



ASEAN SUSTAINABLE TOURISM AWARD

GUIDELINES FOR APPLICATIONS

2019 Edition

“CULTURE AND HERITAGE TOURISM”

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1. PREPARATION OF THE PROPOSAL

Required documents to prepare the application:

Before sending the application, please read carefully

- The ASTA call for application and Annexes,
- The Application Set including the following parts:
 - A. ASTA APPLICATION FORM: This document enables to describe the team of applicants, the product and to assess each service proposed according to the ASTA sustainability Criteria.
 - B. ASTA MULTI-PARTNERS CONVENTION: This document must be filled and signed by all partners participating to the product proposed to the ASTA. It enables to ensure that the product is really proposed by a team of public-private stakeholders.
 - C. LIST OF COMPULSORY DOCUMENTS PROVIDED BY PARTICIPANTS: This list must be filled with the name of all documents provided by the Team of Applicants. Each Partner, including the Lead Applicant must provide a document proving its legal existence and the Lead Applicant must attached all these documents to the Application Form.
 - D. AGREEMENT OF FAIR AND TRANSPARENT ASSESSMENT: This document is not to be filled for application, it is only to be filled and sign together with the national assessor in case your product passes in step 3 of the evaluation procedure.

The Assessment of the Application will be undertaken directly on the Assessment Set, it is therefore compulsory to use the provided document.

There are several possibilities to access the necessary documents:

1. Download these from the ASEAN dedicated website www.aseantourism.travel or from the dedicated page of National Tourism Organizations of the 10 ASEAN Countries;
2. Request these to the ASTA coordination or to one national focal point of ASTA from the list below;
3. Requested in person a print and/or an electric version by visiting the National / Provincial / Local Tourism Organisation of the 10 ASEAN Countries, see the contact information below.

LIST OF ASTA NATIONAL FOCAL POINTS

ASTA COORDINATION EMAIL: asta.asean@gmail.com

COUNTRY	NATIONAL FOCAL POINTS
<u>BRUNEI DARUSSALAM</u>	Affandi Haji Alias Tourism Officer Tourism Development Department, Ministry of Primary Resources and Tourism Tel: +673 2382804; Fax: + 673 2382807 Email: affadi@bruncitourism.travel
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ASEAN SECRETARIAT	<p>MR. EDDY KRISMEIDI SOEMAWILAGA Senior Officer ICT and Tourism Division, ASEAN Secretariat Email: eddy@asean.org</p> <p>MR. TERRY KUSTIAWAN Technical Officer ICT and Tourism Division, ASEAN Secretariat Email: terry.kustiawan@asean.org</p>

Language:

Applications can be submitted in any official language of the ASEAN Countries or in English.

Structure of the application:

The Applications shall consist of three parts:

1. A. ASTA APPLICATION FORM: This document enables to describe the team of applicants, the product and to assess each service proposed according to the ASTA sustainability Criteria.
2. B. ASTA MULTI-PARTNERS CONVENTION: This document must be filled and signed by all partners participating to the product proposed to the ASTA. It enables to ensure that the product is really proposed by a team of public-private stakeholders.
3. C. LIST OF COMPULSORY DOCUMENTS PROVIDED BY PARTICIPANTS: This list must be filled with the name of all documents provided by the Team of Applicants. Each Partner, including the Lead Applicant must provide a document proving its legal existence and the Lead Applicant must attached all these documents to the Application Form.

□

- The three parts must be completed and submitted at the same time.
- Applications shall be typed, but handwritten applications are accepted.

Questions

During the preparation of the proposal, the team of applicant can:

- Consult the dedicated Frequently Asked Question on the Different National Tourism Organisation dedicated website and on the ASEAN dedicated website www.aseantourism.travel
- Contact via email the National ASTA Contact Point referenced in the list of ASTA National Contact Points page 2 of this document or the ASTA coordination unit: asta.asean@gmail.com

2. GUIDANCE THROUGH THE APPLICATION SET

ALL FIELDS MARKED WITH ONE “*” ARE COMPULSORY
➡ IF EMPTY, THE APPLICATION WILL NOT BE ACCEPTED

Reception of application

This frame is for the National Tourism Organisations only, do not complete it.

The Assessors will fill the information on reception of your application.

