



# **2<sup>nd</sup> EDITION OF ASEAN COMMUNITY- BASED TOURISM STANDARD**

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BASED TOURISM STANDARD**

**PART I  
ASEAN COMMUNITY-BASED  
TOURISM STANDARD**



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# CBT Concept, Definition, and Principles

## The Community-Based Tourism Concept

Internationally, the economics of tourism sector is dominated by small businesses that provide goods and services to a visiting tourist clientele. Community-based tourism (CBT) is an alternative form of tourism that seeks to empower communities to manage tourism growth and achieve community aspirations relating to their well-being, and includes economically, socially and environmentally sustainable development. Therefore, CBT not only involves a partnership between tourism businesses and the community to deliver benefits to both, but also involves community (and external) support for small tourism enterprises, which in turn commit to providing support for community projects that improve collective well-being.

CBT empowers local communities to determine and secure their socio-economic futures through fee-for-service activities that usually: present and celebrate local traditions and lifestyle; conserve natural and cultural resources; and foster equitable and mutually beneficial host-guest interaction. CBT usually caters for niche markets such as adventure tourism, cultural tourism, eco-tourism and agri-tourism, but draws on local products and services to spread the economic benefit from engaging in tourism.

### CBT definition

Community Based Tourism (CBT) is tourism activity, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources.

### CBT principles

Based on the above definition, CBT must:

1. involve and empower community participation in setting direction and decision-making,
2. develop partnerships with relevant stakeholders,
3. register with and obtain recognition from relevant authorities,
4. improve social well-being and quality of life,
5. establish a fair and transparent benefit sharing mechanism,
6. enhance local supply chains,
7. honor and preserve local identities, culture and traditions,
8. promote environmentally sustainable practices within the community
9. respect different cultures and human dignity
10. work towards financial self-sufficiency.

These principles are integrated into and expressed as performance criteria in the standard.



# ASEAN CBT Standard

## Objectives and Uses of the Standard

The ASEAN Community-Based Tourism (CBT) Standard is recommended as a non-mandatory guideline for ASEAN member states (subject to the respective ASEAN member states' laws and regulations) based on the ASEAN Tourism Strategic Plan (ATSP) so as to create quality visitor experiences by showcasing community livelihoods and natural and cultural assets in a presentable, safe and attractive manner.

The Standard can be applied to CBT initiatives throughout ASEAN countries as a benchmark of performance needed to assure visitors that their visit will be enjoyable, meaningful and meet expectations. It also seeks to ensure that communities, and their natural and cultural heritage resources are protected, and that income flows to the community to improve well-being.

## ASEAN CBT Standard Scope

The ASEAN CBT Standard provides umbrella performance indicators for the coordinated management of tourism products offered by communities under the organisation of a CBT Committee. Specific product standards adopted by ASEAN and relevant to CBT initiatives (e.g. the ASEAN Homestay Standard) form an integral part of the CBT Standard.

The intent of the Standard is not to exclude communities from being recognised as ASEAN community-based tourism initiatives, but to provide direction to communities on the quality of service needed to assure tourists that they can expect a consistent level of quality and service across ASEAN-endorsed CBT initiatives.

## Codes of Conduct

Included with, and forming part of the Standard are Codes of Conduct for CBT Members, Guides, Food and Beverage Service Providers, Accommodation Providers and Friendly Tour Operators (Appendices 1 to 5).

## ASEAN CBT Standard Definitions

CBT Accommodation	Any structure and its surrounds provided within the CBT area for use by visitors. It includes home stay accommodation and central facilities.
CBT Accommodation Providers	CBT Members who provide accommodation services, including homestay, for visitors to a CBT area and who have committed to the ASEAN CBT Accommodation Provider's Code of Conduct (Appendix 4).
CBT Administration Authority	An organisation in each ASEAN country given the responsibility by government of supporting CBT initiatives and administration of CBT assessments. This organisation may be the Government's tourism organisation or National Tourism Organisation.
CBT Central Area	An area or building established for welcoming visitors and administrative functions of CBT initiatives.
CBT Committee	Shortened version of Community-Based Tourism Management Committee, which consists of CBT Members elected by the community to represent their interests in CBT initiatives, and coordinate and manage related activities.
CBT Food and Beverage Providers	CBT Members who provide food and beverage services for visitors to a CBT area and who have committed to the ASEAN CBT Food and Beverage Provider's Code of Conduct (Appendix 3).
CBT Friendly Tour Operator (FTO)	A responsible tour operator who: (1) brings tourists to a CBT area; (2) demonstrates care for the sustainability of nature and culture of the CBT area; (3) supports the economic and social development of the local community; (4) and has committed to the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5).
CBT Guides	CBT Members who provide tours and activities for visitors to a CBT area and who have committed to the ASEAN CBT Guide's Code of Conduct (Appendix 2).

CBT Initiative	Any activity or group of activities undertaken by the CBT Members and managed by the CBT Committee.
CBT Members	Members of a community who participate in CBT Committee activities and who have committed to the CBT Members Code of Conduct (Appendix 1).
CBT Stakeholders	Any individual, group, or organization that can affect or can be affected by CBT initiatives.
Compliance Level	The degree to which the nominated state of an indicator is met.
Government Tourism Organisation	The highest level of tourism administration established by each ASEAN member state (e.g., Ministry, Department, National Tourism Organisation).

## Prerequisite Entry Requirement

For a CBT initiative in the ASEAN region to qualify for assessment and certification, it will have to meet the following conditions:

- a. an elected CBT Committee exists that can represent community interests and coordinate CBT activities within the community; and
- b. CBT Committee members must be free of a criminal record; and
- c. the CBT initiative includes CBT Members or Members of sub-committees responsible for specific tourism products and services; and
- d. the CBT Committee has completed a self-assessment of performance against the Standard; and
- e. the CBT initiative has been registered with the nominated home country's CBT Administration Authority, based on the self-assessment; and
- f. the CBT initiative has been registered or has been operating for at least one year; and
- g. the CBT initiative has been endorsed by the CBT Administration Authority for assessment towards certification.

These prerequisites form part of the ASEAN CBT Standard.



# The ASEAN Community-Based Tourism Standard

## 1.0 Standards for community ownership and management

### 1.1 Standards for effective and transparent governance

- 1.1.1 The CBT initiative is managed by community members through a Committee elected for a maximum 5-year term.
- 1.1.2 The CBT initiative has a clear management structure with agreed roles and responsibilities.
- 1.1.3 Relevant national and provincial rules and regulations (including local by-laws) are followed by those directly involved in CBT activities/operations.
- 1.1.4 CBT Member recruitment meets any relevant national or local laws and regulations.
- 1.1.5 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.
- 1.1.6 CBT Members are recruited based on their appropriate levels of knowledge and commitment to the CBT initiative and the specific role.
- 1.1.7 CBT Member appointments (and revocation of appointments) are approved by the CBT Committee.

### 1.2 Standards for recognition of legitimate establishment

- 1.2.1 The CBT initiative has a clear vision, mission, long-term and short-term action plan.
- 1.2.2 The CBT initiative is registered with and recognised by relevant authorities.

### 1.3 Standards for effective and transparent management

- 1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.
- 1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1).
- 1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.
- 1.3.4 The CBT initiative maximises use of goods and services provided by the community.
- 1.3.5 A clear financial management system exists and is accessible to community members.
- 1.3.6 An annual action plan is documented and accessible to community members.
- 1.3.7 Long-term goals and objectives are documented and accessible to the community members.
- 1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.

### 1.4 Standards for effective partnerships

- 1.4.1 Guidelines exist for inbound tour operator interaction with the community.
- 1.4.2 In conducting activities, the CBT initiative avoids impacts on neighbouring communities.
- 1.4.3 Relevant CBT stakeholders are identified and their roles in contributing to CBT initiatives are documented.
- 1.4.4 An established procedure exists for regular consultation with stakeholders.
- 1.4.5 Cooperation exists with neighbouring communities.



## **2.0 Standards for contribution to social well-being and quality of life**

### **2.1 Standards for maintaining human dignity**

2.1.1 Sex tourism, drug trafficking, human trafficking, and exploitation of child labour are not tolerated or supported explicitly or implicitly.

2.1.2 CBT activities promote gender equity and social inclusion.

2.1.3 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).

2.1.4 CBT activities contribute to improving public benefits in the community (including the access to basic facilities such as clean water, sanitation, energy, education, and healthcare).

### **2.2 Standards for equitable sharing of benefits and costs**

2.2.1 Clear and agreed benefit sharing arrangements exist.

2.2.2 A community development fund exists that is used for initiatives benefiting the whole community.

2.2.3 A process exists for equal opportunities in income generating activities.

### **2.3 Standards for enhancing local supply chains and linking with regional economies**

2.3.1 Local community members dominate employment in CBT initiatives.

2.3.2 Local supply chains exist to generate multiplier effects in the community.

2.3.3 Local community products are used in preference to imports (e.g., locally produced vs mass-produced souvenirs).

2.3.4 Strong cooperation with other CBTs and regional private and government organisations exists to increase regional tourism.

### **2.4 Standards for maintaining local identity and cultural integrity, and enriching valued cultural traditions**

2.4.1 Local identity is well maintained and awareness is raised among the community and a visiting tourist.

2.4.2 Cultural assets of the local community and valued cultural traditions are identified, documented and endorsed by relevant communities.

2.4.3 Programs exist to authentically present, enhance and retain local cultural traditions towards protecting cultural integrity, identity and values.

2.4.4 Practices ensure that all rules, regulations and laws relevant to protection of culture and heritage are followed.

2.4.5 CBT management supports the retention of traditional livelihoods and initiatives that create alternative livelihoods.

2.4.6 A code of visitor behaviour exists to inform visitors of appropriate behaviour within communities.

2.4.7 A community decision-making process exists that identifies what cultural assets and traditions will be shared with visitors.

2.4.8 CBT management ensures the protection of cultural assets of the community.



### **3.0 Standards for conserving and promoting sustainable environment**

#### **3.1 Standards for conserving natural resources**

3.1.1 Natural resources and environmentally sensitive sites in the community are identified, planned, documented and endorsed by relevant communities.

3.1.2 A fund exists to support community-based conservation programs and actions.

3.1.3 Awareness and capacity building programs exist to educate/provide information to relevant stakeholders to protect the natural resources.

3.1.4 Local rules and regulations exist to ensure the protection and presentation of nature.

#### **3.2 Standards for promoting environmentally sustainable practices in the community**

3.2.1 A fund is available to support community-based environmental improvement actions.

3.2.2 A locally appropriate solid waste management system exists that applies avoid, reduce, reuse, recycle principles and hygienic handling of putrescible waste (e.g., composting).

3.2.3 Locally appropriate wastewater management uses technologies that minimise risk to human health and environmental impact.

3.2.4 Practices ensure that all rules, regulations and laws relevant to environmental protection are followed.

3.2.5 Solid waste generation is actively discouraged (e.g., through encouraging refilling of water bottles with treated water).

3.2.6 Environmental information and education programs are available for hosts, guests and the community.

3.2.7 Low carbon energy sources are used within the CBT area.

3.2.8 Plastic free concept is actively encouraged to apply within the community.

## **4.0 Standards for encouraging interaction between the local community and guests**

### **4.1 Standards for guest and local interaction**

- 4.1.1 Environmental and cultural information is included in the interpretation of the community and its surroundings.
- 4.1.2 Policies and actions ensure safety and security for visitors.
- 4.1.3 Codes of conduct exist for community, hosts and guests.
- 4.1.4 Tourist expectations are managed by providing accurate information in marketing initiatives.
- 4.1.5 A quality control and improvement system exists, including a process to obtain visitor feedback on their CBT experiences.
- 4.1.6 A program of cross-cultural communication and understanding exists.
- 4.1.7 Opportunities exist for tourists to contribute to local activities alongside community members.
- 4.1.8 The quality control and improvement system is evaluated weekly and reported annually to Community members.
- 4.1.9 Market trends and movements for future developments are followed to enhance the quality experiences for both host and guest.

### **4.2 Standards for achieving the sustainable community-based tourism products**

- 4.2.1 Transparent and fair pricing exists for visitors with adequate returns on community investments.
- 4.2.2 Positive returns on investment exist in terms of social, cultural, environmental and economic outcomes.
- 4.2.3 Target market segments are identified with their servicing needs.
- 4.2.4 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.
- 4.2.5 A targeted and cost-effective marketing program exists to attract identified markets.



## 5.0 Standards for quality tour and guiding services

### 5.1 Standards for local guide quality and expertise

5.1.1 Guides are community members or approved by a CBT Committee; they are recruited based on appropriate levels of knowledge, physical health and fitness for proposed guided activities.

5.1.2 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.

5.1.3 Guides operate within the ASEAN CBT Standards and regulations of the CBT initiative and have signed and follow the ASEAN CBT Guide's Code of Conduct (Appendix 2).

5.1.4 Guides facilitate environmentally, socially and culturally relevant and sensitive experiences for visitors that are protective of natural and cultural resources and values.

5.1.5 Guides have access to ongoing capacity building and training opportunities to increase their skills and knowledge of:

- sustainable tourism,
- interpretative guiding,
- group management,
- customer care/service,
- communication (including cross cultural awareness/communication and verbal and non-verbal communication);
- first aid and safety,
- authentic local cultural traditions, integrity, identity and values,
- environmental protection issues,
- the guidelines and regulations of the CBT initiative, and
- any other area deemed necessary by the CBT Committee.

### 5.2 Standards for ensuring the quality of tours and activities

5.2.1 Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.

5.2.2 Tours/activities ensure visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community.

5.2.3 Tours/activities have a clearly defined:

- itinerary and associated price; and
- documented booking system.

5.2.4 Tours/activities record the visitors on tours, including departure and return times.

5.2.5 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.

5.2.6 Tours operate on a cost recovery basis and yield a profit to the CBT initiative.

5.2.7 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.

5.2.8 Tours/activities respect and contribute to the promotion and preservation/conservation of local culture and natural environment and provide current and relevant cultural information.

5.2.9 Tours/activities are designed to be enjoyable, educational, participatory, organised, relevant and thematic.

5.2.10 The local (interpretative) guide to visitor ratio is not greater than 1:5-10.

5.2.11 Where relevant, tours/activities have clearly defined and documented agreements with inbound tour operators.

5.2.12 Tours/activities actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.

5.2.13 Tours provide an appropriate and specialised service for identified tourist markets and attract identified tourist markets through cost-effective means.



## 6.0 Standards for quality of food and beverage services

### 6.1 Standards for ensuring food and beverage service provider quality

6.1.1 Food and beverage providers are community members or approved by a CBT committee, and receive trainings on food hygiene and safety before qualifying as food and beverage providers.

6.1.2 Food and beverage providers possess or can demonstrate commitment to hygienic food preparation and service techniques.

6.1.3 Food and beverage providers operate within the guidelines and regulations of the CBT initiative and have signed and follow the ASEAN CBT Food and Beverage Providers Code of Conduct (Appendix 3).

6.1.4 Food and beverage providers are certified under any relevant standard produced for the purposes of improving food and beverage services.

6.1.5 Food and beverage providers provide opportunities for knowledge exchange between hosts and visitors.

6.1.6 Food and beverage providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of:

- food preparation hygiene and safety,
- nutritional meal and menu preparation,
- traditional cuisine and cooking techniques,
- hospitality and service standards,
- sustainable tourism,
- group management,
- customer care/services,
- communication (including cross cultural awareness/communication and verbal and non-verbal communication);
- first aid and safety,
- authentic local cultural traditions, integrity, identity and values,
- environmental protection issues,
- the guidelines and regulations of the CBT initiative, and
- any other area deemed necessary by the CBT Committee.

### 6.2 Standards for managing food and beverage services for quality

6.2.1 Food and beverage services are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.

6.2.2 Menus are available with associated prices (in appropriate).

6.2.3 Meals are provided at agreed times identified in consultation between food and beverage providers and the CBT committee.

6.2.4 Sufficient food is provided for visitor needs, including between-meal snacks.

6.2.5 Menus vary daily and include at least one traditional meal at each dining period.

6.2.6 Maximum use is made of fresh, organically grown food and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law.

6.2.7 Dessert and/or fruit forms part of each meal.

6.2.8 Food preparation and dining areas are maintained in a clean state at all times.

6.2.9 Food preparation and dining utensils are cleaned thoroughly before use (i.e. cleaned immediately after dining periods).

6.2.10 Food service providers wash their hands with soap in clean water before and regularly during food preparation.

6.2.11 Food is stored in clean containers, which are kept in good order.

6.2.12 Animals (domestic and pest) are kept out of food storage, cooking and dining areas.

- 6.2.13 Opportunities exist for tourists to participate in meal preparation and to learn traditional cooking techniques.
- 6.2.14 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.
- 6.2.15 Visitor dietary preferences are accommodated.
- 6.2.16 Maximum use is made of natural bio-degradable products when serving and packaging food (e.g. banana leaves).



## 7.0 Standards for quality accommodations

### 7.1 Standards for ensuring accommodation service provider quality

7.1.1 Accommodation providers are community members or approved by the CBT committee.

7.1.2 Accommodation providers demonstrate commitment to developing sound knowledge of how to deliver quality accommodation services, and local environment, culture and sustainable tourism experiences.

7.1.3 Accommodation providers operate within the guidelines and regulations of the CBT initiative and have signed and follow the ASEAN CBT Accommodation Provider's Code of Conduct (Appendix 4).

7.1.4 Accommodation providers supply safe and clean accommodation opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.

7.1.5 Accommodation providers are certified under any relevant standard produced for the purposes of improving accommodation services (e.g. ASEAN Homestay Standard).

7.1.6 Accommodation providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of:

- accommodation and housekeeping services,
- food preparation hygiene,
- hospitality and service standards,
- sustainable tourism,
- group management,
- customer care/service,
- communication (including cross cultural awareness/communication and verbal and non-verbal communication);
- first aid and safety,
- authentic local cultural traditions, integrity, identity and values,
- environmental protection,
- the guidelines and regulations of the CBT initiative, and
- any other area deemed necessary by the CBT Committee.

### 7.2 Standards for managing accommodations to ensure quality

7.2.1 Accommodations are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.

7.2.2 A clearly defined and documented visitor booking system exists for visitors to the CBT central area and accommodations.

7.2.3 An up-to-date log of arrivals, departures and returns to the CBT central area is maintained.

7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.

7.2.5 Purpose-built structures for visitor use are attractive and appropriate to meeting tourist expectations and basic safety standards.

7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations.

7.2.7 All accommodations, especially bathrooms and toilets, are thoroughly cleaned and serviced daily.

7.2.8 Bathrooms and toilets include a tank or adequate fresh, clean water, soap and cup; toilets include toilet paper and a sanitary bin.

7.2.9 Toilets are of either squatting or sitting, and flushing or composting type, with consideration given to client preferences and local norms.

7.2.10 The CBT area is maintained in a clean condition that minimises threats from dangerous species.

7.2.11 Materials are available to cover basic communication needs between hosts and guests.

7.2.12 A torch is available for night use in all accommodations and structures built for visitor use.



- 7.2.13 All CBT accommodations 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).
- 7.2.14 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.
- 7.2.15 All CBT accommodations and visitor use areas include a first aid kit for guest and staff use and checked weekly for completeness or replenished on use.
- 7.2.16 All CBT accommodations and visitor use areas apply all appropriate standards of hygiene and cleanliness stated in the food and beverage section of these standards when including meals in the accommodation.
- 7.2.17 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
- 7.2.18 Subject to functional requirements, built structures for visitors reflect local building traditions and architect.
- 7.2.19 Built structures for visitors are clearly identified at the location with guide signs as required (this particularly applies to accommodation and any special tourist use areas).
- 7.2.20 Built structures do not include wild animal decoration, except where part of an interpretive display or part of local custom.
- 7.2.21 Adequate lighting and ventilation is provided inside all built structures for visitor use.
- 7.2.22 Structures are not placed within 20metres of any natural or cultural attraction or significant site, unless historically in that location or for cultural reasons.
- 7.2.23 Farm animals cannot enter structures used by visitors.
- 7.2.24 Parking and signage are available for visitor use and orientation.
- 7.2.25 All CBT accommodation providers are trained in basic first aid and are therefore competent in using first aid kits.
- 7.2.26 All CBT accommodation and visitor use areas have documented fire and emergency procedures, displayed in prominent positions.
- 7.2.27 The family and cross-culture experience is emphasised.



## **8.0 Standards for ensuring the performance of (in-bound) CBT Friendly Tour Operators (FTO)**

### **8.1 Standards for FTO commitment to CBT ideals**

- 8.1.1 FTOs meet all necessary license and permit requirements.
- 8.1.2 Clearly defined and documented agreements exist between FTOs and the CBT Committee, requiring FTOs and staff to operate within the guidelines and regulations of the CBT initiative.
- 8.1.3 FTOs and staff have signed and follow the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5).
- 8.1.4 Where available, FTOs are members of an appropriate professional organisation.
- 8.1.5 FTOs and staff demonstrate commitment to developing, sound knowledge of sustainable tourism and how to deliver quality tour services relating to experiencing local environments, cultures and livelihoods.
- 8.1.6 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.
- 8.1.7 FTOs provide employees dealing with communities regular training on CBT and ecotourism (e.g. one day a year/paid).
- 8.1.8 FTOs cooperate with natural and cultural heritage conservation organizations, authorities and local NGOs as required.

### **8.2 Standards for FTO contributions to community and nature protection**

- 8.2.1 FTOs demonstrate respect for CBT regulations and recommendations for behaviour in environmentally sensitive areas and while in the community.
- 8.2.2 FTOs and staff have a sound knowledge and understanding of the specific CBT site and local conditions.
- 8.2.3 FTOs demonstrate best practice environmental management in their operations (e.g., use of energy efficient products, waste minimisation and recycling).
- 8.2.4 FTOs minimises motorized transportation, especially in CBT areas.
- 8.2.5 FTOs consult with the CBT Committee and the community if there is a risk that activities might result in direct environmental or social impact.
- 8.2.6 FTOs take away all solid waste generated from products it brings into the CBT area.
- 8.2.7 FTOs provide visitors with nature, culture and community experiences that respect and apply a minimized disturbance policy.
- 8.2.8 FTOs and staff are actively involved in, or contribute to, CBT projects.
- 8.2.9 FTOs work with the community to improve community services and products offered by providing client feedback information.
- 8.2.10 FTOs support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people.
- 8.2.11 To the greatest extent possible, FTOs use eco-friendly accommodation and services prior to and after visiting the CBT area.

### **8.3 Standards for FTOs support for the local economy**

- 8.3.1 FTOs maximise use and purchase of local and CBT products and services (e.g. accommodation, transport in and out, activities, food, souvenirs, etc.).
- 8.3.2 FTOs have an agreement or contract with the community on CBT products, prices and procedures.
- 8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.
- 8.3.4 FTOs, staff and clients contribute to, or take part in, local development work (e.g., village projects, education, maintenance of local roads etc.).

#### **8.4 Standards for FTOs promotion of joy of discovery, knowledge and respect**

8.4.1 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.

8.4.2 FTOs explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage.

8.4.3 Through agreement with the CBT Committee, 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.

8.4.4 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.

8.4.5 FTOs provide accurate pre-tour information to clients about the tour and the CBT area, a list of needed equipment and codes of conduct.

#### **8.5 Standards for FTOs providing satisfying and safe experiences for tourists and the community**

8.5.1 FTOs encourage their clients to have travel insurance cover.

8.5.2 FTOs ensure high risk activities are guided by specifically trained and skilled staffs, assisted by CBT guides.

8.5.3 FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas and activities.

8.5.4 FTO staffs are trained in first aid, including CPR.

8.5.5 FTOs are able to demonstrate their efforts in improving the quality of their operation through reporting of visitor satisfaction from client feedback surveys.



## **9.0 Standards for safety and hygiene**

### **9.1 Standards for safety and hygiene measures in the community**

- 9.1.1 Establish a team to promote and monitor the implementation of safety and hygiene measures.
- 9.1.2 Identify the target group for promoting and evaluating the promotion of safety and hygiene measures and monitoring the implementation.
- 9.1.3 Prepare leaflets and announcements regarding the measures of competent institutions.

### **9.2 Standards for effective implementation of risk management mechanism**

- 9.2.1 Establish a team to deliver timely and effective response to emergency case.
- 9.2.2 A risk management mechanism for the community exists.
- 9.2.3 Duties and roles of the members of risk management group are clearly defined.

## **10.0 Standards for promoting innovation, creativity and technology usage in the community**

### **10.1 Standards for encouraging the implementation of initiatives**

- 10.1.1 Establish a working group to present the implementation of new ideas to community members.
- 10.1.2 Encourage and provide technical support for the implementation of new ideas.

### **10.2 Standards for better knowledge and adoption of technology**

- 10.2.1 Provide training on digital system usage and technology to community members.
- 10.2.2 Encourage usage and update of technology the community operation management.
- 10.2.3 Evaluate and monitor technology usage in the community in order to improve digital operation management.

### **10.3 Standards for better skills development**

- 10.3.1 Provide upskilling and reskilling trainings (e.g. innovation, entrepreneurship skills, and new technology).
- 10.3.2 Promote and encourage community members to take vocational training and further education.

### **10.4 Standards for ensuring creativity and new creations**

- 10.4.1 Plans to encourage initiatives and new creations exist in the community.
- 10.4.2 Organise competitions and awards for creativity and new ideas in the community.



## Appendix 1

### ASEAN CBT Member's Code of Conduct

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#### My commitment to on-going learning and effective communication

- I will actively seek to increase my knowledge of and expertise in the area of CBT visitor service with which I am involved. (Mandatory)
- I will actively seek to increase my knowledge of: (1) group/visitor management techniques, (2) communication techniques (including cross-cultural awareness/communication and verbal and non-verbal communication), and (3) first aid and safety. (Mandatory)
- I will actively seek to increase my knowledge of the local environment and culture: including history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles. (Mandatory)
- I will ensure current and relevant environmental and cultural information, especially local identity is included where required during my interactions with visitors. (Mandatory)

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#### My commitment to ethical practices

- I will be friendly, courteous and honest when dealing with the community and visitors. (Mandatory)
- I will demonstrate pride in representing my community and provide a role model for other community members. (Mandatory)
- I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I will support principles of gender equity and social inclusion. (Mandatory)
- I will respect the right of all other CBT members to share equally in opportunities for their involvement in income generating activities. (Mandatory)

---

#### My commitment to natural and cultural heritage protection

- I will respect and contribute to the promotion and preservation/conservation of local culture and natural environments. (Mandatory)
- I will ensure visitors observe CBT Standards at all times when interacting with the culture, natural environment and people of the community in the interests of avoiding or minimising negative impacts. (Mandatory)
- I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members. (Mandatory)
- I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, reuse, recycle principles. (Mandatory)
- I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection or codes of conduct are followed. (Mandatory)

---

#### My commitment to visitor care and safety

- I will adhere to all CBT approved policies and codes of conduct regarding safety and security of visitors. (Mandatory)
- I will be aware of the nearest first aid kit at all times when interacting with visitors. (Mandatory)
- As required, I will wear a uniform or carry an ID card when interacting with visitors.
- I will be prepared to efficiently communicate with a responsible third party in the event of emergencies or accidents. (Mandatory)

---

#### My commitment to provide quality service and continuous improvement

- I will provide professional service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory)
  - I will never be under the influence of illegal substances. (Mandatory)
  - I will never be under the influence of alcohol or any intoxicating substances prior to and/or during an activity (except when culturally appropriate). (Mandatory)
  - I will actively seek feedback on visitor experience satisfaction and the activity with which I am involved. (Mandatory)
  - I will demonstrate commitment to this ASEAN CBT Member's Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)
-

## Appendix 2

### ASEAN CBT Guide's Code of Conduct

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#### **I will conform to the CBT Member's Code of Conduct by:**

- committing to on-going learning and improving my communication skills, particularly in the area of interpretive guiding; (Mandatory)
  - adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
  - contributing to the protection and presentation of my community's natural and cultural assets, traditions and local identity by providing cultural and natural environment awareness raising and education activities for visitors and the host community; (Mandatory)
  - following all CBT approved policies and codes of conduct regarding safety and security of visitors; (Mandatory)
  - providing a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of guiding services. (Mandatory)
- 

#### **My commitment to ensuring the quality of tours and visitor activities**

##### ***Visitor briefing***

- I will inform visitors of the tour/activity itinerary, level of difficulty and possible hazards and safety precautions. (Mandatory)
- I will inform visitors of regulations or rules that apply to their conduct on the tour. (Mandatory)
- I will inform visitors of opportunities to participate in the satisfaction feedback process.

##### ***Tour/activity content***

- I will ensure tours/activities with which I am associated are designed to be enjoyable, educational, participatory, organised, relevant and thematic.
- I will ensure tours/activities with which I am associated respect and contribute to the promotion and preservation/conservation of local culture and natural environment.
- To minimise negative impacts, I will make necessary efforts to ensure that visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community. (Mandatory)
- I will ensure tours/activities with which I am associated include relevant cultural information in the interpretation of the community and its surroundings.
- I will ensure tours/activities with which I am associated provide cultural and natural environment awareness raising and education for visitors and the host community.
- I will ensure tours/activities with which I am associated actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.
- I will ensure tours/activities with which I am associated demonstrate practical waste management including the application of avoid, reduce, reuse, recycle principles.

