

Community-based Tourism in Northern Honduras: Opportunities and Barriers

By

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Abstract

This paper assesses the potential for community-based tourism in Rio Esteban, a small Garifuna community on the coast of Northern Honduras. The study begins with an assessment of potential tourism products that could be developed in the community of Rio Esteban and the neighboring communities. Along with this assessment, barriers to community-based tourism development were examined at the community level. A comparison of the barriers at the community level was done with two communities with differing levels of tourism development: Rio Esteban and Nueva Armenia. An examination into elements that contribute to successful community-based tourism was also done at the project level. This was done with a successful project in the community of Chachaguat and the community of Rio Esteban. From this project, an approach was developed to how further community-based tourism should progress in the community of Rio Esteban and the surrounding area. This approach will ensure that community-based tourism will become viable and sustainable in the community and will assist in the economic development of the community.

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Chapter 1: Introduction

Tourism is one of the world's largest and fastest growing industries (Lansing and De Vries 2006; Choi and Sirakaya 2006; Font and Brassler 2002; United Nations World Tourism Organization (UNWTO) 2006; Shunnaq et al. 2008; Lordkipanidze et al. 2005) with an average annual increase of 8 per cent between the years of 2000 to 2006 (UNWTO 2006). In 2006, there were 846 international arrivals, a 5.4 per cent increase from 2005 (UNWTO 2007). The World Tourism Organization estimates that worldwide receipts from international tourism reached US\$733 billion in 2006 (2007). As such, tourism can bring significant economic benefits to countries, especially for developing economies through economic development and poverty reduction (Choi and Sarakaya 2006). Tourism, however, can also contribute to environmental degradation and negative social and cultural impacts (Choi and Sarakaya 2006). Due to tourism's rapid growth and its often negative effects, an increase interest has arisen in sustainable tourism and community-based tourism (CBT) (Shunnaq et al. 2008; Cooper 2004).

Sustainable tourism and community-based tourism (CBT) are subsets of the concept sustainable development (UNWTO 2008). Sustainable development is defined by the World Commission on Environment and Development (WCED) as 'development that meets that needs of the present without compromising the ability of future generations to meet their own needs' (WCED 1987). The UNWTO has guided many local communities to develop tourism under the principal of sustainability through the development of CBT projects (UNWTO 2008). The definition of CBT centers on ownership, management and control of tourism projects by the local community

(Simpson 2008). Active community participation in the development of their tourism industry is central to CBT and it is also seen as a development strategy that is based on community resources, needs and decisions (Tosun 2000). Once tourism is developed, the community will then actively control and manage their tourism industry, thus allowing for greater benefits to be retained within the community (Choi and Sirakaya 2006). Community participation, involvement and sense of ownership are essential elements to the sustainability, viability and success of CBT (Choi and Sirakaya 2006; Simpson 2008; Shunnaq et al. 2008; Mitchell and Reid 2001; Tosun 2000; Lordkipanidze et al. 2005). However, not all communities will be suitable for CBT. To ensure each community is suitable, an assessment of community tourism potential should occur.

In assessing the potential for CBT development, the initial planning stage should begin with an inventory of potential tourism products within a community. Potential tourism products are known as 'community-based tourism assets' (Mountain Institute 2000) and can range from nature-based activities to local handicrafts to cultural events (Cooper 2004). Tourists are initially lured to an area because of its unique features (Mitchell and Reid 2001); therefore the assessment process should begin with an evaluation of the characteristics that make the community unique. Cultural assets, a destination's traditions and way of life, are ideally suited to become tourism products because they encompass the features that make a community unique and are experiential in nature (McKercher and Ho 2006). Though a community may contain many tourism assets,

there may be barriers preventing a viable and successful tourism sector from developing.

Each community will face its own distinct set of barriers to CBT development. However, there are persistent barriers that arise in rural communities in developing countries; these include inadequate resources, inadequate infrastructure and poor market access.

The first major barrier identified to CBT relates to inadequate resources. Inadequate resources are associated with initial funding sources and opportunities for training to develop skills, knowledge and expertise related to tourism (Graci 2008). Lack of funding is a chronic problem seen in tourism development, most particularly in rural communities in developing countries (Choi and Sirakaya 2006). In a case study conducted in the Gili Islands in Indonesia, lack of funding and skills was the challenge that was identified as the most significant (Graci 2008). Start-up funds are also often seen as the necessary catalyst needed to initiate CBT (Cooper 2004). Insufficient funds can foreclose opportunities for communities to acquire the necessary training for tourism. A lack of training resources leads to a lack of local capacity to properly manage or administer their tourism businesses, hindering the success of CBT (Cooper 2004). Most importantly, a lack of financial resources and training will limit or discourage community participation in the tourism development process, which is crucial to the success of CBT development (Tosun 2000).

Another barrier often faced by rural communities is lack of proper infrastructure (Graci 2008). Infrastructure denotes the physical attributes of a location that are necessary for tourism and more specifically, sustainable tourism (Graci 2008). These physical attributes can range from garbage collection, a tourism information center, town signs, road signs, a hospital or first aid facility, etc. A case study done in the Gili Islands noted that inadequate infrastructure, either lack thereof or current state, are common barriers faced in an emerging or developed destination. A study done by Choi and Sirakaya on sustainable tourism (2006) concluded that investment to construct and improve infrastructure is necessary to maintain natural and cultural resources and to support the local tourism industry. However, to develop essential tourism infrastructure requires funding, which is scarce and often not readily available in developing countries (Tosun quoting Reed 1997; Pearce 1991; Long 1991). Proper infrastructure is necessary to ensure the safety and good experiences for the tourists in the community and the sustainability of the industry.

Marketing is another major barrier to establishing a viable tourism industry in rural communities and stem from the first barrier identified: inadequate resources. Cooper identifies that a lack of marketing capacity and lack of knowledge on how the marketing structure operates have caused CBT projects in the Caribbean to suffer (2004). A CBT project will lack marketing capacity if not trained properly on how to market their community or if they do not have funds to market themselves effectively. The World Wildlife Fund has noted that the main reason why many CBT projects have failed in the past is because of insufficient number of visitors, which has resulted from

misdirected marketing or a lack of tourism knowledge among local communities (2001). Many of the barriers mentioned effectively limit the ability of a community to participate, control, manage and make decisions over their tourism industry, which are the crucial elements to a sustainable CBT project (Tosun 2000).

There are a number of components and approaches that work well in the development of CBT and contribute to its success (Cooper 2004). These elements and approaches include: a participatory process that is transparent and strong non-governmental organization (NGO) involvement.

Tourism that is going to be community-based or community managed needs to include the community from the onset of its development, beginning with the planning process. CBT initiatives that have employed an inclusive process from the onset of development have shown the greatest success (Cooper 2004). To ensure long-term success of the tourist destination, strong community support and participation is needed in the development process (Tosun 2000). The process should not only be participatory but transparent as well. Transparency will aid in mitigating any conflicts that may arise (Cooper 2004). A community that is engaged in the planning and development process will simultaneously build their capacity for the tourism industry, one of the main barriers initially identified (Mitchell and Reid 2001).

An agent that will aid in the capacity building process will be non-governmental organizations (NGOs) (Simpson 2008). NGOs are seen as agents of development for the poor, are closer to the people and therefore understand them better (Tosun quoting Mathur 1995). NGO's will have an integral role to play especially at the beginning stages of tourism development, which has proven to be invaluable in various Caribbean case studies (Cooper 2004). NGO's are an important tool to empower local communities via various educational, organizational, financial, socio-cultural and political means and have the ability to move the community towards a more participatory tourism development approach (Tosun 2000). If communities can develop, organize and manage a sustainable community-based tourism industry, they will be able to benefit their communities economically, socially and environmentally.

1.1 Statement of Problem and Objectives

Tourism is playing an increasingly important role for the world's developing economies (World Trade Organization 2006), including Honduras. In Central America, tourism has increased 10.8 per cent from 2005 to 2006 (WTO 2007). In Honduras, tourism has increased 9.8 per cent from 2005 to 2006, above the world average annual increase of 8 per cent (WTO 2007). There have been successes and failures in CBT development in Honduras to date with untapped tourism potential in Northern Honduran Garifuna communities. The Garifuna are descendents from Africans and Amerindians who intermixed on the island of St. Vincent (Brondo and Woods 2007). The objective of this project is to assess the potential for sustainable CBT in Rio Esteban, a Northern Honduran Garifuna community, by comparing examples of successes and failures in developing CBT at the community and project level. I will address this by considering the following sub-objectives:

1.1.1 What are the opportunities for community-based tourism development in Rio Esteban?

1.1.2 What are the barriers to CBT development at the community-level?

- Examples will be drawn from two communities with differing levels of tourism development

1.1.3 A comparison of a successful CBT project vs. an unsuccessful CBT project.

- Examples will be drawn from the failed cabana project in Rio Esteban and the successful restaurant project in Chachaguate.

Chapter 2: Study Area and Methods

2.1 Study Area

The assessment for potential community-based tourism development occurred in the Garifuna community of Rio Esteban (15°47'59.87"N, 86°17'33.83"W) and Nueva Armenia (15°48'34.30"N, 86°30'17.82"W) (Figure 1.1). Both communities lay on the Northern coast of Honduras. This area represents the southern-most region of the Meso-American Barrier Reef System (Figure 1.2), the second largest reef system in the world (Harborne et al. 2001). The closest cities to Nueva Armenia and Rio Esteban are La Ceiba, to the west and Trujillo to the east. Rio Esteban has a population of approximately 5,000 people, the majority being Garifuna (Ives 2007), discussed below. Nueva Armenia has a population of approximately 3,000, almost entirely comprised of Garifuna (Ives 2007). Nueva Armenia has some tourism development to date. The community is primarily used as a gateway to the Cayos Cochinos – a group of protected islands to the North. As a result, tourists tend not to spend much more than one night in the community. Rio Esteban has no tourism as of yet. Multiple days were spent in both communities. To learn more about tourism development and the region's assets, overnight trips were also made to the Cayos Cochinos Islands, which contain the sister communities of Rio Esteban and Nueva Armenia: East End and Chachaguante respectively. Short day trips were made to the adjacent communities of Rio Coco and Bambu, but due to time constraints were not the focus of the study.



Fig. 1.1: Map of Honduras
 Source: Geology.com

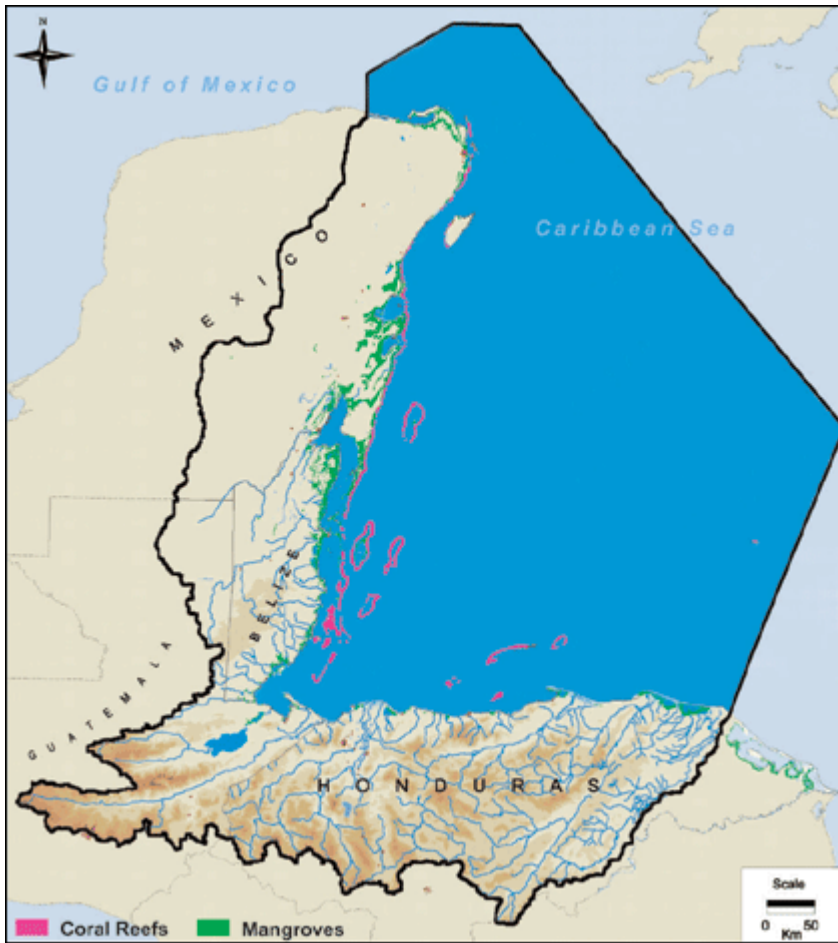


Fig. 1.2: Map of the Mesoamerican Barrier Reef System
Source: summitfdn.org

Honduras has three distinct topographical regions, an extensive interior highland (80% of country's area) and two narrow coastal lowlands (Caribbean and Pacific) (Harborne et al. 2001). The area surrounding Rio Esteban and Nueva Armenia is characterized as coastal lowland and has a subtropical climate (C.I.A. 2008). The Caribbean coastal lowlands consist of river valleys and coastal plains (Library of Congress 1993). The coastline also includes coral reefs, mangrove forests, seagrass beds, estuaries, coastal lagoons, wetlands and tropical fisheries (Harborne et al. 2001). The interior highland sets the background for Rio Esteban and Nueva Armenia.

