



The MEET Standard



This document was developed based on the work developed by the **Interreg MED Programme – DestiMED Plus Project, deliverable 3.2.2. Upgraded Destimed Plus Standard 1** <https://destimed-plus.interreg-med.eu/>

Table of Contents

LIST OF ACRONYMS	2
INTRODUCTION.....	3
CONTEXT	3
STRUCTURE OF THE STANDARD	3
HOW TO READ THE OUTCOMES OF THE STANDARD	5
ANNEX I – MEET STANDARD	2
1.1 ENABLING CONDITIONS FOR THE LEC	2
1.2 ENABLING CONDITIONS FOR THE PROTECTED AREA.....	5
2.1 PRODUCT QUALITY	7
2.2 PRODUCT SUSTAINABILITY	15

List of Acronyms

EF: Ecological Footprint

ITO: Inbound Tour Operator

LEC: Local Ecotourism Cluster

MEET: Mediterranean Experience of Ecotourism Network

PAs: Protected Areas

INTRODUCTION

Context

Ecotourism is often presented and perceived as a “green” or environmentally friendly alternative to traditional tourism. But how can we determine if that perception is accurate? Can we effectively measure ecotourism? If so, how?

The MEET Standard is a complete set of criteria and indicators for measuring the sustainability of ecotourism packages in Protected Areas (PAs), developed during the DestiMED project and adopted by the MEET Network¹.

The main body in charge of the implementation of the Standard at the Protected Areas scale is the Local Ecotourism Cluster (LEC), a group of local stakeholders that brings together protected areas and the local tourism sector. The application of the Standard contributes to preventing greenwashing in ecotourism by means of data collection and analysis, as well as guiding the continuous product improvement.

All Protected Areas that would like to promote their ecotourism offer through the MEET Network must comply with the criteria of the Standard. The Standard can however be taken as a reference and guidance tool for ecotourism product development by any Protected Area.

The MEET Standard has undergone a substantial upgrade during the DestiMED PLUS project, with the aim of improving its functionality, feasibility and applicability and creating a comprehensive set of indicators for ecotourism packages.

The former DestiMED standard, now defined as **MEET standard**, has been upgraded in particular by expanding the Ecological Footprint approach by integrating it with a methodology for measuring socio-economic, governance and conservation indicators.

This new, upgraded version of the tool will improve the ability of protected areas and regions to holistically monitor the overall impact of ecotourism products in 3as, therefore becoming a functional instrument to measure and improve sustainability in a destination.

To facilitate the interpretation and the implementation of the new MEET Standard, this document provides a set of instructions on its structure, as well as its scoring system(s) as well as the Standard as annex.

Structure of the Standard

The structure of the MEET Standard, despite being more comprehensive and including more extensive governance and socio-economic assessments, has been simplified and organized around **two main pillars**: one dealing with the **destination** - i.e. the territory under the influence of the

¹ www.meetnetwork.org

Protected Area managing body that acts as a tourism DMO (Destination Management Organization) - and one with the **ecotourism product** – i.e. the package.

Both pillars consist of different sets of **indicators**, grouped according to different **criteria**, that are used to assess the performance of the destination and of the defined ecotourism product/s against the new Standard.

The **first pillar**, referred to the **destination**, evaluates the performance of the protected area and of the Local Ecotourism Cluster (LEC) with regards to the “**Enabling Conditions**”, i.e. the basic and mandatory requirements a Protected Area needs to comply with, at first instance, to be able to move on to the next phase of the MEET process, i.e. the development of an ecotourism product. The Enabling Conditions assess the compliance on **governance aspects** of these two key actors, respectively. The Protected Area is assessed on governance of tourism in its territory, while the LEC is evaluated against how it manages the ecotourism product design process.

Pillar 1, Enabling Conditions, is assessed as follows:

- How? The tool used to assess the Enabling Conditions pillar is a Self-Assessment Survey, i.e. a list of performance indicators on how the Protected Area is organized and manages tourism and a list of performance indicators on how the LEC governs itself and the product design process.
- When? This first pillar looks at internal processes and starting conditions. It must be evaluated when a protected area, already member of MEET, decides to begin the MEET product development journey for its destination, and should be monitored anytime there are changes in the LEC or related with tourism management in the PA.
- By whom? The LEC should be the responsible for answering the self-assessment, considering that the LEC includes PA representation, and the conservation specific questions will be answered by the PA only.

The **second pillar** refers to the ecotourism **product** and it is used to measure the quality and the sustainability of the ecotourism product developed by the LEC. It is organized in two sub-pillars: a first set of indicators assesses the overall **quality** of the ecotourism product in all of its components and a second and a third set of indicators evaluates the **sustainability** of each supplier included in the ecotourism product, from a socio-economic and environmental point of view.

