Interactive media platforms that promote well managed tourism and wise destination stewardship to preserve and conserve the world’s most important places.
Geotourism - Tourism that sustains or enhances the geographical character of a place — its environment, culture, aesthetics, heritage, and the well-being of its residents.
From eco- to geo-

Manage tourism so that it pays to protect the place, not destroy it.

All place-based types of tourism

ECOTOURISM: nature

Heritage tourism

Cultural tourism

Indigenous tourism

Local cuisine

AGRI-TOURISM

Sightseeing
Well managed tourism can bring many benefits. Poorly managed tourism can destroy a destination's sense of place.
• Over half the American traveling public thinks it’s harder to find unspoiled places than it used to be.

• Three out of four don’t want their visits to harm the environment at their destinations.

• 74% seek “authentic” and “distinctive” local experiences.

• 61% say their experience is better when their destination preserves its natural, historic and cultural sites.

• 55 - 65 million U.S. travelers can be classified as “geotourists”.

• “Geotourists” spend 75% of the money spent on tourism
Interactive websites – Community Participation

Local GeoCouncil → Local Public Forums → Local Nominations → National Geographic
- Editors
- Fact checkers
- Cartographers
- Web designers

Final Products

Printed MapGuide
Website
Identify, Develop, Market and Sustain Authenticity

- Flora and Fauna
- History
- Recreation
- Archaeology
- Geology
- Architecture
- Local Music
- Cuisine
- Local Crafts
- Arts
Central America; including Belize, Costa Rica, El Salvador, Guatemala, Honduras and Panama

Initial Destinations - Geotourism Destination Development: A Market-Driven Value Chain Integration
The Bahamas

• Compete Caribbean, a new initiative being jointly managed out of the IDB, is just starting its work and the Bahamas is the pilot country where primary activities will take place.
• The MIF has just finished a 4-year project that focused on the improvement of SMEs, Sustainable Tourism Entrepreneurial Management & Marketing (STEMM). The Government of the Bahamas is committed to leveraging the work started by STEMM and has committed counterpart resources to
• The tightly defined national location base will allow for the testing of market segmentation based on national brand and interconnectivity of local initiatives.
Central America / LAC Explorer Project Summary

Geographic Scope
The Central America / LAC Explorer website will highlight sustainable tourism destinations, businesses and points of interest in six pilot sites. These sites, along with their targeted local implementing partners and the type of on-the-ground support that will be provided to them by Solimar:

- Bay Islands, Honduras
- Bocas del Toro, Panama
- Toledo District, Belize
- Puerto Viejo, Costa Rica
- La Libertad, El Salvador
- Bahia de Amatique, Guate.
Access to Knowledge

Access to Markets

Sustaining the environment, culture, heritage and the well being of local people
“Go Blue Central America” Geotourism Website & Best Practices Program –

“Go Blue Central America” Best Practices Program:
Roatán, Honduras

I. Universal Best Practices
(All Tourism Service Providers)

Management, Abundance, Access, and
Sustainability
March, 2012; Bocas del Toro, Pamama Project Planning

April 2012
Roatan, Honduras
Project Planning;

“Swearing in”
of the GSC
Nominate Places to the MapGuide

Help tell the story of what is special about your place. Start Nominating Here!
Nominations open now!

Most Recent Nominations

- **Sea Adventures Carenero, (Bocas)**
  Nominated on 9/3/12

- **Food or Drink Entre Pisco Y Nazca, Sandy Bay, Roatán, Honduras**
  Nominated on 8/20/12

- **Food or Drink Linga Longa, West End, Roatán, Honduras**
  Nominated on 8/12/12

It's easy to nominate!
Tell us about it, share photos and videos, then map it and submit it for review.
Sign up to start nominating now.
Proyecto de Geoturismo Explorer
Latino América y el Caribe

Un enfoque innovador para promover aspectos culturales y naturales de un destino mientras se apoya el crecimiento económico de las comunidades locales

Llamada a Participación

Foros Públicos Locales

Eventos dinámicos para involucrar a los residentes acerca de su papel en el crecimiento del turismo sostenible

Nominaciones Locales

Proceso participativo para descubrir los aspectos únicos y el carácter de un destino

National Geographic

Aprovechar la experiencia de una de las marcas más poderosas del mundo para elaborar el contenido

Distribución Global

Acceder a nuevos mercados y dar a conocer el destino

CROWN OF THE CONTINENT

One of the world's great mountain landscapes.

