



ASEAN SUSTAINABLE TOURISM AWARDS

DETAILED GUIDELINES TECHNICAL AND ADMINISTRATIVE PROCEDURES

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1. EXECUTIVE SUMMARY

In January 2016, the ten ASEAN tourism ministers collectively launched the ASEAN Tourism Strategic Plan (ATSP) 2016-2025 during the 35th ASEAN Tourism Forum (ATF) held in Manila, the Philippines. The vision of the ATSP is for the ASEAN to become by 2025 a “quality tourism destination offering a unique, diverse ASEAN experience, and being committed to responsible, sustainable, inclusive and balanced tourism development, so as to contribute significantly to the socio-economic well-being of the ASEAN people”¹.

In order to facilitate and to accelerate the achievement of the next ATSP (2016-2025), Ministry of Information, Culture and Tourism (MICT) of Lao PDR has identified two keys deliverables, namely the Pakse Declaration on ASEAN Roadmap for Strategic Development of Ecotourism and the ASEAN Sustainable Tourism Awards (ASTA), to be implemented during the Lao PDR’s ASEAN Chairmanship.

To get a more precise idea of the concrete perspectives of the ASTA, this document indicates how the ASTA aims at motivating ASEAN tourism destinations and stakeholders (i) to conjointly take responsible actions for an inclusive development of tourism and (ii) to decrease environmental, socio-cultural and economic issues induced by a rapid tourism expansion while at the same time providing useful guidance and motivation for public and private stakeholders to adapt their products and services to the recently released standards:

- i. Facilitating a progressive introduction of the established ASEAN tourism standards amongst all public and private tourism stakeholders;
- ii. Facilitating the diversification of the tourism supply towards emerging, little known destinations and areas;
- iii. Intensifying the marketing and promotion of the most sustainable ASEAN tourism products in both urban and rural destinations.

This document reflects and compiles the technical and administrative procedures to run the ASEAN Sustainable Tourism Awards (including the detailed selection criteria in annexes 6, 7, 8, 9).

2. RATIONALE

Tourism plays a crucial role in transforming the ASEAN economies. Whereas, the primary tourism destinations in the ASEAN countries have benefited from the rapid growth of tourism in the recent years, important socio-economic gaps still remain within and between the countries, and increasing challenges can be observed in the protection of the natural and cultural heritage.

The ASEAN countries are at different stages of development in terms of service quality, capacity building and infrastructure development. It is therefore essential to **encourage responsible behaviours amongst stakeholders – in mainstreaming the implementation of the ASEAN Tourism Standards – and to also facilitate the diversification of the tourism offer highlighting emerging destinations and improving existing products.**

In supporting, through a rewarding and promotional tool, the implementation of the different ASEAN tourism standards to public and private stakeholders, one expects to help reduce the gaps between and within the different ASEAN countries.

¹Draft ASTP 2016-2025, p.27.

3. OBJECTIVES OF THE ASEAN SUSTAINABLE TOURISM AWARDS

In keeping with the vision of the ATSP (2016-2025), there are two main strategic objectives to be accomplished:

- Firstly, to enhance the competitiveness of ASEAN as a coherent global destination composed of a multitude of sustainable products: This will include intensifying the marketing and promotion efforts to present ASEAN as a single destination, while creating unique ASEAN travel experiences and destinations. It is essential that infrastructure requirements be met adequately, which will involve expanding connectivity, upgrading standards for tourist facilities and services, as also enhancing travel facilitation and safety and security. A key factor in achieving this objective will be to attract investment in ASEAN tourism.
- The second challenge will be to ensure that the ASEAN tourism offer is sustainable. This can come about by reinforcing local community (inclusive tourism) and public-private sector participation in the tourism value chain; improving safety and security; prioritising the protection and maintenance of natural and cultural heritage and increasing the responsiveness of ASEAN tourism to environmental protection and climate change.

The ASEAN tourism strategic plan (2016-2025) lists 10 strategic actions which are compiled in the table below. The objective in identifying the ASTA as one of the two key deliverables for the Lao PDR's ASEAN chairmanship is to introduce a tool enabling directly and indirectly the achievement of most of the ASEAN strategic actions.

ASEAN STRATEGIC ACTIONS (2016-2025)	IMPACT of ASTA
Intensify promotion and marketing	Direct
Diversify tourism products	Indirect
Attract tourism investment	Indirect
Raise capacity and capability of human capital	Direct
Implement and expand ASEAN standards for facilities, services and destinations	Direct
Implement and expand connectivity and destination infrastructure	Induced
Enhance travel facilitation	Induced
Upgrade local communities and public-private sector participation in the value chain	Direct
Ensure safety and security, prioritise protection and management of heritage sites	Direct
Increase responsiveness to environmental protection and climate change	Direct

The ASTA allows for the direct realisation of at least six (6) out of the ten (10) ASEAN strategic actions. This is reflected in the more specific objectives of the ASEAN Sustainable Tourism Award (ASTA) which aims to conjointly:

- Enhance the visibility of destinations and products that fulfil key sustainability criteria of ASEAN (good practices);
- Create awareness of ASEAN's diversity and quality;
- Promote all ASEAN countries and regions;
- Help decongestion, combat seasonality, rebalance the tourist flows towards the non-traditional destinations;
- Award sustainable forms of tourism;
- Create a platform for the exchange of good practices at ASEAN level;
- Promote networking between awarded destinations which could persuade other destinations to adopt sustainable tourism development models;

- Trigger a greater support from national tourism organisations at local level and an increase in private sector investment in the destinations;
- Prompt a sense of pride of the local community which will lead to addition enthusiasm for further improvement of their sustainable tourism offer;
- Provide incentives for innovation and efficiency in the field of CSR;
- Enable the implementation of several strategic action and activities from the “General Framework of the ASEAN Tourism Strategic Plan 2016-2025” and the “Five-Year Action Plan 2016-2020”;

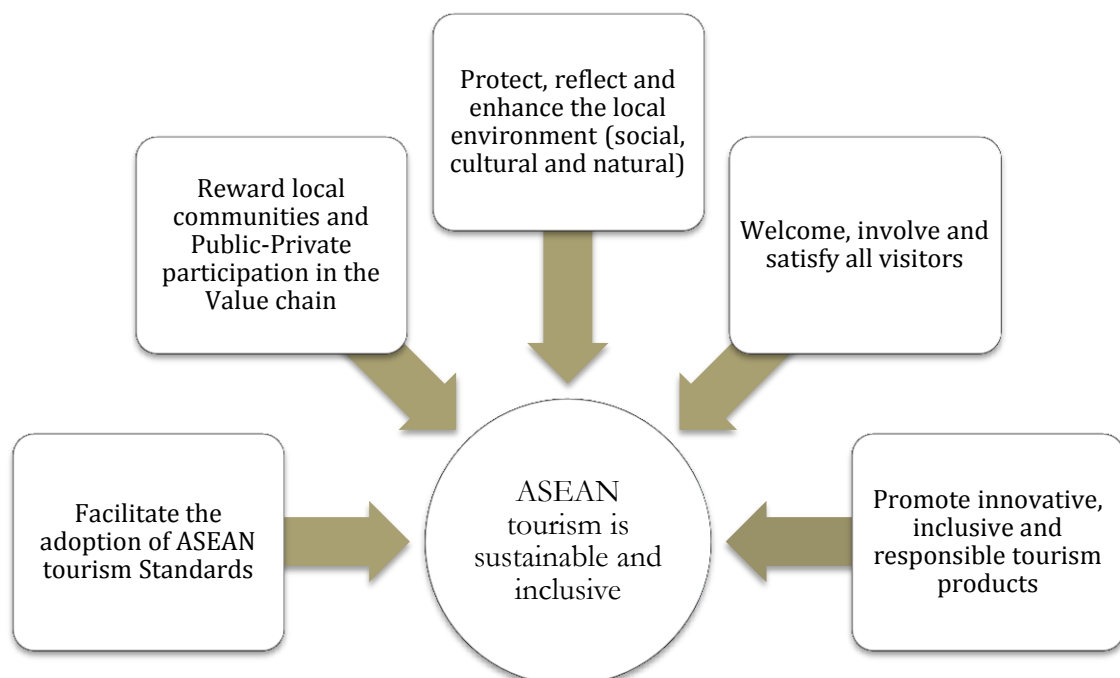
4. METHODOLOGY OF IMPLEMENTATION

“A destination becomes sustainable when its tourism stakeholders decide to work responsibly together to implement, package and propose sustainable products”

4.1. General principle

Through, fair and attractive conditions of participation, in accordance with existing national legislations, the ASTA is a competition, organised every two years, dedicated to valuing and strengthening the ASEAN tourism experience of all international, regional or domestic visitors. In accelerating the process of diffusion and the adoption of existing ASEAN tourism standards, the ASTA seeks additionally to highlight the ways in which ASEAN urban and rural destinations, and mostly their stakeholders can protect, reflect and enhance their local environment and communities. This can be done only thanks to the empowerment of public and private stakeholders and the implementation of structured partnership between them keeping in mind the need to upgrade the participation of local communities in tourism development. For that purpose, ASTA is designed to encourage public and private stakeholders from ASEAN destinations to join forces in order to propose and to implement sustainable tourism products. In doing so, such partnership will demonstrate the ability of stakeholders to facilitate the transition of their destination through sustainability.

Figure 1: ASTA General Competition Principles



However, the ASEAN countries being at different stages of development in terms of service quality, capacity building and infrastructure development but also the diversity in terms of geography, urbanisation, legislation, etc. calls for a number of conditions to be taken into account:

- ✓ There is a need for two award categories: Rural and Urban ASEAN sustainable tourism product – This allows (i) to cover a broader scope of ASEAN tourism destinations, (ii) to have applicants from each ASEAN country in at least one of the two categories.

Figure 2: Definition of Sustainable rural and urban products



⇒ Rural Tourism Product –

A rural tourism product is based in a rural area, which is defined as an open swath of land that has few homes or other buildings, and not very many people. A rural areas population density is very low. It is a geographic area that is located outside towns and cities. Rural tourism focuses on actively participating in rural lifestyle, which is not only about visiting agricultural or non-urban areas. Rural tourism destination includes farm-based holidays, but also comprises special interest nature holidays and eco-tourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and in some areas, ethnic tourism.

Rural areas is	Rural area is not
<ul style="list-style-type: none"> • An area outside of cities and towns • Outside settlements with more than 10,000 resident population. • Characterized by farms, vegetation, and open spaces • Sparsely populated with small settlements. • Mostly providing homestay and B&B to visitors 	<ul style="list-style-type: none"> • A location with an integrated public transport network • A human settlement with high population density and infrastructure of built environment • A location with an international airport • Counting more than five (5) hotels • The product or the activity is not more than one hour drive from the accommodation

⇒ Urban Tourism product –

An urban tourism product is based in an urban area, which is a location characterized by high human population density and vast human-built features in comparison to the areas surrounding it. The team of applicants where the product proposed must be located within a district or a zone which is part of a patchwork of interconnected consumption experiences or sub-systems, spatially dispersed within a tourist city, (defined in the context of ASTA as urban

tourism destinations), such as entertainment or cultural zones, with symbols, a unique language and a range of icons to differentiate the experience of place consumption. These districts, zones (part of bigger cities) or small-scale cities are also from where the surrounding region can be explored.