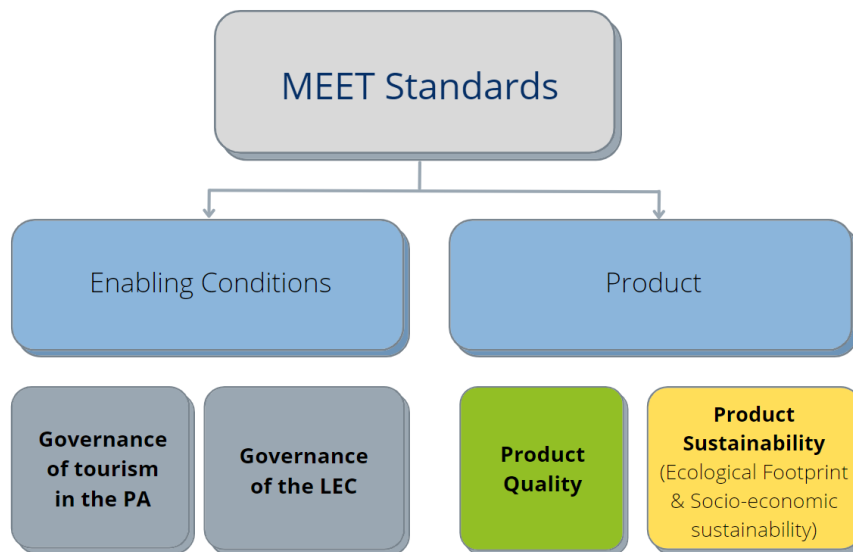
Pillar 2 Product, is assessed as follows:

- How? the Product pillar on **quality** is assessed using a specific checklist (in the form of a questionnaire), filled in by a MEET auditor who assesses product materials (itinerary, communication materials) and testes the product in the field.

The Pillar product **sustainability** that addresses the service providers is based on specific data collection from each service provider, that is to be collected in advance by the LEC.

- When? Every time a new ecotourism package is set up, it should undergo an assessment process and, if no modifications are expected, the package should go through the Product pillar assessment after an established amount of time. Moreover, the sustainability part of the pillar should be also monitored each time there is a new service provider, to be applied only on this new service provider; with the new data, the LEC must recalculate the sustainability performance of the whole ecotourism product.
- By whom? Concerning product quality, the auditor will be identified by the MEET Network. As per product sustainability, the LEC is the responsible for collecting the sustainability-related data from the service providers.

Below a schematic representation of MEET standard and its pillars is presented.



How to read the outcomes of the Standard

The [results](#) of the evaluation process of the Standard are quantitative. Scoring is different for Pillar 1 and Pillar 2.

Enabling conditions (pillar 1) evaluates scores based on 3 levels of performance assessing the performance degree of both the Protected Areas destination and the LEC as presented in Table 1:

2	Ideal performance
0	Compliance
-2	No data or non-acceptable performance

Table 1. Generic scale to assess product performance.

Pillar 2 is, instead, assessed against 5 levels of performance, with values ranging from -2 to +2 depending on the performance degree of the product (Table 2).

2	Ideal performance
1	Intermediate positive performance
0	Compliance
-1	Intermediate negative performance
-2	No data or non-acceptable performance

Table 2. Generic scale to assess product performance

In order to comply with the standard, and therefore begin the journey for market access, a Protected area with its established LEC and designed ecotourism product must obtain at least a **score of 0 for each criteria** that composes the two pillars. A performance of 0 is associated with compliance with legislation and basic requirements.

Along with these quantitative values, a series of guidelines and recommendations are given to LEC in order to support improvements in the performance and reach a minimum score of 0, therefore being able to commercialize the product. It can also be used to improve an already compliant performance towards an ideal performance and thus increase the quality of the final ecotourism product.

ANNEX I – MEET Standard

Organization of the standard per criteria:

1.1 ENABLING CONDITIONS FOR THE LEC	1.1.1 Legitimacy and voice
	1.1.2 Direction
	1.1.3. Performance
	1.1.4. Accountability
	1.1.5. Fairness and rights
1.2 ENABLING CONDITIONS FOR THE PROTECTED AREA	1.2.1 Legal designation
	1.2.2 Conservation planning
	1.2.3. Visitor management
	1.2.4. Impacts on conservation from the package

2.1 PRODUCT QUALITY	2.1.1 Sound design of the ecotourism product
	2.1.2 MEET market alignment
	2.1.3 Product components characteristics
	2.1.4 Product safety characteristics
	2.1.5 Product operations characteristics
	2.1.6 Product supplier's characteristic
2.2 PRODUCT SUSTAINABILITY	2.2.1 Workers
	2.2.2 Local community
	2.2.3 Value chain
	2.2.4 Customer
	2.2.5 Ecological footprint

1.1 ENABLING CONDITIONS FOR THE LEC

Topic	Indicator		Ideal performance	Compliance	No data or non-compliant situation	Don't know / Not applicable
1.1.1 Legitimacy and voice	1.1.1.1	Existence of a stakeholder map including an indication of key ecotourism stakeholders.	Comprehensive and up to date	Basic draft available	Not existing	Don't know / Not applicable

