive areas, i.e. marine turtle nesting and hatching grounds where applicable.
14. Avoid displacing wildlife or destroying critical habitat.
15. **Avoid deliberate environmental degradation, including deforestation, sand mining, large-scale earth excavation, altering water courses, construction in national parks or protected areas.**
16. **Refrain from selling, trading or displaying archaeological artifacts except as permitted by law. (In case that archeological artifacts are displayed, place a sign or other means of communication to clarify that the establishment does not support the detrimental use of these artifacts, so customers realize that no one should acquire these items under any circumstances in this or any other location).**
17. Promote the use of natural insect repellent, as well as sunscreens that are biodegradable.
18. Promote and participate in activities to clean up beaches, mangroves, swamps, marshes, rivers, creeks and coral reefs.
19. Reduce water consumption in toilets by placing a plastic bottle filled with sand in the tank.
20. Install water efficient showerheads or faucets to minimize water consumption.
21. Place discreet signs to instill in customers and employees the habit of closing the faucets when not in use.
22. Use biodegradable detergents for washing and cleaning.
23. Lower carbon emissions and reduce energy consumption by replacing incandescent light bulbs with LED and/or Compact Fluorescent light bulbs.
24. Place discrete signs to instill in customers and employees the habit of turning off the lights and air conditioning when not in use.
25. Disconnect electronic equipment to eliminate "stand-by" energy consumption.

SUSTAINABLE TOURISM BEST PRACTICES MANUAL

Specific indicators:


26. Adopt a low water consumption system for cleaning linens and towels, by inviting customers to accept towels and linen changes less often, or until requested.
27. Always follow washing machines' maximum weight, operating instructions and only wash when machines have a full load.
28. Perform most cleaning activities taking advantage of daylight instead of doing them at night.
29. Install motion sensor lighting wherever possible to optimize the time lights remain on.
30. Use compost or other similar products for gardening and landscaping instead of chemical fertilizers.
31. Select native plants that require less water and maintenance.
32. Use sprinkler or irrigation systems only at dusk or in the evening to avoid evaporation.
33. **Hotels with restaurants, bar and/or grill should abide by the Best Practices Guidelines found in the Restaurants section of this document – Responsible Seafood Guide.**

It is important to note that some of these indicators are mandatory and must be complied with immediately. They have been marked in **red** in order to indicate their high level of priority. In the event that one of them is not met, the business will be automatically deactivated from the GBCA website until a further inspection proves otherwise. A mandatory refresher course will be required. If a business begins or resumes these unsustainable best practices, they will be automatically expelled from the program, before being notified by the CLGR with the reasons behind this action.

RAPID ASSESSMENT GUIDE

This section of the **Sustainable Tourism Best Practices Report** contains the **Rapid Assessment Guide**, which begins to describe the process where we perform a diagnostic assessment of a series of environmental indicators within your establishment. After evaluating each indicator individually during an on-site inspection, the report provides an overall score that will help create a baseline measurement of the current levels of sustainability found in your business and the moves you make in favor or against this measure of sustainability over a period of time. The indicators highlighted in this guide are those that require the most attention and which have been paired with valuable recommendations and observations from the GBCA technical support team to be executed in the short and medium term which will allow you to improve your overall score in a subsequent evaluation.

Each of these indicators is recorded individually following the format described below:

NO. #	INDICATOR: Describes the indicator being evaluated.	SCORE %	RESULT: Describes the result of the evaluation for this indicator with its corresponding photo when available.	PHOTO 
RECOMMENDATIONS AND OBSERVATIONS: Offers recommendations on actions designed to improve compliance of this indicator. Provides additional comments with practical information that can be applied in your establishment.				DELIVERY DEADLINE Time frame for adjustments

According to the inspection, each indicator can be classified according to their level of compliance, either:

COMPLIANCE

SCORE
100%

PARTIAL COMPLIANCE

SCORE
50%

NON COMPLIANCE

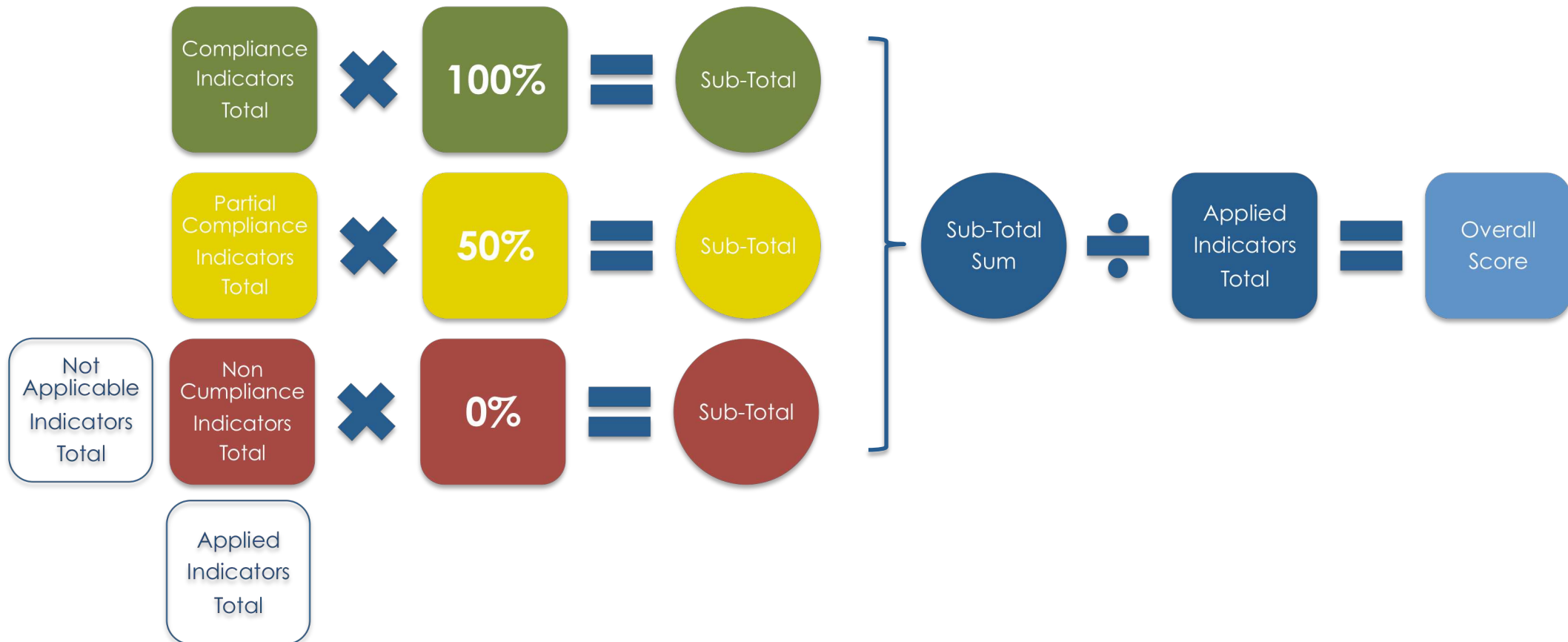
SCORE
0%

NOT APPLICABLE

SCORE
NA

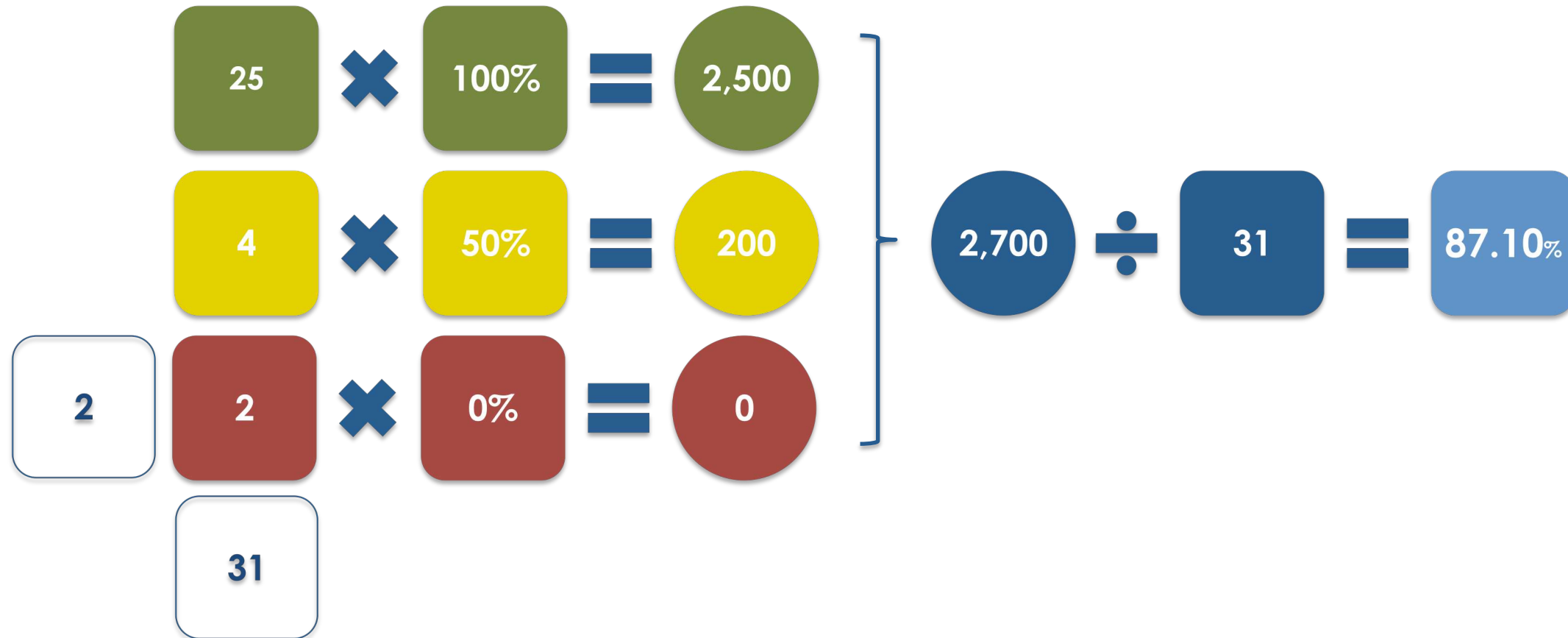
OVERALL SCORE EXAMPLE

The overall score is the sum of the scores of all individual indicators according to their level of compliance, obtaining a final percentage taking into account only the number of indicators applied. The Not Applicable indicators receive no score and do not affect the overall rating. The following example shows how to obtain this calculation:



OVERALL SCORE OF YOUR BUSINESS

The following is a breakdown of the overall score from the first assessment of Tranquiseas Eco-Lodge:



The following sections contain a rundown of all the indicators that require the most attention and which have been prioritized according to their score and level of compliance.



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SUSTAINABLE TOURISM BEST PRACTICES REPORT



RESULTS



SECTION II

NON COMPLIANCE – INDICATORS

NO.

5

NO.

31

SCORE

0%

RESULTS: 2 indicators receive a **NON COMPLIANCE** grade and a score of 0%.

OBSERVATIONS:

- These indicators are a priority and require your upmost attention.
- Please follow the recommendations and observations for each indicator to improve your score!

NO.
5

INDICATOR: Refrain from harvesting, selling, trading, or displaying illegal, endangered, and/or threatened species.