- ✓ There is a limit of one awardee per category: countries that cover a smaller geographical area must be able to propose new candidates every two years (knowing that non-selected products can always resubmit their application at the following ASTA competition showing their progresses in implementing the ASEAN tourism standards);
- ✓ The 20 national award winners receive a prize and a world media coverage through an invitation at the ASEAN Tourism Forum and a highlight on both the ASEAN website (www.aseantourism.travel) and their respective Ministry of Tourism website.
- ✓ On completion of each competition a certificate of excellence, valid for a period of two years, will be issued to all national award winners. This validity corresponds to the period during which a special space in each ASEAN country's national promotion of tourism in foreign countries will be allocated to the award winners.

4.2. General requirements for participants

- Each team of applicants is composed of a team of public and private stakeholders proposing a sustainable tourism product – the bigger is the number of “green or responsible” members the greater the team of applicants has a chance to win the competition;
- Applicants must respond collectively and sign a multi-partners convention;
- The team of applicants must propose a combined responsible tourism product existing at least for a year including at least 1 accommodation provider, 1 local guide², 1 local food & beverage service and 1 public restroom³ (cf. Annex 4 - “Definitions”), which are jointly managed and promoted by at least one private and one public stakeholders, providing direct⁴ and indirect benefits to the local population, promoting cultural and/or natural heritage, and respecting environmental and hygienic standards⁵, all of these must be consistent with the ASEAN standards;
- The above mentioned “sustainable tourism product” can be booked online or at least through one of the partner's organisation (TO, travel agent, tourist information centre).

4.3. Intended modalities of competition

This chapter presents the intended modalities for the ASTA (a detailed work plan is attached to this document in Annex 1):

- STEP 1 – Every year, the initiator of the ASTA (the Lao's Ministry of Information, Culture and Tourism -MoICT), assisted by the ASEAN Tourism Committees, chooses a consensus theme for the period to be adopted by all ASEAN Tourism Ministers during the ASEAN Tourism Forum (ATF) held in January of the year preceding the ASTA ceremony;

² See definition of local guide in chapter X of the application guide

³ The number of entities can be subject to change depending on the volume of participants. However, a strong attention should remain on secondary destinations where less tourism businesses are operating.

⁴ Such as the employment of a community guide, the involvement of local people through creative experiences, etc.

⁵ In order to ensure transparency, proposals of definitions based on ASEAN Tourism Standards for each of the terms used in the above definition can be found in Annex 4 of this document.

The theme proposed for the second ASTA edition 2020-2021 is “Culture and Heritage Tourism” focusing on the following definition:

- Cultural tourism is concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of the people, their art, architecture, religion(s), performing arts, visual arts, festivals, heritage sites, fashion, theatres and other elements that shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals and rituals), and their values and lifestyles.
- Heritage tourism, which can be seen as a subset of the larger field of cultural tourism, is a branch of tourism oriented towards understanding and appreciating the heritage of a destination. It involves visiting historical or industrial sites that may include old canals, railways, battlegrounds, etc. The overall purpose is to gain an appreciation of the past. Heritage tourism can also apply to historical events that are dramatized to make them more entertaining such as a historical tour of a town or city. Increasingly, heritage tourism is concerned not only with the tangible elements of the past but with the intangible dimensions of a culture.

The ASEAN Secretariat publishes on a dedicated website and inform the different NTOs about the Competition rules, entry form and information about ASTA.

- STEP 2 (January-June): Each ASEAN NTO will then be responsible for;
 - ✓ Translating the competition documents and publish them in national languages on a dedicated page
 - ✓ Promoting the contest on website, media with a press campaign and towards national tourism associations and/or provincial departments of tourism;
 - ✓ Disseminating the information related to the theme and the rules of participation to the contest;
 - ✓ Providing the necessary support and documents to interested team of applicants (guidelines, forms, etc.);
- STEP 3 (July – October): Each ASEAN NTO will then be responsible for;
 - ✓ Acknowledging the good receipt of applications from interested team of applicants;
 - ✓ Judging the administrative compliance and eligibility of applicants;
 - ✓ Sending ASEAN Standards assessors to each products fulfilling technical and administrative requirements in order to audit the technical quality of applicants (implementation related criteria)
- STEP 4a (November-December): The ASEAN Tourism Committees agree with the selected awardees to receive an ASEAN honour. In order to do so, the following modality shall apply:
 - ✓ Each national NTOs transfers the application of its two national awardees (Urban and Rural) to the ASEAN Tourism Competitiveness Committee, ASEAN sustainable and Inclusive Tourism Development Committee;
 - ✓ The ASEAN Sustainable and Inclusive Tourism Development committee and/or the Tourism Resourcing and Monitoring and Evaluation Committee⁶ will (i) confirm the 20 awardees (two per country) that will be the ASEAN awardees and (ii) inform the ASEAN Secretariat of the results.

⁶As long as it doesn't have an extra cost for the project, the support of other Tourism Committees would be considered as an asset.

- STEP 4b (January – ATF): All national awardees will be invited to join the ATF to receive their prize during an event ceremony.

4.4. Administrative and operational implementation

The responsibilities for the administrative and operational implementation of the award process are shared between the initiator of the ASTA (the Lao's Ministry of Information, Culture and Tourism (MoICT)), the ASEAN National Tourism Organisations and the relevant ASEAN Tourism Committees and secretariat in order to render it more feasible and manageable.

- Preparation phase (1) – Establishment of a clear, logical and coherent general and specific theme for the urban and the rural competition
 - ✓ Under the responsibility of the initiator of the ASTA (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) assisted by the NTOs, with final approval from ASEAN tourism Ministers at the ATF – To be organised during the ASEAN Tourism Committee's meeting preceding the ATF.
- Preparation phase (2) – Revision and/or adaptation of the selection criteria (when needed) and entry forms
 - ✓ Under the responsibility of the initiator of the ASTA (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) assisted by the ASEAN resourcing and monitoring and evaluation committee and chairman's NTOs.
- Implementation phase – Publication of the call for proposals and guidance during the application process
 - ✓ Starting with a press release at the ATF;
 - ✓ Under the responsibility of each ASEAN NTOs which have to:
 - Translate and Publish the competition documents;
 - Disseminate the information about the open competition (ASTA) using all possible channels (TV, radios, newspapers, tourism associations, district authorities, etc.);
 - Assign a dedicated team who can quickly answer questions from interested applicants.
- Selection of the awardees⁷:
 - ✓ At national level – proposals that demonstrate administrative compliance and satisfy the eligibility criteria will be subjected first to a desk-assessment of the quality and sustainability of the partnership by each of the NTOs. The top three selected proposals⁸ in each category (rural and urban) will be subject to an audit by the assessors from either the provincial/district authorities or the national tourism authority in order to check the compliance with all ASEAN standards and ensure the veracity of information conveyed/presented by the competitors.
 - ✓ At ASEAN level – the two winning products for each ASEAN country having passed the first three phases with the highest score will be submitted to an evaluation committee composed of the representatives of the ASEAN Tourism Competitiveness Committee,

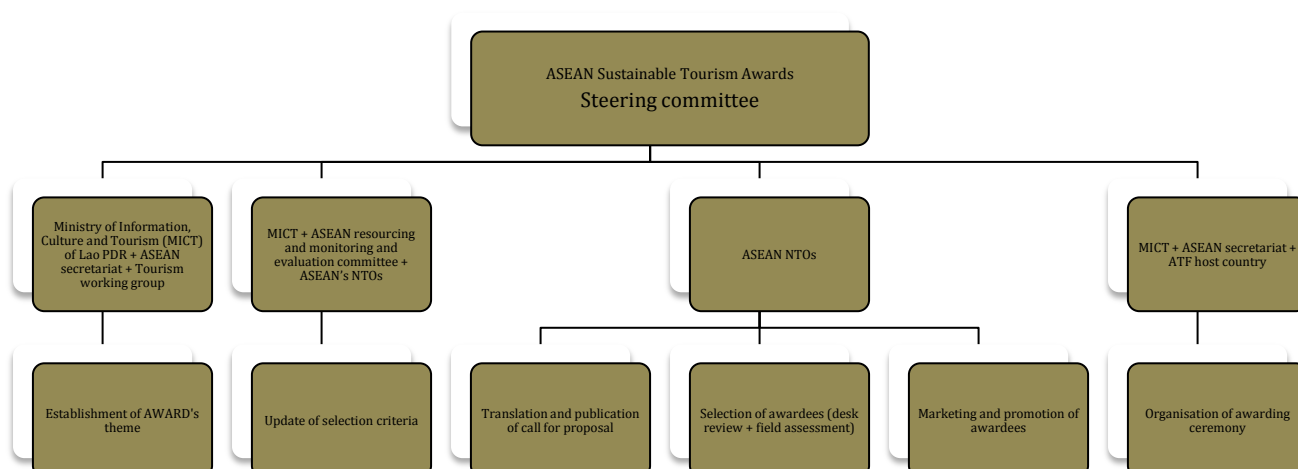
⁷As described in deliverable "Selection criteria"

⁸It is up to each ASEAN member state to decide about the number of selected proposals for a field visit.

ASEAN Sustainable and Inclusive Tourism Development Committee and/or representatives of the Tourism Resourcing and Monitoring and Evaluation Committee and 1 representative of ASEANTA to confirm the final decision of each NTOs.

- Organisation of an international awards ceremony;
- ✓ The ASEAN Secretariat supports the work of the initiator of the ASTA (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) in partnership with the ASEAN Chairman's NTO coordinating the organisation of the ceremony with each NTO.
- Marketing and Promotion of awardees (more detailed in chapter 6)
- ✓ At national level - Each country commits according to the communication plan to:
 - Support the award winning products in developing attractive promotional supports (texts, pictures, video...);
 - Promote the award winning products on the national tourism promotion website and promotional activities (fairs, catalogues...);
 - Launch a dedicated media campaign to promote the winning products at national level and the ASTA;
 - Organise a promotional event or a FAM trip with national travel agencies and tour operators to visit the two award winning products and facilitate their market uptake (optional).
- ✓ At ASEAN level – The ASEAN Secretariat and concerned NTOs commits to:
 - Integrate the promotional content developed by each NTO concerning their winning products on the www.aseantourism.travel;
 - Organise an international press conference during the ASEAN Tourism Forum to present the awarded products - At least one journalist from each ASEAN members and one international media shall be invited to participate in the event in order to raise the visibility of these ASEAN responsible products;
 - Highlight the award winning products to an international Tourism Fair (ITB for instance) at their stand as the “star product” and facilitate the networking with tourism professionals; Give a special focus to the award winning products until the next competition on the www.aseantourism.travel website.

Figure 3: ASTA Steering committee



5. MARKETING AND COMMUNICATION STRATEGY

Marketing and communication activities⁹ will be established before and after the award ceremony with the aim to support the mission and the objectives of the competition and to give a focus on winning ASEAN sustainable products. Therefore, the development of both a marketing communications plan and the establishment of a supportive management team or structure are essential in order to ensure (a) a sufficient number of participating products and (b) the fulfilment of the final objectives of the award.