##### ***Tour/activity conclusion***

- I will invite visitors to participate in the satisfaction feedback process.
  - I will encourage visitors to participate in other CBT tours/activities. (Mandatory)
  - I will conclude the tour/activity with an expression of my pride in representing the community and a wish for visitors to have a pleasant stay within the community and for the rest of their visit/holiday. (Mandatory)
  - I will demonstrate commitment to this ASEAN CBT Guide's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)
-



## Appendix 3

### ASEAN CBT Food and Beverage Service Provider's Code of Conduct

#### I will conform to the CBT Member's Code of Conduct by:

- committing to on-going learning and improving my communication skills, particularly in the area of quality food and beverage services; (Mandatory)
- adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
- contributing to the protection and presentation of my community's natural and cultural assets and traditions by providing and demonstrating traditional cooking practices; (Mandatory)
- following all CBT approved policies and codes of conduct regarding safety and security of visitors; (Mandatory)
- providing a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of food and beverage services. (Mandatory)

#### My commitment to providing quality food and beverage services

##### *Provision of meals*

- I will provide meals to CBT visitors at agreed times identified in consultation with the CBT Committee. (Mandatory)
- I will advise visitors in advance for the price of meals. (Mandatory)
- I will accommodate visitor dietary preferences.
- I will provide sufficient food for visitor needs, including between-meal snacks. (Mandatory)
- I will make maximum use of organically grown food, and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law. (Mandatory)
- I will make maximum use of natural bio-degradable products when serving and packaging food (e.g. banana leaves).
- I will ensure the menu varies daily to promote local custom and traditional cuisine and provide variety for visitors. (Mandatory)
- I will emphasise local custom and traditional cuisine by providing at least one traditional meal at each dining period. (Mandatory)
- I will provide dessert and/or fruit as part of each meal. (Mandatory)

##### *Maintaining hygiene standards*

- I will ensure animals are kept away from food storage, cooking and dining areas. (Mandatory)
- I will ensure treated or boiled water is available for use in food preparation (e.g. washing raw salad vegetables) and cleaning. (Mandatory)
- I will ensure clean water and soap are available in food preparation areas. (Mandatory)
- I will regularly wash my hands with soap before handling food and during cooking. (Mandatory)
- I will ensure cooking areas are maintained in a clean state (e.g. cleaned after each food preparation activity). (Mandatory)
- I will ensure food preparation and dining materials (e.g. utensils) are cleaned thoroughly before use. (Mandatory)
- I will ensure food storage facilities are cleaned on a daily basis and kept in a good order. (Mandatory)
- I will ensure all foodstuffs used on the premises are stored in hygienic containers. (Mandatory)
- I will ensure pests and vermin are controlled in all food preparation and storage areas. (Mandatory)

##### *Experience exchange*

- I will ensure opportunities exist for tourists to participate in my cooking activities and learn traditional cooking techniques.
- I will encourage visitors to share recipes and cooking techniques with me.
- I will demonstrate commitment to this ASEAN CBT Food Service Provider's Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)



## Appendix 4

### ASEAN CBT Accommodation Provider's Code of Conduct

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#### **I will conform to the CBT Member's Code of Conduct by:**

- committing to on-going learning and improving my communication skills, particularly in the area of accommodation and homestay services; (Mandatory)
- adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
- contributing to the protection and presentation of my community's natural and cultural assets and traditions by providing and demonstrating community lifestyle experiences to visitors through the provision of accommodation and homestay services; (Mandatory)
- following all CBT approved policies and codes of conduct regarding safety and security of visitors; (Mandatory)
- providing a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of guiding services. (Mandatory)

#### **My commitment to providing quality accommodation**

- I will maintain a visitor booking system that includes an up-to-date log of arrivals, departures and returns to my accommodation. (Mandatory)
- I will provide opportunities for guests to have an enjoyable cross-culture experience and an insight to community and family life. (Mandatory)
- I will provide materials to cover basic communication needs with my guests. (Mandatory)
- I will maintain my accommodation area in a safe condition that minimises threats from dangerous species. (Mandatory)
- I will ensure my domestic animals are healthy. (Mandatory)
- I will maintain an effective means of communicating (e.g. cell phone) with a responsible third party in the event of emergencies or accidents. (Mandatory)
- Unless part of customary practice, I will not include wildlife decorations in guest accommodation. (Mandatory)
- I will ensure adequate lighting and ventilation is provided inside guest use areas. (Mandatory)

#### **Guest sleeping areas**

- I will ensure guest sleeping areas are available to guests at all times. (Mandatory)
- I will ensure guest sleeping areas are designed to allow privacy (e.g. partitioned). (Mandatory)
- I will keep guest sleeping areas clean and tidy through daily servicing. (Mandatory)
- I will provide clean bed linen, blanket, mat for each new letting. (Mandatory)
- I will provide an arrival welcome 'gift' (e.g. locally produced craft) and a daily demonstration of local tradition (e.g. flower, fruit). (Mandatory)
- I will provide a clean mosquito net for guest use as required and regularly spray to minimise insect pests. (Mandatory)

#### **Bathrooms and toilets**

- I will include in the bathroom and toilet adequate privacy and ventilation, a tank or jar of fresh, clean water, soap, a cup, toilet paper and a sanitary bin. (Mandatory)
- I will thoroughly clean and service the bathroom/toilet daily. (Mandatory)

#### **Safety and hygiene**

- If I supply food or meals, I will meet the hygiene requirements identified in the CBT Food and Beverage Provider's Code of Conduct. (Mandatory)
- I will provide and be able to use a first aid kit for guest use and check it weekly for completeness or replenished on use. (Mandatory)
- I will provide a torch for night use by visitors. (Mandatory)
- I will demonstrate commitment to this ASEAN CBT Accommodation Provider's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)



## Appendix 5

### ASEAN CBT Friendly Tour Operator's (FTO) Code of Conduct

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#### My commitment to on-going learning and effective communication

- I will actively seek to increase my knowledge of and expertise in all areas of CBT visitor service with which I am involved. (Mandatory)
- I will actively seek to increase my knowledge of: (1) sustainable tourism, (2) group management techniques, (3) customer care/service, (4) communication techniques (including cross-cultural awareness/communication and verbal and non-verbal communication), (5) first aid and safety, and (6) cultural and environmental issues. (Mandatory)
- I will actively seek to increase my knowledge of the local environment and culture: including history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles. (Mandatory)
- I will ensure current and relevant environmental and cultural information is included where required during my interactions with visitors. (Mandatory)
- I will actively seek to improve my verbal and non-verbal communication skills to improve the quality of visitor experiences. (Mandatory)

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#### My commitment to ethical practices

- I will be friendly, courteous and honest when dealing with the community and visitors. (Mandatory)
- I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I will support principles of gender equity and social inclusion. (Mandatory)
- I will respect the right of CBT members to share in opportunities for their involvement in tourism related income generating activities. (Mandatory)

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#### My commitment to natural and cultural heritage protection

- I will respect and contribute to the promotion and preservation/conservation of local culture and natural environments. (Mandatory)
- I will ensure my clients observe CBT standards for interacting with the culture, natural environment and people of the community in the interests of avoiding or minimising negative impacts. (Mandatory)
- I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members. (Mandatory)
- I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, reuse, recycle principles. (Mandatory)
- I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection or codes of conduct are followed. (Mandatory)

---

#### My commitment to visitor care and safety

- I will adhere to all CBT approved policies and codes of conduct regarding safety and security of visitors. (Mandatory)
- I will be aware of the nearest first aid kit at all times when interacting with visitors. (Mandatory)
- As appropriate, I will wear a uniform and carry an ID card at all times when interacting with visitors.
- I will be prepared to efficiently communicate with a responsible third party (i.e. use of portable radios, cell phones, flares or other means of attracting attention), in the event of emergencies or accidents. (Mandatory)

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#### My commitment to providing quality service and continual improvement

- I will provide a quality service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory)
- I will never be under the influence of alcohol or drugs or any other intoxicating substances prior to and/or during my visit to the CBT initiative. (Mandatory)
- I will actively seek feedback on visitor experience satisfaction and all activity with which I am involved. (Mandatory)

---

#### My commitment to the CBT initiative

- I will abide by the rules, regulations and practice requirements of the local community. (Mandatory)
- I will demonstrate support of the CBT initiative and community by making maximum use of CBT services and being actively involved in, or contributing to, CBT projects. (Mandatory)

- I will develop a sound knowledge and understanding of the specific CBT site and local conditions, especially cultural and natural values, and transfer this knowledge to my clients and fellow staff, especially guides and tour leaders. (Mandatory)
- I will respect community traditions, CBT regulations and requirements for use of environmentally sensitive areas and in-community behaviour. (Mandatory)
- I will consult with the CBT Committee and the community if there is a risk that activities might contribute to direct environmental damage. (Mandatory)
- I will monitor and provide feedback to the CBT Committee on activities based upon ecologically sustainable and ethically acceptable usage of community resources. (Mandatory)
- I will take away all solid waste generated by my clients from products I bring into the CBT area. (Mandatory)
- I will minimise use of motorized transportation, especially in CBT areas. (Mandatory)
- In cooperation with local guides, I will deliver high quality guiding and culture/nature interpretation and generate respect for the destinations' cultural and natural values. (Mandatory)
- I will explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage. (Mandatory)

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***For the CBT FTO operator/owner***

- Through agreement with the CBT Committee, I will limit group size based on the carrying capacity of the site and the objective of delivering quality experiences to clients that minimises impact on the community. (Mandatory)
  - I will support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people.
  - I will meet all necessary licenses and permit requirements. (Mandatory)
  - I will actively encourage my clients to have travel insurance cover. (Mandatory)
  - I will practice responsible marketing, which creates appropriate customer expectations of the CBT experience and activities. (Mandatory)
  - I will conduct my business with honesty and ethical behaviours. (Mandatory)
  - I will ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides. (Mandatory)
  - I will ensure staff are trained in first aid, including CPR.
  - I will have in place a post-trip customer feed-back system and provide a summary report to the CBT Committee after each visit to the CBT initiative.
  - I will maintain membership of a relevant professional tourism organisation, if available. (Mandatory)
  - To the greatest extent possible, I will use eco-friendly accommodation and services prior to and after visiting the CBT area.
  - I will provide accurate pre-tour information to clients about the tour and the CBT initiative, a list of needed equipment and codes of conduct when in the CBT area.
- 
- I will demonstrate commitment to this ASEAN CBT Friendly Tour Operator's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)
-



# **2<sup>nd</sup> EDITION OF ASEAN COMMUNITY- BASED TOURISM STANDARD**

## **PART II ASEAN COMMUNITY-BASED TOURISM STANDARD CHECKLIST**





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# 1.0 CBT Concept, Definition, and Principles

## 1.1 The CBT concept

Internationally, the economics of tourism sector is dominated by small businesses that provide goods and services to a visiting tourist clientele. Community-based tourism (CBT) is an alternative form of tourism that seeks to empower communities to manage tourism growth and achieve community aspirations relating to their well-being, and includes economically, socially and environmentally sustainable development. Therefore, CBT not only involves a partnership between tourism businesses and the community to deliver benefits to both, but also involves community (and external) support for small tourism enterprises, which in turn commit to providing support for community projects that improve collective well-being.

CBT empowers local communities to determine and secure their socio-economic futures through fee-for-service activities that usually: present and celebrate local traditions and lifestyle; conserve natural and cultural resources; and foster equitable and mutually beneficial host-guest interaction. CBT usually caters for niche markets such as adventure tourism, cultural tourism, eco-tourism and agri-tourism, but draws on local products and services to spread the economic benefit from engaging in tourism.

### 1.1.1 CBT definition

Community Based Tourism (CBT) is tourism activity, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources.

### 1.1.2 CBT principles

Based on the above definition, CBT must:

11. involve and empower community participation in setting direction and decision-making,
12. develop partnerships with relevant stakeholders,
13. register with and obtain recognition from relevant authorities,
14. improve social well-being and quality of life,
15. establish a fair and transparent benefit sharing mechanism,
16. enhance local supply chains,
17. honor and preserve local identities, culture and traditions,
18. promote environmentally sustainable practices within the community
19. respect different cultures and human dignity
20. work towards financial self-sufficiency.

These principles are integrated in the performance standards as criteria, sub-criteria and indicators.



## 2.0 CBT checklist concept

### 2.1 Objectives and uses of the checklist

The ASEAN Community Based Tourism (CBT) Checklist is based on the ASEAN CBT Standard.

The objective of this Checklist is to enable assessment of the performance and achievement of CBT initiatives in the ASEAN region. Assessment is based on the degree to which a CBT initiative meets the quality requirements specified in the ASEAN CBT Standard.

The Checklist was developed as a practical tool for CBT Committees, communities and assessors to evaluate the performance of a CBT initiative and for determining its qualification as an ASEAN CBT initiative. As well as being a tool for certification, the Checklist can be used by CBT Committees and product providers as a self-administered test to identify short-comings in their current tourist services and take the necessary actions to improve the quality of their CBT operations.

### 2.2 ASEAN CBT Checklist scope

The CBT Standard and Checklist provide umbrella performance indicators for the coordinated management of tourism products offered by communities under the organisation of a CBT Committee. Specific product standards adopted by ASEAN and relevant to CBT initiatives (e.g., the ASEAN Homestay Standard) form an integral part of the CBT Standard.

The intent of the CBT standards is not to exclude communities from being recognised as ASEAN community-based tourism initiatives, but to provide direction to communities on the quality of service needed to assure tourists that they can expect a consistent level of quality and service across ASEAN-endorsed CBT initiatives.

#### Codes of conduct

Included with, and forming part of the Standard are Codes of Conduct for CBT Members, Guides, Food and Beverage Service Providers, Accommodation Providers and Friendly Tour Operators (Appendices 1 to 5).

### 2.3 Checklist definitions

Assessment criteria	Criteria (see below) and sub-criteria are situations or outcomes desired for a CBT initiative. Meeting of each criterion or sub-criterion is determined by assessment of indicators (see below). Assessment of indicators is based on judgement of compliance levels.
CBT accommodation	Any structure and its surrounds provided within the CBT area for use by visitors. It includes home stay accommodation and central facilities.
CBT Accommodation Providers	CBT Members who provide accommodation services, including homestay, for visitors to a CBT area and who have committed to the ASEAN CBT Accommodation Provider's Code of Conduct (Appendix 4).
CBT Administration Authority	An organisation in each ASEAN country given the responsibility by government of supporting CBT initiatives and administration of CBT assessments. This organisation may be the Government's tourism organisation or National Tourism Organisation.
CBT central area	An area or building established for welcoming visitors and administrative functions of the CBT initiative.
CBT Committee	Shortened version of Community Based Tourism Management Committee, which consists of CBT Members elected by the community to represent their interests in CBT initiatives, and coordinate and manage related activities.
CBT Food and Beverage Providers	CBT Members who provide food and beverage services for visitors to a CBT area and who have committed to the ASEAN CBT Food and Beverage Provider's Code of Conduct (Appendix 3).





CBT Friendly Tour Operator (FTO)	A responsible tour operator who: (1) brings tourists to a CBT area; (2) demonstrates care for the sustainability of nature and culture of the CBT area; (3) supports the economic and social development of the local community; and who has committed to the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5).
CBT initiative	Any activity or group of activities undertaken by the CBT Members and managed by the CBT Committee.
CBT Guides	CBT Members who provide tours and activities for visitors to a CBT area and who have committed to the ASEAN CBT Guide's Code of Conduct (Appendix 2).
CBT Members	Members of a community who participate in CBT Committee activities and who have committed to the CBT Members Code of Conduct (Appendix 1).
CBT stakeholders	Any individual, group, or organization that can affect or can be affected by CBT initiatives.
Criterion (plural criteria)	A desired outcome or condition of a CBT operation that can be assessed. Criteria can be divided into sub-criteria to suggest objectives or conditions needed to fulfil the desired outcome.
Compliance level	The degree to which the nominated state of an indicator is met.
Evidence	Proof that a CBT indicator is being achieved. Evidence may include quantitative measures (e.g. the level of profit identified in a financial statement may suggest the economic viability of a CBT activity) or qualitative measures (e.g. the level of community support may suggest the social viability of a CBT activity).
Government Tourism Organisation	The highest level of tourism administration established by each ASEAN state (e.g., Ministry, Department, National Tourism Organisation)
Indicator	A condition that reflects a CBT criterion or sub-criterion.
Independent Auditor	<p>An appointee of the CBT Administration Authority, but not from government, appointed for the purposes of auditing CBT compliance with the ASEAN CBT Standards. They can be a tourism industry representative, an academic, a CBT committee member from an existing certified CBT initiative, or any person acknowledged by the CBT Administration Authority as having sufficient experience to provide objective advice and recommendations. Independent Auditors should have a relevant tourism qualification and at least 10-years' experience in the tourism sector.</p> <p>Independent Auditors will receive training on the ASEAN CBT Standards and the certification process.</p> <p>Independent auditors may be assisted by a government representative to ensure relevant laws and regulations that apply to CBTs are given appropriate consideration.</p>
Measure	Something that reflects the state of a CBT indicator. A measure may be quantitative (e.g., a count of something compared with a benchmark) or qualitative (e.g., the quality and extent of systems and procedures for assuring effective management).

## 2.4 Prerequisite entry requirement to ASEAN CBT Standard certification

For a CBT initiative in the ASEAN region to qualify for assessment and certification, it must meet the following conditions:



10 | ASEAN COMMUNITY BASED TOURISM STANDARD - Checklist

- h. an elected CBT Committee exists that can represent community interests outside the community and coordinate CBT activities within the community; and
- i. CBT Committee members must be free of a criminal record; and
- j. the CBT initiative includes CBT Members or Member sub-committees responsible for specific tourism products and services; and
- k. the CBT Committee has completed a self-assessment (using this Checklist); and
- l. the CBT initiative has been registered with the nominated home country CBT Administration Authority, based on the self-assessment; and
- m. the CBT initiative has been registered or has been operating for at least one year; and
- n. the CBT initiative has been endorsed by the CBT Administration Authority for assessment towards certification.



### 3.0 CBT Performance Criteria Summary

To evaluate the quality and performance of CBT initiatives, the ASEAN CBT Standard has been converted to a Checklist. The Checklist is divided into 10 criteria, 29 Sub-criteria and 188 Indicators. 88 of the indicators are Minimum requirements, 54 are Advanced requirements and 36 are Best practice requirements (Table 1). These are used in the ASEAN Certification process. It is expected that CBT initiatives will seek to fully comply with all requirements over time.

**Table 1 Summary criteria and indicators for ASEAN CBT initiatives**

Criteria	Sub-criteria	Indicators			
		Minimum requirements	Advanced requirements	Best practice requirements	Total
1. Community ownership and management	1.1 Effective & transparent governance arrangements exist	5	2	0	7
	1.2 Legitimate establishment	2	0	0	2
	1.3 Effective and transparent management exists	5	2	1	8
	1.4 Effective partnerships exist	2	2	1	5
	Sub-total	14	6	2	22
2. Contribution to social well-being and quality of life	2.1 Human dignity is maintained	2	1	1	4
	2.2 Benefits and costs are shared equitably	1	1	1	3
	2.3 Local supply chains are enhanced and links exist to regional economies	2	1	1	4
	2.4 Local identity and cultural integrity is maintained, and valued cultural traditions are enriched	4	2	2	8
	Sub-total	9	5	5	19
3. Contribution to conserve & promote sustainable environment	3.1 Natural resources are conserved	1	2	1	4
	3.2 Environmentally sustainable practices are promoted	4	1	3	8
	Sub-total	5	3	4	12
4. Encouragement of interaction between the local community & guests	4.1 Guest and local community interaction exists	2	3	4	9
	4.2 Sustainability of Community-Based Tourism products	1	1	3	5
	Sub-total	3	4	7	14
5. Quality tour and guiding services	5.1 Ensuring local guide quality and expertise	3	1	1	5
	5.2 Managing tours and activities to ensure quality	5	4	4	13
	Sub-total	8	5	5	18
6. Quality food and beverage services	6.1 Ensuring food and beverage service provider quality	3	2	1	6
	6.2 Managed food and beverage services to ensure quality	12	3	1	16
	Sub-total	15	5	2	22
7. Quality accommodations	7.1 Ensuring accommodation service provider quality	4	1	1	6
	7.2 Managing accommodations to ensure quality	16	10	1	27
	Sub-total	20	11	2	33
8. Performance of CBT Friendly Tour Operators	8.1 Commitment to CBT ideals	4	2	2	8
	8.2 Contribution to community and nature protection	4	5	2	11
	8.3 Support for the local economy	2	1	1	4
	8.4 Promotion of joy of discovery, knowledge and respect	3	2	0	5
	8.5 Satisfying & safe experiences for tourists & community	2	2	1	5
	Sub-total	15	12	6	33
9. Safety and hygiene in the community	9.1 Ensuring safety and hygiene measures in the community	1	1	1	3
	9.2 Implementing effective risk management mechanism	1	1	1	3
	Sub-total	2	2	2	6



Criteria	Sub-criteria	Indicators			
		Minimum requirements	Advanced requirements	Best practice requirements	Total
10. Innovation, creativity and technology usage in the community	10.1 Encouraging the implementation of initiatives	2	0	0	2
	10.2 Providing better knowledge and adopting technology	1	1	1	3
	10.3 Developing better skills	2	0	0	2
	10.4 Ensuring creativity and new creations	2	0	0	2
	Sub-total	7	1	1	9
	Total	98	54	36	188



## 4.0 CBT registration, endorsement and certification processes

Application of the ASEAN CBT Standard to specific CBT initiatives involves registration with, and endorsement by, an in-country CBT Administration Authority, and for certification, under the auspices of ASEAN, through the National Tourism Organisation (Figure 1). Each process aims to encourage learning and improvement in performance. Each process element involves evaluation of performance against indicators of criteria; the achievement of which, suggests that a CBT initiative is conforming to the ASEAN CBT Standard. Evaluation is through either self-assessment or by an independent auditor. A key element of the processes is Community Member (and others) compliance with Codes of Conduct. These indicate behaviours that individuals should adopt to meet the ideals of CBT and contribute to the overall performance of the CBT initiative.

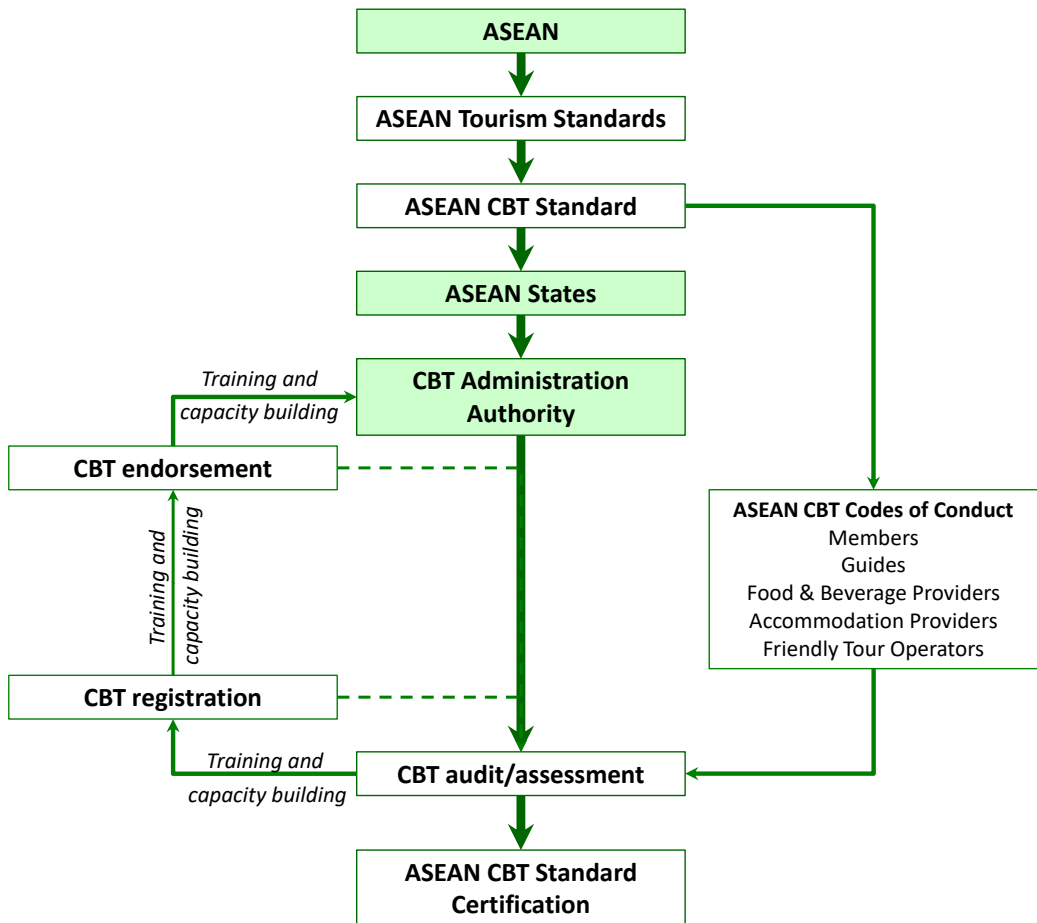


Figure 1 Summary of process towards Certification of a CBT initiative as meeting ASEAN CBT Standards



### 4.1 CBT initiative registration process

CBT initiatives are registered formally by an in-country CBT Administration Authority towards endorsement when the CBT initiative fully complies with at least 50% of Minimum requirements and 40% of Advanced requirements for applicable indicators in each criterion (Figure 2). Registration compliance is undertaken through self-assessment by a CBT Committee, with the assistance of the CBT Administration Authority if required. The assessment is applied at the overall CBT initiative level, not individual services. However, if multiple services are involved (e.g., home stays, guiding services), each service must meet the 50% requirement before registration. Existing CBT initiatives may proceed to endorsement or certification if they meet the required performance standards.

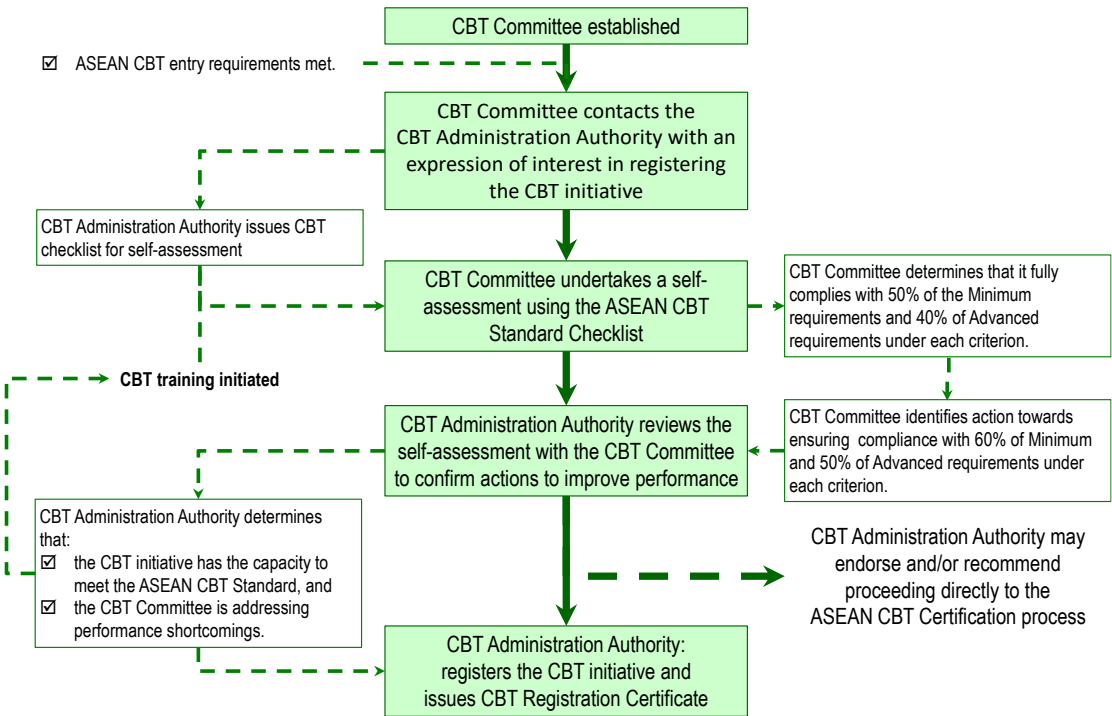


Figure 2 Process towards registration as a CBT initiative



### 4.2 CBT initiative endorsement process

CBT initiatives are endorsed by an in-country CBT Administration Authority towards proceeding to ASEAN CBT Standard certification when the CBT initiative fully complies with 60% of Minimum requirements and 50% of Advanced requirements for applicable indicators in each criterion (Figure 3). Endorsement compliance is undertaken through self-assessment by a CBT Committee, with the assistance of the CBT Administration Authority if required. The assessment is applied at the overall CBT initiative level, not individual services. However, if multiple services are involved (e.g., home stays, guiding services), 60% of Minimum and 50% of Advanced must fully comply with the requirements. Existing CBT initiatives may proceed to certification if they meet the required performance standards.

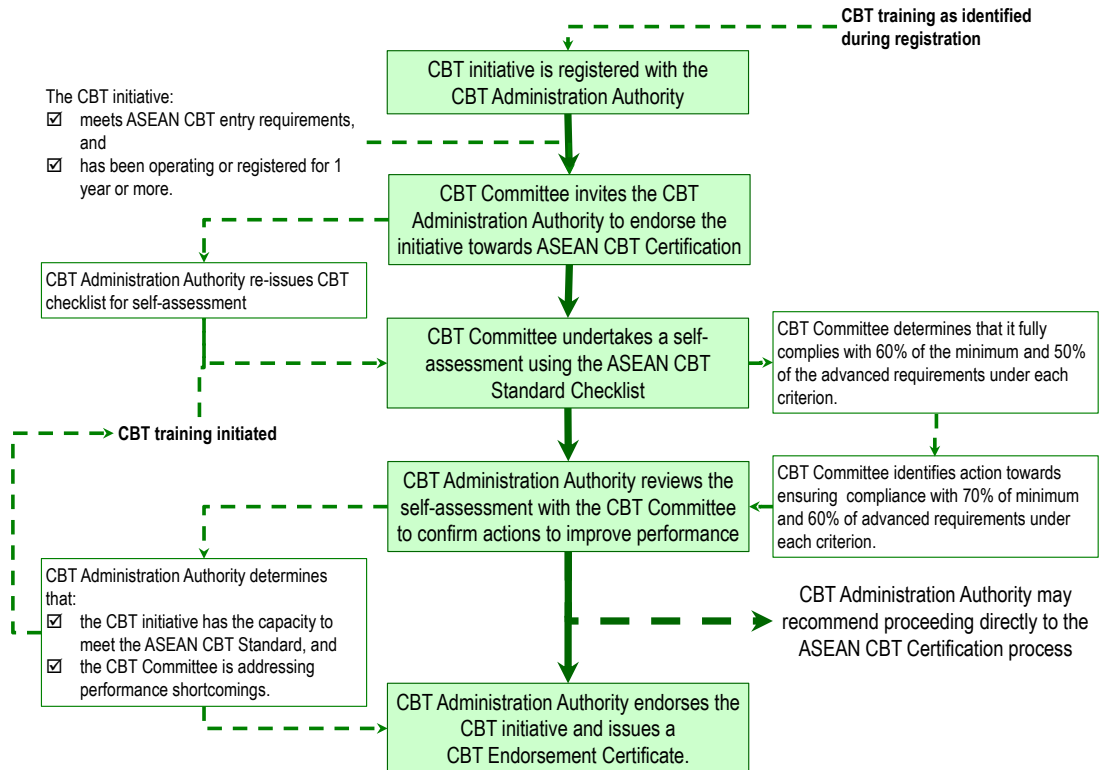


Figure 3 Process towards endorsement as a CBT initiative



### 4.3 ASEAN CBT certification process

CBT initiatives are certified by Government Tourism Organisations based on the recommendation of the CBT Administration Authority and an audit of compliance with the ASEAN CBT Standard that covers all CBT services provided by the endorsed CBT initiative (Figure 4). An Independent Auditor and a representative of the CBT Administration Authority undertake the compliance audit with the CBT committee, and report directly to the CBT Administration Authority with their recommendation.

