Experiment in Rural Cooperation Ecotourism
Assess- Align- Coordinate Tool
Introduction & Purpose

This self-guided assessment tool was developed by the University of Minnesota Southeast Regional Sustainable Development Capstone to be used by business owners, tourism operators and community members interested in becoming involved in ecotourism. Whether you, your place of employment, or business has an existing relationship with ecotourism or not, we recommend using this tool to assess your current status and potential role in ecotourism.

This tool is not intended to impose a rigid definition of ecotourism stakeholders, but rather to give participants a clear understanding of the tourism products that they are currently offering and how to align themselves with the ecotourism movement. Upon completion, results will indicate the participant’s proximity to ecotourism and provide additional information and examples.

We hope that this process also serves as a catalyst for collaboration between stakeholders and encourages rich dialogue about ecotourism and its role in the community.
This Tool Will Help Participants to:

**Assess**
...the products and services that they currently offer.

**Align**
...their tourism product with the ecotourism movement.

**Coordinate**
...community collaboration.
Assessment Tool Instructions

This assessment tool will prompt you to answer a series of questions related to different types of tourism. Your answers to these questions will help you navigate through the tool and will ultimately help you determine which type of tourism your business, place of employment or organization is practicing.

Upon completing the questions you will be directed to an interactive landing page that includes a snapshot of the type of tourism, three case examples of that type of tourism and a tool that helps you to align your business with ecotourism.

Please follow the instructions and answer the questions to the best of your ability to ensure that your assessment results are as close as possible to your current relationship with tourism.
BEGIN TOOL
Please click on the answer that best fits your business or organization.

**Question 1**

My business or organization directly provides services or products to tourists.

- **YES**
- **NO**
- **I Don’t Know**

A **direct actor** in the tourism industry is a business or organization that personally interacts with tourists as their primary consumers. For example, tourists shop at your store, eat at your bed and breakfast, take your tours, etc.
You picked “I don’t know”

Don’t worry, this is a part of the process. To better assess your role in tourism, we will ask you three additional clarifying questions. Based off of your responses to these questions, we will direct you to additional prompts and resources.

Question 1a.

My business is open all year.

YES

NO

BACK
Question 1b.

My business has seasonal sale increases.

**YES**

**NO**
Question 1c.

90-100% of my business or organization’s revenue comes from local dollars.

**YES**

**NO**
Question 2

Do you consider nature to be an important component of the products or services your business offers?

- [ ] YES
- [ ] NO
- [ ] I Don’t Know
You picked “I don’t know”

Don’t worry, this is a part of the process. To better assess your role in nature-based tourism, we will ask you three additional clarifying questions. Based off of your responses to these questions, we will direct you to additional prompts and resources.

Click here to continue
Question 2a.

Select the statement that best describes your business or organization:

The products or services we provide depend on the natural attractions of the area (e.g. bird watching, hunting, fishing)

The products or services we provide are enhanced by the natural attractions of the area (e.g. camping, kayaking, rock climbing)

Our business is located in a setting appreciated for its natural beauty (the natural setting is incidental for the products and services we provide. (e.g. swimming in a river, hiking)

- None of the above
Question 2b.

Would a reduction in the natural beauty of the area negatively affect the success of your business?

YES

NO
Are you sure?

If your business or organization is located in a setting that is appreciated for its natural beauty, then you are likely involved in nature-based tourism.

Fillmore County, located in the Root River Valley, is one of the most biologically diverse areas in the continental United States. It is located in the driftless zone of southeastern Minnesota, an area that was bypassed by the continental glaciers. This has resulted in unique and rugged landscapes that are ideal for a number of outdoor activities. Thus, tourism in the area is driven by, but not limited to, these important natural assets.

Question 2c.

Do tourists come to visit Fillmore County that are not interested in the natural surroundings?

YES  NO
Question 3

My business or organization actively strives to reduce our environmental impact through initiatives such as: energy conservation, wildlife protection, use of sustainably produced products, pollution control and/or greenhouse gas reduction.

**YES**

**NO**
Question 4

My business or organization recognizes and incorporates cultural heritage into our planning process.

