Guide Book
ASEAN Sustainable Tourism Awards

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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 a 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.

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.

The theme proposed for the second ASTA edition 2020-2021 is “Culture and Heritage Tourism”

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.

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.

[1] Draft 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";

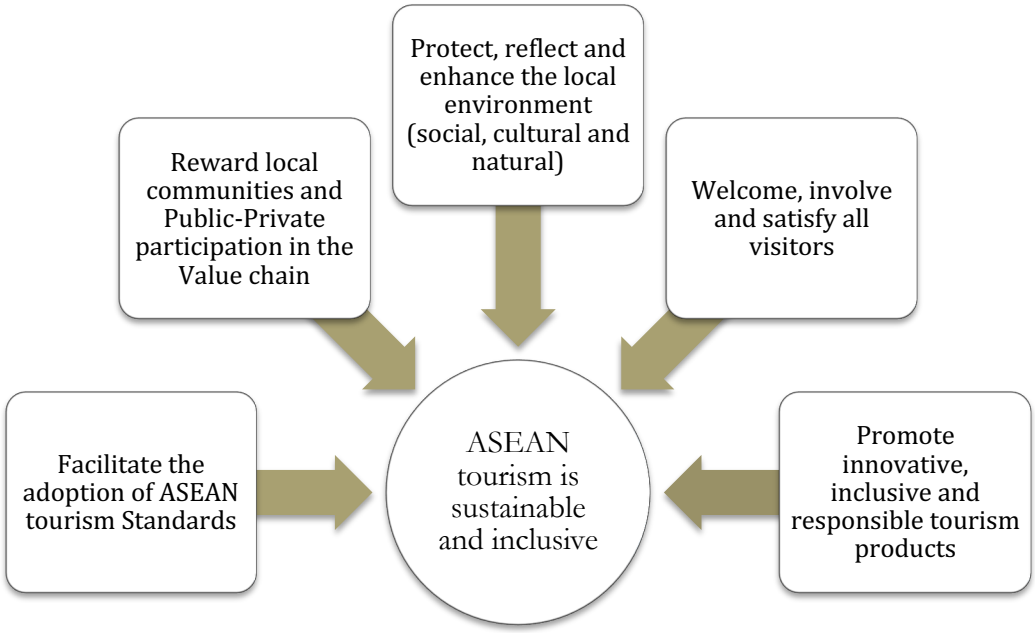
4. METHODOLOGY OF IMPLEMENTATION

"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
• 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	• 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 as following:

    1. Accommodation provider (Green Hotel and Homestay)
    2. Local guide[2],
    3. Local food & beverage service
    4. Public restroom[3]
    5. Community participation

Which are jointly managed and promoted by at least one private and one public stakeholders, providing direct[4] and indirect benefits to the local population, promoting cultural and/or natural heritage, and respecting environmental and hygienic standards[5], all of these must be consistent with the ASEAN standards;

[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 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 -MICT), 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;

  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.*

Please note: Theme will be changed every two year, depend on the agreement of NTOs.

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 product 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 Competiveness 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 Committee[6] will (i) confirm the 20 awardees (two per country) that will be the ASEAN awardees and (ii) inform the ASEAN Secretariat of the results.

- 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 (MICT)), 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

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

applicants.

- Selection of the awardees[7];

  ✓ 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 proposals[8] 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, 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.

[7] As described in deliverable "Selection criteria"

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

Figure 3: ASTA Steering committee

5. MARKETING AND COMMUNICATION STRATEGY

Marketing and communication activities[9] 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

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

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

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 will-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

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 cannot be the applicant.

[10] Draft ASTP 2016-2025, p.27.

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 guide[11], 1 local food & beverage service and 1 public restroom[12] which are jointly managed and promoted by at least one private and one public stakeholders, providing direct[13] 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 standards[14]);

  ⇨ 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 stays[15].

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.