The audit report is provided to the CBT Committee. Certification is recommended to the National Tourism Organisation when performance fully complies with 70% of relevant Minimum requirements and 60% of Advanced requirements indicators in each criterion. It is expected that action is being undertaken to move towards achieving best practice requirements. The assessment is applied at the overall CBT initiative level, not individual services. However, if multiple services are involved (e.g., home stays, guiding services), 70% of these must fully comply with the Minimum requirements and 60% of Advanced requirements.

The Independent Auditor can be a tourism industry representative, an academic, a CBT committee member from an existing certified CBT initiative, or any person acknowledged by the Government Tourism Organisation as having sufficient experience to provide objective advice and recommendations.

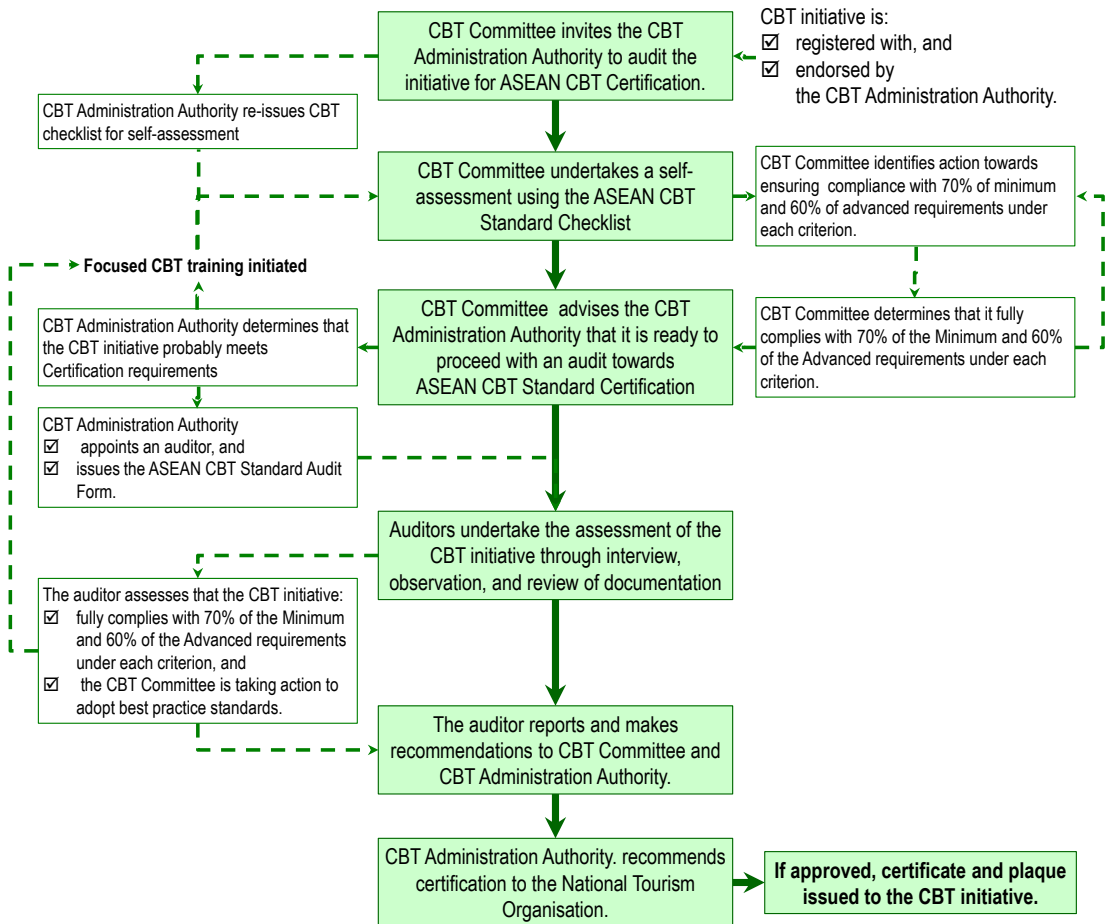


Figure 4 Process for certification under the ASEAN CBT Standard





## 5.0 Assessment of CBT Performance

### 5.1 Evidence based assessment

Assessment is evidence based. That is, evidence is required to confirm that an indicator has been achieved. Because many of the indicators ultimately require subjective assessment, more than one form of evidence is desirable. Evaluation is based on the probability that an indicator has been achieved, given the evidence.

#### Forms of evidence

Documents	Documentary evidence may include plans, reports, minutes of meetings, signed Codes of Conduct, written procedures, income and expenditure records and CBT constitutions. Where possible, the validity of documentary evidence should be able to be verified by other forms of evidence.
Observations	Observational evidence may include attendance at meetings, sighting of maintenance activity or participation in a tour or activity. Many observations can be supported by photographs.
Interviews	Interview evidence involves multiple interviewees confirming that an indicator has been achieved. The veracity of the information provided should be supported by other forms of evidence wherever possible.
Photographs	Photographic evidence can support observations, in particular. However, they are particularly useful as a record of events and practices that occur irregularly. They can also indicate change in conditions.

### 5.2 Level of compliance with indicators

Indicators are assessed on a three-point ordinal scale: Fully complies, Partly complies, Does not comply; with the option of indicating Not applicable.

Fully complies	Sufficient evidence exists to confirm the probability that the nominated state of the indicator has been achieved.
Partly complies	Insufficient evidence exists to confirm that the nominated state of the indicator has been achieved: more evidence is needed.  This also applies where multiple elements are associated with the CBT initiative (e.g., more than one home stay or guided activity). For minimum requirement indicators, unless all elements achieve the indicated standard, the indicator should be assessed as partly complying. For advanced and best practice requirements, 80% of elements should be achieving the indicated standard to be assessed as fully complying.
Does not comply'	Evidence does not exist to confirm that the nominated state of the indicator has been achieved: evidence is needed.
Not applicable	The indicator is not relevant to the CBT initiative being assessed.

### 5.3 Scoring of performance

Summary statistics (counts) are used to score the overall performance of CBT initiatives. Assessed indicator levels of performance are summed for each sub-criterion and each criterion and presented in the categories of Minimum requirements, Advanced requirements and Best practice requirements. These form the basis for progression to certification.

Registration	The CBT initiative fully complies with 50% of relevant Minimum requirements and 40% of Advanced requirements for indicators in each criterion.
Endorsement	The CBT initiative fully complies with 60% of relevant Minimum requirements and 50% of Advanced requirements for indicators in each criterion.
Certification	The CBT initiative fully complies with 70% of relevant Minimum requirements and 60% of Advanced requirements for indicators in each criterion.



### 5.4 Reporting performance

Workbooks have been prepared for the assessment of CBT performance.

The Community Workbook is for self-assessment and requires a simple ‘ticking the box’ approach and then tallying ticks.

The Audit Workbook is similar, but requires statements of what evidence is used to make the assessment.

An ‘MS Excel’ spreadsheet is available to ease the tallying and summarising.

For each sub-criterion, levels of performance are scored for each indicator, then scores are tallied (Figure 5).

**Sub-criterion 1.3: Effective and transparent management exists**

Criterion	Sub-criterion	Indicators	Fully complies	Partly complies	Does not comply	Not applicable		
Community ownership and management	Effective and transparent management operations	<i>Minimum requirements</i>						
		1.3.1. CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		1.3.2. CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1).	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		1.3.3. The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		1.3.4. The CBT initiative maximises use of goods and services provided by the community.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		1.3.5. A clear financial management system exists and is accessible to community members.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<i>Advanced requirements</i>						
		1.3.6. An annual action plan is documented and is accessible to community members.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		1.3.7. Long-term goals and objectives are documented and accessible to the community members.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<i>Best practice requirements</i>						
		1.3.8. Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
		<b>Total minimum requirements</b>			<b>4</b>	<b>1</b>		
		<b>Total advanced requirements</b>				<b>2</b>		
<b>Total best practice requirements</b>					<b>1</b>			

**Figure 5 Example tally for Sub-criterion 1.3**

These tallies for each sub-criterion are then transferred to a summary report for each criterion (Figure 6).

**Summary assessment for Criterion 1: Community ownership and management**

Sub-criteria		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 1.1: Effective and transparent governance arrangements exists	Minimum requirement count	3	1	1	
	Advanced requirement count	2			
	Best practice requirement count				
Sub-criterion 1.2: Legitimate establishment	Minimum requirement count	2			
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 1.3: Effective and transparent management exists	Minimum requirement count	4	1		
	Advanced requirement count		2		
	Best practice requirement count			1	
Sub-criterion 1.4: Effective partnerships exist	Minimum requirement count	2			
	Advanced requirement count	1			1
	Best practice requirement count				1
<b>Totals for minimum requirement indicators</b>		<b>11</b>	<b>2</b>	<b>1</b>	
<b>Totals for advanced requirement indicators</b>		<b>3</b>	<b>2</b>		<b>1</b>
<b>Totals for best practice requirement indicators</b>				<b>1</b>	<b>1</b>

**Figure 6 Example summary table for Criterion 1**

For the overall CBT initiative, criterion tallies are then transferred to a summary table (Figure 7).



**Summary assessment**

Criteria		Fully complies	Partly complies	Does not comply	Not applicable
Criterion 1: Community ownership and management	Minimum requirement count	1	2		
	Advanced requirement count	3	2		
	Best practice requirement count				1
Criterion 2: Contribution to social well-being and quality of life	Minimum requirement count	7	1		
	Advanced requirement count		3	1	1
	Best practice requirement count		1	3	
Criterion 3: Contribution to conserve and promote sustainable environment	Minimum requirement count	4	1		
	Advanced requirement count	2			1
	Best practice requirement count		3		
Criterion 4: Encouragement of interaction between the local community and guests	Minimum requirement count	2	2		
	Advanced requirement count	2	2		
	Best practice requirement count	3	1	1	1
Criterion 5: Quality tour and guiding services	Minimum requirement count	8			
	Advanced requirement count	4	2		
	Best practice requirement count		2	2	1
Criterion 6: Quality food and beverage services	Minimum requirement count	13	2		
	Advanced requirement count	2	2	1	
	Best practice requirement count		1	1	
Criterion 7: Quality accommodations	Minimum requirement count	13	2		
	Advanced requirement count	8		3	
	Best practice requirement count			2	
Criterion 8: Performance of CBT Friendly Tour Operators (CBT FTO)	Minimum requirement count	12	1	1	2
	Advanced requirement count	8		3	1
	Best practice requirement count	1	3	1	1
Criterion 9: Safety and hygiene in the community	Minimum requirement count	2			
	Advanced requirement count		1	1	
	Best practice requirement count	1	1		
Criterion 10: Innovation, creativity and technology usage in the community	Minimum requirement count	3	2		
	Advanced requirement count	1			
	Best practice requirement count	1			
<b>Totals</b>	Minimum requirement count	75	13	1	2
	Advanced requirement count	30	12	9	3
	Best practice requirement count	6	12	8	4

Figure 7 Example summary table for a CBT

**5.5 Recognition of achievement**

Each step in the process of a CBT initiative becoming certified is acknowledged with a certificate and, with certification, a plaque. Certificates are produced in laminated A4 (297mm x 210mm) card. Certification plaques are screen printed on, or etched into, A5 (210mm x 148mm) stainless steel.





  
**Certification**

This certificate acknowledges that  
*Name of community*  
has achieved the requirements for certification under the  
**ASEAN COMMUNITY BASED TOURISM STANDARD**  
**2015**

<i>Signature</i> Title National Tourism Organisation	<i>Signature</i> Chairman ASEAN Member States
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Certified as meeting the  
**ASEAN COMMUNITY BASED TOURISM STANDARD**  
2015 - 2020

<i>Signature</i> Title National Tourism Organisation	<i>Signature</i> Chairman ASEAN Member States
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## 6.0 CBT performance criteria and indicators

### Criterion 1: Community ownership and management

Community based tourism initiatives will be managed by communities to improve the well-being of communities.

#### Sub-criterion 1.1: Effective and transparent governance arrangements exist

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
1.1.1 The CBT initiative is managed by community members through a Committee elected for a maximum 5-year term.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.2 The CBT initiative has a clear management structure with agreed roles and responsibilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.3 Relevant national and provincial rules and regulations (including local by-laws) are followed by those directly involved in CBT activities/operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.4 CBT Member recruitment meets any relevant national or local laws and regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.5 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
1.1.6 CBT Members are recruited based on their appropriate levels of knowledge and commitment to the CBT initiative and the specific role.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.7 CBT Member appointments (and revocation of appointments) are approved by the CBT Committee.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Totals advanced requirements</b>				

#### Sub-criterion 1.2: Legitimate establishment is recognised

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
1.2.1 The CBT initiative has a clear vision, mission, long-term and short-term action plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2.2 The CBT initiative is registered with and recognised by relevant authorities..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				



### Sub-criterion 1.3: Effective and transparent management exists

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.4 The CBT initiative maximises use of goods and services provided by the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.5 A clear financial management system exists and is accessible to community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
1.3.6 An annual action plan is documented and is accessible to community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.7 Long-term goals and objectives are documented and accessible to the community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

### Sub-criterion 1.4: Effective partnerships exist

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
1.4.1 Guidelines exist for inbound tour operator interaction with the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4.2 In conducting activities, the CBT initiative avoids impacts on neighbouring communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
1.4.3 Relevant CBT stakeholders are identified and their roles in contributing to CBT initiatives are documented.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4.4 An established procedure exists for regular consultation with stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
1.4.5 Cooperation exists with neighbouring communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



## Criterion 2: Contribution to social well-being and quality of life

Community-based tourism initiatives will make a significant contribution to social well-being and quality of life of communities.

### Sub-criterion 2.1: Human dignity is maintained

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
2.1.1 Sex tourism, drug trafficking, human trafficking, and exploitation of child labour are not tolerated or supported explicitly or implicitly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.1.2 CBT activities promote gender equity and social inclusion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
2.1.3 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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
2.1.4 CBT activities contribute to improving public benefits in the community (including access to basic facilities such as clean water, sanitation, energy, education, and healthcare).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

### Sub-criterion 2.2: Benefits and costs are shared equitably

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
2.2.1 Clear and agreed benefit sharing arrangements exist.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
2.2.2 A community development fund exists that is used for initiatives benefiting the whole community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
2.2.3 A process exists for equal opportunities in income generating activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



### Sub-criterion 2.3: Local supply chains are enhanced and links exist to regional economies

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
2.3.1 Local community members dominate employment in CBT initiatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3.2 Local supply chains exist to generate multiplier effects in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
2.3.3 Local community products are used in preference to imports (e.g., locally produced vs mass-produced souvenirs).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
2.3.4 Strong cooperation with other CBTs and regional private and government organisations exists to increase regional tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

### Sub-criterion 2.4: Local identity and cultural integrity are maintained, and valued cultural traditions are enriched

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
2.4.1 Local identity is well maintained and awareness is created among the community and visiting tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.2 Cultural assets of significance to the local community and valued cultural traditions are identified, documented and endorsed by relevant communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.3 Programs exist to authentically present, enhance and retain local cultural traditions towards protecting cultural integrity, identity and values.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.4 Practices ensure that all rules, regulations and laws relevant to protection of culture and heritage are followed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
2.4.5 CBT management supports the retention of traditional livelihoods and initiatives that create alternative livelihoods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.6 A code of visitor behaviour exists to inform visitors of appropriate behaviour within communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
2.4.7 A community decision-making process exists that identifies what cultural assets and traditions will be shared with visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





2.4.8 CBT management ensures the protection of cultural assets of the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				
Total best practice requirements				



## Criterion 3: Contribution to conserve and promote sustainable environment

CBT initiatives conserve and improve the quality of environmental assets and values.

### Sub-criterion 3.1: Natural resources are conserved

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
3.1.1 Natural resources & environmentally sensitive sites and their community significance are identified, planned, documented & endorsed by relevant communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
3.1.2 A fund exists to support community-based conservation programs & actions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1.3 Awareness and capacity building programs exist to educate/provide information to relevant stakeholders to protect the natural resources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
3.1.4 Local rules and regulations exist to ensure the protection and presentation of nature.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

### Sub-criterion 3.2: Environmentally sustainable practices are promoted

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
3.2.1 A fund is available to support community-based environmental improvement action.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.2 A locally appropriate solid waste management system exists that applies avoid, reduce, reuse, recycle principles and hygienic handling of putrescible waste (e.g., composting).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.3 Locally appropriate wastewater management uses technologies that minimise risk to human health and environmental impact.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.4 Practices ensure that all rules, regulations and laws relevant to environmental protection are followed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
3.2.5 Solid waste generation is actively discouraged (e.g., through encouraging refilling of water bottles with treated water).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
3.2.6 Environmental information and education programs are available for hosts, guests and the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.7 Low carbon energy sources are used within the CBT area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.8 Plastic free concept is actively encouraged within the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



### Criterion 4: Encouragement of interaction between the local community and guests

The success of CBT initiatives depends on visitor satisfaction with experiences and reciprocal benefits flowing to host communities that result in their satisfaction.

#### Sub-criterion 4.1: Guest and local community interaction exists

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
4.1.1 Environmental and cultural information is included in the interpretation of the community and its surroundings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.2 Policies and actions ensure safety and security for visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
4.1.3 Codes of conduct exist for community, hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.4 Tourist expectations are managed by providing accurate information in marketing initiatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.5 A quality control and improvement system exists, including a process to obtain visitor feedback on their CBT experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
4.1.6 A program of cross-cultural communication and understanding exists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.7 Opportunities exist for tourists to contribute to local activities alongside community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.8 The quality control and improvement system is evaluated weekly and reported annually to Community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.9 Market trends and movements for future developments are followed to enhance the quality experiences for both host and guest.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

#### Sub-criterion 4.2: Sustainability of community-based tourism products

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
4.2.1 Transparent and fair pricing exists for visitors with adequate returns on community investments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
4.2.2 Positive returns on investment exist in terms of social, cultural, environmental and economic outcomes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
4.2.3 Target market segments are identified with their servicing needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2.4 Appropriate & unique products & services are in place to service identified markets & protect & enrich environmental & cultural assets, products & services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2.5 A targeted & cost-effective marketing program attracts identified markets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



## Criterion 5: Quality tour and guiding services

A community-based tourism tour is an activity organised by community members for visitors to see and learn about local community, culture and environment.

Local guides will be community members who have been living in the community and recognised by the community as a trust-worthy person able to represent and communicate community interests. They must have good knowledge, skill, experience and attitudes, with preference given to those with minimum qualifications required by national regulations.

### Sub-criterion 5.1: Ensuring local guide quality and expertise

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
5.1.1 Guides are community members or approved by a CBT committee; they are recruited based on appropriate levels of knowledge, physical health and fitness for proposed guided activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.1.2 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.1.3 Guides operate within the ASEAN CBT Standards and regulations of the CBT initiative and have signed and follow the ASEAN CBT Guide's Code of Conduct (Appendix 2).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
5.1.4 Guides facilitate environmentally, socially and culturally relevant and sensitive experiences for visitors that are protective of natural and cultural resources and values.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
5.1.5 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> <li>any other area deemed necessary by the CBT Committee.</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



**Sub-criterion 5.2: Managing tours and activities to ensure quality**

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
5.2.1 Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.2 Tours/activities ensure visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.3 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>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.4 Tours/activities record the visitors on tours, including departure and return times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.5 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
5.2.6 Tours operate on a cost recovery basis and yield a profit to the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.7 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.8 Tours/activities respect and contribute to the promotion and preservation/conservation of local culture and natural environment and provide current and relevant cultural information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.9 Tours/activities are designed to be enjoyable, educational, participatory, organised, relevant and thematic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
5.2.10 The local (interpretative) guide to visitor ratio is not greater than 1:5-10.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.11 Where relevant, tours/activities have clearly defined and documented agreements with inbound tour operators.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.12 Tours/activities actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.13 Tours provide an appropriate and specialised service for identified tourist markets and attract identified tourist markets through cost-effective means.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



## Criterion 6: Quality food and beverage services

Food and beverage standards are applicable to all providers of food and beverage in the CBT area(s) targeted for visitor use or any service provided as part of a CBT activity.

### Sub-criterion 6.1: Ensuring food and beverage service provider quality

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
6.1.1 Food and beverage providers are community members or approved by a CBT committee, and receive trainings on food hygiene and safety before qualifying as food and beverage providers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.1.2 Food and beverage providers possess or can demonstrate commitment to hygienic food preparation and service techniques.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.1.3 Food and beverage providers operate within the guidelines and regulations of the CBT initiative and have signed and follow the ASEAN CBT Food and Beverage Providers Code of Conduct (Appendix 3).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
6.1.4 Food and beverage providers are certified under any relevant standard produced for the purposes of improving food and beverage services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.1.5 Food and beverage providers provide opportunities for knowledge exchange between hosts and visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
6.1.6 Food and beverage providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of: <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>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



**Sub-criterion 6.2: Managing food and beverage services for quality**

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
6.2.1 Food and beverage services are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.2 Menus are available with associated prices (if appropriate).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.3 Meals are provided at agreed times identified in consultation between food and beverage providers and the CBT committee.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.4 Sufficient food is provided for visitor needs, including between-meal snacks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.5 Menus vary daily and include at least one traditional meal at each dining period.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.6 Maximum use is made of fresh, organically grown food and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.7 Dessert and/or fruit forms part of each meal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.8 Food preparation and dining areas are maintained in a clean state at all times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.9 Food preparation and dining utensils are cleaned thoroughly before use (i.e. cleaned immediately after dining periods).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.10 Food service providers wash their hands with soap in clean water before and regularly during food preparation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.11 Food is stored in clean containers, which are kept in good order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.12 Animals (domestic and pest) are kept out of food storage, cooking and dining areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
6.2.13 Opportunities exist for tourists to participate in meal preparation and to learn traditional cooking techniques.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.14 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.15 Visitor dietary preferences are accommodated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
6.2.16 Maximum use is made of natural bio-degradable products when serving and packaging food (e.g. banana leaves).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



## Criterion 7: Quality accommodations

CBT accommodation includes home-stay, communal or other guesthouse options that operate under the guidelines of the CBT Committee. The ASEAN Homestay Standard will apply these CBT accommodations. It also includes CBT central facilities (e.g., dining areas) and other infrastructure.

### Sub-criterion 7.1: Ensuring accommodation service provider quality

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
7.1.1 Accommodation providers are community members or approved by the CBT committee.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.1.2 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.1.3 Accommodation providers operate within the guidelines and regulations of the CBT initiative and have signed and follow the ASEAN CBT Accommodation Provider's Code of Conduct (Appendix 4).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.1.4 Accommodation providers supply safe and clean accommodation opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
7.1.5 Accommodation providers are certified under any relevant standard produced for the purposes of improving accommodation services (e.g. ASEAN Homestay Standard).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
7.1.6 Accommodation providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of: <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>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				





**Sub-criterion 7.2: Managing accommodations to ensure quality**

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
7.2.1 Accommodations are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.2 A clearly defined and documented visitor booking system exists for visitors to the CBT central area and accommodations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.3 An up-to-date log of arrivals, departures and returns to the CBT central area is maintained.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.5 Purpose-built structures for visitor use are attractive and appropriate to meeting tourist expectations and basic safety standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.7 All accommodations, especially bathrooms and toilets, are thoroughly cleaned and serviced daily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.8 Bathrooms and toilets include a tank or adequate fresh, clean water, soap and cup; toilets include toilet paper and a sanitary bin.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.9 Toilets are of either squatting or sitting, and flushing or composting type, with consideration given to client preferences and local norms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.10 The CBT area is maintained in a clean condition that minimises threats from dangerous species.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.11 Materials are available to cover basic communication needs between hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.12 A torch is available for night use in all accommodations and structures built for visitor use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.13 All CBT accommodations 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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.14 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.15 All CBT accommodations and visitor use areas include a first aid kit for guest and staff use and checked weekly for completeness or replenished on use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.16 All CBT accommodations and visitor use areas apply all appropriate standards of hygiene and cleanliness stated in the food and beverage section of these standards when including meals in the accommodation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
7.2.17 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Indicators	Fully complies	Partly complies	Does not comply	Not applicable
7.2.18 Subject to functional requirements, built structures for visitors reflect local building traditions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.19 Built structures for visitors are clearly identified at the location with guide signs as required (this particularly applies to accommodation and any special tourist use areas).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.20 Built structures do not include wild animal decoration, except where part of an interpretive display or part of local custom.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.21 Adequate lighting and ventilation is provided inside all built structures for visitor use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.22 Structures are not placed within 20metres of any natural or cultural attraction or significant site, unless historically in that location or for cultural reasons.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.23 Farm animals cannot enter structures used by visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.24 Parking and signage is available for visitor use and orientation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.25 All CBT accommodation providers are trained in basic first aid and are therefore competent in using first aid kits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.26 All CBT accommodation and visitor use areas have documented fire and emergency procedures, displayed in prominent positions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
7.2.27 The family and cross-culture experience is emphasised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



## Criterion 8: Performance of CBT Friendly Tour Operators (CBT FTO)

A CBT Friendly Tour Operator (FTO) is a responsible tour operator who demonstrates care for the sustainability of nature and culture of the CBT area and supports the economic and social development of the local community. The CBT Friendly Tour Operator may be from inside or outside the community. Permission to operate must be obtained from the CBT Committee and the community.

### Sub-criterion 8.1: Commitment to CBT ideals

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.1 FTOs meet all necessary license and permit requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.2 Clearly defined and documented agreements exist between FTOs and the CBT Committee, requiring FTOs and staff to operate within the guidelines and regulations of the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.3 FTOs and staff have signed and follow the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.4 Where available, FTOs are members of an appropriate professional organisation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.5 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.6 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.7 FTOs provide employees dealing with communities regular training on CBT and ecotourism (e.g. one day a year/paid).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.8 FTOs cooperate with natural and cultural heritage conservation organizations, authorities and local NGOs as required.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



### Sub-criterion 8.2: Contributing to community and nature protection

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
8.2.1 FTOs demonstrate respect for CBT regulations and recommendations for behaviour in environmentally sensitive areas and while in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.2 FTOs and staff have a sound knowledge and understanding of the specific CBT site and local conditions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.3 FTOs demonstrate best practice environmental management in their operations (e.g., use of energy efficient products, waste minimisation and recycling).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.4 FTOs minimises motorized transportation, especially in CBT areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
8.2.5 FTOs consult with the CBT Committee and the community if there is a risk that activities might result in direct environmental or social impact.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.6 FTOs take away all solid waste generated from products it brings into the CBT area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.7 FTOs provide visitors with nature, culture and community experiences that respect and apply a minimized disturbance policy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.8 FTOs and staff are actively involved in, or contribute to, CBT projects.				
8.2.9 FTOs work with the community to improve community services and products offered by providing client feedback information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
8.2.10 FTOs support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.11 To the greatest extent possible, FTOs use eco-friendly accommodation and services prior to and after visiting the CBT area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

### Sub-criterion 8.3: Supporting the local economy

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
8.3.1 FTOs maximise use and purchase of local and CBT products and services (e.g. accommodation, transport in and out, activities, food, souvenirs).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.3.2 FTOs have an agreement or contract with the community on CBT products, prices and procedures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Advanced requirements</b>				
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
8.3.4 FTOs, staff and clients contribute to, or take part in, local development work (e.g., village projects, education, maintenance of local roads etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				
Total best practice requirements				

**Sub-criterion 8.4: Promoting joy of discovery, knowledge and respect**

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
8.4.1 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.4.2 FTOs explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.4.3 Through agreement with the CBT Committee, 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
8.4.4 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.4.5 FTOs provide accurate pre-tour information to clients about the tour and the CBT area, a list of needed equipment and codes of conduct.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				



### Sub-criterion 8.5: Satisfying and safe experiences for tourists and the community

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
8.5.1 FTOs encourage their clients to have travel insurance cover.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.5.2 FTOs ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
8.5.3 FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas and activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.5.4 FTO staff are trained in first aid, including CPR.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
8.5.5 FTOs are able to demonstrate their efforts in improving the quality of their operation through reporting of visitor satisfaction from client feedback surveys.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				
Total best practice requirements				



## Criterion 9: Safety and hygiene in the community

CBT initiatives improve and ensure safety and hygiene practice in the community.

### Sub-criterion 9.1: Ensuring safety and hygiene measures

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
9.1.1 Establish a team to promote and monitor the implementation of safety and hygiene measures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
9.1.2 Identify the target group for promoting and evaluating the promotion of safety and hygiene measures and monitoring the implementation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
9.1.3 Prepare leaflets and announcements regarding the measures of competent institutions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

### Sub-criterion 9.2: Implementing effective risk management mechanism

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
9.2.1 Establish a team to deliver timely and effective response to emergency case.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
9.2.2 A risk management mechanism for the community exists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
9.2.3 Duties and roles of the members of risk management group are clearly defined.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



## Criterion 10: Innovation, creativity and technology usage in the community

CBT initiatives promote innovation, creativity and technology usage in the community.