5.1. Marketing communications Plan

The communication plan (annex 3) is designed to place the ASTA in a position best adapted to the current specificities, and potentially constraints, of the ASEAN tourism context and to make the most of it. Thus, communication activities will be undertaken at ASEAN and national levels before and after the award ceremony according to a common ASTA Communication Plan (ACP) detailed below.

The objectives of the ACP is to be (i) effective in providing the right information, in a timely fashion, in a format that works for people and (ii) efficient in providing the necessary information to the right people. By following the above-mentioned objectives, the ACP will ensure:

- A sufficient number of participating products - Each national NTO has to organise an information campaign to disseminate the information about the open competition (ASTA) and reach all potential candidates. This can be done through both a media campaign and through the communication channels of the provincial/regional/local department of tourism. The involvement of the subnational level will facilitate the emergence and/or improvement of public-private partnerships, as they constitute a criterion of selection;
- The fulfilment of the final objectives of the award;
- An appropriate promotion of awardees in order to give more attractiveness and recognition to the ASTA
 - ✓ Within each ASEAN country – the countries are required to give prominence to the name of the awardee on all their publication, website, posters and other products aiming at the promotion of national tourism;
 - ✓ Within ASEAN and Internationally – The ASEAN should give access to its social media and offer a promotional toolkit for the winning ASEAN responsible product and a dedicated space on www.aseantourism.travel

The communication can be divided into three steps (Information, Dissemination and Promotion) describe in the annex 3.

5.2. Establishment of a Supportive management team/strategy

Within the ASEAN tourism-working group, there is a need to establish a team to achieve work goals including a democratic leadership that involves and engages team members.

- Lao PDR proposes to lead this team in its first stages;
- Each country appoints a person to be a member of this team and to be in charge of supporting team of applicants in participating to the competition;

⁹ A communication plan is available in annex 2 of this document.

- The team members will progressively make the competition evolves according to the ASEAN's objectives.

6. AWARDING PROCESS AND AWARDEES PROMOTION STRATEGY

6.1. Objectives of the awarding process

The awarding body is made of the host of ATF and the initiator of the ASTA (Ministry of Information, Culture and Tourism (MICT) of Lao PDR). The main purpose of the reward system is to:

- ✓ Promote and officially recognize award winning products as sustainable products;
- ✓ Increase the visibility of each of the winning products both internationally and within their country amongst ASEAN destination managers, industry professionals and media;
- ✓ Enhance the commercialisation of the award winning products;
- ✓ Encourage more ASEAN destinations, and therefore public and private stakeholders, to participate to the ASTA and to adopt ASEAN tourism standards.

6.2. Substance of the ASTA prize:

Concerning the 20 national award-winning products, the prize consists in:

- ✓ Both a national award and a national certificate made of local materials for each of the 20 winning products;
- ✓ A basic promotional toolkit made with the support of the marketing department of each respective NTOs containing:
 - Attractive promotional supports (texts, pictures, video...);
 - Dedicated spaces on the national promotional website and during promotion and marketing activities (fairs, catalogues...);
 - A media Campaign to promote the winning products at national level;
 - A FAM trip with Travel agencies and Tour Operators to visit the two products where are located the awarded products and facilitate their market uptake (optional).
 - When possible, a national award ceremony could be organised in each country.
- ✓ An official recognition by ASEAN as the most sustainable products of the year including:
 - An award ceremony at the ASEAN Tourism Forum which puts the spotlights on the award winning products: Each member of the winning application team receiving an ASEAN ASTA Certificate signed by the ASEAN secretariat and the tourism minister of the country of origin;
 - A press conference during the ASEAN Tourism Forum after the award ceremony to present all 20 products, ASEAN Tourism Ministers and ASEAN Secretary-General;
 - A dedicated space on www.aseantourism.travel;
 - A special attention during the international press conference at the ASEAN Tourism Forum;
 - An highlight of each national award-winning product at an international Tourism Fair (ITB for instance) at their national stand as the “star product” and facilitate the networking with tourism professionals;
 - A specific promotion on the first page/front page of ASEAN tourism website: www.aseantourism.travel

7. BUDGET FORECAST FOR ANNUAL COMPETITIONS

7.1. Budgetary components

The agreements achieved between the members of the ASEAN Tourism working are determinants regarding the different components of the ASTA budget. The budget of the ASTA is based on having a maximum of two national awardees (rural and urban) for each of the 10 ASEAN members.

- ✓ Establishment of a clear, logical and coherent general and specific theme (preparation)
- ✓ In kind contribution from the initiator of the ASTA (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) and the ASEAN Tourism Committees.
- ✓ Revision and/or adaptation of the selection criteria (when needed) and application forms
- ✓ In kind contribution from the initiator of the ASTA (Ministry of Information, Culture and Tourism (MICT) of Lao PDR). and the ASEAN Tourism Committees.
- ✓ Information campaign
- ✓ In kind contribution from the ASEAN NTOs.
- ✓ Selection of the national and ASEAN award winning applicants
- ✓ In kind contribution from each ASEAN NTOs and ASEAN Tourism Committees.
- ✓ Organisation and implementation of an ASEAN award ceremony
- ✓ In kind contribution from the ASEAN NTOs and ASEAN Tourism Committees for the organisation;
- ✓ In kind contribution from ASEAN secretariat and ASEAN NTOs for inviting journalists and media;
- ✓ Financial contribution from the host of ATF for the production of prizes and certificates;
- ✓ Transportation, accommodation and subsistence cost of awardees will be covered by each ASEAN NTO
- ✓ Marketing and Promotion of awardees
- ✓ In kind contribution from ASEAN NTO.

7.2. Suggestions for financing of competition and award

The below paragraphs suggest several strategies for financing the overall process of the ASTA:

- i. Financial support from one or several international cooperation agencies interested in accompanying the growth in the number of inclusive tourism destinations in the ASEAN countries;
- ii. Financial support from the ASEAN secretariat;
- iii. Sponsorship from industry professionals and ASEANTA members (in-kind and financial support such as free accommodation, free air tickets for delegations of winning products, etc.);
- iv. In-kind contribution from the chairman country and the initiator of the ASTA (Ministry of Information, Culture and Tourism (MICT) of Lao PDR). to organize the award and the award ceremony;
- v. In-kind contribution of each member country to market and promote the award and the awardees.

8. WORK PLAN FOR 2016-2017 TO ESTABLISH THE ASEAN SUSTAINABLE TOURISM AWARD

The following work plan includes all the different procedures and steps after the presentation and approval of an ASEAN sustainable tourism award by the ASEAN Tourism ministers. The implementation of the award for 2016 will be under the responsibility of LAO PDR, as the ASEAN chairman. The actions will be undertaken mainly by The ASEAN NTOs with the support of the

Tourism Ministries and the ASEAN Tourism Committees in close partnership with ASEANTA and ASEAN secretariat.

The work plan for 2016 was divided into six phases, the detail of each can be found in Annex 3:

- ✓ **Validation phase (January 2016):** During this phase, (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) will introduce during the ASEAN NTOs Meeting and ASEAN Tourism Ministers Meeting the concept of the ASEAN Sustainable Tourism Award to ASEAN members as well as the theme identified for the coming year.
- ✓ **Preparation phase (February-April 2016):** Following to the validation and announcement at the ATF, (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) will develop the Guidelines for the Awards, selection criteria, rules, application form and evaluation. Then, propose to the ASEAN Tourism Committees and ASEAN NTOs Meeting for revision and validation.
- ✓ **(May-June 2016)** (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) to improve the Guidelines and propose for comments from NTOs during the NTOs meeting in Thailand.
- ✓ **(July 2016)** (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) to organise special workshop on ASTA for technical discussion in Vientiane, to invite two representatives from each countries and consultants.
- ✓ **(October 2016)** (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) to improve the Guidelines and propose the final Guidelines to the respective NTOs meeting for final discussion and adaptation.
- ✓ **(October 2016)** (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) to organise special meeting on ATSA for technical discussion in Luang Prabang, to invite two representatives from each countries (if necessary).
- ✓ **(December 2016)** (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) to revise the Guidelines for final version for proposing approval during the ATF 2017 in Singapore.
- ✓ **(January 2017)** ASEAN Sustainable Tourism Award Guidelines and competition documents approved by ASEAN Tourism Ministers during ATF 2017 in Singapore. Announcement of the theme and launch of the competition
- ✓ **(January 2017)** (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) to publish the call for competition and NTOs to translate it and publish it on their national dedicated websites.
- ✓ **(February 2017)** (Ministry of Information, Culture and Tourism (MICT) of Lao PDR) to organise a Training for assessors (two representatives from each country) and National Contact Points in order to (i) support the local destinations and its tourism stakeholders in submitting proposals and to (ii) feel familiar with the selection criteria and procedure.

9. WORK PLAN FOR 2019-2020 FOR THE SECOND EDITION OF THE ASTA

- ✓ **(January 2019):** During ATF in Ha Long Bay, Viet Nam, the second theme of ASTA 2020 “Culture Heritage and Tourism” has approved by ASEAN Tourism Ministers.
- ✓ **(January-March 2019):** Ministry of Information, Culture and Tourism of Lao PDR update ASTA documents as a new theme 2020 “Culture Heritage and Tourism”.
- ✓ **(March 2019):** Ministry of Information, Culture and Tourism of Lao PDR will share the ASTA updated documents to ASEAN member states via ASEAN Secretariat.
- ✓ **(March-April 2019):** Ministry of Information, Culture and Tourism of Lao PDR will coordinate with ASEAN Tourism Marketing Coordinator for preparing press release for ASTA 2020 to medias and ASTA webpage (www.aseantourism.travel).
- ✓ **Implementation phase (June-October 2019):** During this period, each ASEAN NTO will:
 - Identify the ASTA’s assessors to be trained in July 2019 in Vientiane
 - Publish the call and disseminate the information according to the communication plan (Cf. Annex 2) using the dedicated tools. The interested teams of applicants will have until end of September to send their application forms to their NTOs.
- ✓ **National evaluation phase (July 2019- October 2019),** the ASEAN NTOs and ASEANTA representative of each country will evaluate the proposals received according to the selection criteria and send the result to coordinator country and ASEAN secretariat.
- ✓ **ASEAN evaluation phase (November 2019)** the two winning products for each ASEAN country having passed the first three phases with the highest score will be submitted to an evaluation committee composed of the representatives of the ASEAN Tourism Competitiveness Committee, ASEAN Sustainable and Inclusive Tourism Development Committee and/or representatives of the Tourism Resourcing and Monitoring and Evaluation Committee and 1 representative of ASEANTA to make the final decision to select 1 ASEAN awardee for each category (Urban and Rural), during the NTOs meeting.
- ✓ **Notification of results to team of applicants (December 2019)**
- ✓ **AWARD phase (January 2020)** – Ministry of Information, Culture and Tourism of Lao PDR will notify the awardees and promote these according to the communication plan (Cf. Annex 2), as well as organise the award ceremony during the ATF with the support of the NTOs and the ASEAN secretariat.
- ✓ **Promotion Phase (January 2020 onwards)** – it consists in implementing the prize as describe in the ASTA communication plan.