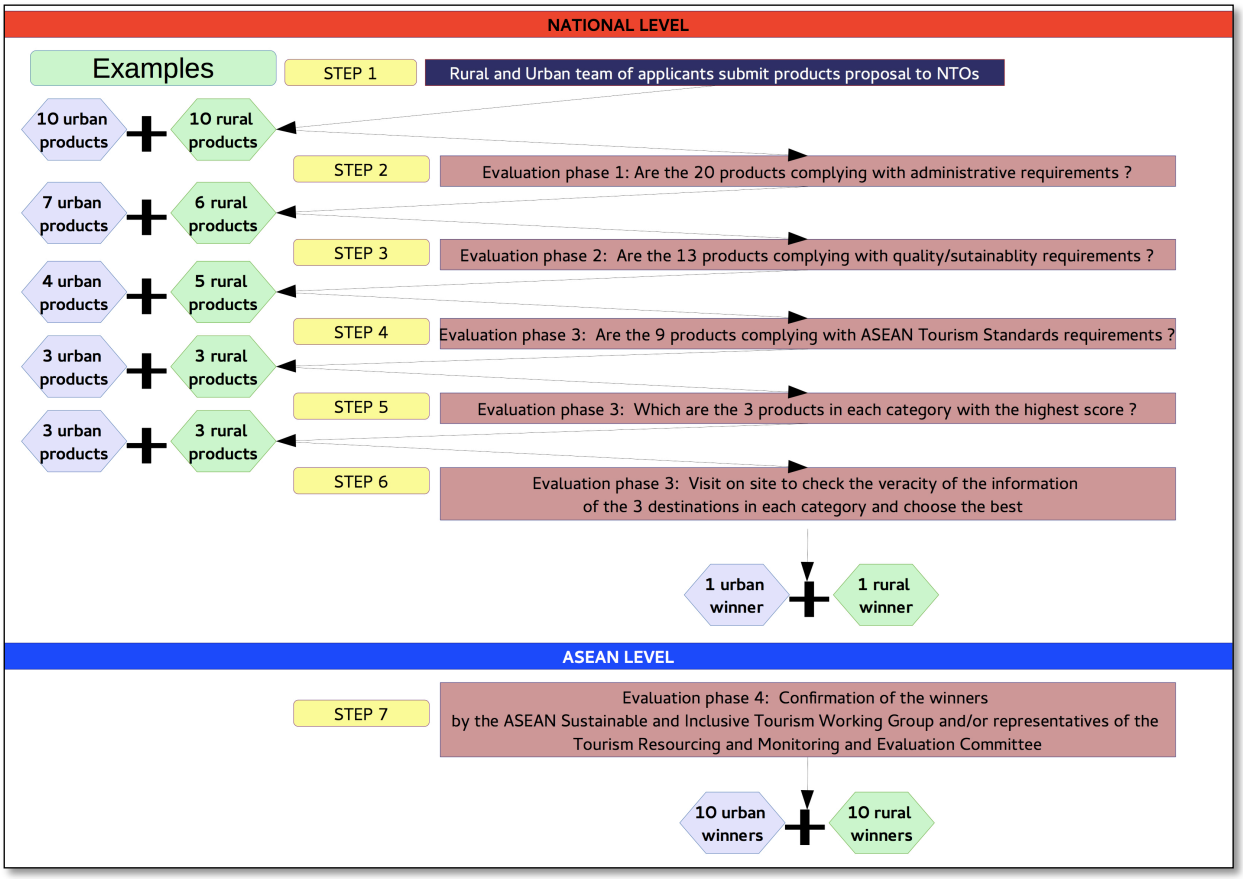
  Criteria, appraisal methods and evidences for criteria are already exposed in each of the publication related to the different ASEAN standards. Therefore, the rating system is partially comparable to the system established by the ASEAN in these publications (Annex 3) with the exceptions that only minimum requirements should used for the first edition of the ASTA concerning the following ASEAN standards (Public toilets and CBT). Actually,

[15] Home stays being still officially banned in Myanmar.

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 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.

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	□ YES □ NO
b) The application was submitted in the required formats	□ YES □ 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.	□ YES □ NO
2. Eligibility criteria (YES/ NO)	
a) The application is in line with the relevant ASEAN legislation and policies	□ YES □ NO
b) All the applicants reside in one or more ASEAN Countries	□ YES □ NO
c) The team of applicants propose a combined responsible tourism product existing at least for a year 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	□ YES □ NO
d) All the partners of the product have signed the multi-partners convention	□ YES □ NO
e) The economic activity corresponds to the annual theme of the ASTA	□ YES □ NO

8. 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.

RECEPTION OF APPLICATION

FOR ASEAN NATIONAL TOURISM ORGANISATIONS USE ONLY

RECEPTION DATES											**RECEPTION FORM (SELECT ONE)**	
RECEPTION DATE:			/			/	**2**	**0**			**POST**	❑
RECEPTION TIME								**:**				
POST STAMP:			/			/	**2**	**0**			**ELECTRONIC POST**	❑
											BY HAND	❑ *For hand submission, please make a copy of this page and give it to the applicant as proof of reception*

APPLICATION NUMBER:

A. ASTA APPLICATION FORM

Year of Competition*: *[Please insert the year of the ASTA competition]* **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

1.1 PRESENTATION OF THE PRODUCT

1.1.1. General information

Title of the product*:	

Location of the product*	*[Describe the geographical area(s) visited]*

Description of the product*	*[Describe the day by day itinerary for the visitors and the services proposed]*

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]*

The proposed product is respecting the National and ASEAN legislation and policies regarding illegal human and animal activity *	YES ❑	NO ❑

1.1.2. Category of the product

CATEGORY*	❑ **rural product** ❑ **urban product**
FOR RURAL PRODUCT ONLY **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]*	❑ An area outside of cities and towns ❑ Outside settlements with more than 10,000 resident population and sparsely populated with small settlements ❑ Characterized by farms, vegetation, and open spaces ❑ Mostly providing homestay and B&B to visitors
FOR URBAN PRODUCT ONLY **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]*	❑ A location with an integrated public transport network ❑ A human settlement with high population density and infrastructure of built environment ❑ Counting more than five (5) hotels ❑ 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]*	
Number of public entities:*	
Country residence of all entities:*	