"Struck by the beauty of the place, I bought a backpack and never left." - Clinton Jefford

For more about Clinton and his travels, see ClintonJefford.com

THE LATEST FROM AROUND THE CROWN

GET YOUR FREE MAPS

ONLINE MAPS

DISCOVER PLACES

NATIONAL GEOGRAPHIC

WECANES

VIDEOS

EXPLORE, EXPLORE, ENGAGE.
Authenticity; Micro, small and medium businesses
Sharing who we are
Maximize the Visitor Experience: Telling the story of our places
Respectful of our places
The product is the “place”. Protect the place.
INDICATORS

a) Not the number of visitors; it is the quality of the visits
b) Length of stay and money spent
c) Distribution of income from tourism; money spent locally
d) How tourism is sustaining sense of place
In Production:
• Western Balkans
• Southern Ethiopia
• Eastern Newfoundland
• Douro Valley of Portugal

Starting Now:
• Bahamas
• Central America (MAREA)

Coming Soon:
• West Virginia
• Gulf States
• South Florida
• Namibia

Completed:
• Crown of the Continent (2007)
• Greater Yellowstone (2006)
• Central Cascades (2008)
• Redwood Coast (2009)
• Sierra Nevada (2010)
• Lakes to Locks (2011)
• East Tennessee (2011)
• Four Corners (2012)
• Yosemite MapGuide (2012)

Plus:
• Northeast Kingdom, Vt. (2006)
• Sonora Desert (2006)
• Guatemala (2010)
• Peru – Vilcanota Valley (2009)
• Baja California, Mexico (2007)
• Montreal (2008)
Visit National Geographic Interactive Destination Guides

www.sierranevadageotourism.org
www.visitredwoodcoast.com
www.yellowstonegeotourism.com
www.crownofthecontinent.net
www.westernbalkansgeotourism.travel
www.fourcornersgeotourism.com
www.lakestolocksgeotourism.com
www.centralcascades.com
www.easttennesseerivervalley.com
www.guatemalageotourism.com
www.discoverdourovalley.com
www.gobluecentralamerica.com
www.nlgeotourism.com
What’s so special about your place?

The Pride of the Sonoran Desert Region
Arizona/Sonoran Geotourism MapGuide Nomination Form

1. Name of Diamond Point of Interest:

2. Address:
   City: 
   Zip: 
   Country: 
   Email:  
   Website:

3. Attraction Types (check as many as apply):
   - Natural Area (river, wetland, park, rainforest, etc.)
   - Cultural/Traditional Site or Experience
   - Historical/Cultural Site or Experience
   - Festival/Unique Holiday Celebration
   - Art and Craft
   - Outdoor Recreation (Hiking, biking, etc.)
   - Performing Art (dance, music, theater, etc.)
   - Accommodations (B&B, lodge)
   - Cuisine
   - Farm/Agriculture
   - Other (describe):

4. Attraction Information:
   - County:
   - Hours of Operation:
   - Name/Street, if applicable:
   - Contact Person:
   - Tel. Number:

5. What is unique or interesting about this Point of Interest? Describe the site in 20-70 words. Please use page two if necessary. Content from the description may be used on the MapGuide, so it should include how the site helps celebrate the environment, culture, aesthetic, heritage or wildlife of the Sonoran Desert or Sonoran region. If available, please send supplementary information/docs:

6. Is the attraction an event (fair, festival, etc.)? (Yes/No)
7. If yes, where? When? How often?
8. Is the site privately owned? (Circle one)  (Yes/No)

Submit a photo
Submit video or audio

9. What is unique or interesting about this attraction/activity? Describe the site in 20-70 words. Be specific. (“Beautiful pond” is too vague; “deep, clear water pond with swimming turtles” is better.) Content from the description may be used on the MapGuide, so it should include how the site helps celebrate the environment, culture, aesthetic, heritage, or people of the locale. If available, please send supplementary information/docs:

Attraction information
   - County:
   - Hours of operation, if applicable:

10. Would you like to:
   - Nominate a site
   - Edit/comment on a nomination

Welcome, geotourism participant
Jonathan Tourtellot
Name of point of interest
Email
Street address
Website
Latitude
Longitude (if available)
Locate this site
Go to map
Nominate Places to the MapGuide

Help tell the story of what is special about your place. Start Nominating Here!
Nominations open now now!

