

walking mountains[®]
science center

MOUNTAIN IDEAL STANDARD

Guiding principles for sustainable destination development



INNOVATION

DIVERSITY

EDUCATION

AUTHENTICITY

LEADERSHIP

Developed in Collaboration with:





**THE MOUNTAIN IDEAL – A
DESTINATION STANDARD FOR
MOUNTAIN RESORT COMMUNITIES**

Guiding principles for sustainable
destination development

walking mountains[™]
science center

walkingmountains.org | 970.827.9725

Standard Development

The first version of the Mountain Resort Community Standard was developed in collaboration with Sustainable Travel International, Walking Mountains Science Center, and Town of Vail. The standard has undergone two stakeholder review proceedings. The first was conducted in May 2016 with a local Sustainable Destination Steering Committee; the second was an open house held for local residents in July 2016. All questions, comments, and suggestions were recorded and addressed.

Standard Revisions

The v1 standard was submitted to the Global Sustainable Tourism Council (GSTC) on January 26, 2017 for formal recognition. The GSTC officially recognized the standard on July 14, 2017 and provided feedback to adjust one criteria. This v2 standard includes two revisions: 1) adjustment to the name of the standard to include “The Mountain IDEAL – A Destination Standard for Mountain Resort Communities”, and 2) revision to the C2.2 Emergency Response criteria #3. The standard will undergo a review process at least every three years.



Introduction to the Mountain IDEAL Standard:

The **Mountain IDEAL** is a sustainability standard and certification program for mountain resort communities. The **Mountain IDEAL** provides a framework of sustainable tourism criteria and performance indicators that support any mountain destination in elevating its sustainability performance, stakeholder engagement, collaboration, and recognition as a global leader.

The **Mountain IDEAL** is an internationally credible and scientifically-based standard that elevates sustainability values any destination would aspire to. Sustainable mountain resort communities actively practice and promote the **IDEAL** code of conduct with destination guests and community members. **IDEAL** stands for:

- **Innovation**—Try something new. Support innovative local businesses, restaurants, artisans, food producers, and musicians. Make a difference. Celebrate and create positive change.
- **Diversity**—Protect mountain heritage and precious wildlife. Discover how people from around the world make the community unique. Embrace natural and cultural diversity.
- **Education**—Elevate learning experiences about ecology, economy, and social equity. Learn with others, and educate the community along the journey to sustainability.
- **Authenticity**—Develop and seek out meaningful authentic experiences. Celebrate the special character and history of the mountain community. Enhance well-being and foster new friendships.
- **Leadership**—Empower the community, the destination management team, local businesses, and others. Do good together. Be leaders. Lend a hand. Support the community's shared visions of a flourishing future.

The **Mountain IDEAL** is "Recognized" by the Global Sustainable Tourism Council and includes criteria based on many other accepted principles and guidelines including those developed with input from the U.N. World Tourism Organization. The criteria within **Mountain IDEAL** provide a framework used for education and outreach, economic development, policy development, action planning, measurement, evaluation, and as a basis for destination-level certification by a qualified auditor.

The criteria and indicators within the Mountain IDEAL standard are organized into four categories:

- Sustainable tourism management and monitoring
- Destination planning and asset protection
- Community engagement, culture, and social equity
- Environmental resources, energy and water conservation, and waste reduction

Walking Mountains Science Center maintains and facilitates use of the **Mountain IDEAL** standard. Professional staff are available to support mountain resort communities along any stage of their sustainability journey; from coaching and consulting, organizing a destination self-assessment, developing an action-plan, providing trainings for managers and businesses, and navigating the pathway to destination certification.

Walking Mountains also maintains and provides the **Actively Green** sustainability training and certification program for businesses, including hotels, tour operators, and other types of businesses operating within mountain resort communities. **Actively Green** is also "Recognized" by the Global Sustainable Tourism Council. To date, hundreds of businesses have participated in **Actively Green** to elevate their sustainability performance and enhance their marketing and success stories with customers.

The amount of time it takes a mountain resort community to attain certification under the **Mountain IDEAL** standard varies based on the destination's scope, boundaries, prior work on sustainability, and engagement and collaboration of stakeholders. To learn more and schedule a phone conversation contact: mountainideal@walkingmountains.org.