	1.1.1.2.	Relevant rightsholders and stakeholders are represented in the LEC (Local Ecotourism Cluster) and can have a say or participate in decision-making (PA = Protected Area; CSO = Civil Society Organisation; ITO = Inbound Tour Operator / DMC/ Incoming Agency; DMO = Destination Management Organisation).	As a minimum: 1 business for each of the 4 sectors (accommodation, transport, food and drink, activities, and other services), 1 local administration, all protected areas, 1 CSO, 1 ITO, 1 DMO or Tourism Board	As a minimum: 1 local administration, 2 business of the 4 sectors, 1 PA, 1 ITO (Minimum 5 persons)	Less than the minimum for compliance	Don't know / Not applicable
	1.1.1.3	What is the female/male ratio of members in the LEC?	Balanced: 40- 60% female/male	Approx. 20-40% female	Approx. less than 20% female or male.	Don't know / Not applicable
	1.1.1.4	The LEC has a document proving its existence	Existing and specifying its organisation (composition, membership, meetings, tasks, roles, responsibilities)	Existing	Not existing	Don't know / Not applicable
1.1.2 Direction	1.1.2.1.	Existence of an ecotourism strategy including an agreed action plan to provide a framework for the development of the ecotourism	Existing and already implemented	In preparation	Not existing or planned	Don't know / Not applicable

		offer in and around the protected area.				
	1.1.2.2.	Level of implementation of the actions present in the current strategy 2 years after the start of the strategy.	More than 60% implemented	60-40% implemented	Less than 40% implemented / No data	Don't know / Not applicable
1.1.3. Performance	1.1.3.1.	To what extent does the LEC contribute to the development of the ecotourism offer supported by the park (including MEET itineraries)?	LEC with contributions of additional actors outside the LEC	With relevant members of the LEC	Development is carried out solely by private sector tourism actors	Don't know / Not applicable
	1.1.3.2	Has the LEC established a procedure to select service providers to be included in the tourism offerings supported by the park?	LEC has a comprehensive procedure	LEC has a basic or in preparation procedure	No existing procedure	Don't know / Not applicable
	1.1.3.3	The LEC has formally identified one or several Inbound Tour Operators (ITO) that can, and is willing to, develop and operate the ecotourism offer supported by the park (including MEET itineraries) and the required monitoring procedures.	Yes, and formalised in agreement	Yes	No	Don't know / Not applicable

	1.1.3.4	The LEC has an action plan specifying its envisaged activities (meetings, activities, events ...).	Detailed action plan	List of planned activities available	No action plan available	Don't know / Not applicable
	1.1.3.5	Degree of activity of the LEC (meetings in person or online).	Frequent meetings	At least 2 meetings per year	No meetings	Don't know / Not applicable
	1.1.3.6	To what extent public authorities and decision-makers are aware of the vision of the LEC and support the further integration of ecotourism aspects into regional policies?	Fully aware and supportive	Generally aware	Not aware	Don't know / Not applicable
1.1.4. Accountability	1.1.4.1	Extent to which information about meetings and activities is shared with LEC members, stakeholders, and rightsholders.	All	Basic information	None	Don't know / Not applicable
	1.1.4.2.	Extent to which information on LEC meetings, key documents (e.g., strategy, action plan, MEET, ecotourism offer), and activities is publicly accessible.	All	Basic information	None	Don't know / Not applicable

	1.1.4.3.	Presence of an easily accessible mechanism to receive and react to feedback regarding the package and the work of LEC from customers, LEC members, and general public.	Available and actively used	Available	Not available	Don't know / Not applicable
	1.1.4.4.	Degree to which feedback is considered by the LEC.	Fully considered	Partly considered	Not considered	Don't know / Not applicable
1.1.5. Fairness and Rights	1.1.5.1.	Number of substantial complaints yearly reported by local communities, stakeholders and rightsholders related to the ecotourism offer supported by the park (including MEET itineraries).	None reported	Reported and addressed	Reported, not addressed	Don't know / Not applicable
	1.1.5.2.	Number of reported infringements and/or legal problems related to the ecotourism offer supported by the park (including MEET itineraries).	None reported	Reported and addressed	Reported, not addressed	Don't know / Not applicable

1.2 ENABLING CONDITIONS FOR THE PROTECTED AREA

Topic	Indicator		Ideal performance	Compliance	No data or non-compliant situation	Don't know / Not applicable
1.2.1 Legal designation	1.2.1.	The site meets the IUCN definition of a protected area and/or is recognised as a 'Conserved Area'. It is assigned to one of the IUCN PA Management Criteria OR is a legally established protected area according to national legislation.	Gazetted, legally designated and having an operational management body	Gazetted and legally designated	No protected area	Don't know / Not applicable.
1.2.2 Conservation planning	1.2.2.	The protected area has a current management / conservation plan or equivalent in place (formally adopted) that is used to guide management-related priorities and activities. It has stated conservation, but also socio-economic objectives. The park is	Existence of adopted Management / Conservation plan covering socio-economic and conservation aspects. It has a section detailing visitor management and visitation (e.g., context, objectives, measures)	Existence of adopted Management / Conservation plan	Absence of any plan or plan not adopted	Don't know / Not applicable

