



EARTHCHECK

DESTINATION STANDARD

VERSION 3.0 JANUARY 2022

#WALKTHETALK

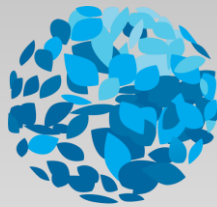
the planet deserves more than half measures™

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EARTHCHECK

EarthCheck Destination is the only global Benchmarking and Certification program for sustainable travel and tourism underpinned by the science and software of EarthCheck. EarthCheck's scientific systems were developed by the Cooperative Research Centre for Sustainable Tourism in Australia over a 10 year period.

EarthCheck Destination is built on the Agenda 21 principles for Sustainable Development endorsed by 182 Heads of State at the United Nations Rio De Janeiro Earth Summit in 1992. EarthCheck provides a framework for organisations to achieve the desired outcomes for sustainable tourism as set out in the final report of the World Summit for Sustainable Development held in Johannesburg in 2002.

EarthCheck Destination is recognised and accredited by the Global Sustainable Tourism Council (GSTC) and complies with the Mohonk Agreement which outlines the guidelines and principles for an international sustainable tourism certification program.

EarthCheck science and reporting is aligned with the IPCC Guidelines for National Greenhouse Gas Inventories, WBCSD Greenhouse Gas Protocol, ISO14064 range of standards for greenhouse gas accounting, ISO14001, ISO50001, ISO26000, ISO9001, the GRI Guidelines, the HCMI, the SDG's and is a verified program of the CDP.

EarthCheck partners with leading travel and tourism organisations to achieve and maintain good environmental and social practice, deliver maximum benefit to all interested parties and provide confidence for concerned consumers who are seeking a credible program which has integrity, transparency and scientific rigour.

The EarthCheck brand signifies better environmental and social performance, improved community interactions and savings through more efficient use of resources. It provides recognition and promotional support to a global consumer market.

KEEPING EARTHCHECK STANDARDS CURRENT

The EarthCheck Standards are living documents which reflect the progress within the science and technology pertaining to Certification for a sustainable travel and tourism industry.

To maintain their currency, all EarthCheck Standards are periodically reviewed, and new editions are published. Standards may also be withdrawn. It is important that organisations ensure they are using a current Standard, as published on the 'MyEarthCheck' homepage, available on the EarthCheck website earthcheck.org.

An independent EarthCheck International Advisory Panel (EIAP) including senior representatives from various global organisations involved in sustainable tourism assist with reviews, providing advice and recommendations on industry requirements, and content of the Standard. The members of the panel include:

- Prof. David Simmons - Professor of Tourism / Director of Research Strategy and Development, Lincoln University, New Zealand
- Mr Stewart Moore – Director, APEC Sustainable Tourism Research Centre, Australia
- Ms Melinda Watt – Vice President, EarthCheck and Board Member Global Sustainable Tourism Council.

EarthCheck welcomes suggestions for improvement to the Standards, and encourages organisations to notify us of any apparent inaccuracies. Please address your comments to relationshipmgt@earthcheck.org.

DISCLAIMER

While the authors have made all reasonable efforts to gather the most current and appropriate information, Earthcheck Pty Limited does not make any warranty as to the correctness, completeness or suitability of the information, and shall in no event be liable for any loss or damage that you may suffer as a result of your reliance on this information.



EARTHCHECK

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INTRODUCTION

The EarthCheck Destination Standard underpins the EarthCheck Leading Destinations of the World Program. The Standard establishes a framework for environmental, cultural, social, and economic (ECSE) performance for communities wishing to achieve EarthCheck Destination Certification. EarthCheck Destinations generally include as part of their location and economic make-up a significant travel and tourism sector.

The EarthCheck Destination Standard provides a set of guidelines which are intended to bring key stakeholders together to achieve a common set of sustainability outcomes. A Destination Authority is recognised as the catalyst to achieving community wide participation in achieving these outcomes through facilitation and communication.

To clarify, in this document we refer to 'Destination' and 'Destination Authority'.

A **Destination** is a defined precinct, neighbourhood, or region, under the jurisdiction of a locally elected or appointed body (e.g., a municipality governed by an elected council and served by a dedicated administration).

The **Destination Authority** is typically the designated collector and authoriser of all the information used for meeting annual benchmarking and certification requirements (e.g., this could be the elected governing council and its officers, an industry agency, or similar body).

This document sets out the criteria for ECSE performance for Destinations undertaking Benchmarking (Steps 1-3) and Certification (additionally, Steps 4-6) with EarthCheck.

Within this document is criteria under each section, accompanied by a Self-Assessment Checklist, which provides explanatory notes, followed by Checklist Items for each step. Explanatory notes guide the user on how the Standard is applied. Checklist items provide Destinations with a tool to review compliance against each clause of the Standard. The Self-Assessment Checklist is also available online through '**My EarthCheck**', the secure member's area of the EarthCheck website.

This document should be read in conjunction with the document '**EarthCheck Sector Benchmarking Indicators for Destinations**'. Please contact info@earthcheck.org for a copy. Further information, including help on how to measure the various indicators, is available through **My EarthCheck**, and in the EarthCheck Destination Standard Guide.

What is the EarthCheck Destination Standard?

The principal objective of the EarthCheck Destination Standard is to facilitate responsible and sustainable *Environmental, Cultural, Social, and Economic* (ECSE) outcomes for Destinations.

The EarthCheck Destination Standard provides communities with a framework to benchmark their ECSE performance, to certify their performance, and to find ways to continuously improve their performance. The Standard should be used to underpin a clear vision for a Destination, as well as focussing on sound policy and action plans to help achieve the vision.

The Destination Standard is designed to empower local communities to take ownership of sustainability goals, built on local initiatives. The Standard recognises the benefits of a community working together to achieve sustainable outcomes.

The Standard requires a Destination Authority to provide leadership, using an integrated and inclusive approach to support these sustainable outcomes. As the lead agency for the Destination Standard the Destination Authority becomes the example of sustainability in its own operations. This is achieved through the measurement of Destination Authority practices in several benchmarking indicators, in addition to overall Destination achievements.

The Standard addresses key global ECSE issues. The Standard deals with environmental regeneration and environmental improvement as well as the conservation of existing heritage assets. The Standard targets important social issues which include improved community services, employment conditions, and improved local socio-economic benefits including poverty alleviation.

The following twelve (12) Key Performance Areas (KPA's) are addressed in this Standard and aim to improve the overall sustainability of the Destination.

Key Performance Areas

1. Energy efficiency, conservation and management
2. Greenhouse gas emissions
3. Air quality protection, noise control, & light pollution
4. Management of freshwater resources
5. Wastewater management, drainage and streams
6. Ecosystem conservation and management
7. Land use planning and development
8. Transport
9. Solid waste management
10. Management of environmentally harmful substances
11. Cultural and Social Management
12. Economic Management

The Standard requires participating Destinations to measure performance using quantitative benchmarking indicators. The benchmarks are based on Agenda 21 Principles. They can be found in Step 3 of this Standard. The Standard provides the opportunity for a Destination to identify and establish supplementary indicators. These can be selected by the community to assist benchmarking and measurement of locally appropriate key performance areas.

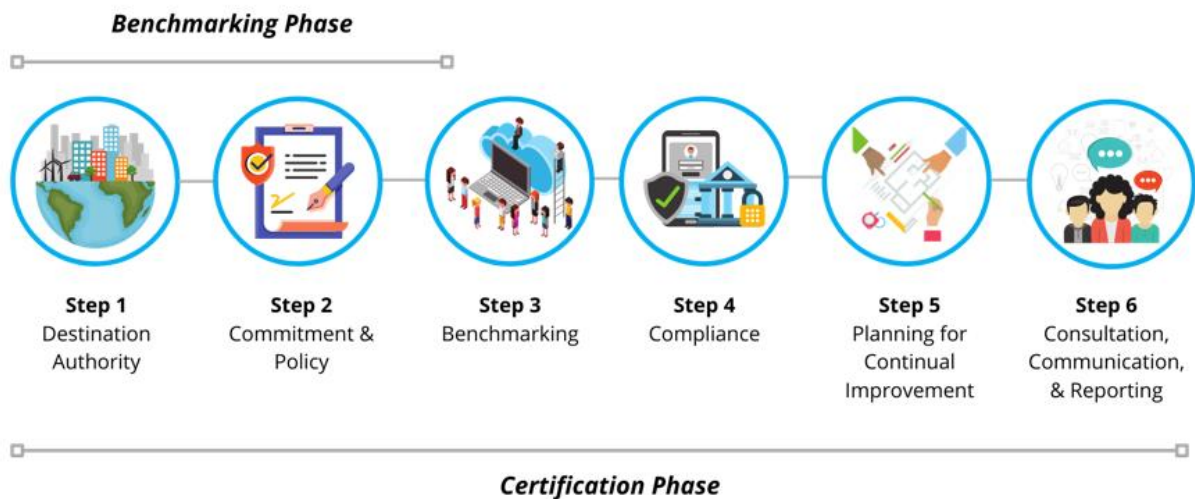
The EarthCheck Destination Standard provides a centralised and consistent platform for compliance and reporting to a number of sector based international standards including Global Sustainable Tourism Council (GSTC) criteria.

Six Steps towards Sustainable Development Practices

The EarthCheck Destination Standard consists of six Steps that establish the pathway to become a sustainable destination (see Figure 1). This process has two distinct phases:

1. Benchmarking, and
2. Certification

Figure 1: Steps of the EarthCheck Destination Standard.



Each of the six Steps in the Destination Standard has numbered clauses which form a set of criteria which must be met by a Destination community (led by the Destination Authority) in order to become Benchmarked and Certified.

SELF-ASSESSMENT CHECKLIST

GUIDANCE FOR THE SELF-ASSESSMENT CHECKLIST

This document contains the Self-Assessment Checklist which may be used by a Destination Authority to determine if a Destination has adequately met the requirements of the EarthCheck Destination Standard. It follows the format of the Auditor's Assessment Report, which is completed by a qualified EarthCheck Assessor. The Checklist is designed to assist a Destination Authority in the process of Benchmarking and Certification.

