



# Sarteneja

## Tourism Development Plan



Belize's undiscovered destination...



# Introduction

## Sarteneja Tour Guide Association (STGA)

*On behalf of the Sarteneja Tour Guide Association (STGA), I would like to present to you this document – a vision and a plan for tourism development in Sarteneja. I see a need for planned, sustainable tourism development to ensure Sarteneja is able to keep its culture – the very values that draw people to the community.*



Joel Verde,  
Coordinator, STGA

*I am proud to be part of the process of planning tourism in our beautiful community, something that will benefit not just the tour guides or fishermen, but also the future generations to come.*



### Sarteneja Tour Guide Association Mission Statement

“To provide an environment for the development of sustainable, environmentally aware tourism in Sarteneja, in which the community can develop as a tourism destination, and in which tour guides can be employed as an alternative to traditional fishing, reducing the pressure on Belize’s Barrier Reef.”

## Sarteneja Alliance for Conservation and Development (SACD)

Sarteneja has everything a nature lover is seeking... tranquility on the scenic sea side, with a blend of flora, fauna and year round sunsets over the crystal waters of the Corozal Bay, with a community life full of tradition and history.

The Sarteneja Tour Guide Association, in its quest to promote ecotourism as an alternative livelihood for the traditional reef and local fishermen, has ventured into ensuring sustainable and planned development of the community - to offer Sarteneja as a tourism destination in Belize, whilst ensuring the preservation of its uniqueness, the “undiscovered secret”.

SACD has ensured that environmental awareness and best practice are in place for an environmental-friendly, responsible tourism development. Together, we have taken on the responsibility of developing the “Sarteneja Tourism Development Plan”, to serve as a guide for future tourism development in the community, ensuring that the ideas and visions of all community stakeholders are documented in the tourism plan.

We recognize that Sarteneja has the full potential to venture into responsible ecotourism and benefit the entire community without major impact to the environment and the traditional livelihood of its habitants.

SACD applauds STGA’s courage for venturing into a project that focuses on the interest of Sarteneja. A project that comes with challenges - challenges that I’m sure will be conquered.



Diomar Salazar,  
Director, SACD

*Diomar Salazar*

SACD Director

**SACD**

Sarteneja Alliance for  
Conservation and Development

### SACD Mission Statement

“SACD is an Alliance dedicated to improving the quality of life of its stakeholder communities through conservation, protected areas management and the sustainable use of the natural resources.”

# Planning for Tourism in Sarteneja

Sarteneja is a community with a Vision – one of environmentally and financially sustainable tourism. Tourism stakeholders within the community are working together to develop this Plan for achieving this vision, with stakeholder involvement throughout the process, through a series of community workshops, participatory surveys, focal group meetings and individual consultations.

## Project Partners

**Sarteneja Tour Guide Association**  
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This Tourism Development Plan was created to provide a blueprint for change, taking Sarteneja forward from its present situation of a declining, fisheries-based economy towards the community vision of a tourism-based economy. This will be achieved through the identification of specific steps and strategic actions that can be implemented to achieve success, based on information on current tourism activities and attitudes in Sarteneja.

The Sarteneja Tourism Development Plan has been developed using the guiding principles of:

- A fully participatory process of community involvement and input throughout
- Promoting social and economic benefits for for all sectors of society
- Recognition of the importance of the natural resources, and the need for good management, using the most accurate scientific information available

### Vision

***Sarteneja is the recognised community-based tourism destination in northern Belize, rich in culture, traditions and natural resources....a unified, environmentally aware community ensuring shared sustainable economic opportunities for its people.***

# Community Profile

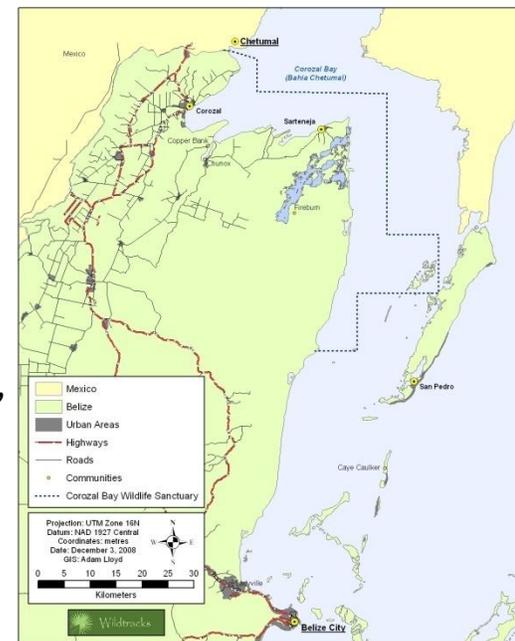
Sarteneja, with a resident population of approximately 1,800, is the largest fishing village in Belize. It is located in Corozal District, on the north east point of the mainland, approximately 100km north of Belize City and 26km south east of the district capital of Corozal. The name is derived from the Yucatec Maya “Tzaten-a-Ha”, which is thought to translate as “water in the rock”.