The Garifuna are the focus of this study. They originated on the island of St. Vincent in the 17th and 18th Centuries when slave ships from West Africa wrecked near the island (Jenkins 1983). The survivors mixed with the island inhabitants who were a mix of Carib and Arawak Natives and the Garifuna culture was born (Jenkins 1983). During the 1700's, territorial land disputes between the British, the French and the Garifuna led to warfare (Jenkins 1983). Defeated by the British in 1797, the Garifuna were exiled to the island of Roatan off the coast of Honduras (Brondo 2007; Jenkins 1983). From there, the Garifuna settled along the Caribbean coast from Nicaragua to Belize (Jenkins 1983). The Garifuna language, dance and music were given the "Proclamation of Masterpieces of the Oral and Intangible Heritage of Humanity" by UNESCO in May of 2001 (UNESCO 2001).

The UNESCO proclamation honors:

1. “Forms of popular and traditional expression – such as languages, oral literature, music, dance, games, mythology, rituals, costumes, craftwork know-how, architecture.
2. Cultural spaces – a place where popular and traditional cultural activities take place in a concentrated manner (rituals, festivals) or the time for a regularly occurring event (daily rituals, annual processions).” (UNESCO 2001).

2.2 Methodology

A multi-method research approach, enabling a diversity of data to be collected within a short period of time, was used for this study (Graci 2008). The approach included participant observation, household surveys, frequency data analysis, and key informant interviews.

Participant observation refers to naturalistic, qualitative research, in which the investigator obtains information through interaction with those objects being studied and allows for firsthand involvement in the relevant activities of their lives (Levine et al. 1980). The data collected are obtained through direct observation and personal experiences (Levine et al. 1980). This method is well suited for when the research problem can be addressed by qualitative data gathered by direct observation and other pertinent means (Jorgensen 1989). Participant observation through interaction and involvement in the daily lives of the Garifuna and their culture was used to build an inventory of possible tourist products that could be developed in and around Rio Esteban. While in the community, the researcher was seen as a tourist; therefore the

method was also used to assess the potential barriers the communities may face to tourism development by staying in and traveling around the various communities.

Household surveys provide a rich source of information (Deaton 1997) and were also used to further explore potential tourist activities and potential barriers. The results of the household surveys were analyzed using a coding method (Graci 2008). The coding method allowed emerging themes regarding tourism to be identified (Graci 2008). The themes were then analyzed using frequency data analysis via conversion into percentages to allow for meaningful comparison between the two communities.

Key informant interviews are used to obtain information on a variety of topics and to gather data that are difficult or time-consuming to research through other methods such as household surveys (Tremblay 1957). 10 Key informant interviews were conducted while in various communities in the region to gather more specific information on CBT development. Interviewees were selected on two principles: they either (a) played an active leadership role in one of the focus communities or (b) worked in tourism or tourism development in the region. Two key informants were conducted with community leaders in Rio Esteban and Nueva Armenia to establish specific opportunities and challenges at the community level. Two interviews were conducted with tourism operators working with successful CBT projects to determine more challenges to CBT development at the community and project level. One interview was conducted with a coordinator for a tourism project running in Chachaguata, the sister community of Nueva Armenia to determine successes at the project level. Five

interviews were conducted with NGO's that work in the region in tourism development to gather more insight to tourism development in Honduras at community level and project level.

Chapter 3: Results

3.1 Objective 1: What are the opportunities for tourism development in Rio Esteban?

Numerous potential tourism opportunities were documented through participant observation and household surveys in Rio Esteban and the surrounding area. The tourism assets that can be developed into tourism products will be classified into five categories: 1) Natural features; 2) Cultural sites; 3) Activities; 4) Location and proximity; 5) People skills/knowledge; which have been adapted from the Mountain Institute's Resource Kit for Community-Based Tourism for Conservation and Development (Table 1).

Table 3.1: List of Tourist Assets for Rio Esteban classified into the five categories used in this study. Note that a dive center may be built in the next few years.

Category	Asset
Natural Features	<ul style="list-style-type: none"> • The Esteban River • Hike to a viewpoint • Hot springs • Poza del Gallo Waterfall • Rio Coco Waterfall • Beach and lagoons • Reefs • Pools
Cultural Features	<ul style="list-style-type: none"> • Garifuna culture • Punta dancing • Cultural night – consists of dancing and food • Unique language • Traditional food – fried fish, fried chicken, beans, rice, natural juices • Festivals at different times of the year
Activities	<ul style="list-style-type: none"> • Horseback riding • Snorkeling/scuba diving • Hikes/walks to various natural features • Bike riding • Cayuco boat tour • Fishing • Sports • Learn cultural dances • Learn how to make cultural food • Learn how to make cultural drums • ATV's
Location	<ul style="list-style-type: none"> • Closest community is an hour drive from La Ceiba – a major tourist throughway • Region has potential to become a tourist-way • No air services • Telephone service • Internet services
Skills	<ul style="list-style-type: none"> • Numerous residents have local knowledge of local plants and animals • Medicinal uses of local plants • Small number of trained guides • Residents who speak English • Hospitable communities

3.2 Objective 2: What are the barriers to CBT at the community level?

To determine some of the main challenges to CBT in Garifuna communities in Northern Honduras, a total of 10 key informant interviews were conducted with various NGOs and community leaders that have worked in CBT development. Some re-occurring themes of challenges were identified. The challenges most identified included marketing and organization, followed by funding and training. Other challenges identified as well were corruption, planning, participation, and length of process, government and management.

75 household surveys (see Appendix A) were completed from June 20, 2008 to June 29, 2008. 50 surveys were completed in Rio Esteban and 25 surveys in Nueva Armenia. To assess the community's level of awareness of their potential, question 14 and 15 inquired the residents about their thoughts of what the community has to offer and what they thought tourists wanted. The question was posed open-ended; therefore the answers were grouped into 6 categories. Answers grouped under the 'activity' category included hiking, snorkeling, scuba diving, sports, bike riding, picnics, horseback riding, fishing, swimming, boat tours, and taking photos. 'Cayos' was solely used for when a respondent mentioned the Cayos Cochinos. Answers grouped under the category 'culture' included dance, typical clothes, food and culture itself. Answers grouped under the 'good experiences' categories were meeting new people, having a good time, having good memories, and getting a warm welcome. Answers grouped under the category 'nature' encompassed plants, animals, jungle, mangroves, waterfall, river,

ocean, hot springs and a beautiful place. ‘Answers grouped under the category ‘services’ were hospitality, cabanas, safety, comfort, organization, hospitality, electricity, water, attention and transport. This was analyzed in a pivot table to determine if the communities understood that the tourist assets that they have could be developed into marketable tourist products.

Table 3.2: Pivot table of Community assets vs. Tourist wants for Rio Esteban

What tourists want	What community has to offer						
	Activity	Cayos	Culture	Good experiences	Nature	Services	Grand Total (wants)
Activity	1	1	4	2	1	0	9
Cayos	1	0	1	0	0	0	2
Culture	0	1	5	0	3	1	10
Good experiences	1	1	4	1	2	1	10
Nature	2	1	1	0	2	1	7
Services	0	0	1	0	3	3	7
Grand Total (haves)	5	4	16	3	11	6	90

The most realized asset and potential tourist product for Rio Esteban was their culture with 5 respondents indicating that their culture is what the community had to offer and what tourists would want to experience (Table 3.2). The asset most identified by the community was culture with 16 responses, second was nature with 11 responses. The community thought the most desired asset by tourists was culture and good experiences with 10 responses followed by activity with 9 responses.

Table 3.3: Pivot table of Community assets vs. Tourist wants for Nueva Armenia

What tourists want	What community has to offer						Grand Total (wants)
	Activity	Cayos	Culture	Good experiences	Nature	Services	
Activity	0	0	1	0	0	0	2
Cayos	0	1	0	0	0	2	3
Culture	1	3	5	0	0	1	10
Good experiences	1	3	2	1	0	0	7
Nature	0	0	0	0	1	1	2
Services	0	1	0	0	1	0	2
Grand Total (haves)	2	8	8	1	2	4	51

The most realized asset for Nueva Armenia was their culture as well, with 5 respondents indicating that their culture is what the community had to offer and what the tourists would want to experience. The most realized assets by the community were culture and the Cayos Cochinos both with 8 responses. The community thought the most desired asset by tourists was culture with 10 responses followed by good experiences with 7 responses.

3.3 Objective 3: A comparison of a successful CBT project vs. an unsuccessful CBT project

There have been a few CBT projects in the Garifuna communities of Northern Honduras to date. One has been successful, while one was not. Through four key informant interviews with community members and NGOs either directly or indirectly involved in either project, various elements were identified as causes for success or failure. These elements include participatory processes, NGO involvement and marketing.

Two key informant interviews were conducted with key community members. For the failed cabana project in Rio Esteban, a key informant interview was conducted with Rosy Moya, a key community leader who was actively involved in the cabana project in Rio Esteban. For the successful restaurant project in Chachaguata, a key informant interview was conducted with Roman Norales, the head coordinator of the restaurant.

Two key informant interviews were conducted with local NGOs. A key informant interview was conducted with Tony Ives, a founding partner of the NGO: GAD (Grupo de Apoyo al Desarrollo – translates to Development Support Group). Ives has worked in the communities of Rio Esteban, Nueva Armenia and Chachaguata for over five years. He has worked in community development in the region in numerous capacities. GAD and Ives were also fundamental in the development of the restaurant project in Chachaguata and his interview was used to determine elements of success for the restaurant project. The second key informant interview was with Pablo Rico, an official

from WWF. WWF was a key NGO that aided the development process of the restaurant project with funding and continues to be involved with the project with further support.

The interviews are summarized in Table 3.4.

TABLE 3.4: SUMMARY OF KEY INFORMANT INTERVIEWS FOR CBT PROJECTS

Name of Interviewee and Role in Project	Project: Cabanas in Rio Esteban		Project: Restaurant in Chachaguata	
	Elements for Success	Elements for Failure	Elements for Success	Elements for Failure
Rosy Moya: Community leader of project	- Tourism related training	- Lack of participatory process - Lack of commitment from NGO		
Tony Ives: Partner of GAD		- Lack of marketing - Lack of business plan - Lack of commitment from NGO	- Participatory process - Strong NGO involvement - Marketing	- Initial disorganization
Pablo Rico: Official from WWF			- Strong NGO involvement	
Roman Norales: Restaurant Administrator			- Marketing	

3.3.1 Successful project: La Bendicion de Dios – Restaurant

The successful CBT project is in Chachaguat, the sister community to Nueva Armenia in the Cayos Cochinos. The project is a community-run restaurant that has been running for two years. The main indicator here for ‘success ‘ is that the business is thriving and the level of community involvement is high: out of an island population of 80-100, there are 36 people involved in the restaurant.

Participatory Process:

When tourists initially started coming to the island, the women of the island would compete with each other to see who would feed the tourists (pers. comm. Norales 2008). As a result, the women decided that working together would benefit everyone and developed the idea of a community-run restaurant. The community was involved 100 per cent in the planning process (pers. comm. Ives 2008).

NGO Involvement:

The project began with funding from WWF (World Wildlife Fund), GAD, FFEM (Fundo Frances para el Medio Ambiente), and the Honduran Coral Reef Foundation (HCRF). The NGOs assisted in the development of the project, provided training along with providing funding (pers. comm. Ives 2008).

Marketing:

The community of Chachaguat has the benefit of being located in a current tourist destination. The island is situated in the Cayos Cochinos, a group of two islands and 13 small keys that are a marine protected area (Brondo and Woods 2007). The islands are already marketed by Honduras Tips, the free travel guide available in all major cities in Honduras. The administrator of the restaurant has made it mandatory for all tours stopping at the island to eat at the restaurant. This can be done due to the size of island and a lack of elsewhere to eat in the Cayos Cochinos.

3.3.2 Unsuccessful project: Cabana project

Many of the aspects that contribute to a successful CBT project are often missing in the projects that fail. One CBT project failed already in Rio Esteban and this can be contributed to these missing elements. A women's group in Rio Esteban, received funding from OFRANEH, a local NGO and from PPD – a small grants program run by the United Nations Development Programme, to build cabanas on the beach of Rio Esteban.