For Hand submission only, the National Tourism Organisation shall fill the document, make a copy and give the copy to the Applicant as a proof of reception.

A. ASTA APPLICATION FORM

- Year of competition:

Please insert the year of the ASTA competition for which you are applying.

- Theme of Competition:

Please insert the theme of the year.

- Language used to fill the application

Please insert the language used to fill the application

1. Product Description

This part will be the first part read by the assessors, it gives a first overview of the application. It is therefore very important to write in a very simple and clear style.

1.1. Presentation of the Product

1.1.1. General information

Title of the product*:	Use a clear, self-explanatory title, ready-to-market, providing guidance as to the content of the product. Examples: The story of rice – 3 days trip in xxx / Weekend in the xxx waterfall
Location of the product*:	[Describe the geographical area(s) visited]
Description of the product*:	This presentation will be the first impression of your product for the national assessors. Additionally, this text can be used to present your product in the communication toolkit if your product wins the competition. It shall be written from the perspective of the visitors who need something accessible, enjoyable, and unforgettable; you need a convincing vision to seduce people to buy your product. It is also the mean to verify if the product respect the minimum requirements (one overnight stay, 1 meal in a local food and beverage service, 1 activity including a local community, 1 local guide), it is important to explain the itinerary organised for

the visitors.

Example for rural products

This tour is integrated in an innovative initiative that aims to link local communities to promising tourism value chains, harnessing their entrepreneurial capacities and generating income and employment for the poor. It has been made possible thanks to NGOs projects and support to local communities in XXX.

This tour takes you to different villages and communities where you will have the opportunity to share the life and activities of local people, by discovering the cultural richness and the social diversity of XXX. During your stay you will learn and experience traditional craft techniques.

By visiting traditional villages and development projects, this tour helps to bring local communities out of poverty. All profits of your activities are used to improve the life of vulnerable populations. Additionally, it gives you the opportunity to learn about/discover a long-established know-how/skills and perhaps to share your own. The uniqueness of this tour is to give you the possibility to completely immerse yourself in the life of different ethnic groups (sleeping in homestay) or to follow your own rhythm (sleeping in a nice responsible hotel).

The tour will last 2 days and one night

On day 1 the visitors will be picked up by XXX from the Hotel XX...

On day 2...

Example for Urban products

A Unique long weekend! First enjoy life outdoors at one of the most cultural areas of XXX ! Just to make you hungry for culinary experiences in XXX, where a delicious dinner and a culinary walk will wait for you. All our activities take place within the district of XXX so no further traveling is needed. The tour takes place on foot: Walking is our preferred mode of transport but, when needed, public transportation can be used. The visitors will get to experience what a real local life feels like: how it is to walk in crowded and colourful markets.

The hotel has an ecological certificate called XXX which means a systematic way of following material efficiency, energy efficiency and communication of environmental topics both to their personnel and clients and offering environmentally sustainable services.

Food ingredients in XXX generally come from close by and local vegetables and grains are used where possible and we select partners who use local ingredients as much as possible.

Local guides are carrying out activities. During the activities you will hear about the local cultural history, nature and the way of living. You will meet people and are able to do something, not just look around. You will meet local vendors and hear their stories. You will visit a grocery store with a huge variety of produce as well as a one of the tiniest grocery stores around. You will hear about the alcohol production and you will taste local beers. You will visit cafeterias and taste their delicacies. In XXX you will also visit a restaurant specializing in local pure ingredients and local food.

The tour will last 2 days and one night

On day 1 the visitors will be picked up by XXX from the Hotel XX...

On day 2...

Main activity proposed in relation to the annual ASTA theme *	Describe the activity proposed for the product, in case of several activities, please focus on the activity where the visitor will spend more time. This main activity must be the most related to the annual theme to be eligible.
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The proposed product is respecting the National and ASEAN legislation and policies regarding illegal human and animal activity * Note that the ASEAN legislation is prohibiting any illegal activity for individuals and animals.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
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1.1.2. Category of the product