Most Recent Nominations

- **Sea Adventures Carenero, (Bocas)**
  Nominated on 9/3/12

- **Food or Drink Entre Pisco Y Nazca, Sandy Bay, Roatán, Honduras**
  Nominated on 8/20/12

- **Food or Drink Linga Longa, West End, Roatán, Honduras**
  Nominated on 8/12/12

LOCAL KNOWLEDGE
The best travel advice comes from the people who live here.
Learn about: Bill Brady

It's easy to nominate!
Tell us about it, share photos and videos, then map it and submit it for review.
Sign up to start nominating now.
Boundaries and names shown do not necessarily reflect the map policy of the National Geographic Society.
Turquoise Bay Resort, Milton Bight, Roatán, Honduras

Located on Roatán's Northeast shore, Turquoise Bay Dive & Beach Resort is the only resort in this lush and remote area of the island providing you the opportunity to dive uncrowded, pristine dive sites or just unwind on our exclusive, private white-sand beach.

**Specialities and Highlights**
It is an undiscovered paradise where you will enjoy the very individual and personal service only a small boutique resort can offer.

Let our chef impress you with his creativity and daily specials as you experience the local flavours of Roatán at our restaurant where Indoor and outdoor poolside seating is available.

Relax in one of our 26 spacious rooms with stylish Caribbean decor and views of Turquoise waters and our white-sand beach from your private terrace.

**Hours Open**
Reception and restaurant are open from 6 am - 10 pm every day.

**Seasons Open**
Year-round

**Price Style for this Establishment**
Bed & Breakfast rate / double occupancy: $159 + 16% taxes

**Actions taken to promote environmental or social sustainability**
Eco friendly sewage systems

For More Information, Contact:

Jesus Reyes
info@turquoisebayresort.com

---

**Thumbs Up Place Nearby**

**Nearby**
Bananarama & Island Pearl Beach & Dive Resort, West Bay, Roatán, Honduras (7.6 miles / 12.3 kilometers)

**Similar**

---

Meet the Author:

**Jesus Reyes**

Add your own story, place or event.
Instituto de Exploración de profundidades Marinas de Roatán - Submarinos Stanley, West End, Roatán, Honduras

Less than 3 percent of the world’s deep waters have been explored. Considering that nearly all deep sea research has been conducted by small group of developed nations in their own waters (U.S., Russia, New Zealand, Japan, U.K., and France), the deep waters of less developed regions, such as Central America, are truly unknown.

On every dive the R.I.D.E submarine *Idabel* illuminates places that have never known any light at all—places no human eyes have ever seen. Dives can last from an hour and half to sometimes 10 hours, depending on which dive you choose to do. Past dives with scientists, photographers, and filmmakers have led to the identification of new species and previously unknown creatures. Scientists have touted the area off of Roatan has some of the healthiest deep sea coral communities yet to be discovered. Both research and recreation have led to a greater appreciation for the incredible marine habitat that lies below.

**Recreational Opportunities Available**

305 m (1,000 ft) - 1.5 hours

We explore down the second wall, which drops between 60-210 meters (200-700 feet), and around huge,
Roatan Rum Company Between West End and West Bay, Roatán, Honduras

Our Artisan rum cake bakery and store is a must see while in Roatan. Free rum cake samples, rum candies, rum based sauces, raw sugar cane and more beautifully packaged and available to take home as gifts.

We are located high on top of Rum Point, with beautiful views of the Caribbean Sea, coral reef and West End, Roatan.

Enjoy a rum cocktail while chatting with our resident pirate, great photo opportunities abound... Join us!

**What not to miss**
The Incredible hand made Roatan Rum Cakes, available in four delicious flavors... 151 Proof Rum, Chocolate, Island Original and Crazy Coconut. Oh and of course, The Saucy Girls!!!