ANNEX 1 – WORKING PLAN

Objective:	Promotion of Award to ensure large participation					
Target	Tourism Stakeholders of ASEAN					
	GENERAL	Public authorities	Tourism Associations		Tourism Enterprises	
			Urban Area	Rural Area	Urban Area	Rural Area
Communication channels		Official letters Posters Medias	E-mail Website Meetings	Word of mouth Meetings	E-mail Website Meetings	Letters Phone calls Word of mouth Meetings
Actions by stakeholder						
<i>ASEAN Chairman</i>	Create and regularly update a dedicated page on “ www.aseantourism.travel ” website Create and regularly update pages on social media	Send an official letter to all ASEAN Tourism Ministry to launch the call + Communication supports (posters) to be distributed	Present ASTA during official meetings	Present ASTA during official meetings	Present ASTA during official meetings	Present ASTA during official meetings
<i>ASEANTA</i>	Promote ASTA to its members				Send an email to its members Link with the social media	Send a letter to its rural members
<i>Tourism Ministry</i>	Promote ASTA at institutional level	Send an official letter to the public authorities + communication supports to be distributed (Posters)	Send email + Electronic poster + Link with website and social media + Present ASTA during official meetings	Send letter + Poster + Find local partnership to help with submission + Present ASTA during official meetings	Send email + Electronic poster + Link with website and social media + Present ASTA during official meetings	Send letter + Poster + Find local partnership to help with submission + Present ASTA during official meetings
<i>National NTO</i>	Create a dedicated page on national website	Send an official letter to the regional and local « tourism organisation » + communication supports to be distributed (Posters)	Send email + Electronic poster + Link with website and social media + Present	Send letter + Poster + Find local partnership to help with submission + Present	Send email + Electronic poster + Link with website and social media + Present	Send letter + Poster + Find local partnership to help with submission + Present

			ASTA during official meetings	ASTA during official meetings	ASTA during official meetings	ASTA during official meetings
<i>Professional Branches</i>	Promote ASTA to its members				Send email + Electronic poster + Link with website and social media	Send letter + Poster + Find local partnership to help with submission
<i>Regional authorities</i>	Promote ASTA locally		Send email + Electronic poster + Link with website and social media + Organise meetings to promote and explain ASTA	Send letter + Poster + Find local partnership to help with submission + Organise meetings to promote and explain ASTA		
<i>Local Authorities</i>	Promote ASTA locally		Send email + Electronic poster + Link with website and social media + Organise meetings to promote and explain ASTA	Send letter + Poster + Find local partnership to help with submission + Organise meetings to promote and explain ASTA	Send email + Electronic poster + Link with website and social media + Organise meetings to promote and explain ASTA	Send letter + Poster + Find local partnership to help with submission + Organise meetings to promote and explain ASTA

ANNEX 2 – ASTA COMMUNICATION PLAN

Selection of ASTA Theme	
INFORMATION	<u>The upcoming ASEAN Chairman Tourism Minister</u> announces the theme of the year for urban and for rural products during the ATF and in particular during the award ceremony and the press conference
DISSEMINATION	A dedicated press release is written by the <u>upcoming ASEAN Chairman Tourism Minister</u> to announce the themes of the year <u>Each NTO</u> disseminates the Press release to its media list
PROMOTION	<u>The upcoming ASEAN Chairman Tourism Ministry:</u> <ul style="list-style-type: none"> - Develop a press kit about the ASTA and the explanation for the choice of the theme - Send the press kit to all NTOs - Promote the ASTA competition and theme to all public events <u>Each NTO</u> <ul style="list-style-type: none"> - Use the press kit in all public events
Launch of the competition	
INFORMATION	<u>The ASEAN Secretariat:</u> <ul style="list-style-type: none"> - Publication of the ASTA competition documents including all document and annexes as well as the substance of the prize on the official ASEAN website and www.aseantourism.travel - Sending an official letter to all ASEAN Tourism Ministries and partners (ASEANTA) <u>The NTOs</u> <ul style="list-style-type: none"> - Translation and publication of the ASTA competition documents on their Tourism institutional and promotional websites with a link to the ASEAN dedicated space. - Sending an official letter to all regional and local Tourism authorities to inform about the competition and the role they will have to play
DISSEMINATION	<u>The NTOs</u> disseminate the information about the competition and the prize to their list of public and private contacts through usual tools such as emails, newsletters, press releases, events, conferences, workshops... <u>The regional and local authorities</u> disseminate the information about the competition and the prize to their list of public and private contacts through usual tools such as emails, newsletters, press releases...
PROMOTION	<u>The NTOs and the regional and local tourism authorities</u> promote the competition in particular the prize during promotional events and activities at national and international level
Submission of proposals	
INFORMATION	<u>The NTOs</u> will select one person in their Tourism Ministry/NTO to become “ASTA National Contact Point” (different from the assessors?). <u>The ASEAN secretariat</u> publishes on the ASEAN dedicated page, the contact information (name, email, telephone, fax, postal address) of the 10 ASTA National Contact Points (ASTA NCPs) <u>The NTOs</u> publish the information about NCP on the national website and included in the communication about the launch of the competition. <u>The ASTA NCPs</u> will answer any questions from team of applicants willing to submit and encountering difficulties. <u>The ASEAN secretariat publishes</u> on the ASEAN dedicated page, a general email to enable the stakeholders to ask questions about the competition, such as astaquestions@asean.travel The task of answering the questions is undertaken by the <u>current ASEAN Chairman Country ASTA NCP and team</u> .

	Based on the questions received, a Frequently Asked Questions (FAQ) document is regularly updated and uploaded by the <u>current ASEAN Chairman Country ASTA NCP and team</u> on the dedicated ASEAN page. The <u>ASTA NCPs</u> invite the team of applicants to consult the FAQ and ask a question to the general email if they cannot respond precisely to the question.
DISSEMINATION	Each NCP has to write down each question received from teams of applicants and at the end of the submission process, send this document to the <u>current ASEAN Chairman Country ASTA NCP</u> , which will develop a catalogue of national FAQs The catalogue is then sent to all NTOs and to the ASEAN Secretariat to be added to the ASEAN FAQ. This document will be helpful to all National Contact Point to support their applicants and also for the next ASEAN Chairman Country to propose improvement to the competition documents.
PROMOTION	At National level, the number of submitted forms is promoted on the national website and to the media using a press release by <u>NTOs</u> At ASEAN level, the number of submitted forms in all ASEAN countries is promoted on the website and during promotion activities by the <u>ASEAN Secretariat</u> and the <u>current ASEAN Chairman Country</u>
Selection of awardees	
INFORMATION	<u>Information</u> Each team of applicants having submitted a form receives an official letter from their <u>national tourism ministry</u> with the result of the selection process including the evaluation grid and a short commentary. Each national awardee receive an invitation letter from the <u>National Tourism Ministry</u> to: - Congratulate - Propose a meeting to develop the promotional content - Invite a delegation of 2 persons to the ATF - Set the date of the FAMtour
DISSEMINATION	Each <u>NTO</u> disseminates the information about the awardees of all countries with a special focus for their national winners to their list of public and private contacts through usual tools such as emails, newsletters, press releases, events, conferences, workshops...
PROMOTION	The <u>NTOs</u> of the ASEAN winner develop a specific promotion and communication toolkit about the product and uses it in every promotional activities
Award ceremony	
INFORMATION	The <u>Country hosting the ATF</u> integrates the ASTA award ceremony into the global programme. A dedicated information is sent to all public and private tourism stakeholders by the <u>ASEAN Secretariat</u> .
DISSEMINATION	The <u>NTOs</u> send a press kit and press release about the ceremony to all media and invite them to participate to the award ceremony. The <u>NTOs</u> and the awarded product disseminate the information about the ceremony to all their contact to promote a large participation.
PROMOTION	After the ceremony, the ASEAN Secretariat and the NTOs promote the ceremony and the awardees

ANNEX 3 – WORK PLAN 2019-2020

Steps	Jan	Jan-Mar	Mar	Mar - Apr	Jul	Jun-Oct	Nov	Dec	Jan +++	
Announcement of the ASTA theme	X									
Update ASTA document as a new theme	X									
Share ASTA updated document			X							
Press release	X									
Implementation phase	X									
National evolution phase					X					
ASEAN evolution phase	X									
Notification of results								X		
Award ceremony	X									
Promotion phase									X	

ANNEX 4 – DEFINITIONS

Definitions' proposals for the terms used in the "sustainable tourism" definition for the ASTA

- ✓ **Economic activity:** For the purpose of the award, "economic activity" will be defined as an activity implying sales against a product or service related to tourism (tickets, tour, room, food, souvenirs...)
- ✓ **Private stakeholders:** For the purpose of the award, "private stakeholders" will be defined as any organisation not considered as "public authority" (enterprise, association, university...)
- ✓ **Public Stakeholder:** For the purpose of the award, "public stakeholders" will be defined as any organisation considered as "public authority". List of public authorities: municipality, district, Minister, etc.
- ✓ **Direct benefits:** For the purpose of the award, "Direct benefits" will be defined as accountable advantage from the economic activity, such as money, employment, cleanliness, constructions but also numbers of visitors, satisfaction, reviews...
- ✓ **Indirect benefits:** For the purpose of the award, "Indirect benefits" will be defined as relative advantage induced by the economic activity such as education, quality of life, foreign investment...
- ✓ **Cultural heritage:** For the purpose of the award, "Cultural heritage" will be defined as any landscape, equipment, product or service related to history or traditions.
- ✓ **Natural heritage:** For the purpose of the award, "Natural heritage" will be defined as any landscape, equipment, product or service related to the nature.
- ✓ **Accommodation:** For the purpose of the award, the definition of "accommodation" includes all form of sleeping facilities for visitors including green hotel and home stay as defined in the ASEAN Tourism Standards:
- ✓ **Local Food and beverage service:** For the purpose of the award, the ASEAN Tourism Standard definition will be used: "Local Food and Beverage Service is a form of service where traditional and typical food and beverages are produced and / or sold by local people in food stalls, local restaurants or other similar outlets."
- ✓ **Public Restroom:** For the purpose of the award, the ASEAN Tourism Standard "ASEAN Public Toilet Standards" applies. Please refer to the competition guidelines.
- ✓ **Green hotel:** For the purpose of the award, the ASEAN Tourism Standard "ASEAN Green Accommodation Standards" applies. Please refer to the competition guidelines.
- ✓ **Community based Tourism:** For the purpose of the award, the ASEAN Tourism Standard "CBT standards" applies. Please refer to the competition guidelines.
- ✓ **Homestay:** For the purpose of the award, the ASEAN Tourism Standard "ASEAN homestay standards" applies. Please refer to the competition guidelines.
- ✓ **Community or local guide:** A local person who guides visitors in its own language, with the assistance of a national guide when appropriate, and interprets the cultural and natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognised by the local community or authority.

