



**Lao People's Democratic Republic**

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

**Self-assessment Form  
ASEAN Community Based Tourism Standard**



**APPLICANT CONTACT DETAILS**

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

**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 Community Based Tourism Standard  
Self-Evaluation Checklist**

<b>Entry Requirements</b>		<b>Yes</b>	<b>No</b>
a	An elected CBT Committee exists that can represent community interests outside the community and coordinate CBT activities within the community		
b	CBT Committee members must be free of a criminal record		
c	The CBT initiative includes CBT Members or Member sub-committees responsible for specific tourism products and services		
d	The CBT Committee has completed this self-assessment form		
e	The CBT operation has been registered with the Ministry of Information, Culture and Tourism (MICT, Vientiane) or the Provincial Department of Information, Culture and Tourism (DICT)		
f	The CBT initiative has been operating for at least one year		
g	The CBT initiative has been endorsed by MICT or DICT for an audit assessment towards certification		
<b>Standard Requirement</b>			
<b>1</b>	<b>Community ownership and management</b>		
	<b>1.1 Effective and transparent governance</b>	<b>Yes</b>	<b>No</b>
1	The CBT initiative is managed by community members through a committee elected for a maximum 5-year term		
2	The CBT initiative has a clear management structure with agreed roles and responsibilities		
3	Relevant national and provincial rules and regulations (including local by-laws) are followed by those directly involved in CBT activities/operations		
4	CBT Member recruitment meets any relevant national or local laws and regulations		
5	CBT Member recruitment to provide specific tourism products and services (e.g. guiding, accommodation, food and beverage services) is conducted fairly by the CBT Committee based on gender equity and social inclusion principles		
6	CBT Members are recruited based on their appropriate levels of knowledge and commitment to the CBT initiative and the specific role		
7	CBT Member appointments (and revocation of appointments) are approved by the CBT Committee		
	<b>1.2 Legitimate establishment</b>	<b>Yes</b>	<b>No</b>
1	The CBT initiative is recognised by provincial and/or national level authorities		
2	The CBT initiative is recognised by, and has the support of, any customary or legally recognised community-level governing body (e.g., community council or people's village committee)		

<b>1.3 Effective and transparent management</b>		<b>Yes</b>	<b>No</b>
1	CBT management processes comply with all CBT standards and requirements		
2	CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct		
3	The CBT initiative builds the capacity of the community to provide products, goods and services to visitors		
4	The CBT initiative makes best use of goods and services provided by the community		
5	A clear financial management system exists and is open to community members to inspect		
6	An annual action plan is documented and is accessible to community members.		
7	Long-term goals and objectives of the CBT initiative are documented and open to community members		
8	A monitoring and evaluation system is in place to assess the performance of CBT activities		
<b>1.4 Effective partnerships</b>		<b>Yes</b>	<b>No</b>
1	Guidelines exist for managing community interaction with inbound tour operators		
2	The CBT initiative avoids any adverse / negative impacts on neighbouring communities		
3	Relevant CBT stakeholders are identified and their roles in contributing to CBT initiatives are documented		
4	An established procedure exists for regular consultation with stakeholders		
5	Cooperation with neighbouring communities is being carried out		
<b>2</b>	<b>Contribution to social well-being</b>		
<b>2.1 Human dignity</b>		<b>Yes</b>	<b>No</b>
1	Sex tourism, drug trafficking, human trafficking, and exploitation of child labour ARE NOT tolerated or supported		
2	CBT activities promote gender equity and social inclusion		
3	CBT initiatives build the capacity for disadvantaged members of the community to appropriately benefit from tourism (this includes identifying roles for youth and the aged)		
4	CBT activities contribute to improving community access to basic services (water, sanitation, energy, education, health)		
<b>2.2 Benefit and costs are shared equitably</b>		<b>Yes</b>	<b>No</b>
1	Clear and agreed benefit sharing arrangements are in place		
2	A Community Development Fund exists that is used for activities that benefit the whole community		
3	A process exists for equal opportunities in income generating activities		