SCORE
0%

RESULTS: There are conch shells displayed in some areas.

X

RECOMMENDATIONS AND OBSERVATIONS:

- Given that our aim is to promote environmentally responsible establishments that follow the management plan for the National Marine Park of the Bay Islands, we recommend the removal of conch shells as decorations as this can send the wrong message to visitors that they can purchase these items and / or remove them from the sea.

FOLLOW-UP
DATE

Next Inspection

NO.
31

INDICATOR: Select native plants that require less water and maintenance.

SCORE
0%

RESULTS: Some plants require constant watering.



RECOMMENDATIONS AND OBSERVATIONS:

- In order to minimize water consumption it is best to use native plants that are better accustomed to the present climatic conditions.
- Use mulch to slow evaporation, control weeds, and maintains moisture. It is also an aesthetically pleasing option.
- Separate plant species according to water demand and if a high water demand plant dies replace it with a native option.

FOLLOW-UP
DATE

Next Inspection

PARTIAL COMPLIANCE – INDICATORS

NO.

1

NO.

3

NO.

18

NO.

24

SCORE

50%

RESULTS: 4 indicators receive a PARTIAL COMPLIANCE grade and a score of 50%.

OBSERVATIONS:

- Just a bit more to go! Follow the recommendations and observations for each indicator and soon you will comply with all of them in their entirety!