### Sub-criterion 10.1: Encouraging the implementation of initiatives

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
10.1.1 Establish a working group to present the implementation of new ideas to community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.1.2 Encourage and provide technical support for the implementation of new ideas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				
Total best practice requirements				

### Sub-criterion 10.2: Providing better knowledge and adopting of technology

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
10.2.1 Provide training on digital system usage and technology to community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
10.2.2 Encourage usage and update of technology the community operation management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
10.2.3 Evaluate and monitor technology usage in the community in order to improve digital operation management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				
Total best practice requirements				

### Sub-criterion 10.3: Developing better skills

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
10.3.1 Provide upskilling and reskilling trainings (e.g. innovation and entrepreneurship skills).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.3.2 Promote and encourage community members to take vocational training and further education.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				





Total best practice requirements				
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**Sub-criterion 10.4: Ensuring creativity and new creations**

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
10.4.1 Plans to encourage initiatives and new creations exist in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.4.2 Organise competitions and awards for creativity and new ideas in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				
Total best practice requirements				

## Appendix 1

### ASEAN CBT Member's Code of Conduct

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#### **My commitment to on-going learning and effective communication**

- I will actively seek to increase my knowledge of and expertise in the area of CBT visitor service with which I am involved. (Mandatory)
- I will actively seek to increase my knowledge of: (1) group/visitor management techniques, (2) communication techniques (including cross-cultural awareness/communication and verbal and non-verbal communication), and (3) first aid and safety. (Mandatory)
- I will actively seek to increase my knowledge of the local environment and culture: including history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles. (Mandatory)
- I will ensure current and relevant environmental and cultural information, especially local identity is included where required during my interactions with visitors. (Mandatory)

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#### **My commitment to ethical practices**

- I will be friendly, courteous and honest when dealing with the community and visitors. (Mandatory)
- I will demonstrate pride in representing my community and provide a role model for other community members. (Mandatory)
- I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I will support principles of gender equity and social inclusion. (Mandatory)
- I will respect the right of all other CBT members to share equally in opportunities for their involvement in income generating activities. (Mandatory)

---

#### **My commitment to natural and cultural heritage protection**

- I will respect and contribute to the promotion and preservation/conservation of local culture and natural environments. (Mandatory)
- I will ensure visitors observe CBT Standards at all times when interacting with the culture, natural environment and people of the community in the interests of avoiding or minimising negative impacts. (Mandatory)
- I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members. (Mandatory)
- I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, reuse, recycle principles. (Mandatory)
- I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection or codes of conduct are followed. (Mandatory)

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#### **My commitment to visitor care and safety**

- I will adhere to all CBT approved policies and codes of conduct regarding safety and security of visitors. (Mandatory)
- I will be aware of the nearest first aid kit at all times when interacting with visitors. (Mandatory)
- As required, I will wear a uniform or carry an ID card when interacting with visitors.
- I will be prepared to efficiently communicate with a responsible third party in the event of emergencies or accidents. (Mandatory)

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#### **My commitment to provide quality service and continuous improvement**

- I will provide professional service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory)
  - I will never be under the influence of illegal substances. (Mandatory)
  - I will never be under the influence of alcohol or any intoxicating substances prior to and/or during an activity (except when and if culturally appropriate). (Mandatory)
  - I will actively seek feedback on visitor experience satisfaction and the activity with which I am involved. (Mandatory)
  - I will demonstrate commitment to this ASEAN CBT Member's Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)
-

## Appendix 2

### ASEAN CBT Guide's Code of Conduct

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#### **I will conform to the CBT Member's Code of Conduct by:**

- committing to on-going learning and improving my communication skills, particularly in the area of interpretive guiding; (Mandatory)
  - adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
  - contributing to the protection and presentation of my community's natural and cultural assets, traditions and local identity by providing cultural and natural environment awareness raising and education activities for visitors and the host community; (Mandatory)
  - following all CBT approved policies and codes of conduct regarding safety and security of visitors; (Mandatory)
  - providing a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of guiding services. (Mandatory)
- 

#### **My commitment to ensuring the quality of tours and visitor activities**

##### ***Visitor briefing***

- I will inform visitors of the tour/activity itinerary, level of difficulty and possible hazards and safety precautions. (Mandatory)
- I will inform visitors of regulations or rules that apply to their conduct on the tour. (Mandatory)
- I will inform visitors of opportunities to participate in the satisfaction feedback process.

##### ***Tour/activity content***

- I will ensure tours/activities with which I am associated are designed to be enjoyable, educational, participatory, organised, relevant and thematic.
- I will ensure tours/activities with which I am associated respect and contribute to the promotion and preservation/conservation of local culture and natural environment.
- To minimise negative impacts, I will make necessary efforts to ensure that visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community. (Mandatory)
- I will ensure tours/activities with which I am associated include relevant cultural information in the interpretation of the community and its surroundings.
- I will ensure tours/activities with which I am associated provide cultural and natural environment awareness raising and education for visitors and the host community.
- I will ensure tours/activities with which I am associated actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.
- I will ensure tours/activities with which I am associated demonstrate practical waste management including the application of avoid, reduce, reuse, recycle principles.

##### ***Tour/activity conclusion***

- I will invite visitors to participate in the satisfaction feedback process.
  - I will encourage visitors to participate in other CBT tours/activities. (Mandatory)
  - I will conclude the tour/activity with an expression of my pride in representing the community and a wish for visitors to have a pleasant stay within the community and for the rest of their visit/holiday. (Mandatory)
  - I will demonstrate commitment to this ASEAN CBT Guide's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)
-

## Appendix 3

### ASEAN CBT Food and Beverage Service Provider's Code of Conduct

#### I will conform to the CBT Member's Code of Conduct by:

- committing to on-going learning and improving my communication skills, particularly in the area of quality food and beverage service; (Mandatory)
- adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
- contributing to the protection and presentation of my community's natural and cultural assets and traditions by providing and demonstrating traditional cooking practices; (Mandatory)
- following all CBT approved policies and codes of conduct regarding safety and security of visitors; (Mandatory)
- providing a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of food and beverage services. (Mandatory)

#### My commitment to providing quality food and beverage services

##### *Provision of meals*

- I will provide meals to CBT visitors at agreed times identified in consultation with the CBT Committee. (Mandatory)
- I will advise visitors in advance of the price of meals. (Mandatory)
- I will accommodate visitor dietary preferences.
- I will provide sufficient food for visitor needs, including between-meal snacks. (Mandatory)
- I will make maximum use of organically grown food, and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law. (Mandatory)
- I will make maximum use of natural bio-degradable products when serving and packaging food (e.g. banana leaves).
- I will ensure the menu varies daily to promote local custom and traditional cuisine and provide variety for visitors. (Mandatory)
- I will emphasise local custom and traditional cuisine by providing at least one traditional meal at each dining period. (Mandatory)
- I will provide dessert and/or fruit as part of each meal. (Mandatory)

##### *Maintaining hygiene standards*

- I will ensure animals are kept away from food storage, cooking and dining areas. (Mandatory)
- I will ensure treated or boiled water is available for use in food preparation (e.g. washing raw salad vegetables) and cleaning. (Mandatory)
- I will ensure clean water and soap are available in food preparation areas. (Mandatory)
- I will regularly wash my hands with soap before handling food and during cooking. (Mandatory)
- I will ensure cooking areas are maintained in a clean state (e.g. cleaned after each food preparation activity). (Mandatory)
- I will ensure food preparation and dining materials (e.g. utensils) are cleaned thoroughly before use. (Mandatory)
- I will ensure food storage facilities are cleaned on a daily basis and kept in a good order. (Mandatory)
- I will ensure all foodstuffs used on the premises are stored in hygienic containers. (Mandatory)
- I will ensure pests and vermin are controlled in all food preparation and storage areas. (Mandatory)

##### *Experience exchange*

- I will ensure opportunities exist for tourists to participate in my cooking activities and learn traditional cooking techniques.
- I will encourage visitors to share recipes and cooking techniques with me.
- I will demonstrate commitment to this ASEAN CBT Food Service Provider's Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)

## Appendix 4

### ASEAN CBT Accommodation Provider's Code of Conduct

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#### **I will conform to the CBT Member's Code of Conduct by:**

- committing to on-going learning and improving my communication skills, particularly in the area of accommodation and homestay services; (Mandatory)
  - adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
  - contributing to the protection and presentation of my community's natural and cultural assets and traditions by providing and demonstrating community lifestyle experiences to visitors through the provision of accommodation and homestay services; (Mandatory)
  - following all CBT approved policies and codes of conduct regarding safety and security of visitors; (Mandatory)
  - providing a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of guiding services. (Mandatory)
- 

#### **My commitment to providing quality accommodation**

- I will maintain a visitor booking system that includes an up-to-date log of arrivals, departures and returns to my accommodation. (Mandatory)
  - I will provide opportunities for guests to have an enjoyable cross-culture experience and an insight to community and family life. (Mandatory)
  - I will provide materials to cover basic communication needs with my guests. (Mandatory)
  - I will maintain my accommodation area in a safe condition that minimises threats from dangerous species. (Mandatory)
  - I will ensure my domestic animals are healthy. (Mandatory)
  - I will maintain an effective means of communicating (e.g. cell phone) with a responsible third party in the event of emergencies or accidents. (Mandatory)
  - Unless part of customary practice, I will not include wildlife decorations in guest accommodation.
  - I will ensure adequate lighting and ventilation is provided inside guest use areas. (Mandatory)
- 

#### **Guest sleeping areas**

- I will ensure guest sleeping areas are available to guests at all times. (Mandatory)
  - I will ensure guest sleeping areas are designed to allow privacy (e.g. partitioned). (Mandatory)
  - I will keep guest sleeping areas clean and tidy through daily servicing. (Mandatory)
  - I will provide clean bed linen, blanket, mat for each new letting. (Mandatory)
  - I will provide an arrival welcome 'gift' (e.g. locally produced craft) and a daily demonstration of local tradition (e.g. flower, fruit). (Mandatory)
  - I will provide a clean mosquito net for guest use as required and regularly spray to minimise insect pests. (Mandatory)
- 

#### **Bathrooms and toilets**

- I will include in the bathroom and toilet adequate privacy and ventilation, a tank or jar of fresh, clean water, soap, a cup, toilet paper and a sanitary bin. (Mandatory)
  - I will thoroughly clean and service the bathroom/toilet daily. (Mandatory)
- 

#### **Safety and hygiene**

- If I supply food or meals, I will meet the hygiene requirements identified in the CBT Food and Beverage Provider's Code of Conduct. (Mandatory)
  - I will provide and be able to use a first aid kit for guest use and check it weekly for completeness or replenished on use.
  - I will provide a torch for night use by visitors. (Mandatory)
- 

- I will demonstrate commitment to this ASEAN CBT Accommodation Provider's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)
-

## Appendix 5

### ASEAN CBT Friendly Tour Operator's (FTO) Code of Conduct

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#### **My commitment to on-going learning and effective communication**

- I will actively seek to increase my knowledge of and expertise in all areas of CBT visitor service with which I am involved. (Mandatory)
- I will actively seek to increase my knowledge of: (1) sustainable tourism, (2) group management techniques, (3) customer care/service, (4) communication techniques (including cross-cultural awareness/communication and verbal and non-verbal communication), (5) first aid and safety, and (6) cultural and environmental issues. (Mandatory)
- I will actively seek to increase my knowledge of the local environment and culture: including history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles. (Mandatory)
- I will ensure current and relevant environmental and cultural information is included where required during my interactions with visitors. (Mandatory)
- I will actively seek to improve my verbal and non-verbal communication skills to improve the quality of visitor experiences. (Mandatory)

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#### **My commitment to ethical practices**

- I will be friendly, courteous and honest when dealing with the community and visitors. (Mandatory)
- I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I will support principles of gender equity and social inclusion. (Mandatory)
- I will respect the right of CBT members to share in opportunities for their involvement in tourism related income generating activities. (Mandatory)

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#### **My commitment to natural and cultural heritage protection**

- I will respect and contribute to the promotion and preservation/conservation of local culture and natural environments. (Mandatory)
- I will ensure my clients observe CBT standards for interacting with the culture, natural environment and people of the community in the interests of avoiding or minimising negative impacts. (Mandatory)
- I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members. (Mandatory)
- I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, reuse, recycle principles. (Mandatory)
- I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection or codes of conduct are followed. (Mandatory)

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#### **My commitment to visitor care and safety**

- I will adhere to all CBT approved policies and codes of conduct regarding safety and security of visitors. (Mandatory)
- I will be aware of the nearest first aid kit at all times when interacting with visitors. (Mandatory)
- As appropriate, I will wear a uniform and carry an ID card at all times when interacting with visitors.
- I will be prepared to efficiently communicate with a responsible third party (i.e. use of portable radios, cell phones, flares or other means of attracting attention), in the event of emergencies or accidents. (Mandatory)

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#### **My commitment to providing quality service and continual improvement**

- I will provide a quality service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory)
- I will never be under the influence of alcohol or drugs or any other intoxicating substances prior to and/or during my visit to the CBT initiative. (Mandatory)
- I will actively seek feedback on visitor experience satisfaction and all activity with which I am involved. (Mandatory)

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#### **My commitment to the CBT initiative**

- I will abide by the rules, regulations and practice requirements of the local community. (Mandatory)
- I will demonstrate support of the CBT initiative and community by making maximum use of CBT services and being actively involved in, or contributing to, CBT projects. (Mandatory)

- I will develop a sound knowledge and understanding of the specific CBT site and local conditions, especially cultural and natural values, and transfer this knowledge to my clients and fellow staff, especially guides and tour leaders. (Mandatory)
- I will respect community traditions, CBT regulations and requirements for use of environmentally sensitive areas and in-community behaviour. (Mandatory)
- I will consult with the CBT Committee and the community if there is a risk that activities might contribute to direct environmental damage. (Mandatory)
- I will monitor and provide feedback to the CBT Committee on activities based upon ecologically sustainable and ethically acceptable usage of community resources. (Mandatory)
- I will take away all solid waste generated by my clients from products I bring into the CBT area. (Mandatory)
- I will minimise use of motorized transportation, especially in CBT areas. (Mandatory)
- In cooperation with local guides, I will deliver high quality guiding and culture/nature interpretation and generate respect for the destinations' cultural and natural values. (Mandatory)
- I will explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage. (Mandatory)

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***For the CBT FTO operator/owner***

- Through agreement with the CBT Committee, I will limit group size based on the carrying capacity of the site and the objective of delivering quality experiences to clients that minimises impact on the community. (Mandatory)
  - I will support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people.
  - I will meet all necessary licenses and permit requirements. (Mandatory)
  - I will actively encourage my clients to have travel insurance cover. (Mandatory)
  - I will practice responsible marketing, which creates appropriate customer expectations of the CBT experience and activities. (Mandatory)
  - I will conduct my business with honesty and ethical behaviours. (Mandatory)
  - I will ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides. (Mandatory)
  - I will ensure staff are trained in first aid, including CPR.
  - I will have in place a post-trip customer feed-back system and provide a summary report to the CBT Committee after each visit to the CBT initiative.
  - I will maintain membership of a relevant professional tourism organisation, if available. (Mandatory)
  - To the greatest extent possible, I will use eco-friendly accommodation and services prior to and after visiting the CBT area.
  - I will provide accurate pre-tour information to clients about the tour and the CBT initiative, a list of needed equipment and codes of conduct when in the CBT area.
- 
- I will demonstrate commitment to this ASEAN CBT Friendly Tour Operator's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)
-







**2<sup>nd</sup> EDITION OF ASEAN COMMUNITY-  
BASED TOURISM STANDARD**

**PART III  
ASEAN COMMUNITY-BASED TOURISM  
STANDARD  
AUDIT WORKBOOK**



**2<sup>nd</sup> EDITION OF ASEAN COMMUNITY BASED TOURISM STANDARD**

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## Guidelines for the audit of CBT performance

### The CBT concept

Internationally, the economics of tourism sector is dominated by small businesses that provide goods and services to a visiting tourist clientele. Community-based tourism (CBT) is an alternative form of tourism that seeks to empower communities to manage tourism growth and achieve community aspirations relating to their well-being, and includes economically, socially and environmentally sustainable development. Therefore, CBT not only involves a partnership between tourism businesses and the community to deliver benefits to both, but also involves community (and external) support for small tourism enterprises, which in turn commit to providing support for community projects that improve collective well-being.

CBT empowers local communities to determine and secure their socio-economic futures through fee-for-service activities that usually: present and celebrate local traditions and lifestyle; conserve natural and cultural resources; and foster equitable and mutually beneficial host-guest interaction. CBT usually caters for niche markets such as adventure tourism, cultural tourism, eco-tourism and agri-tourism, but draws on local products and services to spread the economic benefit from engaging in tourism.

### CBT definition

Community Based Tourism (CBT) is tourism activity, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources.

### CBT principles

Based on the above definition, CBT must:

21. involve and empower community participation in setting direction and decision-making,
22. develop partnerships with relevant stakeholders,
23. register with and obtain recognition from relevant authorities,
24. improve social well-being and quality of life,
25. establish a fair and transparent benefit sharing mechanism,
26. enhance local supply chains,
27. honor and preserve local identities, culture and traditions,
28. promote environmentally sustainable practices within the community
29. respect different cultures and human dignity
30. work towards financial self-sufficiency.

These principles are integrated in the performance standards as criteria, sub-criteria and indicators.

## ASEAN CBT Audit Workbook

### Objectives and uses of the workbook

The ASEAN CBT Audit Workbook is based on the ASEAN CBT Standard. The objective of this Workbook is to assist independent auditing of CBT initiatives. Assessment is based on the degree to which a CBT initiative meets the quality requirements specified in the ASEAN CBT Standard. This assessment is used by the National Tourism Organisation in certifying that the CBT initiative is meeting the ASEAN CBT Standard.

### ASEAN CBT Audit Workbook scope

The ASEAN CBT Standard and Audit Workbook provide umbrella performance indicators for the coordinated management of tourism products offered by communities under the organisation of a CBT Committee. Specific product standards adopted by ASEAN and relevant to CBT initiatives (e.g., the ASEAN Homestay Standard) form an integral part of the ASEAN CBT Standard. The Workbook refers to Codes of Practice. These represent important evidence for some of the indicators and should be sighted by auditors.

The intent of the ASEAN CBT Standard is not to exclude communities from being recognised as ASEAN community-based tourism initiatives, but to provide direction to communities on the quality of service needed to assure tourists that they can expect a consistent level of quality and service across ASEAN-endorsed CBT initiatives. This should be a key consideration in auditing the performance of a CBT initiative.

### Workbook definitions

Assessment criteria	Criteria (see below) and sub-criteria are situations or outcomes desired for a CBT initiative. Meeting of each criterion or sub-criterion is determined by assessment of indicators (see below). Assessment of indicators is based on judgement of compliance levels.
---------------------	---

CBT accommodation	Any structure and its surrounds provided within the CBT area for use by visitors. It includes home stay accommodation and central facilities.
CBT Accommodation Providers	CBT Members who provide accommodation services, including homestay, for visitors to a CBT area and who have committed to the ASEAN CBT Accommodation Provider's Code of Conduct (Appendix 4).
CBT Administration Authority	An organisation in each ASEAN country given the responsibility by government of supporting CBT initiatives and administration of CBT assessments. This organisation may be the Government's tourism organisation or National Tourism Organisation.
CBT central area	An area or building established for welcoming visitors and administrative functions of the CBT initiative.
CBT Committee	Shortened version of Community Based Tourism Management Committee, which consists of CBT Members elected by the community to represent their interests in CBT initiatives, and coordinate and manage related activities.
CBT Food and Beverage Providers	CBT Members who provide food and beverage services for visitors to a CBT area and who have committed to the ASEAN CBT Food and Beverage Provider's Code of Conduct (Appendix 3).
CBT Friendly Tour Operator (FTO)	A responsible tour operator who: (1) brings tourists to a CBT area; (2) demonstrates care for the sustainability of nature and culture of the CBT area; (3) supports the economic and social development of the local community; and who has committed to the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5).
CBT initiative	Any activity or group of activities undertaken by the CBT Members and managed by the CBT Committee.
CBT Guides	CBT Members who provide tours and activities for visitors to a CBT area and who have committed to the ASEAN CBT Guide's Code of Conduct (Appendix 2).
CBT Members	Members of a community who participate in CBT Committee activities and who have committed to the CBT Members Code of Conduct (Appendix 1).
CBT stakeholders	Any individual, group, or organization that can affect or can be affected by CBT initiatives.
Criterion (plural criteria)	A desired outcome or condition of a CBT operation that can be assessed. Criteria can be divided into sub-criteria to suggest objectives or conditions needed to fulfil the desired outcome.
Compliance level	The degree to which the nominated state of an indicator is met.
Evidence	Proof that a CBT indicator is being achieved. Evidence may include quantitative measures (e.g. the level of profit identified in a financial statement may suggest the economic viability of a CBT activity) or qualitative measures (e.g. the level of community support may suggest the social viability of a CBT activity).
Government Tourism Organisation	The highest level of tourism administration established by each ASEAN state (e.g., Ministry, Department, National Tourism Organisation)
Indicator	A condition that reflects a CBT criterion or sub-criterion.
Independent Auditor	An appointee of the CBT Administration Authority, but not from government, appointed for the purposes of auditing CBT compliance with the ASEAN CBT Standards. They can be a tourism industry representative, an academic, a CBT committee member from an existing certified CBT initiative, or any person acknowledged by the CBT Administration Authority as having sufficient experience to provide objective advice and recommendations. Independent Auditors should have a relevant tourism qualification and at least 10-years' experience in the tourism sector. Independent Auditors will receive training on the ASEAN CBT Standards and the certification process. Independent auditors may be assisted by a government representative to ensure relevant laws and regulations that apply to CBTs are given appropriate consideration.
Measure	Something that reflects the state of a CBT indicator. A measure may be quantitative (e.g., a count of something compared with a benchmark) or qualitative (e.g., the quality and extent of systems and procedures for assuring effective management).

### Prerequisite entry requirement

For a CBT initiative in the ASEAN region to qualify for assessment and certification, it will have to meet the following conditions:

- o. an elected CBT Committee exists that can represent community interests outside the community and coordinate CBT activities within the community; and
- p. CBT Committee members must be free of a criminal record; and
- q. the CBT initiative includes CBT Members or Member sub-committees responsible for specific tourism products and services; and
- r. the CBT Committee has completed a self-assessment (using this Checklist); and
- s. the CBT initiative has been registered with the nominated home country CBT Administration Authority, based on the self-assessment; and
- t. the CBT initiative has been registered or has been operating for at least one year; and
- u. the CBT initiative has been endorsed by the CBT Administration Authority for assessment towards certification.

### **CBT performance criteria summary**

To evaluate the quality and performance of CBT initiatives, the ASEAN CBT Standard has been converted to a Checklist. The Checklist is divided into 10 criteria, 29 Sub-criteria and 188 Indicators. 88 of the indicators are Minimum requirements, 54 are Advanced requirements and 36 are Best practice requirements (Table 1). These are used in the ASEAN Certification process. It is expected that CBT initiatives will seek to fully comply with all requirements over time.

**Table 1 Summary criteria and indicators for ASEAN CBT initiatives**

Criteria	Sub-criteria	Indicators			
		Minimum requirements	Advanced requirements	Best practice requirements	Total
1. Community ownership and management	1.5 Effective & transparent governance arrangements exist	5	2	0	7
	1.6 Legitimate establishment	2	0	0	2
	1.7 Effective and transparent management exists	5	2	1	8
	1.8 Effective partnerships exist	2	2	1	5
	Sub-total	14	6	2	22
2. Contribution to social well-being and quality of life	2.5 Human dignity is maintained	2	1	1	4
	2.6 Benefits and costs are shared equitably	1	1	1	3
	2.7 Local supply chains are enhanced and links exist to regional economies	2	1	1	4
	2.8 Local identity and cultural integrity is maintained, and valued cultural traditions are enriched	4	2	2	8
	Sub-total	9	5	5	19
3. Contribution to conserve & promote sustainable environment	3.3 Natural resources are conserved	1	2	1	4
	3.4 Environmentally sustainable practices are promoted	4	1	3	8
	Sub-total	5	3	4	12
4. Encouragement of interaction between the local community & guests	4.3 Guest and local community interaction exists	2	3	4	9
	4.4 Sustainability of Community-Based Tourism products	1	1	3	5
	Sub-total	3	4	7	14
5. Quality tour and guiding services	5.3 Ensuring local guide quality and expertise	3	1	1	5
	5.4 Managing tours and activities to ensure quality	5	4	4	13
	Sub-total	8	5	5	18
6. Quality food and beverage services	6.3 Ensuring food and beverage service provider quality	3	2	1	6
	6.4 Managed food and beverage services to ensure quality	12	3	1	16
	Sub-total	15	5	2	22
7. Quality accommodations	7.3 Ensuring accommodation service provider quality	4	1	1	6
	7.4 Managing accommodations to ensure quality	16	10	1	27
	Sub-total	20	11	2	33
8. Performance of CBT Friendly Tour Operators	8.6 Commitment to CBT ideals	4	2	2	8
	8.7 Contribution to community and nature protection	4	5	2	11
	8.8 Support for the local economy	2	1	1	4
	8.9 Promotion of joy of discovery, knowledge and respect	3	2	0	5
	8.10 Satisfying & safe experiences for tourists & community	2	2	1	5
	Sub-total	15	12	6	33
9. Safety and hygiene in the community	9.3 Ensuring safety and hygiene measures in the community	1	1	1	3
	9.4 Implementing effective risk management mechanism	1	1	1	3
	Sub-total	2	2	2	6
10. Innovation, creativity and technology usage in the community	10.1 Encouraging the implementation of initiatives	2	0	0	2
	10.2 Providing better knowledge and adopting digital system	1	1	1	3
	10.3 Developing better skills	2	0	0	2
	10.4 Ensuring creativity and new creations	2	0	0	2
	Sub-total	7	1	1	9
Total		98	54	36	188

### CBT registration, endorsement and certification processes

Application of the ASEAN CBT Standard to specific CBT initiatives involves registration with, and endorsement by, an in-country CBT Administration Authority, and for certification, under the auspices of ASEAN through the National Tourism Organisation (Figure 1). Independent auditing occurs when a CBT initiative is endorsed and self-evaluation indicates that the initiative meets certification requirements. Each process aims to encourage learning and improvement in performance. Each process element involves evaluation of performance against indicators of criteria; the achievement of which, suggests that a CBT initiative is conforming to the ASEAN CBT Standard. A key element of the processes is Community Member (and others) compliance with Codes of Conduct. These indicate behaviours that CBT Members should adopt to meet the ideals of CBT and contribute to the overall performance of the CBT initiative.

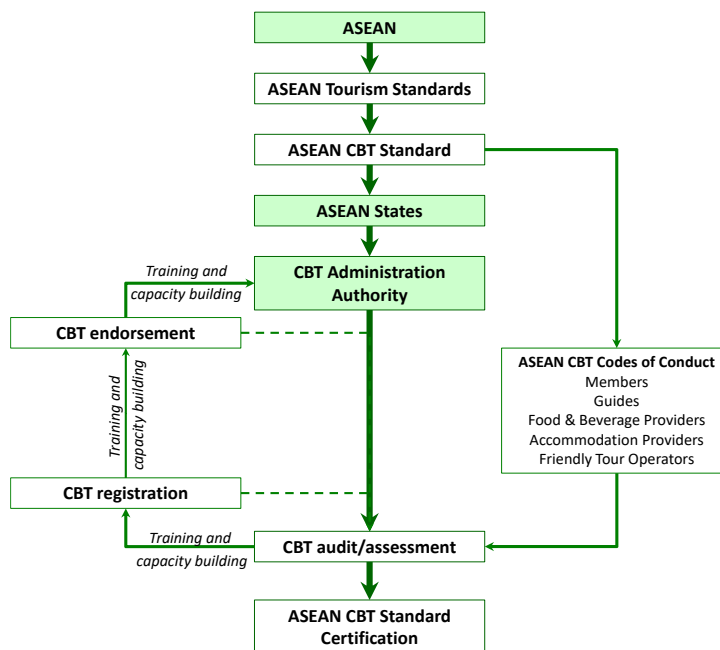


Figure 1 Summary of process towards Certification of a CBT initiative as meeting ASEAN CBT Standards

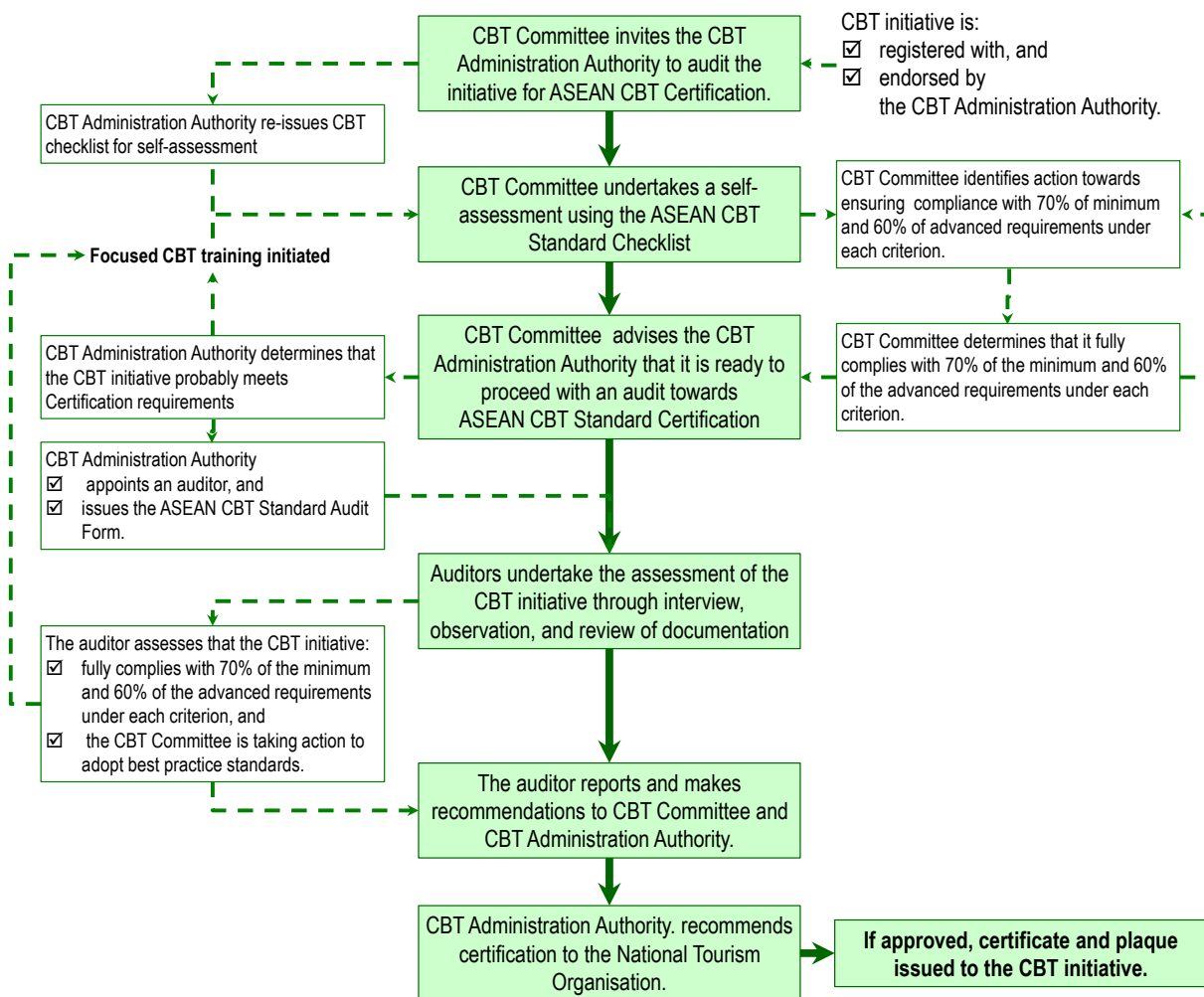
### ASEAN CBT certification process

CBT initiatives are certified by Government Tourism Organisations based on the recommendation of the CBT Administration Authority and an audit of compliance with the ASEAN CBT Standard that covers all CBT services provided by the endorsed CBT initiative (Figure 2). An Independent Auditor and a representative of the CBT Administration Authority undertake the compliance audit with the CBT committee and report to the Government Tourism Organization with their recommendation. The audit report is provided to the CBT Committee.