Participatory Process:

According to Rosy Moya, community leader from Rio Esteban, the project failed because the development process was not participatory (pers. comm. 2008). The NGO's that funded the project did not allow the women's group leeway for changing various aspects or for self-coordination.

NGO Involvement:

OFRANEH did not commit fully to the cabana project and did not see it from start to finish (pers. comm. Ives 2008). The project also suffered from corruption, as all the funds allocated for the project did not reach the project (pers. comm. Ives 2008).

Marketing:

Anthony Ives indicated that one of the major contributing factors to the cabana project failing was a lack of a business and marketing plan (pers. comm. Ives 2008). OFRANEH took on the ideology that 'if you build it, they will come,' (pers. comm. Ives 2008). But a lack of marketing resulted in insufficient tourists arriving to the cabanas and the business becoming unviable.

Chapter 4: Discussion

4.1 CBT Opportunities in Rio Esteban

The community of Rio Esteban has untapped potential for tourism development. A case study done on Taquile Island in Peru found that community catalysts, often well-respected residents with stature in the community, are critical in CBT development (Mitchell and Reid 2001). Rio Esteban has the benefits of being organized and having strong leadership; it is also a community that is eager to see tourism play a role in its economy (Ives 2007). In addition, Rio Esteban is situated in an area that is full of unique cultural and natural attractions, which are seen as fundamental to luring tourists into a region (Mitchell and Reid 2001).

Cultural features are a good starting point for tourist development as there is no need for training or costly infrastructure development. The Garifuna culture, which is recognized by UNESCO, should be the main product to market and promote to tourists as it was mentioned the most by both Rio Esteban and Nueva Armenia residents in the household survey as the main asset the community has to offer to tourists. Cultural features that could be marketed include a cultural night that a women's group currently puts on for Operation Wallacea students that are headed to the Cayos Cochinos. This night consists of a traditional meal of fish, beans, rice and cassava, eaten on the beach restaurant, 'Cielo Azul,' which is followed by a dance performance that includes local drummers. The dancing begins with the 'mascaro dance', which has a historical context and is performed by young men. The next performance is by a women's group who perform the 'punta dance' which tourists are invited to join.

To augment the unique cultural features of the Garifuna, Rio Esteban lies in an area that is rich in natural attractions that could also be marketed and promoted to tourists. The town is situated on the clear blue Caribbean Ocean with numerous reefs nearby. The Esteban River, which contains crocodiles, is a 15-minute walk down the beach and could also act as a natural attraction. Two waterfalls are near to Rio Esteban: Poza del Gallo is in the neighboring community of Bambu and the Rio Coco waterfall is in the community of Rio Coco. Rio Coco is also nearby to several reefs and bays. Both Bambu and Rio Coco can be accessed by road via vehicle or other transportation such as bike, ATV or horse. There is also a lagoon and hot springs that are on private properties that potential trips could be arranged to.

Many of these natural features in the area provide an opportunity for tourists to do some activities as well. The waterfalls present a good opportunity for a bike ride, an ATV trip or a horseback ride. The waterfalls also entail hikes of varying levels of difficulty. The community already has a resident who owns 5 ATV's and is looking to develop a small rental business. A small business could be developed to rent bicycles to tourists, which would make getting around the town and surrounding area easier. Many of the community members own horses and if trained properly could be rented to tourists to access the waterfalls, the hot springs or for walks on the beach. The coral reefs present a good opportunity for snorkeling. Tourists who enjoy fishing could fish in the ocean or by the river in a 'cayuco'. The cayuco is a boat that the Garifuna fishermen have traditionally used. The tour could include traditional fishing, or just a tour of the coastline or river. The Garifuna culture offers other activities as well, for example,

learning how to dance, learning how to cook or learning how to make traditional handicrafts such as the drums used during the cultural night.

Rio Esteban is in an ideal location for tourism development. While there is no air service to the town, it is only a two-hour drive from La Ceiba, a major city in Honduras. It is also nearby other Garifuna communities on the coast, for example Nueva Armenia and Rio Coco. The close proximity of all the Garifuna communities on the coast presents an opportunity to develop a tourist-way that uses all the communities, thereby spreading the benefits. A tourist-way links a region's tourist assets together in order to develop a coherent tourist package (Shunnaq et al. 2008). Rio Esteban already has electricity, running water, Internet and telephone service making it ideal for further development. Not only does the location of Rio Esteban make tourism development conducive but the residents do as well.

The people of Rio Esteban are incredibly welcoming, hospitable and friendly. They know much about their culture and history, which could be taught to tourists. There are elder residents who still know much about traditional uses of plants, which could be taught to tourists on community tours. English is not spoken throughout the community, but some residents do speak it and others would be willing to learn. While the residents of Rio Esteban do have some basic skills, much training will be needed to develop the capacity of the community.

4.2 Barriers at the community level

Rio Esteban and Nueva Armenia have differing levels of tourism development; Rio Esteban has none while Nueva Armenia has some. Therefore the barriers Rio Esteban currently face differ from the barriers Nueva Armenia faces. To determine the barriers the communities face, ten key informant interviews were conducted with people who are involved in tourism in the communities or surrounding region. From the key informant interviews in conjunction with participant observation, three main barriers were identified for each community.

Rio Esteban is in need of some further development in order to ensure the CBT initiative sustains itself and is successful. The main barriers present are inadequate resources, marketing and infrastructure. Adequate resources will need to be provided to the community via training and initial funding programs. Minimal residents out of the entire community have been trained. Out of a community of 5,000, one resident has received guide training, one has received administrative training and the women's group received training in marketing (pers. comm. Moya 2008). Training programs that are outfitted to the community's specific needs will need to be developed. These programs will need to focus on the beginning stages of tourism development. For example, small business planning and development as there are minimal businesses outside of the local restaurants and convenience stores in Rio Esteban. Small businesses could be developed for fishing and/or boat trips, cooking classes and horseback riding tours. These businesses could be run privately or as a cooperative and the community needs to be aware of the various business models and understand the advantages and

disadvantages of them. A tourist information centre needs to be developed and could have a group of hiking guides that would be available for a fee. This centre could be run as a not-for profit and could sustain itself by hiring guides to tourists and selling handicrafts. Interpretation and first aid training would need to be offered to the guides. Management and administration training for the tourist information centre and subsequent developments would benefit the community as well. Also, providing start-up funds has worked as a successful catalyst for CBT projects in the Caribbean (Cooper 2004). Minimal funding has been provided to Rio Esteban: funding was provided to the failed cabana project and funding has been provided to develop the beach restaurant, Cielo Azul (pers. comm. Ives 2008). Rio Esteban is not a wealthy community and therefore initial start-up funds or a small loans program will be necessary for people who want to develop a business or simple infrastructure for tourism. To ensure that any tourism product that is developed is sustainable, environmental awareness sessions need to be offered in conjunction with the other capacity building workshops.

A major barrier to tourism development in Rio Esteban is marketing and promotion (pers. comm. Ives 2008). No marketing is currently being done for Rio Esteban as a tourist destination nor does the community have a marketing plan. Rio Esteban is not mentioned in Honduras Tips, 'The Official Travel Guide of Honduras' (Honduras Tips 2008), which is free and readily available to tourists in all major cities in Honduras as well as most tourist destinations. Conducting a simple Internet search for Rio Esteban produces nothing on tourism opportunities in the community, which for many in the industrialized countries would be the easiest starting location for finding out about a

potential tourist destination. From the pivot table, it is clear that while many residents realize the assets the community has, they have not been able to link those assets to tourist desires, which would be crucial for the community to properly market itself. Out of 50 respondents, only 24 per cent of the respondents were able to link a 'community has' with a 'tourist want,' yet 90 per cent of respondents felt that the community could promote tours to tourists. 14 per cent of respondents did not know what tourists wanted and 6 per cent of the respondents did not know what the community had to offer to tourists. Rio Esteban is need of marketing training or a proper marketing plan, developed in conjunction with the community, to ensure that they are aware of what it has to offer and that tourists are aware of the community. Rio Esteban will also stand to benefit from a marketing strategy that develops a logo or catch phrase for the community to brand itself. A case study done by Cooper (2004) found that the most effective marketing is done when a marketing brand is developed for a CBT project. A study by Woodland and Acott (2007) also found that local tourism branding is one approach to achieving sustainable tourism. Destination branding is defined as selecting a consistent mix of branding elements to identify and distinguish the destination through positive image building (Cai 2002). Branding elements come in the form of a name, term, logo, sign, design, symbol, slogan, package or a combination of these (Cai 2002). The brand of Rio Esteban will need to incorporate the thoughts and wishes of the community as to assure their tourism product reflects their culture and desires. Marketing will be critical to the success of any CBT project in Rio Esteban

While Rio Esteban has the basic amenities any tourist would need, running water, showers and western style toilets, there are other basic infrastructure and infrastructure support missing from the community that are essential for sustainable tourism development. For example, there is currently no town map for tourists. This basic feature, which could sell for a nominal fee and produce revenue for a tourist information centre, would inform tourists of recreational opportunities in the community and act as a promotional tool for the various businesses. The community is also lacking other signs, for example restaurants signs. Most of the restaurants do not have outdoor signs that advertise their business, including a lack of signage on the buildings themselves making it unclear where particular establishments are located. None of the restaurants have menus either, which are necessary to inform tourists of what the restaurant has to offer and the prices. Other signs to notify tourists of attractions would be beneficial as well. For example signs at trailheads and along the hiking trails are not present, making it difficult to locate natural attractions such as the waterfalls close to the community. Other elements of town infrastructure, for example, garbage collection, are also not present, which are fundamental in ensuring the sustainability of any tourism developments.

Inadequate infrastructure related to waste disposal was identified as a barrier to sustainable tourism on the island of Gili Trawangan (Graci 2008). Currently there is neither community pick-up for garbage nor a designated spot for dumping garbage. Residents either burn their garbage in their backyards or bury it. The burning or burying of garbage may turn off tourists, hurting the tourism industry while still in the

development stage. The community will need to organize a garbage collection group along with designating a spot outside the community before they begin to receive tourists as to assure the tourists 'good experiences' and good 'services' and to ensure the sustainability of any tourism development in the community.

Other infrastructure missing that presents a barrier to tourism development is access to the community. The road into Rio Esteban is currently being paved with completion to be expected by the end of 2008. However one must cross the Esteban River before accessing the community for which there is no bridge. Crossing the river in anything smaller than a truck becomes risky and at times, depending on rain fall and time of year, impossible. Currently there is no contract to get a bridge built however GAD, a local NGO run by Anthony Ives, is actively pursuing to secure funding from JICA (Japan International Cooperation Agency) to build the bridge (pers. comm. Ives 2008). If GAD's proposal to JICA gets funding, the Millennium Project (UN) has indicated they would provide the technical support, although this is not confirmed (pers. comm. Ives 2008). If a bridge were built, access to Rio Esteban would no longer be a barrier to tourism development.

In Nueva Armenia where aid is already being received and where some tourism development has already occurred, the challenges the community faces are different. The community is advertised in Honduras Tips as a gateway community to the Cayos Cochinos. The tourism initiative in Nueva Armenia was started by Operation Wallacea in 2002 and was initially seen as a potential catalyst for tourism development (Ives

2007). But the community has not developed much on their own since then. The community has received development funds from a host of sources such as ODECO, OFRANEH, the U.S. Peace Corps, Operation Wallacea and the Honduran Coral Reef Fund and has also received training from WWF and the Honduran Coral Reef Fund (Ives 2007). But for various reasons the community has not taken advantage of these opportunities to further develop their own tourism industry. The fishermen's cooperative that transports tourists to the Cayos Cochinos has been the one tourism initiative that continues to do business.

The main challenges in Nueva Armenia are a lack of good leadership, corruption and a lack of motivation (pers. comm. Ives 2008). A leader in the community will often play an integral role in raising awareness in the community and act as a motivating force (Mitchell and Reid 2001). The leadership in Nueva Armenia is seen to have produced a rift between themselves and the community because of the leadership looking primarily after their own interests (Ives 2007). The patronato (leader of the community) of Nueva Armenia are involved in tourism, but have established a private business called Coral Negro Tours. This company has received funding of half a million Lempiras (\$62,500 Cdn) from the government for tourism development but has not distributed the funds to the community, nor have they increased tourism in the area or initiated any community-based tourism projects with the funds (pers. comm. Chi Chi 2008).

The community also suffers from a lack of motivation (pers. comm. Ives 2008). It has been stated that the community of Nueva Armenia often waits for someone to donate money or to help write plans and seem less willing to work for themselves (Ives 2007). This lack of motivation limits community participation in the planning and development processes. Low community involvement in these processes leads to a lack of ownership in their industry, which will limit the success CBT. Nueva Armenia has had NGO involvement, marketing, funding and training opportunities provided to them, which are often seen as crucial elements to establishing CBT.