The fishing tradition is rooted in Sarteneja’s history. The community was first established by the Maya and grew to a prosperous post-classic seaport. In more recent history, the fishing industry, based on the lucrative lobster and conch fishing, grew side by side with boat building, with each builder averaging two boats per year. With these two industries, the village developed into the Sarteneja we live in and know today.

Sarteneja is one of the major stakeholders of the Belize Reef, and community members have based their lives around the traditional harvesting of marine products. Figures show that Sarteneja is home to one third of the commercial fishermen in the country, with over 80% of households within the community being dependent on fisheries resources – principally through artisanal fishing for lobster, conch and finfish, but also through fly-fishing and reef tourism.

It is recognized at local, national and international level that the traditional fishing industry in Belize is in serious decline, and consultations with the fishermen and other community members of Sarteneja have demonstrated a clear recognition of the declining state of the resource, and a strong desire to develop alternative livelihoods through tourism in the local area.

Sarteneja



## Community Capacity

### Sarteneja Tour Guide Association (STGA)

was registered in May, 2007 with the principal goal of promoting an environment in which the tour guides can be employed within Sarteneja, as an alternative to the reliance on marine resources that currently predominates.

### Sarteneja Alliance for Conservation and Development (SACD)

was established in September, 2008, to ensure the protection and sustainable use of the Corozal Bay Wildlife Sanctuary, based on good stewardship and fair distribution of opportunities for all stakeholders.

*STGA and SACD closely collaborate with local community organizations such as the Sarteneja Fishermen Association, Sarteneja Tourism Committee and Guardians of History, Culture and Nature*

## Community vision

Sarteneja is the recognised community-based tourism destination in northern Belize, rich in culture, traditions and natural resources ... a unified, environmentally aware community ensuring shared sustainable economic opportunities for its people.

# Visitor Profile

## Current Visitor's Profile

Most tourists visit Sarteneja for its tranquillity and its wildlife. During visitor surveys conducted during November and December, 2008, 92% of visitors said they would recommend Sarteneja to friends, based on the peaceful, welcoming atmosphere of the community, and the rich culture and wildlife of the area. The survey also highlighted a number of activities undertaken by visitors, the majority focused on outdoor pursuits.

The culture and natural environment were also key elements in initially attracting visitors to the area. 90% of visitors stated that the quality of the natural surroundings and the potential to see wildlife were very important in their decision to visit. 80% indicated that access to a pristine environment was very important in their evaluation of their time in Sarteneja. Additionally, 70% answered that their desire to learn about the culture and the opportunity to visit a traditional fishing community, were very important in their decision to come to Sarteneja.

Uses of Corozal Bay	
Activity	No. respondents
Hiking/Trekking	90%
Wildlife viewing	90%
Protected areas	80%
Swimming	50%
Cultural heritage	30%
Snorkelling/diving	20%
Fishing	10%
Biking	5%

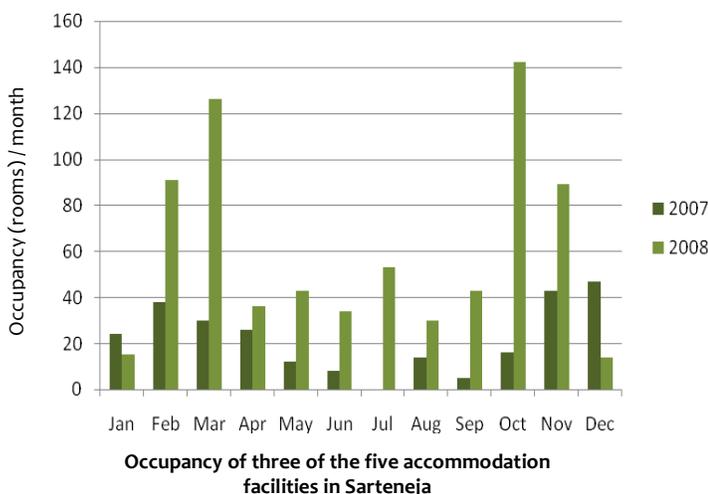


## Future Visitor's Profile

The future target visitor's profile was identified at several community meetings with participants agreeing that development in Sarteneja should maintain its relaxing and tranquil environment, comply with conservation efforts and should bring widespread economic benefits.