	<b>2.3 Links exist to regional economies</b>	<b>Yes</b>	<b>No</b>
1	Local community members dominate employment in CBT initiatives.		
2	Local/regional sourcing of products and services dominate CBT initiatives		
3	Local community products are used in preference to imports		
4	Strong cooperation with other CBTs and regional private and government organisations exists to increase regional tourism		
	<b>2.4 Cultural integrity is maintained</b>	<b>Yes</b>	<b>No</b>
1	Cultural assets of significance to the local community and valued cultural traditions are identified, documented and endorsed by relevant communities		
2	Programs exist to present, enhance and retain local cultural traditions		
3	Practices ensure that all rules, regulations and laws relevant to the protection of culture and heritage are followed		
4	CBT management supports the retention of traditional livelihoods and activities that create alternative livelihoods		
5	A Code of Visitor Behaviour exists to inform tourists how to behave		
6	A community decision-making process exists that identifies what cultural assets and traditions will be shared with visitors		
<b>3</b>	<b>Contribution to conserve and improve the environment</b>		
	<b>3.1 Natural resources are conserved</b>	<b>Yes</b>	<b>No</b>
1	Natural resources and environmentally sensitive sites and their community significance are identified, planned, documented and endorsed by relevant communities.		
2	A fund exists to support community-based conservation programs and actions		
3	Programs exist to raise the awareness and present the value of natural and cultural resources to local community well-being.		
4	Local rules and regulations exist for the protection of the natural environment		
	<b>3.2 Conservation activities to improve the environment</b>	<b>Yes</b>	<b>No</b>
1	A fund is available to support community-based environmental improvement		
2	A locally appropriate solid waste management system exists that applies avoid, reduce, reuse, recycle principles and hygienic handling of putrescible waste (e.g., composting).		
3	A wastewater management system is in place to minimise risk to human health and to the natural environment		
4	Practices ensure that all rules, regulations and laws relevant to environmental protection are followed.		
5	Solid waste generation is actively discouraged (e.g., through encouraging refilling of water bottles with treated water)		

6	Environmental information and education programs are available for hosts, guests and the community		
7	Low carbon energy sources are used within the CBT area		
<b>4</b>	<b>Encouragement of interaction between the local community and guests</b>		
	<b>4.1 Guest and local community interaction</b>	<b>Yes</b>	<b>No</b>
1	Environmental and cultural information is provided to visitors		
2	Policies and actions ensure safety and security for visitors		
3	Codes of conduct exist for community, hosts and guests		
4	Tourist expectations are managed by providing accurate information in marketing material (print and online)		
5	A system is in place to obtain feedback from visitors (via surveys, interviews, guest books etc) on their CBT experiences		
6	A program of cross-cultural communication and understanding exists		
7	Opportunities exist for tourists to contribute to local activities alongside community members		
8	The visitor feedback system is updated weekly and reported annually to Community members		
	<b>4.2 Sustainability of Community-Based Tourism products</b>	<b>Yes</b>	<b>No</b>
1	Prices for CBT activities are transparent and fair		
2	Positive returns on investment exist in terms of social, cultural, environmental and economic outcomes		
3	Target market segments are identified (domestic, international or both) and their requirements are understood		
4	Appropriate and unique products and services are in place to service identified market needs and protect and enrich environmental and cultural assets, products and services.		
5	A targeted and cost-effective marketing program exists to attract identified markets.		
<b>5</b>	<b>Quality tour and guiding services</b>		
	<b>5.1 Ensuring local guide quality and expertise</b>	<b>Yes</b>	<b>No</b>
1	Guides are recruited based on appropriate levels of knowledge, physical health and fitness for proposed guided activities		
2	Guides can show knowledge of the local environment and culture; including history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles.		
3	Guides operate according to the ASEAN CBT Standard		
4	CBT Guides are trained and certified by MICT / DICT or other relevant authority Guides are certified under any relevant standard produced for the purposes of improving guiding services		

