

TOURISM IN SAN PEDRO



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BELIZE TOURISM BOARD

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Hon. Manuel Heredia Jr.

Ministry of Tourism and Civil Aviation

106 South Street

Belize City, Belize

Dear Mr. Heredia

It is my duty as the IT consultant of the Belize Tourism Board to inform you on the tourist activity and improve the tourism industry of Belize by analyzing and suggesting solutions to many problems that may occur. The tourism industry provides jobs to many people and it brings large amounts of revenue to the country.

INCOME

SOURCE	PERCENTAGE	AMOUNT
Government	87.5%	\$ 120,050.00
Hotel and Resort taxes	7%	\$ 9,604.00
Tourist attractions	5%	\$ 6,860.00
Departure Taxes	0.5%	\$ 686.00
TOTAL	100%	\$ 137,200.00

EXPENSES

PROJECTS	PERCENTAGE	AMOUNT
Infrastructure Development	15%	\$ 20,580.00
Safety and Security Programs	45%	\$ 61,740.00
Environmental Protection	25%	\$ 34,300.00
Training Programs	15%	\$ 20,580.00
TOTAL	100%	\$ 137,200.00

The tables above show the proposed budget for the upcoming year. Displayed above are the income earned by several sources and the expenses necessary to maintain several projects. The sources include:

1. Hotel and Resort Taxes
2. Departure Taxes
3. Tourist Attractions
4. The Government of Belize

The total income acquired will be **\$137,200.00** which will be used to cover all the expenses which are:

1. Infrastructure Development
2. Safety and Security Programs

THE GOVERNING BODY OF BELIZE'S TOURISM INDUSTRY, FOCUSED ON PROGRESSIVE AND SUSTAINABLE DEVELOPMENTS.





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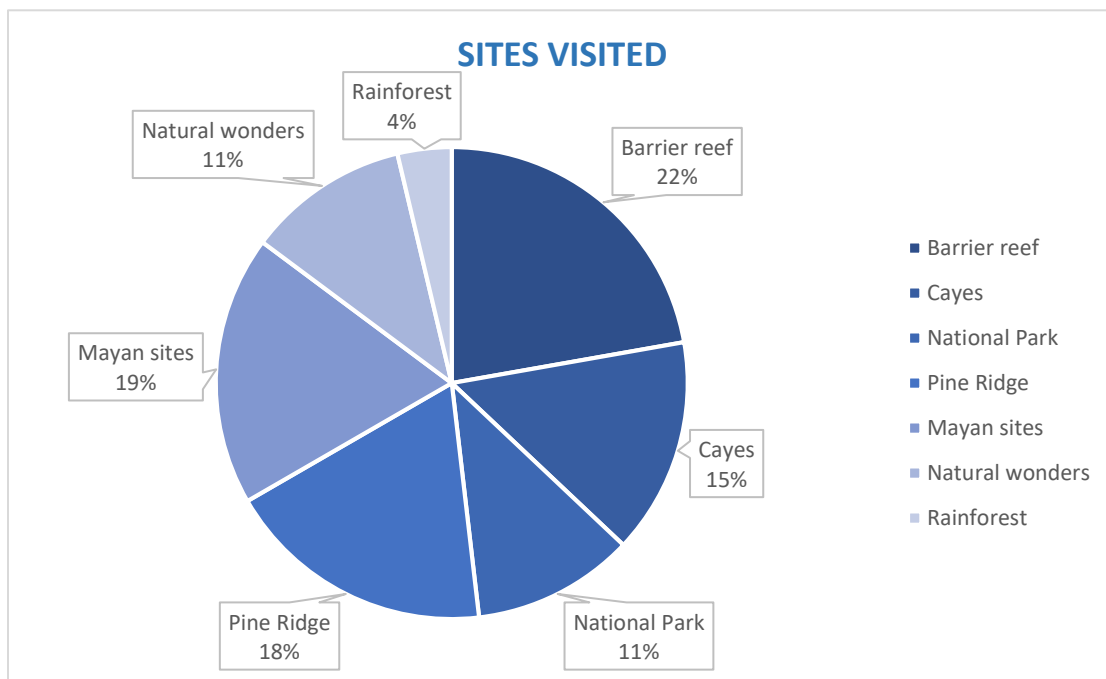
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3. Environmental Protection

4. Training Programs.

15% of the total income will be allocated to Infrastructure Development costing at **\$20,580.00**. Safety and Security programs will have 45% of the total income allocated to them costing **\$61,740.00**. Environmental Protection will have 25% of the total income allocated to it costing **\$34,300.00**. Finally, 15% of the total expenses will be allocated to several Training Programs costing **\$20,580.00**. Although the government will be able to pay majority of the expenses, advertising several tourist attractions will lead to more visits by tourists, causing an increase in the income earned. This increase will be helpful in terms of providing money for these projects.