YES

NO
Question 5

My business or organization strives to retain economic and social benefits of tourism within the community.

**YES**

**NO**
Question 6

My business or organization has completed a strategic planning process.

**YES**

**NO**
Question 7

My business implements of a system to monitor our impact on local community and that makes sure the area’s natural resources are not overused.

YES

NO
Question 8

My business or organization offers educational opportunities related to local environment and/or culture to clients who use our products or services.

YES

NO

BACK
Question 9

Does your business or organization contribute directly or indirectly to the conservation of natural areas?

**YES**

**NO**
You are currently in Tourism.

Based off of the questions you answered, we assess that you, your place of employment, or businesses qualifies as tourism.

Please click icons below to learn more about tourism and how to coordinate with others to develop a shared vision.

Snapshot of Tourism

Tourism & Dining
Case Example

Tourism & Lodging
Case Example

Tourism & Activities
Case Example

ALIGN
Ecotourism Self Assessment

www.blackforest-tourism.com

BACK
You are currently in Nature-Based Tourism

Based off of the questions you answered, we assess that you, your place of employment, or businesses qualifies as Nature-Based tourism.

Please click icons below to learn more about nature-based tourism and how to coordinate with others to develop a shared vision.

- Snapshot of Nature-based Tourism
- Why am I not in Sustainable Nature-based Tourism?
- Nature-based Tourism & Dining
  Case Example
- Nature-based Tourism & Hotels
  Case Example
- Nature-based Tourism & Activities
  Case Example
- ALIGN
  Ecotourism Self Assessment

BACK
You are currently in Sustainable Nature-Based Tourism

Based off of the questions you answered, we assess that you, your place of employment, or businesses qualifies as Sustainable Nature-Based Tourism.

Please click images below to learn more about sustainable nature-based tourism and how to coordinate with others to develop a shared vision.

Snapshot of Sustainable Nature-based Tourism

Why am I not in Ecotourism?

Sustainable Nature-based Tourism & Dining
  Case Example

Sustainable Nature-based Tourism & Hotels
  Case Example

Sustainable Nature-based Tourism & Activities
  Case Example

ALIGN
Ecotourism Self Assessment

BACK
You are currently in Ecotourism.

Based off of the questions you answered, we assess that you, your place of employment, or businesses qualifies as Ecotourism.

Please click icons below to learn more about ecotourism and how to coordinate with others to develop a shared vision.
Snapshot: Tourism

**Definition:** Tourism produces economic gain and is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes (WTTO, 2015).

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Tourism
Tourists + Economic Gain = Tourism
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Snapshot: Nature-based Tourism

**Definition:** tourism in which the main motivation is the observation and appreciation of nature (UNWTO) and includes activities that rely on natural areas, activities that are enhanced by natural areas and activities for which the natural setting is completely incidental (Valentine, 1992)

**Characteristics:**

1. Tourism activities that rely on nature;
2. Tourism activities that are enhanced by nature; or
3. Tourism activities for which the natural setting is incidental.

(Valentine, 1992)
Snapshot: Sustainable Nature-based Tourism

**Definition:** Tourism in nature which attempts to minimize its negative socio-cultural and environmental impacts by developing a holistic sustainability strategy and utilizing practices that are conducive to sustaining the environmental, social and cultural characteristics of the region (GSTS, 2013).

**Characteristics:**

1. Demonstrating the sustainable management of the tourism destination
2. Maximizing the social and economic benefits to the local community while minimizing any negative social and economic impacts.
3. Minimizing the negative impacts to communities and visitors with relationship to their social and cultural heritage.
4. Maximizing environmental benefits of tourism while minimizing negative impacts of tourism.
Snapshot: Ecotourism

**Definition:** Ecotourism is nature-based tourism that utilizes practices that are conducive to sustaining the environmental, social and cultural characteristics of the region and also has a focus upon education and conservation (Ly & Bauer, 2014).