CATEGORY*	<input type="checkbox"/> rural product <input type="checkbox"/> urban product It is important to verify first if you comply with 3 out of 4 of the criteria of a category before choosing, as your application can be rejected in step 1 or in step 3 if your product is not corresponding. In case of doubts, focus on the location of main activity of the product and calculate its distance from the overnight stay.
<u>FOR RURAL PRODUCT ONLY</u> Does the location of the main activity of the product correspond to 3 out of the four ASTA Rural product criteria ? [Please cross check the criteria corresponding to your product]	<input type="checkbox"/> An area outside of cities and towns <input type="checkbox"/> Outside settlements with more than 10,000 resident population and sparsely populated with small settlements <input type="checkbox"/> Characterized by farms, vegetation, and open spaces <input type="checkbox"/> Mostly providing homestay and B&B to visitors
<u>FOR URBAN PRODUCT ONLY</u> Does the location of the main activity of the product correspond to 3 out of the four ASTA Urban product criteria ? [Please cross check the criteria corresponding to your product]	<input type="checkbox"/> A location with an integrated public transport network <input type="checkbox"/> A human settlement with high population density and infrastructure of built environment <input type="checkbox"/> Counting more than five (5) hotels <input type="checkbox"/> The product or the main activity is not more than one hour drive from the accommodation

1.1.3. Team of Applicants of the product

Number of entities involved in the product:* [Including the Lead Applicant]	Please insert the number of partners involved in the product and participating to the application Note that the minimum number of entities is 4 to be eligible.
Number of public	Insert the number of public entities involved in the product

entities:*	Please note that it is compulsory to have 1 public authority in the Team of Applicants to be eligible.
Country residence of all entities:*	Insert the country of residence of the Team of Applicants Please note that all entities must reside in the same country to be eligible.

Does at least one entity have received a regional, national or international recognition within four years before this ASTA edition ?* Please note that it is compulsory that at least one partner must have received a recognition in the last four years before the ASTA launching to be eligible. You do not need to provide a copy of the certificate for the submission, but in case an assessor visits you, the partners having declared to have received recognition will have to show it to the assessors.		<input type="checkbox"/> YES <input type="checkbox"/> NO
Name of partner*:	Name of recognition*:	Year of deliverance*:

[You can add as many lines as necessary]

1.1.4. Commercialisation of the product

How long is the product being commercialised ?*	Insert the time the product is being sold Please note that the product needs to be sold at least for a year to be eligible.
How can the visitor book the product ?*	Insert the name of the partner selling the product, the link(s) to the website(s) selling the product and all information useful to understand how the visitor can book the product Please note that the product needs to be booked online or at least through one's partner organisation or website to be eligible. Usually it is the role of the Travel Agency / Tour operator. Please note that there is a difference between promoting and commercializing a product. It is important that the applicants provide information on the commercialisation of the product, not only the promotion.
What is the price of the product ?*	Insert the price of the product. You can insert several prices, such as for 1 or more persons, etc. Please note that the price is an additional proof of the existence of the product

1.2 Partnership - Management of the Product

Please note that all partners presented in this part must then appear in the Part 2 “Applicants legal existence”, sign the ASTA multi partner convention and provide a proof of legal existence to attach to the application set

1.2.1. OVERNIGHT STAY	
How many overnight stays is/are proposed in the product ?*	Insert the number of nights organised by the partners Please note that the product must propose at least 1 overnight stay to be eligible
Name of partner(s) in charge of overnight stay:*	Insert the name of the partner(s) providing overnight stay. In case of several partners providing overnight stay you shall insert them all. Please note that the product must propose at least 1 overnight stay to be eligible Please note that each partner providing overnight stay must assess its service against the corresponding sustainability criteria checklist in chapter 3 of the Application Form.

1.2.2. LOCAL FOOD AND BEVERAGE	
How many meals in local food and beverage service are provided ?*	Insert the number of meals organised by the partners Please note that the product must propose at least 1 meal to be eligible <u>You shall refer to the chapter X of the ASTA Call for Competition for the definition of “local food and beverage service” for the ASTA</u>
Name of partner(s) in charge of local food and beverage service:*	Insert the name of the partner(s) providing local food and beverage service. In case of several partners providing local food and beverage service you shall insert them all. Please note that the product must propose at least 1 local food and beverage service to be eligible Please note that each partner providing local food and beverage service must assess its service against the corresponding sustainability criteria checklist in chapter 3 of the Application Form.