The Checklist is presented in three parts. The first, and shorter part, gathers the Destination Authority's details. The second part lists the Steps to be completed and each criterion. This part is also where the bulk of the work is completed.

Under each criterion is a 'Checklist Item' box which provides the Destination Authority with criteria specific requirements for compliance against each clause of the Standard. Comments and/or Explanations are required for every box ticked 'Yes' or 'No'. The Self-Assessment Checklist is also available online through '**My EarthCheck**'. The third part is a Glossary of Terms to assist in understanding the language used throughout the document.

EARTHCHECK AND THE SUSTAINABLE DEVELOPMENT GOALS

The purpose of the EarthCheck Destination program is to provide organisations with a framework for environmental and social sustainability. The United Nations (UNs) Sustainable Development Goals (SDGs) aim to encourage all countries to mobilise efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.

Destinations all around the world participate in the EarthCheck Destination program. The EarthCheck Destination standard has been mapped to the 17 SDGs to encourage environmental, social and cultural best practices and allow our members to understand what they are doing to contribute to achieving the UN's goals.

The EarthCheck Destination Standard addresses the SDGs with qualitative criteria and also assesses the quantitative progress towards achieving the SDGs with its benchmarking indicators, which speak directly to the certified standard's criteria.

The matrix below demonstrates how each section of the EarthCheck Destination Standard helps to achieve the SDGs. The EarthCheck Destination Standard focuses on 12 Key Performance Areas (KPA). The KPAs cover social, cultural and environmental sustainability. These KPAs have been mapped to the SDGs.

	EARTHCHECK KEY PERFORMANCE AREAS											
	Economic Management	GHG emissions	Air quality protection	Wastewater management	Ecosystem Conservation & Management	Environmentally Harmful Substances	Energy Efficiency, Conservation & Management	Management of Freshwater Resources	Social & Cultural Management	Land Use Planning and Management	Solid Waste Management	Transport
1. No poverty	✓								✓			
2. Zero hunger	✓				✓			✓	✓	✓		
3. Good health & well-being		✓	✓	✓	✓	✓		✓	✓	✓	✓	
4. Quality education									✓			
5. Gender equality									✓			
6. Clean water & sanitation				✓		✓		✓	✓	✓	✓	
7. Affordable & clean energy	✓	✓					✓			✓		
8. Decent work & economic growth	✓								✓			
9. Industry, innovation & infrastructure	✓	✓			✓		✓		✓	✓		✓
10. Reduced Inequalities	✓								✓			
11. Sustainable cities & communities		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
12. Responsible consumption and production		✓		✓	✓	✓	✓	✓	✓	✓	✓	
13. Climate action		✓	✓		✓	✓	✓		✓	✓		
14. Life below water				✓	✓	✓	✓	✓				
15. Life on land		✓	✓	✓	✓	✓	✓			✓	✓	✓
16. Peace, justice & strong institutions	✓								✓	✓		
17. Partnerships for the goals									✓	✓		

SELF-ASSESSMENT CHECKLIST – DESTINATION STANDARD

PART 1: DESTINATION AUTHORITY DETAILS

EarthCheck requires information about your Destination Authority to assist in the Benchmarking and Certification process. A typical authority might be an elected local government authority, an economic development organisation, an industry agency, or a formal community organisation. All information is treated as highly confidential.

Contact Details

Destination Name:

Destination Authority Name:

Relationship of Authority to the Destination

(A typical authority might be one of the bodies listed, or another constituted community Group)

☐ Elected Local Government Authority

☐ Economic Development Organisations

☐ Industry Agency

☐ Formal Community Organisation

☐ Other. Please specify _____

Address:

Postcode/Zip:

Country:

Telephone:

Website:

EarthCheck Destination
Coordinator:

Position Title:

Email Address:

This self-assessment checklist has been completed by

on behalf of on theday of

.....(month)(year).

LOCAL SETTING OF DESTINATION AUTHORITY

Local settings assist in identifying a Destination Authority's level of risk and subsequent documentation requirements.

Please select all fields relevant to the setting of your Destination Authority.

<input type="checkbox"/> Forest	<input type="checkbox"/> Desert/Arid
<input type="checkbox"/> Urban	<input type="checkbox"/> National Park
<input type="checkbox"/> Rainforest	<input type="checkbox"/> Marine Park
<input type="checkbox"/> Forest	<input type="checkbox"/> Heritage Park
<input type="checkbox"/> Wetland/Swamp	<input type="checkbox"/> World Heritage Area
<input type="checkbox"/> Mangroves	<input type="checkbox"/> Man in Biosphere Reserve
<input type="checkbox"/> Lake/Pond	<input type="checkbox"/> Other Conservation Area
<input type="checkbox"/> Coastal/Beachfront	<input type="checkbox"/> Endangered Species
<input type="checkbox"/> Coral Reef	<input type="checkbox"/> Indigenous Community
<input type="checkbox"/> Alpine/Arctic	<input type="checkbox"/> Local Village/Town
<input type="checkbox"/> Mountain	<input type="checkbox"/> Nearby River

Scope Statement:

As best you can, please describe your Destination Authority's local ECSE setting, including the Destination Authority's proximity to any of the above considerations.

Explanatory Note: It is the scope of the operation (i.e. activities, products and services managed by the Destination Authority) that will be assessed at time of Benchmarking and Certification. The information contained in the above Scope Statement should be included in the ECSE Sustainability Policy. The documented Destination Action Plan is to be relevant to the scope of operations.

Part 2: Steps and Criteria

This section outlines the six steps and associated criteria that a Destination and Destination Authority must meet in order to achieve compliance with the Destination Standard and be recognised as an EarthCheck Destination. Destinations are reminded the criteria and clauses comprise the Destination Standard. The 'Checklist Items' under each criterion provides the Destination Authority with criteria specific requirements for compliance against each clause of the Standard.

Step 1: Destination Authority

Intent: *To establish a formally constituted and mandated Destination Authority charged with the responsibility of implementing the Destination Sustainability Policy and management of the EarthCheck Benchmarking Program under an agreed and approved Multi-year Destination Management Strategy and Action Plan. The Destination Authority will be responsible for exemplary sustainable practices in using the Destination Standard.*

Explanatory Note: *This section addresses the requirements to establish and/or recognise the Destination Authority as the leading agency responsible for the implementation of the EarthCheck Sustainable Destination program.*

Criteria: The Destination Authority shall:

1.1 Constitution

Be properly constituted.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority have a Constitution Document or Equivalent Statement?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.2 Mandated by Destination

Be formally mandated by the local community to achieve EarthCheck Destination status for the defined Destination area.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority have evidence of empowerment from the community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.3 Scope Requirements

Be accountable for the requirements of the EarthCheck Destination Standard for the defined Destination area.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority have a documented scope which matches the requirements of the EarthCheck Destination Standard?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.4 Destination Accountability

The Destination Authority has a responsibility for a coordinated approach to tourism. The Destination Authority has defined responsibilities, oversight, and implementation capability for the management of socio-economic, cultural and environmental issues.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Destination Authority defined responsibilities, oversight, and implementation capability for the management of social, economic, cultural and environmental issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the group work with a range of bodies in delivering Destination management?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Authority follow principles of sustainability and transparency in its operations and transactions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the department, group or committee have involvement by the private sector, public sector and civil society?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the Destination Authority adequately funded?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.5 Destination Coordinator

Appoint an EarthCheck Destination Coordinator who has been trained on the EarthCheck Program and has clear lines of authority. Ensure the Destination Coordinator is empowered to make decisions to implement the EarthCheck Destination Process.

Checklist Item	Y	N	n/a	Comment/Explanation
Has an EarthCheck Destination Coordinator been formally appointed supported by a letter of appointment or position description?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the EarthCheck Destination Coordinator have documented evidence of authority and empowerment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.6 Green Team

Establish a Green Team with membership drawn from within the Destination to support the EarthCheck Destination Coordinator. Where possible, the Green Team shall include

representatives from both the private and public sector. The Green Team is to be trained in the EarthCheck Program.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Destination's Green Team been established to support the EarthCheck Destination Coordinator?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Green Team include representation from both private and public sector?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does Green Team induction include reference to the Sustainability Policy and the overall long-term commitment to the EarthCheck Sustainable Destinations program?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there an ongoing program to keep Green Team Members updated with their environmental management responsibilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.7 Organisational Chart

Establish an organisational chart within the Destination Authority defining responsibilities, oversight, and implementation capability including funding for the Destination Standard, making reference to Environmental, Cultural, Social, and Economic (ECSE) outcomes.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Destination Authority developed an organisational chart which reflects capacities within the Authority and community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are the Destination Authority responsibilities documented by way of Position Descriptions, Contractual Agreements etc?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Authority have access to sufficient staffing (including personnel with experience in sustainability)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the organisational chart make reference to ECSE outcomes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Authority have management guidelines and processes which demonstrate awareness and adherence to sustainability principles and transparency?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.8 Record Maintenance

Maintain proper records of Destination Authority operations including minutes of all stakeholder engagement including Destination Authority meetings, policy statements, action and risk plans, operational plans, annual performance reviews, the budget, and records of sustainable performance monitoring information.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Destination Authority established a monitoring system to adequately collect and maintain proper records of the Destination Authority's operations against the Destination Standard as listed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Authority keep a log of the records of the process of compliance to the EarthCheck Destination Standard as listed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the monitoring information reviewed on an annual basis?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a schedule for future reviews?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

1.9 Staff Training on Destination Authority

Ensure all staff receive training as necessary in order to meet the requirements of this section with respect to their duties.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the EarthCheck Destination Coordinator received appropriate training on the requirements of the Destination's sustainability objectives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the EarthCheck Destination Coordinator received training on the requirements of the Destination's Sustainability Policy and Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Destination's Green Team been trained in the EarthCheck program?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Green Team been trained to support the EarthCheck Destination Coordinator?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

STEP 2: COMMITMENT & POLICY

Intent: To develop a Destination Sustainability Policy and Action Plan which has ownership from the community. Regard shall be had to the size and structure of the visitor economy.