Contents

A. Tourism Management	5
A1. Practice Management.....	5
A1.1 Destination Stewardship Council.....	5
A1.2 Destination Strategy and Action Plan	5
A1.3 Sustainability standards.....	6
A1.4 Inventory of attraction sites	6
A1.5 Visitor management system	7
A1.6 Attraction protection.....	7
A1.7 Visitor behavior	8
A1.8 Site interpretation	8
A2. Monitoring.....	8
A2.1 Economic impact	9
A2.2 Tourism volume.....	9
A2.3 Tourist satisfaction	9
A2.4 Monitoring.....	10
B. Planning	11
B1. Regulations	11
B1.1 Planning regulations	11
B2. Infrastructure.....	11
B2.1 Low impact transportation	11
B2.2 Property acquisitions	12
B3. Asset Protection.....	12
B3.1 Protection of sensitive environments.....	12
B3.2 Wildlife protection.....	13
B3.3 Local access	13
B4. Environmental Planning.....	14
B4.1 Environmental risk.....	14
B4.2 Climate change adaptation.....	14
C. Community & Culture	15
C1. Equality	15
C1.1 Preventing exploitation	15
C1.2 Access for all	15
C2. Safety.....	16
C2.1 Safety and security	16



C2.2	Emergency response.....	16
C3.	Opportunities.....	17
C3.1	Local career opportunities.....	17
C3.2	Balanced community.....	17
C3.3	Affordable housing.....	18
C3.4	Tourism seasonality.....	18
C3.5	Sustainable purchasing.....	19
C3.6	Supporting local entrepreneurs and fair trade.....	19
C4.	Engagement.....	19
C4.1	Local community opinion.....	19
C4.2	Stakeholder participation.....	20
C4.3	Promotion.....	20
C5.	Culture.....	21
C5.1	Protection of community property and rights.....	21
C5.2	Support for community.....	21
C5.3	Cultural heritage protection.....	21
D.	Environmental Resources.....	23
D1.	Waste.....	23
D1.1	Solid waste reduction.....	23
D2.	Water.....	23
D2.1	Water quality.....	23
D2.2	Wastewater.....	24
D2.3	Water management.....	24
D3.	Energy.....	24
D3.1	Energy conservation.....	24
D4.	Greenhouse Gases.....	25
D4.1	Greenhouse gas emissions.....	25
D5.	Pollution.....	26
D5.1	Light and noise pollution.....	26
D6.	Environmental Control.....	26
D6.1	Snow making and melting.....	26



A. Tourism Management

A1. Practice Management

A1.1 Destination Stewardship Council

Destination Criteria:

The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism. This organization has defined responsibilities for the management of environmental, economic, social, cultural heritage, aesthetic, quality, health, safety, and human rights issues.

Implementation Guidelines:

1. An appropriately funded organization has responsibility for the planning and management of tourism and sustainable destination initiatives that are suited to the size and scale of the destination
2. Individuals within the organization have assigned responsibilities
3. Staff at Welcome Centers or similar locations promoting the destination, are trained in communicating what it means to be a "sustainable destination"
4. Organization sponsors or supports community programs similar to the Ski Industry Environmental Charter, Sustainable Slopes and/or other industry programs such as "Keep Winter Cool", and "Protect Our Winters".

Destination Indicators:

1. Number of town/destination staff trained in communicating "sustainable destination and sustainable tourism".

A1.2 Destination Strategy and Action Plan

Destination Criteria:

The destination has established and is implementing a multi-year tourism and destination strategy that is publicly available, is suited to its scale, that considers environmental, economic, social, cultural heritage, aesthetic, quality, health, safety, and human rights issues.

Implementation Guidelines:

Multi-year tourism plan or strategy that:

1. includes a focus on sustainability and sustainable tourism and includes environmental, economic, social, cultural heritage, aesthetic, quality, health, safety, and human rights issues;
2. was developed with public participation, is up-to-date, and publicly available;



3. includes a commitment to aspiration goals such as zero net waste and emissions;
4. shows a political commitment to implement the multi-year plan and evidence of implementation.

Destination Indicators:

1. Number of years since last revision of the plan or strategy
2. Number of Resort and business community staff trained in communicating "sustainable Destination and Sustainable Tourism"

A1.3 Sustainability standards

Destination Criteria:

Strategy for the establishment and promotion of a destination certification label for sustainability best practices at enterprise level.

