



Lao People's Democratic Republic

**Ministry of Information, Culture and Tourism
Tourism Development Department**

**Self-assessment
ASEAN Homestay Standard**



APPLICANT CONTACT DETAILS

Name of Organisation, City or Business:	Contact Person:
Province:	Title / Position:
District:	Mobile:
Village:	Email:
Physical Address:	

AUTHORISATION:

We certify that all information filled in this application is reliable and true, we also have followed all the procedures and Self - Assessment Guidelines for Lao Tourism Standards.

Authorised Signature on behalf of the Applicant:

Name: _____

Date: _____

Title: _____

Signature: _____

ASEAN Homestay Standard Self-Evaluation Checklist		Use (✓) for your answer	
Prerequisite entry requirements		Yes	No
1	Minimum of 5 registered homestay providers in the village		
2	Homestay providers free of criminal record		
3	Homestay providers are in good general health		
Assessment Criteria			
1	Host	Yes	No
The village and community			
1.1	Located close to nature and cultural attractions >>Nearest attraction: km		
1.2	Past winner of village-based competitions? >> Name of awards: ____		
1.3	There is a community centre/area in the village		
Homestay provider			
1.4	Homestay providers have completed a homestay training course		
2	Accommodation	Yes	No
The house			
2.1	Structure of the house is in good and safe condition		
2.2	Design and building materials reflect local architecture and identity.		
2.3	House has separate guest bedrooms >> Number of separate guest bedrooms: _____		
2.4	Minimum one (1) bathroom/toilet for the guest >> Number of bathroom/toilets: _____		
2.5	Electricity is provided in the house		
2.6	Adequate clean water is available in the house		
The bedroom			
2.7	Basic amenities such as a fan, desk, mini cupboard, mirror, electric socket, mosquito net or coil are provided in each guest bedroom		
2.8	A maximum of four (4) bedrooms has been allocated to guests		
2.9	Standard beds with mattresses and pillows are provided in each guest room		
2.10	Windows are fitted with a mesh frame		
2.11	Clean and fresh bed linen is available for every guest on check-in		
The toilet/ bathroom			
2.12	Sitting or squatting toilets are provided inside or outside, but close the house		
2.13	Basic toilet and bathroom facilities are provided		
2.14	Adequate clean water is provided at all times		

3	Activities	Yes	No
	Village and community-based activities		
3.1	Homestays showcase local culture and heritage and natural landscapes		
3.2	Activities encourage interaction between the local community and guests		
	Surrounding activities		
3.3	Visits to attractions in the surrounding areas are possible via the homestay		
3.4	The homestay collaborates with surrounding villages in carrying out activities		
	Authenticity		
3.5	The community retains its identity, values, and culture (language, lifestyle)		
3.6	Guests can get involved with communal activities		
3.7	Local handicrafts and performing arts are available		
4	Management	Yes	No
	Leadership		
4.1	The leader of the homestay group has good leadership skills and respected by local community.		
	Organisation		
4.2	The homestay organisation has a good structure with clear roles, responsibilities and lines of communication		
4.3	Homestay organisation facilitates the empowerment of local women and youth		
4.4	Homestay organization has support/blessing from village management		
	Database		
4.5	Homestay organisation has a list of each homestay including home address, number of family members, special talents, knowledge or skills		
4.6	Homestay has a guest book to record guest arrivals, origin, length of stay, comments, complaints and suggestions from guests		
4.7	Homestay organisation has an updated information on tourism attractions in the village and surrounding area		
	Capacity building and training		
4.8	Homestay organisation has simple manuals and guidelines covering: <ul style="list-style-type: none"> - Welcoming and guest handling - Registration, billing and payment - Hygiene and cleanliness - Communication skills - Planning, organising and handling of activities - Marketing and promotion - Storytelling and interpretation skills 		
4.9	Training programmes emphasise a hands-on approach (learn by doing) and 'community' to 'community'.		