		aware of the major pressures, threats, and park values to enable effective ecotourism planning.				
	1.2.2.1.	Level of implementation of the actions present in the management plan 2 years after the start of the plan.	More than 60% implemented	60-40% implemented	Less than 40% implemented / No data	Don't know / Not applicable
1.2.3. Visitor management	1.2.3.	The protected area has visitor regulations in place (group size, mode of transport, waste disposal, noise pollution, etc.) designed to minimize negative impacts on biodiversity/natural resources. The information is accessible to users and visitors.	In force, applied and available for visitors	Formally in force	No regulation on visiting	Don't know / Not applicable

	1.2.6.	The protected area continuously monitors visitor flows and impacts (seasonality, peaks, numbers, motivation, survey, hot spots, impacts on ecological status of vulnerable/threatened species).	Continuous and comprehensive visitors monitoring system in place	Visitor monitoring-related measures in place but not systematically and permanently implemented	No visitor monitoring system in place	Don't know / Not applicable
1.2.4. Impacts on Conservation from the package	1.3.1.	Existence of nature conservation activities supported/funded by ecotourism related revenues. (*We are very interested to learn about practical activities and mechanisms to finance conservation from tourism revenues. If you have an example, please send it to secretariat@meetnetwork.org).	Conservation activity under implementation which has additional socio-economic benefits	Conservation activity identified	No activity identified	Don't know / Not applicable
	1.3.2.	The tour operators in the LEC formally state that they understand, and comply with, existing local, national, and international regulations and guidelines concerning wildlife interactions, including wildlife viewing.	Formal agreement	Informal agreement; no violations	No	Don't know / Not applicable

	1.3.3.	Proof of commitment of tour operators in the LEC to comply with the rules (as amendment to the contractual arrangement).	Formal commitment with additional commitments (e.g., investments) from the TO	Formal commitment	No commitment	Don't know / Not applicable
	1.3.4.	There is no clear evidence that potential environmental impacts of the ecotourism offer in the protected area are significantly threatening the achievement of the protected areas objectives.	No observed impacts	Observed but managed impacts	Visible impacts which are not managed	Don't know / Not applicable

2.1 PRODUCT QUALITY

Topic	Indicator	Ideal performance	Compliance	No data or non-compliant situation	Don't know / Not applicable
	PRODUCT CONCEPT The product/package/itinerary is aligned with the tourism development objectives and plans of the protected area or destination.	Clearly aligned with existing objectives and plan	Clearly aligned with objectives, NO plan available	Not aligned or plan not available	Doesn't know / Not applicable

2.1.1 Sound design of the ecotourism product	PRODUCT CONCEPT	The product/package/itinerary is focused on valuing the natural and cultural resources in and around the Protected area(s).	Balance of activities/services appropriately related to the protected area	Few activities/services appropriately relate to the Protected area	No activities related appropriately to the Protected area	Doesn't know / Not applicable
	PRODUCT CONCEPT	The activities related to or within the protected area are developed with the LEC and approved by the PA management body.	All activities developed with the LEC and formally approved	All activities in the PA developed with the LEC	Some activities not developed with the LEC	Doesn't know / Not applicable
	PRODUCT CONCEPT	The number of travellers per group and tours per week is defined, and is within a maximum capacity of travellers defined by the LEC/PA.	Maximum number defined based on carrying capacity of LAC assessment	Maximum number defined	Maximum number NOT defined	Doesn't know / Not applicable
	ITINERARY DESIGN	The itinerary is designed to have an appropriate number, timing, duration, and order of activities (including characteristics such as crescendo, time for more active/relaxing activities, coherence ...).	All characteristics considered	Some characteristics considered	None	Doesn't know / Not applicable
	ITINERARY DESIGN	The package includes a suitable amount of time for relaxing and free time, including	Including memorable relaxing moments related to the PA	Time for relax and free time are considered	Time for relax and free time not considered	Doesn't know / Not applicable

		experiences to relax in a memorable way in and around the Protected area.				
	ITINERARY DESIGN	The product/package/itinerary is designed to cater for different abilities and tastes and can be adapted to the needs of the group.	Yes, including alternative activities according to circumstances or characteristics of the group	Yes, not comprehensive alternatives	No	Doesn't know / Not applicable
	ITINERARY DESIGN	There is a plan B for all activities according to weather and other environmental conditions, and the characteristics of the group.	For all key activities there is a plan B	For most key activities	None or only for some activities	Doesn't know / Not applicable
	ITINERARY DESIGN	Existence of a conservation-related activity in the itinerary (directly participating and/or learning about conservation aspects of the protected area).	Existing and coherent with itinerary narrative	Existing but not coherent with itinerary narrative	Not existing or planned	Doesn't know / Not applicable
	ITINERARY DESIGN	The product/package/itinerary has signature memorable moments.	Existing and consistent with the story of the product and the Protected area	Existing	Not existing	Doesn't know / Not applicable