**Characteristics:**
1. Attractions should be primarily nature-based;
2. Tourist interaction with these attractions should focus on learning and education; and
3. The experience and product management should follow principles and practices associated with environmental, sociocultural, and economic sustainability ideas (Ly & Bauer, 2014).
Tourism and Dining

Dining experiences may vary depending on the venue. Large cities like the Twin Cities, for example, have many dining experiences which may or may not be tourist related. “Eat Street” in Minneapolis is an example of dining options which cater to tourists and locals alike. In smaller towns like Stillwater, MN there may be smaller restaurants that aim to provide a more intimate and local atmosphere. These are just a few of the examples of how dining in tourism can be diverse. Additionally, if tourist venues do not offer dining options, they may provide dining recommendations as well as for lodging, and activities. A common example of this practice occurs when cities bid to host conferences or when local chambers of commerce promote their city.
Accommodations for lodging can be varied. Depending on budget and their activities planned, tourists can choose to stay at many places. The Twin Cities, for example, has lodging options that vary from budget hotels to high end boutique hotels such as The Foshay. Lodging options can even cater to other anchors in tourism, a prime example of this are hotels located close to the Mall of America or in Downtown Minneapolis. The Las Vegas Strip is an example of tourist attractions being the accommodations themselves.
Tourism and Activities

Activities for general tourism can range from nightlife, shopping, to local points of interests. As long as there is an attraction and visitors are willing to travel to see these attractions, this fits into the definition of tourism activity. Tourists will spend money, which is economic gain for those who are working in the industry. An example of this is the Mall of America in Bloomington, MN where tourists from across the nation and abroad come to shop thus injecting the local economy with income. Not only does the mall benefit from tourists and economic gain, but this boost to the local economy also generates jobs.
Nature-Based Tourism and Dining

A defining element of nature-based tourism (NBT) and dining consists of eating in a natural environment and is inclusive of picnics, patio dining, or cooking at a campfire. Although many people would associate NBT and the dining experience to be limited to campfire cookouts and picnics, it is also inclusive to foraging for mushrooms and other edibles, as well as organized trips which can be included as “dining” in nature. Nature-based tourism dining also offers opportunities for tourists to try local specialties. The Pacific Northwest, for example, provides opportunities for both seafood as well as forest edibles. Sportfishing tours where tourists can eat their catch on-site can also be considered a NBT dining experience. In Minnesota where outdoor recreational opportunities are abundant, seasonal hunting, fishing, and foraging are practiced. Examples of these practices include harvesting wild rice from wetlands, morel mushroom hunting, and fishing in the Boundary Waters.
Nature-Based Tourism and Lodging

Lodging in nature-based recreational activities are varied and can be inclusive of camping and pitching tents, group lodges, bed and breakfasts and resorts. Although lodging can be as simple as pitching a tent, some tourists may choose to customize their tourism in nature with their choice of lodging. Bed and breakfasts, for example provide an intimate lodging experience for tourists where they can meet locals as well as enjoy local foods. Nature lodges along Lake Superior, for example, can serve larger crowds who are looking for a different experience. Many organizations and groups seek these larger capacity places for different reasons, some tourists may want to have a more communal experience, they may want to hold nature and leadership retreats, or have weddings. Cruise ships are also included into this category, as they provide lodging with an experience reliant on nature, which is the ocean.
Nature-Based Tourism Activities

Nature-Based Tourism (NBT), by definition, is any type of tourism that occurs in nature. Examples of this activity include the use of national parks such as Yellowstone and Denali National Parks as well as local places such as Minnehaha Falls. Activities for NBT are usually limited to nature based attractions such as photography, hiking, fishing, bird watching and others. Unlike touring urban centers like New York City, most nature based tourists are seeking recreational experiences that can include solitude, relaxation, sports and athletic activities within nature and others. Although most NBT activities happen in rural and wilderness areas, urban NBT can also include touring community gardens and parks. Central Park in New York City, is a famous example of urban NBT. Closer to home, Rice Park in downtown Saint Paul, although smaller, has a long history and strong presence of dedicated users and Minnehaha Falls provides locals and tourists opportunities to enjoy nature-based attractions. Economic gains from these activities may not be apparent at first, but economic benefits from tourism can be direct and indirect. Direct and apparent economic benefits can be seen in admissions fees as well as supporting local businesses where indirect economic benefits can include reinvestment of city funds into attracting tourists which benefit neighborhoods and businesses.
Sustainable Nature-Based Tourism and Dining

Examples of sustainable nature-based dining can be when a nature lodge promotes sustainable practices by only serving locally organic produce, or if a fishing lodge provides a low impact fishing experience by complying with state fishing limits in addition to providing cooking class where tourists can cook their catch. Other sustainable dining practices can include portion control, proper oil disposal, trayless dining, pre- and post-consumer waste management, and food recovery.