Implementation Guidelines:

1. Industry supported sustainable tourism certification or environmental management system
2. Monitoring of tourism business participation in tourism certification or sustainability management system which is publically available
3. The destination offers a sustainable tourism standard recognized by the GSTC
4. Destination strategy to encourage tourism enterprises to participate in the destination Sustainable Management and Monitoring System

Destination Indicators:

1. Percentage of businesses in the destination with a sustainability label or certification as a percent of all tourism businesses in the destination

A1.4 Inventory of attraction sites

Destination Criteria:

The destination has an up-to-date, publicly available inventory of its key tourism assets and attractions including natural, scenic, historical, archaeological, religious, spiritual, and cultural sites.

Implementation Guidelines:

1. Current inventory and classification of tourism assets and attraction sites

Destination Indicators:



1. Percentage of destination's area that is protected from development by local, national, or international legislation because of important ecosystems and habitats
2. Number of public parks and greenspaces

A1.5 Visitor management system

Destination Criteria:

The destination has a visitor management system for key attraction sites that includes measures to preserve, protect, and enhance key natural, cultural, and scenic assets.

Implementation Guidelines:

1. Up-to-date, publicly available inventory of its key tourism assets and attractions including natural, scenic, historical, archaeological, religious, spiritual, and cultural sites
2. Administrative mechanism responsible for implementing visitor management plans and operations

Destination Indicators:

1. Percentage of top 10 attraction sites with visitor management plans
2. Percentage of top 10 attraction sites that monitor the impact of tourism at the site level

A1.6 Attraction protection

Destination Criteria:

The destination has a policy and system to conserve wild landscapes, view corridors, scenic, riparian, ecologically sensitive areas, wildlife habitat, cultural sites, religious, spiritual, and parks.

Implementation Guidelines:

1. Management system to monitor, measure, mitigate, and rehabilitate tourism impacts on sites and attractions
2. Management system to protect natural, historical, archaeological, religious, spiritual, and cultural sites

Destination Indicators:

1. Percentage of visitors contributing to community, biodiversity conservation initiatives, and/or infrastructure development through volunteering or financial donations
2. Percentage of businesses that provide support to protection, conservation, and management of local biodiversity and landscapes



A1.7 Visitor behavior

Destination Criteria:

The destination has publicly available guidelines for visitor behavior that are designed to minimize adverse impacts and protect sensitive mountain environments and habitats.

Implementation Guidelines:

1. Cultural and environmental guidelines to strengthen positive visitor behavior in sensitive areas
2. Code of practice for tour guides and tour operators

Destination Indicators:

1. Number of attraction sites, businesses, and/or Visitor Centers that share the guidelines with the public

A1.8 Site interpretation

Destination Criteria:

The destination has interpretive information and sustainability education materials readily available at welcome centers, key natural, historical, archaeological, religious, spiritual, and cultural sites. The information is communicated in relevant languages.

Implementation Guidelines:

1. Interpretive information available through technology (app, audio visual) and human interaction, as well as permanent signage to visitors in tourist offices and at natural, historical, archaeological, religious, spiritual, and cultural sites in relevant languages
2. Frontline staff and volunteers providing information to guests (Welcome Centers, etc.) are trained in sustainability, environmental and cultural education which is culturally appropriate and developed in collaboration. Tour guide training in the use of interpretive information

Destination Indicators:

1. Percentage of top ten cultural/natural/scenic/historic sites that offer interpretive signage
2. Percentage of top ten cultural/natural/scenic/historic sites that offer interpretive signage in multiple languages
3. Number of guides in the destination who have formal guiding education or qualifications

A2. Monitoring



A2.1 Economic impact

Destination Criteria:

The direct and indirect economic contribution of tourism to the destination's economy is regularly monitored. These results are publicly reported at least annually.