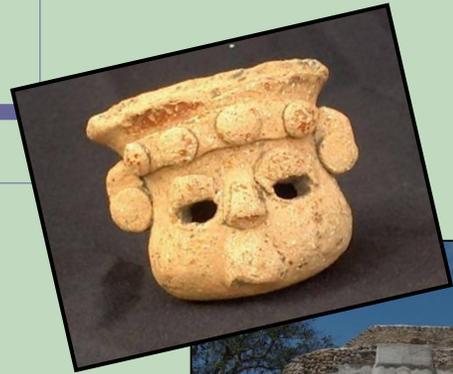
The most economically, socially and environmentally beneficial focal markets for the development of a tourism foundation for Sarteneja were identified. They include students, volunteers and

visitors willing to interact with the community (mainly through the home stays), and active people who would be interested in exploring Sarteneja's historic and natural attractions, utilizing itineraries and services of local tour guides. Local protected areas, archaeological sites and the cultural uniqueness of the traditional sailing and boat building have been highlighted as excellent subjects of interest for travellers, researchers and scientists.



# Historic Attractions

Sarteneja is built on the site of a large Maya settlement, and signs of the past Maya culture can be found everywhere. It is believed that the village may have held as many as 300-400 ancient structures within 0.5 to 1 km from the shoreline. All these sites remain unexcavated, along with the Kakantulix site, the second largest ceremonial site in northern Belize, hidden in the forests south of Sarteneja. Cerros, Chac Balam and San Juan are other important centres of Maya culture, within reach of Sarteneja.



## Cerros

This impressive site was occupied in the Late Preclassic period and underwent several modifications in the Classic period. The excavations revealed that the site was an important trading centre probably based on the sea-borne import of jade and obsidian. The core of the site immediately abuts the bay and consists of several relatively large structures and stepped pyramids, an acropolis complex, and two ballcourts. Bounding the southern side of the site is a crescent-shaped canal network that encloses the central portion of the site. Two structures possess facades with two to four metre high masks.

## Kakantulix

The proposed Kakantulix Archaeological Reserve is situated to the south-east of the Fireburn Nature Reserve and covers an area of 279 acres. There are 96 structures reported so far, with a central temple structure built in the same style as the temples at Tikal. Like the shorelines of Sarteneja, the site abounds in ceramic pottery shards.

## Cenote

This water filled sinkhole, with clear water that reaches the depth of 70 feet, had a ceremonial significance for local Maya. The access trail takes visitors through Yucatan forest, which is home to a number of Yucatan endemic bird species.

## San Juan

San Juan is located on Ambergris Caye. The site consists of the remains of nine temples, with several burials dating back to 150 A.D. – 1000 A.D. Some of the sascab platforms are artificially elevated several metres above sea level, which makes San Juan one of the highest pieces of land in northern Belize.

## Chac Balam

Chac Balam is also located on northern Ambergris Caye, and was an important Maya ceremonial and administrative centre dated to the Late and Terminal Classic Periods. The site comprises of burial chamber remains, and is well known for its Coconut Walk pottery.