Certification is recommended for the CBT initiative when performance fully complies with 70% of relevant Minimum requirements and 60% of Advanced requirements indicators in each criterion. It is expected that action is being undertaken to move towards achieving best practice requirements. The assessment is applied at the overall CBT initiative level, not individual services. However, if multiple services are involved (e.g., home stays, guiding services), 70% of these must fully comply with the requirements.

The Independent Auditor can be a tourism industry representative, an academic, a CBT committee member from an existing certified CBT initiative, or any person acknowledged by the CBT Administration Authority as having sufficient experience to provide objective advice and recommendations.





**Figure 2 Process for certification under the ASEAN CBT Standard**

## Assessment of performance

### Evidence based assessment

Assessment is evidence based. That is, evidence is required to confirm that an indicator has been achieved. Because many of the indicators ultimately require subjective assessment, more than one form of evidence is desirable. Evaluation is based on the probability that an indicator has been achieved, given the evidence.

No documentary evidence is needed to be included or attached to this form. The form signed by the Auditor, CBT initiative representative and the CBT Administration Authority representative, and photographic evidence is sufficient verification of performance.

However, the type of evidence and availability of documentary evidence used in the assessment must be indicated when sighted.

### Forms of evidence

#### Documents



Documents available to support the assertion that an indicator for a criterion or sub-criterion has met the “fully” or “partially complies” assessment.

Documentary evidence may include plans, reports, minutes of meetings, signed Codes of Conduct, written procedures, income and expenditure records and CBT constitutions. Where possible, the validity of documentary evidence should be able to be verified by other forms of evidence.

#### Observations



Observation to support the assertion that an indicator for a criterion or sub-criterion has met the “fully” or “partially complies” assessment.

Observational evidence may include attendance at meetings, sighting of maintenance standard or participation in a tour or activity. Many observations can be supported by photographs.

#### Interviews



Interview to support the assertion that an indicator for a criterion or sub-criterion has met the “fully” or “partially complies” assessment.

Interview evidence involves multiple interviewees confirming that an indicator has been achieved. The veracity of the information provided should be supported by other forms of evidence.

#### Photographs



Photographs that demonstrate improvement in condition and support the assertion that an indicator for a criterion or sub-criterion has met the “fully” or “partially complies” assessment.

Photographic evidence can support observations, in particular. However, they are particularly useful as a record of events and practices that occur irregularly. They can also indicate change in conditions.

### Level of compliance with indicators

Indicators are assessed on a three-point ordinal scale: Fully complies, Partly complies, Does not comply; with the option of indicating Not applicable.

Fully complies	Sufficient evidence exists to confirm the probability that the nominated state of the indicator has been achieved.
Partly complies	Insufficient evidence exists to confirm that the nominated state of the indicator has been achieved: more evidence is needed.  This also applies where multiple elements are associated with the CBT initiative (e.g., more than one home stay or guided activity). For minimum requirement indicators, unless all elements achieve the indicated standard, the indicator should be assessed as partly complying. For advanced and best practice requirements, 80% of elements should be achieving the indicated standard to be assessed as fully complying.
Does not comply'	Evidence does not exist to confirm that the nominated state of the indicator has been achieved: evidence is needed.
Not applicable	The indicator is not relevant to the CBT initiative being assessed.

### Scoring of performance

Summary statistics (counts) are used to score the overall performance of CBT initiatives. Assessed indicator levels of performance are summed for each criterion and presented in the categories of Minimum requirements, Advanced requirements and Best practice requirements. These form the basis for progression to certification.

Registration	The CBT initiative fully complies with 50% of relevant Minimum and 40% of Advanced requirements for indicators in each criterion.
Endorsement	The CBT initiative fully complies with 60% of relevant Minimum requirements and 50% of Advanced requirements for indicators in each criterion.
Certification	The CBT initiative fully complies with 70% of relevant Minimum requirements and 60% of Advanced requirements for indicators in each criterion.

## Reporting performance

Workbooks have been prepared for the assessment of CBT performance. The Community Workbook is for self-assessment and requires a simple 'ticking the box' approach and then tallying ticks. This should be completed before the audit. The Audit Workbook is similar, but requires statements of what evidence is used to make the assessment. An 'MS Excel' spreadsheet is available to ease the tallying and summarising.

For each sub-criterion, levels of performance are scored for each indicator, then scores are tallied (Figure 3).

**Sub-criterion 1.3: Effective and transparent management exists**

Criterion	Sub-criterion	Indicators	Fully complies	Partly complies	Does not comply	Not applicable		
Community ownership and management	Effective and transparent management operations	<i>Minimum requirements</i>						
		1.3.1_CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		1.3.2_CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1).	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		1.3.3_The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		1.3.4_The CBT initiative maximises use of goods and services provided by the community.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		1.3.5_A clear financial management system exists and is accessible to community members.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<i>Advanced requirements</i>						
		1.3.6_An annual action plan is documented and is accessible to community members.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		1.3.7_Long-term goals and objectives are documented and accessible to the community members.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
		<i>Best practice requirements</i>						
		1.3.8_Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
		<b>Total minimum requirements</b>			<b>4</b>	<b>1</b>		
		<b>Total advanced requirements</b>				<b>2</b>		
<b>Total best practice requirements</b>					<b>1</b>			

**Figure 3 Example tally for Sub-criterion 1.3**

These tallies for each sub-criterion are then transferred to a summary report for each criterion (Figure 4).

**Summary assessment for Criterion 1: Community ownership and management**

Sub-criteria		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 1.1: Effective and transparent governance arrangements exists	<b>Minimum requirement count</b>	3	1	1	
	Advanced requirement count	2			
	Best practice requirement count				
Sub-criterion 1.2: Legitimate establishment	<b>Minimum requirement count</b>	2			
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 1.3: Effective and transparent management exists	<b>Minimum requirement count</b>	4	1		
	Advanced requirement count		2		
	Best practice requirement count			1	
Sub-criterion 1.4: Effective partnerships exist	<b>Minimum requirement count</b>	2			
	Advanced requirement count	1			1
	Best practice requirement count				1
<b>Totals for minimum requirement indicators</b>		<b>11</b>	<b>2</b>	<b>1</b>	
<b>Totals for advanced requirement indicators</b>		<b>3</b>	<b>2</b>		<b>1</b>
<b>Totals for best practice requirement indicators</b>				<b>1</b>	<b>1</b>

**Figure 4 Example summary table for Criterion 1**

For the overall CBT initiative, criterion tallies are then transferred to a summary table (Figure 5).

**Summary assessment**

Criteria		Fully complies	Partly complies	Does not comply	Not applicable
Criterion 1: Community ownership and management	Minimum requirement count	11	2		
	Advanced requirement count	3	2		
	Best practice requirement count				1
Criterion 2: Contribution to social well-being and quality of life	Minimum requirement count	7	1		
	Advanced requirement count		3	1	1
	Best practice requirement count		1	3	
Criterion 3: Contribution to conserve and promote sustainable environment	Minimum requirement count	4	1		
	Advanced requirement count	2			1
	Best practice requirement count		3		
Criterion 4: Encouragement of interaction between the local community and guests	Minimum requirement count	2	2		
	Advanced requirement count	2	2		
	Best practice requirement count	3	1	1	1
Criterion 5: Quality tour and guiding services	Minimum requirement count	8			
	Advanced requirement count	4	2		
	Best practice requirement count		2	2	1
Criterion 6: Quality food and beverage services	Minimum requirement count	13	2		
	Advanced requirement count	2	2	1	
	Best practice requirement count		1	1	
Criterion 7: Quality accommodations	Minimum requirement count	13	2		
	Advanced requirement count	8		3	
	Best practice requirement count			2	
Criterion 8: Performance of CBT Friendly Tour Operators (CBT FTO)	Minimum requirement count	12	1	1	2
	Advanced requirement count	8		3	1
	Best practice requirement count	1	3	1	1
Criterion 9: Safety and hygiene in the community	Minimum requirement count	2			
	Advanced requirement count		1	1	
	Best practice requirement count	1	1		
Criterion 10: Innovation, creativity and technology usage in the community	Minimum requirement count	3	2		
	Advanced requirement count	1			
	Best practice requirement count	1			
<b>Totals</b>	Minimum requirement count	75	13	1	2
	Advanced requirement count	30	12	9	3
	Best practice requirement count	6	12	8	4

**Figure 5 Example summary table for a CBT**





**ASEAN COMMUNITY BASED TOURISM STANDARD**  
**AUDIT ASSESSMENT**



# ASEAN COMMUNITY BASED TOURISM STANDARD

## Audit assessment

### CBT Profile

Name of CBT initiative			
Address			
Year of establishment			
Contact numbers	Landline	Mobile	Fax
Email address			
Website	http://		
Contact person			
Position			
Names of CBT Committee members			
No. of CBT Members			

### Entry requirements

An elected CBT Committee exists that can represent community interests outside the community and coordinate CBT activities within the community, and	<input type="checkbox"/> Yes	<input type="checkbox"/> No
CBT Committee members are free of a criminal record, and	<input type="checkbox"/> Yes	<input type="checkbox"/> No
The CBT initiative includes:		
<ul style="list-style-type: none"> <li>at least five CBT Members, other than committee members, who have been endorsed by the CBT Committee, and/or</li> </ul>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<ul style="list-style-type: none"> <li>at least two guided tours/activities for visitors and two CBT Guides who have been endorsed by the CBT Committee, and/or</li> </ul>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<ul style="list-style-type: none"> <li>at least two CBT accommodation opportunities and two CBT Accommodation Providers who have been endorsed by the CBT Committee, and/or</li> </ul>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<ul style="list-style-type: none"> <li>at least one CBT food and beverage service and two CBT Food and Beverage Service Providers who have been endorsed by the CBT Committee, and</li> </ul>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
The CBT Committee has completed a self-assessment, and	<input type="checkbox"/> Yes	<input type="checkbox"/> No
The CBT initiative has been registered with the nominated home country CBT Administering Authority.	<input type="checkbox"/> Yes	<input type="checkbox"/> No



**Auditing team**

**Independent assessor**

Name of Assessor

Organisation and address

Contact numbers

Landline

Mobile

Fax

Email address

Date of assessment

**CBT advisor**

Name of assessor

Organisation and address

Contact numbers

Landline

Mobile

Fax

Email address

Date of assessment

**CBT Administration Authority advisor or reviewer (as required)**

Name of assessor

Organisation and address

Contact numbers

Landline

Mobile





Fax

Email address





Date of assessment

# Criterion 1: Community ownership and management

## Sub-criterion 1.1: Effective and transparent governance arrangement exists

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
1.1.1 The CBT initiative is managed by community members through a Committee elected for a maximum 5-year term. <span style="float: right;"><input checked="" type="checkbox"/> Minimum requirement</span>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Committee in action	 <input type="checkbox"/> E.g., Advice of members	 Not essential.			





Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
1.1.2 The CBT initiative has an accountable management structure with clearly defined roles and responsibilities. <span style="float: right;"><input checked="" type="checkbox"/> Minimum requirement</span>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Committee in action	 <input type="checkbox"/> E.g., Advice of members	 Not essential.			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
1.1.3 Relevant national and provincial rules and regulations (including local by-laws) are followed by those directly involved in CBT activities/operations. <span style="float: right;"><input checked="" type="checkbox"/> Minimum requirement</span>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., By-laws	 <input type="checkbox"/> E.g., Committee in action	 <input type="checkbox"/> E.g., Advice of members	 Not essential.			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
1.1.4 CBT Member recruitment meets any relevant national or local laws and regulations. <span style="float: right;"><input checked="" type="checkbox"/> Minimum requirement</span>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Member types	 <input type="checkbox"/> E.g., Advice of members	 Not essential.			





Action to improve performance







### Sub-criterion 1.3: Effective and transparent management exists





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs. <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., FTOs in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.				

Action to improve performance

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Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct. <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., Signed codes	 <input type="checkbox"/> E.g., Member practice	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.				

Action to improve performance

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Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists. <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Products available	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.				

Action to improve performance

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Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
1.3.4 The CBT initiative maximises use of goods and services provided by the community. <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Community products	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.				





Action to improve performance


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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
1.3.5 A clear financial management system exists and is accessible to community members.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., Account books	 <input type="checkbox"/> E.g., Profit and loss statement	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/>	Not essential.		
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
1.3.6 An annual action plan is documented and is accessible to community members.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., Action plan	 <input type="checkbox"/> E.g., Community in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/>	Not essential.		
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
1.3.7 Long-term goals and objectives are documented and accessible to the community members.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., Goal statement	 <input type="checkbox"/> E.g., Community in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/>	Not essential.		
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., Goal statement	 <input type="checkbox"/> E.g., Community in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/>	Not essential.		
Action to improve performance							





### Supplementary photographic evidence for Sub-criterion 1.3

Evidence Details













## Sub-criterion 1.4: Effective partnerships exist

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
1.4.1 Guidelines exist for inbound tour operator interaction with the community.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., Agreements	 <input type="checkbox"/> E.g., Performance of operators	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.			





Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
1.4.2 In conducting activities, the CBT initiative avoids impacts on neighbouring communities.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Member behaviour	 <input type="checkbox"/> E.g., Advice of neighbouring community	 <input type="checkbox"/> Not essential.			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
1.4.3 Relevant CBT stakeholders are identified and their roles in contributing to CBT initiatives are documented.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., Action plan	 <input type="checkbox"/> E.g., Community in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
1.4.4 An established procedure exists for regular consultation with stakeholders.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., Meeting minutes	 <input type="checkbox"/> E.g., Meetings	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.			





Action to improve performance









## Criterion 2: Contribution to social well-being and quality of life





### Sub-criterion 2.1: Human dignity is maintained

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
2.1.1 Sex tourism, drug trafficking, human trafficking, and exploitation of child labour are not tolerated or supported explicitly or implicitly.					<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Minimum requirement</b>								
<b>Evidence</b>	 E.g., CBT constitution <input type="checkbox"/>	 E.g., Member behaviour <input type="checkbox"/>	 E.g., Community advice <input type="checkbox"/>	 E.g., Signage. <input type="checkbox"/>				





Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
2.1.2 CBT activities promote gender equity and social inclusion.					<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Minimum requirement</b>								
<b>Evidence</b>	 E.g., CBT constitution <input type="checkbox"/>	 E.g., Member mix in activities <input type="checkbox"/>	 E.g., Community advice <input type="checkbox"/>	 Not essential. <input type="checkbox"/>				

Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
2.1.3 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).					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirement</b>								
<b>Evidence</b>	 E.g., Meeting minutes <input type="checkbox"/>	 E.g., Meetings <input type="checkbox"/>	 E.g., Advice of members <input type="checkbox"/>	 Not essential. <input type="checkbox"/>				

Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
2.1.4 CBT activities contribute to improving public benefits in the community (including access to basic facilities such as clean water, sanitation, energy, education, and healthcare).					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirement</b>								
<b>Evidence</b>	 E.g., Agreements <input type="checkbox"/>	 E.g., Cooperative action <input type="checkbox"/>	 E.g., Advice of members <input type="checkbox"/>	 Not essential. <input type="checkbox"/>				

Action to improve performance

Supplementary photographic evidence for Sub-criterion 2.1

Evidence Details







Place images here

Description of evidence shown

Lined area for description of evidence shown

### Sub-criterion 2.2: Benefits and costs and shared equitably





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
2.2.1 Clear and agreed benefit sharing arrangements exist.				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., CBT constitution	 E.g., Member mix in activities	 E.g., Community advice	 Not essential.			

Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
2.2.2 A community development fund exists that is used for initiatives benefiting the whole community.				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., Bank account	 E.g., Community projects	 E.g., Advice of members				



Place images here (e.g., Community projects)

Description of evidence shown

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Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
2.2.3 A process exists for equal opportunities in income generating activities.				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., Agreements	 E.g., Cooperative action	 E.g., Advice of members	 Not essential.			






Action to improve performance





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### Sub-criterion 2.3: Local supply chains are enhanced and links exist to regional economies

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
2.3.1 Local community members dominate employment in CBT initiatives.				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 E.g., CBT constitution <input type="checkbox"/>	 E.g., Member mix in activities <input type="checkbox"/>	 E.g., Community advice <input type="checkbox"/>	 Not essential. <input type="checkbox"/>			
 Place images here (e.g., Community members)			Description of evidence shown				
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
2.3.2 Local supply chains exist to generate multiplier effects in the community..				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 E.g., CBT constitution <input type="checkbox"/>	 E.g., Member mix in activities <input type="checkbox"/>	 E.g., Community advice <input type="checkbox"/>	 Not essential. <input type="checkbox"/>			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
2.3.3 Local community products are used in preference to imports (e.g., locally produced vs mass-produced souvenirs).				<input checked="" type="checkbox"/> Advanced requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 E.g., Meeting minutes <input type="checkbox"/>	 E.g., Meetings <input type="checkbox"/>	 E.g., Advice of members <input type="checkbox"/>	 Not essential. <input type="checkbox"/>			
Action to improve performance							

Explanation of evidence				F	u	P	a	D	O	N	O









2.4.1 Local identity is well maintained and awareness is created among the community and visiting tourists.				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 E.g., Asset register		 E.g., Community knowledge of assets		Not essential.			





Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.4.2 Cultural assets of significance to the local community and valued cultural traditions are identified, documented and endorsed by relevant communities.				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 E.g., Asset register		 E.g., Community knowledge of assets		Not essential.			





Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.4.3 Programs exist to authentically present, enhance and retain local cultural traditions towards protecting cultural integrity, identity and values.				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 E.g., CBT constitution	 E.g., Member mix in activities	 E.g., Community advice					

Action to improve performance





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.4.4 Practices ensure that all rules, regulations and laws relevant to protection of culture and heritage are followed.				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 E.g., CBT constitution		 E.g., Community awareness of rules		Not essential.			

Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.4.5 CBT management supports the retention of traditional livelihoods and initiatives that create alternative livelihoods.				<input checked="" type="checkbox"/> Advanced requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>Evidence</b>	 E.g., policy statement	 E.g., diversity of livelihoods	 E.g., Advice of members	 Not essential.
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Action to improve performance





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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable

**2.4.6 A code of visitor behaviour exists to inform visitors of appropriate behaviour within communities.**  **Advanced requirement**

<b>Evidence</b>	 E.g., written code of conduct	 E.g., behaviour of visitors	 E.g., Advice of members	 Not essential.
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Action to improve performance





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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable

**2.4.7 A community decision-making process exists that identifies what cultural assets and traditions will be shared with visitors.**  **Best practice requirement**

<b>Evidence</b>	 E.g., Identified in inventory	 E.g., Presentation of cultural sites	 E.g., Advice of members	 Not essential.
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Action to improve performance





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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable

**2.4.8 CBT management ensures the protection of cultural assets of the community**  **Best practice requirement**

<b>Evidence</b>	 E.g., Identified in inventory	 E.g., Presentation of cultural sites	 E.g., Advice of members	 Not essential.
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Action to improve performance

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### Supplementary photographic evidence for Sub-criterion 2.4

#### Evidence Details



Place images here (E.g., cultural dance)

Description of evidence shown

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









# Criterion 3: Contribution to conserve and promote sustainable environment

## Sub-criterion 3.1: Natural resources are conserved

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
3.1.1 Natural resources and environmentally sensitive sites and their community significance are identified, planned, documented and endorsed by relevant communities. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., Inventory report	 E.g., site management	 E.g., Member endorsement				
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
3.1.2 A fund exists to support community-based conservation programs and actions. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., line item is accounts	 E.g., conservation action	 E.g., Advice of members				
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
3.1.3 Awareness and capacity building programs exist to educate/provide information to relevant stakeholders to protect the natural resources. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., line item is accounts	 E.g., conservation action	 E.g., Advice of members				
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
3.1.4 Local rules and regulations exist to ensure the protection and presentation of nature. <input checked="" type="checkbox"/> Best practice requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., printed rules	 E.g., host and guest behaviour	 E.g., Advice of members	 Not essential.			
Action to improve performance							







### Sub-criterion 3.2: Environmentally sustainable practices are promoted

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
3.2.1 A fund is available to support community-based environmental improvement action.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
Evidence	 <input type="checkbox"/> E.g., line item in accounts	 <input type="checkbox"/> E.g., Community programs	 <input type="checkbox"/> E.g., Community programs	 <input type="checkbox"/> Not essential.			





Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
3.2.2 A locally appropriate solid waste management system exists that applies avoid, reduce, reuse, recycle principles and hygienic handling of putrescible waste (e.g., composting).				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
Evidence	 <input type="checkbox"/> E.g., reports	 <input type="checkbox"/> E.g. sighting of waste treatment	 <input type="checkbox"/> E.g., Community practices	 <input type="checkbox"/>			





Action to improve performance





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
3.2.3 Locally appropriate wastewater management uses technologies that minimise risk to human health and environmental impact.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
Evidence	 <input type="checkbox"/> E.g., reports	 <input type="checkbox"/> E.g., treatment system	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			





Action to improve performance





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
3.2.4 Practices ensure that all rules, regulations and laws relevant to environmental protection are followed.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
Evidence	 <input type="checkbox"/> E.g., CBT rules	 <input type="checkbox"/> E.g., Community behaviour	 <input type="checkbox"/> E.g., Community awareness of rules	 <input type="checkbox"/> Not essential.			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
3.2.5 Solid waste generation is actively discouraged (e.g., through encouraging refilling of water bottles with treated water). <input checked="" type="checkbox"/> <b>Advanced requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., printed rules	 <input type="checkbox"/> E.g., water bottle refill station	 <input type="checkbox"/> E.g., Advice of members	 Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
3.2.6 Environmental information and education programs are available for hosts, guests and the community. <input checked="" type="checkbox"/> <b>Best practice requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., printed rules	 <input type="checkbox"/> E.g., host and guest behaviour	 <input type="checkbox"/> E.g., Advice of members	 Not essential.			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
3.2.7 Low carbon energy sources are used within the CBT area. <input checked="" type="checkbox"/> <b>Best practice requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., printed rules	 <input type="checkbox"/> E.g., host and guest behaviour	 <input type="checkbox"/> E.g., Advice of members	 Not essential.			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
3.2.8 Plastic free concept is actively encouraged within the community. <input checked="" type="checkbox"/> <b>Best practice requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., printed rules	 <input type="checkbox"/> E.g., host and guest behaviour	 <input type="checkbox"/> E.g., Advice of members	 Not essential.			
Action to improve performance							

**Supplementary photographic evidence for Sub-criterion 3.2**

Evidence	Details
Place images here	Description of evidence shown













A series of horizontal lines for writing, consisting of a solid top line, a dotted midline, and a solid bottom line, repeated down the right side of the page.











# Criterion 4: Encouragement of interaction between the local community and guests





## Sub-criterion 4.1: Guest and local community interaction exists





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
4.1.1 Environmental and cultural information is included in the interpretation of the community and its surroundings. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., activity guidelines	 <input type="checkbox"/> E.g., attend tour	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
4.1.2 Policies and actions ensure safety and security for visitors. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., policy statement	 <input type="checkbox"/> E.g., visitor care	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
4.1.3 Codes of conduct exist for community, hosts and guests. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., code of conduct	 <input type="checkbox"/> E.g., signage	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
4.1.4 Tourist expectations are managed by providing accurate information in marketing initiatives. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., brochure	 <input type="checkbox"/> E.g., web information	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
4.1.5 A quality control and improvement system exists, including a process to obtain visitor feedback on their CBT experiences.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> <b>Advanced requirement</b>							
<b>Evidence</b>	 <input type="checkbox"/> E.g., client survey	 <input type="checkbox"/> E.g., review of feedback	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
4.1.6 A program of cross-cultural communication and understanding exists.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> <b>Best practice requirement</b>							
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., host and guest interactions	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
4.1.7 Opportunities exist for tourists to contribute to local activities alongside community members.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> <b>Best practice requirement</b>							
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., guests working with hosts	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
4.1.8 The quality control and improvement system is evaluated weekly and reported annually to Community members.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> <b>Best practice requirement</b>							
<b>Evidence</b>	 <input type="checkbox"/> E.g., reports	 <input type="checkbox"/> E.g., guests completing surveys	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.			
Action to improve performance							

Explanation of evidence

				Fully complies	Partly complies	Does not comply	Not applicable
4.1.9 Market trends and movements for future developments are followed to enhance the quality experiences for both host and guest. <span style="float: right;"><input checked="" type="checkbox"/> Best practice requirement</span>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., reports	 <input type="checkbox"/> E.g., guests completing surveys	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.			

Action to improve performance

### Supplementary photographic evidence for Sub-criterion 4.1





#### Evidence Details



Place images here

Description of evidence shown





### Sub-criterion 4.2: Sustainability of Community-Based Tourism products

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
4.2.1 Transparent and fair pricing exists for visitors with adequate returns on community investments.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
<b>Evidence</b>	 <input type="checkbox"/> E.g., profit and loss statement	 <input type="checkbox"/> E.g., price list	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				




Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
4.2.2 Positive returns on investment exist in terms of social, cultural, environmental and economic outcomes.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement								
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., village appearance and community happiness	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential				

Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
4.2.3 Target market segments are identified with their servicing needs.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement								
<b>Evidence</b>	 <input type="checkbox"/> E.g., marketing plan	 <input type="checkbox"/> E.g., character of guests	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.				

Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
4.2.4 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.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement								
<b>Evidence</b>	 <input type="checkbox"/> E.g., marketing plan	 <input type="checkbox"/> E.g., product types	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.				

Action to improve performance















# Criterion 5: Quality tour and guiding services





## Sub-criterion 5.1: Ensuring local guide quality and expertise

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
5.1.1 Guides are community members or approved by a CBT committee; they are recruited based on appropriate levels of knowledge, physical health and fitness for proposed guided activities.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., job statement	 <input type="checkbox"/> E.g., guide performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			





Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
5.1.2 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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., guide performance	 <input type="checkbox"/> E.g., Guide knowledge	 <input type="checkbox"/> Not essential.			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
5.1.3 Guides operate within the ASEAN CBT Standards and regulations of the CBT initiative and have signed and follow the ASEAN CBT Guide's Code of Conduct.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., signed code of conducts	 <input type="checkbox"/> E.g., guide performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			

Action to improve performance





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
5.1.4 Guides facilitate environmentally, socially and culturally relevant and sensitive experiences for visitors that are protective of natural and cultural resources and values.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., nature of activities	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/>			

Action to improve performance













### Sub-criterion 5.2: Managing tours and activities to ensure quality

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
5.2.1 Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
<b>Evidence</b>	 <input type="checkbox"/> E.g., signed code of conducts	 <input type="checkbox"/> E.g., guide performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				





Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
5.2.2 Tours/activities ensure visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
<b>Evidence</b>	 <input type="checkbox"/> E.g., tour guidelines	 <input type="checkbox"/> E.g., visitor behaviour	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				





Action to improve performance





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
5.2.3 Tours/activities have a clearly defined itinerary and associated price, and documented booking system.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
<b>Evidence</b>	 <input type="checkbox"/> E.g., program of activities	 <input type="checkbox"/> E.g., booking system	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				





Action to improve performance





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
5.2.4 Tours/activities record the visitors on tours, including departure and return times.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
<b>Evidence</b>	 <input type="checkbox"/> E.g., record system	 <input type="checkbox"/> E.g., data entry	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				





Action to improve performance





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
5.2.5 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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 E.g., tour protocols	 E.g., guide performance	 E.g., Community advice	 Not essential.			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
5.2.6 Tours operate on a cost recovery basis and yield a profit to the CBT initiative. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 E.g., profit and loss statement		 E.g., Advice of members	 Not essential			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
5.2.7 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. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 E.g., feedback document	 E.g., guide behaviour	 E.g., Advice of members	 Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
5.2.8 Tours/activities respect and contribute to the promotion and preservation/conservation of local culture and natural environment and provide current and relevant cultural information. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 E.g., activity outline	 E.g., tour content	 E.g., Advice of members	 Not essential			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
5.2.9 Tours/activities are designed to be enjoyable, educational, participatory, organised, relevant and thematic. <input checked="" type="checkbox"/> <b>Advanced requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., certificate <input type="checkbox"/>	 <input type="checkbox"/>	 E.g., Advice of members <input type="checkbox"/>	 Not essential <input type="checkbox"/>			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
5.2.10 The local (interpretative) guide to visitor ratio is not greater than 1:5-10. <input checked="" type="checkbox"/> <b>Best practice requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., activity advertising <input type="checkbox"/>	 E.g., numbers on tours <input type="checkbox"/>	 E.g., Advice of members <input type="checkbox"/>	 Not essential. <input type="checkbox"/>			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
5.2.11 Where relevant, tours/activities have clearly defined and documented agreements with inbound tour operators. <input checked="" type="checkbox"/> <b>Best practice requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., agreements <input type="checkbox"/>	 E.g., relationship between operator and CBT <input type="checkbox"/>	 E.g., Advice of members <input type="checkbox"/>	 Not essential. <input type="checkbox"/>			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
5.2.12 Tours/activities actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members. <input checked="" type="checkbox"/> <b>Best practice requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., training notes <input type="checkbox"/>	 E.g., training activity <input type="checkbox"/>	 E.g., Advice of members <input type="checkbox"/>	 Not essential. <input type="checkbox"/>			
Action to improve performance							

Explanation of evidence

				Fully complies	Partly complies	Does not comply	Not applicable
5.2.13 Tours provide an appropriate and specialised service for identified tourist markets and attract identified tourist markets through cost-effective means. <input checked="" type="checkbox"/> Best practice requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., training notes	 <input type="checkbox"/> E.g., training activity	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.			