Implementation Guidelines:

1. Regular monitoring and reporting of tourist expenditure data
2. Regular monitoring and reporting of direct tourism turnover and ripple effect through regional trade statistics (SCB)
3. Collection and public reporting of tourism-related employment data, disaggregated by gender and age group

Destination Indicators:

1. Average daily spending per visitor on: accommodation, food and drink, other services
2. Direct tourism employment as a percentage of total employment
3. Percentage of GDP/relative contribution of tourism to the destination's economy

A2.2 Tourism volume

Destination Criteria:

Tourism arrivals, occupancy rates, and lengths of stay are regularly monitored. These results are publicly reported.

Implementation Guidelines:

1. Regular monitoring and reporting of tourist expenditure data

Destination Indicators:

1. Number of visitor arrivals per year
2. Occupancy rate in commercial accommodation per month and average for the year, by accommodation type
3. Average length of stay of visitors (nights) on monthly basis

A2.3 Tourist satisfaction

Destination Criteria:

The DMO shall (in collaboration with other destination stakeholders where applicable) conduct regular visitor surveys related to satisfaction with their stay in relation to sustainability, infrastructure, quality, satisfaction, brand positioning and good hosting.



Implementation Guidelines:

1. Collection and public reporting of data on visitor satisfaction
2. Businesses conduct regular visitor surveys relating to satisfaction, environment, sustainability and quality
3. The destination has a system to take action to improve visitor satisfaction when necessary

Destination Indicators:

1. Percentage of visitors who are satisfied with their overall experience in the destination in the most recent destination-wide visitor satisfaction survey
2. Percentage of visitors who chose the destination as a result of word of mouth recommendation
3. Percentage of visitors surveyed who are repeat visitors within the last 5 years
4. Percentage of businesses that conduct regular visitor satisfaction surveys

A2.4 Monitoring

Destination Criteria:

The destination has a system to monitor, publicly report, and respond to environmental, economic, social, cultural heritage, aesthetic, quality, health, safety, and human rights issues.

Implementation Guidelines:

1. Active monitoring and public reporting of environmental, economic, social, cultural heritage, aesthetic, quality, health, safety, and human rights issues.
2. DMO has regular communications with cultural heritage NGOs on tourism impact and mitigation strategies for the destination's attractions and protected areas.
3. The monitoring system is reviewed and evaluated periodically.



B. Planning

B1. Regulations

B1.1 Planning regulations

Destination Criteria:

The destination has planning guidelines, regulations, and policies that integrate sustainable land use, design, construction, and demolition. The regulations protect natural and cultural heritage are publicly communicated, and are enforced.

Implementation Guidelines:

1. Planning or zoning legislation, guidelines, regulations, and policies that protect natural and cultural heritage
2. Legislation, guidelines, regulations, and policies include appropriate environmental, economic, and/or social impact assessments and address land use, design, construction, renovation, and demolition of the tourism businesses, infrastructure, and development
3. Planning legislation, guidelines, regulations, and policies were created with public input, underwent a thorough input process, and are publicly communicated and are enforced

Destination Indicators:

1. Total area (sq miles) of destination with urban land cover

B2. Infrastructure

B2.1 Low impact transportation

Destination Criteria:

The destination has a system to increase the use of low-impact transport, including public transport, in the destination.

Implementation Guidelines:

1. Program designed to increase the use of alternative low impact transport including public transportation and bike friendly amenities and signage
2. Program to make sites of tourist interest more accessible to pedestrians and non-motorized transportation
3. Program to increase the use of Park & Ride facilities
4. Policy for city/county/community owned vehicles (hotel shuttles) to adhere to "idle-free" ordinance and plan for upgrading fleet to hybrid and electric vehicles where appropriate



Destination Indicators:

1. Number of kilometers of mountain bike single track or branded cycle or hybrid bike routes in the destination
2. Percentage of businesses that have low-impact transport available to visitors (e.g. access to public transit, bike share, hybrid/alternative fuel transport, electric car filling station)
3. Number of miles of year-round bike paths
4. Number of measures taken on an annual basis to improve low impact transportation opportunities

B2.2 Property acquisitions

Destination Criteria:

Laws and regulations regarding property acquisitions exist, are enforced, consider communal and indigenous rights, and do not authorize resettlement without informed consent and/or full compensation.

Implementation Guidelines:

1. Policy or legislation, including enforcement provisions exists
2. Laws and regulations regarding property acquisitions ensure public consultation to the extent necessary based on local laws and regulations

B3. Asset Protection

B3.1 Protection of sensitive environments

Destination Criteria:

The destination has a system to monitor the impact of tourism on sensitive environments such as wilderness trails, mountain rivers, lakes, creeks and streams, and protect habitats and plant and animal species.