The pie chart above displays the sites tourists have visited during their stay at Belize. The most visited site is the Barrier Reef with 22% of the total amount of tourists visiting the site. This may be because the barrier reef is one of the most well-known sites in Belize. The rainforest had the least number of visitors with only 4% of the total amount visiting. Many other sites have almost the same number of tourists visiting. The Cayes had 15% of the total, National Parks and Natural Wonders had 11%, Pine Ridge and Mayan sites had the same number of visitors. Further advertising these sites may increase the number of visits therefore increasing the amount of income earned.

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Tourist Grouped by Nationality

Nationality	Money Spent	First Name	Last Name	Means of Arrival	length of Stay
American	BZ\$2,700.00	Linda	Smith	Airline	Overnight
	BZ\$1,560.00	William	Jones	Cruiseship	One day
	BZ\$1,400.00	Anna	Martin	Airline	Overnight
	BZ\$690.00	Katie	Moore	Cruiseship	One day
	BZ\$600.00	Jerry	King	Cruiseship	One day
5	BZ\$6,950.00				
Brazilian	BZ\$2,350.00	Hugo	Silva	Airline	Overnight
	BZ\$2,000.00	David	Oliveira	Airline	Overnight
	BZ\$1,780.00	Miguel	Santos	Airline	Overnight
3	BZ\$6,130.00				
British	BZ\$1,340.00	Jenna	Taylor	Airline	Overnight
	BZ\$870.00	Nathan	Brown	Tour bus	One day
	BZ\$730.00	John	Murray	Tour bus	One day
	BZ\$700.00	Diana	Armstrong	Cruiseship	One day
4	BZ\$3,640.00				
Chinese	BZ\$1,990.00	Jayesh	Khatri	Cruiseship	One day
	BZ\$800.00	Ai	Chen	Cruiseship	One day
	BZ\$690.00	Huang	Li	Tour bus	One day
3	BZ\$3,480.00				
Indian	BZ\$1,080.00	Additri	Agarwal	Airline	Overnight
1	BZ\$1,080.00				
Japanese	BZ\$940.00	Daichi	Sawamur	Cruiseship	One day
	BZ\$940.00				
Mexican	BZ\$1,700.00	Juana	Santos	Cruiseship	One day
	BZ\$650.00	Maria	Rodriguez	Private vehicle	One day
	BZ\$550.00	Martha	Gonzalez	Private vehicle	One day
3	BZ\$2,900.00				
Russian	BZ\$1,670.00	Valentin	Ivanov	Cruiseship	One day
	BZ\$1,500.00	Boris	Andersen	Airline	Overnight
2	BZ\$3,170.00				
Spanish	BZ\$1,200.00	Marciela	Fernandez	Cruiseship	One day
	BZ\$680.00	Diego	Garcia	Tour bus	One day
	BZ\$670.00	Alejandra	Lopez	Tour bus	One day

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3	BZ\$2,550.00
25	BZ\$30,840.00

The report above briefly illustrates the tourists that have visited grouped by nationality. Out of all the tourists visiting, majority of them are American. The difference in numbers is not that high when compared to most other countries except for India, Japan and Russia. It is possible to increase the number of visitors in all these countries. Many tourists rely on Reviews on websites such as Trip Advisor to decide their destinations for vacations. Advising tourists to write positive reviews on these pages may increase the number of visits. Statistics show that most tourists visit countries as a family. Advertising activities tourists can do as a family may increase the number of visits in the country.

In conclusion, tourism is a vital part of Belize's economy. It provides jobs for many people and a large portion of the revenue for the country. This report has informed you of the budget and expenses planned for the upcoming year, 2017. It has also informed you of the number of visits in various tourist destinations and possible ways of increasing the number. It has also informed you of the nationalities of tourists visiting and ways of increasing the number.

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