	LEADING, GUIDING & INTERPRETATION	The itinerary has an interpretation plan to guide the work of tour leaders and guides, that is aligned with the natural and cultural values of the protected area.	Interpretation plan and contents fully developed	Basic or verbal Interpretation plan	No interpretation plans	Doesn't know / Not applicable
	LEADING, GUIDING & INTERPRETATION	Roles of international/local tour leader and guides are clearly defined.	Clearly defined and formalised in plan	Clearly defined	Not clearly defined	Doesn't know / Not applicable
2.1.2 Market alignment	TARGET MARKET	The product/package/itinerary is designed for relevant ecotourism target markets and is relevant for the destination (including targeting MEET target markets).	Clear, specific target market based on up-to-date market research	Clear, specific target market	Not clear target market	Don't know / Not applicable
	PRICING	The pricing for the itinerary has been studied according to the targeted markets, with clear and potential add-ons and for both B2B and B2C markets.	Comprehensive pricing defined	Pricing defined	Pricing not defined	Don't know / Not applicable
	SEASONALITY	The product/package/itinerary has been conceived primarily for the shoulder or off-season.	Clearly for off or shoulder season	Could also be for peak season	Not clear seasonality of product defined	Don't know / Not applicable

	STORYTELLING	The product/package/itinerary has a unique, distinguishable story and product description that can support a Unique Selling Proposition.	Yes, and clearly aligned with values of the Protected area	Yes	Not available	Don't know / Not applicable
2.1.3 Product component characteristics	ACCOMODATION	Accommodation properties are small-scale lodgings integrated with the natural environment and deeply connected with the area's local culture.	All accommodation fully meets the indicator	Only some accommodations meet the indicator	No accommodation meets the indicator	Don't know / Not applicable
	MEALS	Meals included in the package primarily feature local ingredients, recipes, and cooking methods.	All meals meet the indicator	Some meals meet the indicator, but not all	No meal meets the indicator	Don't know / Not applicable
	MEALS	Packed lunches and picnics also feature local food and packaging is sustainable (e.g., no single use plastic).	Local food and all packaging sustainable	Local food and some packaging sustainable	Not local food or most packaging not sustainable	Don't know / Not applicable

	MEALS	The tour package includes at least one experience meeting local chefs or food providers.	Included and immersive	Included	Not included	Don't know / Not applicable
	MEALS	The amount of food served throughout the tour is adequate, avoiding food waste.	Amount of food managed in all meals	Amount of food and food waste managed in most meals	Amount of food and food waste not managed	Don't know / Not applicable
	TRANSPORT	Whenever possible, transfers in the tour package include sustainable options.	All transport options feasible are sustainable and integrated in the product	Some transport options that are feasible are sustainable.	No transport options are sustainable even if feasible.	Don't know / Not applicable
	TRANSPORT	The tour package includes alternative travel in-destination (e.g., soft modes, etc.).	Innovative, making sustainable transport as part of the experience	Basic, using sustainable transport when possible	No	Don't know / Not applicable
	ACTIVITIES	The tour package includes experiences that feature non-invasive traditional and cultural heritage	Existing and coherent with itinerary narrative	Existing	Not existing	Don't know / Not applicable

	ACTIVITIES	The tour package includes experiential, nature-based activities in the package tour.	Existing and coherent with itinerary narrative	Existing	Not existing	Don't know / Not applicable
	ACTIVITIES	The tour package includes at least one experience of real, non-invasive interaction with the local community.	Existing and coherent with itinerary narrative	Existing	Not existing	Don't know / Not applicable
	ACTIVITIES	Activities are designed so that they are immersive, and the group is actively participating.	All activities that are feasible of it, are immersive	Only some activities that are feasible of it are immersive	No activities that are feasible of it are immersive	Don't know / Not applicable
2.1.4 Product safety characteristics	HEALTH	There are plans for managing Covid-19 and other contagious diseases.	Compliance with law and active management following international standards	Compliance with law	No plans	Don't know / Not applicable
	HEALTH	Meals and eating conditions are safe and hygienic.	All meals are safe and hygienic, following international standards	All meals are safe and hygienic	All meals are safe and hygienic	Don't know / Not applicable

	HEALTH	Dietary requests (e.g., vegetarian, halal ...) and restrictions (e.g., allergies) are met.	All meals are adapted to different diets and restrictions	All meals adapted to different restrictions, but not all diets	There are meals that are not adapted to different restrictions	Don't know / Not applicable
	HEALTH	Toilet conditions of the different facilities to use during the tour have been assessed for adequacy.	Toilet breaks and facilities are thoroughly planned and assessed	Toilet breaks and facilities are planned	No plans	Don't know / Not applicable
	SAFETY	The equipment used (e.g., helmets, lights ...) is available, safe and of sufficient quality.	Equipment exists and is safe, with a maintenance plan in place	Equipment exists and is safe to use	Equipment lacking or not in good condition	Don't know / Not applicable
	SAFETY	There are risk assessments conducted for all activities involved in the package regarding health, safety, and security.	Risk assessments are regularly conducted by external experts	Risk assessments are regularly conducted	No risk assessment done	Don't know / Not applicable
	SAFETY	There is an emergency plan in place for all activities in the package/itinerary.	Emergency plan in place for all activities	Emergency plan in place for all main risky activities	No risk emergency plan	Don't know / Not applicable