5	Guides provide visitor experiences that are protective of natural and cultural resources and values.		
6	Guides have access to ongoing capacity building and training opportunities to increase their skills and knowledge of: <ul style="list-style-type: none"> <li>• sustainable tourism,</li> <li>• interpretative guiding,</li> <li>• group management,</li> <li>• customer care/service,</li> <li>• communication (including cross cultural awareness/communication and verbal and non-verbal communication);</li> <li>• first aid and safety,</li> <li>• authentic local cultural traditions, integrity, identity and values,</li> <li>• environmental protection issues,</li> <li>• the guidelines and regulations of the CBT initiative, and</li> </ul> any other area deemed necessary by the CBT Committee.		
<b>5.2 Managed tours and activities to ensure quality</b>		<b>Yes</b>	<b>No</b>
1	Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative		
2	Tours/activities ensure visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community		
3	Tours/activities have a clearly defined: <ul style="list-style-type: none"> <li>• itinerary and associated price and</li> <li>• documented booking system</li> </ul>		
4	Tours/activities record the number and names of visitors on tours, including departure and return times		
5	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		
6	Tours operate on a cost recovery basis and yield a profit to the CBT initiative		
7	A quality control and improvement system exists, including a system for visitor feedback on the tour/activity experience, and visitors are actively encouraged to participate in the feedback process		
8	Tours/activities respect and contribute to the promotion and conservation of local culture and the natural environment		
9	Tours/activities are designed to be enjoyable, educational, participatory, organised, relevant and thematic		
10	The local guide to visitor ratio is not greater than 1:10		

11	Where relevant, tours/activities have clearly defined and documented agreements with inbound tour operators		
12	Tours/activities actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members		
13	Tours provide an appropriate and specialised service for identified tourist markets and attract identified tourist markets through cost-effective means.		
<b>6</b>	<b>Quality food and beverage services</b>		
	<b>6.1 Ensuring food and beverage service provider quality</b>	<b>Yes</b>	<b>No</b>
1	Food and beverage providers are recruited based on appropriate levels of knowledge and experience in providing locally relevant food and beverage services.		
2	Food and beverage providers can show commitment to hygienic food preparation and service		
3	Food and beverage providers operate within the guidelines of the ASEAN CBT Food and Beverage Providers Code of Conduct		
4	Food and beverage providers are certified by relevant local authorities		
5	Food and beverage providers are capable of interacting with visitors		
6	<p>Food and beverage providers have access to ongoing capacity building and training opportunities</p> <p>Food and beverage providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of:</p> <ul style="list-style-type: none"> <li>• food preparation hygiene,</li> <li>• nutritional meal and menu preparation,</li> <li>• traditional cuisine and cooking techniques,</li> <li>• hospitality and service standards,</li> <li>• sustainable tourism,</li> <li>• group management,</li> <li>• customer care/service,</li> <li>• communication (including cross cultural awareness/communication and verbal and non-verbal communication);</li> <li>• first aid and safety,</li> <li>• authentic local cultural traditions, integrity, identity and values,</li> <li>• environmental protection issues,</li> <li>• the guidelines and regulations of the CBT initiative, and</li> <li>• any other area deemed necessary by the CBT Committee.</li> </ul>		
	<b>6.2 Managed food and beverage services to ensure quality</b>	<b>Yes</b>	<b>No</b>