Explanatory Note: This section addresses the requirements of the Destination Sustainability Policy. The Policy is to make reference to the four outcomes - Environmental, Cultural, Social, and Economic (ECSE).

Criteria: The Destination shall:

2.1 Develop Policy

Prepare a Sustainability Policy which addresses ECSE outcomes, appropriate to the location, while specifically addressing tourism activity and tourism development issues.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a Policy in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Policy suitably address ECSE outcomes? (Refer to Steps 2.2, 2.3, 2.4, and 2.5 for specific outcomes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the Policy suited to the local context of the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Policy suitably address local sustainable tourism activities and issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

The Policy should:

2.1.1 Coordinated Approach

Have a commitment to a coordinated and integrated approach to sustainable tourism to achieving ECSE Destination performance outcomes.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Policy recognise a coordinated and integrated approach to achieving ECSE performance outcomes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Policy include a commitment to involve the private sector, public sector and civil society?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.2 Consultative Mechanisms

Establish effective consultative mechanisms and strategies to ensure all sections of the community are able to participate in developing and implementing the Destination's Sustainability Policy.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have evidence of consultative mechanisms?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a list of Destination stakeholders reached in the process of developing the Policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.3 Agreements and Policies

Take account of relevant international, national, and local agreements and policies relating to sustainability.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Policy make specific reference to the <u>APEC PATA Code for Sustainable Tourism</u> ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Policy make specific reference to another local, national, or international code of sustainability?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.4 Performance Targets

Recognise the importance of ECSE performance improvement outcomes, with particular reference to addressing local Destination sustainability issues.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Policy commit to performance targets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the performance targets relate to locally recognised issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.5 Performance Accountability

Have a commitment to individualise ECSE performance accountability to companies, community members and authorities within the Destination.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Policy allow for individualised performance accountability from public and private sector entities, including community members?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.6 Tourism Industry Leadership

Have a special emphasis on leadership by the tourism industry in achieving improved ECSE outcomes.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Policy emphasise leadership by the tourism industry?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.7 Policy Adoption

Commit to adopting and promoting the Sustainability Policy within the Destination and at the highest authority level within the Destination.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Policy been adopted by the CEO or equivalent?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Policy been promoted to all key stakeholders?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a list of stakeholder groups engaged with in the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.8 Policy Annual Review

Agree to review the Sustainability Policy annually.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have documented commitment of an annual review of the Policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.9 Policy Non-Conformities

Take appropriate steps to correct situations not conforming with the Destination Sustainability Policy. Take steps to prevent their reoccurrence.

Checklist Item	Y	N	n/a	Comment/Explanation
Have non-conformities been reviewed and corrective and preventative action taken?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.1.10 Publicly Available Policy

Agree to make the policy publicly available, including on public display, and available to all key stakeholders.

Checklist Item	Y	N	n/a	Comment/Explanation
Is the Policy on public display, including the central office of the Destination Authority or other suitable location?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Has a copy of the Policy been provided to all key stakeholders?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a commitment in providing accurate information particularly with advertising material?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are all public documents maintained and updated regularly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.2 Environmental Outcomes

Have a commitment to:

2.2.1 Year-on-Year Targets

Agree to strategically target year-on-year improvements for environmentally relevant EarthCheck key performance areas (KPAs) that fall below the EarthCheck Regional Average Level and maintain all other impacts at, or better than, the EarthCheck Regional Average Level.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have an agreement to target improvements relevant to environmental KPAs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.3 Cultural Outcomes

Have a commitment to:

2.3.1 Cultural Heritage Identification

Involve community in the identification, documentation, and management of the Destination's cultural heritage.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence available of a commitment to involve the broader community in the identification, documentation, and management of cultural heritage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.3.2 Cultural Heritage Conservation

Conserve, value, restore and enhance natural and cultural built heritage sites and cultural landscapes as well as artefacts, and cultural expression.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of a commitment to conserve, value, restore and enhance natural and cultural built heritage sites and cultural landscapes as well as artefacts, and cultural expression?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of engagement with the local community regarding traditional access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
When required is specific action taken to protect and/or rehabilitate local community access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.3.3 Cultural Heritage Significance

Carefully manage the impact of tourism visitation within and around natural sites and sites of cultural heritage significance.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of a commitment to carefully manage the impact of tourism visitation within and around natural sites and sites of cultural heritage significance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.3.4 Cultural Heritage Access

Monitor, protect and when necessary, rehabilitate or restore local community access to natural and cultural sites, including but not limited to built heritage artefacts and cultural expression.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of a commitment to Monitor, protect and when necessary, rehabilitate or restore local community access to natural and cultural sites, including be not limited to built heritage artefacts and cultural expression?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Policy include built heritage and cultural landscapes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.4 Social Outcomes

Have a commitment to improve social capital in the Destination by encouraging:

2.4.1 Community Participation

Community (including enterprises, visitors and the public) participation in the process of identifying ECSE sustainable Destination initiatives and outcomes in a responsible manner.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of a commitment to include the broader community (including enterprises, visitors and the public) in the identification of ECSE initiatives and outcomes in a responsible manner?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.4.2 Ethical Policy Development

Recognition of the World Tourism Organisation's Code of Ethics for Tourism in the development of the Destination Policy.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Policy make specific reference to the World Tourism Organisation (WTO) Global Code of Ethics?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.4.3 Education for Business

Education and learning opportunities for small to medium sized businesses in the Destination on matters of sustainability and the Destination Policy.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of a commitment to provide education and learning opportunities for small to medium size businesses on matters of sustainability?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.4.4 Education for Community

Education of community members of their individual impacts and their potential contribution to achieving the Destination's sustainability targets, making reference to EarthCheck Benchmarking Indicators.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of a commitment to support the education of community members to raise awareness of their individual impact to the achievement of sustainability targets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the commitment make reference to educating the community about EarthCheck Benchmarking Indicators?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.5 Economic Outcomes

Have a commitment to encourage opportunities for business development, innovation, and diversity by:

2.5.1 Local Employment

Supporting and encouraging career opportunities for local employment, training and advancement in a safe and secure working environment with a living wage for all.

Explanatory Note: Where possible, policies should be in place to support the employment and training of local people. Preference does not necessarily mean a preference which is detrimental to the Destination (e.g. employing local people without the required competencies). However, where possible, development and training opportunities should be provided.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a policy to employ local people where possible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is local employment encouraged?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does this include women, young people, minorities and people with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are local people employed for management positions in the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination encourage and support career opportunities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination's tourism enterprises commit to providing equality of opportunity for local employment, training and advancement, a safe and secure working environment, and a living wage for all?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there procedures in place to check working conditions and staff grievances?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does enterprises within the Destination provide equal opportunity for all, including wages and training?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.5.2 Ethical Business

Promoting sustainable and ethical business.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a commitment and promotion to ethical and non-exploitative arrangements with staff, suppliers and clients in the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is sexual commercial exploitation of minors (children and adolescents) monitored closely in the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the participatory management approach, encouraging staff in tourism related businesses to contribute to management approaches and directions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.5.3 Innovation

Encouraging business development innovation.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination encourage local businesses to develop innovative business concepts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.5.4 Encourage Business and Community

Business and community innovation is encouraged and recognised by the Destination Authority.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority have a strategy which encourages business innovation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Authority recognise business innovation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.5.5 Destination Sourced Products and Services

Encouraging the retention of tourism spending in the local economy through supporting local enterprises, supply chains and sustainable investment. Including promoting the development and purchase of local sustainable products based on fair trade principles and that reflect the area's nature and culture and sourcing locally derived products and services, including support of Destination-based sustainable food production.

Explanatory Note: Local farming is to be supported where possible. Other sustainably sourced food products can be identified through conservation agencies such as the World Wide Fund for Nature (WWF) and the Marine Stewardship Council. Local sustainable products can include food and beverages crafts, performance arts, agricultural products etc.

Checklist Item	Y	N	n/a	Comment/Explanation
Are Destination businesses committed to incorporating a purchasing policy for the local procurement of products and services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a locally sourced or sustainably sourced agricultural/seafood product preference policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination promote the development and purchase of local sustainable products based on the fair trade principles and that reflect the area's nature and culture?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are local businesses given the opportunity to sell products and services to tourism related businesses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination encourage the retention of tourism spending in the local economy through supporting local enterprises, supply chains and sustainable investment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2.6 Staff Training on Commitment & Policy

The Destination shall ensure all staff receive training as necessary in order to meet the requirements of this section with respect to their duties.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination encourage and support training courses in tourism?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

STEP 3: BENCHMARKING

Intent: To assess the Destination and Destination Authority's ECSE performance against the EarthCheck Sector Benchmarking Indicators for Destinations including agreed localised indicators.

Explanatory Note: This step addresses the requirements for the Core Sector Benchmarking Indicators. It is to be read in conjunction with the 'Sector Benchmarking Indicators (SBIs) for Destinations' document. Indicators are included for both Destination Authority and Destination. Additional Indicators may be nominated by the community within the Destination.

It is important to note that successful Benchmarking of Core Sector Benchmarking Indicators is an annual requirement under the EarthCheck Program.

Criteria: The Destination and Destination Authority shall assess the ECSE management performance and level of positive and negative impacts in each of the twelve (12) key performance areas and report, monitor, and improve on performance.

Key Performance Areas;

3.1 Data Collection Strategy

Develop a Data Collection Strategy outlining how the Destination plans to obtain Benchmarking data and what indicators will be quantified using the EarthCheck Benchmarking performance criteria and supplementary criteria relevant to the Destination.

Checklist Item	Y	N	n/a	Comment/Explanation
Is the Destination Authority committed to the development of a Data Collection Strategy as to how it will obtain Benchmarking performance data?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.1.1 Aggregated Benchmarking

Maintain an annual aggregated Benchmarking performance report of the Destination's sustainable performance against sustainability targets.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a system in place for the Destination Authority to capture Aggregated Benchmarking data to develop a report against planned targets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2 Environment

3.2.1 Energy Efficiency, Conservation and Management

The Destination shall minimise and implement targets to reduce energy consumption, improve efficiency, ensure the energy supply is sustainable and, where practical increase the use of renewable energy. The Destination shall have a system to measure, monitor, reduce and publically report their contribution to these targets and encourage enterprises to do the same.