Has at least one entity received a regional, national or international recognition within four years before this ASTA edition ?*		❑ **YES** ❑ **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 ?*	
How can the visitor book the product ?*	

What is the price of the product ?*	

1.2 PARTNERSHIP - MANAGEMENT OF THE PRODUCT

1.2.1. OVERNIGHT STAY	
How many overnight stays is/are proposed in the product ?*	
Name of partner(s) in charge of overnight stay:*	

1.2.2. LOCAL FOOD AND BEVERAGE	
How many meals in local food and beverage service are provided ?*	
Name of partner(s) in charge of local food and beverage service:*	

1.2.3. ACTIVITY INCLUDING A LOCAL COMMUNITY	
How many activities including a local community are provided ?*	
Name of partner(s) in charge of an activity including a local community:*	

1.2.4. LOCAL GUIDE	
How many local guides are involved in the product ?*	
What is the role of the guide(s) in the product ?*	
Name of guide(s) involved in the product * or Name of partner in charge of the local guide*	

1.2.5. RESTROOM

How many public or private restroom(s) can the visitor access free and easily during the product's activity/activities ?*	
Name of partner(s) in charge of the restroom(s):*	

1.2.6. LOCAL TRANSPORTATION	
How is local transportation organised ?*	*[Not compulsory for products including 100% walks or pedestrian activities]*
Name of partner(s) in charge of the local transportation(s):*	*[Not compulsory for products including 100% walks or pedestrian activities]*

1.2.7. PUBLIC PARTNER	
How many public partner(s) are involved in the product ?*	
Name of the public partner(s):*	
What is the role of the public partner(s) in the product ?*	

1.2.8. COMMERCIALISATION	
How is the product commercialised ?*	
Name of the partner(s) in charge of commercialisation:*	

1.2.9. ADDITIONAL SERVICES	
Are other services proposed in the product ? If YES, which ones	
Name of the partner(s) in charge of additional services:	

2. APPLICANTS' LEGAL OVERVIEW

2.1 LEAD APPLICANT ORGANISATION

Status	
Type*	❑ Legal person ❑ Natural person[16]
Public/Private**	❑ Public organisation ❑ Private Organisation
Organisation legal name in national language**	
Organisation Legal Name in English**	
Legal Status**	❑ Enterprise ❑ association ❑ public authority ❑ other [please precise)
Postal address	
Street Name and Number *	
Post Code	
Town/City/Village*	
Country Name*	
Website / Social network account	

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	

[16]Please refer to the Guide for application

2.2. PARTNER ORGANISATIONS

[Please fill these tables for each legal and natural entity involved in the product, you can add tables if necessary]

PARTNER N°1

Status	
Type*	❑ Legal person ❑ Natural person[17]
Public/Private**	❑ Public organisation ❑ Private Organisation
Organisation legal name in national language**	
Organisation Legal Name in English**	
Legal Status**	❑ Enterprise ❑ association ❑ public authority ❑ other [please precise)
Postal address	
Street Name and Number *	
Post Code	
Town/City/Village*	
Country Name*	
Website / Social network account	

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	

PARTNER N°2

Status	
Type*	❑ Legal person ❑ Natural person[18]
Public/Private**	❑ Public organisation ❑ Private Organisation

[17]Please refer to the Guide for application

[18]Please refer to the Guide for application

Organisation legal name in national language**	
Organisation Legal Name in English**	
Legal Status**	❑ Enterprise ❑ association ❑ public authority ❑ other [please precise)
Postal address	
Street Name and Number *	
Post Code	
Town/City/Village*	
Country Name*	
Website / Social network account	

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	

3. SUSTAINABILITY – ASEAN TOURISM STANDARDS

RULES FOR SUSTAINABILITY ASSESSMENT OF THE PRODUCT

Please refer to the ASTA Guide for Application for more explanation

1. **Applicants must calculate the compliance of each service according to a 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, each partner in charge must assess its service with the checklist, and the lead applicant calculate the average percentage. (except for local guide)
- Each category is composed of 22 indicators.
- Each indicator 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 Assessor 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. ASEAN TOURISM STANDARDS – SELF EVALUATION CHECKLISTS

4.1 Public Restroom		
Does the client have the possibility to use restroom during the activity/ the activities proposed?*	❑ YES ❑ NO *[The presence of a restroom is compulsory to be eligible to the ASTA]*	
Please explain where the restroom/s is/are located? *		
To which extent does the restroom respond to the ASTA Restroom sustainability criteria?* *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* *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.*		***Percentage of compliance with the ASEAN Standard*** **%**
If it does not fully comply with the sustainability criteria, what should be improved ?*		

ASTA RESTROOM SUSTAINABILITY CRITERIA SELF EVALUATION CHECKLIST			
Name of the restroom*:			
Date*:			
Executed by*:			
Phone Number/Email address*:			
[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	☐	☐	☐
2 General			
2.1 Walls, ceiling are clean, dry, undusted and not littered	☐	☐	☐
2.2 Floors and Walls are clean, intact, dry	☐	☐	☐
2.3 There is no bad smell in the toilet	☐	☐	☐
2.4 Ventilation / openings for air circulation are in place and functioning	☐	☐	☐