1.2.3. ACTIVITY INCLUDING A LOCAL COMMUNITY	
How many activities including a local community are provided ?*	Insert the number of activities involving a local community organised by the partners Please note that the product must propose at least 1 activity involving a local community to be eligible <u>You shall refer to the chapter X of the ASTA Call for Competition for the definition of “activities involving a local community” for the ASTA</u>
Name of partner(s) in charge of an activity including a local community:*	Insert the name of the partner(s) providing activity involving a local community. In case of several partners providing an activity involving a local community you shall insert them all.

	<p>Please note that the product must propose at least 1 activity involving a local community to be eligible</p> <p>Please note that each partner providing activity involving a local community must assess its service against the corresponding sustainability criteria checklist in chapter 3 of the Application Form.</p>
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1.2.4. LOCAL GUIDE	
How many local guides are involved in the product ?*	<p>Insert the number of local guides involved in the product</p> <p>Please note that the product must propose at least 1 local guide to be eligible</p> <p><u>You shall refer to the chapter X of the ASTA Call for Competition for the definition of “local guide” for the ASTA</u></p>
What is the role of the guide(s) in the product ?*	<p>Explain the role of the guide.</p>
<p>Name of guide(s) involved in the product *</p> <p><u>or</u></p> <p>Name of partner in charge of the local guide*</p>	<p>Insert the name of the partner(s) providing the local guide(s), or the name of the local guides directly involved.</p> <p>Please note that in case individual guides are directly involved in the product, they must appear as partner.</p> <p>In case of several local guides or guide associations, you shall insert them all.</p> <p>In case of several local guide or guide association, you do not need to assess them individually against the corresponding sustainability criteria checklist in chapter 3 of the Application Form, but to answer the questions for all of them.</p>

1.2.5. RESTROOM	
How many public or private restroom(s) can the visitor access free and easily during the product’s activity/activities ?*	<p>Insert the number of restrooms the visitors can access during the product’s activity/activities</p> <p>Please note that the product must propose at least 1 restroom to be eligible</p> <p><u>You shall refer to the chapter X of the ASTA Call for Competition for the definition of “restroom” for the ASTA</u></p>
Name of partner(s) in charge of the restroom(s):*	<p>Insert the name of the partner(s) responsible for the restroom.</p> <p>In case of several partners providing a restroom you shall insert them all.</p> <p>Please note that the product must propose at least 1 activity involving a local community to be eligible</p> <p>Please note that each partner providing activity involving a local community must assess its service against the corresponding sustainability criteria checklist in chapter 3 of the Application Form.</p>

1.2.6. LOCAL TRANSPORTATION	
How is local transportation	<p>Explain how the local transportation is provided to the visitor during the product proposed</p>

organised ?*	Please note that the product must propose at least 1 local transportation service to be eligible <u>except for 100% walking product please specify here if it is the case</u> <u>You shall refer to the chapter X of the ASTA Call for Competition for the definition of “restroom” for the ASTA</u>
Name of partner(s) in charge of the local transportation(s):*	Insert the name of the partner(s) responsible for the local transport In case of several partners providing a restroom you shall insert them all.

1.2.7. PUBLIC PARTNER

How many public partner(s) are involved in the product ?*	Insert the number of public partner(s) involved in the product Please note that the product must involve at least 1 public partner to be eligible <u>You shall refer to the chapter X of the ASTA Call for Competition for the definition of “public partner” for the ASTA</u>
Name of the public partner(s):*	Insert the name of the public organisation involved in the product
What is the role of the public partner(s) in the product ?*	Please explain the role of the public partner in the product

1.2.8. COMMERCIALISATION

How is the product commercialised ?*	Explain how the product commercialised Please note that the product must propose at least 1 local transportation service to be eligible
Name of the partner(s) in charge of commercialisation:*	Insert the name of the partner selling the product, Please note that the product needs to be booked online or at least through one’s partner organisation or website to be eligible.

1.2.9. ADDITIONAL SERVICES

Are other services proposed in the product ? If YES, which ones	If relevant, Insert the other services provided by partners. .
Name of the partner(s) in charge of additional services:	Insert the name of the partners in charge.

2. Applicants' legal overview

This part enables you to present the different partners involved in the product. It is also thought to prove the legal existence of the different partners.

2.1. Lead Applicant organisation

The “Lead applicant” is the organisation representing the whole product. In general it is the organisation that has initiated the application and coordinates the different partners.

The “lead applicant” will represent the partners and will be the unique contact point with the ASTA Assessors¹.