In assessing the differences between the two communities responses to household surveys, minimal differences between the two can be noted despite the differences in levels of tourism development. Nueva Armenia has only a slight better awareness with linking a 'community has' to 'tourist want,' with 32 per cent of respondents being able to do so. However the most realized assets of Nueva Armenia by its residents are the Cayos Cochinos and culture equally indicated with 32 per cent of the responses. The Cayos Cochinos would be an initial drawing feature to the community but this feature does not retain the tourists within the community thereby limiting the benefits from tourism. 24 per cent of Rio Esteban's respondents were able to link a 'community has' with a 'tourist want,' which could be a result of no tourism development and therefore minimal exposure to tourists. Rio Esteban's most realized assets were the Garifuna culture with 32 per cent of the responses, followed by nature with 22 per cent. Both communities felt that the communities could promote tours to tourists, 100 per cent of respondent in Nueva Armenia said yes, while 90 per cent of respondents in Rio Esteban

said yes. The majority of respondents in both communities felt that these tours should be promoted in a major city in Honduras, 64 per cent in Nueva Armenia, and Rio Esteban with 56 per cent. Both communities do realize the importance of marketing in major cities, but further marketing training will still need to be offered to them to increase awareness of their tourism potentials. Both communities are very similar in their tourism awareness despite the differences in level of tourism development. This could be a direct result of the leadership in Nueva Armenia or the lack of community participation. This lack of differences between the two communities also makes continuing support necessary, as the tourism initiatives progress to ensure the community remains actively involved, is aware and takes ownership of their tourism industry.

4.3 Successes and Failures at the Project Level

While the argument is being made that Rio Esteban is an ideal community to develop a CBT industry, the ‘cabana’ project has already failed in the community. This is due to the fact that the main elements that contribute to a successful CBT project, such as participatory process, strong NGO involvement and marketing (Cooper 2004), were missing from the project (pers. comm. Ives 2008; pers. comm. Moya 2008). A lack of consultation and inflexible planning processes can lead to failures in CBT projects (King et al. 2000; Tosun 2000). In Rio Esteban, the process of planning was not participatory nor was it flexible (pers. comm. Moya 2008). For example, during interviews it was indicated that the women’s group was not given the necessary opportunity for self-coordination of the project (pers. comm. Moya 2008). While local NGO involvement is often seen as a contributing factor to a success, they are also criticized for a lack of commitment (Simpson 2008), which was elemental to the failure of the cabana project in Rio Esteban. An attitude of ‘if you build it, they (the tourists) will come,’ was adopted by the NGO however no tourists came as minimal marketing or promotion of the cabanas had been done (pers. comm. Ives 2008). While marketing training was provided to the women’s group, the group had not developed a marketing plan or a business plan with clear objectives and goals (pers. comm. Ives 2008). Rio Esteban is also a community of limited financial resources as poverty is an issue within the community (Ives 2007) and sufficient resources are required to adequately market a product (Cooper 2004). If these elements had been present in the CBT project, the chances it would have succeeded are greater.

A successfully running CBT project in the region is located on the island of Chachaguata, the sister community to Nueva Armenia in the Cayos Cochinos. The elements that have allowed it to succeed are the presence of a participatory process, strong NGO involvement and marketing (pers. comm. Ives 2008). The community was involved and participated in the development process from the start. The women of the island came together and developed the idea of a restaurant and hired a resident from Nueva Armenia to design the building. The project had strong NGO involvement that aided in the planning and development process: funding came from the World Wildlife Fund (WWF) and tourism training in client services came from The Nature Conservancy (TNC). Ongoing support from the NGOs is still being provided, as GAD and WWF are about to commence training in accounting so that the community will be able to be self-sufficient in all aspects of running a tourism business (pers. comm. Ives 2008). The project did not run efficiently at first due to a lack of organization (pers. comm. Ives 2008; Rico 2008). However a member of the island who had worked on cruise ships and thus received much tourism experience came in and took over the administration of the restaurant, which has solved the issue of organization (pers. comm. Ives 2008). Minimal marketing is done for the restaurant but the Cayos Cochinos is an established tourist destination that is already promoted in Honduras Tips. The administrator of the restaurant has indicated that if any tours come to the island, they are required to eat at the restaurant (pers. comm. Norales 2008).

Chapter 5: Conclusions and Recommendations

There is great potential for CBT development in the community of Rio Esteban. As was discovered through participant observation, the community contains many tourism assets that could be developed into viable tourism products. These products would range from cultural activities to natural attractions to other recreation opportunities. The Garifuna culture presents many opportunities for development of various tourism products, including cultural nights of dancing and food, teaching tourists various cultural traditions and cultural festivals. Nearby natural attractions include lagoons, reefs, waterfalls and hot water springs. Recreational opportunities that have the potential to be developed include snorkeling, scuba diving, bike riding, ATVing, horseback riding, hiking and guided walks. Despite this incredible potential, Rio Esteban faces some barriers at the community level that need to be addressed.

Rio Esteban, a community with no tourism to date, faces some barriers to sustainable CBT development at the community level. The barriers that Rio Esteban faces are inadequate resources for the community, insufficient marketing and a lack of support infrastructure. The community is missing resources such as essential training programs for small business and skills development as well as guide interpretation and financial aid for tourism development.

The community is not marketing itself to tourists currently traveling through the country or on the Internet. There is no marketing plan for the community nor do the residents have marketing abilities as was discovered in the pivot table. Relatively few residents were able to link a community asset to being a marketable product to tourists.

To ensure any community-based tourism developments are sustainable, it is essential the proper infrastructure support is in place. This includes waste disposal, adequate signage and consistent access into the community. Once tourism development is underway, it is essential that Rio Esteban continue to receive support as to decrease the chances of new barriers arising, as is currently being experienced by Nueva Armenia.

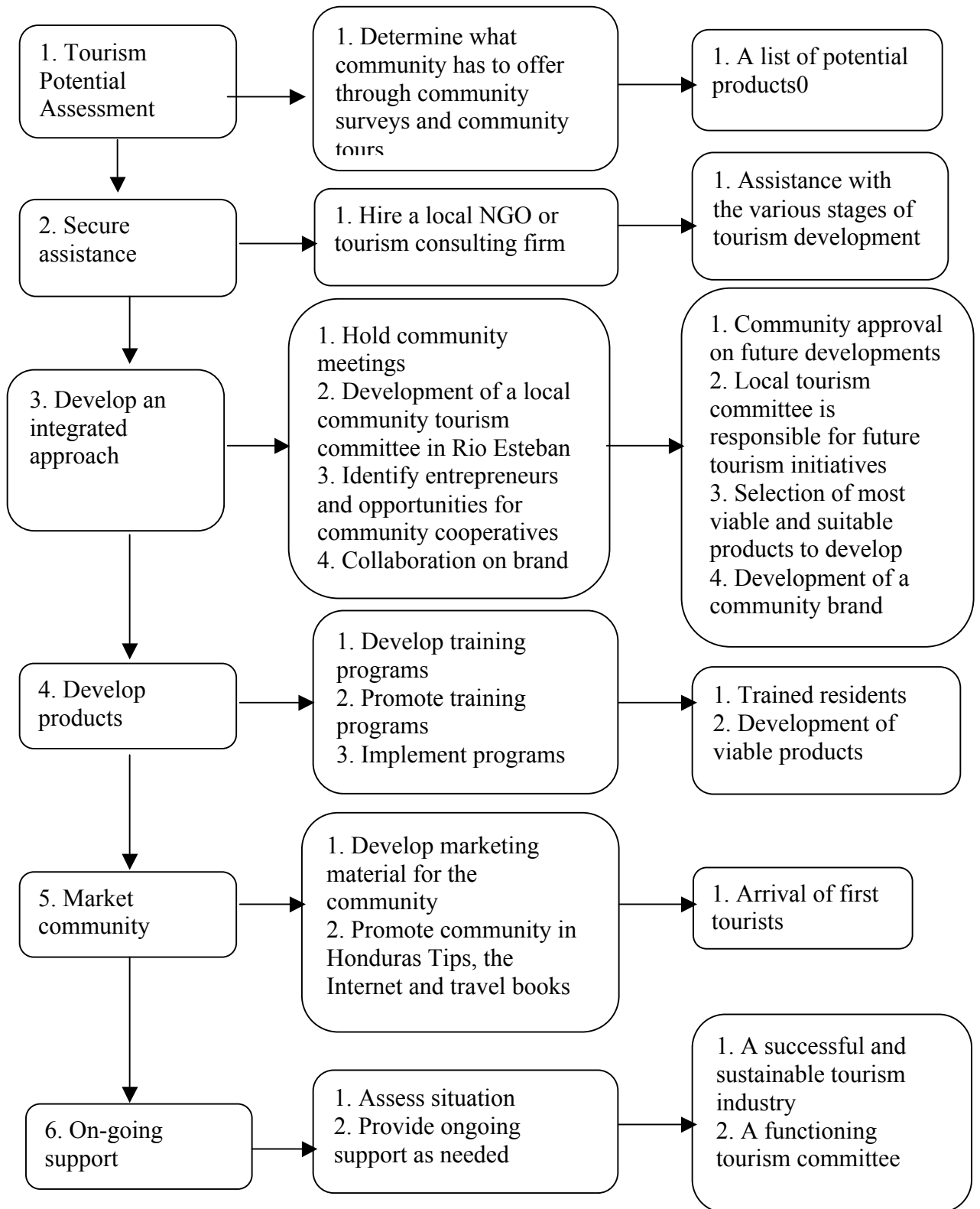
With some tourism development to date, Nueva Armenia faces different barriers than Rio Esteban. From key informant interviews, it was discovered that the community suffers from a lack of good leadership, motivation and corruption. Community-based tourism is as such playing a lesser role in the economy of the community. Good leadership would be able to motivate the community to keep them involved in tourism and expanding their industry. Good leadership would also help to solve the problem of corruption. If these barriers were addressed, tourism would play a much more integral role in the economic development of this community.

At the project level, it was discovered through key informant interviews that it is crucial for certain elements to be present during the development stages of the project to ensure its success. The cabana project in Rio Esteban failed due to a lack of these crucial elements, which include marketing, community participation and support from a committed NGO. The women's group was not given any leeway for self-coordination to manage the project. The NGO that was involved did not market the cabanas to tourists nor did the NGO provide ongoing support once the cabanas were built. As a result, the cabanas have proved to not be a viable business.

However the restaurant project in Chachaguaté has succeeded due to community participation, proper support from an experienced NGO in tourism development and marketing. The women residents of the island developed the idea for a community-run restaurant. The residents received proper support from more than one NGO in the areas of funding and training. While the restaurant itself is not marketed publicly, the national tourism guide of Honduras promotes the island of Chachaguaté. While each project will face its own unique set of challenges, it is crucial that the community is involved in the project, that they receive proper support from an NGO with experience in tourism development and that the project is adequately marketed to tourists.

This examination into sustainable community-based tourism at the community level and project level has led to the development of a framework that should be followed for developing tourism in Rio Esteban. This flowchart has been adapted from the World Wildlife Fund's Guidelines for Community-based Ecotourism Development (2001) and integrated with the Mountain Institute's Appreciative Participatory Planning and Action (APPA) methodology (see Figure 5.1). WWF has been involved in the region of Rio Esteban in tourism development but also has been involved in the development of specific policies and good practice manuals for ecotourism internationally (2001). The Mountain Institute (TMI) developed the APPA approach, which was built upon the work and ideas of NGOs, government partners and communities in TMI project sites (2000). The APPA approach provides the basic structure for CBT planning in a variety of contexts (TMI 2000). The following process should be followed in Rio Esteban:

Figure 5.1: Framework of how tourism development should occur in Rio Esteban. There are six main steps with corresponding activities that will produce tangible results for the community.



To initiate a tourism industry in a community, it is important that an assessment of a community's tourism potential (Figure 5.1, Step 1, Activity 1) be completed first as is done in this paper. It has been identified that the community of Rio Esteban and the region contains a multitude of potential tourism products. Once the potential has been identified, it is vital that support from a local NGO (Figure 5.1, Step 2, Activity 1) be secured. This NGO must be present throughout the process of tourism development and also provide support once the tourism industry has begun. It is crucial that this NGO has experience in tourism development, in securing funding from various funding sources along with being able to provide training resources to the community.

One of the most important elements that need to be present right from the onset of any tourism development in Rio Esteban is the development of an integrated approach (Figure 5.1, Step 3, Activities 1-4). An integrated approach will begin with community meetings, which will initiate community participation and involvement in tourism development (Figure 5.1, Step 3, Activity 1). Community participation will be a crucial element as it will raise awareness in the community of their tourism potential and it will help the tourism initiative succeed. Community participation in the process will also educate and empower the participants and it will allow them to identify and address their needs. Active community participation will be a way for the community to assume responsibility to plan, to manage, and control necessary actions for tourism development.