Action to improve performance

### Supplementary photographic evidence for Sub-criterion 5.2

#### Evidence Details



Place images here





Description of evidence shown





# Criterion 6: Quality food and beverage services

## Sub-criterion 6.1: Ensuring food and beverage service provider quality



Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.1.1 Food and beverage providers are community members or approved by a CBT committee, and receive trainings on food hygiene and safety before qualifying as food and beverage providers.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., job statement	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			

Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.1.2 Food and beverage providers possess or can demonstrate commitment to hygienic food preparation and service techniques.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., provider knowledge	 <input type="checkbox"/> Not essential.			

Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.1.3 Food and beverage providers operate within the guidelines and regulations of the CBT initiative and have signed and follow the ASEAN CBT Food and Beverage Providers Code of Conduct				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., signed code of conducts	 <input type="checkbox"/> E.g., guide performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			

Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.1.4 Food and beverage providers are certified under any relevant standard produced for the purposes of improving food and beverage services.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., certificate	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			





Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.1.5 Food and beverage providers provide opportunities for knowledge exchange between hosts and visitors.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> <b>Advanced requirement</b>							
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., nature of activities	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/>			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.1.6 Food and beverage providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of: food preparation hygiene, nutritional meal and menu preparation, traditional cuisine and cooking techniques, hospitality and service standards, sustainable tourism, cross cultural awareness/communication; first aid and safety, authentic local cultural traditions, integrity, identity and values; environmental protection issues, the guidelines and regulations of the CBT initiative, and any other area deemed necessary by the CBT Committee.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> <b>Best practice requirement</b>							
<b>Evidence</b>	 <input type="checkbox"/> E.g., training notes	 <input type="checkbox"/> E.g., training activity	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.			
Action to improve performance							

### Supplementary photographic evidence for Sub-criterion 6.1





Evidence	Details	
 Place images here	Description of evidence shown	






### Sub-criterion 6.2: Managing food and beverage services for quality

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
6.2.1 Food and beverage services are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
<b>Evidence</b>	 E.g., CBT guidelines	 E.g., provider performance	 E.g., Community advice	 Not essential.				





Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
6.2.2 Menus are available with associated prices (if appropriate).					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
<b>Evidence</b>	 E.g., written menus	 E.g., menu board	 E.g., Community advice	 Not essential.				





Action to improve performance





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
6.2.3 Meals are provided at agreed times identified in consultation between food and beverage providers and the CBT committee.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
<b>Evidence</b>	 E.g., written menus	 E.g., menu board	 E.g., Community advice	 Not essential.				



Action to improve performance





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
6.2.4 Sufficient food is provided for visitor needs, including between-meal snacks.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
<b>Evidence</b>	 E.g., formal feedback	 E.g., meals provided	 E.g., visitor advice	 Not essential.				

Action to improve performance





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.2.5 Menus vary daily and include at least one traditional meal at each dining period.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., menus	 <input type="checkbox"/> E.g., attendance at meals	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.2.6 Maximum use is made of fresh, organically grown food and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., receipts from local providers	 <input type="checkbox"/> E.g., purchasing	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.2.7 Dessert and/or fruit forms part of each meal.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., job statement	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.2.8 Food preparation and dining areas are maintained in a clean state at all times.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., No complaints	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6.2.9 Food preparation and dining utensils are cleaned thoroughly before use (i.e. cleaned immediately after dining periods). <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., client feedback	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				





Action to improve performance

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Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable

6.2.10 Food service providers wash their hands with soap in clean water before and regularly during food preparation. <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., client feedback	 <input type="checkbox"/> E.g., availability of soap, clean water and towel	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				





Action to improve performance

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Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable

6.2.11 Food is stored in clean containers, which are kept in good order. <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., job statement	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				





Action to improve performance

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Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable

6.2.12 Animals (domestic and pest) are kept out of food storage, cooking and dining areas. <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., job statement	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				





Action to improve performance

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Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable

6.2.13 Opportunities exist for tourists to participate in meal preparation and to learn traditional cooking techniques. <input checked="" type="checkbox"/> Advanced requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., advertising	 <input type="checkbox"/> E.g., visitor participation in meal preparation	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential.				




Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.2.14 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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> <b>Advanced requirement</b>							
Evidence	 <input type="checkbox"/> E.g., feedback form	 <input type="checkbox"/> E.g., provider behaviour	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.2.15 Visitor dietary preferences are accommodated.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> <b>Advanced requirement</b>							
Evidence	 <input type="checkbox"/> E.g., welcome note	 <input type="checkbox"/> E.g., signage	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.2.16 Maximum use is made of natural bio-degradable products when serving and packaging food (e.g. banana leaves).				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> <b>Best practice requirement</b>							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., meal service	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential.			

Action to improve performance

### Supplementary photographic evidence for Sub-criterion 6.2

Evidence	Details
	<p>Place images here</p> <p>Description of evidence shown</p> <p>_____</p> <p>_____</p> <p>_____</p>

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## Criterion 7: Quality accommodations





### Sub-criterion 7.1: Ensuring accommodation service provider quality

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
7.1.1 Accommodation providers are community members or approved by the CBT committee.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/> E.g., job description	 <input type="checkbox"/> E.g., home stay inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				

Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
7.1.2 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.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				

Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
7.1.3 Accommodation providers operate within the guidelines and regulations of the CBT initiative and have signed and follow the ASEAN CBT Accommodation Provider's Code of Conduct.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/> E.g., signed code of conduct	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				

Action to improve performance

Explanation of evidence	F	P	D	N	O



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## Sub-criterion 7.2: Managing accommodations for quality





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.1 Accommodations are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input checked="" type="checkbox"/> Minimum requirement			
<b>Evidence</b>	 <input type="checkbox"/> E.g., signed codes of conduct	 <input type="checkbox"/> E.g., accommodations inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			

Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.2 A clearly defined and documented visitor booking system exists for visitors to the CBT central area and accommodations.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input checked="" type="checkbox"/> Minimum requirement			
<b>Evidence</b>	 <input type="checkbox"/> E.g., booking system	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			

Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.3 An up-to-date log of arrivals, departures and returns to the CBT central area is maintained.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input checked="" type="checkbox"/> Minimum requirement			
<b>Evidence</b>	 <input type="checkbox"/> E.g., log book	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			

Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input checked="" type="checkbox"/> Minimum requirement			
<b>Evidence</b>	 <input type="checkbox"/> E.g., standard procedures manual	 <input type="checkbox"/> E.g., welcome service	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			





Action to improve performance





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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.5 Purpose-built structures for visitor use are attractive and appropriate to meeting tourist expectations and basic safety standards. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.7 All accommodations, especially bathrooms and toilets, are thoroughly cleaned and serviced daily. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., daily servicing procedure	 <input type="checkbox"/> E.g., inspections	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.8 Bathrooms and toilets include a tank or adequate fresh, clean water, soap and cup; toilets include toilet paper and a sanitary bin. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable

7.2.9 Toilets are of either squatting or sitting, and flushing or composting type, with consideration given to client preferences and local norms.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input checked="" type="checkbox"/> Minimum requirement			
Evidence	<input type="checkbox"/>	<input type="checkbox"/> E.g., home stay inspection	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/> Not essential.			

Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable

7.2.10 The CBT area is maintained in a clean condition that minimises threats from dangerous species.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input checked="" type="checkbox"/> Minimum requirement			
Evidence	<input type="checkbox"/>	<input type="checkbox"/> E.g., inspection	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/> Not essential.			

Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable

7.2.11 Materials are available to cover basic communication needs between hosts and guests.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input checked="" type="checkbox"/> Minimum requirement			
Evidence	<input type="checkbox"/> E.g., signage	<input type="checkbox"/> E.g., signage	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/> Not essential.			

Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable

7.2.12 A torch is available for night use in all accommodations and structures built for visitor use.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input checked="" type="checkbox"/> Minimum requirement			
Evidence	<input type="checkbox"/>	<input type="checkbox"/> E.g., inspection	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/> Not essential.			

Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable





7.2.13 All CBT accommodations 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).				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input checked="" type="checkbox"/> Minimum requirement			

<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., visitor arrival orientation	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.
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Action to improve performance

Explanation of evidence


7.2.14 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. <input checked="" type="checkbox"/> <b>Minimum requirement</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>Evidence</b>	 <input type="checkbox"/> E.g., written plan	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.
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Action to improve performance

Explanation of evidence

7.2.15 All CBT accommodations and visitor use areas include a first aid kit for guest and staff use and checked weekly for completeness or replenished on use. <input checked="" type="checkbox"/> <b>Minimum requirement</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>Evidence</b>	 <input type="checkbox"/> E.g., written operations procedure	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.
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Action to improve performance

Explanation of evidence

7.2.16 All CBT accommodations and visitor use areas apply all appropriate standards of hygiene and cleanliness stated in the food and beverage section of these standards when including meals in the accommodation. <input checked="" type="checkbox"/> <b>Minimum requirement</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>Evidence</b>	 <input type="checkbox"/> E.g., operations procedure	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.
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Action to improve performance

Explanation of evidence

7.2.17 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. <input checked="" type="checkbox"/> <b>Advanced requirement</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>Evidence</b>	 E.g., feedback survey	 E.g., visitor participation	 E.g., advice of members	 Not essential
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Action to improve performance

Explanation of evidence	Fully complies	Partly complies	Does not comply	Not applicable
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7.2.18 Subject to functional requirements, built structures for visitors reflect local building traditions.  **Advanced requirement**

<b>Evidence</b>	 <input type="checkbox"/>	 E.g., inspection <input type="checkbox"/>	 E.g., advice of members <input type="checkbox"/>	 Not essential <input type="checkbox"/>
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Action to improve performance

Explanation of evidence	Fully complies	Partly complies	Does not comply	Not applicable
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


7.2.19 Built structures for visitors are clearly identified at the location with guide signs as required (this particularly applies to accommodation and any special tourist use areas).  **Advanced requirement**

<b>Evidence</b>	 <input type="checkbox"/>	 E.g., signage <input type="checkbox"/>	 E.g., advice of members <input type="checkbox"/>	 Not essential <input type="checkbox"/>
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Action to improve performance

Explanation of evidence	Fully complies	Partly complies	Does not comply	Not applicable
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7.2.20 Built structures do not include wild animal decoration, except where part of an interpretive display or part of local custom.  **Advanced requirement**

<b>Evidence</b>	 <input type="checkbox"/>	 E.g., inspection <input type="checkbox"/>	 E.g., advice of members <input type="checkbox"/>	 Not essential <input type="checkbox"/>
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Action to improve performance

Explanation of evidence	Fully complies	Partly complies	Does not comply	Not applicable
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7.2.21 Adequate lighting and ventilation is provided inside all built structures for visitor use.  **Advanced requirement**

<b>Evidence</b>	 <input type="checkbox"/>	 E.g., inspection <input type="checkbox"/>	 E.g., advice of members <input type="checkbox"/>	 Not essential <input type="checkbox"/>
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Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.22 Structures are not placed within 20metres of any natural or cultural attraction or significant site, unless historically in that location or for cultural reasons.				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			





Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.23 Farm animals cannot enter structures used by visitors.				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.24 Parking and signage is available for visitor use and orientation.				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.25 All CBT accommodation providers are trained in basic first aid and are therefore competent in using first aid kits.				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., training log	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			

Action to improve performance

Explanation of evidence

Fully complies	Partly complies	Does not comply	Not applicable
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7.2.26 All CBT accommodation and visitor use areas have documented fire and emergency procedures, displayed in prominent positions.  **Advanced requirement**

Evidence



E.g., documented procedures



E.g., inspections



E.g., advice of members



Not essential

Action to improve performance

Explanation of evidence

Fully complies	Partly complies	Does not comply	Not applicable
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7.2.27 The family and cross-culture experience is emphasised.  **Best practice requirement**

Evidence



E.g., documented procedures



E.g., experience



E.g., advice of members



Not essential.





Action to improve performance

















## Criterion 8: Performance of CBT Friendly Tour Operators





### Sub-criterion 8.1: Commitment to CBT ideals

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.1.1 FTOs meet all necessary license and permit requirements.				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., copy of licenses		 E.g., FTO advice	 Not essential.			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.1.2 Clearly defined and documented agreements exist between FTOs and the CBT Committee, requiring FTOs and staff to operate within the guidelines and regulations of the CBT initiative.				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., signed agreements		 E.g., Community advice	 Not essential.			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.1.3 FTOs and staff have signed and follow the ASEAN CBT Friendly Tour Operator’s Code of Conduct.				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., copies of signed codes of conduct		 E.g., Community advice	 Not essential.			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.1.4 Where available, FTOs are members of an appropriate professional organisation.				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 E.g., membership card		 E.g., Community advice	 Not essential.			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.1.5 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. <input checked="" type="checkbox"/> <b>Advanced requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., training log	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			





Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.1.6 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests. <input checked="" type="checkbox"/> <b>Advanced requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., documented procedures	 <input type="checkbox"/> E.g., inspections	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.1.7 FTOs provide employees dealing with communities regular training on CBT and ecotourism (e.g. one day a year/paid). <input checked="" type="checkbox"/> <b>Best practice requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., experience	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential.			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.1.8 FTOs cooperate with natural and cultural heritage conservation organizations, authorities and local NGOs as required. <input checked="" type="checkbox"/> <b>Best practice requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., experience	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential.			

Action to improve performance

### Photographic evidence for Sub-criterion 8.1

**Evidence Details**



Place images here

Description of evidence shown

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## Sub-criterion 8.2: Contributing to community and nature protection

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.2.1 FTOs demonstrate respect for CBT regulations and recommendations for behaviour in environmentally sensitive areas and while in the community. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			





Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.2.2 FTOs and staff have a sound knowledge and understanding of the specific CBT site and local conditions. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			





Action to improve performance





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.2.3 FTOs demonstrate best practice environmental management in their operations (e.g., use of energy efficient products, waste minimisation and recycling). <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			





Action to improve performance





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.2.4 FTOs minimises motorized transportation, especially in CBT areas. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.2.5 FTOs consult with the CBT Committee and the community if there is a risk that activities might result in direct environmental or social impact. <input checked="" type="checkbox"/> <b>Advanced requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.2.6 FTOs take away all solid waste generated from products it brings into the CBT area. <input checked="" type="checkbox"/> <b>Advanced requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.2.7 FTOs provide visitors with nature, culture and community experiences that respect and apply a minimized disturbance policy. <input checked="" type="checkbox"/> <b>Advanced requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.2.8 FTOs and staff are actively involved in, or contribute to, CBT projects. <input checked="" type="checkbox"/> <b>Advanced requirement</b>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO working with the community	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

Explanation of evidence

Fully complies	Partly complies	Does not comply	Not applicable
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8.2.9 FTOs work with the community to improve community services and products offered by providing client feedback information.

Advanced requirement

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------

Evidence



E.g., feedback report



E.g., advice of members



Not essential

Action to improve performance

Explanation of evidence

Fully complies	Partly complies	Does not comply	Not applicable
----------------	-----------------	-----------------	----------------

8.2.10 FTOs support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people.

Best practice requirement

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------

Evidence



E.g., training notes



E.g., training programs



E.g., advice of members



Not essential.

Action to improve performance

Explanation of evidence

Fully complies	Partly complies	Does not comply	Not applicable
----------------	-----------------	-----------------	----------------

8.2.11 To the greatest extent possible, FTOs use eco-friendly accommodation and services prior to and after visiting the CBT area.

Best practice requirement

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------

Evidence



E.g., advice of FTO and CBT members



Not essential.

Action to improve performance

### Photographic evidence for Sub-criterion 8.2





#### Evidence Details











Place images here





Description of evidence shown

### Sub-criterion 8.3: Support for the local economy

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
8.3.1 FTOs maximise use and purchase of local and CBT products and services (e.g. accommodation, transport in and out, activities, food, souvenirs). <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				
Action to improve performance								





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
8.3.2 FTOs have an agreement or contract with the community on CBT products, prices and procedures. <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., signed contract	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				
Action to improve performance								

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income. <input checked="" type="checkbox"/> Advanced requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/> E.g., feedback report	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential.				
Action to improve performance								





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
8.3.4 FTOs, staff and clients contribute to, or take part in, local development work (e.g., village projects, education, maintenance of local roads etc.). <input checked="" type="checkbox"/> Best practice requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Evidence</b>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO and CBT members working together	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential.				
Action to improve performance								







### Sub-criterion 8.4: Promoting joy of discovery, knowledge and respect

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
8.4.1 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.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				





Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
8.4.2 FTOs explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				

Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
8.4.3 Through agreement with the CBT Committee, 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.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.				

Action to improve performance

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
8.4.4 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.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement								
Evidence	 <input type="checkbox"/> E.g., feedback report	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential				

Action to improve performance

Explanation of evidence

Fully complies	Partly complies	Does not comply	Not applicable
----------------	-----------------	-----------------	----------------

8.4.5 FTOs provide accurate pre-tour information to clients about the tour and the CBT area, a list of needed equipment and codes of conduct.

Advanced requirement

Evidence



E.g., feedback report



E.g., advice of members



Not essential

Action to improve performance

### Photographic evidence for Sub-criterion 8.4





Evidence Details







Place images here

Description of evidence shown





### Sub-criterion 8.5: Satisfying and safe experiences for tourists and the community

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.5.1 FTOs encourage their clients to have travel insurance cover.				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			





Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.5.2 FTOs ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides.				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			

Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.5.3 FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas and activities.				<input checked="" type="checkbox"/> Minimum requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			





Action to improve performance

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
8.5.4 FTO staff are trained in first aid, including CPR.				<input checked="" type="checkbox"/> Advanced requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., feedback report	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential.			

Action to improve performance

Explanation of evidence				F	u	P	a	D	O	N	O



8.5.5 FTOs are able to demonstrate their efforts in improving the quality of their operation through reporting of visitor satisfaction from client feedback surveys.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input checked="" type="checkbox"/> <b>Best practice requirement</b>			
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/>	E.g., FTO and CBT members working together	 <input type="checkbox"/>	E.g., advice of members	 <input type="checkbox"/>	Not essential.

Action to improve performance

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### Photographic evidence for Sub-criterion 8.5

#### Evidence Details



Place images here

Description of evidence shown

**Summary assessment for Criterion 8: Performance of CBT Friendly Tour Operators**

<b>Sub-criteria</b>		<b>Fully complies</b>	<b>Partly complies</b>	<b>Does not comply</b>	<b>Not applicable</b>
Sub-criterion 8.1: Commitment to CBT ideals.	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 8.2: Contribution to community and nature protection.	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 8.3: Support for the local economy.	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 8.4: Promotion of joy of discovery, knowledge and respect.	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 8.5: Satisfying and safe experience for tourists and the community.	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
<b>Totals for minimum requirements indicators</b>					
Totals for advanced requirements indicators					
Totals for best practice requirements indicators					

**Recommendations for improving performance for Criterion 8: Performance of Friendly Tour Operators (CBT FTO)**

<b>Indicator</b>	<b>Action</b>
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Auditor’s signature ..... CBT representative signature .....

CBT Admin. Authority representative signature ..... Date .....

**Criterion 9: Safety and hygiene in the community**

**Sub-criterion 9.1: Ensuring safety and hygiene measures**





<b>Explanation of evidence</b>	<b>Fully comp</b>	<b>Partly comp</b>	<b>Does not</b>	<b>Not appli</b>
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Audit assessment ..... Criterion 8: Performance of CBT Friendly Tour Operators





## Sub-criterion 9.2: Implementing effective risk management mechanism





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
9.2.1 Establish a team to delivery timely and effective response to emergency case.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., copy of licenses	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO advice	 <input type="checkbox"/>	Not essential.		

Action to improve performance

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



Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
9.2.2 A risk management mechanism for the community exists.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., signed agreements	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>	Not essential.		

Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
9.2.3 Duties and roles of the members of risk management group are clearly defined.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
<b>Evidence</b>	 <input type="checkbox"/> E.g., copies of signed codes of conduct	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>	Not essential.		

Action to improve performance

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### Photographic evidence for Sub-criterion 9.2

#### Evidence Details



Place images here

Description of evidence shown

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10.2.1 Provide training on digital system usage and technology to community members.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
<b>Evidence</b>	 E.g., copy of licenses	 <input type="checkbox"/>	 E.g., FTO advice	 <input type="checkbox"/>	Not essential.		





Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable

10.2.2. Encourage usage and update of technology in the community operation management.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
<b>Evidence</b>	 E.g., signed agreements	 <input type="checkbox"/>	 E.g., Community advice	 <input type="checkbox"/>	Not essential.		





Action to improve performance

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Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable

10.3.2. Evaluate and monitor technology usage in the community in order to improve digital operation management.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
<b>Evidence</b>	 E.g., signed agreements	 <input type="checkbox"/>	 E.g., Community advice	 <input type="checkbox"/>	Not essential.		


Action to improve performance

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### Photographic evidence for Sub-criterion 10.2

Evidence Details	
 Place images here	Description of evidence shown

### Sub-criterion 10.3: Developing better skills

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable



10.3.1 Provide upskilling and reskilling trainings (e.g. innovation and entrepreneurship skills).				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input checked="" type="checkbox"/> Minimum requirement			
<b>Evidence</b>	<input type="checkbox"/> E.g., copy of licenses	<input type="checkbox"/>	<input type="checkbox"/> E.g., FTO advice	<input type="checkbox"/>	Not essential.		

Action to improve performance

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Explanation of evidence				<b>Fully complies</b>	<b>Partly complies</b>	<b>Does not comply</b>	<b>Not applicable</b>
<hr/> <hr/>							

10.3.2. Promote and encourage community members to take vocational training and further education.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input checked="" type="checkbox"/> Minimum requirement			
<b>Evidence</b>	<input type="checkbox"/> E.g., signed agreements	<input type="checkbox"/>	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/>	Not essential.		

Action to improve performance

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### Photographic evidence for Sub-criterion 10.3

#### Evidence Details



Place images here

Description of evidence shown

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### Sub-criterion 10.4: Ensuring creativity and new creations

Explanation of evidence				<b>Fully complies</b>	<b>Partly complies</b>	<b>Does not comply</b>	<b>Not applicable</b>
<hr/> <hr/>							

10.4.1 Plans to encourage initiatives and new creations exist in the community.

Minimum requirement

Evidence  E.g., copy of licenses   E.g., FTO advice  Not essential.

Action to improve performance

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Explanation of evidence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10.4.2. Organise competitions and awards for creativity and new ideas in the community.

Minimum requirement

Evidence  E.g., signed agreements   E.g., Community advice  Not essential.

Action to improve performance

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### Photographic evidence for Sub-criterion 10.4

**Evidence Details**



Place images here

Description of evidence shown

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### Summary assessment for Criterion 10: Innovation, creativity and technology usage in the community

Sub-criteria	Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 10.1: Encouraging the implementation of initiatives				
<b>Minimum requirement count</b>				
<b>Advanced requirement count</b>				



Criterion 4: Encouragement of interaction between the local community and guests	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 5: Quality tour and guiding services	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 6: Quality food and beverage services	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 7: Quality accommodations	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 8: Performance of CBT Friendly Tour Operators (CBT FTO)	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 9: Safety and hygiene in the community	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 10: Innovation, creativity and technology usage in the community	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
<b>Totals</b>	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				

Auditor's signature ..... CBT representative signature .....

CBT Admin. Authority representative signature ..... Date .....

## Independent auditor's recommendation

From the available evidence, I declare that the assessment made of the

(CBT name).....

CBT initiative against the ASEAN CBT Standard is true and accurate.

The assessment indicates that the CBT initiative:

meets 70% of Minimum requirements and 60% of Advanced requirements for each criterion.

does not meet 70% of Minimum requirements and 60% of Advanced requirements for each criterion.

Therefore, the CBT initiative  is recommended (or  is not recommended) for certification as meeting the ASEAN Community Based Tourism Standard.

Signature of CBT assessor

Signature of CBT Administration Authority assessor

Date

Date

Office use only

### CBT Administration Authority recommendation

Certify the CBT as meeting the ASEAN Community Based Tourism Standard

.....Authorised officer's name and signature

.....Date

### National Tourism Organisation approval

Certify the CBT as meeting the ASEAN Community Based Tourism Standard

.....Authorised officer's name and signature

.....Date

CBT register has been updated .....Date

CBT certification notification and certificate has been forwarded to the CBT initiative

.....Date

.....Date .....Officer's name and signature



**2<sup>nd</sup> EDITION OF ASEAN COMMUNITY BASED TOURISM STANDARD  
AUDIT WORKBOOK  
2022**



# **2<sup>nd</sup> EDITION OF ASEAN COMMUNITY- BASED TOURISM STANDARD**

## **PART I**

# ASEAN COMMUNITY-BASED TOURISM STANDARD COMMUNITY WORKBOOK



2<sup>nd</sup> EDITION OF ASEAN COMMUNITY BASED TOURISM STANDARD  
2022

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## 1.0 CBT Concept, Definition, and Principles

### 1.1 The CBT Concept

Internationally, the economics of tourism sector is dominated by small businesses that provide goods and services to a visiting tourist clientele. Community-based tourism (CBT) is an alternative form of tourism that seeks to empower communities to manage tourism growth and achieve community aspirations relating to their well-being, and includes economically, socially and environmentally sustainable development. Therefore, CBT not only involves a partnership between tourism businesses and the community to deliver benefits to both, but also involves community (and external) support for small tourism enterprises, which in turn commit to providing support for community projects that improve collective well-being.

CBT empowers local communities to determine and secure their socio-economic futures through fee-for-service activities that usually: present and celebrate local traditions and lifestyle; conserve natural and cultural resources; and foster equitable and mutually beneficial host-guest interaction. CBT usually caters for niche markets such as adventure tourism, cultural tourism, eco-tourism and agri-tourism, but draws on local products and services to spread the economic benefit from engaging in tourism.

#### 1.1.1 CBT definition

Community Based Tourism (CBT) is tourism activity, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources.

#### 1.1.2 CBT principles

Based on the above definition, CBT must:

31. involve and empower community participation in setting direction and decision-making,
32. develop partnerships with relevant stakeholders,
33. register with and obtain recognition from relevant authorities,
34. improve social well-being and quality of life,
35. establish a fair and transparent benefit sharing mechanism,
36. enhance local supply chains,
37. honor and preserve local identities, culture and traditions,
38. promote environmentally sustainable practices within the community
39. respect different cultures and human dignity
40. work towards financial self-sufficiency.

These principles are integrated into and expressed as performance criteria in the standard.

## 2.0 ASEAN CBT Community Workbook

### 2.1 Objectives and Uses of the Workbook

The ASEAN CBT Community Workbook is based on the ASEAN CBT Standard. The objective of this Workbook is to enable CBT initiatives to self-assess their performance and achievement towards meeting the requirements for Certification. Assessment is based on the degree to which a CBT initiative meets the quality requirements specified in the ASEAN CBT Standard. This self-assessment is used also by the National Tourism Organisation in registering and endorsing the CBT initiative.

### 2.2 ASEAN CBT Community Workbook Scope

The ASEAN CBT Standard and Community Workbook provide umbrella performance indicators for the coordinated management of tourism products offered by communities under the organisation of a CBT Committee. Specific product standards adopted by ASEAN and relevant to CBT initiatives (e.g., the ASEAN Homestay Standard) form an integral part of the ASEAN CBT Standard. The Workbook also includes Codes of Practice for CBT Members, Guides, Food and Beverage Providers, Accommodation Providers and Friendly Tour Operators.

The intent of the ASEAN CBT Standard is not to exclude communities from being recognised as ASEAN community based tourism initiatives, but to provide direction to communities on the quality of service needed to assure tourists that they can expect a consistent level of quality and service across ASEAN-endorsed CBT initiatives.

#### Codes of Conduct

Included with, and forming part of the Standard are Codes of Conduct for CBT Members, Guides, Food and Beverage Service Providers, Accommodation Providers and Friendly Tour Operators (Appendices 1 to 5).

### 2.3 Workbook Definitions

Assessment criteria	Criteria (see below) and sub-criteria are situations or outcomes desired for a CBT initiative. Meeting of each criterion or sub-criterion is determined by assessment of indicators (see below). Assessment of indicators is based on judgement of compliance levels.
CBT accommodation	Any structure and its surrounds provided within the CBT area for use by visitors. It includes home stay accommodation and central facilities.
CBT Accommodation Providers	CBT Members who provide accommodation services, including homestay, for visitors to a CBT area and who have committed to the ASEAN CBT Accommodation Provider's Code of Conduct (Appendix 4).
CBT Administration Authority	An organisation in each ASEAN country given the responsibility by government of supporting CBT initiatives and administration of CBT assessments. This organisation may be the Government's tourism organisation or National Tourism Organisation.
CBT central area	An area or building established for welcoming visitors and administrative functions of the CBT initiative.
CBT Committee	Shortened version of Community Based Tourism Management Committee, which consists of CBT Members elected by the community to represent their interests in CBT initiatives, and coordinate and manage related activities.
CBT Food and Beverage Providers	CBT Members who provide food and beverage services for visitors to a CBT area and who have committed to the ASEAN CBT Food and Beverage Provider's Code of Conduct (Appendix 3).
CBT Friendly Tour Operator (FTO)	A responsible tour operator who: (1) brings tourists to a CBT area; (2) demonstrates care for the sustainability of nature and culture of the CBT area; (3) supports the economic and social development of the local community; and who has committed the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5).
CBT Guides	CBT Members who provide tours and activities for visitors to a CBT area and who have committed to the ASEAN CBT Guide's Code of Conduct (Appendix 2).
CBT initiative	Any activity or group of activities undertaken by the CBT Members and managed by the CBT Committee.
CBT Members	Members of a community participating in CBT Committee activities and who have committed to the CBT Members Code of Conduct (Appendix 1).
CBT stakeholders	Any individual, group, or organization that can affect or can be affected by CBT initiatives.
Criterion (plural criteria)	A desired outcome or condition of a CBT operation that can be assessed. Criteria can be divided into sub-criteria to suggest objectives or conditions needed to fulfil the desired outcome.