## Maya wells and structures

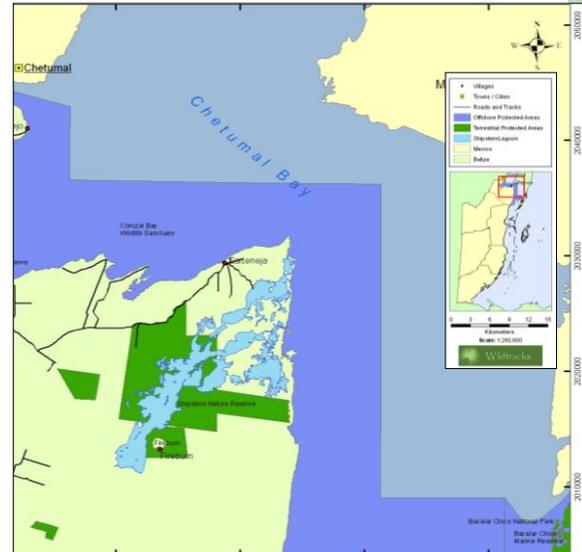
The Maya carved circular wells in the solid rock at several locations throughout Sarteneja, still in use today. These provided water for the ancient Maya settlement, which can still be seen through the different, unexcavated Maya structures that can be seen in and around the village.



# Natural Attractions



Sarteneja is located in an area of scenic natural beauty. Its environment provides visitors with opportunities to encounter the abundant marine and forest wildlife that can be spotted in its tropical forests, mangroves and lagoons. Situated on the biggest estuarine system in Belize, Sarteneja lies on the Corozal Bay Wildlife Sanctuary, and is home to West Indian manatees and bird nesting cays. The Barrier Reef, part of Belize's World Heritage Site, lies to the east, only a boat-ride away.



## Protected Areas

### Shipstern Nature Reserve (SNR)

Shipstern covers an area of 26,000 acres. It protects more than ten different tropical habitats in the northern plains of Belize. It is a haven for many threatened species such as jaguar, puma and ocelot, and also hosts some of the largest breeding colonies of wood storks. The observation tower provides visitors with the opportunity to enjoy a panoramic view of the forest, lagoons and Bay.

### Corozal Bay Wildlife Sanctuary (CBWS)

Corozal Bay Wildlife Sanctuary, declared a protected area in 1998, is one of the largest marine reserves in Belize encompassing 72,050 hectares of the Belize portion of the Bay and much of the northern shelf lagoon behind Ambergris Caye. It is protected for its healthy manatee population, its pristine mangrove systems, and the presence of critically endangered species such as the goliath grouper, hawksbill turtle and the small tooth sawfish. Two fresh water rivers, and numerous coastal lagoons and creeks, mangrove forests, and salt marshes are connected to the Bay, and help maintain its viability.

### Bacalar Chico Marine Reserve and National Park (BCMR / NP)

Bacalar Chico, recognised as part of the Belize Barrier Reef Reserve System World Heritage Site, is situated on northern Ambergris Caye. It covers 130 km<sup>2</sup> of the Belize Barrier Reef and includes Rocky and Robles Points - the only points where the reef touches the coastline of Belize. With a combined area including a 15,000-acre marine reserve and 12,000 acre terrestrial reserve, BCMR / NP is easily accessible from Sarteneja by boat. The east side of the island has extensive mangrove lagoons - breeding grounds for marine and coastal birds and a crucial nursery for many reef fish. The east facing beach serves as a major nesting ground for Loggerhead and Green Turtles.

### Fireburn Reserve (FR)

Fireburn Reserve consists of 1,850 acres of a combination of lowland tropical moist forest, swamp forest, mangrove and savanna. A well established trail network exists within the Reserve.



# Cultural Attractions



## Easter Regatta

The Easter Regatta is a traditional annual event, originally heralding the start of the fishing season. It is an important tradition, boats returning to Sarteneja to be pulled up for maintenance work and repainting at the end of the lobster fishing season, in preparation for racing. The whole day is full of entertainment (with competitions such as the greasy pole, and performance of the traditional hoghead dance). It offers a great opportunity to taste all of the local traditional meals and admire the artwork of local artists.

## Boat building

Boat building in Sarteneja grew side by side with the fishing tradition. The first boat builder was Peter Young, who worked in the village until 1957. The 1960's and 70's were a peak time for boat building: each boat builder averaged two boats a year. The majority of the boats were built for the fishing industry, and sold in Sarteneja and Caye Caulker. To this day, traditional wooden boats are still built in the village, and still used for fishing. These craftsmen are always eager to share their knowledge of the boat building process with visitors.



## Sailing

Sailing on traditional fishing boats with skilled local fishers, catching the wind in the sails and, for those fortunate enough, manatees and dolphins joining the fun.



## Home stays

Living with local families provides opportunities for experiencing the traditional way of life in Sarteneja, and integration into the community. Meet the active community-based conservation organizations that look to promote alternative livelihoods in tandem with environmental sustainability, and participate in and support their activities.