A local community tourism committee should be developed from these initial community meetings (Figure 5.1, Step 3, Activity 2). This committee will be made up of local stakeholders, community leaders and a few community residents. This committee will be crucial in the tourism industry from the onset in addition to the NGO. The tourism committee, in conjunction with the NGO will identify entrepreneurs and potential viable tourism products/initiatives to be developed (Figure 5.1, Step 3, Activity 3). They will help to make decisions of what plan of action should be followed. The tourism committee, entrepreneurs and NGO will also need to develop a brand for the community (Figure 5.1, Step 3, Activity 4). The brand must be presented to the community as a whole prior to using it any marketing piece to ensure community approval of the brand. The tourism committee must coordinate and act as an advisory board for further tourism development once the industry begins to function.

Once entrepreneurs and products have been identified, it is essential that training programs specific to the needs of the identified entrepreneurs, products and tourism committee be developed so they can develop their tourism products effectively (Figure 5.1, Step 4, Activity 1). The training programs should focus on skills development, business planning and marketing. With these programs, viable and suitable tourism products will result. As these products are going through the development stages, it is essential that the community begin to market to tourists.

Marketing material will need to be developed for the community that makes use of the community 'brand' (Figure 5.1, Step 5, Activity 1). This material will need to be distributed to travel agents, tour operators and the Chamber of Tourism in La Ceiba. Marketing must include a section in Honduras Tips, as it is the most readily available resource to tourists that are already in Honduras (Figure 5.1, Step 5, Activity 2). This should be followed by a website and information in a travel guide such as Lonely Planet or Moon. This will help to market to tourists who are planning trips to Central America and Honduras and have yet to plan out their trip.

Currently, there is a local non-profit organization: La Ruta Garifuna, that is trying to establish a tourist-way with the communities of Rio Esteban and Nueva Armenia, their sister island communities along with Rio Coco and Sambo Creek, and other Garifuna communities in the region. Tourist-ways are seen as a way to link a region's tourist assets, provide a more satisfactory tourism experience and increase economic benefits to the region (Shunnaq et al. 2008). However due to a lack of resources and funding, they have not been able to accomplish much. There is currently a board of directors, made up of seven volunteers from the various communities. The idea of the organization is to have various businesses within the communities as members who pay membership fees and La Ruta Garifuna would use these funds to market the businesses to tourists. La Ruta Garifuna currently has approximately 12-15 members, including the restaurant in Chachaguat. If marketing training and resources were provided to this organization, and more importantly, the communities support this organization to market their community, this organization could be the primary marketer for the region.

This organization would be ideal as a core marketing body after initial community meetings; workshops and training have been provided to the communities. It would also be an effective way to collectively market the region and pool resources.

Once the tourism industry in Rio Esteban has been established and the community is receiving tourists, it is crucial that on going support is provided to the community (Figure 5.1, Step 6, Activities 1-2). This on going support will assist businesses, cooperatives, entrepreneurs, guides, and the tourism committee in any obstacles and/or challenges they experience during the implementation phases. This support will help to ensure that the tourism industry is successful and sustainable in the future.

Rio Esteban and the surrounding area have incredible potential for sustainable community-based tourism. The Garifuna culture presents a multitude of opportunities for tourism products and when combined with the natural setting of the area as a backdrop, it offers even more products that will have a competitive edge in the tourism market. Tourism would stand to benefit the region significantly through sustainable economic development. If the process of tourism development is carefully executed with the community's needs and desires always at the forefront, the chances of success will be greater. The current barriers to tourism development in Rio Esteban will need to be addressed to ensure successful and sustainable development. The initial CBT projects will require the proper assistance and marketing to ensure its success as well. If these processes are followed, community-based tourism will play an integral role in the economic development of Rio Esteban.

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Appendix 1: Community Survey

Community Questionnaire conducted in Rio Esteban and Nueva Armenia

Introducción:

Buenas, nosotros somos estudiantes de Canada e Inglaterra. Nosotros somos de parte un grupo de estudiantes que quieren aprender más de turismo. Hablando con ustedes y su comunidad, esperamos aprender más del medio ambiente y su cultura. Gracias por su tiempo.

Name optional

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Sex

[1] Female	[2] Male
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Age

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1. Where were you born?

[1] In community	[2] In other town	[3] Foreign	[4] Other
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2. How long have you lived here?

3. What is your level of education? If it's secondary specify the title.

[1] None	[2] Elementary	[3] High School	[4] University
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4. Who is the primary provider of the household? Can you mention other providers (money from family out of country?)

5. How much of this money is earned from the tourism industry?

[1] 0%	[2] 1 – 25%	[3] 26 – 50%	[4] 51 – 75%	[5] 76 – 100%
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6. Do you earn this money evenly across the year or just during certain months i.e. only when Opwall is in town? (Tourism Related Only)

7. What is your current job?

[1] Fishing	[5] Construction	[9] House cleaning
[2] Selling of Fish	[6] Agriculture	[10] Diving
[3] Tourism business	[7] Hotel business	[11] Transport
[4] Large food store	[8] Restaurant	[12] Other
13) Small convenience store	14) Stays at home with Children	15) Unemployed

8. Are there any tourism projects in your community (if so provide details of each project)?

9. Do you think tourism has improved the economy in the community?

[0] Don't know	[1] Agree	[2] Slightly Agree	[3] Slightly Disagree	[4] Disagree
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10. Is there a village cooperative for the purpose of tourism?

[1] Yes	[2] No	[3] Don't know
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11. If yes, are you involved?

[1] Yes	[2] No
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12. If not, would be willing to become involved?

[1] Yes	[2] No	[3] Don't know
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13. If this community worked together in a cooperative, are you confident that the money would be divided equally between all members?

[1] Yes	[2] No	[3] Don't know
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14. What do you think tourists would want to experience during a tour of your community?

15. What do you think the community has to offer to tourists?

16. What would you charge for various tourism services (approx 1 hour)?

17. Snorkeling

[1] L<100	[2] L100– 199	[3] L200– 299	[4] L300– 399	[5] L400– 499	[6] L500– 699	[7] >L700
[8] Other						

18. Hiking/nature walks – learn about local flora and fauna

[1] L<100	[2] L100– 199	[3] L200– 299	[4] L300– 399	[5] L400– 499	[6] L500– 699	[7] >L700
[8] Other						

19. Teaching tourist local cooking techniques

[1] L<100	[2] L100– 199	[3] L200– 299	[4] L300– 399	[5] L400– 499	[6] L500– 699	[7] >L700
[8] Other						

20. Teaching tourist local fishing techniques

[1] L<100	[2] L100– 199	[3] L200– 299	[4] L300– 399	[5] L400– 499	[6] L500– 699	[7] >L700
[8] Other						

21. Teaching tourists local agriculture techniques

[1] L<100	[2] L100– 199	[3] L200– 299	[4] L300– 399	[5] L400– 499	[6] L500– 699	[7] >L700
[8] Other						

22. Cultural display (e.g. punta dance)

[1] L<100	[2] L100– 199	[3] L200– 299	[4] L300– 399	[5] L400– 499	[6] L500– 599	[7] >L600
[8] Other						

23. Traditional meal

[1] L<100	[2] L100– 199	[3] L200– 299	[4] L300– 399	[5] L400– 499	[6] L500– 599	[7] >L600
[8] Other						

24. Home stay (overnight) with a local family

[1] L<100	[2] L100– 199	[3] L200– 299	[4] L300– 399	[5] L400– 499	[6] L500– 599	[7] >L600
[8] Other						

25. Transport the Cayos Cochinos Islands

[1] L<100	[2] L100– 199	[3] L200– 299	[4] L300– 399	[5] L400– 499	[6] L500– 599	[7] >L600
[8] Other						

26.j Horseback riding on the beach

[1] L<100	[2] L100– 199	[3] L200– 299	[4] L300– 399	[5] L400– 499	[6] L500– 599	[7] >L600
[8] Other						

27. k Cayuco Boat Tours

[1] L<100	[2] L100– 199	[3] L200– 299	[4] L300– 399	[5] L400– 499	[6] L500– 599	[7] >L600
[8] Other						

Other activities of interest

1.

[1] L<100	[2] L100– 199	[3] L200– 399	[4] L400– 499	[5] L500– 599	[6] L600– 699	[7] >L700
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2.

[1] L<100	[2] L100– 199	[3] L200– 399	[4] L400– 499	[5] L500– 599	[6] L600– 699	[7] >L700
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3.

[1] L<100	[2] L100– 199	[3] L200– 399	[4] L400– 499	[5] L500– 599	[6] L600– 699	[7] >L700
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28. Do you make any traditional handicrafts that could be sold to tourists (please provide details?)

29. How much would you charge for each item?

30. How many people do you think the village could accommodate for a day trip?

31. How many people do you think the village could accommodate if they were to stay overnight?

32. Which months do you think are the best and safest to visit? How many people would you like to see visiting the community?

33. Do you think that your community could promote these tours to tourists?

[1] Yes	[2] No	[3] Don't know
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34. Where would you promote tours of your village?

35. Do you think that your village could arrange the transport to bring tourists to and from your village from a designated start location for the tour (e.g. la Ceiba)?

[1] Yes	[2] No	[3] Don't know
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36. Who do you think will / who has benefited most from tourism in your community?

37. Why these people? How?

38. Who has benefited the least in the community from tourism development?

39. Why these people? How?

40. Do you think tourism will cause any problems within the community?

[1] Yes	[2] No	[3] Don't know
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If so, please provide details

41. Would you like to become involved in tourism?

Appendix 2: Data Sets from Community Surveys

Data sets from community questionnaires.

Nueva Armenia	25 Surveys	22 Female	
		3 Male	
Level of Education	Elementary	17	
	High School	7	
	None	1	
Primary Provider	Aunt	1	
	Father	1	
	Herself	9	
	Himself	7	
	Mother	2	
	Sons	2	
	Uncle	1	
	Whole family	1	
	Wife & Husband	1	
Money from Tourism	0%	17	
	1-25%	5	
	26-50%	2	
	Don't know	1	
Earned Evenly	No	5	
	Yes	2	
Current Job	Housecleaning	2	
	Housewife	9	
	Other	2	
	Restaurant	2	
	Sells food	2	
	Sells fish	2	
	Convenience Store	4	
	Student	2	
Aware of tourism projects	Don't know	3	12%
	No	8	32%
	Yes	14	56%
Has Tourism benefitted the economy	Agree	22	88%
	Slightly agree	3	12%

Make Handicrafts	Know someone	2	8%
	No	16	64%
	Yes	7	28%
Can Community promote tours	Yes	25	100%
Where should they promote	Don't know	1	4%
	Radio/TV	4	16%
	International	4	16%
	Internet	2	8%
	Organization	1	4%
	Print	1	4%
	Major City	16	64%
	Tourist Destination	8	32%
	Town	3	12%
	Word of Mouth	1	4%
Can community arrange transport	Don't know	1	4%
	Yes	24	96%
Will tourism cause problems	Don't know	1	4%
	No	23	92%
	Yes	1	4%
Would you like to become involved	Don't know	1	
	No	1	
	Yes	16	
Snorkelling	Free	1	4%
	Don't Know	11	44%
	Donation	1	4%
	<\$5	5	20%
	\$5-10	6	24%
	\$11-15		
	\$16-20	1	4%
	\$21-25		
	\$26-30		
	>\$30		
Hike	Free	4	16%
	Don't Know	1	4%
	Donation	4	16%
	<\$5	6	24%
	\$5-10	9	36%
	\$11-15	1	4%
	\$16-20		
	\$21-25		
	\$26-30		
	>\$30		

Teach local cooking techniques	Free	2	8%
	Don't Know		
	Donation	6	24%
	<\$5	8	32%
	\$5-10	5	20%
	\$11-15	2	8%
	\$16-20	1	4%
	\$21-25		
	\$26-30		
	>\$30	1	4%
Teach local fishing techniques	Free	6	24%
	Don't Know	7	28%
	Donation	2	8%
	<\$5	3	12%
	\$5-10	5	20%
	\$11-15		
	\$16-20		
	\$21-25		
	\$26-30	1	4%
	>\$30	1	4%
Teach local agriculture techniques	Free	3	12%
	Don't Know	2	8%
	Donation	3	12%
	<\$5	5	20%
	\$5-10	8	32%
	\$11-15	3	12%
	\$16-20		
	\$21-25		
	\$26-30	1	4%
	>\$30		
Cultural display	Free		
	Don't Know	10	40%
	Donation	2	8%
	<\$5		
	\$5-10	2	8%
	\$11-15	3	12%
	\$16-20	1	4%
	\$21-25	1	4%
	\$26-30		
	>\$30	6	24%
A traditional meal	Free	1	4%
	Don't Know		
	Donation	1	4%
	<\$5	12	48%
	\$5-10	11	44%
	\$11-15		
	\$16-20		
\$21-25			