Checklist Item	Y	N	n/a	Comment/Explanation
Is a program in place to ensure energy efficiency as much as possible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
If yes, please provide details.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the Destination's energy supply sustainable, particularly when using timber for heating or cooking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have targets to reduce energy consumption and improve efficiency in its use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have targets to increase the use of renewable energy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the use of renewable energy maximised?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does this take the form of solar, wind or hydroelectricity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is ethanol or bio-diesel use promoted for vehicles, vessels, or machinery?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Where available, is 'green' electricity from grid suppliers purchased?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to encourage enterprises to measure, monitor, reduce, and publically report energy consumption and reduce reliance on fossil fuels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.2 Greenhouse Gas Emissions

The Destination shall ensure that greenhouse gas emissions from all sources are measured, and procedures are implemented to minimise impact, and where feasible, implement carbon offsets. The Destination shall publically report on mitigation policies and actions for all aspects of their operations (including from supplier and service providers).

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have targets to reduce greenhouse gas emissions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are enterprises encouraged to measure, monitor, reduce or minimise, publically report and mitigate greenhouse gas emissions from all aspects of their operations (including from suppliers and service providers)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a system to encourage enterprises to measure, monitor, mitigate, and publically report greenhouse gas emissions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is offsetting of any remaining emissions encouraged?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a program in place to offset the carbon generated in greenhouse gas emissions through carbon sequestration by, for example, forest planting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination implement and report on mitigation policies and actions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are ozone depleting substances, particularly refrigerant gases from older refrigeration and air conditioning systems released to the atmosphere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.3 Air Quality Protection, Noise Control and Light Pollution

The Destination commits to reduce emissions, mitigate noise pollution, and reduce light pollution from tourism related businesses particularly. Particular care is noted for sensitive environments.

Checklist Item	Y	N	n/a	Comment/Explanation
Are there ongoing gaseous or particulate emissions which could affect air quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there any ongoing or regular noise emissions which affect residents, communities, or wildlife?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there any ongoing light pollution issues which affect residents, communities, or wildlife?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have guidelines on light and noise pollution?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination promote these guidelines and regulations to tourism enterprises?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a procedure for receiving reports on noise and light pollution and take action when received?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.4 Management of Freshwater Resources

The Destination shall establish the efficient use of the freshwater supply and minimise the consumption of freshwater resources. The Destination shall encourage enterprises to measure, monitor and publically report management of water usage.

Checklist Item	Y	N	n/a	Comment/Explanation
Is the source(s) of freshwater for the Destination sustainable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a program in place to ensure water conservation as much as possible within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a program in place to promote the retrofitting of toilets, taps/faucets, shower fittings and baths within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a program in place to reduce the washing down of outside areas by property owners?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination monitor bathing water?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination monitor water quality for drinking, recreational and ecological purposes using quality standards?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are these data/reports reviewed on at least an annual basis?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to encourage enterprises to measure, monitor, reduce, and publically report water usage?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to monitor water use by enterprises to ensure consumption is compatible to broader community needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is rainwater harvesting used or promoted?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are native species (i.e. those that are adapted to the climate) planted to reduce irrigation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have other water saving measures in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
If yes, please provide details.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.5 Wastewater Management, Drainage and Streams

The Destination commits to effective management of wastewater ensuring wastes are properly treated, reused or recycled where possible, and/or released in areas sited for this purpose, without adverse impacts to resident and/or visitor populations and to sensitive natural environments. Stormwater is managed effectively.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have access to a municipal wastewater/sewerage treatment system?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is wastewater treated to a standard to mitigate further environmental and human health impacts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are all wastewater wastes treated and reused or released safely without adverse impacts on the local population and the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have guidelines and regulations on wastewater treatment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a system in place to enforce these guidelines and regulations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system in place to reduce the impact of oil and grease, litter, or silt wastewater to stormwater courses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to monitor drinking water and recreational water body quality, specifically in streams and lakes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are water quality monitoring results reported publicly and responded to in a timely manner?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is greywater or treated wastewater recycled?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.6 Solid Waste Management

The Destination shall ensure a waste minimisation program is designed and implemented making reference to the waste hierarchy, particularly the 3Rs - Reduce, Reuse, Recycle. The Destination shall ensure the waste minimisation program is to be measured and reported using the EarthCheck proprietary software. A life cycle approach to the production and consumption of products and services should also be considered.

Where waste must be disposed, waste disposal sites are to be located where impacts to resident and visitor communities are minimised, and where natural environments are protected.

The Destination shall commit to the elimination or reduction of single-use items, especially plastics.

Checklist Item	Y	N	n/a	Comment/Explanation
Are waste minimisation strategies in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination measure and report on its generation of waste and sets targets for its reduction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination ensure solid waste is properly treated and diverted from landfill?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are reuse and recycling waste strategies in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have multiple-stream collection and a recycling system which effectively separates waste by type?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to encourage enterprises to avoid, reduce, reuse, and recycle including food waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is action being taken to eliminate or reduce single use items, especially plastics?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a life cycle approach to production and consumption promoted within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is solid waste disposed to a known and managed landfill?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
If there is no available managed landfill, is waste disposed of safely and sustainably?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination promote public spaces to be kept clean?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.7 Ecosystem Conservation and Management

The Destination understands conservation requirements for any local wildlife and/or natural ecosystems. The Destination commits to protecting, valuing and enhancing natural assets both land and water based. The Destination creates and updates an inventory of existing threatened wildlife species and prevents and manages invasive species.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have an understanding of the conservation requirements of any local natural ecosystems, species or communities of conservation concern and protected areas?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are fees, permit fees etc. required for accessing any protected area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination make some contribution to conservation management?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.7.1 Minimise Eco-Disturbance

The Destination shall track any disturbance of natural ecosystems due to activities undertaken by the community and take actions to mitigate the disturbance.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there any disturbance of natural ecosystems due to activities undertaken by the community within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
If so, what action is taken to mitigate the disturbance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.7.2 Wildlife

The Destination shall understand the interactions with wildlife within the Destination, including the compliance of tourism operators regarding viewing, selling or consuming protected species, or those of conservation concern. The Destination shall provide tourism operators information pertaining to all laws regarding interaction with wildlife and keep an inventory of existing threatened wildlife species. The Destination shall establish procedures to monitor wildlife wellbeing, ensuring minimal disturbance where interactions occur. The Destination shall establish a code of practice for wildlife interaction which includes viewing.

Checklist Item	Y	N	n/a	Comment/Explanation
If wildlife interaction occurs, has a conservation organisation endorsed the efforts to minimise adverse effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a procedure in place to check compliance amongst tourism operators in regards to wildlife interaction which includes viewing and the sale or consumption of protected species or those of conservation concern?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Destination provided a copy of laws pertaining to the Destination regarding interaction with wildlife?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there an inventory of existing threatened wildlife species?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a code of practice (meeting International Standards) for wildlife interaction which includes viewing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a procedure to monitor wildlife wellbeing as well as ensuring minimal disturbance in locations interactions occur?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of programs to conserve biodiversity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a system to prevent the introduction and spread of invasive species?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.8 Land Use Planning and Development

The Destination shall ensure its planning guidelines, regulations and/or policies, that control not only location and nature of development, include environmental, economic, and socio-cultural impact assessment and integrated sustainable land use, design, construction and demolition.

The Destination shall ensure these regulations also apply to operations, including property rental and concessions for tourism purposes.

The Destination ensures that effective environmental planning and development control procedures are in place to guide sustainable tourism development.

The Destination shall ensure these regulations comply with communal indigenous rights, ensure public consultation and do not authorise resettlement without free prior and informed consent and fair and just compensation.

The Destination shall ensure the guidelines, regulations and policies were created with public participation and are widely communicated and enforced.

The Destination shall ensure planning and development laws and regulations are enforced as required by local authorities, including strategies for sustainable demolition.

The Destination shall ensure that all laws and regulations also protect user and access rights to key resources.

The Destination encourages quality urban and infrastructure planning systems which incorporate sustainable design principles and practices.

The Destination shall encourage development, siting, design, and facility management which builds resilience to the impacts of climate change.

The Destination shall ensure the design and construction of buildings and/or infrastructure will provide access for persons with special needs.

The Destination shall ensure that there is a commitment to, and/or support for, habitat conservation in their land use planning and management including design and construction of buildings and infrastructure.

The Destination shall comply with all land rights, property acquisition, local zoning and protected or heritage area laws and regulations, and have a regard for cultural and heritage considerations. This includes local community and indigenous rights.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have specific policies/regulations/guidelines which control the location and nature of the development?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Can the Destination provide evidence of communication and enforcement of policies/regulations/guidance, of all planning development and implementation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the Destination's regulations also apply to operations, including property rental concessions for tourism purposes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Do the Destination's laws and regulations comply with communal and indigenous rights, ensure public consultation and do not authorise resettlement without free prior and informed consent and fair and just compensation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the Destination's laws and regulations protect user and access rights to key resources?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are planning laws and regulations, including those of rights and acquisitions, documented and enforced?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination comply with local land rights and zoning requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has land acquisition been in accordance with applicable legislation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has property acquisition been in accordance with existing legislation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there any cultural and heritage considerations to take into account? This includes indigenous land rights where appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is public consultation carried out with reference to planning and development processes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a commitment to habitat conservation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Can stakeholders confirm the effectiveness of the planning and development control procedures?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Can the Destination provide evidence of sustainable design principles and practices being promoted by the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have development, siting, design, and facility management strategies in place which build resilience to climate change?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination require access for persons with special needs in design and construction of infrastructure?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.9 Transport

The Destination shall commit to the reduction of transport emissions (including travel to and from the destination).