Status	
Type*	<input type="checkbox"/> Legal person <input type="checkbox"/> Natural person ² Please choose between legal person and natural person. <input type="checkbox"/> A “legal person” is an organisation; <input type="checkbox"/> A “natural person” is an individual. <u>For natural persons, please fill then only the fields regarding the “Legal Representative”.</u>
Public/Private**	<input type="checkbox"/> Public organisation <input type="checkbox"/> Private Organisation Please choose between Public organisation and Private Organisation. An organisation in “public” when more than 50% of its income is coming from public funds. All other types of organizations are considered “private”. <u>You shall refer to the chapter X of the ASTA Call for Competition for the definition of “public stakeholder” and “private stakeholder” for the ASTA</u>
Organisation legal** name in national language	Please insert the name of your organisation as it has been registered in national law.
Organisation Legal Name in English**	Please translate the name of your organisation in English language.
Legal Status**	<input type="checkbox"/> Enterprise <input type="checkbox"/> association <input type="checkbox"/> public authority <input type="checkbox"/> other [please precise] Please choose within the list according to the national law between Enterprise, Association and public authority. If the proposed type does not correspond to your situation, please choose “Other” and describe legal status of your organisation.
Postal address	
Street Name and Number *	
Post Code	
Town/City/Village*	
Country Name*	
Website / Social network account	Please fill this with the links of the websites and social accounts regarding your organisation.

¹ See Chapter 6 « Evaluation of the application »

² Please refer to the Guide for application

Legal representative	
Title (Mr, Mrs, Ms.) *	
Usual Family Name *	
First Name*	
Function*	
Telephone n°*	
E-mail	
Contact person for the proposal (coordinator)**	
Title (Mr, Mrs, Ms.) *	
Usual Family Name *	
First Name*	
Function*	
Telephone n°*	
E-mail	

2.2. Partner Organisations

- For each partners of the application, it is necessary to fill the contact information.
- Please **refer to the explanations for the lead Applicant's organisation above**.
- You can add or cancel the tables according to the number of partners.
- Please note that the partners presented must be the same as the partner signing the ASTA multi partner convention.

3. Rules for sustainability assessment of the product

See application set.

4. Sustainability - ASEAN Tourism Standards

This section of the form regards the compliance of the product with the existing ASEAN Tourism Standards (Public Restroom, Green Hotel, Home Stay, Community Based Tourism).
It is composed of the following categories :

4.1 Public Restroom

4.2. Accommodation

- 4.2.1. Hotel
- 4.2.2. Home stay

4.3 Local food and beverage service

4.4 Local guide and Travel Agency/Tour Operator

4.5. Local community involvement

Each category is compulsory; if one of them is empty the application will not be accepted.

For each of the category, please answer the questions. In case there are several accommodations, restrooms, Local Food and beverage services, **you can add (copy-paste) as many tables as necessary.**

For each category you will be asked to evaluate the % of compliance of the service against the corresponding ASEAN Standard, using the corresponding ASTA Sustainability Criteria Self evaluation checklist following.

For the purpose of the ASTA, the list of criteria for each standard has been shortened to 22 indicators and some indicators have been more precisely defined.

How to evaluate the percentage of a service according to the “ASTA Criteria Self Evaluation Checklist” ?

- ☐ Step 1- When compiling the form, please refer to the corresponding table
- ☐ Step 2- Answer all questions by YES or NO

You have to answer the questions according to the real situation. If your application pass the STEP 3 of the evaluation procedure (See chapter 4 of the Guide for application), and the assessor acknowledge a big difference (30%) between your declaration and the real situation, your application will automatically be rejected and all the partners will not be authorized to participate to the ASTA competition for 10 years.