ANNEX 5 – LIST OF POTENTIAL THEMES FOR ASTA

- Tourism and Regeneration of physical sites
- Water and Tourism
- Tourism and protected areas
- Tourism and local intangible heritage
- Gastronomy and local products
- Art and Tourism
- Architecture and Tourism
- Handicrafts and Tourism
- Cultural Tourism
- Literature and Tourism
- Adventure Tourism
- Sport Tourism
- Animal Tourism
- Wellness Tourism
- Spiritual Tourism

The theme proposed for the first ASTA edition 2017-2018 is “Nature-Based Tourism” focusing on the following types of products: Adventure travel, beach and wildlife, cruise, rail, tour and river cruise.

ANNEX 6 – SPECIFICATION OF SELECTION CRITERIA

1. EXECUTIVE SUMMARY

The initiative of the ASEAN Sustainable Tourism Awards (ASTA) is built within the framework of the definition of sustainable tourism development given in the “ASEAN Tourism Strategic Plan 2011-2015” with the objective to highlight/promote as well as to contribute to the sustainable development of ASEAN tourist destinations.

Doing so, this initiative expects to strongly support the vision for tourism in 2025 for the ASEAN which is to ensure that “the ASEAN will be a quality tourism destination offering a unique, diverse ASEAN experiences, and will be committed to responsible, sustainable, inclusive and balanced tourism development, so as to contribute significantly to the socio-economic well-being of ASEAN People.”¹⁰

To get a more precise idea of the concrete perspectives of the ASTA, this document indicates how the ASTA aims at facilitating a progressive introduction of the ASEAN tourism standards amongst all public and private tourism stakeholders. Additionally, the ASTA aims on motivating ASEAN tourism destinations and stakeholders to take action and decrease environmental, socio-cultural and economic problems/impacts/issues induced by a rapid tourism expansion. At the same time it is providing useful guidance and motivation for public and private stakeholders to adapt their products and services to the recently released ASEAN Tourism standards.

To run the ASTA in a fair way, it is important to define a clear, transparent and fair-rule set for the selection of awardees at ASEAN and at national levels. This document reflects and compiles the approach and the selection criteria to run for the ASEAN Sustainable Tourism Award. The ASTA scoring system is designed to encourage reliable scoring of applications.

2. SUGGESTED RULE-SET FOR ASTA

This part of the document describes the project selection procedure, based on traceable, transparent, and binding criteria. The aim is to increase transparency and facilitate the decision making process. After submission, each proposal will be subjected to a two-stages evaluation procedure carried out first at national level by each of the 10 NTOs (desk and field evaluation) and finally at ASEAN level by relevant ASEAN working groups (confirmation of ASEAN awardees). The rule-set of ASTA includes the following aspects:

- Conditions for participations in the ASTA and exclusion criteria (including passing mark)
- Self-evaluation of the degree of compliance with the ASEAN Tourism Standards
- Audit of the pre-selected products

Moreover the means of publication of the ASTA in view of equal access as well as the governance and decision-making process for the rules of contest will be described.

2.1. Conditions for participations in the ASTA and exclusion criteria (Annex 1)

All products located in one of the ASEAN countries are eligible to participate to the ASEAN Sustainable Tourism Award competition. It is possible to include a non-ASEAN based partner in the proposal in addition to the regional partners. The foreign partner cannot replace regional partners and

¹⁰ Draft ASTP 2016-2025, p.27.

cannot be the applicant.

Interested products will be checked for their administrative compliance and selection criteria, in order to ensure that they fulfil the administrative and technical requirements of the award programme. This is an on-off procedure. Proposals, which fail to fulfil the above requirements of the award programme, will not pass to the selection phase 2.

2.2. Selection phase 1 “Eligibility” / Selection of the products to be assessed

- **First requirement:** Each proposal must be submitted on time, being properly filled and in the required format;
- **Second requirement:** Each proposal must present a combined responsible tourism product existing at least for a year including at least 1 accommodation provider, 1 local guide¹¹, 1 local food & beverage service and 1 public restroom¹² which are jointly managed and promoted by at least one private and one public stakeholders, providing direct¹³ and indirect benefits to the local population, promoting cultural and/or natural heritage, and respecting environmental and hygienic standards (see administrative and technical requirements in annexes 7 and 8);
- **Third requirement (Urban products only):** the team of applicants must comply with the urban product definition
- **Third requirement (Rural products only):** the team of applicants must comply with the rural product definition

2.3. Selection phase 2 “Desk Audit” / selection of the team of applicants to be audited (optional)

Only proposals that demonstrate administrative compliance and satisfy the Selection Phase 1 eligibility criteria will be subjected first to a **desk-assessment of the degree of compliance with (i) Global GSTC Standards on sustainability of the destination where the product is located and (ii) the ASEAN standards**. This consists in an assessment of implementation related criteria:

- At least one of the proposed services has been delivered a certificate of excellence by a travel forum in the year before the competition.
- Compliance with ASEAN Standards (see annex 3 for self-evaluation forms). The overall score in each category should not be lower than 50% of the total. The final selection criteria are divided into two categories – Urban and Rural products:
 - ⇒ ASEAN urban Tourism product related standard criteria – these entail evaluating the relevance of the proposal with three of the ASEAN Tourism Standards (ASEAN Green Hotel Standards, ASEAN Public Toilet Standards, and CBT Standards or Clean city standards¹⁴);
 - ⇒ ASEAN rural tourism products related standard criteria – these entail evaluating the relevance of the proposal with three of the ASEAN Tourism Standards (ASEAN Green Hotel Standards or ASEAN homestay standards, ASEAN Community-based Tourism

¹¹ See definition of local guide in chapter X of the application guide

¹² The number of entities can be subject to change depending on the volume of participants. However, a strong attention should remain on secondary destinations where less tourism businesses are operating.

¹³ Such as the employment of a community guide, the involvement of local people through creative experiences, etc.

¹⁴ It should be noted that community-based tourism doesn't exclusively happen in rural areas. It is part of the ASTA's objectives to support the involvement of local communities in the urban areas.

Standards, ASEAN Public Toilet Standard): For instance accommodations can either be evaluated as green hotels or home stays¹⁵.

2.4. Selection phase 3 “Field visit by ASTA assessors” / final selection of the 2 winning products

Following the results of the selection phase 2, the top selected proposals (with a minimum of three) in each ASEAN country will be subject to an audit by the assessors from either the provincial/district authorities or the national tourism authority in order to ensure the compliance with the ASEAN Tourism Standards and the veracity of information presented by the applicants.

If during the field visit, applicants whose own evaluations of their degree of compliance with ASEAN tourism standards fall to be strongly different from those of the national assessors (at least 30% of answers) will be automatically excluded from the competition for 10 years.

2.5. Selection phase 4 “ASEAN Confirmation”

The two winning products for each ASEAN country having passed the first three phases with the highest score will be submitted to an evaluation committee composed of the representatives of the ASEAN Sustainable and Inclusive Tourism Working Group and/or representatives of the Tourism Resourcing and Monitoring and Evaluation Committee in order to confirm at ASEAN level the 20 national winners.

2.6. Calculation of the total score

The ambition of the scoring system is to give an equal weighting to both product and partnership management – one cannot happen without the other. A responsible partnership between public and private stakeholders – including local communities – represents the main factor to enable a sustainable management of any product. In order to take part to the ASTA competition, an application does not need to have very high score in all categories. However, the overall score in each category should not be lower than 50% of the total to be eligible.

- Calculation of sustainable destination management related criteria's score

The sustainable destination management related criteria's score rewards participants of the competition that are, simultaneously to the sale of a responsible products, demonstrating sustainable destination management. The maximum possible score to be obtained is 14. There is no minimum score required to qualify for the next phase of the ASTA. Since these indicators are from global indicators there are considered as bonus for the applicants.

- Calculation of score from the compliance to selected criteria from ASEAN sustainable standards

It is worth noting again that two types of products can be presented to the ASTA: Urban and Rural.

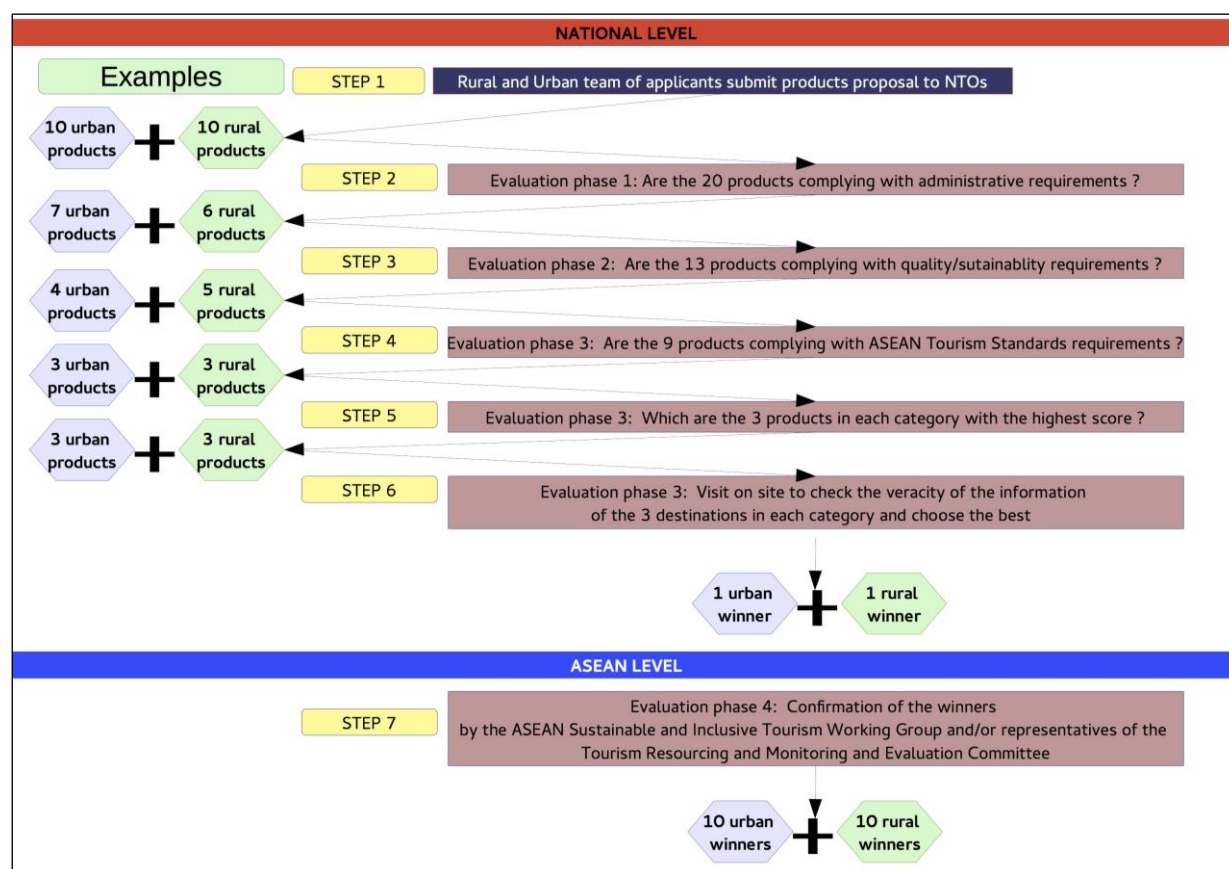
Criteria, appraisal methods and evidences for criteria are already exposed in each of the publication related to the different ASEAN standards. Therefore, the rating system is partially comparable to the system established by the ASEAN in these publications (Annex 3) with the exceptions that only minimum requirements should used for the first edition of the ASTA concerning the following ASEAN standards (Public toilets and CBT). Actually, the overall list of criteria in each of the ASEAN tourism standards is considered to still not be readily accessible to many of ASEAN tourism destinations.