	\$26-30		
	>\$30		
Homestays	Free		
	Don't Know	1	4%
	Donation		
	<\$5	3	12%
	\$5-10	18	72%
	\$11-15	3	12%
	\$16-20		
	\$21-25		
	\$26-30		
	>\$30		
Transport to Cayos Cochinos	Free		
	Don't Know	7	28%
	Donation		
	<\$5	3	12%
	\$5-10	2	8%
	\$11-15	2	8%
	\$16-20	3	12%
	\$21-25	1	4%
	\$26-30	2	8%
	>\$30	5	20%
Horseback riding	Free	3	12%
	Don't Know	11	44%
	Donation		
	<\$5	4	16%
	\$5-10	6	24%
	\$11-15	1	4%
	\$16-20		
	\$21-25		
	\$26-30		
	>\$30		
Cayuco Boat Tour	Free	2	8%
	Don't Know	4	16%
	Donation	1	4%
	<\$5	13	52%
	\$5-10	2	8%
	\$11-15	3	12%
	\$16-20		
	\$21-25		
	\$26-30		
	>\$30		

Rio Esteban	50 Surveys	33 Female	
		17 Male	
Level of Education	Elementary	25	
	High School	15	
	University	5	
	None	5	
Primary Provider	Brother	2	
	Daughter	1	
	Father	1	
	Herself	4	
	Himself	6	
	Son	2	
	Husband	17	
	Mother	6	
	Owner	3	
	Sister	2	
	Uncle	1	
	Wife & Husband	5	
Money from Tourism	0%	39	
	1-25%	6	
	26-50%	1	
	76-100%	2	
	Don't know	2	
Earned Evenly	No	6	
	Yes	2	
Current Job	Agriculture	4	
	Fisherman	5	
	Housecleaning	4	
	Housewife	19	
	Other	4	
	Restaurant	3	
	Sells food	4	
	Convenience Store	2	
	Student	2	
	Teacher	3	
Aware of tourism projects	Don't know	6	12%
	No	15	30%
	Yes	29	58%
Has Tourism benefitted the economy	Don't know	3	6%
	Agree	38	76%
	Slightly agree	6	12%

	Disagree	3	6%
Make Handicrafts	Know someone	3	6%
	No	32	64%
	Yes	15	30%
Can Community promote tours	Don't know	1	2%
	No	4	8%
	Yes	45	90%
Where should they promote	Don't know	2	4%
	Radio/TV	3	6%
	International	6	12%
	Internet	11	22%
	Organization	2	4%
	Print	1	2%
	Major City	28	56%
	Tourist Destination	17	34%
	Town	10	20%
Can community arrange transport	No	3	6%
	Yes	47	94%
Will tourism cause problems	Don't know	1	2%
	No	45	90%
	Yes	4	8%
Would you like to become involved	No	2	
	Yes	27	
Snorkeling	Free	3	6%
	Don't Know	28	56%
	Donation	2	4%
	<\$5	8	16%
	\$5-10	4	8%
	\$11-15	2	4%
	\$16-20	3	6%
	\$21-25		
	\$26-30		
>\$30			
Hike	Free	8	16%
	Don't Know	7	14%
	Donation	6	12%
	<\$5	13	26%
	\$5-10	10	20%
	\$11-15	4	8%
	\$16-20	1	2%
	\$21-25		

	\$26-30	1	2%
	>\$30		
Teach local cooking techniques	Free	9	18%
	Don't Know	8	16%
	Donation	7	14%
	<\$5	9	18%
	\$5-10	9	18%
	\$11-15	5	10%
	\$16-20		
	\$21-25	2	4%
	\$26-30	1	2%
	>\$30		
Teach local fishing techniques	Free	8	16%
	Don't Know	14	28%
	Donation	1	2%
	<\$5	7	14%
	\$5-10	6	12%
	\$11-15	5	10%
	\$16-20	3	6%
	\$21-25	1	2%
	\$26-30	4	8%
	>\$30	1	2%
Teach local agriculture techniques	Free	7	14%
	Don't Know	9	18%
	Donation	3	6%
	<\$5	15	30%
	\$5-10	11	22%
	\$11-15	3	6%
	\$16-20		
	\$21-25	1	2%
	\$26-30	1	2%
	>\$30		
Cultural display	Free	3	6%
	Don't Know	19	38%
	Donation	3	6%
	<\$5	6	12%
	\$5-10	8	16%
	\$11-15	4	8%
	\$16-20		
	\$21-25		
	\$26-30	2	4%
	>\$30	5	10%
A traditional meal	Free	2	4%
	Don't Know	2	4%
	Donation		
	<\$5	35	70%
	\$5-10	8	16%
	\$11-15		

	\$16-20		
	\$21-25	1	2%
	\$26-30		
	>\$30		
Homestays	Free	5	10%
	Don't Know	6	12%
	Donation	1	2%
	<\$5	4	8%
	\$5-10	24	48%
	\$11-15	8	16%
	\$16-20	1	2%
	\$21-25	1	2%
	\$26-30		
	>\$30		
Transport to Cayos Cochinos	Free		
	Don't Know	22	44%
	Donation		
	<\$5	2	4%
	\$5-10	3	6%
	\$11-15	2	4%
	\$16-20	3	6%
	\$21-25	1	2%
	\$26-30		
	>\$30	17	34%
Horseback riding	Free	4	8%
	Don't Know	8	16%
	Donation	2	4%
	<\$5	17	34%
	\$5-10	11	22%
	\$11-15	7	14%
	\$16-20		
	\$21-25		
	\$26-30		
	>\$30	1	2%
Cayuco Boat Tour	Free	1	2%
	Don't Know	18	36%
	Donation	1	2%
	<\$5	12	24%
	\$5-10	11	22%
	\$11-15	4	8%
	\$16-20	2	4%
	\$21-25		
	\$26-30	1	2%
	>\$30		

Appendix 3: Transcripts of Key Informant Interviews

Key Informant Interview 1: Tony Ives of GAD

1. How long have you worked in Honduras?
I came in July in 2003 with Peace Corps.
2. What does GAD stand for?
Grupo de desarrollo des apoyo. Adone and I created it. There is also a board of directors. It started three years ago, it's taken that long to get NGO status officially. Right now they don't get the funds. So other established NGOs have to get our funds to give to us.
3. What CBT project has GAD worked on?
The restaurant and cabanas in Chachaguat, along with the water system, the latrines, and the taxi service system that goes to Cayo Menor, East End and Chachaguat.
The restaurant and cabanas in East End and the interpretation center that will be done in two months and will be next to the restaurant.
The restaurant Cielo Azul in Rio Esteban, which should be done in a couple of weeks. We've also written proposals for two artisan projects.
Operation Wallacea has been in Nueva Armenia for two years but isn't there anymore but the publicity still produces tourists. The only thing that has really stuck is the fishermen.
In Sambo Creek, I am using WWF funding to fix the artisan workshop.
In the north coast, we went to Tel and La Ceiba to teach people how to write business plans to get funding.
We have assisted with the Chamber of Tourism, it's a work in progress but we have a board of directors and it's up and running.
4. What do you consider to be community-based?
Owned and operated and managed by someone in the community. Ideally everyone would be involved but it doesn't work all the time.
5. What projects have been the most successful?
The restaurants in Chachaguat and East End.
6. Why?
Because they have been some of the last project we've done and it's been a learning experience. Learning about the communities because you don't really know what's been going on. Being in these communities for five years has been key and I won't waste my time doing something I know won't work. So because of experience.

Also because there are drivers in the community. In East End, the teacher was the force behind the projects. For the commador (restaurant in Chachaguata) it was Don Roman, he was the organizer. The project has to have a driving leader in each community.

7. Is Rosy that for Rio Esteban?

Yes she is, but she's not the only one. Anhel, Tonia Evanhelista, who was the one who went to Tegucigalpa for the road construction.

8. And the unsuccessful ones, such as the cabanas in Rio Esteban?

That was an OFRANEH project and we tried to fix it. They were granted money from PPD and there was a lot of corruption and OFRANEH kept a lot of the money and no tourists came through. It's still a sore in the community and people still talk about it. There are some people implicated in the community and can't get anything done.

Disorganization means a lot of things. There was a lack of a business plan and a marketing plan. It's the donors too that are to blame because the planners come in and tell them what they need but don't stay through to development. It creates problems and expectations in the communities, so when they don't work, it's hard to get anything started up again.

9. When is the road to Rio Esteban to be completed?

In August. They have been tremendously improved over the past three months. GAD assisted in getting funding. They brought the Millennium Group with USAID and the Peace Corps to get funding. The MIRA project started from this too because they actually saw that the community cares about conservation and the level of community involvement.

10. What about the bridge?

JICA builds bridges. They've argued over it because what's the point of building a road if you don't have a bridge. He tried (the director of the Millennium Project), but they ran out of money. They negotiated to use the road as phase one and the bridge for phase two. They're pushing to get this done and this one in particular takes a lot of politics. Once they get funding from JICA, the Millennium Program will aid in technical support.

11. What are the limitations of CBT?

They are different for different communities.

12. What about Rio Esteban?

I would have said access but that's changing. The marketing is coming, in six months that will be there. We have consultants and we're working on the budget. They're creating the marketing plan. NEPHINTHES is doing a marketing plan, they get funding from Denmark to hire consultants to work on agri-culture and tourism.

13. And Nueva Armenia?

They had stopped for a while, the cabanas really depressed the group. The biggest limitation is narco trafficking. You don't see it unless you know the community. The Peace Corps won't but a volunteer there. This is more a weakness than a limitation.

In Nueva Armenia, the culture is a problem. There is a lack of motivation, which is a big thing. There is a lack of really caring, the trash is really bad there. The youth group feels like no one really listens to them and so they stop trying. OFRANEH doesn't want to have anything to do with them.

Key Informant Interview 2: Rosy Moya from Rio Esteban.

Rosy Moya is the Coordinator of the Civil Society, for which she works with 57 municipalities in the department and represent all of the communities in the community meetings.

1. Where were you born?
Rio Esteban
2. How long have you lived in the community?
All of my life, except between 18-30 years, I lived in Roatan.
3. What tourism projects are there in the community?
The cabanas project that was about five years ago. Funding was provided by OFRANEH, the Spanish Cooperation and the PPD (Programa de Pequena Donaciones – Program of Small loans). The four cabanas had two large queen beds, a restaurant and a cultural centre. The marketing training was provided to the whole women's group. I received administration training. All training was provided and funded by the PPD and INFOP offered training pertaining to tourism.
4. Do you think tourism will benefit the community?
Yes
5. What are your thoughts on tourism development?
I want the community to focus on ecotourism, I don't want mass tourism and I don't want the community to change. All the land is communal so no developer can buy the land without full community consensus. I want to protect the natural beauty of the community, to attract tourists. Tourism development would be great for the community, especially for the fishermen. To take a picture of a lobster and have it be worth more than just food would be great. I want the fishermen to benefit. The fishermen's livelihood can be used to attract tourist and I think the Garifuna culture can be used for tourism.
6. Would you be willing to initiate a village cooperative for tourism? If so, how would you arrange it?
Yes. Tourists should know before hand of a package. They should know of various activities and a price and can pick what they want to do, for example a cayuco boat tour.
7. Will it be paid employees or volunteers?
In the beginning when they don't have a lot of money it will have to be volunteers. Once it's established, they will have employees.

8. Who would be in charge of the money?
Board of directors, the President, the secretary, the treasurer. The treasurer would be in charge of the money but no decisions would be made unless it's with the board of directors and the president.
9. Do you think the money earned from tourism will get distributed evenly amongst the community members?
I think the tourism committee will have a separate fund for the community for when someone needs it in the community for example someone gets sick and needs to go to La Ceiba.
10. Who are the community leaders?
The leaders are the patronato, the water board, the parent teach committee, the sports group, the three emergency response committees, the elders, the fishermen, the youth group, the two dance group, the church leaders and the health and environment group.
11. Do you know anyone in the community who is willing to be a tour guide and know English?
Yes.
12. What do you think tourist want to experience in your community?
The service and friendliness of the community, a nice atmosphere. How we live and to be a part of it. A clean community and different activities that would suite different people so they can feel comfortable.
13. What does the community have to offer?
The Garifuna culture, the forests, the beach, snorkeling, coral reefs, walks along the beach, an upcoming dive centre and food.
14. What are the best and the safest months to visit?
February to August.
15. Would you be able to promote tours of the community and where would you do this?
Yes: Bambu, Belfate, Rio Coco and La Ceiba.
16. Do you think the community can arrange transport to and from the village?
Yes, with the public bus.
17. Do you think tourists will cause any problems in the community?
In some party yes, as different types of tourists use alcohol and drugs and are looking for women and may have diseases that they can spread.