The Destination shall commit to increasing the use of sustainable low-emissions vehicles, public transport and active travel.

The Destination shall commit to the promotion of existing public transport strategies , while improving other sustainable transport options such as walking and cycling, reducing the contribution of the tourism sector to air pollution, congestion and climate change.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a sustainable transport plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have targets to reduce transport emissions from travel to and within the destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is an increase in the use of sustainable, low-emissions vehicles and public transport and active travel (e.g. walking and cycling) sought in order to reduce the contribution of tourism to air pollution, congestion and climate change?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a program in place to promote the use of existing public transport services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a program in place to improve existing public transport services (subject to feasibility)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a program in place to promote the use of sustainable transport modes such as cycling or walking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.2.10 Management of Environmentally Harmful Substances

The Destination shall maintain a register of hazardous substances permitted for use within the community and their appropriate storage and handling requirements.

Distribution, transportation, and subsequent disposal of hazardous substances must minimise the risk of ecological harm and be in accordance with local regulations and/or international standards.

Explanatory Note: For small amounts of products, such as household size cleaning products, it is adequate to keep and store as per the container label.

Checklist Item	Y	N	n/a	Comment/Explanation
Are Material Safety Data Sheets (MSDSs) held for each potentially harmful substance stored (other than when in small domestic size containers)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are all harmful substances stored as per requirements of local regulations, international standards and MSDSs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Where harmful substances are stored in bulk and spills are possible, is containment/clean-up equipment held onsite, or readily available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
At a minimum, are bulk stores of harmful substances, such as fuels and oils, stored in bounded and preferably roofed storage areas?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are community members, whose duties involve handling chemical substances, aware of the storage, handling, and clean-up requirements? This can include training on storage and handling, as well as point-of-use wall charts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a system in place to ensure leakage is not taking place in underground storage tanks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
If 'Yes', please state the system in place.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Destination developed and are maintaining a list of harmful substances requiring disposal, including appropriate sustainable disposal options for each substance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.3 Cultural

3.3.1 Cultural Heritage

The Destination shall commit to the conservation of natural and built cultural heritage sites.

The Destination shall support the celebration and protection of intangible cultural heritage, including local traditions, arts, music, language, gastronomy and other aspects of local identity and distinctiveness.

The Destination shall seek to provide visitors with an authentic and genuine experience when presenting, replicating and interpreting living culture and traditions in a sensitive and respectful way, with the involvement of, and benefit to, local communities.

The Destination shall ensure a publically available inventory of existing sites is to be maintained. The Destination will ensure that services related to cultural heritage tourism include provision for appropriate training.

The Destination shall have a system for the management of visitors within and around natural sites, which takes account of their characteristics, capacity and sensitivity and seeks to optimize visitor flow and minimize adverse impacts.

The Destination shall have guidelines for visitor behaviour at sensitive sites which is made available to visitors, tour operators and guides before and at the time of the visit.

The Destination shall have a policy and system to evaluate, rehabilitate, and conserve cultural assets, including built heritage and cultural landscapes.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination support the celebration and protection of intangible cultural heritage, including local traditions, arts, music, language, gastronomy and other aspects of local identity and distinctiveness?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the presentation, replication and interpretation of living culture and traditions sensitive and respectful, seeks to involve and benefit local communities, and provides visitors with an authentic and genuine experience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have strategies been put in place to conserve natural heritage sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the visitor management system take account of the characteristics, capacity and sensitivity of the natural and cultural sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the visitor management system seek to optimise visitor flow and minimise adverse impacts on cultural and natural sites and share across the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there guidelines for visitor behaviour at sensitive sites and cultural events made available to visitors, tour operators and guides before and at the time of the visit?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Provide evidence of how you manage and mitigate tourism-related impacts in or around cultural sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a publically available inventory of existing sites within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of maintenance of the inventory?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there appropriate training events relevant to cultural heritage tourism provided within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.3.2 Integration of Significant Sites

The Destination will support the planning and management of significant cultural and heritage structures and sites, without impacting upon site integrity, including aesthetic and cultural heritage qualities of the area.

Checklist Item	Y	N	n/a	Comment/Explanation
Do planning regulations recognise cultural and heritage site integrity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a programmed approach to the management of significant cultural and heritage structures and sites within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a cultural site maintenance fund available within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.3.3 Cultural Artefacts

The Destination shall have laws governing the proper sale, trade, display or gifting of historical and archaeological artefacts. The laws are enforced and publically communicated including to tourism enterprises and visitors.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the selling, trading, gifting, or displaying of natural or cultural/archaeological artefacts only occur with the relevant permits/approvals of national and/or international laws?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are the laws enforced and publically communicated, including to tourism enterprises and visitors? A copy of these laws must be provided.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.3.4 Value Indigenous Heritage

The Destination shall recognise indigenous peoples and their culture and support programs to honour traditional knowledge and preserve cultural values, traditions, and practices.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a program in place to recognise and honour indigenous knowledge?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.4 Social

3.4.1 Management of Social Impacts of Tourism

The Destination shall commit to appropriate processes being in place to monitor collective community satisfaction and wellbeing within the Destination.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a documented plan for monitoring community satisfaction and wellbeing within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.4.2 Provision of Basic Services

The Destination shall commit to the provision of basic community services including reliable potable water services and solid and liquid waste disposal systems which are accessible for all abilities, all ages, and cultures.

The activities of the host Destination will limit any impacts to the provision of basic services, such as water, energy, or sanitation, to neighbouring communities.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the provision of basic services to the local community been made available to all sectors in the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Destination ensured limited impacts to neighbouring communities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.4.3 Poverty Alleviation

The Destination shall commit to the alleviation of poverty.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a documented commitment to the alleviation of poverty?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.4.4 Gender Equity

The Destination shall commit to achieving gender equity.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a documented commitment to achieving gender equity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.4.5 Human Rights Issues

The Destination shall commit to monitoring, publically reporting, and responding to issues of human rights.

The Destination shall uphold international standards on human rights.

The Destination shall have laws, practices and an established code of conduct to prevent and report on human trafficking, modern slavery, commercial, sexual or other form(s) or exploitation, discrimination and harassment of or against anyone, particularly children, adolescents, women, LGBTIQ+ and other minorities. The laws and established practices shall be publically communicated and enforced.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a monitoring system to respond to issues of human rights?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination uphold international standards on human rights?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have laws, practices, and an established code of conduct to prevent and report on human trafficking, modern slavery and exploitation, discrimination, and harassment of or against anyone, particularly children, adolescents, women, LGBTIQ+ and other minorities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination publically report on and enforce issues of human rights?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.4.6 Quality of Life

The Destination shall commit to providing and/or recognising non-physical services, accessible for all abilities, all ages, and cultures, to support and facilitate social cohesion and 'Quality of Life' outcomes.

Such services include public, private, and voluntary services appropriate to the Destination's needs such as health and welfare, and educational and training facilities. The community also recognises opportunities for civic engagement promoting social bonds which assist in building social capital.

Explanatory Note: *Quality of Life encompasses many facets of a functioning community. In this section, the non-physical elements of Quality of Life are referred to (see Glossary).*

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a commitment to provide or recognise a range of non-physical services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a listing of significant non-physical services available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are non-physical services accessible to all abilities, ages, and cultures?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination offer or recognise opportunities for civic engagement?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.4.7 Site Accessibility

The Destination shall, where practical, ensure sites, facilities, services, including those of natural and cultural importance, are accessible to all including persons with disabilities and others who have specific access requirements or other special needs. Information is made available on the accessibility of sites, facilities and services.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination where practical, ensure sites, facilities and services, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements or other special needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.4.8 Safety

The Destination has a system to monitor, prevent, publically report, and respond to crime, safety, and health hazards that addresses the needs of both visitors and residents.

The Destination makes provision for the institutions and services which support crime prevention and underpin governance and law and order, which are accessible for all abilities, all ages, and cultures.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a system in place to monitor, prevent and publically report to crime, safety and health hazards to meet the needs of both visitors and residents?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination use a register of offences to monitor its crime rate (or a similar document)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to respond to crime and safety issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination provide services to all which promote law and order?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.5 Economic

3.5.1 Local Socio-Economic Benefits of Tourism

The Destination promotes local socio-economic benefits of tourism and provides opportunities for residents to contribute goals and concerns.

The Destination recognises its tourism assets and attractions in an inventory, where appropriate.

The Destination ensures supporting and encouraging programs and opportunities related to tourism for local employment, including training and advancement, education, and employment, are in place, providing a safe and secure working environment with a living wage for all.

Preference is given to locally produced or fair-trade goods and services.

Local employment is encouraged, using ethical business practices.

Industry reinvestment in the local Destination is encouraged, with particular reference to micro, small, and medium sized businesses.

The Destination encourages businesses to participate in registered sustainability certification programs.

The Destination recognises fluctuations in tourism revenue and plans events to accommodate these fluctuations throughout the year.