Passionate Papaya, Bodacious BBQ Sauce, the list goes on...

**Best times to visit**
Late afternoons as the sun sets over the Caribbean, big sky views that will astonish the senses.

Hours of Operation: Monday to Saturday 9am till 5pm

**Actions taken to promote environmental or social sustainability**
Building is constructed of environmentally friendly materials: wood and tin; reclaimed concrete used to make our patio stepping stones. We also employ several locals and have taught them new skills, contributing to the islands economy and growth. Supporting local business, all supplies and services required in the making of our products come **only** from locally owned businesses. All Roatan Rum
About the Region

About Bocas del Toro, Panama
The Bocas del Toro Archipelago is a group of islands in the Caribbean Sea in northwest Panama. The archipelago remains relatively undeveloped; Isla Colón is the only island with any roads or vehicles. This leaves visitors to enjoy the clean air, the sound of the waves, and the exotic noises of the jungle—home to monkeys, sloths, toucans, and a spectacular variety of medicinal plants and exotic fruits.

The sea is also full of life. Elusive manatees, endangered sea turtles, playful dolphins and vivid reefs fill the waters of the region. The opportunities for diving and snorkeling are endless, and the waves crashing over these reefs draw surfers from across the globe. The Bastimentos National Park encompasses one part of Bastimentos Island and the Zapatilla Cayes. This park includes rich mangroves and over 57 different coral species.

Bocas del Toro's remoteness means that unique species have emerged—such as the emblematic poison dart frogs, whose jewel-like skins have evolved into different colors on each island and the mainland. Likewise, the region's diverse cultures—from the indigenous Ngöbe and Naso, to the Afro-Caribbean and Latinos—have retained their own languages, beliefs, and customs through the centuries, isolated as they are by water and impenetrable jungle.

The province of Bocas del Toro used to be home to a number of banana plantations operated by the United Fruit Company. Many buildings in Bocas del Toro reflect the rich history of Bocas del Toro, such as Hotel Bahía (the former headquarters of the United Fruit Company). There are many aspects of cultural life in Bocas del Toro that are of interest for tourists—such as local traditions, crafts, and music.
Telling stories of places online

Flexible and Highly Customized Content & Story Development

Rich Multi-Media with Images, video and more

Dynamic, Fully-Integrated Mapping
A Powerful and Flexible CMS + CRM System

XML

Distributed Content Development
Local contributors manage their content through easy-to-use screens where they can add text, media (photos, video, sound etc.)
Local editors have overall portal controls that help them manage the content for their local area.
Local editors have approval for content before it is activated.

Local editors also have tools for communicating with local contributors.
Midway between Manhattan and Montreal, this inter-connected waterway shaped the destiny of the United States and Canada. By bike, foot, boat, train or car, Lakes to Locks Passage provides access to charming cities, rural landscapes and Adirondack hamlets. Through all four seasons, you can travel through numerous historic, natural, cultural and recreational experiences along the scenic waterway that links upstate New York to southern Quebec.

Search the MapGuide
Search the MapGuide

INTERACTIVE MAPGUIDE
DISCOVER PLACES

Get beyond the beaten track. Discover new people, places, and experiences.

Quick Start
Not sure where to begin?
Select a Waypoint Community...

What is Geotourism?
Learn More >

eNewsletter
Sign up to keep in touch on the best local events, experiences and travel tips.

Explore other interactive map guides >

Choose a Not-to-be-Missed Geotourism Destination >
LAKES TO LOCKS PASSAGE

Over 500 DESTINATIONS
GUIDED BY LOCALS

Enjoy scenic beauty and history along the waterways that shaped America.

NATIONAL GEOGRAPHIC
America's byways
National Geographic Geotourism Partner

lakestolocks.com
PLAN YOUR TRIP

Use the East Tennessee River Valley Geotourism MapGuide, a unique interactive online guide to distinctive natural, historical and cultural sites, to plan your trip to a region Where Rivers and Mountains Meet, from the Smoky Mountains through Knoxville, Chattanooga and north Georgia.