Dining options can be reliant on user experience and capacity. Some lodges provide kitchens others have communal dining, while other establishments may influence or promote tourist behavior to be sustainable. Examples of this include the Boundary Waters where campers are responsible for their own meal preparation and waste disposal.

Composting is a very commonly practiced sustainable way to handle food waste, but there are some lesser known practices that may seem difficult, unfamiliar and perhaps even unclean, but if practiced properly, it can save not only on money but also become sustainable. Food recovery, for example can include reusing salads into soups, making leftovers into casseroles, using herb stalks in vegetable soups and so forth.
Sustainable Nature-Based Tourism and Lodging

Earthship travel lodges located in the American Southwest are a prime examples of combining Nature-Based Tourism (NBT) with sustainable principles where visitors can stay overnight. These structures are built from natural and/or recycled materials with the goal of generating little to no energy costs and are completely self sufficient existing off the grid. There are other examples of sustainable NBT as well, campers and organized nature lodges themselves can set mandates and goals to emit little to no waste and strive to be off grid. Closer to home, Minnesota bed and breakfasts can have sustainable practices such as recycling bar soap into laundry detergent, compost leftover foods, use water conserving practices, partner with other local businesses who practice sustainable practices among other things.

Lodging can be varied depending on tourism venue and user experience, but an essential component to sustainable nature-based tourism lodging is that the facilities adhere to the strict principles of sustainability. A hotel can practice minimizing its water use, but utilizing one practice of sustainability does not equate to being green.

Adhering to sustainable practices is a very complex and multifaceted processes. Each business has to assess what works for them. Despite the varied nature of hotels and lodging, sustainability principles hold true across the board for operators.
Sustainable Nature-Based Tourism and Activities

Many people who utilize sustainable nature-based tourism (SNBT) opportunities want to have little to no impact on nature. Activities in SNBT can include birdwatching, as long as tourist presence does not disturb natural activity. Birdwatching not only keeps tourists at a distance from animals but its premise is to not take anything away from the natural environment. Sustainability principles can be added to regular nature-based activities. For example, tourism agencies can promote hiking only on designated trails to minimize erosion and promote native ecology. Fishermen, hunters and foragers can practice not over-harvesting nature’s bounty.

Another practice in SNBT is using the least amount of non-renewable resources such as gas for transportation, food packaging, promoting local businesses that use sustainable practices. An example of this can be tourism agencies that pick up tourists on buses instead of having individual parties drive to their destination. If tourists are unable to prepare sustainably sourced food and package it themselves, then a tourist agency can have it prepared ahead of time. Not only do these practices promote minimal impact on the environment on-site, but there are secondary benefits as well. Tourism destinations may be sustainable themselves, but the methods and means in which tourists get to these destinations may not be so. Therefore, providing options for tourists in take part in sustainable activities not only has effects on-site but also surrounding areas.
Ecotourism and Dining

In Sapa, Vietnam, many nature trekkers may choose to stay with local tribes and participate in the preparation of their own meals. For an intimate, educational, and sustainable experience, guests can take part in cooking classes or help their hosts prepare a home-cooked meal. There is little to no food waste because all leftovers are fed to the pigs or used as fertilizer in the fields. These are examples of how tourists can learn from local hosts not only about their cuisine but also local practices of avoiding waste. Although some destinations promote ecotourism, dining establishments may not be ecotourism friendly. An example of this would be a restaurant that sources ingredients from outside the country, is owned by someone outside of the community, and economic benefits leave the community.
Ecotourism and Lodging