18. Are you aware of any garbage clean up programs or of any plans of starting one?

Right now there is no dump, they are looking at ways and a place to create one. There have been initiatives to begin a recycling program, but the process is inefficient. The transportation is costly. If someone is going to La Ceiba, they can take some garbage. General household are not recycling. There is a lot of room to improve with regards to environmental awareness. They are working on it and there should be more done, tourism may help to protect the environment.

Key Informant Interview 3: Pablo Rico from WWF

1. What communities have you worked in?
It's concentrated in protected areas. We are working in three protected areas: one in Guatemala, in Honduras it is five communities in the Cayos Cochinos and three communities in the Cauta Sala.
2. Are any of these community-based projects?
Yes they are all community-based projects.
3. Do you consider them successful? Why or why not?
We can't talk about successful because the project started just one year ago in Chachaguata with the restaurant and the hostel. They need to work more in the community because they haven't been well coordinated. The reason that this is occurring is because the Honduran Coral Reef Fund and WF didn't follow up after they set up the businesses. So now we are helping the people manage their business. We are going back to see how they manage their money. Mainly the problem is organization in the restaurant but the project is working at it and it's improving. It's becoming a success.
4. Which organizations/groups has WWF partnered with to create tourism related projects?
GAD, the Nature Conservancy, GUARUMA, the Honduran Coral Reef Fund.
5. What have you learned from these projects that can be applied to CBT development in Rio Esteban and Nueva Armenia?
Right now they have a consultant from Costa Rica that is working on this to help make tourism successful in Rio Esteban and Nueva Armenia.

Key Informant Interview 4: Roman Norales from Chachaguat

1. How long has the restaurant been running?
Two years.
2. How many people are involved in the restaurant?
36 people that work on a rotational basis.
3. How does the rotation work?
Each group cooks for 25 people. If there are 50 people coming, two group work.
4. How many groups are there?
Twelve.
5. Who benefits from the earning of this cooperative?
Only the people who work in the cooperative, but it can be family groups so you have everyone involved. Everyone that lives in the community is involved, so everyone benefits.
6. In the fishermen cooperative, how many people benefit?
There are sixteen men involved. They either live in Nueva Armenia or Chachaguat.
7. Where do most of the tourists come from?
The tour operators or an owner of a boat bring tourists here.
8. Who else helped fund it besides the WWF?
WWF, FFEM, GAD and the Honduran Coral Reef Fund. The tour operators that don't operate under La Ruta Garifuna have been told by those organizations that they have to eat at this restaurant.
9. Do you know about La Ruta Garifuna?
Yes, the restaurant is a part of it.
10. Do you pay a membership?
Yes, it costs eighty lempiras to become a member. At the end of the year, we pay 300 lempiras.
11. How do you work with La Ruta Garifuna?
La Ruta Garifuna only has transport from Nueva Armenia because they're the fishermen from Nueva Armenia. The fishermen cooperative brings people here.
12. Do you think it works well?
Yes it does. When things go wrong, I ask them and they fix the problem.

13. Do you have any suggestions for La Ruta Garifuna on how to be a better organization?
More publicity.

Key Informant Interview 5: Chi Chi from Nueva Armenia

1. How do you feel about tourism development in your community?
Tourism is good, but it's not the only alternative.
2. What else could be an alternative?
It's not the only alternative because the community can't market itself. The ones who are able to market themselves are the ones with the money and the ones with money are building a resort, which means the people won't benefit.
3. What if CBT was developed?
Yes there are opportunities and the community can use their resources, such as mangroves and bike rides. This is why we formed La Ruta Garifuna.
4. Along with La Ruta Garifuna, who else should be consulted on tourism development?
Sambo Creek, Rio Esteban, Nueva Armenia and the Cayos Cochinos want to be involved in La Ruta Garifuna. They have a membership fee so they can join; the idea came from the Peace Corps. Only La Ruta Garifuna will have access to those tourism routes, which would mean that the local people couldn't give away the land to the highest bidder.
5. Who are the members right now?
Transportation representatives, fishing representatives from each community, women's group. They rotate so that each of them will benefit. It's a non profit organization.
6. What role does the government play?
No connection to the government other than obtaining legal status. They want to make sure to establish themselves legally to avoid any problems in the future.
7. Have people responded well?
The problem is access to Nueva Armenia, the road specifically, so there aren't too many tourists coming to Nueva Armenia. Businesses want to see tourists arriving in order to join, but it's difficult to promote the town when they don't have money. So they are using the money they are getting from members now to promote themselves.
8. Have they worked with Coral Negro Tours?
No, because it's a private company. They received half a million Lempiras and they didn't distribute any of it to the communities. The communities haven't seen any change.
9. Should La Ruta Garifuna be in charge of TD?
Yes, because they can spread the wealth and they have representatives from three towns who can spread the benefits.

Key Informant Interview 6: Jimmy from La Ruta Moskitia

1. How do you operate exactly?

We're not a tour operator, it's based for the people of La Moskitia that have worked together for one another. We're a cultural organization. We work with five Moskitia communities. I am based in La Ceiba because La Moskitia doesn't have access to communication. In La Ceiba, all the visitors pass through me before heading to La Moskitia, making it a vital destination. We set up the office here three years ago. We are a connection office between the visitors and the Moskitia people, we manage the logistics. We manage all the details to accommodate the visitor and we manage all the bookings for La Moskitia. All tourists come to La Ceiba and we have an orientation to explain how La Moskitia operates. When I meet the tourists, I give them a copy of the itinerary and go over the costs and the distribution. The tourists pay 35,000 Lempiras and get a copy of how the money is distributed to the communities. The visitors put the money in an envelope and deliver the money to the community tourism coordinator. In every community, there is one coordinator and that coordinator is with the tourists with them all the time, guiding them. For every tour, it takes approximately 45 people to make a tour possible.
2. How does the payment get distributed?

Payment is taken in cash, Lempiras, nothing else. In every community they go, they have different services: food, hostels, sightseeing, boating. If 2 people want a 7 days over land trip, we have a cost sheet template for every tour. The tourists pay the operative costs and administration costs in La Ceiba. There is also a fee conservation, 10% of the total cost, which is used for the communities if they want to do anything environmental.
3. Who divides the money?

Every community has a tourism committee and they distribute the money. They receive Lempiras so that they see the money right away. The more people that book a trip, the cheaper it becomes. I try to combine the trips from different people so it's cheaper for them. That's also why meeting in La Ceiba is important so the tourists can meet each other.
4. Can anyone in the community work for La Ruta Moskitia?

They can, but they have to go through the tourism committee.
5. How many people are in each tourism committee?

Around 10 people. At the end of the year, the tourism committee gets the profits. Getting people to work together was hard at the beginning, telling them that for every service they provide they will get money. They work on a rotation basis, the members, which is made and managed by the tourism committee. The tourism coordinators keep track of how many people are coming through and what the preferences of the tours are.

6. Do you have any partnerships?

We contacted Mopawi, a Moskitia NGO to help figure out the social aspects of the community. We realized that we had to build things because some communities wanted to be involved but didn't have the services to offer. So they asked for money and the PPD was the first funding source to build infrastructure. We invited a PPD rep to a workshop with the local people so they can see that people want to work but need money.

We had three workshops, each one week long. We had a workshop for a lady who wanted to build a restaurant. So we had a workshop to develop the idea of the restaurant, the design, the business plan. It took more than a year to get things going, which was too long. The local people didn't have the time and didn't have the knowledge, they just wanted a restaurant.

7. Do you think this was a good opportunity for them to learn?

Yes it was effective because it made them think about the different aspects of running a tourism business. It also helped to see the advantages and disadvantages of having the business. And it held people's commitment because if they didn't show up for the next workshop, they didn't believe in the idea.

After the whole year, you know who were the committed ones.

RARE conservation started up the idea of La Ruta Moskitia. After they had the idea, they went to La Moskitia to see what was available. RARE was the primary funder but they didn't have very much money. RARE provided the training for the local people. After they got additional funding, they wanted to train for services, so they spent another eight months training.

We also got a grant from RARE to send people from La Moskitia to Tegucigalpa for hotel school where they learned about services. We also sent potential guides to a three month training program about their natural surroundings. At the same time, for the tourism committee, we sent them for administration training so they understand money. And the staff at RARE was designing the community sheets.

The negative of the workshops was that the schedule was too far in between, but they gave the money. And RARE also paid to get things running, they paid for the logistics person to link everything together.

8. How many people were involved in the beginning stages?

Four, one Moskitia, myself, a person from Guatemala who has worked here for two years and an American who has worked here for three years. Now there is only two people, myself and the Moskitia. It's very important to have a local person working in it.

9. Do you consider La Ruta Moskitia a success?

Yes, it's a success.

10. Is it because the local person you have working for you?
He plays a big part in that because he is very respected and people trusted him. The staff is key and their reputation is key. He understands the culture and he speaks the language. So behind him, the rest of the people who were working were trusted.
11. Would you consider yourself a CBT organization?
Ecotourism is a very holistic view but it's hard to not do any damage to the environment. The guides are natural tour guides, they know about the environment and conservation very well. They also promote to the visitors how and why the Moskitia culture is so unique. They try to do as many activities as possible without harming the environment. For example, we use solar panels; the restaurants don't sell Coca Cola. They sell natural drinks, provide all local food and provide vegetarian options.
- In the beginning, they guaranteed to the people that they will bring tourists to them so they don't have to fish and hunt but they have to provide a good service. Every three months, I go down to La Moskitia to see if things are going well. When the tourists come back, I meet them again to see how things went, to get feedback. Based on some of their recommendations, they trained some of the guides to speak English, but it's an extra fee to hire English-speaking guides. The English guides, of whom there are only four, are becoming more and more useful.
12. How long did it take for the English training?
Two months, we looked for local who knew English and trained them to be guides.
13. What are the costs of La Moskitia?
We allow around four groups of tourists per months, with an average of four people in each group. We average around \$8500 per month, 75% goes to the communities of La Moskitia and 25% goes to administration and office costs along with the fee conservation.
14. Has that been enough to satisfy the organization and the Moskitia people?
Yes, they are all satisfied. The people have recently asked for a price re-assessment, and with the price of fuel, they have decided to increase the price by 10%. They have to bring everything in which is so expensive because of the fuel and price of flights. The airline charged 900 Lempiras more to La Moskitia, which is the biggest increase than for any other city.
15. What are the barriers to CBT development?
The approach of the project you want to take. If they don't believe in the project, they won't be a part of it. But if you can show them the benefits and you present it well and they can see tangible short-term incomes, you will have

their approval. It should be easy to understand so they know exactly how they will participate.

The preparation phase of the project should be short.

The person who comes to present the idea has to be a respected member of the community. Sometimes people come in with an idea and tell the locals about it, but they don't take the local culture into consideration. It won't be well received. Respect the beliefs and knowledge of their culture. If you underestimate the importance of their cultural beliefs, they will not respond well to you and you will feel very underappreciated.

16. If a person approaches you with a tourism business idea, who provides the funding?

The person needs to ask to be apart of the committee and La Ruta Moskitia will provide the funding for the business. The local tourism committee has the final say on any business. If the committee says no, they can do it themselves but I can't support it. Even when some people have approached me directly, I have to tell them to go to the tourism committee.

17. What were the benefits of PPD giving money?

They get money to build and help with the management plan. In every promotion we do, they want their name to be mentioned. Also, when you ask for another grant, they want to know that the businesses are being financially sustainable, so they next time you ask for money, it has to be a lesser amount.

La Ruta Moskitia has won three international tourism awards.

18. What are the three components of success to La Ruta Moskita?

Approach. They came up with an interesting idea, local empowerment, a project created for the people by the people. For every group of tourists, there are 45 local people who benefit. The people have to believe in the project.

Transparency of the money. Showing the visitors where the money is going is essential. The tourists can go to another tour operator but they don't know where the money is going.

19. Was this model created for La Ruta?

La Ruta created this model. RARE is using this model in South America and it's working.