- ☐ Step 3 – Count the number of YES
- ☐ Step 4 – Calculate your percentage of YES against the total
- ☐ Step 5 – Insert the percentage in the application form

Example with Public Restroom

4.1 Public Restroom	
Does the client have the possibility to use restroom during the activity/ the activities proposed?*	X YES <input type="checkbox"/> NO
Please explain where the restroom/s is/are located? *	1 restroom in the Plain of Jars
To which extent does the restroom respond to the ASTA Restroom sustainability criteria ?* <u>Please assess the restroom according to the table “ASTA restroom sustainability criteria – Self evaluation checklist” below before inserting the corresponding percentage on the right side</u> <u>In case of several activities proposing a restroom, please copy and fill the table for each of the restroom and calculate the average percentage of all scores.</u>	Percentage of compliance with the ASEAN Standard <div style="text-align: center; font-size: 1.2em;">77 %</div>
If it does not fully comply with the sustainability criteria, what should be improved ?*	Water saving measures, coat hanger and the functioning of the flush

ASTA RESTROOM SUSTAINABILITY CRITERIA SELF EVALUATION CHECKLIST			
Name of the restroom*:	Please insert the name of the restroom for example “Restroom of the plain of jars”		
Date*:	Please insert the date the evaluation has been undertaken		
Executed by*:	Please insert the name of the person undertaking the evaluation, it should be the person in charge, a representative of the public authority for example for a restroom in a public area, or of the restaurant ...		
Phone Number/Email address*:	Please insert the phone number OR the email address of the person undertaking the evaluation, it is important in case you will be visited in step 3 of the evaluation procedure to contact .		
[Tick the relevant yes/no boxes according to the service you are presenting to ASTA]			
Description of Indicators and criteria from the ASEAN Public Toilets Standard	YES	NO	For Assessors use only
1. Toilet Entrance			
1.1 Signage is clear and well visible from distance. Entrance is clean, uncluttered	X	<input type="checkbox"/>	<input type="checkbox"/>
2 General			
2.1 Walls, ceiling are clean, dry, undusted and not littered	X	<input type="checkbox"/>	<input type="checkbox"/>
2.2 Floors and Walls are clean, intact, dry	X	<input type="checkbox"/>	<input type="checkbox"/>
2.3 There is no bad smell in the toilet	X	<input type="checkbox"/>	<input type="checkbox"/>
2.4 Ventilation / openings for air circulation are in place and functioning	X	<input type="checkbox"/>	<input type="checkbox"/>
2.5 Suggestion Box and Education materials are in place	<input type="checkbox"/>	X	<input type="checkbox"/>
2.6 Basic amenities are in place (i.e.: toilet paper, soap, bins, mirror, tissues etc.)	X	<input type="checkbox"/>	<input type="checkbox"/>
2.7 Resource & water saving measures (sensor taps, natural light, etc.)	<input type="checkbox"/>	X	<input type="checkbox"/>
3 Wash Area			
3.1 Taps, hand dryers, litter bins are in place and working	X	<input type="checkbox"/>	<input type="checkbox"/>
3.2 No leakage, no damage to the fittings fixture and plumbing	X	<input type="checkbox"/>	<input type="checkbox"/>
3.3 Tissue/soap dispensers are in place, working and filled	X	<input type="checkbox"/>	<input type="checkbox"/>
3.4 Wash area is overall clean, dry, tidy, not littered	X	<input type="checkbox"/>	<input type="checkbox"/>
4 WC			
4.1 Cubicle door is clean, functioning and latched; lock/latch are intact	X	<input type="checkbox"/>	<input type="checkbox"/>
4.2 WC has a toilet seat and lid	X	<input type="checkbox"/>	<input type="checkbox"/>
4.3 Coat Hanger is in place and intact	<input type="checkbox"/>	X	<input type="checkbox"/>
4.4 Toilet bowl/squat and seat are intact and unclogged, not stained	X	<input type="checkbox"/>	<input type="checkbox"/>

4.5 Manual or Auto flush is clean and functioning	<input type="checkbox"/>	X	<input type="checkbox"/>
4.6 Toilet paper dispenser is intact and replenished	X	<input type="checkbox"/>	<input type="checkbox"/>
4.7 Waste bin with liners is in place, is dry, clean, sanitized, odourless, intact	X	<input type="checkbox"/>	<input type="checkbox"/>
5 Urinals			
5.1 Urinals are intact and unclogged, not stained	X	<input type="checkbox"/>	<input type="checkbox"/>
5.2 Manual or Auto flush is clean and functioning	<input type="checkbox"/>	X	<input type="checkbox"/>
6 Safety			
6.1 Internal and External lighting is in place and functioning	X	<input type="checkbox"/>	<input type="checkbox"/>
Total	17/22		/22

This must be done for each of the service proposed in the product

CALCULATION OF SCORES

→ 17 “YES” out of 22 Questions = $17/22 = 0,772 = 77\%$

→ to calculate the percentage, please round the final result to two decimal places and multiply it by 100

In case of several accommodations, restrooms, Local Food and beverage services participating to the product, you shall assess each of them individually.