	SAFETY	The transport throughout the package is safe and comfortable.	All transport options are safe	All transport options are safe, but there are issues with comfort	There are transport options that are not safe	Don't know / Not applicable
	SECURITY	Security situation in the destination is regularly assessed and the package is only operated in risk free conditions.	Assessments done in regular basis	Assessments done in ad-hoc basis	Assessments not done	Don't know / Not applicable
2.1.5 Product operations characteristics	TOUR OPERATOR	The tour operator has plans to provide enough information before, during, and after the tour.	Yes, and aligned with the storytelling of the product	Yes	No	Don't know / Not applicable
	TOUR OPERATOR	The tour operator is professional, responsive, reliable, and of good reputation.	Yes, and has won awards	Yes	No	Don't know / Not applicable
	TOUR OPERATOR	The tour operator has established an appropriate group leader to guest ratio.	Ratio defined following conservation principles	Ratio defined	Not existing	Doesn't know / Not applicable
	TOUR OPERATOR	The tour operator has identified one or several tour leaders and has the capacity to train group leaders to lead the tour in the future.	Identified, trained and capacity for training others	Identified but no plan for replacement	Not existing	Doesn't know / Not applicable

	TOUR OPERATOR	The tour operator is assured that the group leader stays with the guests for the duration of the whole package.	Yes, with a clear role defined	Yes	No	Don't know / Not applicable
	TOUR LEADER	The group leader is local (or has strong links to the local community), experienced, and demonstrates extensive knowledge of nature, culture, and/or traditions.	Yes, fully met	Met but room for improvement	Not met	Don't know / Not applicable
	TOUR LEADER	The group leader has applicable qualifications and licenses necessary to fulfil their role.	Yes, with additional qualifications	Yes	No	Don't know / Not applicable
	TOUR LEADER	The tour leader communicates clearly in English or the language of the targeted market.	Yes, fully met	Met but room for improvement	Not met	Don't know / Not applicable
	GUIDES	Presence of local activity guides during specific parts of the tour.	Present anytime relevant	Present just for some key activities	Non present in relevant activities	Don't know / Not applicable
	GUIDES	Guides are local (or have strong links to the local community), experienced, and	Yes, fully met	Met but room for improvement	Not met	Don't know / Not applicable

		demonstrate extensive knowledge of nature, culture, and/or traditions.				
	GUIDES	All the excursion guides have applicable qualifications and licenses necessary to fulfil their role.	Yes, most with additional qualifications	Yes	Not met	Don't know / Not applicable
	GUIDES	Excursion guides can communicate clearly in English (or relevant language for the target market) or can be effectively translated.	Yes, fully met	Met but room for improvement	Not met	Don't know / Not applicable
2.1.6 Product suppliers' characteristics	LOCAL OWNERSHIP	Service providers included in the product/package/itinerary are locally owned and operated.	At least 80% of service providers meet the indicator	>50% service providers meet the indicator, but there is room for improvement	No Service providers meet the indicator	Doesn't know / Not applicable
	LABOUR	The service providers' do comply with all labour regulations and follow international best practices when applicable.	All service providers meet the indicator and actively communicate to customers about the issue	All service providers meet the indicator	1 or more service providers do not meet the indicator	Doesn't know / Not applicable

	HUMAN RIGHTS	The service providers ensure the respect of human rights and follow international best practices when applicable.	All service providers meet the indicator and actively communicate to customers about the issue	All service providers meet the indicator	1 or more service providers do not meet the indicator	Doesn't know / Not applicable
	WILDLIFE	The service providers' do NOT buy, trade, or sell endangered, rare, or wild animals and plants or products.	All service providers meet the indicator and actively communicate to customers about the issue	All service providers meet the indicator	1 or more service providers do not meet the indicator	Doesn't know / Not applicable
		The service providers' do NOT keep wildlife captive unless there is evidence of a registered rehabilitation program and or documented management plan addressing animal welfare.	All service providers meet the indicator and actively communicate to customers about the issue	All service providers meet the indicator	1 or more service providers do not meet the indicator	Doesn't know / Not applicable
		The service providers' activities do NOT disturb free roaming wildlife and contact with endangered, threatened, rare, and or dangerous wildlife.	All service providers meet the indicator and actively communicate to customers about the issue	All service providers meet the indicator	1 or more service providers do not meet the indicator	Doesn't know / Not applicable
	ANIMAL WELFARE	The service providers' activities do NOT endanger animal welfare (e.g., horses, dogs ...) and follow best practices in activities involving animals.	All service providers meet the indicator and actively communicate to customers about the issue	All service providers meet the indicator	1 or more service providers do not meet the indicator	Doesn't know / Not applicable