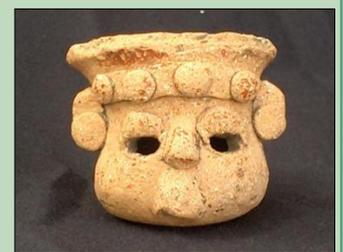
## Local artists

Sarteneja's artists take inspiration from Mayan history, local sailing tradition and picturesque scenery and they insert their imagination into bright, colorful paintings.



## Museum

Under the management of the Guardians of History, Culture and Nature the museum displays Mayan artifacts and tools found in Sarteneja area along with preserved specimens and provides insight into the history of the village.



# Recreational Attractions

## Bird-watching



The lagoon system is a great place to observe bird nesting colonies.

## Swimming and sunbathing



The seafront of Sarteneja provides very enjoyable swimming in a warm shallow water

## Kayaking



One of the best ways how to get closer to the wildlife

## Cycling



Surrounding routes help visitors discover local scenery.

## Camping



The tranquility of the village attracts a lot of campers and backpackers

## Hiking



Hiking in Sarteneja's forest is undoubtedly a way off beaten path.

## Fly-fishing

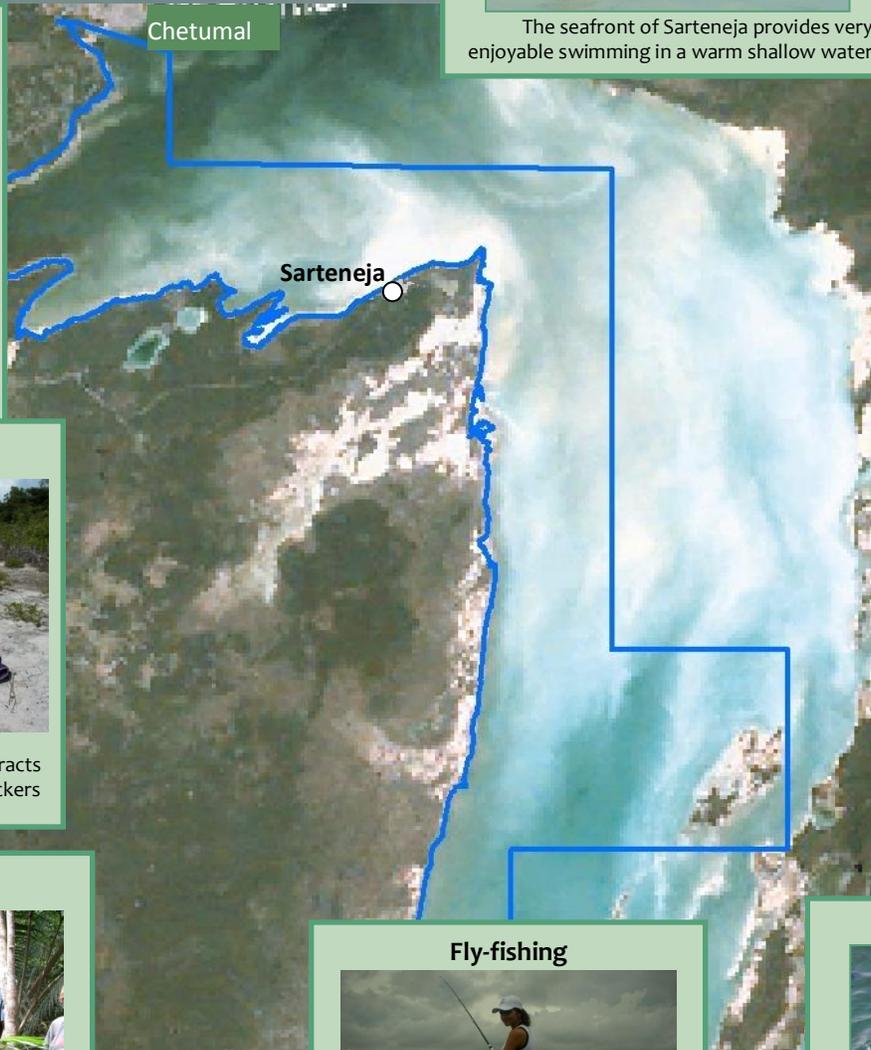


Local waters are an excellent habitat for many different fish species

## Snorkelling and diving



Bacalar Chico is the place to explore marine life.