Implementation Guidelines:

1. Maintained and updated inventory of sensitive and threatened wildlife and habitat
2. Management system to monitor impacts and to protect ecosystems, sensitive environments, and species
3. System to prevent the introduction of invasive species to the extent possible



B3.2 Wildlife protection

Destination Criteria:

The destination has a system to ensure compliance with local, national, and international standards for the harvesting, display, sale, and capturing of flora and fauna. The destination has a system to promote and ensure best practices with respect to cohabitation with wildlife.

Implementation Guidelines:

1. Regulations and standards for preventing the feeding and exploitation of wildlife, including wildlife-resistant trash containers, safe and ethical distance guidelines, wildlife crossing, pet interaction with wildlife, signage and speed limits
2. Regulations and standards for controlling harvesting, protection, display, sale, of plants and animals and their habitats
3. Hospitality employees are trained in best practices and safe interaction with wildlife and communicate to their guests
4. Destination within a country that is signatory to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)

Destination Indicators:

1. Number of destination employees who have been trained in best practices for safe interaction with wildlife

B3.3 Local access

Destination Criteria:

The destination protects, monitors, and safeguards local resident access to natural, historical, archaeological, religious, spiritual, and cultural sites.

Implementation Guidelines:

1. Regular monitoring and reporting of behavior and characteristics of local, domestic and foreign visitors to tourist sites and attractions
2. The destination monitors, protects, and when necessary rehabilitates or restores local community access to natural and cultural sites

Destination Indicators:

1. Percentage of businesses that have a cultural code of conduct



B4. Environmental Planning

B4.1 Environmental risk

Destination Criteria:

The destination has identified key environmental risks and has a system in place to address these.

Implementation Guidelines:

1. Sustainability assessment of the destination within the last five years, identifying environmental risks

Destination Indicators:

1. Number of years since the previous assessment

B4.2 Climate change adaptation

Destination Criteria:

The destination has a system to identify challenges and opportunities associated with climate change.

This system encourages climate change mitigation, GHG reduction and adaptation strategies for development, siting, design, and management of tourism facilities. The system contributes to the sustainability and resilience of the destination.

Implementation Guidelines:

1. Destination has identified and publicly reported (e.g. climate action plan) the challenges and possibilities related to climate change
2. DSC liaise with relevant public agencies to raise awareness about how to mitigate climate change and encourage technologies to mitigate climate change
3. Program to educate and raise awareness among the public and tourism enterprises about climate change
4. Climate change adaptation, mitigation and GHG reduction strategies for the development, design and administration of tourism facilities been established

Destination Indicators:

1. Percentage of businesses that undertake climate change mitigation, GHG reduction and adaptation responses and actions



C. Community & Culture

C1. Equality

C1.1 Preventing exploitation

Destination Criteria:

The destination complies with national legislation to prevent commercial, sexual, or any other form of exploitation, discrimination or harassment of anyone, particularly of children, adolescents, women, and minorities.

Implementation Guidelines:

1. Program to prevent commercial, sexual, or any other form of exploitation, discrimination or harassment of anyone, particularly of children, adolescents, women, and minorities
2. The laws and established practices are publicly communicated

C1.2 Access for all

Destination Criteria:

All tourist sites and facilities, including those of natural, cultural and historic importance, are accessible to all, including persons with disabilities and others who have specific access requirements. Where such sites and facilities are not immediately accessible, access should be afforded through the design and implementation of solutions that take into account both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved.

Implementation Guidelines:

1. Policies supporting access to tourist sites and facilities, including those of natural, cultural and historic importance for individuals with disabilities and those who have specific access requirements
2. Accessibility solutions are designed to take into account the integrity of the site while making reasonable accommodation for people with disabilities

Destination Indicators:

1. Number of transport operators catering for people with disabilities
2. Percentage of businesses with facilities and or services that cater to people with disabilities
3. Percentage of official top ten listed tourism attractions participating in recognized accessibility schemes or offering access to people with disabilities



C2. Safety

C2.1 Safety and security

Destination Criteria:

The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards.