4.10	Homestay organisation has arrangements with other homestays, private tour companies, public agencies, NGOs and institutions of higher learning		
5	Location	Yes	No
Accessibility			
5.1	Location is accessible to any mode of transport		
5.2	Signs guide guests easily to the homestay Clear signage to guide guests to the homestay		
6	Hygiene & Cleanliness	Yes	No
6.1	All rooms, kitchen and toilets are clean (free of malodour, dirt, dust, and cobwebs)		
6.2	Kitchen floor is clean		
6.3	Toilet(s), shower tray(s), bath tub(s) and sinks are clean (free from dirt, stains and malodour)		
6.4	Disinfectants are used in toilets		
6.5	Soap, shampoo, toilet tissue and clean towels are provided		
Surrounding compound			
6.6	Surrounding area is free from rubbish / litter		
6.7	There are no breeding grounds for mosquitoes nearby		
6.8	The village practices beautification and landscaping using local plants		
Food preparation			
6.9	Kitchen is in good, clean condition and well ventilated		
6.10	Kitchen utensils are in good condition, clean and kept in a dry place		
6.11	Plates, glasses, mugs etc are clean and safe to use		
6.12	Individuals involved in food preparation have good personal hygiene and are properly dressed		
6.13	Fresh ingredients are used in food preparation and sourced from local supplier		
6.14	Served food is properly covered		
6.15	Safe drinking water is available		
7	Safety & Security	Yes	No
Safety training			
7.1	Safety personnel have undergone basic training in first aid and emergency rescue		
7.2	At least 2 safety personnel accompany guests during activities		
7.3	Water-based activities have safety attire/equipment (life jackets etc)		
7.4	Visitor facilities have safety features such as railings and slip proof flooring		
7.5	Trails and trekking routes are marked and signposted		
Safety features for facilities / activities			
7.6	Guests are briefed on safety aspects prior to taking part in activities		
7.7	Safety information and guidelines are provided		
7.8	A register is kept of guests participating in nature or adventure activities		
Emergency rescue and evacuation			

7.9	There is a manual for safety procedures and guidelines as part of the Standard Operating Procedure (SOP)		
7.10	Safety personnel are equipped with emergency/first aid kits		
7.11	Safety personnel are equipped with communication equipment (mobile phones or radios)		
7.12	Guests are required to have travel insurance		
7.13	National or international safety guidelines are followed		
8	Marketing	Yes	No
	Promotion activities		
8.1	Tour packages are designed according to target markets and expectations		
8.2	The village has identified its Unique Selling Point to visitors		
8.3	Promotional material such as brochures, sign boards and panels have been developed		
8.4	The village cooperates with local government and tour operators for marketing		
	Partnership with tour operators		
8.5	The village hosts familiarisation trips with tour operators and media		
8.6	Partnerships have been put in place with those tour operators who bring most of the visitors to the village		
	Web marketing		
8.7	A website and social media are used to promote the homestays and online booking		
8.8	Village youth are involved in maintaining and updating online promotional material		
9	Sustainability Principles	Yes	No
	Economic sustainability		
9.1	The homestay organisation employs staff from the local community.		
9.2	Incentives are used to motivate staff		
9.3	Micro finance is provided by the homestay organisation to villagers		
9.4	The homestay organisation purchases materials and products from local businesses		
9.5	Guests are encouraged to buy locally made goods		
9.6	A sales area is provided within the homestay or village centre to showcase local products		
9.7	Local festivals and markets are promoted to visitors		
9.8	Guests are made aware of local goods and services such as traditional handicrafts, food and cultural events		
	Environmental sustainability		
9.9	Negative impacts on sensitive natural and cultural environments are avoided		
9.10	Participation of guests in activities which could exploit local flora and fauna are discouraged		
9.11	Guests are involved in environmental programs such as litter clean ups, adopting a nearby beach, forest or river		
9.12	A code of conduct is used for guests when interacting with wildlife		

9.13	The local community is being educated about the importance of conserving biodiversity		
9.14	The design and construction of tourism facilities are environmentally friendly		
Socio cultural sustainability			
9.15	Availability of information corners and cultural displays at the homestay centre and common areas		
9.16	Guests are informed about appropriate behaviour and the need to respect local customs		
9.17	The local community is educated about the importance of preserving their culture		
9.18	Commercial sexual activities and drug use are illegal and banned in the village		