Nature trekkers in Sapa have a variety of options for lodging. Some choose to stay in hotels or hostels while others may choose to camp or do a homestay. Homestays in Sapa can be ecotourism friendly if they adhere to sustainability practices such as little to no food waste, respecting and appreciating local people and culture, and not damaging the environment. Tourism agencies who promote sustainability principles would encourage tour guides to pick up any litter they find on nature treks as well as encourage hosts to source local building materials for their establishments. In Sapa, some local hosts have built retreats with natural materials. Besides enjoying the aesthetic beauty of their surroundings, guests have the opportunity to work the rice paddies alongside their hosts.
Ecotourism Activities

Although varied, activities in Ecotourism follow very strict criteria to ensure the visitor and host experiences are sustainable and mutually benefiting. In this case example, we turn to Sapa, Vietnam which is renowned for its natural aesthetics, cultural diversity, and history and is a popular tourist destination for many backpackers. Because of its popularity, tourist agencies have sprung up to capture this market as well as provide meaningful sustainable tourism experiences. Tourists have the opportunity to experience many experiences depending on their preferences. Although these tourist agencies vary in sustainability, for the purpose of this case example we will focus on organizations that incorporate and practice ecotourism according to the sustainability principles.

Sapa O’Chau, is a locally-run ecotourism agency that focuses on guest experiences with a strong emphasis on ensuring economic benefits to locals. They employ local ethnic groups as tour guides as well as provide homestays with locals as a package for the tourism experience. Besides being in a natural environment, activities provided to tourists include learning about about the ecology as well as the livelihoods and culture of their hosts. This is the educational component in ecotourism that ensures guests learn and appreciate local culture, ecology, history, and other attributes while funds earned from ecotourism is directly benefitting local communities. Revenue through ecotourism from Sapa O’Chau is reinvested in the business and educating the local guides. Income not only provides stability for the hosts but has household and community impacts as well. In a developing country where education can be expensive, local hosts who earn more money are then able to send their children to school, provide safer food for their families, and gain self-sufficiency.
You are not a direct actor in the tourism industry.

However, you still may be affected or affect the tourism industry. Indirect actors are just as important in the ecotourism conversation as direct actors. Indirect actors create supply, and in ecotourism indirect actors need to be local, and also use sustainable practices.

**Indirect actors belong in the ecotourism conversation.**

Please do not discount your importance in the ecotourism efforts. Coordination is still important for all members of the community that are willing to contribute to the work toward sustainable natural areas in your region. If you believe that you are (or have the potential to be) an indirect actor in the tourism industry talk with local retails & service providers about ways that you may affect the tourism industry. It takes a village for ecotourism to successful.

Please visit: [Southern MN Ecotourism Website] for more information.
Why am I not involved in Sustainable Nature-based Tourism?

Based off of the questions you answered, we assess that you, your place of employment, or businesses does not meet all of the requirements for sustainability.

A key component in sustainability are the Sustainability Principles, which ALL need to be met in order to fully practice Sustainable Nature-based Tourism. They are:

1. To employ holistic long-term strategic planning and monitoring of the cultural, economic, social and environmental impacts of tourism.
2. To encourage public participation in tourism planning and decision-making, and to respect and conserve the sociocultural authenticity of host communities and visitors.
3. To ensure viable long-term economic operations which provide fairly distributed access to benefits within the host community.
4. To mitigate environmental risks and make optimal use of natural resources.
Why am I not involved in involved in Ecotourism?

Based off of the questions you answered, we assess that you, your place of employment, or businesses does not meet the requirements for ecotourism.

Key components in ecotourism include a visitor educational experience, conservation efforts, monitoring, evaluation and all sustainability principles.

For more information, click here.
Ecotourism Self Assessment

This document is designed to be a tool for current tourism operators who are hoping to incorporate sustainability into their practice or wishing to practice ecotourism. It is meant to be a self-assessment that allows individuals to self-assess how well they adhere to criteria necessary for the practice of ecotourism such as:

- The use of strategic planning and monitoring
- Promotion of local socio-economic sustainability,
- Promotion of local environmental sustainability
- Preservation of cultural heritage
- Provision of education on local natural areas and culture
- Contribution to the conservation of local natural areas.

