



Examples of Standards for Indicators

Biophysical (Environmental)

- 30% bare ground at campground X
- Minimum of five nesting robins along the Riveridge Trail
- Three illegal campfires in the Blue Spring area during the calendar year
- Two landslides along five-kilometer stretch of entrance road from January-March
- Ten-mile visibility from summit of Green Mountain on a clear day
- Three new damaged trees in picnic area during period of June-Sept.

Visitor Experience

- One encounter with other groups during a day in the primitive zone
- Five visitor complaints per month about noisy visitors
- 100 students receiving environmental education classes at the visitor center
- 90% of visitors who indicate that they were “very satisfied” or “satisfied” with their visit to the area/site
- Three visitors who indicate that they were disturbed by evidence of human waste in inappropriate locations

Economic

- Two new ecotourism entrepreneurs in the Machalilla community in the next year
- \$50,000 collected in entrance fees during the year
- Three-day average length of stay in the site/community
- Sustainable tourism revenue contributes 25% of site’s overall budget

Socio-cultural (on communities)

- Typical local food is served in 50% of local restaurants
- Three negative reports of visitor behavior in the community per year
- Two robberies per year in the Machalilla community
- 25% of site visitors who also visit local cultural events/sites

Managerial (infrastructure)

- Total length of available trails increase 10% yearly for six years
- Site personnel spend 50% of their time on infrastructure maintenance
- Three examples of graffiti found in campground during three-months