2.5 Suggestion Box and Education materials are in place	☐	☐	☐
2.6 Basic amenities are in place (i.e.: toilet paper, soap, bins, mirror, tissues etc.)	☐	☐	☐
2.7 Resource & water saving measures (sensor taps, natural light, etc.)	☐	☐	☐
3 Wash Area			
3.1 Taps, hand dryers, litter bins are in place and working	☐	☐	☐
3.2 No leakage, no damage to the fittings fixture and plumbing	☐	☐	☐
3.3 Tissue/soap dispensers are in place, working and filled	☐	☐	☐
3.4 Wash area is overall clean, dry, tidy, not littered	☐	☐	☐
4 WC			
4.1 Cubicle door is clean, functioning and latched; lock/latch are intact	☐	☐	☐
4.2 WC has a toilet seat and lid	☐	☐	☐
4.3 Coat Hanger is in place and intact	☐	☐	☐
4.4 Toilet bowl/squat and seat are intact and unclogged, not stained	☐	☐	☐
4.5 Manual or Auto flush is clean and functioning	☐	☐	☐
4.6 Toilet paper dispenser is intact and replenished	☐	☐	☐
4.7 Waste bin with liners is in place, is dry, clean, sanitized, odourless, intact	☐	☐	☐
5 Urinals			
5.1 Urinals are intact and unclogged, not stained	☐	☐	☐
5.2 Manual or Auto flush is clean and functioning	☐	☐	☐
6 Safety			
6.1 Internal and External lighting is in place and functioning	☐	☐	☐
Total	**/22**		**/22**

4.2. Accommodations	
Does the client sleep in an accommodation during the stay? *	❑ YES ❑ NO *[1 overnight stay is compulsory to be eligible to the ASTA]*
In which type of accommodation does the client sleep? *	Hotel ❑ Homestay ❑ *[please choose one answer, if the client sleeps in both accommodation types during the stay you can select the two answers]*
If yes, please explain where the accommodation is/are located ?*	

4.2.1. Hotels	
To which extent does the hotel respond to the ASTA Hotel Sustainability Criteria ?*	***Percentage of compliance with the ASEAN Standard****
Please assess the hotel according to the table "ASTA hotel sustainability criteria – Self evaluation checklist" below before inserting the corresponding percentage on the right side *In case of several hotels, please copy and fill the table for each of the hotel and calculate the average percentage of all scores.*	**%**
If it does not fully comply with the sustainability criteria, what should be improved ?*	

ASTA HOTEL SUSTAINABILITY CRITERIA SELF ASSESSMENT FORM			
Name of the hotel*:			
Date*:			
Executed by*:			
Phone Number/Email address*:			
[Tick the relevant yes/no boxes according to the service you are presenting to ASTA]			
Description of Indicators and criteria from the ASEAN Green Hotel Standard	**YES**	**NO**	**For Assessors use only**
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.).	☐	☐	☐
1.2. The organization shall establish environmental activity plan to encourage staffs, (clients) and suppliers to participate (written plan, signposting, communication at the reception).			

2. Use of Green products			
2.1. The rooms, restaurants, lobbies, and etc. shall be mostly decorated with local products (curtains, fabrics, etc.).	☐	☐	☐
2.2. The organization shall use local food product (50% of dishes must be local).	☐	☐	☐
2.3. The organization shall use environmentally friendly products and biodegradable (bio-degradable trash bags, recycled plastics and papers, 'eco-friendly' detergents and washing powders in refillable containers)	☐	☐	☐
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)	☐	☐	☐
3.2. The organization shall establish awareness programs/ activities on environmental protection for local community. (Report of activities)	☐	☐	☐
3.3. The organization shall support or create job opportunity for its local community. (% of local staff)			
4. Solid Waste management			
4.1. The organization shall apply 3R's principles for solid waste management (reduce, reuse, recycle).	☐	☐	☐
4.2. 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.	☐	☐	☐
5. Energy efficiency			
5.1. The organization shall selectively utilize electrical appliances and equipment 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.[19]			
5.2. The organization shall encourage staffs to involve in energy efficiency activities (posters in local language, trainings, manuals, etc.)	☐	☐	☐
6. Water efficiency and water quality			
6.1. 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.	☐	☐	☐
6.2. The organization shall have contingency plan in case the water consumed does not meet the standard.	☐	☐	☐
7. Air quality management (indoor and outdoor)			
7.1. The organization shall provide separate smoking area from centre area and post the symbol.	☐	☐	☐
7.2. The organization shall establish maintenance plan of generator and air conditioning system. (Records of maintenance plan)	☐	☐	☐

[19](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.