It was developed utilizing certification requirements for the two most commonly accepted ecotourism certification programs in North America: Rainforest Alliance and The Global Sustainable Tourism Council.

TO REACH THE SELF-ASSESSMENT QUESTIONS SELECT A LINK BELOW:

- Self-Assessment Questions (PDF)
- Self-Assessment Questions (online)
Ecotourism Self-Assessment

This document is designed to be a tool for current tourism operators who are hoping to incorporate sustainability into their practice or wishing to practice ecotourism. It is meant to be a self-assessment that allows individuals to self-assess how well they adhere to criteria necessary for the practice of ecotourism such as:

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It was developed utilizing certification requirements for the two most commonly accepted ecotourism certification programs in North America: Rainforest Alliance and The Global Sustainable Tourism Council.

Objectives:
- To provide clarification for tourism operators wondering why there were classified as either nature-based tourism, sustainable nature-based tourism or ecotourism by the assessment tool developed by the SE RSDP Capstone Team.
- To provide guidance as to how tourism operators can alter their current operations to move towards ecotourism.

How to Use this Tool:

In order to complete this self-assessment tool, operators will be able to assess how closely their business currently adheres to indicators developed by ecotourism certification programs. Each indicator is under a heading describing which component of ecotourism it fulfills: strategic planning and monitoring, socio-economic sustainability, environmental sustainability, cultural heritage, education, and conservation.

Tourism operators have the option to assess how well their operation adheres to each indicator by selecting:
- **Yes Definitely** Which indicates that the operator is already fulfilling the criteria
- **I don't Know** Which indicates that the operator is unsure of whether he fulfills the criteria
- **No, Definitely Not.** Which indicates that the operator is not currently fulfilling the criteria

After fulfilling this tool the tourism operator will be able to identify specific areas of improvement for his operation to move towards ecotourism based upon where he/she has checked off the most red boxes. This will best allow the operator to identify where to strategically focus his efforts.
### Ecotourism Self-Assessment

