

Grassroots Tourism Sustainability Matrix Criteria

LOCATION

Accessibility	0	No roads/no airport
	1	Gravel roads, no airport
	2	Gravel roads with airport or paved roads without an airport
	3	Paved roads and an airport

INFRASTRUCTURE

Food Services	0	No restaurants
	1	A restaurant with limited menu and no grocery store
	2	A restaurant with limited menu and a grocery store
	3	A restaurant with a full menu and a grocery store
Accommodation	0	No hotel, motel, or b&b
	1	A hotel in need of upgrading
	2	A hotel with 0-2 stars
	3	A hotel with 3 or more stars
Support Services	0	No support services
	1	Taxi service
	2	Taxi service and a gas station
	3	Gas station, taxi service, and retail
Signs	0	No signs
	1	Signs into community or within the community (not both)
	2	Non standardized signs within and into the community
	3	Standardized signs within and into the community
Banks	0	No bank or ATM
	1	A bank or an ATM
	2	Bank with an ATM
	3	Bank with multiple ATM's

FINANCIALS

Start-up Funds	0	No funding
	3	Funding available

MARKETING

Print Material	0	No brochure
	1	A brochure that is not being used
	2	A brochure that is being used but is out of date
	3	A brochure that is being used and is current
Website	0	No community website
	1	A website that is not fully functioning
	2	A website but does not highlight tourism
	3	A website that is fully functioning and highlights tourism
Marketing Plan	0	No marketing plan
	1	Marketing plan, but not being used
	2	An out-of-date marketing plan that is being used
	3	A current marketing plan that is being used

PRODUCT

Established Products	0	None
	1	Less than three, non diversified i.e. Only two activities offered
	2	More than three, non diversified
	3	More than three, diversified i.e. More than two activities offered

OPERATIONAL

Tourism Office	0	No tourism office
	1	Only the band office
	2	Only an EDO
	3	Tourism office with a Tourism Officer
Guest Satisfaction Evaluation	0	No guest evaluation
	1	Paper or web-based evaluation - no evaluation
	2	Paper and web-based evaluation - no evaluation
	3	Paper and web-based evaluation - evaluation

RISK MANAGEMENT

First-Aid	0	No
	3	Yes
Liability Insurance	0	No
	3	Yes

HUMAN RESOURCES

Training Programs	0	No
	3	Yes

COMMUNITY BENEFITS

Environmental Mitigation Policy	0	No
	3	Yes
Cultural Areas Protected	0	No
	3	Yes