1	Food and beverage services are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative		
2	Menus are available with associated prices (if appropriate)		
3	Meals are provided at agreed times identified in consultation between food and beverage providers and the CBT committee		
4	Sufficient food is provided for visitors, including between-meal snacks		
5	Menus vary daily and include at least one traditional meal at each dining period.		
6	Maximum use is made of fresh, organically grown food and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law		
7	Dessert and/or fruit forms part of each meal		
8	Food preparation and dining areas are maintained in a clean state at all times		
9	Food preparation and dining utensils are cleaned thoroughly before use		
10	Food service providers wash their hands with soap in clean water before and regularly during food preparation		
11	Food is stored in clean containers, which are kept in good order		
12	Animals (domestic and pest) are kept out of food storage, cooking and dining areas		
13	Opportunities exist for tourists to participate in meal preparation and to learn traditional cooking techniques		
14	A quality control and improvement system exists, including a system for visitor feedback on the dining experience, and visitors are actively encouraged to participate in the feedback process		
15	Visitor dietary preferences are accommodated.		
16	Maximum use is made of natural bio-degradable products when serving and packaging food (e.g. banana leaves)		
<b>7</b>	<b>Quality accommodations</b>		
	<b>7.1 Ensuring quality accommodation</b>	<b>Yes</b>	<b>No</b>
1	Accommodation providers are recruited based on appropriate levels of knowledge and experience		
2	Accommodation providers possess or can demonstrate commitment to developing sound knowledge of how to deliver quality accommodation services, and local environment, culture and sustainable tourism experiences.		
3	Accommodation providers operate follow the ASEAN CBT Accommodation Provider's Code of Conduct		
4	Accommodation providers enable visitors to experience community life and for knowledge exchange between hosts and guests		
5	Accommodation providers are certified by relevant local authorities		
6	<del>Accommodation providers have access to ongoing capacity building and training opportunities</del>		

	<p>Accommodation providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of:</p> <ul style="list-style-type: none"> <li>• accommodation and housekeeping services,</li> <li>• food preparation hygiene,</li> <li>• hospitality and service standards,</li> <li>• sustainable tourism,</li> <li>• group management,</li> <li>• customer care/service,</li> <li>• communication (including cross cultural awareness/communication and verbal and non-verbal communication);</li> <li>• first aid and safety,</li> <li>• authentic local cultural traditions, integrity, identity and values,</li> <li>• environmental protection,</li> <li>• the guidelines and regulations of the CBT initiative, and</li> <li>• any other area deemed necessary by the CBT Committee.</li> </ul>		
	<b>7.2 Management of accommodation</b>	<b>Yes</b>	<b>No</b>
1	Accommodation is provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative		
2	A booking system is in place		
3	An up-to-date log of arrivals, departures and returns to the CBT central area is maintained		
4	Visitors are informed on arrival of safety, security and behavioural requirements.		
5	Purpose-built structures for visitor use are attractive, safe and appropriate to meeting tourist expectations		
6	Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodation		
7	All accommodation, especially bathrooms and toilets, are thoroughly cleaned and serviced daily		
8	Bathrooms and toilets include a tank or adequate fresh, clean water, soap and cup. Toilets include toilet paper and a sanitary bin		
9	Toilets are of either squatting or sitting, and flushing or composting type		
10	The CBT area is maintained in a clean condition that minimises threats from hazardous insects or other animals		
11	Information in different languages is provided so that guests and hosts can communicate with each other		
12	A torch is available for night use in all accommodation		
13	All CBT accommodation and visitor use areas have procedures to ensure the security and safety of visitors and their belongings (visitors are to be informed of these upon arrival)		