The Destination enables and promotes public participation in sustainable Destination planning and management. Local communities' aspirations, concerns and satisfaction with tourism sustainability and Destination management are regularly monitored and publically reported, and action is taken in response to them. The Destination has a system to enhance local understanding of sustainable tourism opportunities and challenges and to build the capacity of communities to respond.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the community regularly promote the socio-economic benefits of tourism?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the community have an up-to-date, publically available inventory of its tourism assets and attractions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a system for the regular collection, monitoring and recording of resident's goals and concerns?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a local tourism business support program in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is a purchasing policy in place for the local procurement of goods and services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are fair trade goods and services purchased where available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination employ ethical business practices, including non-exploitation of women and children?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are local businesses given the opportunity to sell goods and services within the tourism sector?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.5.2 Sustainability Programs

The Destination shall regularly inform tourism-related enterprises about sustainability issues and encourage and support them in making their operations more sustainable. The Destination shall regularly promote the adoption of sustainability standards, promoting the application of GSTC-I Recognised standards and GSTC-I Accredited certification schemes for tourism.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination actively encourage and support the participation in registered sustainability certification programs promoting the application of, for example the EarthCheck Company Standard, GSTC-I Recognised standards and GSTC-I Accredited certification schemes for tourism enterprises, where available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination regularly inform tourism-related enterprises about sustainability issues and encourage and support them in making their operations more sustainable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination promote those businesses who participate in registered sustainability certification programs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a list of local businesses which choose to participate in registered sustainability programs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.5.3 Seasonality

The Destination shall implement a system for visitor management which is regularly reviewed. The Destination shall take action to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at certain times and in certain locations, working to balance the needs of the local economy, community, cultural heritage and environment.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a plan to manage fluctuations in tourism-based revenues throughout the year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system for visitor management which is regularly reviewed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is action taken to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at certain times and in certain locations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.6 Measurement, Improvement, Monitoring and Records

3.6.1 Regular Measurement

Regularly measure and record the Destination's ECSE performance identified in the key performance areas using *EarthCheck Sector Benchmarking Indicators for Destinations* available in 'My EarthCheck'.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have evidence of regular measurement and recording of its ECSE performance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination have a system to monitor, measure and respond to the impact of tourism on the natural environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.6.2 Above Regional Average

Benchmark Destination ECSE performance measures annually against the *EarthCheck Sector Benchmarking Indicators for Destinations* and shall aim to achieve an EarthCheck Benchmarking Assessment above Regional Average performance for all indicators.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of benchmarking above Regional Average or as consistent with EarthCheck policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.6.3 Improvement Targets

Establish staged, achievable and responsible improvement targets to reduce negative impacts and where appropriate, increase positive outputs from key performance areas as guided by the EarthCheck Destination Benchmarking Assessment Report.

Checklist Item	Y	N	n/a	Comment/Explanation
Are there improvement targets relevant to EarthCheck Destination Benchmarks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.6.4 Implementing Improvements

Develop a written program to implement Destination ECSE performance improvement targets including clearly defined responsibilities and timeframes.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a written program to implement ECSE performance improvement objectives, with clearly defined responsibilities, and timeframes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.6.5 Benchmarking Monitoring

Monitor progress against all objectives and targets to ensure year on year improvement using the annual EarthCheck Benchmarking Assessment Report.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a regular monitoring system or process to monitor progress using the annual EarthCheck Benchmarking Assessment report?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.6.6 Local Indicators

Establish Destination specific Supplementary Benchmarking Indicators¹ to measure and Benchmark significant local aspects of a Destination's ECSE sustainable management performance.

Checklist Item	Y	N	n/a	Comment/Explanation
Have Destination Specified benchmarking indicators to measure been identified?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.6.7 Benchmarking Records

Ensure systems are in place for the collection of Benchmarking Measures.

Checklist Item	Y	N	n/a	Comment/Explanation
Are there records available for at least three years (or since initial Benchmarking)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Can evidence be provided for the calculation of the Destination's Activity Measure data?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are records available for the calculation of each of the Core Sector Benchmarking Indicators?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are records available for the calculation of any Specified Indicators?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there any indicators that have performed below Regional Average performance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3.7 Staff Training on Benchmarking

The Destination shall ensure all staff receive training as necessary in order to meet the requirements of this section with respect to their duties.

Provide training for members of the Destination Authority accountable for the collection and management of EarthCheck Benchmarking performance measures.

¹ Although not mandatory, Destinations are encouraged to elect Specified Benchmarking Indicators in specific areas of community interest for internal performance monitoring.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination provide training for members on collection and management of EarthCheck Benchmarking performance measures?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

STEP 4: COMPLIANCE

Intent: To comply with local legislation and laws, or where appropriate national or international standards and regulations or best practice.

Explanatory Note: This section addresses the requirements for a Destination's regulatory compliance.

Criteria: The Destination shall:

4.1 Operationally Legal

Provide evidence that the broad operation of the Destination as an EarthCheck Destination is compliant within the requirements and intent of laws that prevail locally.

Checklist Item	Y	N	n/a	Comment/Explanation
Are all local relevant laws and legal requirements complied to?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has there been any prosecution or legal action against the Destination Authority within the last year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4.2 Legal Compliance

Provide evidence of an understanding of the environmental, quality, public and occupational health, safety, and hygiene, and employment legislation in addition to all other requirements necessary to maintain the safety and security of Destination residents and its visitors. This may include, but is not limited to, areas such as cultural, heritage and archaeological significance where applicable, including property acquisitions and other land development issues.

NOTE: The Destination Authority must record and comply with legal requirements and demonstrate compliance with conditions and regulations through the provision of copies of legislation relevant to the Destination in the form of a legislation register.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a comprehensive legal register of legislation within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are records kept (including permits, licenses, leases, and correspondence with regulatory authorities) to demonstrate legal compliance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are legal requirements publically communicated to the community within the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4.3 International Standards

Where there is no relevant legislation for environmental, public and occupational health, safety, and hygiene, and employment legislation and other requirements (other requirements may include, but are not limited to cultural, heritage, archaeological significance, property acquisitions, land development issues and intellectual property rights) to which the Destination Authority is

obliged to adhere, the Destination Authority will adopt international standards or recognised best practices.

The Destination shall have a system to contribute to the protection and preservation of intellectual property rights of communities and individuals.

Checklist Item	Y	N	n/a	Comment/Explanation
Is the community within the Destination and the Destination Authority committed to the adoption of international standards and/or best practice where applicable?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination adhere to laws on intellectual property pertaining to the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4.4 Wildlife Interaction

Implement a system to ensure compliance with local, national, and international laws and standards for wildlife interactions. Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse impacts on the animals concerned and on the viability and behaviour of populations in the wild.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a system to ensure compliance with local, national, and international laws and standards for wildlife interactions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination provide copies of the laws, standards and guidelines to tourism operators and guides?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are the interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse impacts on the animals concerned, their viability and the behaviour of the populations in the wild?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4.4.1 Conservation of Species

Have a system to ensure compliance with local, national, and international laws and standards that seek to ensure animal welfare and conservation of species (animals, plants and all living organisms). This includes the harvesting or capture, trade, display, and sale of wildlife species and their products. No species of wild animal is acquired, bred or held captive, except by authorised and suitably equipped persons and for properly regulated activities. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination have a system to ensure compliance with local, national, and international laws and standards that seek to ensure animal welfare and conservation of species (animals, plants and all living organisms)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does this include the harvesting or capture, trade, display, and sale of wildlife species and their products?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
No species of wild animal is acquired, bred or held captive, except by authorised and suitably equipped persons and for properly regulated activities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has evidence been provided for housing, care and handling of all wild and domestic animals to ensure it meets the highest standards of animal welfare?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are all staff qualified/licensed to handle captive wildlife?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4.5 Staff Training on Compliance

The Destination shall ensure all staff receive training as necessary in order to meet the requirements of this section with respect to their duties.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination provide training on all areas of Compliance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

STEP 5: PLANNING FOR CONTINUAL IMPROVEMENT

Intent: *To develop, implement, maintain and monitor a multi-year Destination Management Strategy and Action Plan. The strategy relates to and influences the development of policy and action in the Destination, with community participation, based on the achievements of the Benchmarking Key Performance Areas (KPA's). Actual and/or potential risks shall be documented by way of a documented Risk Assessment as part of overall planning.*

Explanatory Note: *This section outlines the criteria for a Destination's long-term Action Planning.*

The Action Plan governs the way in which overall Destination ECSE performance is managed and improved. The Plan must enable a community within a Destination to meet the objectives of their Policy and address all actual and potential risks identified by the Risk Assessment (undertaken in this Step).

Criteria: The Destination shall:

5.1 Risk Assessment

Identify the level of actual and/or potential risks of planned, accidental and emergency situations – natural and man-made, in relation to the Destination's scope, by way of a documented Risk Assessment², referring to the 12 Key Performance Areas below. The Risk Assessment shall include risk reduction, crisis management and emergency response plans appropriate to the Destination and the risks identified.

1. Energy efficiency, conservation and management
2. Greenhouse gas emissions
3. Air quality protection and noise control
4. Management of freshwater resources
5. Wastewater management, drainage and streams
6. Ecosystem conservation and management
7. Land use planning and development
8. Transport
9. Solid Waste Management
10. Management of environmentally harmful substances
11. Cultural and Social Management
12. Economic Management

² Destinations may refer to the Risk Assessment templates available through 'MyEarthCheck'. Other useful references include the World Tourism Organisation (WTO) (www.unwto.org).

The Destination shall have a risk reduction, crisis management and emergency response plan that is appropriate to the Destination.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a documented Risk Assessment in order to assess all actual and/or potential risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a procedure to identify aspects against the 12 Key Performance Areas?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have major external influences been identified and potential impacts assessed where appropriate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the documented Risk Assessment include a risk reduction, crisis management and emergency response plan that is appropriate to the Destination and the risks identified?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.1.1 Water Risks

The Destination shall assess and document water risks. If water is deemed as a high risk, water stewardship goals must be identified and actively pursued with enterprises to ensure that tourism use does not conflict with the needs of local communities and ecosystems.

Checklist Item	Y	N	n/a	Comment/Explanation
Is the water risk in the Destination assessed and documented?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
In cases of high-water risk, are water stewardship goals identified and actively pursued with enterprises to ensure that tourism use does not conflict with the needs of local communities and ecosystems?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.1.2 Likelihood and Severity

The Destination shall include in the Risk Assessment reasonable and responsible procedures to minimise the likelihood and severity of impacts.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Risk Assessment identified the likelihood and severity of potential impacts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Risk Assessment include procedures to manage potential impacts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Risk Assessments the likelihood of different scenarios, for example, natural disasters, terrorism, health, resource depletion to the location?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.1.3 Impact Mitigation

The Destination shall include in the risk assessment mitigation against associated impacts where possible.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Risk Assessment considered the ability to prevent and/or mitigate impacts should they arise?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.1.4 Climate Change

The Destination shall build resilience into the Risk Assessment to the known and predicted impacts of climate change through mitigation and adaptation strategies as appropriate³. Mitigation strategies are to be documented within the Risk Assessment.