Implementation Guidelines:

1. On-going compulsory inspections of fire, food hygiene, and electricity safety for tourism properties to ensure occupational safety for all
2. Safety precautions such as first aid stations at tourism attraction sites
3. System to prevent and respond to tourism-related crime
4. Taxi licensing system with clear pricing and an organized taxi dispatch system at points of tourist entry

Destination Indicators:

1. Number of reported crimes against tourists as a percentage of all crimes over the last year
2. Number of visitors treated at emergency care units per year
3. Percentage of businesses inspected for fire safety and food handling safety that comply with national legislation

C2.2 Emergency response

Destination Criteria:

The destination has a crisis and emergency response plan that is appropriate to the destination. Key elements are communicated to residents, tourists, and tourism-related enterprises. The plan establishes procedures and provides resources and training.

Implementation Guidelines:

1. Publicly available crisis and emergency response plan that considers the tourism sector
2. Crisis and emergency response plan developed with input from the tourism private sector and including communication procedures for during and after a crisis or emergency
3. **Businesses shall carry out regular review and updates of emergency response plans for all tours and activities offered**

Destination Indicators:

1. Number of years since update of destination crisis and emergency response plan



C3. Opportunities

C3.1 Local career opportunities

Destination Criteria:

The destination provides equal employment, fair wages, and training opportunities for all including all local residents, women, youth, disabled people, minorities, and other vulnerable populations.

Implementation Guidelines:

1. Tourism or hospitality training program that provides equal access to women, youth, disabled people, minorities, and other vulnerable populations
2. Municipality have a strategy for improving access to travel and tourism hospitality training and apprenticeships within the destination

Destination Indicators:

1. Percentage of jobs in tourism that are seasonal
2. Percentage of men employed in the tourism sector and percentage of women employed in the tourism sector
3. Number of participants that participate in formal tourism/hospitality training program provided by the destination

C3.2 Balanced community

Destination Criteria:

The destination has programs to support community development through engagement with youth, seniors, and part-time and full-time residents.

Implementation Guidelines:

1. Program or organization focused on youth engagement to identify job training opportunities within the community, build life skills, and cultivate youth leadership in sustainability initiatives in schools
2. Program or organization focused on senior engagement to promote the quality of life in the destination, offer activities and events, and provide opportunities for multi-generational mentoring
3. Program or organization focused on engagement with part-time and full residents to ensure a socio-economically diverse workforce and community

Destination Indicators:



1. Number of youth that participate in leadership programs
2. Number of seniors that participate in mentorship program

C3.3 Affordable housing

Destination Criteria:

The destination has programs to support a wide variety of housing opportunities for residents and employees.

Implementation Guidelines:

1. Policy or zoning ordinances to encourage the development of affordable housing
2. Program or organization focused on engagement with working families to identify affordable housing opportunities within the community. Organization or committee focused on responding to challenges of affordable housing such as temporary housing, rent control, and zoning
3. Program to expand bus service to neighboring communities

Destination Indicators:

1. Percentage of housing that is defined as "affordable"
2. Percentage of workforce that is housed locally

C3.4 Tourism seasonality

Destination Criteria:

The destination dedicates resources to mitigate seasonal variability of tourism where appropriate, working to balance the needs of the local economy, community, cultures and environment, to identify year-round tourism opportunities.

Implementation Guidelines:

1. The destination dedicates resources to mitigate seasonal variability of tourism where appropriate
2. The destination has a mechanism to identify year-round tourism opportunities, where appropriate
3. The mitigation measures balance the needs of the local economy, community, cultures and environment



C3.5 Sustainable purchasing

Destination Criteria:

The destination supports initiatives that encourage greater uptake of sustainable purchasing.

Implementation Guidelines:

1. Program designed to increase the availability of sustainable products for purchase by local businesses
2. Program designed to support smaller businesses in gaining access to more affordable sustainable products through combined bulk purchasing

C3.6 Supporting local entrepreneurs and fair trade

Destination Criteria:

The destination has a system that supports local entrepreneurs and promotes fair trade principles.