Compliance level	The degree to which the nominated state of an indicator is met.
Evidence	Proof that a CBT indicator is being achieved. Evidence may include quantitative measures (e.g. the level of profit identified in a financial statement may suggest the economic viability of a CBT activity) or qualitative measures (e.g. the level of community support may suggest the social viability of a CBT activity).
Government Tourism Organisation	The highest level of tourism administration established by each ASEAN state (e.g., Ministry, Department, National Tourism Organisation)
Indicator	A condition that reflects a CBT criterion or sub-criterion.
Independent Auditor	An appointee of the CBT Administration Authority, but not from government, appointed to audit compliance with the ASEAN CBT Standards. They can be a tourism industry representative, an academic, a CBT committee member from an existing certified CBT initiative, or any person acknowledged by the CBT Administration Authority as having sufficient experience to provide objective advice and recommendations. Independent Auditors should have a relevant tourism qualification and at least 10-years' experience in the tourism sector. Independent Auditors will receive training on the ASEAN CBT Standards and the certification process. Independent auditors may be assisted by a government representative to ensure relevant laws and regulations that apply to CBTs are given appropriate consideration.
Measure	Something that reflects the state of a CBT indicator. A measure may be quantitative (e.g., a count of something compared with a benchmark) or qualitative (e.g., the quality and extent of systems and procedures for assuring effective management).

## 2.4 Prerequisite Entry Requirement

For a CBT initiative in the ASEAN region to qualify for assessment and certification, it will have to meet the following basic conditions:

- v. an elected CBT Committee exists that can represent community interests outside the community and coordinate CBT activities within the community; and
- w. CBT Committee members must be free of a criminal record; and
- x. the CBT initiative includes CBT Members or Member sub-committees responsible for specific tourism products and services; and
- y. the CBT Committee has completed a self-assessment (using this Workbook); and
- z. the CBT initiative has been registered with the nominated home country CBT Administration Authority, based on the self-assessment; and
- aa. the CBT initiative has been registered or has been operating for at least one year; and
- bb. the CBT initiative has been endorsed by the CBT Administration Authority for assessment towards certification.



### 3.0 CBT performance criteria summary

To evaluate the quality and performance of CBT initiatives, the ASEAN CBT Standard has been converted to a Checklist. The Checklist is divided into 10 criteria, 29 Sub-criteria and 188 Indicators. 88 of the indicators are Minimum requirements, 54 are Advanced requirements and 36 are Best practice requirements (Table 1). These are used in the ASEAN Certification process. It is expected that CBT initiatives will seek to fully comply with all requirements over time.

**Table 1 Summary criteria and indicators for ASEAN CBT initiatives**

Criteria	Sub-criteria	Indicators			
		Minimum requirements	Advanced requirements	Best practice requirements	Total
1. Community ownership and management	1.9 Effective & transparent governance arrangements exist	5	2	0	7
	1.10 Legitimate establishment	2	0	0	2
	1.11 Effective and transparent management exists	5	2	1	8
	1.12 Effective partnerships exist	2	2	1	5
	Sub-total	14	6	2	22
2. Contribution to social well-being and quality of life	2.9 Human dignity is maintained	2	1	1	4
	2.10 Benefits and costs are shared equitably	1	1	1	3
	2.11 Local supply chains are enhanced and links exist to regional economies	2	1	1	4
	2.12 Local identity and cultural integrity is maintained, and valued cultural traditions are enriched	4	2	2	8
Sub-total	9	5	5	19	
3. Contribution to conserve & promote sustainable environment	3.5 Natural resources are conserved	1	2	1	4
	3.6 Environmentally sustainable practices are promoted	4	1	3	8
	Sub-total	5	3	4	12
4. Encouragement of interaction between the local community & guests	4.5 Guest and local community interaction exists	2	3	4	9
	4.6 Sustainability of Community-Based Tourism products	1	1	3	5
	Sub-total	3	4	7	14
5. Quality tour and guiding services	5.5 Ensuring local guide quality and expertise	3	1	1	5
	5.6 Managing tours and activities to ensure quality	5	4	4	13
	Sub-total	8	5	5	18
6. Quality food and beverage services	6.5 Ensuring food and beverage service provider quality	3	2	1	6
	6.6 Managed food and beverage services to ensure quality	12	3	1	16
	Sub-total	15	5	2	22
7. Quality accommodations	7.5 Ensuring accommodation service provider quality	4	1	1	6
	7.6 Managing accommodations to ensure quality	16	10	1	27
	Sub-total	20	11	2	33
8. Performance of CBT Friendly Tour Operators	8.11 Commitment to CBT ideals	4	2	2	8
	8.12 Contribution to community and nature protection	4	5	2	11
	8.13 Support for the local economy	2	1	1	4
	8.14 Promotion of joy of discovery, knowledge and respect	3	2	0	5
	8.15 Satisfying & safe experiences for tourists & community	2	2	1	5
	Sub-total	15	12	6	33
9.5 Ensuring safety and hygiene measures in the community	1	1	1	3	

Criteria	Sub-criteria	Indicators			
		Minimum requirements	Advanced requirements	Best practice requirements	Total
9. Safety and hygiene in the community	9.6 Implementing effective risk management mechanism	1	1	1	3
	Sub-total	2	2	2	6
10. Innovation, creativity and technology usage in the community	10.1 Encouraging the implementation of initiatives	2	0	0	2
	10.2 Providing better knowledge and adopting digital system	1	1	1	3
	10.3 Developing better skills	2	0	0	2
	10.4 Ensuring creativity and new creations	2	0	0	2
	Sub-total	7	1	1	9
	Total	98	54	36	188



## 4.0 CBT registration, endorsement and certification processes

Application of the ASEAN CBT Standard to specific CBT initiatives involves registration with, and endorsement by, an in-country CBT Administration Authority, and for certification, under the auspices of ASEAN through the National Tourism Organisation (Figure 1). Each process aims to encourage learning and improvement in performance. Each process element involves evaluation of performance against indicators of criteria; the achievement of which, suggests that a CBT initiative is conforming with the ASEAN CBT Standard. Evaluation is through either self-assessment or by an independent auditor. A key element of the processes is Community Member (and others) compliance with Codes of Conduct. These indicate behaviours that CBT Members should adopt to meet the ideals of CBT and contribute to the overall performance of the CBT initiative.

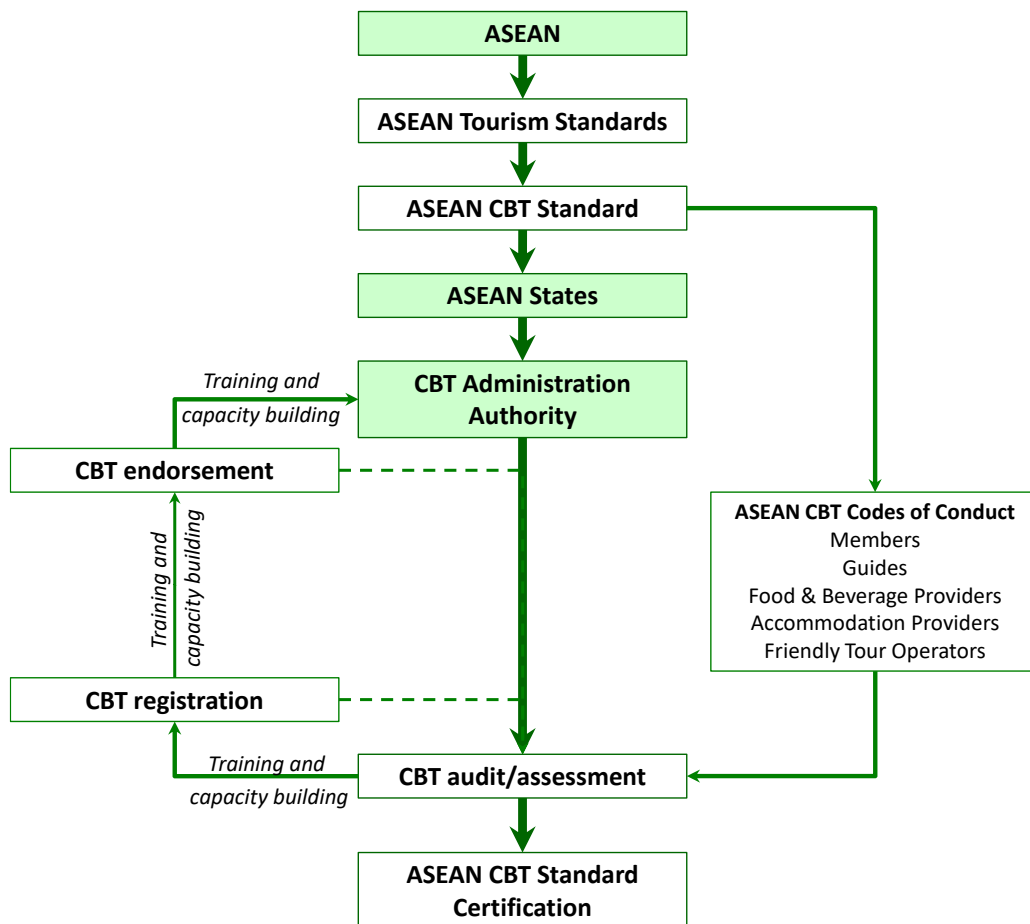


Figure 1 Summary of process towards Certification of a CBT initiative as meeting ASEAN CBT Standards

### CBT initiative registration process

CBT initiatives are registered formally by an in-country CBT Administration Authority towards endorsement when the CBT initiative fully complies with at least 50% of Minimum and 40% of Advanced requirements for applicable indicators in each criterion (Figure 2). Registration compliance is undertaken through self-assessment by a CBT Committee, with the assistance of the CBT Administration Authority if required. The assessment is applied at the overall CBT initiative level, not individual services. However, if multiple services are involved (e.g., home stays, guiding services), registration requires that 50% of these must fully comply with the requirements. Existing CBT initiatives may proceed to endorsement or certification if they meet the required performance standards.

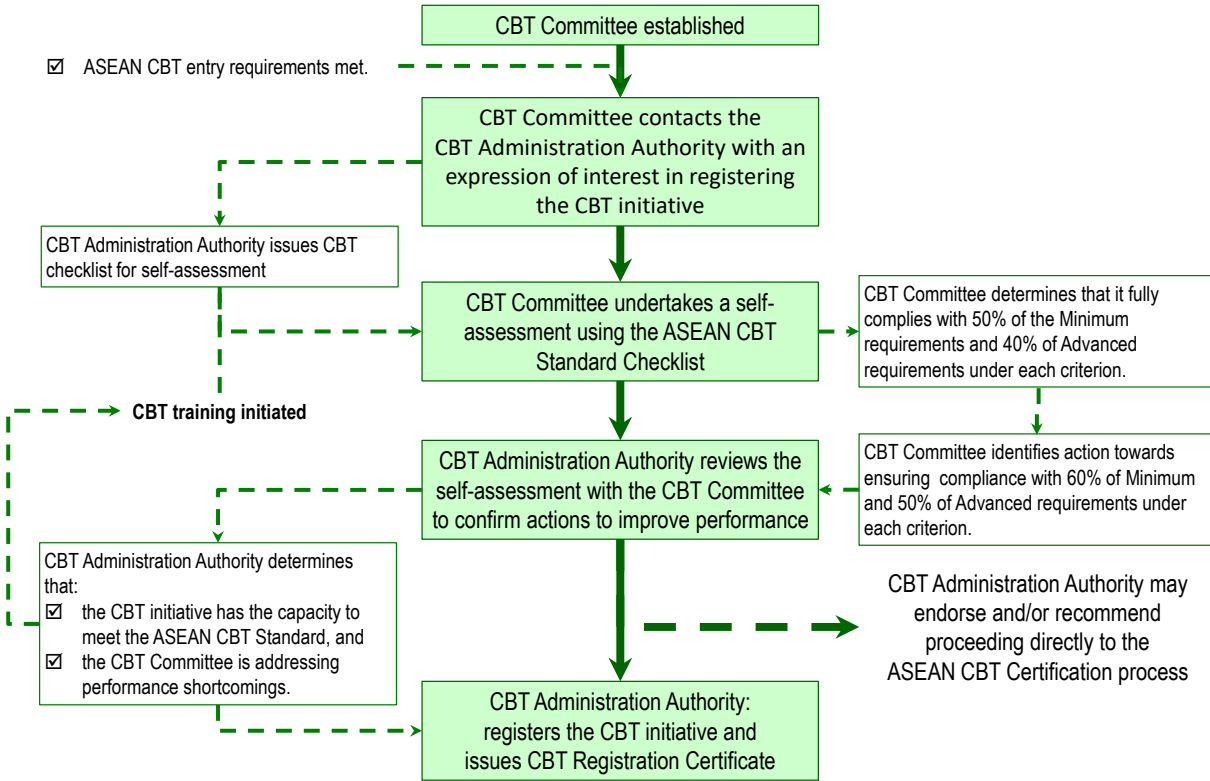


Figure 2 Process towards registration as a CBT initiative



### CBT initiative endorsement process

CBT initiatives are endorsed by an in-country CBT Administration Authority towards proceeding to ASEAN CBT Standard certification when the CBT initiative fully complies with 60% of Minimum requirements and 50% of advanced requirements for applicable indicators in each criterion (Figure 3). Endorsement compliance is undertaken through self-assessment by a CBT Committee, with the assistance of the CBT Administration Authority if required. The assessment is applied at the overall CBT initiative level, not individual services. However, if multiple services are involved (e.g., home stays, guiding services), 60% of minimum and 50% of advanced must fully comply with the requirements. Existing CBT initiatives may proceed to certification if they meet the required performance standards.

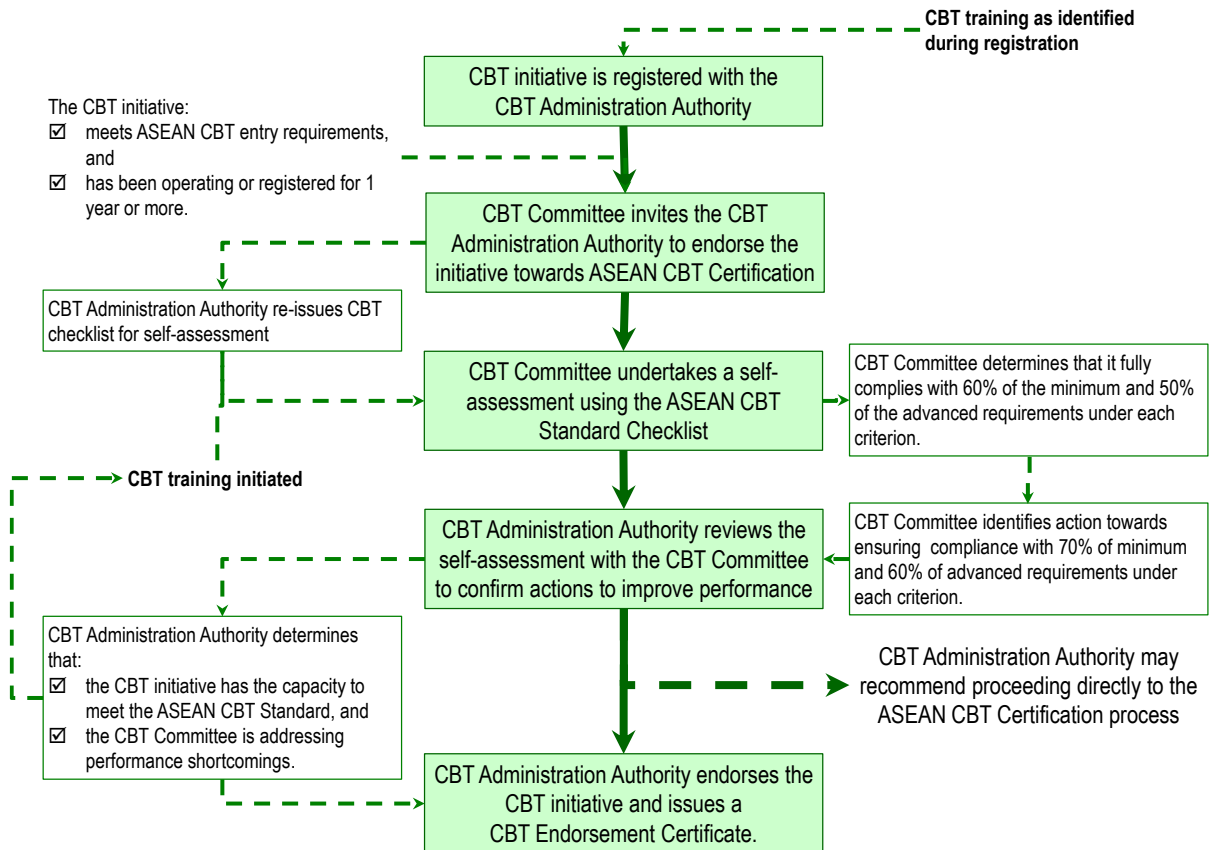


Figure 3 Process towards endorsement as a CBT initiative

### ASEAN CBT certification process

CBT initiatives are certified by Government Tourism Organisations based on the recommendation of the CBT Administration Authority and an audit of compliance with the ASEAN CBT Standard that covers all CBT services provided by the endorsed CBT initiative (Figure 4). An Independent Auditor and a representative of the CBT Administration Authority undertake the compliance audit with the CBT committee and report to the Government Tourism Organization with their recommendation. The audit report is provided to the CBT Committee.

Certification is recommended for the CBT initiative when performance fully complies with 100% of relevant Minimum requirements and 80% of Advanced requirements indicators in each criterion. It is expected that action is being undertaken to move towards achieving best practice requirements. The assessment is applied at the overall CBT initiative level, not individual services. However, if multiple services are involved (e.g., home stays, guiding services), 80% of these must fully comply with the requirements.

The Independent Auditor can be a tourism industry representative, an academic, a CBT committee member from an existing certified CBT initiative, or any person acknowledged by the Government Tourism Organisation as having sufficient experience to provide objective advice and recommendations.

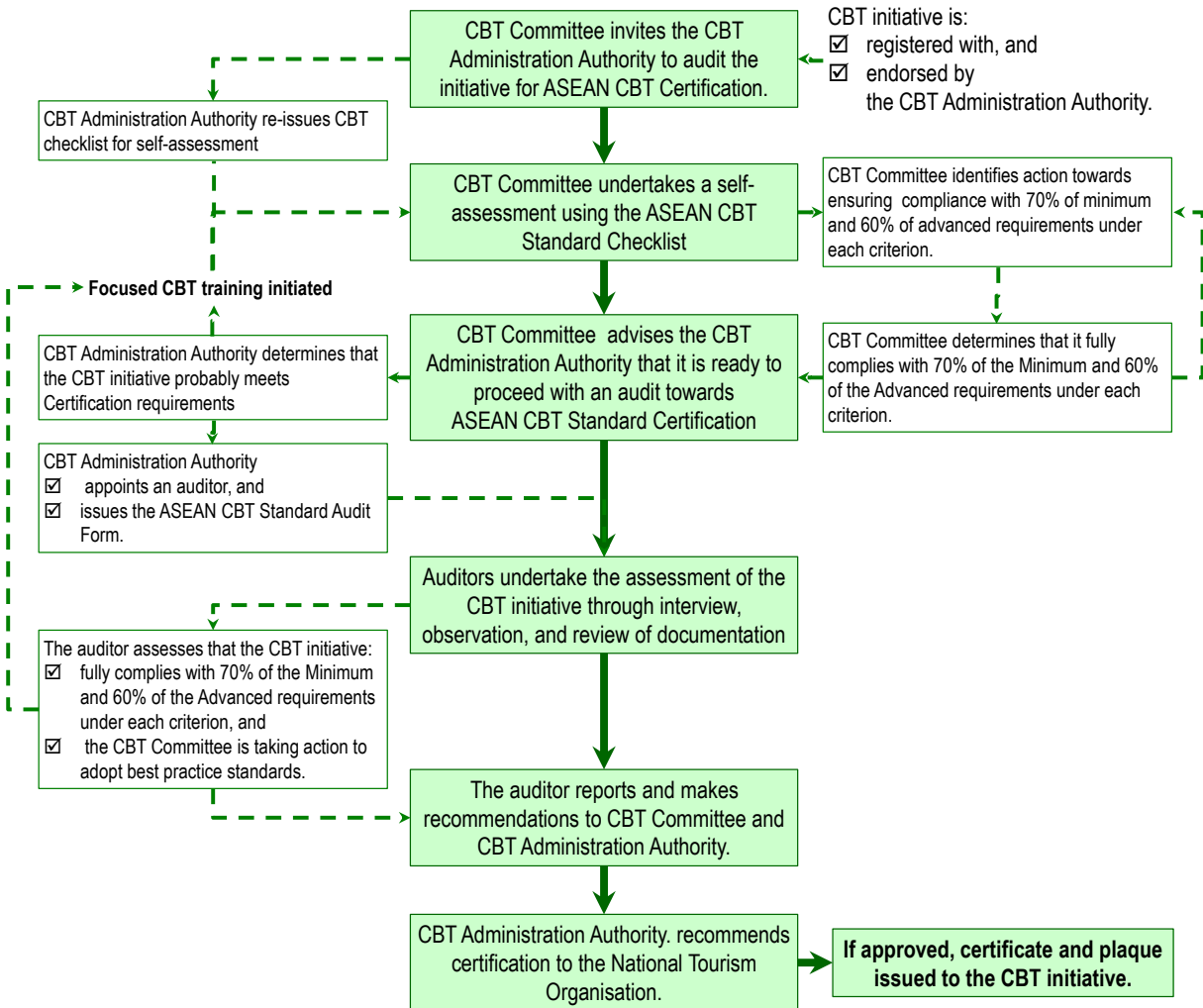


Figure 4 Process for certification under the ASEAN CBT Standard

## 5.0 Assessment of CBT Performance

### Evidence based assessment

Assessment is evidence based. That is, evidence is required to confirm that an indicator has been achieved. Because many of the indicators ultimately require subjective assessment, more than one form of evidence is desirable. Evaluation is based on the probability that an indicator has been achieved, given the evidence.

### Forms of evidence

Documents	Documentary evidence may include plans, reports, minutes of meetings, signed Codes of Conduct, written procedures, income and expenditure records and CBT constitutions. Where possible, the validity of documentary evidence should be able to be verified by other forms of evidence.
Observations	Observational evidence may include attendance at meetings, sighting of maintenance standards or participation in a tour or activity. Many observations can be supported by photographs.
Interviews	Interview evidence involves multiple interviewees confirming that an indicator has been achieved. The veracity of the information provided should be supported by other forms of evidence.
Photographs	Photographic evidence can support observations, in particular. However, they are particularly useful as a record of events and practices that occur irregularly. They can also indicate improvement in conditions and performance.

### Level of compliance with indicators

Indicators are assessed on a three-point ordinal scale: Fully complies, Partly complies, Does not comply; with the option of indicating Not applicable.

Fully complies	Sufficient evidence exists to confirm the probability that the nominated state of the indicator has been achieved.
Partly complies	Insufficient evidence exists to confirm that the nominated state of the indicator has been achieved: more evidence is needed.  This also applies where multiple elements are associated with the CBT initiative (e.g., more than one home stay or guided activity). For minimum requirement indicators, unless all elements achieve the indicated standard, the indicator should be assessed as partly complying. For advanced and best practice requirements, 60% of elements should be achieving the indicated standard to be assessed as fully complying.
Does not comply'	Evidence does not exist to confirm that the nominated state of the indicator has been achieved: evidence is needed.
Not applicable	The indicator is not relevant to the CBT initiative being assessed.

### Scoring of performance

Summary statistics (counts) are used to score the overall performance of CBT initiatives. Assessed indicator levels of performance are summed for each criterion and presented in the categories of Minimum requirements, Advanced requirements and Best practice requirements. These form the basis for progression to certification.

Registration	The CBT initiative fully complies with 50% of relevant Minimum and 40% of Advanced requirements for indicators in each criterion.
Endorsement	The CBT initiative fully complies with 60% of relevant Minimum requirements and 50% of Advanced requirements for indicators in each criterion.
Certification	The CBT initiative fully complies with 70% of relevant Minimum requirements and 60% of Advanced requirements for indicators in each criterion.

### Reporting performance

Workbooks have been prepared for the assessment of CBT performance.

The Community Workbook is for self-assessment and requires a simple 'ticking the box' approach and then tallying ticks.

The Audit Workbook is similar, but requires statements of what evidence is used to make the assessment.

An 'MS Excel' spreadsheet is available to ease the tallying and summarising.

For each sub-criterion, levels of performance are scored for each indicator, then scores are tallied (Figure 5).

**Sub-criterion 1.3: Effective and transparent management exists**

Criterion	Sub-criterion	Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Community ownership and management	Effective and transparent management operations	<i>Minimum requirements</i>				
		1.3.1. CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.2. CBT Members agree to an ongoing commitment to the ASEAN CBT Members Code of Conduct (Appendix 1).	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.3. The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.4. The CBT initiative maximises use of goods and services provided by the community.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.5. A clear financial management system exists and is accessible to community members.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<i>Advanced requirements</i>				
		1.3.6. An annual action plan is documented and is accessible to community members.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.7. Long-term goals and objectives are documented and accessible to the community members.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<i>Best practice requirements</i>				
		1.3.8. Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
		<b>Total minimum requirements</b>			4	1
<b>Total advanced requirements</b>				2		
<b>Total best practice requirements</b>					1	

Figure 5 Example tally for Sub-criterion 1.3

These tallies for each sub-criterion are then transferred to a summary report for each criterion (Figure 6).

**Summary assessment for Criterion 1: Community ownership and management**

Sub-criteria		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 1.1: Effective and transparent governance arrangements exists	Minimum requirement count	3	1	1	
	Advanced requirement count	2			
	Best practice requirement count				
Sub-criterion 1.2: Legitimate establishment	Minimum requirement count	2			
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 1.3: Effective and transparent management exists	Minimum requirement count	4	1		
	Advanced requirement count		2		
	Best practice requirement count			1	
Sub-criterion 1.4: Effective partnerships exist	Minimum requirement count	2			
	Advanced requirement count	1			1
	Best practice requirement count				1
<b>Totals for minimum requirement indicators</b>		11	2	1	
<b>Totals for advanced requirement indicators</b>		3	2		1
<b>Totals for best practice requirement indicators</b>				1	1

Figure 6 Example summary table for Criterion 1

For the overall CBT initiative, criterion tallies are then transferred to a summary table (Figure 7).

### Summary assessment

Criteria		Fully complies	Partly complies	Does not comply	Not applicable
Criterion 1: Community ownership and management	Minimum requirement count	1	2		
	Advanced requirement count	3	2		
	Best practice requirement count				1
Criterion 2: Contribution to social well-being and quality of life	Minimum requirement count	7	1		
	Advanced requirement count		3	1	1
	Best practice requirement count		1	3	
Criterion 3: Contribution to conserve and promote sustainable environment	Minimum requirement count	4	1		
	Advanced requirement count	2			1
	Best practice requirement count		3		
Criterion 4: Encouragement of interaction between the local community and guests	Minimum requirement count	2	2		
	Advanced requirement count	2	2		
	Best practice requirement count	3	1	1	1
Criterion 5: Quality tour and guiding services	Minimum requirement count	8			
	Advanced requirement count	4	2		
	Best practice requirement count		2	2	1
Criterion 6: Quality food and beverage services	Minimum requirement count	13	2		
	Advanced requirement count	2	2	1	
	Best practice requirement count		1	1	
Criterion 7: Quality accommodations	Minimum requirement count	13	2		
	Advanced requirement count	8		3	
	Best practice requirement count			2	
Criterion 8: Performance of CBT Friendly Tour Operators (CBT FTO)	Minimum requirement count	12	1	1	2
	Advanced requirement count	8		3	1
	Best practice requirement count	1	3	1	1
Criterion 9: Safety and hygiene in the community	Minimum requirement count	2			
	Advanced requirement count		1	1	
	Best practice requirement count	1	1		
Criterion 10: Innovation, creativity and technology usage in the community	Minimum requirement count	3	2		
	Advanced requirement count	1			
	Best practice requirement count	1			
<b>Totals</b>	Minimum requirement count	75	13	1	2
	Advanced requirement count	30	12	9	3
	Best practice requirement count	6	12	8	4

Figure 7 Example summary table for a CBT



**ASEAN COMMUNITY BASED TOURISM STANDARD**  
**COMMUNITY WORKBOOK**  
(Self-assessment)



# ASEAN COMMUNITY BASED TOURISM STANDARD

## Self-assessment

### CBT profile

Name of CBT initiative			
Address			
Year of establishment			
Contact numbers	Landline	Mobile	Fax
Email address			
Website	http://		
Contact person			
Position			
Names of CBT Committee members			
No. of CBT Members			

### Entry requirements

An elected CBT Committee exists that can represent community interests outside the community and coordinate CBT activities within the community	<input type="checkbox"/> Yes	<input type="checkbox"/> No
CBT Committee members are free of a criminal record	<input type="checkbox"/> Yes	<input type="checkbox"/> No
The CBT initiative includes:		
<ul style="list-style-type: none"> <li>at least five CBT Members, other than committee members, who have been endorsed by the CBT Committee;</li> </ul>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<ul style="list-style-type: none"> <li>at least two guided tours/activities for visitors and two CBT Guides who have been endorsed by the CBT Committee;</li> </ul>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<ul style="list-style-type: none"> <li>at least two CBT accommodation opportunities and two CBT Accommodation Providers who have been endorsed by the CBT Committee;</li> </ul>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<ul style="list-style-type: none"> <li>at least one CBT food and beverage service and two CBT Food and Beverage Service Providers who have been endorsed by the CBT Committee;</li> </ul>	<input type="checkbox"/> Yes	<input type="checkbox"/> No
The CBT Committee has completed a self-assessment	<input type="checkbox"/> Yes	<input type="checkbox"/> No

### Purpose of this self-assessment

This self-assessment is for :

registration with the CBT Administration Authority; or

endorsement by the CBT Administration Authority; or

in preparation for an audit towards ASEAN CBT Standard certification.

### CBT assessor

Name of CBT assessor	
Organisation and address	



Contact numbers	Landline	Mobile	Fax
Email address			
Date of assessment			

**CBT Administration Authority assessor or reviewer (as required)**

Name of CBT Admin. Authority assessor Organisation and address	
--	--

Contact numbers	Landline	Mobile	Fax
Email address			
Date of assessment			

**Notes for completing this assessment**

**Evidence requirements**

**Registration and endorsement** No documentary, photographic or other forms of evidence are needed to be indicated, included or attached to this self-evaluation. The signature of the CBT assessor and the CBT Committee chairperson (and the CBT Administration Authority representative, if involved in the assessment) is sufficient verification of performance. The signatures confirm that the evaluation is an honest assessment.