For more information visit
www.TennesseeRiverValleyGeotourism.org
Local Voices of the Four Corners Region

Time in the Four Corners is thin. You can step right through it. This red dust desert lays open geologic epochs. It leaves the ground peppered with elegant stone spear points and ancient painted pots shattered where they were dropped centuries ago. Other landscapes are shrouded in grasslands or woods, while this is naked country.

~Craig Childs, author, Colorado
Cultural Continuity

Francisco Vazquez de Coronado made contact with native people at Hawikku, near present-day Zuni Pueblo, in his futile 1540 search for the Seven Cities of Gold. Since then, the Four Corners region has continued to preserve some of the oldest, most diverse communities within the continental United States. Yet today's modernized society represents a greater threat to cultural community than centuries of population shifts, climatic change, and successive government and military reigns.

"To the Navajo, turquoise is symbolic of prosperity and good luck. When you have a belief system like the Navajo and you get up in the morning and are positive, it helps you lead a positive life. Everything I have in my store is symbolic to the Navajo people.

"If you believe strongly in a cultural tradition like the Navajo, that belief will help you in your daily life for years to come. It's a very common sense approach that all people can relate to. That doesn't mean that you must continue to make pottery and baskets and rugs, just like you no longer ride horseback to work every day. But when you have a strong belief system that will carry on forever."

-- Tom Wheeler, a fourth-generation trader and proprietor of the Hogback Trading Post, just east of Shiprock, New Mexico, on the Navajo Nation

"Aridity. It's dominated the Four Corners for centuries, and through time has forced mankind to compete for scarce water resources. First the Indians struggled to grow crops, then Hispanics. The soil rewarded them both only grudgingly. The old cultures managed to survive by developing uncommon powers of endurance.

"Incoming Anglo Americans adapted to the harsh existence in the Four Corners. Still, as the twentieth century advanced, the newcomers imposed a heavy-handed modernity that diluted traditional folkways without entirely displacing them.

"The interplay of natural and human forces has made the Four Corners region the distinctive place we see today. This country has always been a tough place to make a living."

-- Marc Simmons, Southwest historian and author of many books on the Southwest, including Coronado's Land: Essays on Daily Life in Colonial New Mexico

Click to see all content related to this theme:
Locais Nomear o Guia Mapa

Ajudar a contar a história de que é especial sobre o seu lugar. Candidaturas abertas agora!

As Indicações Mais Recentes
Nominate Places to the MapGuide

Help tell the story of what is special about your place. Start Nominating Here!
Nominations open now!

Most Recent Nominations

- Outdoor Adventures
  - Quidi Vidi Trailhead
    - Nominated on 9/19/12
- Outdoor Adventures
  - Logy Bay Trailhead
    - Nominated on 9/19/12
- Outdoor Adventures
  - Dorans Lane Trailhead, Cobbler Path, East Coast Trail
    - Nominated on 9/19/12
Western Balkans Geotourism MapGuide Land of Discovery

Search the MapGuide

INTERACTIVE MAPGUIDE
DISCOVER PLACES

Get beyond the beaten track. Discover new people, places, and experiences.

What is Geotourism?
Learn More >

Albania | Bosnia and Herzegovina | Kosovo | Macedonia | Montenegro | Serbia

Prizren, Kosovo, Old Stone Bridge, 17th century Sinan Pasha mosque and historic town square.

Photo © Dave Long
Geotourism MapGuide of Guatemala

Explore a land where ancient traditions meet modern innovation, the clouds touch the forest, and the warmth of the people will live inside you forever.

EXPLORE GUATEMALA >

Help tell the story of authentic Guatemala. Nominate places here.
Welcome to our home, the source of California and Nevada's indomitable spirit and unparalleled explorations. Use this Sierra Nevada travel planning map and our exploration tracks to guide you through breathtaking landscape that shapes our local culture and unforgettable vacations. Start a new tradition exploring the Sierra Nevada. And share your story here.

Featured Places Recommended by Locals
Eastern Sierra Outdoors
Evening lights the Inyo/Whites, our eastern neighbor.
Tools for visitors:

Mobile Geotourism MapGuide
Blue Angel Café
Located on Ski Run Boulevard in the center of South Lake Tahoe, the Blue Angel Café is...