8. Waster water treatment and management			
8.1. The organization shall provide wastewater treatment system suitable for size and activities of hotel where there is no support of waste water treatment system outside.	☐	☐	☐
8.2. The organization shall install a grease trap system in kitchen, restaurant and grease contaminated area.	☐	☐	☐
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.	☐	☐	☐
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.	☐	☐	☐
10. The overall state, hygiene and cleanliness of the hotel			
10.1. The structure of the house shall be in good, stable and safe condition such as roof, walls, doors, floor, etc.	☐	☐	☐
10.2. All rooms, kitchen and toilets shall be kept clean and free of malodour, dirt, dust, cobwebs etc.	☐	☐	☐
TOTAL	**/22**		**/22**

4.2.2. Homestay (for rural products only)	
To which extent does the Homestay respond to the ASTA Home stay sustainability criteria? *	***Percentage of compliance with the ASTA Home stay sustainability criteria****
Please assess the homestay according to the table "ASTA homestay sustainability criteria – Self evaluation checklist" below before inserting the corresponding percentage on the right side *In case of several homestays, please copy and fill the table for each of the homestay and calculate the average percentage of all scores.*	**%**
If it does not fully comply, what should be improved? *	

ASTA HOMESTAY SUSTAINABILITY CRITERIA SELF EVALUATION CHECKLIST			
Name of the homestay*:			
Date*:			
Executed by*:			
Phone Number/Email address*:			
[Tick the relevant yes/no boxes according to the service you are presenting to ASTA]			
Description of Indicators and criteria from the ASEAN Community Based Tourism Standard	**YES**	**NO**	**For Assessors use only**
1. Host			
1.1. Homestay provider have completed homestay course.	☐	☐	☐
2. Accommodation			
2.1. Structure of house is in good and safe condition.	☐	☐	☐
2.2. Design and building materials reflect local architecture and identity (pictures)	☐	☐	☐
2.3. Separate guest bedroom(s)	☐	☐	☐
2.4. Adequate clean water supply inside the house	☐	☐	☐
2.5. Maximum of four (4) bedrooms allocated to guests.	☐	☐	☐
2.6. Clean and fresh bed linen for every guest (records of laundry)	☐	☐	☐
2.7. Basic amenities such as fan, desk, mini cupboard, mirror, electric socket, mosquito net or coil, etc.	☐	☐	☐
2.8. Basic toilet and bathroom facilities.	☐	☐	☐
3. Activities			
3.1. Activities encourage interactive participation between the local community and guests. (Leaflets for visitors explaining activities)	☐	☐	☐
4. Management			
4.1. Homestay organisation has systematic structure with clear roles, responsibilities and line of communication. (Organisation chart)	☐	☐	☐
4.2. Homestay provider has guests database e.g. records of guest arrivals, origin, length of stay, comments, complaints and suggestions from guests.	☐	☐	☐
4.3. Homestay provider has updated inventory of tourism resources in the village and surrounding area.	☐	☐	☐
5. Location			
5.1. Clear signage to guide guests to the homestay	☐	☐	☐
6. Hygiene and cleanliness			
6.1. All rooms, kitchen and toilets are clean e.g. free of malodour, dirt, dust, and cobwebs.	☐	☐	☐

6.2. Soap, shampoo, toilet tissue and clean towels are provided	☐	☐	☐
6.3. Surrounding compound is litter free.	☐	☐	☐
6.4. No breeding grounds for mosquitoes.			
6.5. Kitchen utensils are in good condition, clean, and kept in a dry place.	☐	☐	☐
6.6. Individuals involved in food preparation have good personal hygiene and properly attired.	☐	☐	☐
6.7. Fresh ingredients used in food preparation are sourced from local suppliers. (Letter from suppliers or invoices)	☐	☐	☐
6.8. Have safe drinking water	☐	☐	☐
TOTAL	**/22**		**/22**

4.3 Local food and beverage service provider		
Does the client have the possibility to use a local food and beverage service during the stay? *	❑ YES ❑ NO *[Local food and beverage service is a compulsory to be eligible to the ASTA]*	
Please explain where the local food and beverage service/s is/are located? *		
To which extent does the food and beverage service responds to the ASTA food and beverage service sustainability criteria? * *Please assess the food and beverage service according to the table "ASTA food and beverage service sustainability criteria – Self evaluation checklist" below before inserting the corresponding percentage on the right side* *In case of several food and beverage services, please copy and fill the table for each of the food and beverage service and calculate the average percentage of all scores.*		***Percentage of compliance with the ASTA food and beverage service sustainability criteria**** **%**
If it does not fully comply, what should be improved? *		