2.2 Product Sustainability

Topic	Indicator	Ideal performance	Progress beyond compliance	Compliance	Non-compliant situation, improving	No data or non-compliant situation
-------	-----------	-------------------	----------------------------	------------	------------------------------------	------------------------------------

2.2.1 Working Conditions	2.2.1.1	Forced labour / Illegal labour	<p>Evidence that there is no forced labour and/or illegal labour. Examples of evidence:</p> <ul style="list-style-type: none"> • Providing transparency on procedures. • The absence of credible claims that there is forced labour and/or illegal labour. 	The company or facility has a plan in place to raise awareness of issues associated with forced labour and illegal labour.	The company or facility has a policy which prohibits retention of all or part of a worker's salary, benefits, property, or original documents.	If incidents of forced labour and/or illegal labour have been discovered, the company or facility has developed a corrective action plan with a clear timeline for completion.	Incidents of forced labour and/or illegal labour have been discovered within the company or facility. A corrective action plan with a clear timeline for completion has not been developed
	2.2.1.2	% of jobs in tourism that are seasonal	<15% OR that the average contract length exceeds 10 month/year.	15-25% OR that the average contract length does not exceed 9 month/year.	25-35% OR that the average contract length does not exceed 7 month/year.	35-45% OR that the average contract length does not exceed 5 month/year.	>45% OR that the average contract length does not exceed 3 month/year OR no data is available.

	2.2.1.3	Working hours / Overtime	The company or facility has a corrective action plan with a clear timeline for completion for improving its performance.	Overtime does not exceed the maximum stipulated by law.	The company or facility complies with overtime legislation (maximum number of hours, compensation, voluntariness, etc.).	Employees are required to work more extra hours than the maximum prescribed by law, but a corrective action plan with a clear timeline for completion has been developed.	The company or facility does not comply with overtime legislative requirements and no corrective action plan exists OR no data available.
	2.2.1.4	Fair salary	All workers are paid better than the living wage. Workers receive additional social benefits on top of what is provided by the government.	All workers are paid a living wage.	All workers are paid the legal or industry minimum wage and there is no gender wage gap.	Not all workers are being paid the legal or industry minimum wage, but the company or facility has a corrective action plan with a clear timeline for completion for improving its salaries performance.	Not all workers are being paid the legal or industry minimum wage OR no data is available.

<p>2.2.2 Health and Safety</p>	<p>2.2.2.1</p>	<p>Presence of a formal policy concerning health and safety</p>	<p>The company or facility has a plan-do-check-act process in place to pro-actively protect workers' health and safety. (Beyond compliance with local laws). Results show yearly improvements.</p>	<p>The company or facility has a plan-do-check-act model in place to pro-actively protect workers' health and safety. (Beyond compliance with local laws).</p>	<p>Sufficient evidence indicates compliance with health and safety standards, or local laws and workers have access to all the required personal protective equipment.</p>	<p>Evidence indicates that the company does not comply with health and safety standards, and a corrective action plan with a clear timeline for completion has been developed.</p>	<p>Evidence indicate that the company or facility does not comply with health and safety standards or local laws and a corrective action plan with a clear timeline for completion has not been developed OR no data is available.</p>
---------------------------------------	----------------	---	--	--	--	--	--

<p>2.2.3 Training</p>	<p>2.2.3.1</p>	<p>Training hours per year</p>	<p>>30 hours of training for all workers (if there is no legal or industry minimum training hours) OR more than the legal or industry minimum training hours, AND specific sustainability training.</p>	<p>20,1-30 hours of training for all workers (if there is no legal or industry minimum training hours) OR more than the legal or industry minimum training hours.</p>	<p>20 hours of training for all workers (if there is no legal or industry minimum training hours) OR the legal or industry minimum training hours.</p>	<p>10,1-19,9 hours of training for all workers (if there is no legal or industry minimum training hours) OR less than the legal or industry minimum training hours.</p>	<p><10 hours of training for all workers (if there is no legal or industry minimum training hours) OR no training OR no data available.</p>
<p>2.2.4 Local Capacity Building</p>	<p>2.2.4.1</p>	<p>Partnerships involving the local community</p>	<p>Partnership and projects are robust implemented and running since the last 3 years. Dialogue is an activity with a defined frequency (>1 time per year). The company has concrete plans for helping on the promotion of local events or local entrepreneurships and small businesses.</p>	<p>Some activity is already implemented and in place. Dialogue exists. Results of dialogue are recorded and are part of the management decisions. The company participates somehow on the promotion of local events or local entrepreneurships</p>	<p>Some activity is already implemented and in place. Dialogue exists.</p>	<p>Some partnership and/or project is planned but not implemented.</p>	<p>No information is available about the company or facility involvement with the local community.</p>