Contact Information
www.theblueangelcafe.com
1132 Ski Run Boulevard,
South Lake Tahoe, CA 96150
530-544-6544 • Fax 530-544-6543

Special or Package (3)

Get Directions
Located on Ski Run Boulevard in the center of South Lake Tahoe, the Blue Angel Café is situated along the original ski hill of Heavenly dating back to 1947. Decorated with ski memorabilia of days gone by, the Blue Angel Café’s interior reminds us of the rich ski history of the area and its namesakes - The Blue Angels, the official Ski Race Team of Heavenly Ski Resort during the 1950s, 60s and 70s.

The owner, Rosie Cowen, whose English & European heritage heavily influenced the menu with innovative food from around the
Engage local stakeholders
BLM is teaming up with coastal communities, counties, Ca. State Parks, Ca. Fish and Game, among others, to sustain the character of place of the California Coast.

www.visitredwoodcoast.com

Issues:

• Increasing population

• Greater visitation

• Coastal development

• Climate change
Sierra Nevada of California
New on line Geotourism Mapguide highlights the “Range of Light”
sierranevadageotourism.com
Geotourism Stewardship Council (GSC) – Private / Public Sector Stakeholders

The unifying activity of the GSC is the creation of a Geotourism Online Map Guide.

The GSC can be:
- an existing DMO
- an existing association that is taking on the responsibility to act as a DMO
- an ad hoc group brought together for the purpose of creating and managing the Geotourism development process
- an organization institutionalized for the same
GSC Members represent all aspects of the destination of potential tourist interest:

For example:

• Culture
• Cuisine
• Nature and wildlife
• Outdoor recreation
• Folklore
• Artisanry, music, theatre
• History,
• Public lands and water resources
Roles of the GSC

1. Define criteria for content on the website
2. Provide content to go on the website
3. Engage local people to provide content
4. Helps NGS edit, verify and select content
5. Be the ultimate owners of the site

1. Be a permanent local presence
2. Network with NGS and our getourism councils around the world
Sustainable Tourism – Criteria:

- Global Sustainable Tourism Criteria (GSTC)
- UNESCO World Heritage Center - Convention
- ICOMOS – World Monuments Fund

National Geographic Principals:

- Promote destination appeal
- Market Selectivity
- Plan for the long term
- Evaluate consumer enthusiasm - evaluate benefits per guest
Principals of Geoturism:

- Integrity of the site: Sustain and increase the geographical character of places
- International codes: Adhere to WTO / GSTC / Other
- Market Diversity
- Tourist Satisfaction
- Involving the community
- Interactive interpretation
- Promoting the attractiveness of the destination
- Conservation of resources
- Planning: Balancing economic needs
- Evaluation
- Benefits of community
MapGuide includes:
Locations, sites, attractions, services, businesses, activities, events, or experience that are distinctive elements of our place:

- Natural areas and remarkable geological features
- Habitats and distinctive wildlife species
- Locations / or sites with local agricultural products
- Events, ceremonies, festivals that highlight the
- Cultural Experiences: heritage, museums, theaters, music
- Art galleries, craft workshops,
- Outdoor Experiences such as rafting, hiking, climbing
- Historic sites, trails, farms and local architecture

- Scenic routes

- Community projects, protected areas, initiatives / projects for conservation and restoration

- Small family businesses: cafes and bars with interest, craft shops, farms or unit of rural tourism

- Artists or local artisans, storytellers, historians and guides

http://www.gobluecentralamerica.com/
Steps to develop a Geotourism Website – 12 to 14 month project lifecycle

1. Organize Geotourism Stewardship Council
2. Project Planning and Orientation meeting
3. Establish site nomination website
4. Engage communities - geotourism forums, local outreach, media / Gather site nominations
5. Create Geotourism MapGuide - catalytic program - informs, educates and involves local people and visitors
   - Mid term meeting
   - Edit, fact check
   - Choose site nominations to put on the map
   - Identify text themes
   - Write, design, complete and handover site
6. Public Roll out event
7. Engage GSC to identify what we do next
Measuring Success (MOS) – How and what we will measure