ASTA FOOD & BEVERAGE SERVICE SUSTAINABILITY CRITERIA SELF EVALUATION CHECKLIST			
Name of the Food & beverage service*:			
Date*:			
Executed by*:			
Phone Number/Email address*:			
[Tick the relevant yes/no boxes according to the service you are presenting to ASTA]			
Description of Indicators and criteria from the ASEAN Homestay and Community Based Tourism Standard	**YES**	**NO**	**For Assessors use only**
1. Minimum requirements for ensuring a good quality of F&B service providers			
1.1. Food and beverage providers possess or can demonstrate commitment to hygienic food preparation and service techniques. (*the assessors can ask the kitchen staff how they proceed upon arrival)*	☐	☐	☐
1.2. Food and beverage providers make maximum use of natural biodegradable products when serving and packaging food (*The assessors can ask to see how is the packaging for "take-*	☐	☐	☐

away"			
1.3. Food and beverage providers ensure treated or boiled water is available for use in food preparation (e.g. washing raw salad vegetables) and cleaning.	☐	☐	☐
1.4. Food and beverage providers ensure clean water and soap are available in food preparation areas.	☐	☐	☐
1.5. Toilet(s), shower tray(s), bath tub (s), well and sinks shall be regularly cleaned and kept free from dirt, stains and malodour.	☐	☐	☐
1.6. Disinfectants shall be used to keep toilets clean and free from germs.	☐	☐	☐
1.7. Soap, toilet tissue and clean towel shall be provided by the F&B provider.	☐	☐	☐
2. Minimum requirements for a quality management of F&B services			
2.1. Menus are available with associated prices (if appropriate).	☐	☐	☐
2.2. Menus vary daily and include at least one traditional meal at each dining period.	☐	☐	☐
2.3. Maximum use is made of fresh, organically grown food and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law.	☐	☐	☐
2.4. Guests shall only be served safe drinking water.	☐	☐	☐
2.5. Dessert and/or fruit forms part of each meal.	☐	☐	☐
2.6. Food preparation and dining utensils are cleaned thoroughly before use (i.e. cleaned immediately after dining periods).	☐	☐	☐
2.7. Food is stored in clean containers, which are kept in good order.	☐	☐	☐
2.8. Animals (domestic and pest) are kept out of food storage, cooking and dining areas.	☐	☐	☐
3. Experience exchange			
3.1. Food and beverage providers ensure opportunities exist for tourists to participate in my cooking activities and learn traditional cooking techniques.	☐	☐	☐
3.2. Food and beverage providers encourage visitors to share recipes and cooking techniques with me.	☐	☐	☐

4. Sustainability principles			
4.1. Food and beverage providers shall recruit and employ staff from the local community.	☐	☐	☐
4.2. Food and beverage providers should allocate the provision of incentives and bonuses linked to good performance and/or service levels to motivate staff.	☐	☐	☐
4.3. Food and beverage providers shall set up an information corner and cultural displays.	☐	☐	☐
4.4. Ensure that the design and construction and services of F&B areas and buildings are environmentally friendly. (Assessors should check the discharge of sewage and grey water not to be directly in rivers, lakes or else)	☐	☐	☐
4.5. The surrounding compound shall be litter free.	☐	☐	☐
TOTAL	**/22**		**/22**

4.4 Local guide – Travel Agency/Tour Operator		
Is a local guide involved in the product? *	❑ YES ❑ NO *[A local guide is compulsory to be eligible to the ASTA]*	
Does the client have the possibility to book the product via an online or physical travel agency / tour operator? *	❑ YES ❑ NO *[The possibility to book the product online or via a travel agency or tour operator is compulsory to be eligible to the ASTA]*	
To which extent do the Local guide – Travel Agency/Tour Operator respond to the ASTA Local guide – Travel Agency/Tour Operator sustainability criteria? * *Please assess the "Local guide – Travel Agency/Tour Operator according to the table "ASTA Local guide – Travel Agency/Tour Operator sustainability criteria – Self evaluation checklist" below before inserting the corresponding percentage on the right side* *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***	***Percentage of compliance with the ASTA Local guide – Travel Agency/Tour Operator sustainability criteria****	
	%	
If it does not fully comply, what should be improved? *		

ASTA LOCAL GUIDE – TRAVEL AGENCY/TOUR OPERATOR SUSTAINABILITY CRITERIA SELF EVALUATION CHECKLIST			
Name of the local guide or the involved guide association *:			
Name of the Travel Agency/Tour operator*:			
Date*:			
Executed by*:			
Phone Number/Email address*:			
[Tick the relevant yes/no boxes according to the service you are presenting to ASTA]			
Description of Indicators and criteria from the ASEAN Community Based Tourism Standard	**YES**	**NO**	**For Assessors use only**
1. Minimum requirements for ensuring local guide quality and expertise			
1.1. Local community guides are recruited based on appropriate levels of knowledge, physical health and fitness for proposed guided activities.	☐	☐	☐
1.2. Local guides possess or can demonstrate commitment to developing sound knowledge of the local environment	☐	☐	☐