The scoring system is therefore based on a number of criteria with the view to giving all

¹⁵ Home stays being still officially banned in Myanmar.

ASEAN products a fair chance to be selected at both national and ASEAN levels.

Figure 4: ASTA selection process `scheme



3. SUGGESTIONS FOR FURTHER STEPS IN SELECTION CRITERIA

The number of selected criteria from each of the ASEAN Tourism standards, used to evaluate the applicants, should increase regularly from “minimum” to “advanced” and then to “best practices” upon the completion of each competition (every two years). This allows as well for a more selective process as a higher quality of applicants. Additionally, it encourages destinations to go further into the achievements of ASEAN tourism standards. The evolution in the number and types of new ASEAN tourism indicators to be included into the selection criteria of the ASTA has to be discussed and decided by the ASEAN tourism group in due course.

ANNEX 7 – ADMINISTRATIVE AND TECHNICAL REQUIREMENTS FOR SELECTION PHASE 1

“Eligibility” / Selection of the products to be assessed

1. Administrative compliance (YES/NO)	
a) The application was submitted within the deadline set	<input type="checkbox"/> YES <input type="checkbox"/> NO
b) The application was submitted in the required formats	<input type="checkbox"/> YES <input type="checkbox"/> NO
c) The Application Form used has the official form specified by the National Tourism Organisation and/or the ASEAN Secretariat and is properly filled in, in English or in one of the 10 ASEAN language.	<input type="checkbox"/> YES <input type="checkbox"/> NO
2. Eligibility criteria (YES/ NO)	
a) The application is in line with the relevant ASEAN legislation and policies	<input type="checkbox"/> YES <input type="checkbox"/> NO
b) All the applicants reside in one or more ASEAN Countries	<input type="checkbox"/> YES <input type="checkbox"/> NO
c) The team of applicants propose a combined responsible tourism product <u>existing at least for a year</u> including a minimum of 1 accommodation provider, 1 local community guide, 1 local food & beverage service and 1 public restroom which are jointly managed and promoted by at least one private and one public stakeholders, providing direct and indirect benefits to the local population, promoting cultural and/or natural heritage, and respecting environmental and hygienic standards	<input type="checkbox"/> YES <input type="checkbox"/> NO
d) All the partners of the product have signed the multi-partners convention	<input type="checkbox"/> YES <input type="checkbox"/> NO
e) The economic activity corresponds to the annual theme of the ASTA	<input type="checkbox"/> YES <input type="checkbox"/> NO

ANNEX 8 – DESTINATION MANAGEMENT RELATED CRITERIA FOR SELECTION PHASE 2

“Desk Audit” / selection of the destinations to be audited

<i>Criteria</i>	<i>Indicators</i>	<i>Analysis</i>	<i>Means of verification</i>
Sustainable destination strategy	Multi-year destination plan or strategy that was developed with public participation	<input type="checkbox"/> Yes <input type="checkbox"/> No	Plan
Destination management organization	The private sector and public sector are involved in the organization and coordination of tourism	<input type="checkbox"/> Yes <input type="checkbox"/> No	Minutes of meeting (at least 2 per year)
Monitoring	Tourism impact mitigation procedures funded and active	<input type="checkbox"/> Yes <input type="checkbox"/> No	Report
Tourism seasonality management	Specific strategy for marketing off-season events and attracting year-round visitors	<input type="checkbox"/> Yes <input type="checkbox"/> No	Webpage/etc.
Climate change adaptation	Program to educate and raise awareness among the public, tourism enterprises, and visitors about climate change	<input type="checkbox"/> Yes <input type="checkbox"/> No	Leaflet, video, radio show, etc.
Inventory of tourism assets and attractions	Current inventory and classification of tourism assets and attractions including natural and cultural sites	<input type="checkbox"/> Yes <input type="checkbox"/> No	Report
Planning Regulations	Planning or zoning guidelines, regulations and/or policies that protect natural and cultural resources	<input type="checkbox"/> Yes <input type="checkbox"/> No	Report
Access for all	Accessibility solutions are designed to take into account the integrity of the site while making reasonable accommodation for people with disabilities	<input type="checkbox"/> Yes <input type="checkbox"/> No	3 accessibility solutions
Property acquisitions	Policy or legislation that considers indigenous rights, ensures public consultation and authorizes resettlement only when there is informed consent and/or reasonable compensation	<input type="checkbox"/> Yes <input type="checkbox"/> No	Report
Visitor satisfaction	Collection and public reporting of data on visitor satisfaction	<input type="checkbox"/> Yes <input type="checkbox"/> No	Report
Sustainability standards	Monitoring of tourism business participation in tourism certification or environmental management system	<input type="checkbox"/> Yes <input type="checkbox"/> No	Report
Safety and security	Safety precautions such as first aid stations at beaches/tourist attraction sites	<input type="checkbox"/> Yes <input type="checkbox"/> No	# of trained people and materials
Crisis and emergency management	Crisis and emergency response plan developed with input from the tourism private sector and includes communication procedures for during and after a crisis or emergency	<input type="checkbox"/> Yes <input type="checkbox"/> No	Plan
Promotion	Destination promotional messages that are accurate in their description of products and services	<input type="checkbox"/> Yes <input type="checkbox"/> No	Assessors' evaluation

ANNEX 9 – EVALUATION CHECKLISTS FOR TECHNICAL REQUIREMENTS

The following tables are similar to those filled by the team of applicants. The national assessors will also use them to verify the compliance of the sustainable tourism products with the ASEAN tourism standards. Not more than 30% of differences between the evaluations of both the national assessors and the team of applicants will be tolerated. Additionally, the overall score in each category should not be lower than 50% of the total to be considered as a competitor.

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ASEAN PUBLIC TOILET STANDARDS – MINIMUM REQUIREMENTS

Date:	
Executed by:	
Address:	
Contact Number:	

Tick the relevant yes/no boxes

Table 1: ASEAN public toilet standards - Minimum requirements

Indicators	YES	NO
1. Toilet Entrance		
1.1 Signage is clear and well visible from distance. Entrance is clean, uncluttered	<input type="checkbox"/>	<input type="checkbox"/>
2 General		
2.1 Walls, ceiling are clean, dry, undusted and not littered	<input type="checkbox"/>	<input type="checkbox"/>
2.2 Floors and Walls are clean, intact, dry	<input type="checkbox"/>	<input type="checkbox"/>
2.3 There is no bad smell in the toilet	<input type="checkbox"/>	<input type="checkbox"/>
2.4 Ventilation / openings for air circulation are in place and functioning	<input type="checkbox"/>	<input type="checkbox"/>
2.5 Suggestion Box and Education materials are in place	<input type="checkbox"/>	<input type="checkbox"/>
2.6 Basic amenities are in place (i.e.: toilet paper, soap, bins, mirror, tissues etc.)	<input type="checkbox"/>	<input type="checkbox"/>
2.7 Resource & water saving measures (sensor taps, natural light, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
2.8 Waste management and water treatment system approved by local authority	<input type="checkbox"/>	<input type="checkbox"/>
2.9 Privacy: maze entrance, urinals and cubicle partitions	<input type="checkbox"/>	<input type="checkbox"/>
3 Wash Area		
3.1 Taps, hand dryers, litter bins are in place and working	<input type="checkbox"/>	<input type="checkbox"/>
3.2 No leakage, no damage to the fittings fixture and plumbing	<input type="checkbox"/>	<input type="checkbox"/>
3.3 Tissue/soap dispensers are in place, working and filled	<input type="checkbox"/>	<input type="checkbox"/>
3.4 Wash area is overall clean, dry, tidy, not littered	<input type="checkbox"/>	<input type="checkbox"/>
4 WC		
4.1 Cubicle door is clean, functioning and latched; lock/latch are intact	<input type="checkbox"/>	<input type="checkbox"/>
4.2 WC has a toilet seat and lid	<input type="checkbox"/>	<input type="checkbox"/>
4.3 Coat Hanger is in place and intact	<input type="checkbox"/>	<input type="checkbox"/>
4.4 Toilet bowl/squat and seat are intact and unclogged, not stained	<input type="checkbox"/>	<input type="checkbox"/>

4.5 Cubicle floor is uncluttered, clean and dry	<input type="checkbox"/>	<input type="checkbox"/>
4.6 Manual/Auto flush is clean and functioning	<input type="checkbox"/>	<input type="checkbox"/>
4.7 Toilet paper dispenser is intact and replenished	<input type="checkbox"/>	<input type="checkbox"/>
4.8 Sanitary bin (hand-free with foot pedal) with liners is in place, is dry, clean, sanitized, odourless, intact	<input type="checkbox"/>	<input type="checkbox"/>
4.9 Waste bin (hand-free with foot pedal) with liners is in place, is dry, clean, sanitized, odour- less, intact	<input type="checkbox"/>	<input type="checkbox"/>
5 Urinals		
5.1 Urinals are intact and unclogged, not stained	<input type="checkbox"/>	<input type="checkbox"/>
5.2 Manual/Auto flush is clean and functioning	<input type="checkbox"/>	<input type="checkbox"/>
6 Safety		
6.1 Internal and External lighting is in place and functioning	<input type="checkbox"/>	<input type="checkbox"/>
6.2 There is appropriate CCTV/Patrolling	<input type="checkbox"/>	<input type="checkbox"/>
6.3 Walls and Ceilings are intact, not cracked	<input type="checkbox"/>	<input type="checkbox"/>
Total	/28	

Calculation of score

- Applicants whose own evaluations of their public toilet(s) fall to be strongly different from those of the national assessors (at least 30% of answers) will be automatically excluded from the competition.
- Applicants are free to send pictures in order to justify the compliance with the ASEAN standard. However, they must ensure that the public toilet(s) facilities must remain in good conditions for the assessment of conformity with the minimum requirements applied.
- Applicants and National assessors are advised to tick “no” when either a doubt exists or one of the states of the evaluated item is not completely fulfilling the ASEAN indicator.
- National assessors should therefore feel free to assign the score that they believe best represents the state of the public toilet(s).
- The overall score in this category should not be lower than 50% of the total (above 14 “yes”).

