

Sustainable Actions and Participation in Support of Top 10 Scenic Drives Program

1. Respect and work to conserve the environmental, cultural, historic, and scenic assets of their scenic drive and its communities within the Northern Rockies for the well-being of local residents and visitors.
2. Encourage employees, customers, and fellow citizens to get involved, rather than remain tourism spectators.
3. Support local efforts to build a sense of community and regional identity and pride, stressing what is authentic and unique to their scenic drive and the northern Rockies.
4. The integrity and geographic character of their community and scenic drive is enhanced by developing and improving it in ways distinctive to the locale and reflective of its natural and cultural heritage.
5. Encourage growth in tourism market segments most likely to appreciate, respect, and disseminate information about the distinctive assets of our community and scenic drive.
6. Encourage a full range of appropriate traveler services and facilities to appeal to the entire spectrum of the geotourism market and so maximize economic resiliency over both the short and long term.
7. We will seek to ensure that satisfied, excited geotourists bring new vacation stories home and send friends off to experience the same thing, thus providing continuing demand for our services and scenic drive.
8. Strive to build partnerships with other local businesses and organizations to promote and provide a distinctive, honest visitor experience, and market our scenic drive effectively.
9. Organization policies emphasize professional integrity, honesty, and business ethics, as well as economic and social benefits to their community(s), and they seek to maintain those local benefits.
10. Sustain natural habitats, heritage sites, aesthetic appeal, and local culture, and help prevent degradation by supporting appropriate visitation levels and land use policies while encouraging continued resident and visitor access to open lands and waterfronts.
11. Minimize water pollution, solid waste, energy consumption, water usage, landscaping chemicals, and overly bright nighttime lighting, and provide information about these initiatives to our customers.
12. To the extent possible, the suppliers seek to hire employees from the local workforce in order to offer customers authentic local knowledge and experience. Training programs for all employees emphasize knowledge about, and respect and appreciation for, regional natural, cultural, and historic assets, stories, arts, indigenous peoples, and specialty products.
13. Recognize that a critical component of their customers' experiences is interaction with employees. Employees are highly valued, and suppliers strive to ensure that they are well-trained, fairly compensated, and able to enjoy a workplace environment that is safe, respectful, honest, and appreciative of their contributions.
14. Visitors are engaged in learning about the place, so they gain a richer experience, and the drive/trail fellow residents develop increased pride in their community and scenic drive.
15. Customer evaluation and feedback is encouraged on a regular/ongoing basis in order to identify areas for improvement and enhancement.