# Local Organizations

**Sarteneja Tour Guide Association (STGA)** – promoting Sarteneja as a tourism destination, provide alternative livelihoods for local fishermen in the tourism industry, represent and support Sarteneja's tour guides and liaise with Belize Tourism Board and Belize Tourism Industry Association

**Sarteneja Alliance for Conservation and Development (SACD)** – bring people together towards conservation and development. Co-management agency for Corozal Bay Wildlife Sanctuary

**Sarteneja Tourism Committee (STC)** – promoting Sarteneja as a key destination for tourists arriving to Belize with emphasis on conservation; provide employment opportunities for the local community within the village, improve infrastructure and highlight Sarteneja's natural beauty with its virgin forest and wildlife

**Guardians of History, Nature and Culture (GHNC)** – promoting history and culture of Sarteneja

**Sarteneja Fishermen Association (SFA)** - Providing alternatives for fishermen in Sarteneja, a key stakeholder of the Belize Barrier Reef

## Tourism Development Priorities

### Improving access

- Completion of rebuilding of road for wet season access and hurricane evacuation / relief access
- Renovation and extension of Sarteneja wharf to allow docking by water taxis in northern season (should also be adapted to allow for through-flow of water to prevent accumulation of mud in shallow water areas)
- Increased information availability on buses that travel to Sarteneja – signs and timetable in Belize City, Orange Walk, Corozal and Chetumal
- Developing Sarteneja as a border entry point and establishment of a water taxi service from Chetumal

### Developing infrastructure and organized tourism activities

- Support Sarteneja Tour Guide Association in development of tour itineraries, establishment of best practices, and development of tour guide infrastructure
- Support Sarteneja museum initiative
- Developing sites and resources in and around Sarteneja as tourism activities
- Provide / upgrade sea-front tourism infrastructure – picnic benches, toilets, showers
- Encourage further development of community-based hotels, restaurants and associated businesses in Sarteneja
- Marketing of Sarteneja as a tourism destination

### Conservation of Natural and Cultural Resources

- Maintain the culture and unspoilt village atmosphere
- Support Sarteneja Alliance for Conservation and Development (SACD) in co-management initiative for Corozal Bay Wildlife Sanctuary, with Forest Department
- Support final stage of declaration of Kakantulix Archaeological Site, as a tourism resource for Sarteneja, in partnership with Wildtracks and Institute of Archaeology

# Benefits resulting from Tourism Development

The main objectives of Sarteneja's Tourism Development Plan are focused on creating alternative livelihoods and opportunities that would be beneficial for the whole community. Potential job and business opportunities resulting from tourism growth were identified at primary benefits by community participants, along with immeasurable benefits.

Business Opportunities		
Sector in tourism	Kind of business	Assets requirements
Accommodation	Hotel	Infrastructure
	Guest house	
	B&B	
	Camping	Infrastructure
	Rooms for home stays	Rooms
Catering	Restaurant	Venue
	Bar	
	Fast food	
Tour operations	Tour operator	Boats, equipment, mini-bus, office venue
	Travel agent	Office venue
Transportation	Taxi service	Vehicles
	Gas station	
	Car/golf cart/motorcycle rental	Vehicles
	Bicycle rental	Bicycles
Organised activities	Sailing school	Sailing boat
	Sailing tours	
	Canoe rental	Equipment
	Volleyball court	Land
Provision of facilities	Venue rental	Infrastructure
Arts & Crafts	Artist's workshops	Venue
Agriculture	Organic fruits and vegetable retail	Venue
	Agro tourism	Farm land, livestock
Retail	Gift shop	Infrastructure
	Grocery stores- Expanding existing ones or establishing new ones	
Services	Laundrette	Washing machines, Tumble-driers

Job creation			
Sector in tourism	Position	Kind of employment	Special requirements
Hotels	Housekeeper	Part-time, full-time	No
	Front of house	Full-time	English, computer skilled
Tour operators	Tour guides	Part-time, full-time	Licence
	Specialist tour guides	Part-time, full-time	S
Catering	Chef	Part-time, full-time	No
	Waiter	Part-time, full-time	No
Taxi service	Driver	Part-time, full-time	Licence
Sailing	Crew	Part-time, full-time	
Medicinal plant presenting	Presenter	Part-time	
Information centre	Attendant	Part-time, full-time	English, computer skilled