Key Informant Interview 7: Omar Valache from La Ruta Garifuna

1. Could you tell us about La Ruta Garifuna?
It's a non-profit organization for the community, established in 2004. The communities involved include Sambo Creek, Nueva Armenia, Rio Esteban and the Cayos Cochinos are all involved. Our main goal is to organize the different communities, especially the Garifuna businesses to form a partnership. We want to organize the people of the communities so that when tourists arrive, they know what to do so they're not working on an ad hoc basis. We also want to prevent the exploitation of the Garifuna businesses. We are currently waiting for a judicial permit to become a legal business. We also don't have an office.
2. How is the organization structured?
We have formed a partnership with the HCRF, and although it has maximum authority, it was developed so the Garifuna can help with tourism enforcement. Our organization is community based. We're offering environmental training that's geared towards to community leaders such as Rosy. We've been working on to see what each community has to offer. We will most likely become the tour operators.
3. What are the needs of the communities?
They need safety jackets, guides that are knowledgeable, radios for guides and guides who are aware of the needs of the tourists.
4. What are the barriers of the communities?
The most difficult part with the environmental awareness is dealing with the culture. They have to change everyone's attitudes, they want to conserve but don't know how. The best way to implement conservation is to have restrictions, they need laws to follow.

Key Informant Interview 8: Omar, the President of La Ruta Garifuna

1. How do you operate exactly?
We aren't operating right now, but we will. We just started the idea a few months ago. I'm the only one working in Sambo Creek and it's difficult to organize three towns. The goal of the La Ruta Garifuna is to have activities set up in each community that can either start in Sambo Creek and end in Cayos Cochinos or the other way. Right now, the organization is very poor.
2. In what sense?
In capacity and funds.
3. What about the time commitment for the people?
This is also an issue.
The problems are first with the communities. Most of the communities are willing to participate, but once they realize it takes time to build something it turns them off because they don't see immediate results. The communities are providing their time but they don't see it right away.
It's also because of the lack of time for the people involved. We are trying to get a board of directors together but the next week no one is there. But people do have a lot of responsibilities. There are opportunities to get involved in different trainings, but I'm busy as well and can't be everywhere at the same time.
The biggest barrier is Nueva Armenia because the people are enthusiastic but they're not willing to work and organize themselves.
To overcome this, we are trying to involve the young people.
4. How do they plan on involving the young people?
The best approach to involve the young people is to go to the schools and have talks to motivate them personally. But some students are lacking the capacity to speak English and they also lack computer skills. But we may be able to overcome this by talking to the highest authority in the schools to come up with something.
It might be interesting for you to note that a lot of Canadians are coming to Honduras. A lot of the funds are going to the bigger hotels and are not really involving the communities. But these communities have a lot to offer but the tourists don't know about them. We just presented a couple of packages about Cayos Cochinos and a canopy tour and that's it.
5. Maybe it's a problem of publicity?
Yes, it's really bad here. That's why La Ruta Garifuna is very fresh and upcoming. It's so new so we have a long way to go.

6. How many members do you have?
We have about 12-15 members. The majority is in Nueva Armenia with Chachaguata and the restaurant. They pay a membership fee. The businesses have to be composed of a minimum of 3-4 people, all small businesses that are family run.
7. Who are the businesses?
It's very open to any type of business; it could be for food, for transport, a dance group, artisans, fishing.
8. How many volunteers do you have?
No salaries, 7 people are involved in the board of directors. Members are about 30-40 people.
9. Do you consider yourself a CBT organization?
Yes, this is the goal.
10. Do you have any partnerships developed with any other organizations?
No direct partnerships with anyone. But the way we started was a project that was thought up by Tony and Lynette and they helped generate some funds.
11. What do you need to better organize yourselves and become more successful?
The major thing would be funds to be able to create different funds. If they could better the transportation to Nueva Armenia, it would help. And if we could get snorkeling gear to rent out, that would really help as well.
The most important help we need is to have someone with experience to show us how to better publicize the organization.
12. Is capacity an issue for you?
The communities have the idea that tourism can get bigger and it will happen sooner than later. I think it would be a benefit to the community to develop tourism, but the communities aren't prepared yet to have a lot of tourists.
13. Do you feel tourism will have a positive, negative or no change effect on the environment?
The impacts on the environment would be balanced because the only issue will be with garbage generation. A lot of the garbage is brought to the shore but it's just taken downstream and it affects the beach.

Key Informant Interview 9: Luis Chevez, GAD

1. Who do you work for?
GAD and the Nature Conservancy. For GAD, I mainly work for Opwall with students from high school going to CC to dive. For TNC, I manage training programs for tourism for communities in Cayos Cochinos, specifically marketing and business plan training, also on customer service in general.
2. Who trained you?
I studied ecotourism at university.
3. In which communities are working now?
I'm working in Rio Esteban and Nueva Armenia. We're not working in Sambo Creek because we're not promoting Sambo Creek and we don't have the funds.
4. What is your vision for tourism development in these communities?
I hope they will be working in a tourism system. Right now, they're not organized. I want them to operate in a sustainable tourism system. I hope they all have packages and groups that come through.
5. What do you think about CBT?
It's very important. It's important that they focus on people and not just resources.
6. How do you define it?
A process that involves people in economic, environmental and social business to develop themselves.
7. Who should be responsible for tourism development in Nueva Armenia and Rio Esteban?
We want all the people to be involved, but you can see that some people are good at it while others only think of themselves.
8. Is there anyone specifically that you think should be in charge?
Just people who are trained in tourism.
9. Who should be consulted?
Honduras institute for tourism IHT is working closely with the Tourism Chamber CANATUR, they've built a good partnership. They have a marketing strategy that I can give you. The Foundation should also be consulted, as well as WWF and TNC and Guaruma.

10. What do they do for tourism?

The IHT and Canaturn fund businesses from a SWISS contact. They have a million lempiras to give to businesses that are already working for at least 6 months. There was also a program 2 years ago that funded new businesses called Coastal Sustainable Tourism funded by MAR but USAID, TNC and WWF were also involved. WWF funds businesses in the communities. They ask people what they need and want and they begin the process to make some profiles for the communities and then they fund the more important businesses. TNC has the same idea. We make a profile of the community, but the difference is that WWF funds projects inside the MPA while TNC funds projects outside the area, such as the restaurant in the Rio Esteban. Guaruma's main focus is photography. They have been training kids on how to use a camera and taking a picture and what makes a picture interesting, which was great because they created the Cayos Cochinos Calendar 2008, which is a big deal in promoting tourism. The calendar was used to get funding for the scholarship program.

11. How do each of these groups benefit from being involved in tourism?

IHT is the main contact and they develop tourism for the country. TNC and WWF look to conserve and see the alternative in developing tourism, especially being interested in protected areas they look at tourism as a conservation strategy. USAID is a development office, they want to develop the communities and they are working in the environment so they have million limps working on that. They give the money to MIRA and they give the money to communities. With natural forest services in the US, they are funding training for sustainable tourism. They do this mainly for development. Guaruma is an educational program and their main target is environmental education which can be promoted through these pictures. In Honduras, you can offer training for something but people want money right away – Guaruma did that by creating the calendars and pictures that they can sell right away while also learning about conservation.

12. What role do you have in tourism development?

Training, marketing and promotion.

13. How do you think it can enhance/preserve the local culture?

Yes for sure. It's a process, but they're teaching the communities what the tourists want. If they can show them that the tourists want to see their culture, they can preserve culture and make money.

14. Does tourism help preserve the natural environment?

Not a simple question because it depends. It can be and should be, but it's about how the communities and organizations develop the tourism. Tourism can be good if they know that for example in ecotourism the main resources that they have is nature and they know that, then they can put a percentage of profits to conservation. Another thing that is starting is not

throwing garbage on the ground. In our culture that's very common, with tourism it's now starting to get people to change their minds. We need to understand that in all tourism there will be a negative impact, but the point is to have it be low impact.

15. What are the barriers to tourism development?

Mainly the government because they're not thinking on community based tourism. There's no support from them to develop CBT. Education as well, a lot of people can't read and write Funding as well. Also a big one is getting people to work together. We're very affected by the American culture. The Garifuna used to be a community and work together but now a lot of Garifuna are living in the States and when they come back, they bring the North American culture with them; they're very influenced by American culture.

16. What do you think about partnerships?

It's essential. Always I talk about strategic alliances: between businesses, between people, between communities. That's why La Ruta Garifuna was thought of: to link the communities.

Key Informant Interview 10: Efrain Cuellar, RECOTURH

RECOTURH – A facilitator for the network of communities in the protected areas.

Links tourists to each organized community in network. They work in 12 communities with one tourism committee per community.

1. How do you work?

Begin by going into a community and creating an inventory of the community potential, for example, the number of restaurants, number of guides.

The inventory is divided into:

- Ecosystems and natural attraction
- Animal spp.
- Plant spp.
- Cultures
- Services (restaurants, accommodation)

We work in protected areas because they are a priority. They want to create a model that can be used in other communities. All guides come from the community, receive training. Artist programs, teach kids.

2. How did you start?

A pilot project was done between 2004-2006 with 6 communities. We received funding from Danish org: Office of Cooperation Denmark. The end result of the pilot project and training in 2004 was the organization RECOTURH. Once the tourism committees were established they organized to form RECOTURH. REHDES the head organizing body of all the NGO's that work in protected areas wrote the proposal to get the funding.

Right now RECOTURH is going through a restructuring and we are still receiving funding from the Danish org.

4 Main parts of focus in restructuring

1. Organizational frame: strengthen legal aspects, logistics, office
2. Capacity building for ecotourism: guide training, English training
3. Entrepreneurship: how to market, how to create tourist packages
4. Three environment: ecology, sustainability

We don't have an office but we will in August, we are going to link with the Chamber of Tourism. We received another 3 years of funding from Danish Org. which starts in August. We are in the process of creating a website. We need to figure out peak tourist times to market and we want to link with festivals and other holidays.

3. What are some of the barriers to community-based tourism?
Some of the barriers are lack of management, the ability to write proposals – no one in the communities know how, the process is long and people become unmotivated. Poverty is also an issue. Most communities want tourism but not everyone is willing to put in the time and effort. There needs to be an incentive for them to get involved.

Bureaucracy of an NGO

Funding – when received and not used or distributed properly

Government level – Chamber of Tourism isn't doing a good job of spreading information

A good way to get started is to create a slogan for each community. I.e. La Ceiba – marketing itself as the capital for ecotourism because so many nearby protected areas.

4. What is your goal for RECOTURH?

We want to assist the communities market themselves. Tourists will contact RECOTURH and tell them what sort of experience they are looking for – beach, river, mountain etc. and RECOTURH will help them decide which community will best meet their wants. Once decided, RECOTURH will contact the tourism committee of the specific community who will then organize transportation, guides, accommodation.

We are now looking at how to gain financial independence. We received the funds to get started and are going into Phase 2, which is funded by NEPENTHES. Eventually want to work through a membership fee but not right now. The committees need to be organized and establish themselves first.

Eventually a percentage will be attached to each package that will go to RECOTURH. They also want to establish partnerships with the NGO's that are working in each protected area.

We've developed a map – funded by NEPENTHES and REHDES.

(www.rehdes.org)

Maximum of tourists per groups would be 10 people. RECOTURH will take a % per tourist – start with 10% for 1 tourist and it goes down with number of tourists.

Also want to begin partnerships with tour operators who are interested in certain packages. Average tour will be 3-4 days.

5. What is the target market?

Most tourists go to Roatan and Utila. We are going to target nationals because they go to these other areas – also to remain sustainable. National tourists are more evenly distributed throughout the year. Foreigner tourists are sporadic but also like to focus on nature based activities. We want to have student rates.

We want to have trails that emphasize their ecological significance, students would learn about the ecology.

Without all these organizations working together, this wouldn't work.
All the money for guide training has been donated. 1200 L per guide. There are 6 modules; each one is three days long. Cover first aid, survival.

6. What is the biggest barrier to CBT development?
Biggest problem/limitation for CBT is marketing. RECOTURH wants tourism to be an alternative that is complimentary to the communities. Not to have the communities become tourism dependent.

Appendix 4: Map of Rio Esteban

Rio Esteban Map

Entertainment

- 1 Atlantic Blue Disco
- 2 Billar
- 3 Dominoes Changarro
- 4 Los Almendros Bar
- 6 Internet
- 6 Jocelyn's Bar
- 7 Kelly's Bar
- 8 Maburu Bar

Cultural Entertainment

- 9 Casabe
- 10 Centro Comunal
- 11 Club Pajarito

Health

- 10 Centro Comunal
- 12 La Quinta Hospital

Transportation

- ATV Rent 4 Wheeler David



Bad Seed Design. Contact: rorydegravi@hotmail.com

Stores

- 13 Artesanias Claribel
- 14 Artesania Keila
- 15 Copena
- 16 Gas y Ferreteria Papa
- 17 Gas y Ferreteria Briana
- 18 Mini Super Paty

Accommodation

- 19 Cabanas Mutu
- 20 Hotel La Fe
- 21 Hotel Las Tejas
- 22 Hotel Los Mojados
- 23 Hotel La Lucha

Food

- 24 Comedor Cielo Azul
- 25 Comedor Dudu Ma Budu
- 26 Comedor Genesis
- 27 Comedor Nitu
- 28 Comedor Tia Pola
- 29 Restaurante Flying Fish