Example:

If the rural product proposes to the client to eat in two different restaurants.

Restaurant 1: 50% compliance with ASEAN Standards.

Restaurant 2: 70% compliance with ASEAN Standards.

Average: 60%

SUSTAINABILITY CRITERIA EVALUATION RULES

1. **Applicants must calculate the compliance of each service according to the list of criteria (selection of ASEAN Tourism Standards) in percentage.**

- In case several services are provided for the same criteria, for example 2 hotels or 3 restrooms, the each partner in charge must assess its service with the checklist, and the lead applicant calculate the average percentage. (except for local guide)

Example:

If the rural product proposes to the client to eat in two different restaurants.

Restaurant 1: 50% compliance with ASEAN Standards.

Restaurant 2: 70% compliance with ASEAN Standards

- **ONLY Concerning Local Guide - Travel Agency/ Tour Operators it is not necessary to fill several checklists** in case of several guides. Answers to the questions related to local guides can refer to the average quality and expertise of the different local guides involved in the product **without filling the form for each of them**
- Each category is composed of 22 indicators.
- Each indicators is to be answered by YES or NO.

Be aware that each service for each category must reach a minimum percentage to be eligible.

- **Minimum 50% for rural products (= 11 “YES”)**
- **Minimum 60% for urban products (=13 “YES”)**

2. Applicants are advised to tick “no” when either a doubt exists or one of the states of the evaluated item is not completely fulfilling the indicator.

Be aware that in step 3 of the selection procedure, a National Assessors might assess your product on the field. If the application is strongly different from those of the national assessors (at least 30% of answers), it will be automatically excluded from the competition.

3. Applicants are free to send pictures in order to justify the compliance with the ASEAN standard. However, they must ensure that facilities and services must remain in good conditions for the assessment of conformity with the minimum requirements applied.

Applicants can fill the SUMMARY TABLE OF SCORING SYSTEM in order to know their final scoring

4.6. Bonus Questions

- In order to increase the score of your application, you can answer the two questionnaires on Destination Management and Accessibility
- You can add the points then in the SUMMARY TABLE OF SCORING SYSTEM
- The bonus questions can only give you additional points which can upscale the application in step 3 in case of equality with another application. However, **in step 3 of the selection procedure, National Assessors might assess your product on the field.** If the application is strongly different from those of the national assessors (at least 30% of answers), it will be automatically excluded from the competition.

B. ASTA MULTI-PARTNERS CONVENTION

The multi-partner convention is the document proving the real commitment of all partners in the application. It is also a declaration by all partners that the information provided in the Application Form is true.

This document is compulsory, if not filled or not complete with all signatures, the application will not be accepted.

1) Please complete the following information for each partner:

- Official Name of the legal or natural person: For an organisation (legal person), the official name of the organisation / For an individual (natural person), the official first and last Names
- Legal address: Please provide the legal address of the entity or organisation
- Name of the representative legally authorized to represent the entity vis-a-vis third parties and acting on behalf of the aforementioned company or organisation: For an organisation, please give the Name of the legal representative authorized to commit the organisation to apply to the competition.
- Function: For an organisation, please insert the function of the legal representative. For an individual, please give only the function in the product (ex: “local guide”)

You can add or cancel tables according to the number of partners.

ALL PARTNERS MUST BE INDICATED IN THIS LIST AND MUST CORRESPOND TO THE LIST FURNISHED IN CHAPTER 2 “APPLICANT’S LEGAL OVERVIEW”

2) Please insert the name of the product you are applying with where “NAME OF THE PRODUCT” is written.

3) Complete the table with

Full Name: Please insert the name of the Organisation (for legal persons) or of the individual (for natural persons).

Date: Please insert the date of signature

Signature: By the legal representative of the organization (for legal persons) or by the individual (for natural persons).

No electronic signature will be accepted

C. LIST OF COMPULSORY DOCUMENTS PROVIDED BY PARTICIPANTS

Each partner needs to provide a document attesting the existence of the organisation or the individuals taking part to the competition.

These documents are compulsory, if these are missing even for one partner, the application will be rejected.