## Immeasurable benefits

- Development of new skills and capacity
- Economic diversification
- Improved communications
- Better access to markets
- Developed infrastructure and public services for community
- Cultural pride & education for younger generations
- Improved education
- Improving language skills
- Unifying community
- Greater environmental awareness and education
- Decrease in illegal hunting and fishing

# Priority Concerns

Internal Factors: Weaknesses	
<b>Limitations to current infrastructure and accessibility</b>	Tourism facilities (toilets and showers) not currently useable
	Boat access limited during norther season as wharf is not long enough
	Poor road access
<b>Limited accommodation and restaurants when tourism increases</b>	Hotels are full at Easter, and at other times have limited capacity beyond current tourism levels
	Restaurants are limited, with unreliable opening hours
<b>Limited marketing</b>	No planned marketing strategy for Sarteneja
<b>Limited understanding of tourist requirements within community</b>	Community services are not tailored for tourism – limited knowledge of hospitality, service and food requirement (eg. vegetarian options) for acceptable tourism standards
	Stray dogs, poorly cared for horses, cats etc.
<b>Poor solid waste disposal</b>	Garbage collection system not yet working effectively
	New solid waste site opened, but access not easy – a distance from the village and road not graded
	Lack of awareness of new solid waste site (signs, general awareness within community)
<b>Lack of control of natural resources</b>	No surveillance or enforcement activities for Corozal Bay Wildlife Sanctuary
	No clear management framework for Shipstem Lagoon or for bird nesting colonies at Cayo Falso
	Large areas of important mangrove nursery habitat are within privately owned, large landholdings
	Nationally important bird nesting colonies and forest corridors are within privately owned, large landholdings
<b>Loss of coastal land to foreign ownership</b>	Land available for community development is limited, following sale of majority of coastal land to foreign owners
<b>Losing control over development within community</b>	Concern of loss of community character as foreigners start to buy house lots for development within the village
	Limited-time occupancy of houses by foreign owners, with parts of Sarteneja appearing closed up for much of the year, losing neighbourhood qualities
<b>Location</b>	Mosquitoes

External Factors: Threats	
<b>Accessibility</b>	Road impassable during heavy rain and post-hurricane storms
	Boats unwilling to dock during strong north winds,
<b>Environmental Degradation</b>	Uncontrolled coastal development
	Mangrove clearance, with removal of fish nursery areas
	Increasing boats with associated impacts – oil pollution, increased probability of boat / manatee collisions
	Untreated sewage (200m <sup>3</sup> per day) discharged into Corozal Bay from Chetumal
	Potential of oil exploration in Corozal Bay
	Binational issues – illegal fishing and poaching of manatee
<b>Large, foreign-owned resorts and developments</b>	May employ from outside Sarteneja – cheaper workforce available from Central American immigrant pool
	Developments in or near Sarteneja may negatively affect the cultural and community identity of Sarteneja
<b>Natural Disasters</b>	In a relatively high hurricane probability area

# Action Steps towards Tourism Development

Priority activities under direct STGA control		
Short Term (within 1 year)		
Identified issue	Solution	Limitations/Opportunities
<b>Infrastructure</b>		
No facilities at air strip for arriving passengers	Install information board with map of Sarteneja and sign showing direction to Sarteneja	SACD Volunteer and Internship Programme; Sponsorship from local business
Bus / boat / air times unknown to visitors	Bus times more accessible to tourists – print as part of map and as part of advertising poster for distribution in Belize City and Orange Walk	Put time schedules of bus times on SACD, STGA and Sarteneja websites; Leaflet with departure / arrival times for distribution to hotels
Very limited transportation within Sarteneja	Encourage local stakeholders to establish a taxi service	
	Establish a bicycle rental at the STGA office or with local family	Expand microloan to enable purchase and maintenance of bicycles by local family
Information on locations of facilities within village	Develop map for visitors for printing on leaflet / handout, and for large board map at airstrip / pier and at entrance to village	Map already started by SACD Possibility of donations towards printing from local tourism interests
Limited accommodation	Homestay development for fishing families	Currently funded under FoWH project. A tool for greater community participation in tourism and direct benefit
	Camp sites need to be established Encourage local stakeholder to establish camping facilities	Potential for microloans to fund camping bathroom / kitchen facilities
<b>Recreational Attractions</b>		
Establishing an information centre in SACD/STGA office	Have an Information Centre sign designed and made. Signs directing people to Information Centre placed throughout the village. Print information brochures, maps, lists of accommodation, restaurants, activities, postcards	
Guides lack equipment	STGA to provide equipment for rent	Kayaks, binoculars and ID books already available. Need outboard for STGA boat. Grant funding