				and small businesses.			
2.2.5 Local Employment	2.2.5.1	% of workforce hired locally	≥95% and the company has publicly committed to grow local employment or at least keep the workforce stable in the long term.	95-80% and the company actively contributes to skill development in connection to its future needs for staffing.	95-80% and no strategy for improvement is in place.	50-79,9%.	<50% OR no data available.
	2.2.5.2	% of spending on locally based suppliers	≥75%, and the company or facility has a policy prioritising buying goods and services from local suppliers.	≥75% and no strategy for improvement is in place.	50-75% and a strategy for improvement is in place.	<50% and a strategy for improvement is in place.	<50% and no strategy or action exists for improvement OR no data available.
2.2.6 Wellbeing	2.2.6.1	Residents' perception of tourism impacts	A monitoring system exists, and information is collected, actions based on the residents' perception on tourism are planned and implemented. Actions taken and follow-up show continuous reduction of complaints.	A monitoring system exists, and information is collected, actions based on the residents' perception on tourism are planned but not implemented.	A monitoring system exists, and information is collected but no action is planned/or implemented.	No system for monitoring the perception of the residents exists but is planned to have it soon.	No system for monitoring the perception of the residents exists OR no data available.

<p>2.2.7 Tourism</p>	<p>2.2.7.1</p>	<p>The service favours local tourism/residents</p>	<p>Those activities are maintained over the time. Company is involved in the promotion and dissemination of the offer aimed at local tourists.</p>	<p>Projects are planned and implemented. Access to tourist sites and activities is facilitated for local tourists. The local language is also used in tourist places an activity.</p>	<p>Projects are planned and implemented OR access to tourist sites and activities is facilitated for local tourists OR the company or facility can use the local language.</p>	<p>A strategy is in place, but projects are neither planned nor implemented.</p>	<p>No strategy or projects exists OR no data is available.</p>
<p>2.2.8 Integration of sustainability on supply chain</p>	<p>2.2.8.1</p>	<p>Environmental/social criteria for supplier selection</p>	<p>Suppliers' selection is continuously being monitored. It is valued that the suppliers have a sustainability report and/or certifications evaluating the sustainability performance (e.g. EMAS). Company shares initiatives/good practices with supply chain actors.</p>	<p>Criteria exists for supplier selection based on environmental issues and on social issues and is continuously monitored and applied. Company knows what suppliers/partners are doing and takes it into account. The company has the criteria for selecting suppliers set out in a document and supplier information is also documented.</p>	<p>Criteria exists for supplier selection based on environmental issues and on social issues.</p>	<p>The selection criteria for suppliers are being elaborate.</p>	<p>No criteria exists OR no data available.</p>

2.2.9 Payments on time to suppliers	2.2.9.1	Payments on time to suppliers	Most (>85%) payments are made within the period agreed with the supplier. The company or facility has a payment management system implemented.	Most (>85%) payments are made within the period agreed with the suppliers. The company is in compliance with the agreements made with suppliers.	Most (>85%) payments to suppliers are made within the period established by law.	Some payments are made after the deadline established by law, but the company or facility has plans to comply fully with this deadline.	Most payments to suppliers are made after the deadline established by law OR no data available.
2.2.10 Quality of the service	2.2.10.1	Accessibility to people with disabilities	Most of the company or facility products are accessible to people with disability. The accessibility plans and projects are robust implemented. The company or facility offers alternatives to those activities that cannot be adapted.	The company or facility offers alternatives to those activities that cannot be adapted.	The minimum adaptations required by law are met.	Most of the company or facility products are not accessible to people with disabilities but there are plans to reverse this situation.	Most of the company or facility products are not accessible to people with disabilities OR no data available.
2.2.11 Health & Safety	2.2.11.1	Risk management plan	There is evidence of continuous improvement of the risk management performance.	A risk management plan is in place and periodically reviewed.	A risk management plan is in place.	A risk management plan exists is going to be developed in the near future.	No risk management plan exists OR no data available.
2.2.12 Feedback Mechanism	2.2.12.1	Presence of a mechanism for customers to provide feedback	A feedback mechanism exists, and information is collected, actions are planned and implemented. Results of the customers perception are traced and show a better perception as time goes on.	A feedback mechanism exists, and information is collected, actions are planned but not implemented.	A feedback mechanism exists, and information is collected but no action is planned/or implemented.	No feedback mechanism exists but it is planned to have it soon.	No feedback mechanism exists OR no data is available.

2.2.16 Ecological footprint	2.2.16.1	Percentage of service providers in the package have completed the sector specific Ecological footprint questionnaire	All service providers responded to the EF questionnaire	76-99% of service providers responded to the EF questionnaire	26-75% of service providers responded to the EF questionnaire	1-25% of service providers responded to the EF questionnaire	No providers responded to the EF questionnaire
	2.2.16.2	Ecological Footprint performance	< -50% DestiMED Avg.	50% < DestiMED Avg. < -15%	15% < DestiMED Avg. > +15%	> +15% DestiMED Avg. > +75%	75% > DestiMED Avg.