Implementation Guidelines:

1. Program and available space or facility to support and build the capacity of tourism-related, and small and local businesses with locally made product
2. Program to encourage tourism-related enterprises to purchase goods and service locally
3. Program to include local artisans, farmers and suppliers in the tourism value chain

Destination Indicators:

1. Unemployment rate in the destinations compared to the national unemployment
2. Annual number of programs to support competence raising measures or entrepreneurship
3. Number of tourism businesses in the municipality
4. Percentage of tourism businesses in the municipality that are members of "Actively Green"

C4. Engagement

C4.1 Local community opinion

Destination Criteria:

Residents' aspirations, concerns, and satisfaction with tourism are regularly monitored, recorded and publicly reported. Care is taken to ensure that key stakeholders are included and that responsive action is taken where needed.

Implementation Guidelines:



1. Collection and publicly available data on resident opinions, concerns and satisfaction with tourism
2. Destination management strategy that involves local communities including tourism stakeholders, resource groups/NGOs/agencies in the development of rural tourism clusters

Destination Indicators:

1. Percentage of residents that are satisfied with their involvement in the planning and development of tourism
2. Number of public tourism meetings, forums, and discussion opportunities during the last year organized by the destination management organization or ministry

C4.2 Stakeholder participation

Destination Criteria:

The destination has a system that enables stakeholders from the private and public sector as well as residents to participate in tourism-related planning and decision-making on an ongoing basis.

Implementation Guidelines:

1. System for involving public, private, and community stakeholders in tourism-related planning and decision-making
2. Public, community based meeting(s) to discuss tourism issues each year
3. The destination provides regular communications to residents to enhance their understanding of tourism's role, potential contribution of the community, tourism opportunities, tourism challenges, and the importance of sustainability

Destination Indicators:

1. The number of marketing initiatives that promote sustainable enterprise, activities and events
2. Percentage of respondents who completed the most recent resident satisfaction with tourism survey
3. Percentage of residents who are satisfied with the impact of tourism on the destination

C4.3 Promotion

Destination Criteria:

Promotion is accurate with regard to the destination and its products, services, and sustainability claims; while being respectful of local cultural heritage.

Implementation Guidelines:



1. Destination promotional messages that are respectful of cultural heritage
2. Destination promotional messages that are accurate in their description of products and services and treat local tourists respectfully

C5. Culture

C5.1 Protection of community property and rights

Destination Criteria:

The destination has a system to protect and preserve the tangible and intangible heritage and property of individuals and communities.

Implementation Guidelines:

1. Laws, regulations or programs to protect intellectual property rights of local individuals and communities

C5.2 Support for community

Destination Criteria:

The destination has a voluntary contribution system for visitors, enterprises, and the public to contribute to common good, cultural heritage, protection of biodiversity or trail infrastructure development and maintenance.

Implementation Guidelines:

1. Program for tourists to contribute donations to community and biodiversity conservation initiatives and/or infrastructure development
2. Program for tourism related enterprises to contribute in-kind volunteer services to develop or improve destination stewardship

Destination Indicators:

1. Value equivalent of volunteering, charitable giving, or donation from tourism sector for community and conservation projects

C5.3 Cultural heritage protection

Destination Criteria:

Historical and archaeological artifacts are not illegally sold, traded or displayed.



Implementation Guidelines:

1. Laws or regulations to protect historical and archeological artifacts including those located under water and evidence of their enforcement
2. Plan to contribute to travel and tourism's dissemination of knowledge about the destination's cultural heritage
3. Program to protect and celebrate intangible cultural heritage (e.g., includes song, music, drama, skills, and crafts)

Destination Indicators:

1. Number of cultural festivals and formal events per year held in the destination organization by the DMO or other strategic partners



D. Environmental Resources

D1. Waste

D1.1 Solid waste reduction

Destination Criteria:

The destination has a system to ensure solid waste is reduced, reused, and recycled to the extent possible and all other residual waste is properly disposed of.