# Action Steps towards Tourism Development

## Priority activities

### Short Term (within 1 year)

Identified issue	Solution	Limitations/Opportunities
<b>Recreational Attractions</b>		
Few licensed tour guides currently working in Sarteneja (most part time in Belize City)	Encourage local tour guides and divers to complete their licenses to be able to conduct tour guiding	10+ tour guides have completed the BTB training course, but are waiting for tourism to start in Sarteneja before getting their licenses
Limited knowledge of wildlife among local guides	Training in bird and mammal identification and ecology Develop wildlife guide for wildlife of the Sarteneja area	Wildtracks and Shipstern Nature Reserve both have technical knowledge in this field
Few tour guides are licensed for diving, and none have equipment	Locate funding for dive equipment and training to dive master	Opportunity to get diving training free if equipment is provided (offer by S. Villanueva)
Information on renting kayaks is not easily available	Set up kayak rental in SACD/STGA office and advertise	Establish and post rental prices (for visitors & locals)
Limited use of Cerros Archaeological Reserve	Liaise with Institute of Archaeology staff at Cerros for information about site	Train local tour guides in use of Cerros as a tour destination, with integrated Best Practices
Kakantulix Archaeological Site not utilised	Finalise SI for Archaeological Site	Survey already completed; Require final survey map
	Improve access, develop information material and infrastructure, conduct training for local tour guides	Seek assistance from IoA Structures already mapped
Museum requires strengthening	Strengthen and upgrade the museum	Strengthen GHNC
	License Maya artefacts for display in the museum	
Limited marketing of Easter Regatta	Build on the success of the 2009 Regatta with improved marketing and advertising, and support of 2010 Regatta committee	
Sailing and boat building	Promoting boat builder's workshop, include boat building in itineraries Printing leaflets, putting information on websites	Increase pride in Sarteneja's cultural uniqueness
Limited marketing of Sarteneja	Develop full marketing plan for Sarteneja, including design and printing of print information leaflets about individual attractions of Sarteneja	Website has been created <a href="http://www.sartenejatours.com">http://www.sartenejatours.com</a>

# Action Steps towards Tourism Development

Priority activities		
Medium Term (1 - 2 years)		
Identified issue	Solution	Limitations/Opportunities
<b>Infrastructure</b>		
No formal bus stop in Sarteneja	Bus shelter for arriving and departing visitors, by pay phone and/or on Main Road near village entrance	
Improved road access	Community lobbying towards fixing the road and regular maintenance	Limited Government funding and non-prioritization of Sarteneja road. Paving considered optimal but unrealistic
Interest in boat and private aircraft flying directly to Sarteneja when entering country	Install Customs and Immigration officers in Sarteneja, with associated infrastructure	
<b>Recreational Activities</b>		
No framework for sailing activities	No agreements established between the tour organiser and sailing boat owners	Currently few fishermen / boats available. Option may be to purchase a designated sailboat for tourism activities
	Exaggerated financial expectations from the sailing boat owners	Start with boat owners with realistic expectations, and gradually extend
	Few sailing boats are available during fishing season	Investigate grant funding opportunities for purchase and outfitting of sailing boat by STGA
STGA members reliant on boat owners to access snorkelling destinations	Locate funding for outboard engine for STGA skiff	Investigate grant funding opportunities for purchase of professional snorkelling equipment, outboard engine and other equipment
	Agreements with skiff owners interested in participating and willing to be available for tours	
No tour itineraries are completed and available to inform visitors of tour opportunities	Completed itineraries, printing brochures and maps, costing	
Limited fly fishing equipment available	Locate funding for purchase of more equipment	Some fly fishing equipment available for rent to STGA members
Accessibility to archaeological sites	Establish agreements with land owners about access for tourists to Maya structures	Develop infrastructure – trail system linking sites, signs etc

# Sarteneja



*Sarteneja – the undiscovered destination*



SACD

Sarteneja Alliance for  
Conservation and Development



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