For legal persons (Organisations) - Please provide any legal document proving the existence of the organisation, such as copy of the registration document in national law.

For natural persons (individuals) - Please provide any legal document proving the existence of the person, such as a copy of an Identity card.

In order to facilitate your work, please list all the documents attached to the application in the “LIST of COMPULSORY DOCUMENTS” in Annex C of the Application Set.

D. AGREEMENT OF FAIR AND TRANSPARENT ASSESSMENT

- **This document is not to be filled for the submission but must remain attached,** it is only to be filled and sign together with the national assessor in case your product passes in step 3 of the evaluation procedure.
- The Assessment of the Application will be undertaken directly on the Assessment Set, it is therefore compulsory to use the provided document.

3. EVALUATION OF THE APPLICATIONS

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.” (Draft ASTP 2016-2025, p.27.)

3.1. Organisation of the Evaluation

- ☐ In Each Country, a National ASTA Steering Committee is constituted.
 - It is composed of members several Ministries.
 - This Steering committee will be in charge of the evaluation of all applications received.
- ☐ In addition, an ASEAN ASTA Steering Committee is constituted.
 - It is composed of members of the ASEAN Secretariat.
 - This Steering Committee will be in charge of coordinating the evaluation of the National Steering Committee and of validating the Final winners.

3.2. Evaluation procedure

The Evaluation procedure will be divided into five selections phases:

3.3. Selection phase 1 “Eligibility”

Once the applications received, each National ASTA Steering Committee will assess if the applications are eligible according to the following set of criteria.

1. ADMINISTRATIVE CRITERIA FOR THE APPLICATION
a) The application was submitted within the deadline set
b) The application was submitted in the required formats (ASTA Application form + ASTA Multi-partner convention), is complete, the multi partner convention is signed by all partners, all the partners have provided a legal proof of evidence.
c) The application is properly filled in in one of the official ASEAN languages or in English
d) All the applicants reside in one ASEAN Country
e) The Team of Applicants is composed of a minimum of 4 stakeholders including a public partner.
f) At least one of the partners has been delivered a regional, national or international recognition within four years before this ASTA edition.

2. LEGAL AND TECHNICAL CRITERIA FOR THE PRODUCT

a) The proposed product is respecting the National and ASEAN legislation and policies regarding illegal human and animal activity
b) The product corresponds to the annual theme of the ASTA
c) The product complies with the criteria of the chosen category of ASTA (urban or rural)
d) The product proposed includes at least 1 overnight stay, 1 meal in a local food & beverage service, 1 activity including a local community, 1 local guide, with an easy and free access to 1 toilet/restroom, and local transportation.
e) The team of applicants proposes a tourism product existing at least for a year before the submission deadline and can be booked online or via an online or physical travel agency / tour operator?

Parts of the Application Set assessed during this evaluation phase:

- Chapter 1 and 2 of the Application Set
- Multi-partners convention
- Compulsory Documents

If all the criteria are answered by “YES”, the application can continue to the next evaluation phase.

If only one criterion is answered by “NO”, the application will be rejected and not be further assessed.

3.4. Selection phase 2 “Desk Audit”

The application will be firstly assessed against the compliance to the sustainability criteria filled by each partner using the corresponding “ASTA sustainable Criteria Self Evaluation Checklist”

Please read this list carefully before writing the application -

Be aware that each service for each category must reach a minimum percentage to be eligible.

- **Minimum 50% for rural products (= 11 “YES”)**
- **Minimum 60% for urban products (=13 “YES”)**

Then, partnership’s performance will be rewarded through bonus questions based on criteria linked with sustainability in terms of destination management objectives:

- Compliance with Global standards in terms of destination management
- Compliance with good practices in terms of accessibility

These criteria will give extra points to applications.

- In each category, additional questions are requested on the necessary improvements to be undertaken in order to fulfil ASEAN Standards. In the event of equality of score between two applications, the team of applicants which has shown the best willingness to continue improving its product(s), and therefore its destination, will be chosen.

3.5. Selection phase 3 “Field Visit by ASTA assessors”

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.

The assessors will use the application set sent by the Lead Applicants to evaluate the products. Therefore an extra column on the evaluation checklist “for assessor’s use only”.

3.6. 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 the ASEAN ASTA Steering 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.