Implementation Guidelines:

1. Solid waste management plan that is implemented, and has quantitative goals to minimize waste that is not reused or recycled
2. Waste collection system that maintains public records on the amount of waste generated
3. Program to encourage local businesses to adopt waste reduction strategies and reward those that have shown progress
4. Plan to eliminate the use of single use plastic bags, disposable water bottles, and/or other approaches to limit waste

Destination Indicators:

1. Percentage of visitors who noted littering as a problem on their visitor satisfaction survey
2. Percentage of the destination included in a destination-managed recycling program
3. Percentage of businesses in travel and tourism with a system for the separation of paper/cardboard, glass, metal and hazardous waste (as a minimum)
4. Amount of recycled waste produced monthly (e.g. volume, weight) as a percentage of overall waste generated in the destination

D2. Water

D2.1 Water quality

Destination Criteria:

The destination has a system to monitor drinking, ecological, and recreational water quality. The monitoring results are publicly available.

Implementation Guidelines:

1. Management system to monitor and publically report on drinking and recreational water quality
2. System to respond in a timely manner to water quality issues



D2.2 Wastewater

Destination Criteria:

The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems.

Implementation Guidelines:

1. Regulations for the siting, maintenance, and testing of discharge from septic tanks and wastewater treatment systems and evidence of their enforcement
2. Regulations to ensure the size and type of waste water treatment is adequate for the location and evidence of their enforcement
3. Program to assist local businesses to effectively treat and reuse wastewater

D2.3 Water management

Destination Criteria:

The destination has a system to monitor, conserve and manage water usage.

Implementation Guidelines:

1. Management system to ensure that water use by tourism and water requirements of the local community are balanced and compatible
2. Program to encourage local businesses to measure, monitor conserve and manage water consumption and reward those that have shown progress through public reporting

Destination Indicators:

1. Percentage of residential homes and destination businesses connected to municipal water treatment facilities
2. Amount of water consumed per annum by travel and tourism enterprises (cubic liters) per visitor night (or total water consumed in destination per capita)
3. Percentage of businesses that take part in water conservation programs

D3. Energy

D3.1 Energy conservation

Destination Criteria:



The destination has a system to promote energy conservation, measure energy consumption, and reduce reliance on fossil fuels.

Implementation Guidelines:

1. Program to promote energy conservation and measure energy consumption within the destination
2. Policies and incentives to reduce reliance on fossil fuels, improve energy efficiency, and encourage the adoption and use of renewable energy technologies
3. Program to encourage local businesses to conserve energy and use renewable energy technologies and reward those that have shown progress through public reporting
4. Evidence of monitoring energy in municipality owned buildings and other major public attractions of the destination (e.g. ski areas)

Destination Indicators:

1. Total renewable electricity consumption (e.g. kWh, MWh, Mj) as a percentage of overall electricity consumption in the destination
2. Percentage of businesses that participate in energy conservation activities
3. Percentage of businesses that participate in programs to support the use of energy efficient and renewable energy technologies
4. Total energy consumption used for all commercial travel & tourism companies in kWh per visitor per night

D4. Greenhouse Gases

D4.1 Greenhouse gas emissions

Destination Criteria:

The destination has a protocol and results of destination wide monitoring of greenhouse gas emissions.

Implementation Guidelines:

1. Protocol to measure greenhouse gas emissions throughout the destination
2. Program for mitigation and/or offsetting greenhouse gas emissions either through international protocols or local initiatives
3. Program to encourage local businesses to measure, minimize, report, and mitigate their greenhouse gas emissions and rewards those that have shown progress
4. Program to encourage local businesses to mitigate greenhouse gas emissions, particularly through local carbon offset initiatives

Destination Indicators:



1. Destination's total greenhouse gas emissions per capita
2. Number of measures introduced in the last calendar year that contribute to reducing emissions or encourage human powered transport at destination level.
3. Percentage of businesses that measure their greenhouse gas emissions
4. Total carbon footprint equivalent for tourism companies

D5. Pollution

D5.1 Light and noise pollution

Destination Criteria:

The destination encourages all properties including private homeowners and tourism and other businesses to comply with national legislation or guidelines on minimize noise, light, and visual pollution.

Implementation Guidelines:

1. Guidelines and regulations to minimize noise, light, and visual pollution which explicitly encourage participation by tourism-related enterprises

D6. Environmental Control

D6.1 Snow making and melting

Destination Criteria:

The destination encourages the optimization and efficiency of snow making and melting techniques to conserve energy and water and protect sensitive watersheds.

Implementation Guidelines:

1. Responsible stakeholders take necessary steps to conserve water and protect sensitive watersheds
2. Responsible stakeholders take necessary steps to conserve energy