SUSTAINABLE DESTINATION ACTION PLAN

STUDENTS
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SPONSOR ORGANIZATION
Riverwind Foundation

PROJECT OUTCOME
In 2012, Jackson Hole became one of the Global Sustainable Tourism Council’s (GSTC) early adopters of a sustainable destination certification program. With the leadership of the Riverwind Foundation, a nonprofit dedicated to sustainability, Jackson stakeholders began identifying objectives and metrics to address sustainability goals. In order to measure the community’s progress towards a sustainable destination certification, Environmental Solutions students worked with the Riverwind Foundation to develop criteria and specific indicators for developing a Jackson Hole Sustainable Destination Action Plan to mitigate and manage tourism and maximize its benefits. Students compared sustainable destination standards from certification processes approved by (GSTC), including EarthCheck, Biosphere, and Mountain IDEAL, to desired outcomes from stakeholder interviews. They also developed seven unique criteria for the action plan. The formal report presented to the Riverwind Foundation provides a basis for the Jackson Hole community to pursue and measure its Sustainable Destination Action Plan and certification efforts.

Students used desired stakeholder outcomes to outline criteria for performance unique to Jackson Hole. They discussed the social, environmental, and economic outcomes for each criteria in a public presentation.

PERFORMANCE CRITERIA
1. Provide Cross-Cultural Media to Support Diverse Tourist Backgrounds
2. Promote Equity in the Service Sector through Policies and Practices
3. Encourage Temporal & Spacial Dispersal of Tourist Visitation
4. Promote Responsible and Respectful Wildlife–Human Interactions
5. Manage Infrastructure that is Compatible with Increasing Tourism
6. Encourage an Active Volunteer Base for a Sustainable Destination
7. Support Environmental Stewardship through Youth Programs

Representation of student-identified performance criteria.