and culture; including history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles. (*Assessors must request for local guides to introduce the product)*			
1.3. Local guides facilitate environmentally, socially and culturally relevant and sensitive experiences for visitors that are protective of natural and cultural resources and values. (*Assessors can request for local guides to give examples*)	☐	☐	☐
1.4. Local guides have access to on-going capacity building and training opportunities to increase their skills and knowledge. (*Assessors can ask the TO about the existence of training opportunities for local guides)*	☐	☐	☐
2. Minimum commitment to ASEAN CBT Standards and regulations			
2.1. Local guides commit to on-going learning and improving their communication skills, particularly in the area of interpretive guiding. (*Assessors can ask the list of training followed by local guides)*	☐	☐	☐
2.2. Local guides adopt ethical and visitor friendly practices, and take pride in representing their community. (*Assessors can check online and/or ask community members)*	☐	☐	☐
2.3. Local guides contribute to the protection and presentation of their community's natural and cultural assets and traditions by providing cultural and natural environment awareness raising and education activities for visitors and the host community. (*Assessors can ask local guides to provide examples)*	☐	☐	☐
2.4. Local guides follow all CBT approved policies and codes of conduct regarding safety and security of visitors. (*Assessors can ask local guides to show potential issues of safety and security and how they cope with)*	☐	☐	☐
2.5. Local guides provide a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of guiding services. (*Assessors can verify on travel forum online)*	☐	☐	☐
3. Minimum requirements for a management of tours and activities that ensure quality			
3.1. Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative. (*Assessors can check if the TO has signed CBT CoC*)	☐	☐	☐
3.2. Tours/activities ensure visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community.	☐	☐	☐

(*Assessors can verify on travel forum online and ask community members not directly involved in the product)*			
3.3. Tours/activities have a clearly defined: • itinerary and associated price; and • documented booking system. (*Assessors can ask for leaflets or the existence of boards*)	☐	☐	☐
3.4. Tours/activities record the visitors on tours, including departure and return times. (*Assessors can ask for the book of record*)	☐	☐	☐
3.5. 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. (*Assessors can verify on travel forum online and check the communication materials*)	☐	☐	☐
3.6. 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.	☐	☐	☐
3.7. The local (interpretative) guide to visitor ratio is not greater than 1:5-10. (*Assessors can ask community members not directly involved in the product about the average visitors groups' size)*	☐	☐	☐
4. Standards for Tour Operators' contributions to community and nature protection			
4.1. TOs minimises motorized transportation, especially in CBT areas.	☐	☐	☐
4.2. TOs take away all solid waste generated from products it brings into the CBT area.	☐	☐	☐
4.3. TOs, staff and clients contribute to, or take part in, local development work (e.g., village projects, education, maintenance of local roads etc.).	☐	☐	☐
4.4. TOs explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage.	☐	☐	☐
4.5. TO staff are trained in first aid, including CPR.	☐	☐	☐
4.6. TOs are able to demonstrate their efforts in improving the quality of their operation through reporting of visitor satisfaction from client feedback surveys.	☐	☐	☐
TOTAL	**/22**		**/22**

4.5. COMMUNITY INVOLVEMENT IN PRODUCT AND ACTIVITIES	
What are the different activities proposed within the product?*	
Which local communities are involved in the activity/activities proposed ?*	
To which extent do the Community involvement in the activity proposed responds to the ASTA Community involvement sustainability criteria? * *Please assess the Community involvement according to the table "ASTA Community involvement sustainability criteria – Self evaluation checklist" below before inserting the corresponding percentage on the right side* *In case of several communities please copy and fill the table for each of the communities involved and calculate the average percentage of all scores.*	***Percentage of compliance with the ASTA Community involvement sustainability criteria**** **%**
If it does not fully comply, what should be improved? *	

ASTA COMMUNITY INVOLVEMENT SUSTAINABILITY CRITERIA SELF EVALUATION CHECKLIST			
Name of the Community involved*:			
Date*:			
Executed by*:			
Phone Number/Email address*:			
[Tick the relevant yes/no boxes according to the service you are presenting to ASTA]			
Description of Indicators and criteria from the ASEAN Homestay and Community Based Tourism Standard	**YES**	**NO**	**For Assessors use only**
1. Minimum Requirements for effective and transparent governance arrangements			
1.1. The product is managed by local community members through a tourism Committee elected for a maximum 5-year term.	☐	☐	☐
1.2. Unique Selling Proposition (USP) of village has been identified.	☐	☐	☐
1.3. Promotional materials e.g. brochure, interpretative boards and panels have been developed	☐	☐	☐
1.4. Cooperation with local government and tour operators for marketing.	☐	☐	☐
2. Minimum Requirement for a legitimate establishment of the product			

2.1. The activity is recognised by provincial and/or national level authorities.	☐	☐	☐
3. Minimum requirements for an effective and transparent management			
3.1. The activity builds the capacity of the community to provide products, goods and services to visiting tourists. (The majority of people involved is local)	☐	☐	☐
3.2. A clear financial management system exists and is accessible to community members (balance sheet).	☐	☐	☐
4. Minimum requirements for effective partnership			
4.1. In conducting activities, the activity avoids negative impacts on neighbouring communities (no complain from neighbouring communities).	☐	☐	☐
5. Minimum requirements for the maintenance of human dignity			
5.1. Sex tourism, drug trafficking, human trafficking and exploitation of child labour are not tolerated or supported explicitly or implicitly (existence of advertisement boards).	☐	☐	☐
5.2. The activity promotes gender equity and social inclusion (equal share of men and women / diversity of provenance for workers).	☐	☐	☐
6. Requirements for equitably shared benefits and costs			
6.1. A Clear and agreed benefit sharing arrangements exist. (document)	☐	☐	☐
6.2. A community development fund exists that is used or initiatives benefiting the whole community. (Balance sheet)	☐	☐	☐
7. Requirements for the links to regional economies			
7.1. Local community members dominate employment in the activity/product.	☐	☐	☐
7.2. Local community products are used in preference to imports (e.g., locally produced vs. mass-produced souvenirs).	☐	☐	☐
8. Minimum requirements for the maintenance of cultural integrity and the enrichment of valued cultural traditions			
8.2. Cultural assets of significance to the local community and valued cultural traditions are identified, documented and endorsed by relevant communities (document/report).	☐	☐	☐
8.3. Programs exist to authentically present, enhance and retain local cultural traditions towards protecting cultural integrity, identity and values.	☐	☐	☐
9. Requirements for the conservation of natural resources			
9.1. Natural resources and environmentally sensitive sites and their community significance are identified, planned,	☐	☐	☐