ASEAN GREEN HOTEL STANDARDS – MINIMUM REQUIREMENTS

Date:	
Executed by:	
Address:	
Contact Number:	

Tick the relevant yes/no boxes

Table 2: ASEAN Green hotel standards - Minimum requirements

Indicators	YES	NO
1. Environmental policy and actions for hotel operation		
1.1. The organization shall communicate environmental policy practice to staffs, clients and suppliers to participate in (posters, email's signature, etc.).	<input type="checkbox"/>	<input type="checkbox"/>
1.2. The organization shall establish environmental activity plan to encourage staffs, (clients) and suppliers to participate (written plan, signposting, communication at the reception).	<input type="checkbox"/>	<input type="checkbox"/>
1.3. The organization shall have evidences on environmental activities; for example, the monthly energy saving report, the monthly water saving report, the monthly result of waste water monitoring, monthly information of reducing solid waste quantity, etc.	<input type="checkbox"/>	<input type="checkbox"/>
2. Use of Green products		
2.1. The rooms, restaurants, lobbies, and etc. shall be mostly decorated with local products (curtains, fabrics, etc.).	<input type="checkbox"/>	<input type="checkbox"/>
2.2. The organization shall use local food product (50% of dishes must be local).	<input type="checkbox"/>	<input type="checkbox"/>
2.3. The organization shall use environmentally friendly products and biodegradable (biodegradable trash bags, recycled plastics and papers, 'eco-friendly' detergents and washing powders in refillable containers)	<input type="checkbox"/>	<input type="checkbox"/>
3. Collaboration with the community and local the organizations		
3.1. The organization shall establish plans or arrange activities for improving quality of life for example, health and education in local areas. (Report of activities)	<input type="checkbox"/>	<input type="checkbox"/>
3.2. The organization shall establish awareness programs/ activities on environmental protection for local community. (Report of activities)	<input type="checkbox"/>	<input type="checkbox"/>
3.3. The organization shall conceive a project or establish activities for promotion of local tradition and culture. (Report of activities)	<input type="checkbox"/>	<input type="checkbox"/>
3.4. The organization shall support or create job opportunity for its local community. (% of local staff)	<input type="checkbox"/>	<input type="checkbox"/>
4. Solid Waste management		
4.1. The organization shall apply 3R's principles for solid waste management (reduce, reuse, recycle).	<input type="checkbox"/>	<input type="checkbox"/>
4.2. The organization shall communicate through public announcement or in-house activities to encourage its customers to participate in waste management programs.	<input type="checkbox"/>	<input type="checkbox"/>
4.3. The organization shall have activities encouraging client to support waste management of the hotel, for example giving the options of using recyclable/ biodegradable plastics /fabric bags to the clients.	<input type="checkbox"/>	<input type="checkbox"/>
5. Energy efficiency		
5.1. The organization shall selectively utilize electrical appliances and equipment	<input type="checkbox"/>	<input type="checkbox"/>

with energy savings efficiency, for example, energy efficient lighting, or low loss ballast and other appliances certified with the highest energy saving rated as NO.5. ¹⁶		
5.2. The organization shall encourage staffs to involve in energy efficiency activities (posters in local language, trainings, manuals, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
5.3. The organization shall encourage client to save energy, possibly using energy saving friendly reminder in the guest rooms and advertisement boards.	<input type="checkbox"/>	<input type="checkbox"/>
6. Water efficiency and water quality		
6.1. The organization shall use efficient water sanitary ware such as automatic tap, low-flow dual flush toilet, etc.	<input type="checkbox"/>	<input type="checkbox"/>
6.2. The organization shall promote for encouraging clients to participate in water saving campaign, for instance of water saving friendly reminder in guest room and advertisement board.	<input type="checkbox"/>	<input type="checkbox"/>
6.3. The organization shall provide a regulation for water saving and asking for co- operation from clients, for example, defining the frequency of changing bed sheet and towel, etc.	<input type="checkbox"/>	<input type="checkbox"/>
6.4. The organization shall have contingency plan in case the water consumed does not meet the standard.	<input type="checkbox"/>	<input type="checkbox"/>
7. Air quality management (indoor and outdoor)		
7.1. The organization shall provide separate smoking area from centre area and post the symbol.	<input type="checkbox"/>	<input type="checkbox"/>
7.2. The organization shall establish maintenance plan of generator and air conditioning system. (Records of maintenance plan)	<input type="checkbox"/>	<input type="checkbox"/>
8. Waster water treatment and management		
8.1. The organization shall provide waste water treatment system suitable for size and activities of hotel where there is no support of waste water treatment system outside.	<input type="checkbox"/>	<input type="checkbox"/>
8.2. The organization shall install a grease trap system in kitchen, restaurant and grease contaminated area.	<input type="checkbox"/>	<input type="checkbox"/>
9. Toxic and chemical substance disposal management		
9.1. The organization shall have a safe place isolated from its staff and clients for storing hazardous and toxic substances.	<input type="checkbox"/>	<input type="checkbox"/>
9.2. The organization shall communicate information about hazardous waste disposal management to clients and hotel staff, for example, using friendly reminder, brochures, advertisement boards, etc.	<input type="checkbox"/>	<input type="checkbox"/>
Total	/26	

Calculation of score

- Applicants whose own evaluations of their hotel(s) fall to be strongly different from those of the national assessors (at least 30% of answers) will be automatically excluded from the competition.
- Applicants and National assessors are advised to tick “no” when either a doubt exists or one of the states of the evaluated item is not completely fulfilling the ASEAN indicator.
- National assessors should therefore feel free to assign the score that they believe best represents the state of the public toilet(s).
- The overall score in this category should not be lower than 50% of the total (above 13 “yes”).

¹⁶ (i) Turn the thermostat of mini bar fridges to the lowest setting when room not occupied, (ii) the use of solar heating to assist with hot water, (iii) Ensure laundry machines operate at maximum capacity only.

ASEAN HOMESTAY STANDARDS – MINIMUM REQUIREMENTS

Date:	
Executed by:	
Address:	
Contact Number:	

Tick the relevant yes/no boxes

Table 3: ASEAN homestay standards - Minimum requirements

Indicators	YES	NO
1. Prerequisite requirements (not counted in the scoring system)		
1.1. Minimum of 5 registered homestay providers in the village	<input type="checkbox"/>	<input type="checkbox"/>
1.2. Homestay provider is free of criminal record	<input type="checkbox"/>	<input type="checkbox"/>
1.3. Homestay provider is in good general health	<input type="checkbox"/>	<input type="checkbox"/>

Indicators	YES	NO
1. Host		
1.1. Homestay provider have completed homestay course.	<input type="checkbox"/>	<input type="checkbox"/>
2. Accommodation		
2.1. Structure of house is in good and safe condition.	<input type="checkbox"/>	<input type="checkbox"/>
2.2. Design and building materials reflect local architecture and identity (pictures)	<input type="checkbox"/>	<input type="checkbox"/>
2.3. Separate guest bedroom(s)	<input type="checkbox"/>	<input type="checkbox"/>
2.4. Adequate clean water supply inside the house	<input type="checkbox"/>	<input type="checkbox"/>
2.5. Maximum of four (4) bedrooms allocated to guests.	<input type="checkbox"/>	<input type="checkbox"/>
2.6. Clean and fresh bed linen for every guest (records of laundry)	<input type="checkbox"/>	<input type="checkbox"/>
2.7. Basic amenities such as fan, desk, mini cupboard, mirror, electric socket, mosquito net or coil, etc.	<input type="checkbox"/>	<input type="checkbox"/>
2.8. Basic toilet and bathroom facilities.	<input type="checkbox"/>	<input type="checkbox"/>
3. Activities		
3.1. Activities encourage interactive participation between the local community and guests. (Leaflets for visitors explaining activities)	<input type="checkbox"/>	<input type="checkbox"/>
4. Management		
4.1. Homestay organisation has systematic structure with clear roles, responsibilities and line of communication. (Organisation chart)	<input type="checkbox"/>	<input type="checkbox"/>
4.2. Homestay organization has support/blessing from village management. (The village management is also a signatory of the multi-partners convention)	<input type="checkbox"/>	<input type="checkbox"/>
4.3. Homestay provider has guest database e.g. records of guest arrivals, origin, length of stay, comments, complaints and suggestions from guests.	<input type="checkbox"/>	<input type="checkbox"/>
4.4. Homestay provider has updated inventory of tourism resources in the village and surrounding area.	<input type="checkbox"/>	<input type="checkbox"/>
4.5. Homestay provider has simple manuals and guidelines or received trainings	<input type="checkbox"/>	<input type="checkbox"/>

covering at least four of the following topics: <ul style="list-style-type: none"> – Welcoming and guest handling <input type="checkbox"/> – Registration, billing and payment <input type="checkbox"/> – Hygiene and cleanliness <input type="checkbox"/> – Communication skills <input type="checkbox"/> – Planning, organising and handling of activities <input type="checkbox"/> – Marketing and promotion <input type="checkbox"/> – Storytelling and interpretation skills <input type="checkbox"/> 		
5. Location		
5.1. Location is accessible to any mode of transportation.	<input type="checkbox"/>	<input type="checkbox"/>
5.2. Clear signage to guide guests to the homestay	<input type="checkbox"/>	<input type="checkbox"/>
6. Hygiene and cleanliness		
6.1. All rooms, kitchen and toilets are clean e.g. free of malodour, dirt, dust, and cobwebs.	<input type="checkbox"/>	<input type="checkbox"/>
6.2. Soap, shampoo, toilet tissue and clean towels are provided	<input type="checkbox"/>	<input type="checkbox"/>
6.3. Surrounding compound is litter free.	<input type="checkbox"/>	<input type="checkbox"/>
6.4. No breeding grounds for mosquitoes.	<input type="checkbox"/>	<input type="checkbox"/>
6.5. Kitchen utensils are in good condition, clean, and kept in a dry place.	<input type="checkbox"/>	<input type="checkbox"/>
6.6. Fresh ingredients used in food preparation are sourced from local suppliers. (Letter from suppliers or invoices)	<input type="checkbox"/>	<input type="checkbox"/>
6.7. Kitchen is in good, clean condition and well ventilated	<input type="checkbox"/>	<input type="checkbox"/>
6.8. Served foods are properly covered	<input type="checkbox"/>	<input type="checkbox"/>
6.9. Have safe drinking water	<input type="checkbox"/>	<input type="checkbox"/>
Total	/26	

Calculation of score

- Applicants whose own evaluations of their hotel(s) fall to be strongly different from those of the national assessors (at least 30% of answers) will be automatically excluded from the competition.
- Applicants and National assessors are advised to tick “no” when either a doubt exists or one of the states of the evaluated item is not completely fulfilling the ASEAN indicator.
- National assessors should therefore feel free to assign the score that they believe best represents the state of the public toilet(s).
- The overall score in this category should not be lower than 50% of the total (above 14 “yes”).