NO.
1

INDICATOR: Participate (both management and staff) in the Go Blue Central America, Sustainable Tourism Best Practices training and comply with the refresher courses taught in subsequent years.

SCORE
50%

RESULTS: Management and most staff have received the training. However there is new personnel that has not yet received training.



RECOMMENDATIONS AND OBSERVATIONS:

- Make sure that all staff receive the GBCA Sustainable Tourism Best Practices training, especially operational staff, most of which are unfamiliar with the importance of these issues.
- Continuous staff training increases self-esteem and is a source of motivation resulting in better performance.

FOLLOW-UP
DATE

Next Inspection

NO.
3

INDICATOR: Display the Go Blue Central America promotional materials in a public area that is visible to both staff and visitors.

SCORE
50%

RESULTS: They had the GBCA diploma hanging on the wall but it broke and was damaged but during the inspection the GBCA Sticker was placed on the door of the reception.

X

RECOMMENDATIONS AND OBSERVATIONS:

- Make sure both the GBCA sticker and diploma are visible to customers.
- We want customers to recognize that establishments that possess this logo/certification have received this "eco-label" because they are taking positive actions in favor of sustainability.

FOLLOW-UP
DATE

Next Inspection

NO.
18

INDICATOR: Promote and participate in activities to clean up beaches, mangroves, swamps, marshes, rivers, creeks and coral reefs.

SCORE
50%

RESULTS: They have not participated in any previous beach cleanups with their staff as of late, although they have provided support with materials and logistics.

X

RECOMMENDATIONS AND OBSERVATIONS:

- Promote and participate in organized beach cleanups with your staff, take photos and publish on social media to help create an image of a business that cares about the environment.
- Follow the GBCA Facebook page for news of upcoming beach cleanups. You could also clean areas near your establishment.

FOLLOW-UP
DATE

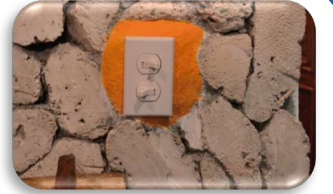
Next Inspection

NO.
24

INDICATOR: Place discrete signs to instill in customers and employees the habit of turning off the lights and air conditioning when not in use.

SCORE
50%

RESULTS: There is no signage in the rooms to promote sustainable energy use and remind guests to turn off the light switch when not in use.



RECOMMENDATIONS AND OBSERVATIONS:

- Place a sign with a creative design near the point of behavior as a polite reminder to guests to turn off the light switch and raise awareness about saving energy. This works as positive reinforcement, which can help modify this type of behavior.
- Applying this measure will save money on your energy bill.

**FOLLOW-UP
DATE**

Next Inspection

COMPLIANCE – INDICATORS

NO. 2	NO. 4	NO. 6	NO. 7	NO. 9
NO. 10	NO. 11	NO. 12	NO. 13	NO. 14
NO. 15	NO. 16	NO. 17	NO. 19	NO. 20
NO. 21	NO. 22	NO. 23	NO. 25	NO. 26
NO. 27	NO. 28	NO. 29	NO. 30	NO. 32

SCORE
100%

RESULTS: 24 indicators receive a **COMPLIANCE** grade and a score of 100%.

OBSERVATIONS:

- Congratulations, your business complies with all of the following indicators!
- If you want to learn more about each individual indicator, go to the **Sustainable Tourism Best Practices Manual** in the **Full Report**.

NOT APPLICABLE – INDICATORS

NO.

8

NO.

33

SCORE

NA

RESULTS: 2 indicators are **NOT APPLICABLE**.

OBSERVATIONS:

- These indicators do not apply in your establishment and do not affect your overall score.
- If you want to learn more about these individual indicators, go to the **Sustainable Tourism Best Practices Manual** in the **Full Report**.

OVERALL SCORE – RESULTS PER ASSESSMENT

ASSESSMENT 1

87.10%

June 9th, 2016

ASSESSMENT 2

X

DATE

ASSESSMENT 3

X

DATE

ASSESSMENT 4

X

DATE

ASSESSMENT 5

X

DATE

WE APPRECIATE YOUR INVALUABLE AND CONTINUOUS CONTRIBUTIONS TO A SUSTAINABLE TOURISM INDUSTRY IN ROATAN

THANK YOU!



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GEOTURISMO
DE ROATÁN