documented and endorsed by relevant communities.			
10. Minimum requirements of conservation activities to improve the environment			
10.1. A locally appropriate solid waste management system exists that applies avoid, reduce, reuse, recycle principles and hygienic handling of putrescible waste (e.g., composting).	☐	☐	☐
10.2. Locally appropriate wastewater management uses technologies that minimise risk to human health and environmental impact. (Which technologies?)	☐	☐	☐
11. Minimum requirements on the existence of guest and local community interaction			
11.1. Environmental and cultural information is included in the interpretation of the community and its surroundings.	☐	☐	☐
11.2. Policies and actions ensure safety and security for visitors. (Report)	☐	☐	☐
12. Requirements for the sustainability of the involvement of the communities in the product			
12.1. Transparent and fair pricing exists for visitors with adequate returns on community investments. (Business plan)	☐	☐	☐
TOTAL	**/22**		**/22**

4.6. BONUS QUESTIONS

In order to increase the score of your application, you can answer the following questionnaire on Destination Management and Accessibility

Use this two assessment forms in case of the products has the same score only, so it will help to raise up the score of products to find out the winner

DESTINATION MANAGEMENT					
Criteria	***Indicators***	***YES***	***NO***	***Means of verification***	**For Assessors use only**
Sustainable destination strategy	Multi-year destination plan or strategy that was developed with public participation	☐	☐	Plan	☐
Destination management organization	The private sector and public sector are involved in the organization and coordination of tourism	☐	☐	Minutes of meeting (at least 2 per year)	☐
Monitoring	Tourism impact mitigation procedures funded and active	☐	☐	Report	☐
Tourism seasonality management	Specific strategy for marketing off-season events and attracting year-round visitors	☐	☐	Webpage/etc.	☐
Climate change adaptation	Program to educate and raise awareness among the public, tourism enterprises, and visitors about climate change	☐	☐	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	☐	☐	Report	☐
Planning Regulations	Planning or zoning guidelines, regulations and/or policies that protect natural and cultural resources	☐	☐	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	☐	☐	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	☐	☐	Report	☐
Visitor satisfaction	Collection and public reporting of data on visitor satisfaction	☐	☐	Report	☐
Sustainability standards	Monitoring of tourism business participation in tourism certification or environmental management system	☐	☐	Report	☐

Safety and security	Safety precautions such as first aid stations at beaches/tourist attraction sites	☐	☐	# 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	☐	☐	Plan	☐
Promotion	Destination promotional messages that are accurate in their description of products and services	☐	☐	Assessors' evaluation	☐
	TOTAL	**/14**			**/14**

ACCESSIBILITY				
QUESTIONS		***YES***	***NO***	***For Assessors use only***
Is the product accessible for public with special needs? *If yes, please fill the table below to explain which kind of public can buy the product*		❑	❑	❑
Persons with reduced mobility		❑	❑	❑
If YES, please explain how is the product accessible for persons with reduced mobility				
Persons with visual disability		❑	❑	❑
If YES, please explain how is the product accessible for persons with visual disability				
Persons with hearing disability		❑	❑	❑
If YES, please explain how is the product accessible for persons with hearing disability				
Persons with mental disability		❑	❑	❑
If YES, please explain how is the product accessible for persons with mental disability				
	TOTAL	**/5**		**/5**

SUMMARY TABLE OF SCORING SYSTEM

Indicators		Scoring	*For Assessors use only*
ASTA restroom Sustainability Criteria		/22	/22
ASTA green hotel Sustainability Criteria		/22	/22
ASTA homestay Sustainability Criteria		/22	/22
ASTA F&B Sustainability Criteria		/22	/22
ASTA local guides – Travel Agency/Tour Operator Sustainability Criteria		/22	/22
ASTA community involvement Sustainability Criteria		/22	/22
Total		**/132**	**/132**
BONUS (use in case only)	Destination management	/14	/14
	Accessibility	/5	/5
Total		**/151**	**/151**

9. AWARDING PROCESS AND AWARDEES PROMOTION STRATEGY

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.

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:

2.1 Trophy for ASEAN Sustainable Tourism Award

2.2. Sample of ASTA Certificate (Rural Product)

2.3. Sample of ASTA Certificate (Urban Product)