ASEAN STANDARDS RELATED TO LOCAL COMMUNITY INVOLVEMENT IN
TOURISM MINIMUM REQUIREMENTS

Table 4: Minimum Requirements for effective and transparent governance arrangements

Indicators		Yes	No
From ASEAN CBT standards	The product is managed by local community members through a tourism Committee elected for a maximum 5-year term.	<input type="checkbox"/>	<input type="checkbox"/>
	The product has a clear management structure with agreed roles and responsibilities (existence of an organisation chart).	<input type="checkbox"/>	<input type="checkbox"/>
	Relevant national and provincial rules and regulations (including local by-laws) are followed by those directly involved in activities/operations	<input type="checkbox"/>	<input type="checkbox"/>
	Local member recruitment meets any relevant national or local laws and regulations (existence of contracts)	<input type="checkbox"/>	<input type="checkbox"/>
	Local Member recruitment to provide specific tourism products and services (e.g. guiding, accommodation, food and beverage services) is conducted fairly by a local tourism Committee based on gender equity and social inclusion principles.	<input type="checkbox"/>	<input type="checkbox"/>
	Local community member appointments (and revocation of appointments) are approved by the local tourism committee.	<input type="checkbox"/>	<input type="checkbox"/>
From ASEAN Homestay Standards	Unique Selling Proposition (USP) of village has been identified.	<input type="checkbox"/>	<input type="checkbox"/>
	Promotional materials e.g. brochure, interpretative boards and panels have been developed	<input type="checkbox"/>	<input type="checkbox"/>
	Cooperation with local government and tour operators for marketing.	<input type="checkbox"/>	<input type="checkbox"/>

Table 5: Minimum Requirement for a legitimate establishment of the product

Indicators	Yes	No
The activity or the product is recognised by provincial and/or national level authorities.	<input type="checkbox"/>	<input type="checkbox"/>

Table 6: Minimum requirements for an effective and transparent management

Indicators	Yes	No
The activity or product builds the capacity of the community to provide products, goods and services to visiting tourists. (The majority of people involved is local)	<input type="checkbox"/>	<input type="checkbox"/>
The activity or product maximises use of goods and services provided by the community (at least 75% of products and services are locally produced)	<input type="checkbox"/>	<input type="checkbox"/>
A clear financial management system exists and is accessible to community members (balance sheet).	<input type="checkbox"/>	<input type="checkbox"/>

Table 7: Minimum requirements for effective partnership

Indicators	Yes	No
In conducting activities, the activity or the product avoids negative impacts on neighbouring communities (no complain from neighbouring communities).	<input type="checkbox"/>	<input type="checkbox"/>

Table 8: Minimum requirements for the maintenance of human dignity

Indicators	Yes	No
Sex tourism, drug trafficking, human trafficking and exploitation of child labour are not tolerated or supported explicitly or implicitly (existence of advertisement boards).	<input type="checkbox"/>	<input type="checkbox"/>
The activity or the product promotes gender equity and social inclusion (equal share of men and women / diversity of provenance for workers).	<input type="checkbox"/>	<input type="checkbox"/>

Table 9: Requirements for equitably shared benefits and costs

Indicators	Yes	No
<i>Minimum requirements</i> A Clear and agreed benefit sharing arrangements exist. (document)	<input type="checkbox"/>	<input type="checkbox"/>
<i>Advanced requirements</i> A community development fund exists that is used or initiatives benefiting the whole community. (Balance sheet)	<input type="checkbox"/>	<input type="checkbox"/>

Table 10: Requirements for the links to regional economies

Indicators	Yes	No
<i>Minimum requirements</i> Local community members dominate employment in the activity/product.	<input type="checkbox"/>	<input type="checkbox"/>
Local/regional sourcing of products and services dominate in the activity/product.	<input type="checkbox"/>	<input type="checkbox"/>
<i>Advanced requirements</i> Local community products are used in preference to imports (e.g., locally produced vs mass-produced souvenirs).	<input type="checkbox"/>	<input type="checkbox"/>

Table 11: Minimum requirements for the maintenance of cultural integrity and the enrichment of valued cultural traditions

Indicators	Yes	No
Cultural assets of significance to the local community and valued cultural traditions are identified, documented and endorsed by relevant communities (document/report).	<input type="checkbox"/>	<input type="checkbox"/>
Programs exist to authentically present, enhance and retain local cultural traditions towards protecting cultural integrity, identity and values.	<input type="checkbox"/>	<input type="checkbox"/>
Practices ensure that all rules, regulations and laws relevant to protection of culture and heritage are followed. (List of practices)	<input type="checkbox"/>	<input type="checkbox"/>

Table 12: Requirements for the conservation of natural resources

Indicators	Yes	No
<i>Minimum requirements</i> Natural resources and environmentally sensitive sites and their community significance are identified, planned, documented and endorsed by relevant communities.	<input type="checkbox"/>	<input type="checkbox"/>

Table 13: Minimum requirements of conservation activities to improve the environment

Indicators	Yes	No
A locally appropriate solid waste management system exists that applies avoid, reduce, reuse, recycle principles and hygienic handling of putrescible waste (e.g., composting).	<input type="checkbox"/>	<input type="checkbox"/>
Locally appropriate wastewater management uses technologies that minimise risk to human health and environmental impact. (Which technologies?)	<input type="checkbox"/>	<input type="checkbox"/>
Practices ensure that all rules, regulations and laws relevant to environmental protection are followed. (List of practices)	<input type="checkbox"/>	<input type="checkbox"/>

Table 14: Minimum requirements on the existence of guest and local community interaction

Indicators	Yes	No
Environmental and cultural information is included in the interpretation of the community and its surroundings.	<input type="checkbox"/>	<input type="checkbox"/>
Policies and actions ensure safety and security for visitors. (Report)	<input type="checkbox"/>	<input type="checkbox"/>

Table 15: Requirements for the sustainability of the involvement of the communities in the product

Indicators	Yes	No
<i>Minimum requirements</i> Transparent and fair pricing exists for visitors with adequate returns on community investments. (Business plan)	<input type="checkbox"/>	<input type="checkbox"/>

Table 16: Minimum requirements for ensuring local guide quality and expertise¹⁷

Indicators	Yes	No
Local community guides are recruited based on appropriate levels of knowledge, physical health and fitness for proposed guided activities.	<input type="checkbox"/>	<input type="checkbox"/>
Local guides operate within the ASEAN CBT Standards and regulations of the CBT initiative and have signed and follow the ASEAN CBT Guide's Code of Conduct (Appendix 2 of ASEAN CBT standards). (Signed CoC)	<input type="checkbox"/>	<input type="checkbox"/>

¹⁷ Local guides shall be directly from the community where the product is taking place.

Table 17: Minimum requirements for a management of tours and activities that ensure quality

Indicators	Yes	No
Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative. (Signed CoC)	<input type="checkbox"/>	<input type="checkbox"/>
Tours/activities ensure visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community.	<input type="checkbox"/>	<input type="checkbox"/>
Tours/activities have a clearly defined: • itinerary and associated price; and • documented booking system.	<input type="checkbox"/>	<input type="checkbox"/>
Tours/activities record the visitors on tours, including departure and return times. (Book of record)	<input type="checkbox"/>	<input type="checkbox"/>
Visitors are informed of the tour itinerary, level of difficulty, possible hazards, safety precautions and regulations or rules that apply to their conduct on the tour. (Leaflet)	<input type="checkbox"/>	<input type="checkbox"/>

Table 18: Minimum requirements for ensuring a good quality of F&B service providers

Indicators	Yes	No
Food and beverage providers possess or can demonstrate commitment to hygienic food preparation and service techniques.	<input type="checkbox"/>	<input type="checkbox"/>
Food and beverage providers operate within the guidelines and regulations of the CBT initiative (signed CoC)	<input type="checkbox"/>	<input type="checkbox"/>

Table 19: Minimum requirements for a quality management of F&B services

Indicators	Yes	No
Food and beverage services are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative. (signed CoC)	<input type="checkbox"/>	<input type="checkbox"/>
Menus are available with associated prices (if appropriate).	<input type="checkbox"/>	<input type="checkbox"/>
Menus vary daily and include at least one traditional meal at each dining period.	<input type="checkbox"/>	<input type="checkbox"/>
Maximum use is made of fresh, organically grown food and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law.	<input type="checkbox"/>	<input type="checkbox"/>
Dessert and/or fruit forms part of each meal.	<input type="checkbox"/>	<input type="checkbox"/>
Food preparation and dining areas are maintained in a clean state at all times.	<input type="checkbox"/>	<input type="checkbox"/>
Food preparation and dining utensils are cleaned thoroughly before use (i.e. cleaned immediately after dining periods).	<input type="checkbox"/>	<input type="checkbox"/>
Food service providers wash their hands with soap in clean water before and regularly during food preparation.	<input type="checkbox"/>	<input type="checkbox"/>
Food is stored in clean containers, which are kept in good order.	<input type="checkbox"/>	<input type="checkbox"/>
Animals (domestic and pest) are kept out of food storage, cooking and dining areas.	<input type="checkbox"/>	<input type="checkbox"/>

Table 20: Summary table of ASEAN standards related to community involvement in tourism

Indicators	Scoring
Effective and transparent governance arrangements	/9
Legitimate establishment of the product	/1
Effective and transparent management	/3
Effective partnership	/1
Maintenance of human dignity	/2
Equitably shared benefits and costs	/2
Links to regional economies	/3
Maintenance of cultural integrity and the enrichment of valued cultural traditions	/3
Conservation of natural resources	/1
Conservation activities to improve the environment	/3
Existence of guest and local community interaction	/2
Sustainability of the involvement of the communities in the product	/1
Ensuring local guide quality and expertise	/2
Management of tours and activities that ensure quality	/5
Ensuring a good quality of F&B service providers	/2
Quality management of F&B services	/10
Total	/50

Calculation of score

- Applicants whose own evaluations of the involvement of local community into tourism fall to be strongly different from those of the national assessors (at least 30% of answers) will be automatically excluded from the competition.
- Applicants and National assessors are advised to tick “no” when either a doubt exists or one of the states of the evaluated item is not completely fulfilling the ASEAN indicator.
- National assessors should therefore feel free to assign the score that they believe best represents the state of product.
- The overall score in this category should not be lower than 50% of the total (above 25 “yes”).

ANNEX 10 – ACCESSIBILITY CRITERIA

Indicators	□ □ □ □ □ □ □
Is the product accessible for public with special needs? *	<input type="checkbox"/> YES <input type="checkbox"/> NO <i>[Please choose one answer]</i> <i>If yes, please explain which kind of public can buy the product</i>
Persons with reduced mobility*	<input type="checkbox"/> YES <input type="checkbox"/> NO <i>[Please choose one answer]</i>
If YES, please explain how is the product accessible for persons with reduced mobility	
If NO, please explain why the product cannot be accessible for persons with reduced mobility	
Persons with visual disability*	<input type="checkbox"/> YES <input type="checkbox"/> NO <i>[Please choose one answer]</i>
If YES, please explain how is the product accessible for persons with visual disability	
If NO, please explain why the product cannot be accessible for persons with visual disability	
Persons with hearing disability*	<input type="checkbox"/> YES <input type="checkbox"/> NO <i>[Please choose one answer]</i>
If YES, please explain how is the product accessible for persons with hearing disability	
If NO, please explain why the product cannot be accessible for persons with hearing disability	
Persons with mental disability*	<input type="checkbox"/> YES <input type="checkbox"/> NO <i>[Please choose one answer]</i>
If YES, please explain how is the product accessible for persons with mental disability	
If NO, please explain why the product cannot be accessible for persons with mental disability	
Total	/5

ANNEX 11 - SUMMARY TABLE OF SCORING SYSTEM

Indicators		Scoring
ASEAN public restroom standards - Minimum requirements		/28
ASEAN green hotel standards - Minimum requirements		/26
ASEAN homestay standards - Minimum requirements		/26
ASEAN standards related to community involvement in tourism		/31
ASEAN standards related to F&B		12
ASEAN standards related to TA and T.O.		5
ASEAN standards related to local guide		2
BONUS	Destination management related criteria (global standards)	/14
	Accessibility	/5
Total		/123