How we will measure success
• Self Assessment through Geoconsensus – content contributors periodic self reporting
• Stakeholder Surveys – web site based / work groups
• Visitor surveys – web site / at visit points in the region
• Data interpretation and reporting in cooperation with Duke University – The Nicholas School of the Environment

What we will measure; Key indicators
• Visitors / Length of stay / Income generation / benefits
• Local participation / public – private sector partnerships
• Awareness and perception of the Western Balkans brand
• “Quality Mark” program – standards set by the DVWHC
Go Blue Central America Geotourism MapGuide

Nominate Places to the MapGuide

Help tell the story of what is special about your place. **Start Nominating Here!**

Nominations open now!

Most Recent Nominations

- **Sea Adventures Carenero, (Bocas)**
  Nominated on 9/3/12

- **Food or Drink Entre Pisco Y Nazca, Sandy Bay, Roatán, Honduras**
  Nominated on 8/20/12

- **Food or Drink Lina Longa, West End, Roatán, Honduras**
  Nominated on 8/12/12

**LOCAL KNOWLEDGE**

The best travel advice comes from the people who live here.
Learn about: Bill Brady

**It's easy to nominate!**
Tell us about it, share photos and videos, then map it and submit it for review.

[Sign up to start nominating now.]
The Sustainable Tourism Test: Are we sustaining or enhancing the character of our place?
July, 2008 –
Memorandum of Understanding with the USDA and USDI – align the missions of NGS and these federal departments to develop geotourism strategies that promote wise destination stewardship

The Geotourism MOU Working Group
Phase 1 -
Online site provides a platform for the National Atlas

- Distribution

- Access to Markets

- Access to knowledge
Jonsrud Viewpoint and then if the title is really long it can go all the way here.

**The Central Cascades**

**Photos**

- 3 of 3 (Previous)

- 3 of 3 (Next)

**Videos**

- 4:55
- Trail of Video

**Documents**

- Title of Document: Down Here

**Location & Contact Info**

- Contact Information
  - Phone: 503-225-5655
  - Website: www.interactive.travelmagazine.com

**Comments**

- Rate this location: 3 of 3
- Add a comment: 3 of 3

---

**Recommended Alternatives**

- Mount St. Helens
- Snoqualmie Falls
- Vashon Island

**Around and About**

- Experience Close to
- Experience Close by
- Places

**Experience**

- Experience #1 Close to
- Experience #2 Close by

**Favorites**

- People
- Places
- Experiences

---

**America, at its heart.**

The Official Geotraveler's Portal for the United States.
What is the vision for well managed tourism to sustain the future of coastal Central America?

For my region

For my community

For me
MAREA – Central America Geotourism Website
Strategy and Objectives

What do we want to accomplish with this project?
What is so special about your place?

What are at least six, no more that ten, themes that define your sense of place?
GEOTOURISM destination assessment
Rate each section 1–10 with 1 as lowest / 10 as highest
Highest Score = 70

1) Environmental / Ecological Quality
- Strong conservation ethic
- Has recycling program
- Conserves water (reducing demand, reusing)
- Conducts environmental impacts
- Waste disposal, sewage processing
- Conservation incentives & enforcement
2) Social / Cultural Integrity
- Maintains/celebrates cultural traditions
- Discourages homogenization
- Follows WTC Global Tourism Ethics
- Encourages entrepreneurship for tourism
- Respectful of residents, indigenous peoples

3) Built environment / historic integrity
- Protection of archeological, historic sites
- New development built to scale, density
- Quality restoration practices

4) Aesthetic Appeal
- Beautification program
- Human-scale signage
- Attractive gateways
5) Social / Cultural Integrity
- Maintains/celebrates cultural traditions
- Discourages homogenization
- Follows WTC Global Tourism Ethics
- Encourages entrepreneurship for tourism
- Respectful of residents, indigenous peoples

6) Built environment / historic integrity
- Protection of archeological, historic sites
- New development built to scale, density
- Quality restoration practices

7) Aesthetic Appeal
- Beautification program
- Human-scale signage
- Attractive gateways
Jim Dion

Sustainable Tourism Program Manager
National Geographic Society – Maps Division

jdion@ngs.org