The Destination shall identify risks and opportunities associated with climate change. Climate change adaptation strategies are pursued for the siting, design, development and management of tourism facilities. Information on predicted climate change, associated risks and future conditions is provided for residents, businesses and visitors.

Checklist Item	Y	N	n/a	Comment/Explanation
Is information on predicted climate change, associated risks and future conditions provided for residents, businesses and visitors?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Risk Assessment include strategies to mitigate and/or adapt to the impacts of climate change?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.1.5 Risk Training

The Destination shall ensure key Destination personnel are trained to respond to accidental and emergency situations as outlined in the Risk Assessment, with key activities to be promoted to residents and visitors.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Risk Assessment include a list of those personnel who have been trained to respond to accidental and emergency situations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Risk Assessment include planned activities to be promoted to residents and visitors?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

³ In some Destinations, such as Small Island Developing States, adaptation strategies to climate change must take priority (Mycoo 2014; Scott & Becken 2010). The Destination is to plan according to the local context.

5.1.6 Risk Assessment Review

The Risk Assessment is to be reviewed annually.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Risk Assessment been completed and/or revised within the last twelve months?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have there been any changes to the operation that need to be included in the Destination's Risk Assessment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.1.7 Publicly Available Risk Assessment

The Risk Assessment is to be shared publicly. Key elements shall be communicated to residents, visitors and enterprises (where appropriate), including procedures and resources.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Risk Assessment been shared publicly within the last twelve months?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are the key elements of the risk reduction, crisis management and emergency response plan (including procedures and resources) communicated to residents, visitors, and enterprises?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.2 Destination Management Strategy and Action Plan

Develop a multi-year Destination Management Strategy and Action Plan relevant to the scope of operations. This Action Plan shall include an identification and assessment of tourism assets. The Action Plan shall relate to and influence wider sustainable development policy and actions within the Destination.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a Multi-Year Destination Management Strategy and Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the documented Destination Management Strategy and Action Plan relevant to the scope of operations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Strategy include an identification and assessment of tourism assets and considers socio-economic, cultural and environmental issues and risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Was the Strategy and Action Plan developed with stakeholder engagement and is based on sustainability principles?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Strategy relate to and influence wider sustainable development policy and action in the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

The Action Plan shall have regard to:

5.2.1 Defined ECSE Issues

The definition of key ECSE sustainability issues, as guided by EarthCheck Benchmarking Key Performance Areas and supplementary criteria relevant to the Destination, developed based on sustainability principles and developed with community participation supported by documented procedures to mitigate risk on any significant impact that has been identified within the Risk Assessment.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Action Plan clearly define ECSE sustainability issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Action Plan been developed based on sustainability principles?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has the Action Plan been developed with community participation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have items that have been identified as having a 'high' or 'significant' impact from the Risk Assessment been identified and addressed within the Action Plan with documented procedures to mitigate these risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.2.2 Key Performance Areas

The Destination shall ensure the Destination Action Plan addresses EarthCheck ESCE key performance areas for the Destination, specifically addressing tourism activity and development issues.

Checklist Item	Y	N	n/a	Comment/Explanation
Are locally developed criteria included in the Destination Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Action Plan address tourism activity and development issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.2.3 Stakeholder Engagement

The Destination shall seek internal and external stakeholder engagement in the development of the Action Plan.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of both internal and external stakeholder contribution to the development of the Destination Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.2.4 SBI Improvements

The Destination shall ensure Destination level quantified performance improvement targets for the key performance areas identified by the 'EarthCheck Sector Benchmarking Indicators for Destinations' are included in the Action Plan.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Plan include quantifiable improvement targets as identified by the EarthCheck Sector Benchmarking for Destinations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Can the quantifiable improvement targets in the Action Plan be cross-correlated with the Sector Benchmarking Indicators?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.2.5 Action Plan Marketing

The Destination shall include a marketing strategy in the Action Plan which includes a selection of target markets of visit patterns and their impact on activities and Destination needs.

The Destination shall have actions in place which speaks to the Destination Management Strategy to address seasonality and spread of visitation.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination's Action Plan address the seasonality and spread of visitation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination's Action Plan include a marketing strategy which includes a section of target markets of visitation patterns and their impact on activities and Destination needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.2.6 Action Plan Leadership

The Destination shall ensure leadership accountabilities are defined in the Action Plan for achieving Benchmarking KPAs as identified in the development of Destination Authority (Step 1).

Checklist Item	Y	N	n/a	Comment/Explanation
Have leadership responsibilities been allocated to the achievement of Benchmarking KPAs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.3 Publicly Available Action Plan

The Destination shall make the Multi-Year Destination Management Strategy and Action Plan publicly available.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Multi-Year Destination Management Strategy and Action Plan been shared with the public?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.4 Action Plan Monitoring

The Destination shall implement a system to monitor, measure and respond to Destination performance against Policy, Benchmarking Assessment Performance, including ESCE issues, improvement targets, relevant legislation and impacts arising from tourism.

The Destination shall regularly monitor, evaluate and publicly report actions and outcomes from this system.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a system in place to regularly monitor, measure and respond to performance against the Sustainability Policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a system in place to regularly monitor, measure and respond to performance against the Benchmarking Assessment Performance, including ECSE issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a system in place to regularly monitor, measure and respond to performance against improvement targets?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a system in place to regularly monitor, measure and respond to performance against relevant legislation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination provide evidence of the system the Destination is implementing to monitor and respond to socio-economic, cultural and environmental issues and impacts arising from tourism?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination regularly monitor, evaluate and publicly report actions and outcomes from the established system?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.5 Non-Conformance Procedures

The Destination shall document procedures for dealing with non-conformity and taking corrective actions to achieve conformance and implement continuous improvement. The procedures are to include steps to prevent the reoccurrence of non-conforming situations.

Checklist Item	Y	N	n/a	Comment/Explanation
Are there procedures in place for dealing with non-conformities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Have any non-conformities been corrected?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there procedures in place for preventative action, for example an Internal Audit?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.6 Action Plan Review

The Destination shall undertake an annual review and update of the Destination Action Plan.

Checklist Item	Y	N	n/a	Comment/Explanation
Are periodic updates and annual reviews of the Destination Action Plan undertaken?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5.7 Staff Training on Planning for Continual Improvement

The Destination shall ensure all staff receive training as necessary in order to meet the requirements of this section with respect to their duties.

The Destination shall ensure internal and external stakeholders have opportunities for periodic training in order to meet the requirements of the Action Plan.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of both internal and external stakeholders receiving training to meet the requirements of the Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

STEP 6: CONSULTATION, COMMUNICATION & REPORTING

Intent: To engage with community members within the Destination through consultation to develop policies and plans; communicate regularly Destination Standard achievements and challenges; and maintain reports, sharing outcomes with community members.

Explanatory Note: This section details the requirements for consulting, communicating the Destination's ESCE commitment, goals and objectives to all key stakeholders, and reporting mechanisms.

Criteria: The Destination Authority shall:

6.1 Community Consultation

6.1.1 Feedback Management

Encourage and respond to positive and negative feedback from the community on the ECSE Sustainability Policy, Multi-Year Destination Management Strategy and Action Plan and related performance targets.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority have a procedure for encouraging and responding to feedback on the Sustainability Policy, Multi-Year Destination Management Strategy and Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has feedback on the Policy, Strategy and Action Plan and related targets been sought and considered?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of responses available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.1.2 Consultative Mechanisms

Establish effective consultative mechanisms and strategies to ensure all sections of the Destination's community are able to participate in developing and implementing the Destination's Sustainability Policy, and Multi-Year Destination Management Strategy and Action Plan. Policy, Strategy and Action Plans shall be shared with the public.

Checklist Item	Y	N	n/a	Comment/Explanation
Are there consultative mechanisms in place to ensure all sections of the community are able to participate in the development and implementation of the Sustainability Policy, Strategy and Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of the Policy, Strategy and Action Plans being shared with the public and their concerns and satisfaction with Tourism sustainability and Destination management regularly monitored, and publically reported, and is action taken in response to them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.1.3 Tourism Consultation

Ensure that all sectors of the local tourism industry are consulted and encouraged to participate in tourism planning and development activities.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of all sectors of the local tourism industry being consulted?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a system to enhance local understanding of sustainable tourism opportunities and challenges and to build the capacity of communities to respond?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.1.4 Community Participation

Encourage key community stakeholders to engage in the Destination Authority's ECSE programs.

Checklist Item	Y	N	n/a	Comment/Explanation
Have key stakeholders been identified and consulted?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Authority have a procedure for encouraging key stakeholders to engage with its ECSE programs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of stakeholder participation in ECSE programs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.1.5 Local Customs

Consult community members (and visitors where appropriate) about sensitive local customs and ways of life, natural areas and environmental issues, and how best to contribute to the local economy.

Checklist Item	Y	N	n/a	Comment/Explanation
Have community members been consulted about sensitive local issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have visitors been consulted on issues relevant to local customs, the natural area and environmental issues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have community members been consulted about how best to contribute to the Destination's local economy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.1.6 Customer Satisfaction

Measure, monitor and publicly report visitor satisfaction. Ensure the quality and sustainability of the Destination, experience and, if necessary, take action in response. Where complaints are received, the Destination is required to have a complaint handling policy and procedure to respond with corrective action.

Visitors are informed about sustainability issues in the Destination and the part that they can play in addressing them. The Destination shall measure customer satisfaction.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination measure customer satisfaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is quality and sustainability of the Destination experience monitored in visitor satisfaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination take action in response if necessary?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist Item	Y	N	n/a	Comment/Explanation
Are visitors informed about sustainability issues in the Destination and the part that they can play in addressing them?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are measures of customer satisfaction made publically available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a complaints handling policy and procedure publically available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there a corrective action plan and is corrective action taken where appropriate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Has data been recorded for all customer complaints and entered at time of Benchmarking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.2 Communication

6.2.1 Performance Communication

Regularly communicate to the Destination's community, in a simple, clear, and obvious manner, the Destination's ECSE performance based on their EarthCheck Benchmarking Assessment Report and Onsite Certification Audits.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there a mechanism in place to communicate regularly with the community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of ongoing liaisons with local community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.2.2 Environmental Awareness

Be proactive in raising community awareness of local and global environmental issues, including the potential impacts of climate change.