14	A contingency plan exists for unexpected events, including a sick or injured guest, missing or lost guest, disruptive or undesirable behaviour from a guest, accident or injury to a guest or adverse weather conditions		
15	All CBT accommodation and visitor use areas include a first aid kit for guest and staff use and checked weekly for completeness or replenished on use		
16	All CBT accommodation and visitor use areas apply all appropriate standards of hygiene and cleanliness stated in the food and beverage section		
17	A quality control and improvement system exists, including a system for visitor feedback on accommodations, and visitors are actively encouraged to participate in the feedback process		
18	Buildings for visitors reflect local styles and traditions		
19	Buildings for visitors are clearly identified using signs and posters		
20	Built structures do not include wild animal decoration, except where part of an interpretive display or part of local custom.		
21	Adequate lighting and ventilation is provided inside all built structures for visitors		
22	Structures are not placed within 20metres of any natural or cultural attraction or significant site, unless historically in that location or for cultural reasons		
23	Farm animals cannot enter structures used by visitors		
24	Parking and signs are available for visitors to guide them around the site / CBT area		
25	All CBT accommodation providers are trained in basic first aid and are therefore competent in using first aid kits		
26	All CBT accommodation and visitor use areas have documented fire and emergency procedures, displayed in prominent places		
27	Cross-cultural understanding is encouraged during the CBT visitor experience		
<b>8</b>	<b>Performance of CBT Friendly Tour Operators (FTOs)</b>		
	<b>8.1 Commitment to CBT ideals</b>	<b>Yes</b>	<b>No</b>
1	FTOs are certified by the relevant local authority		
2	FTOs meet all necessary license and permit requirements		
3	The FTO and CBT enterprise have a clear agreement for working together		
4	FTOs and staff have signed and follow the ASEAN CBT Friendly Tour Operator's Code of Conduct		
5	Where available, FTOs are members of an appropriate professional organisation		
6	FTOs and staff possess, or can demonstrate commitment to developing, sound knowledge of sustainable tourism and how to deliver quality tour services relating to experiencing local environments, cultures and livelihoods.		
7	FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests		
8	FTOs train their employees in CBT practices and principles		

9	FTOs cooperate with natural and cultural heritage conservation organizations, authorities and local NGOs as required		
<b>8.2 Contribution to community and nature protection</b>		<b>Yes</b>	<b>No</b>
1	FTOs are respectful of environmentally sensitive sites in the CBT area		
2	FTOs and staff have a sound knowledge and understanding of the specific CBT site and local conditions		
3	FTOs demonstrate best practice environmental management in their operations		
4	FTOs minimise motorized transportation, especially in CBT areas		
5	FTOs consult with the CBT Committee and the community if there is a risk that activities might result in direct environmental or social impact		
6	FTOs take away all solid waste generated from its activities with the CBT area		
7	FTOs provide visitors with nature, culture and community experiences that respect and apply a minimized disturbance policy		
8	FTOs and staff are actively involved in, or contribute to, CBT projects		
9	FTOs work with the community to improve community services and products offered by providing client feedback information		
10	FTOs support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people.		
11	To the greatest extent possible, FTOs use eco-friendly accommodation and services prior to and after visiting the CBT area		
<b>8.3 Support for the local economy</b>		<b>Yes</b>	<b>No</b>
1	FTOs maximise use and purchase of local CBT products and services		
2	FTOs have an agreement or contract with the community on CBT products, prices and procedures		
3	FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income		
4	FTOs, staff and clients contribute to, or take part in, local development work		
<b>8.4 Promotion of joy of discovery, knowledge and respect</b>		<b>Yes</b>	<b>No</b>
1	In cooperation with local guides, FTOs deliver high quality guiding and culture/nature interpretation, which generates respect for the cultural and natural values of the CBT area.		
2	FTOs explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage.		
3	FTOs limit group size based on the carrying capacity of the visited site with the objective of delivering quality experiences to clients that minimises impact on the community		
4	FTOs have sound knowledge about the CBT area's cultural and natural values, and transfers this knowledge to their staff, especially guides and tour leaders.		

5	FTOs provide accurate pre-tour information to clients about the tour and the CBT area, a list of needed equipment and codes of conduct.		
	<b>8.5 Satisfying and safe experiences for tourists and the community</b>	<b>Yes</b>	<b>No</b>
1	FTOs encourage their clients to have travel insurance cover		
2	FTOs ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides.		
3	FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas and activities.		
4	FTO staff are trained in first aid, including CPR		
5	FTOs are able to demonstrate their efforts in improving the quality of their operation through reporting of visitor satisfaction from client feedback surveys.		