<table>
<thead>
<tr>
<th>Strategic Planning and Monitoring</th>
<th>Yes</th>
<th>I don’t Know</th>
<th>No, Definitely not</th>
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<tbody>
<tr>
<td>Does your business have a strategic plan that relates to sustainability?</td>
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<td>Does your business have a marketing plan which highlights the specific type of tourism that you are offering?</td>
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<td>Are you aware of a management organization or group in the area that is responsible for coordinating the approach to sustainable tourism?</td>
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<td>Do you collaborate with regional collaboration efforts focusing upon promoting sustainable tourism and community development?</td>
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<td>Are you aware of, and in communication with, other businesses and assets in the community related to tourism?</td>
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<td>Does your organization have a system in place to monitor and address any potential or current negative impacts on local environment or community caused or exacerbated by your business?</td>
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<td>Does your business have a system in place to monitor, and take actions to improve visitor satisfaction?</td>
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<tr>
<th>Cultural Heritage</th>
<th>Yes</th>
<th>I don’t Know</th>
<th>No, Definitely not</th>
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<tbody>
<tr>
<td>If your business deals with cultural heritage, does it have a system to protect the cultural authenticity of the community?</td>
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<td>If applicable, does your organization follow policy or a code of behavior when visiting culturally or historically sensitive sites?</td>
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<td>Does your business follow a policy that ensures that no archaeological artifacts are sold, traded or displayed?</td>
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<td>Does your organization incorporate elements in local art, architecture, or cultural heritage into tourism respectfully?</td>
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<td>If your business’ advertising is related to local cultural heritage, does it accurately and justly portray that culture?</td>
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<tr>
<td><strong>Local Socio-economic Sustainability</strong></td>
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<tr>
<td>This business provides members of the local community with employment and training opportunities.</td>
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<td>Are you aware of laws related to the prevention of commercial, sexual, or any other form of exploitation and harassment of anyone particularly children adolescents, women or minorities?</td>
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<tr>
<td>Are you aware of what to do if you see or suspect commercial sexual or any other form of exploitation?</td>
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<td>Does the local community have access to natural and cultural sites?</td>
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<tr>
<td>Do you participate in programs in local community to enhance understanding of the opportunities and challenges related to tourism and the importance of sustainability?</td>
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<tr>
<td>Are you able to speak about the opportunities and challenges related to tourism and the importance of sustainability with interested community members?</td>
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<td>Do you have opportunities to participate in a system that encourages businesses, visitors and the public to contribute to community and sustainability initiatives?</td>
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<td>If you are a small or medium size business, do you feel like you have sufficient sources of support?</td>
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<tr>
<td>Does your business strive to provide equal access to tourism opportunities to visitors regardless of race, ethnicity, gender, sexual preference or disability?</td>
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<tr>
<td>Are most of the inputs for your business (food, materials etc.) are purchased locally?</td>
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<thead>
<tr>
<th><strong>Environmental Sustainability</strong></th>
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<tbody>
<tr>
<td>Does your business contribute to the evaluation, conservation and rehabilitation to natural resources in your local community?</td>
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<td>Does your business provide a set of rules for promoting proper visitor behavior at environmental sites?</td>
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<td>Question</td>
<td>Answer</td>
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<td>Does your business have policies that favor purchasing sustainable products?</td>
<td>Yes</td>
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<td>Does your business work to reduce the use of disposable goods?</td>
<td>Yes</td>
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<td>Does your business measure its energy consumption, know its sources, and are steps being taken to reduce energy use and encourage the use to renewable energy forms?</td>
<td>Yes</td>
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<td>Does your business measure its water consumption, know its sources, and are steps being taken to reduce its overall consumption by reducing waste?</td>
<td>Yes</td>
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<td>Is your business aware of the greenhouse gas emissions it may produce and are there procedures implemented to minimize them and offset emissions?</td>
<td>Yes</td>
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<tr>
<td>Does your organization encourage its staff, suppliers and customers to reduce its greenhouse gas emissions?</td>
<td>Yes</td>
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<tr>
<td>Does your business promote and make initiatives (when possible) to ensure that wastewater is properly treated, released safely or reused?</td>
<td>Yes</td>
</tr>
<tr>
<td>Does your business attempt to reduce its waste? If reduction is not possible, do you take steps to reuse or recycle such waste?</td>
<td>Yes</td>
</tr>
<tr>
<td>If applicable, does your business make an attempt to reduce the use of harmful substances such as pesticides, paints, swimming pool disinfectants, and cleaning materials?</td>
<td>Yes</td>
</tr>
<tr>
<td>If applicable, does your businesses ensure proper storage and handling for all harmful substances?</td>
<td>Yes</td>
</tr>
<tr>
<td>Does your business implement practices to minimize pollution? This includes noise light, runoff, erosion, ozone-depleting compounds, air contaminants, soil contaminants, and water contaminants?</td>
<td>Yes</td>
</tr>
<tr>
<td>Does your business have policies in place that ensures that wildlife is not harvested, displayed, sold, traded, except as part of a regulated activity that ensures that their utilization is sustainable and in compliance with local and international laws?</td>
<td>Yes</td>
</tr>
<tr>
<td>If applicable, does your business ensure that no captive wildlife is held?</td>
<td>Yes</td>
</tr>
<tr>
<td>If applicable, does your organization have policies that prevent the introduction of invasive alien species?</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td></td>
</tr>
<tr>
<td>If your business interacts with wildlife, does your business take into account collective impacts, and your business does not produce adverse effects on the viability and behavior of populations in the wild?</td>
<td></td>
</tr>
</tbody>
</table>

**Education (Ecotourism)**

| Does your business specifically provide education opportunities related to local natural areas and culture to tourists? |
| Does your business provide accurate interpretive information and educational experience related to local natural areas and/or culture? |

**Conservation (Ecotourism)**

| Does your business contribute either directly or indirectly to the conservation of local natural areas? |
| Is there a system in place to evaluate, conserve and rehabilitate natural areas? |