Checklist Item	Y	N	n/a	Comment/Explanation
Has the Destination been proactive in raising local awareness of environmental issues including climate change with key stakeholders?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are specific educational activities for key stakeholders on climate related issues included?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is there evidence of the activities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.2.3 Interpretive Information

Accurate interpretive materials and information is communicated with visitors relevant to naturally and culturally sensitive or significant sites, which informs visitors of the significance of the cultural and natural aspects of the sites they visit, using approved guidelines with the intention of increasing visitor awareness of sites, in appropriate languages. The materials and information is culturally appropriate and developed with the host community.

Checklist Item	Y	N	n/a	Comment/Explanation
Is interpretive information communicated to visitors regarding locally sensitive or significant sites (this may take any form, via information in guest rooms, commentary on a tour, signage, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the interpretive material inform the visitors of the significance of the cultural and natural aspects of the sites they visit and is available prior to a visitor's arrival?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there guidelines to raise visitor awareness, understanding, and respect for local indigenous cultures and customs, within and around cultural sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is interpretive information available on location at natural and cultural sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the interpretive information clearly use appropriate languages pertinent to visitors and residents?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.2.4 Promotion and Information

Ensure that promotional and visitor information material about the Destination is accurate with regard to its products, services, and sustainability claims. Marketing messages and other communications reflect the Destination's values and approach to sustainability and treat local communities and natural and cultural assets with respect.

Checklist Item	Y	N	n/a	Comment/Explanation
Is there evidence of accurate promotion and visitor information material of the Destination with regard to its available products and services, and sustainability claims?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does marketing messages and other communications reflect the Destination's values and approach to sustainability and treat local communities and natural and cultural assets with respect?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does all marketing communication include accessibility information on sites, facilities and services?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.3 Reporting

6.3.1 Effectiveness Reviews

Regularly undertake a review of the effectiveness of the Destination Authority as an organisation achieving sustainable outcomes for the Destination.

Checklist Item	Y	N	n/a	Comment/Explanation
Are there mechanisms in place to review the effectiveness of the Destination Authority?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.3.2 Sustainability Report

Regularly produce and distribute publically a Destination Sustainability Report including the findings of the annual EarthCheck Benchmarking Assessment Report.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority regularly produce a Destination Sustainability Report at least annually?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the report include the findings of the EarthCheck Benchmarking Assessment Report?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the report distributed publically?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.3.3 Economic Contribution

The direct (and where possible, indirect) economic contribution of tourism to the Destination's economy is monitored and publically reported at least annually. To the extent feasible, this could include visitor expenditure, revenue per available room, employment and investment data on the distribution of economic benefits.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority monitor the direct economic contribution of tourism to the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Does the Destination Authority monitor the indirect economic contribution of tourism to the Destination?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are the findings presented in a report which is publically available?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the report presented at least annually?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Is the Destination Authority monitoring locally available data to the best of their capacity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.3.4 Consultation and Communication Recording

Maintain records of community consultations and communication.

Checklist Item	Y	N	n/a	Comment/Explanation
Have records of consultation with stakeholders been maintained?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.3.5 Record Retention

Retain for at least 48 months, appropriate records of Destination Authority operations including: minutes of all stakeholder engagement including Destination Authority meetings, Policy statements, Action Plans, operational plans, annual Benchmarking performance reviews, the budget, and records of sustainable performance monitoring information.

Checklist Item	Y	N	n/a	Comment/Explanation
Does the Destination Authority have a written procedure for record keeping?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Are there records, dating back for at least 48 months (or since initial Benchmarking) of the Destination Authority operations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include stakeholder engagement meeting minutes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include Destination Authority meeting minutes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include documents relevant to the development and review of the Policy Statements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include documents relevant to the development and review of the Destination Action Plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include the data relevant to the annual Benchmarking performance reviews?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include reference to the budget of the Destination Authority, relevant to the EarthCheck Destination Standard Benchmarking and Certification?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Do the records include monitoring data relevant to sustainable performance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6.4 Staff Training on Consultation, Communication & Reporting

The Destination shall ensure all staff receive training as necessary in order to meet the requirements of this section with respect to their duties.

Checklist Item	Y	N	n/a	Comment/Explanation
Do all staff receive training to meet requirements of Consultation, Communication and Reporting?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

AUTHORISATION

To complete your application for submission, please ensure all the information provided in your Self Assessment Checklist is reviewed and authorised by your Green Team Leader or Senior Management, e.g. CEO, Director, General Manager etc.

EarthCheck Coordinator Application:

I hereby verify that the information contained within this application is current and true and accurate, and if proved to be otherwise, Certification may be withheld.

Name

Position

Signature

Date of Authorisation

Senior Management Authorisation:

I hereby verify that the information contained within this application is current and true and accurate, and if proved to be otherwise, Certification may be withheld.

Name

Position

Signature

Date of Authorisation

PART 3: GLOSSARY

Baseline Level: Level of an EarthCheck Indicator that if exceeded demonstrates an organisation is achieving sound environmental, cultural, social, and economic performance.

Benchmarking: EarthCheck benchmarks actual environmental performance against a standard level of environmental management criteria that is deemed responsible. The system is based on Agenda 21 and includes cultural, social, and economic as well as environmental criteria.

Best Practice Level: Level of an EarthCheck indicator that demonstrates the organisation is achieving exemplary performance.

Community: The resident and visitor population within the destination.

Destination: A defined precinct, neighbourhood, or region, under the jurisdiction of a locally elected or appointed body (e.g., a municipality governed by an elected council and served by a dedicated administration).

Destination Authority: The designated collector and authoriser of all the information used for benchmarking (e.g., for a municipality this will usually be the elected governing council and its officers, an industry agency, or similar body).

ECSE: Environmental, Cultural, Social, and Economic.

Environmental Risk: The potential for ecological harm or adverse environmental impact to the natural, social and cultural environment as a result of the activities undertaken by, or in the presence of, a tourism organisation.

Fair Trade: It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers.

Greenhouse Gases: Human activities, such as burning fossil fuels (oil, gas and coal), are unleashing emissions of gases, in particular carbon dioxide (CO₂), that act as an atmospheric blanket, trapping thermal radiation emitted from the Earth's surface, causing the greenhouse effect.

Habitat: A habitat is an ecological or environmental area that is inhabited by a particular species. It is the natural environment in which an organism lives, or the physical environment that surrounds a species population.

Harmful Substances: Harmful Substances are materials which could harm people or local ecosystems, and include (but are not limited to): fuels, oils, greases, fats, lubricants, detergents, acids, alkalis, oxidation reagents, disinfectants, surfactants, chlorine, refrigerant gases, asbestos, paints, solvents, fertilisers, pesticides, weedicides, lime, cement, batteries (wet and dry), radioactive hazardous materials, biologically hazardous materials, putrescible wastes, sewage sludges, water treatment sludges, filter cakes, filter backwash effluent, sewage treatment effluent, waste construction materials and plastics.

Innovation: The adaptation of business practices to create more effective processes, implement new products or services, while improving productivity to increase likelihood of business success (Australian Government n.d.).

Life Cycle Approach: A life cycle approach identifies both opportunities and risks at each stage of the life cycle of a product or service, from resource extraction through to disposal.

Local people: Any individuals living within either a 20 kilometre radius, or those of a traditional or indigenous background. This ruling will be flexible for inner city Communities.

MSDS: Material Safety Data Sheet contains information on potential hazards including products, substances, and chemicals, and how to safely manage the use of these hazards.

Non-conformity: Nonfulfillment of a requirement of the EarthCheck Destination Standard. Whenever a non-conformity is raised, a Corrective Action Request will follow.

Non-physical services: See 'Quality of Life'.

'Quality of Life': Quality of Life is "an economic and philosophical concept that refers to the level of enjoyment and fulfilment derived by humans from the life they live within their local economic, cultural, social, and environmental conditions"⁴ (Moore 2010, p.313). It is underpinned by the combined elements of physical and non-physical factors. **Physical factors** include a wide and varied range of housing and accommodation, and other facilities, well connected and reliable public transport, leisure, recreation, and educational facilities, physical public spaces, and access to green and open spaces. **Non-physical factors** include safety, employment and income, local social networks, an inclusive society promoting a sense of belonging, all contributing to people's well-being.

Regulatory Requirements: The laws, restrictions and licenses applicable to the Destination Authority.

Risk: The chance of something happening that will have either a positive or negative impact, environmentally, ecologically or socially.

Risk Assessment: The systematic process of understanding the nature and level of risk in order to prevent, minimise and/or mitigate.

Social Capital: Refers to the features of social organisation which includes norms, networks, social relations, and institutional arrangements which support coordination and cooperation assisting community members achieve their individual and collective objectives (Narayan 1997 cited in Rakodi 1999; Putnam 1993).

Species of Conservation Concern: Any wildlife species (plant or animal) which is recognised as rare, vulnerable, endangered or presumed extinct by national or international conservation agencies.

Stakeholders: Any interested persons that interact with a Destination's operations. These may include local people, neighbours, visitors, suppliers, clients, regulatory agencies, social/community groups etc. Key stakeholders are those specifically relevant to the implementation of the EarthCheck Sustainable Communities program and can include local community-based organisations, local government, conservation and environmental authorities, visitor groups, and non-government conservation agencies.

Sustainable: To be able to be maintained at a certain rate or level through the balancing of resource consumption.

World Tourism Organisation's Code of Ethics for Tourism: Available here:
<http://ethics.unwto.org/en/content/global-code-ethics-tourism>

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**SUSTAINABILITY
IS NO LONGER
ABOUT DOING
LESS HARM.
IT'S ABOUT
DOING MORE
GOOD.**

- JOCHEN ZEITZ PRESIDENT, CEO
AND CHAIRMAN OF THE BOARD,
HARLEY DAVIDSON, INC.



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