**Certification preparation** No documentary, photographic or other forms of evidence are needed to be indicated, included or attached to this self-evaluation. The signature of the CBT assessor and the CBT Committee chairperson (and the CBT Administration Authority representative, if involved in the assessment) is sufficient verification of performance. The signatures confirm that the evaluation is an honest assessment.  
  
However, evidence will be needed as part of the audit of performance towards ASEAN CBT Standard certification. The CBT Committee should commence gathering evidence for Independent Auditor review.

## CBT performance criteria and indicators

### Criterion 1: Community ownership and management

Community-based tourism initiatives will be managed by communities to improve the well-being of communities.

#### Sub-criterion 1.1: Effective and transparent governance arrangements exist

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
1.1.1 The CBT initiative is managed by community members through a Committee elected for a maximum 5-year term.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.2 The CBT initiative has a clear management structure with agreed roles and responsibilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.3 Relevant national and provincial rules and regulations (including local by-laws) are followed by those directly involved in CBT activities/operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.4 CBT Member recruitment meets any relevant national or local laws and regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.5 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
1.1.6 CBT Members are recruited based on their appropriate levels of knowledge and commitment to the CBT initiative and the specific role.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.7 CBT Member appointments (and revocation of appointments) are approved by the CBT Committee.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Totals advanced requirements</b>				

#### Sub-criterion 1.2: Legitimate establishment is recognised

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
1.2.1 The CBT initiative has a clear vision, mission, long-term and short-term action plan.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2.2 The CBT initiative is registered with and recognised by relevant authorities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				

### Sub-criterion 1.3: Effective and transparent management exists

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.4 The CBT initiative maximises use of goods and services provided by the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.5 A clear financial management system exists and is accessible to community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
1.3.6 An annual action plan is documented and is accessible to community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.7 Long-term goals and objectives are documented and accessible to the community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

### Sub-criterion 1.4: Effective partnerships exist

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
1.4.1 Guidelines exist for inbound tour operator interaction with the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4.2 In conducting activities, the CBT initiative avoids impacts on neighbouring communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
1.4.3 Relevant CBT stakeholders are identified and their roles in contributing to CBT initiatives are documented.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4.4 An established procedure exists for regular consultation with stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
1.4.5 Cooperation exists with neighbouring communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



## Criterion 2: Contribution to social well-being and quality of life

Community based tourism initiatives will make a significant contribution to social well-being and quality of life of communities.

### Sub-criterion 2.1: Human dignity is maintained

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
2.1.1 Sex tourism, drug trafficking, human trafficking, and exploitation of child labour are not tolerated or supported explicitly or implicitly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.1.2 CBT activities promote gender equity and social inclusion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
2.1.3 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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
2.1.4 CBT activities contribute to improving public benefits in the community (including access to basic facilities such as clean water, sanitation, energy, education, and healthcare).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				
Total best practice requirements				

### Sub-criterion 2.2: Benefits and costs are shared equitably

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
2.2.1 Clear and agreed benefit sharing arrangements exist.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
2.2.2 A community development fund exists that is used for initiatives benefiting the whole community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
2.2.3 A process exists for equal opportunities in income generating activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				
Total best practice requirements				

**Sub-criterion 2.3: Local supply chains are enhanced and links exist to regional economies**

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
2.3.1 Local community members dominate employment in CBT initiatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3.2 Local supply chains exist to generate multiplier effects in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
2.3.3 Local community products are used in preference to imports (e.g., locally produced vs mass-produced souvenirs).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
2.3.4 Strong cooperation with other CBTs and regional private and government organisations exists to increase regional tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

**Sub-criterion 2.4: Local identity and cultural integrity are maintained, and valued cultural traditions are enriched**

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
2.4.1 Local identity is well maintained and awareness is created among the community and visiting tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.2 Cultural assets of significance to the local community and valued cultural traditions are identified, documented and endorsed by relevant communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.3 Programs exist to authentically present, enhance and retain local cultural traditions towards protecting cultural integrity, identity and values.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.4 Practices ensure that all rules, regulations and laws relevant to protection of culture and heritage are followed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
2.4.5 CBT management supports the retention of traditional livelihoods and initiatives that create alternative livelihoods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.6 A code of visitor behaviour exists to inform visitors of appropriate behaviour within communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
2.4.7 A community decision-making process exists that identifies what cultural assets and traditions will be shared with visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.8 CBT management ensures the protection of cultural assets of the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



### Criterion 3: Contribution to conserve and promote sustainable environment

Community based tourism initiatives conserve and improve the quality of environmental assets and values.

#### Sub-criterion 3.1: Natural resources are conserved

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
3.1.1 Natural resources and environmentally sensitive sites and their community significance are identified, planned, documented and endorsed by relevant communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
3.1.2 A fund exists to support community-based conservation programs and actions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1.3 Awareness and capacity building programs exist to educate/provide information to relevant stakeholders to protect the natural resources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
3.1.4 Local rules and regulations exist to ensure the protection and presentation of nature.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

#### Sub-criterion 3.2: Environmentally sustainable practices are promoted

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
3.2.1 A fund is available to support community-based environmental improvement action.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.2 A locally appropriate solid waste management system exists that applies avoid, reduce, reuse, recycle principles and hygienic handling of putrescible waste (e.g., composting).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.3 Locally appropriate wastewater management uses technologies that minimise risk to human health and environmental impact.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.4 Practices ensure that all rules, regulations and laws relevant to environmental protection are followed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
3.2.5 Solid waste generation is actively discouraged (e.g., through encouraging refilling of water bottles with treated water).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
3.2.6 Environmental information and education programs are available for hosts, guests and the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.7 Low carbon energy sources are used within the CBT area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.8 Plastic free concept is actively encouraged within the community.				
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				





## Criterion 4: Encouragement of interaction between the local community and guests

The success of community based tourism initiatives depends on visitor satisfaction with experiences and reciprocal benefits flowing to host communities that result in their satisfaction.

### Sub-criterion 4.1: Guest and local community interaction exists

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
4.1.1 Environmental and cultural information is included in the interpretation of the community and its surroundings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.2 Policies and actions ensure safety and security for visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
4.1.3 Codes of conduct exist for community, hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.4 Tourist expectations are managed by providing accurate information in marketing initiatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.5 A quality control and improvement system exists, including a process to obtain visitor feedback on their CBT experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
4.1.6 A program of cross-cultural communication and understanding exists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.7 Opportunities exist for tourists to contribute to local activities alongside community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.8 The quality control and improvement system is evaluated weekly and reported annually to Community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.9 Market trends and movements for future developments are followed to enhance the quality experiences for both host and guest.				
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

### Sub-criterion 4.2: Sustainability of community-based tourism products

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
4.2.1 Transparent and fair pricing exists for visitors with adequate returns on community investments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
4.2.2 Positive returns on investment exist in terms of social, cultural, environmental and economic outcomes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
4.2.3 Target market segments are identified with their servicing needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2.4 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2.5 A targeted and cost-effective marketing program exists to attract identified markets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



## Criterion 5: Quality tour and guiding services

A community-based tourism tour is an activity organised by community members for visitors to see and learn about local community, culture and environment.

Local guides will be community members who have been living in the community and recognised by the community as a trust-worthy person able to represent and communicate community interests. They must have good knowledge, skill, experience and attitudes, with preference given to those with minimum qualifications required by national regulations.

### Sub-criterion 5.1: Ensuring local guide quality and expertise

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
5.1.1 Guides are community members or approved by a CBT committee; they are recruited based on appropriate levels of knowledge, physical health and fitness for proposed guided activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.1.2 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.1.3 Guides operate within the ASEAN CBT Standards and regulations of the CBT initiative and have signed and follow the ASEAN CBT Guide's Code of Conduct (Appendix 2).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.1.4 Guides facilitate environmentally, socially and culturally relevant and sensitive experiences for visitors that are protective of natural and cultural resources and values.				
<b>Best practice requirements</b>				
5.1.5 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> <li>• any other area deemed necessary by the CBT Committee.</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

## Sub-criterion 5.2: Managing tours and activities to ensure quality

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
5.2.1 Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.2 Tours/activities ensure visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.3 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>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.4 Tours/activities record the visitors on tours, including departure and return times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.5 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
5.2.6 Tours operate on a cost recovery basis and yield a profit to the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.7 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.8 Tours/activities respect and contribute to the promotion and preservation/conservation of local culture and natural environment and provide current and relevant cultural information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.9 Tours/activities are designed to be enjoyable, educational, participatory, organised, relevant and thematic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
5.2.10 The local (interpretative) guide to visitor ratio is not greater than 1:5-10.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.11 Where relevant, tours/activities have clearly defined and documented agreements with inbound tour operators.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.12 Tours/activities actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.13 Tours provide an appropriate and specialised service for identified tourist markets and attract identified tourist markets through cost-effective means.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				



## Criterion 6: Quality food and beverage services

Food and beverage standards are applicable to all providers of food and beverage in the CBT area(s) targeted for visitor use or any service provided as part of a CBT activity.

### Sub-criterion 6.1: Ensuring food and beverage service provider quality

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
6.1.1 Food and beverage providers are community members or approved by a CBT committee, and receive trainings on food hygiene and safety before qualifying as food and beverage providers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.1.2 Food and beverage providers possess or can demonstrate commitment to hygienic food preparation and service techniques.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.1.3 Food and beverage providers operate within the guidelines and regulations of the CBT initiative and have signed and follow the ASEAN CBT Food and Beverage Providers Code of Conduct (Appendix 3).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
6.1.4 Food and beverage providers are certified under any relevant standard produced for the purposes of improving food and beverage services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.1.5 Food and beverage providers provide opportunities for knowledge exchange between hosts and visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
6.1.6 Food and beverage providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of: <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>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

**Sub-criterion 6.2: Managing food and beverage services for quality**

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
6.2.1 Food and beverage services are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.2 Menus are available with associated prices (if appropriate).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.3 Meals are provided at agreed times identified in consultation between food and beverage providers and the CBT committee.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.4 Sufficient food is provided for visitor needs, including between-meal snacks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.5 Menus vary daily and include at least one traditional meal at each dining period.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.6 Maximum use is made of fresh, organically grown food and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.7 Dessert and/or fruit forms part of each meal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.8 Food preparation and dining areas are maintained in a clean state at all times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.9 Food preparation and dining utensils are cleaned thoroughly before use (i.e. cleaned immediately after dining periods).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.10 Food service providers wash their hands with soap in clean water before and regularly during food preparation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.11 Food is stored in clean containers, which are kept in good order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.12 Animals (domestic and pest) are kept out of food storage, cooking and dining areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
6.2.13 Opportunities exist for tourists to participate in meal preparation and to learn traditional cooking techniques.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.14 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.15 Visitor dietary preferences are accommodated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
6.2.16 Maximum use is made of natural bio-degradable products when serving and packaging food (e.g. banana leaves).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				





## Criterion 7: Quality accommodations

CBT accommodation includes home-stay, communal or other guesthouse options that operate under the guidelines of the CBT Committee. The ASEAN Homestay Standard will apply these CBT accommodations. It also includes CBT central facilities (e.g., dining areas) and other infrastructure.

### Sub-criterion 7.1: Ensuring accommodation service provider quality

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
7.1.1 Accommodation providers are community members of approved by the CBT committee.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.1.2 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.1.3 Accommodation providers operate within the guidelines and regulations of the CBT initiative and have signed and follow the ASEAN CBT Accommodation Provider's Code of Conduct (Appendix 4).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.1.4 Accommodation providers supply safe and clean accommodation opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
7.1.5 Accommodation providers are certified under any relevant standard produced for the purposes of improving accommodation services (e.g. ASEAN Homestay Standard).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
7.1.6 Accommodation providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of: <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>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

## Sub-criterion 7.2: Managing accommodations to ensure quality

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
7.2.1 Accommodations are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.2 A clearly defined and documented visitor booking system exists for visitors to the CBT central area and accommodations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.3 An up-to-date log of arrivals, departures and returns to the CBT central area is maintained.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.5 Purpose-built structures for visitor use are attractive and appropriate to meeting tourist expectations and basic safety standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.7 All accommodations, especially bathrooms and toilets, are thoroughly cleaned and serviced daily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.8 Bathrooms and toilets include a tank or adequate fresh, clean water, soap and cup; toilets include toilet paper and a sanitary bin.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.9 Toilets are of either squatting or sitting, and flushing or composting type, with consideration given to client preferences and local norms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.10 The CBT area is maintained in a clean condition that minimises threats from dangerous species.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.11 Materials are available to cover basic communication needs between hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.12 A torch is available for night use in all accommodations and structures built for visitor use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.13 All CBT accommodations 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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.14 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.15 All CBT accommodations and visitor use areas include a first aid kit for guest and staff use and checked weekly for completeness or replenished on use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.16 All CBT accommodations and visitor use areas apply all appropriate standards of hygiene and cleanliness stated in the food and beverage section of these standards when including meals in the accommodation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
7.2.17 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.18 Subject to functional requirements, built structures for visitors reflect local building traditions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.19 Built structures for visitors are clearly identified at the location with guide signs as required (this particularly applies to accommodation and any special tourist use areas).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.20 Built structures do not include wild animal decoration, except where part of an interpretive display or part of local custom.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.21 Adequate lighting and ventilation is provided inside all built structures for visitor use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.22 Structures are not placed within 20metres of any natural or cultural attraction or significant site, unless historically in that location or for cultural reasons.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.23 Farm animals cannot enter structures used by visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.24 Parking and signage is available for visitor use and orientation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
7.2.25 All CBT accommodation providers are trained in basic first aid and are therefore competent in using first aid kits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.26 All CBT accommodation and visitor use areas have documented fire and emergency procedures, displayed in prominent positions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
7.2.27 The family and cross-culture experience is emphasised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				
Total best practice requirements				



## Criterion 8: Performance of CBT Friendly Tour Operators (CBT FTO)

A CBT Friendly Tour Operator (FTO) is a responsible tour operator who demonstrates care for the sustainability of nature and culture of the CBT area and supports the economic and social development of the local community. The CBT Friendly Tour Operator may be from inside or outside the community. Permission to operate must be obtained from the CBT Committee and the community.

### Sub-criterion 8.1: Commitment to CBT ideals

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.1 FTOs meet all necessary license and permit requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.2 Clearly defined and documented agreements exist between FTOs and the CBT Committee, requiring FTOs and staff to operate within the guidelines and regulations of the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.3 FTOs and staff have signed and follow the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.4 Where available, FTOs are members of an appropriate professional organisation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.5 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.6 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.7 FTOs provide employees dealing with communities regular training on CBT and ecotourism (e.g. one day a year/paid).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.8 FTOs cooperate with natural and cultural heritage conservation organizations, authorities and local NGOs as required.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

### Sub-criterion 8.2: Contributing to community and nature protection

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
8.2.1 FTOs demonstrate respect for CBT regulations and recommendations for behaviour in environmentally sensitive areas and while in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.2 FTOs and staff have a sound knowledge and understanding of the specific CBT site and local conditions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.3 FTOs demonstrate best practice environmental management in their operations (e.g., use of energy efficient products, waste minimisation and recycling).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.4 FTOs minimises motorized transportation, especially in CBT areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
8.2.5 FTOs consult with the CBT Committee and the community if there is a risk that activities might result in direct environmental or social impact.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.6 FTOs take away all solid waste generated from products it brings into the CBT area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.7 FTOs provide visitors with nature, culture and community experiences that respect and apply a minimized disturbance policy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.8 FTOs and staff are actively involved in, or contribute to, CBT projects.				
8.2.9 FTOs work with the community to improve community services and products offered by providing client feedback information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
8.2.10 FTOs support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.11 To the greatest extent possible, FTOs use eco-friendly accommodation and services prior to and after visiting the CBT area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

### Sub-criterion 8.3: Supporting the local economy

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
8.3.1 FTOs maximise use and purchase of local and CBT products and services (e.g. accommodation, transport in and out, activities, food, souvenirs).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.3.2 FTOs have an agreement or contract with the community on CBT products, prices and procedures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
8.3.4 FTOs, staff and clients contribute to, or take part in, local development work (e.g., village projects, education, maintenance of local roads etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

**Sub-criterion 8.4: Promoting joy of discovery, knowledge and respect**

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
8.4.1 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.4.2 FTOs explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.4.3 Through agreement with the CBT Committee, 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
8.4.4 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.4.5 FTOs provide accurate pre-tour information to clients about the tour and the CBT area, a list of needed equipment and codes of conduct.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				

**Sub-criterion 8.5: Satisfying and safe experiences for tourists and the community**

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b>				
8.5.1 FTOs encourage their clients to have travel insurance cover.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.5.2 FTOs ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b>				
8.5.3 FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas and activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.5.4 FTO staff are trained in first aid, including CPR.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b>				
8.5.5 FTOs are able to demonstrate their efforts in improving the quality of their operation through reporting of visitor satisfaction from client feedback surveys.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				





## Criterion 9: Safety and hygiene in the community

CBT initiatives improve and ensure safety and hygiene practice in the community.

### Sub-criterion 9.1: Ensuring safety and hygiene measures

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b> 9.1.1 Establish a team to promote and monitor the implementation of safety and hygiene measures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b> 9.1.2 Identify the target group for promoting and evaluating the promotion of safety and hygiene measures and monitoring the implementation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b> 9.1.3 Prepare leaflets and announcements regarding the measures of competent institutions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

Sub-criterion

### 9.2: Implementing effective risk management mechanism

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
<b>Minimum requirements</b> 9.2.1 Establish a team to delivery timely and effective response to emergency case.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b> 9.2.2 A risk management mechanism for the community exists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b> 9.2.3 Duties and roles of the members of risk management group are clearly defined.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
<b>Total advanced requirements</b>				
<b>Total best practice requirements</b>				

### Summary assessment for Criterion 9: Safety and hygiene in the community

Sub-criteria		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 9.1: Ensuring safety and hygiene measures	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 9.2: Implementing effective risk management mechanism	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
<b>Totals for minimum requirements indicators</b>					
Totals for advanced requirements indicators					
Totals for best practice requirements indicators					

### Actions to improve performance

Indicator	Action



Total best practice requirements				
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### Sub-criterion 10.2: Providing better knowledge and adopting technology

Indicators	Fully complies	Partly complies	Does not comply	Not applicabl
<b>Minimum requirements</b> 10.2.1 Provide training on digital system usage and technology to community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Advanced requirements</b> 10.2.2 Encourage usage and update of technology in the community operation management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Best practice requirements</b> 10.2.3 Evaluate and monitor technology usage in the community in order to improve digital operation management.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				
Total best practice requirements				

Sub-criterion  
10.3:

### Developing better skills

Indicators	Fully complies	Partly complies	Does not comply	Not applicabl
<b>Minimum requirements</b> 10.3.1 Provide upskilling and reskilling trainings (e.g. innovation and entrepreneurship skills and new technology).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.3.2 Promote and encourage community members to take vocational training and further education.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				
Total best practice requirements				

Sub-criterion

### 10.4: Ensuring creativity and new creations

Indicators	Fully complies	Partly complies	Does not comply	Not applicabl
<b>Minimum requirements</b> 10.4.1 Plans to encourage initiatives and new creations exist in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.4.2 Organise competitions and awards for creativity and new ideas in the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Total minimum requirements</b>				
Total advanced requirements				
Total best practice requirements				



	Best practice requirement count				
Criterion 3: Contribution to conserve and promote sustainable environment	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 4: Encouragement of interaction between the local community and guests	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 5: Quality tour and guiding services	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 6: Quality food and beverage services	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 7: Quality accommodations	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 8: Performance of CBT Friendly Tour Operators (CBT FTO)	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 9: Safety and hygiene in the community	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
Criterion 10: Innovation, creativity and technology usage in the community	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				
<b>Totals</b>	<b>Minimum requirement count</b>				
	Advanced requirement count				
	Best practice requirement count				

# Declaration

From the available evidence, I declare that the assessment made of the

(CBT name).....

CBT initiative against the ASEAN CBT Standard is true and accurate.

The assessment indicates that the CBT initiative:

- meets more than 50% of Minimum requirement indicators for each criterion; or
- meets more than 60% of Minimum requirements and 50% of Advanced requirements for each criterion; or
- meets 70% of Minimum requirements and 60% of Advanced requirements for each criterion.

Therefore, the CBT initiative should be considered for:

- registration as an ASEAN CBT initiative; or
- endorsement as an ASEAN CBT initiative; or
- an Independent Audit towards certification that it meets the ASEAN Community Base Tourism Standard.

Signature of CBT assessor

Signature of CBT Administration Authority assessor

Date

Date

Office use only

## CBT Administration Authority recommendation

- Register the CBT initiative                       Endorse the CBT initiative
- Proceed with appointing an Independent Auditor towards certifying that the CBT initiative meets the ASEAN CBT Standard.

.....Authorised officer's name and signature

.....Date

## National Tourism Organisation approval

- Register the CBT initiative                       Endorse the CBT initiative
- Proceed with appointing an Independent Auditor towards certifying that the CBT initiative meets the ASEAN CBT Standard.

.....Authorised officer's name and signature

.....Date

- CBT register has been updated .....Date
- CBT registration or endorsement notification and certificate has been forwarded to the CBT initiative .....Date.
- an Independent Auditor has been appointed .....Date.

.....Date .....Officer's name and signature



## Appendix 1

### ASEAN CBT Member's Code of Conduct

As an endorsed CBT Member for the (CBT name)..... CBT initiative,  
 I, (Your name) ....., (ID Number) .....,  
 of (Your address) ..... commit to this ASEAN Member's Code of Conduct to ensure the  
 quality of services offered by the CBT initiative.

---

#### **My commitment to on-going learning and effective communication**

- I will actively seek to increase my knowledge of and expertise in the area of CBT visitor service with which I am involved. (Mandatory)
- I will actively seek to increase my knowledge of: (1) group/visitor management techniques, (2) communication techniques (including cross-cultural awareness/communication and verbal and non-verbal communication), and (3) first aid and safety. (Mandatory)
- I will actively seek to increase my knowledge of the local environment and culture: including history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles. (Mandatory)
- I will ensure current and relevant environmental and cultural information, especially local identity is included where required during my interactions with visitors. (Mandatory)

---

#### **My commitment to ethical practices**

- I will be friendly, courteous and honest when dealing with the community and visitors. (Mandatory)
- I will demonstrate pride in representing my community and provide a role model for other community members. (Mandatory)
- I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I will support principles of gender equity and social inclusion. (Mandatory)
- I will respect the right of all other CBT members to share equally in opportunities for their involvement in income generating activities. (Mandatory)

---

#### **My commitment to natural and cultural heritage protection**

- I will respect and contribute to the promotion and preservation/conservation of local culture and natural environments. (Mandatory)
- I will ensure visitors observe CBT Standards at all times when interacting with the culture, natural environment and people of the community in the interests of avoiding or minimising negative impacts. (Mandatory)
- I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members. (Mandatory)
- I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, reuse, recycle principles. (Mandatory)
- I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection or codes of conduct are followed. (Mandatory)

---

#### **My commitment to visitor care and safety**

- I will adhere to all CBT approved policies and codes of conduct regarding safety and security of visitors. (Mandatory)
- I will be aware of the nearest first aid kit at all times when interacting with visitors. (Mandatory)
- As required, I will wear a uniform or carry an ID card when interacting with visitors.
- I will be prepared to efficiently communicate with a responsible third party in the event of emergencies or accidents. (Mandatory)

---

#### **My commitment to provide quality service and continuous improvement**

- I will provide professional service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory)
  - I will never be under the influence of illegal substances. (Mandatory)
  - I will never be under the influence of alcohol or any intoxicating substances prior to and/or during an activity (except when and if culturally appropriate). (Mandatory)
  - I will actively seek feedback on visitor experience satisfaction and the activity with which I am involved. (Mandatory)
-





I will demonstrate commitment to this ASEAN CBT Member's Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)

Member's name ..... Member's signature .....

CBT representative 1 name ..... CBT representative 1 signature .....

CBT representative 2 name ..... CBT representative 2 signature .....

Date ..... Expiry date .....



## Appendix 2

### ASEAN CBT Guide's Code of Conduct

As an endorsed CBT Guide for the (CBT name)..... CBT initiative,  
I, (Your name) ....., (ID Number) ....., commit to this ASEAN Guide's  
Code of Conduct to ensure the quality of guiding services offered by the CBT initiative.

---

#### I will comply with the CBT Member's Code of Conduct by:

- committing to on-going learning and improving my communication skills, particularly in the area of interpretive guiding; (Mandatory)
- adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
- contributing to the protection and presentation of my community's natural and cultural assets and traditions and local identity by providing cultural and natural environment awareness raising and education activities for visitors and the host community; (Mandatory)
- following all CBT approved policies and codes of conduct regarding safety and security of visitors; (Mandatory)
- providing a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of guiding services. (Mandatory)

---

#### My commitment to ensuring the quality of tours and visitor activities

##### *Visitor briefing*

- I will inform visitors of the tour/activity itinerary, level of difficulty and possible hazards and safety precautions. (Mandatory)
- I will inform visitors of regulations or rules that apply to their conduct on the tour. (Mandatory)
- I will inform visitors of opportunities to participate in the satisfaction feedback process.

##### *Tour/activity content*

- I will ensure tours/activities with which I am associated are designed to be enjoyable, educational, participatory, organised, relevant and thematic.
- I will ensure tours/activities with which I am associated respect and contribute to the promotion and preservation/conservation of local culture and natural environment.
- To minimise negative impacts, I will make necessary efforts to ensure that visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community. (Mandatory)
- I will ensure tours/activities with which I am associated include relevant cultural information in the interpretation of the community and its surroundings.
- I will ensure tours/activities with which I am associated provide cultural and natural environment awareness raising and education for visitors and the host community.
- I will ensure tours/activities with which I am associated actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.
- I will ensure tours/activities with which I am associated demonstrate practical waste management including the application of avoid, reduce, reuse, recycle principles.

##### *Tour/activity conclusion*

- I will invite visitors to participate in the satisfaction feedback process.
- I will encourage visitors to participate in other CBT tours/activities. (Mandatory)
- I will conclude the tour/activity with an expression of my pride in representing the community and a wish for visitors to have a pleasant stay within the community and for the rest of their visit/holiday. (Mandatory)

- 
- I will demonstrate commitment to this ASEAN CBT Guide's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)
- 

Guide's name ..... Guide's signature .....

CBT representative 1 name ..... CBT representative 1 signature .....



CBT representative 2 name .....

CBT representative 2 signature .....

Date .....

Expiry date .....



## Appendix 3

# ASEAN CBT Food and Beverage Service Provider's Code of Conduct

As an endorsed CBT Food and Beverage Service Provider for the  
 (CBT name)..... CBT initiative, I, (Your name) .....,  
 (ID Number) ....., commit to this ASEAN Food and Beverage Service Provider's Code of Conduct to  
 ensure the quality of food and beverage services offered by the CBT initiative.

### **I will conform to the CBT Member's Code of Conduct by:**

- committing to on-going learning and improving my communication skills, particularly in the area of quality food and beverage service; (Mandatory)
- adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
- contributing to the protection and presentation of my community's natural and cultural assets and traditions by providing and demonstrating traditional cooking practices; (Mandatory)
- following all CBT approved policies and codes of conduct regarding safety and security of visitors; (Mandatory)
- providing a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of food and beverage services. (Mandatory)

### **My commitment to providing quality food and beverage services**

#### ***Provision of meals***

- I will provide meals to CBT visitors at agreed times identified in consultation with the CBT Committee. (Mandatory)
- I will advise visitors in advance of the price of meals. (Mandatory)
- I will accommodate visitor dietary preferences.
- I will provide sufficient food for visitor needs, including between-meal snacks. (Mandatory)
- I will make maximum use of organically grown food, and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law. (Mandatory)
- I will make maximum use of natural bio-degradable products when serving and packaging food (e.g. banana leaves).
- I will ensure the menu varies daily to promote local custom and traditional cuisine and provide variety for visitors. (Mandatory)
- I will emphasise local custom and traditional cuisine by providing at least one traditional meal at each dining period. (Mandatory)
- I will provide dessert and/or fruit as part of each meal. (Mandatory)

#### ***Maintaining hygiene standards***

- I will ensure animals are kept away from food storage, cooking and dining areas. (Mandatory)
- I will ensure treated or boiled water is available for use in food preparation (e.g. washing raw salad vegetables) and cleaning. (Mandatory)
- I will ensure clean water and soap are available in food preparation areas. (Mandatory)
- I will regularly wash my hands with soap before handling food and during cooking. (Mandatory)
- I will ensure cooking areas are maintained in a clean state (e.g. cleaned after each food preparation activity). (Mandatory)
- I will ensure food preparation and dining materials (e.g. utensils) are cleaned thoroughly before use. (Mandatory)
- I will ensure food storage facilities are cleaned on a daily basis and kept in a good order. (Mandatory)
- I will ensure all foodstuffs used on the premises are stored in hygienic containers. (Mandatory)
- I will ensure pests and vermin are controlled in all food preparation and storage areas. (Mandatory)

#### ***Experience exchange***

- I will ensure opportunities exist for tourists to participate in my cooking activities and learn traditional cooking techniques.
- I will encourage visitors to share recipes and cooking techniques with me.
- I will demonstrate commitment to this ASEAN CBT Food Service Provider's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)



Food Service Provider's name ..... Food Service Provider's signature .....

CBT representative 1 name ..... CBT representative 1 signature .....

CBT representative 2 name ..... CBT representative 2 signature .....

Date ..... Expiry date .....



## Appendix 4

### ASEAN CBT Accommodation Provider's Code of Conduct

As an endorsed CBT Accommodation Provider for the (CBT name)..... CBT initiative, I, (Your name)....., (ID Number) ....., commit to this ASEAN Accommodation Provider's Code of Conduct to ensure the quality of accommodation services offered by the CBT initiative.

#### I will conform to the CBT Member's Code of Conduct by:

- committing to on-going learning and improving my communication skills, particularly in the area of accommodation and homestay services; (Mandatory)
- adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
- contributing to the protection and presentation of my community's natural and cultural assets and traditions by providing and demonstrating community lifestyle experiences to visitors through the provision of accommodation and homestay services; (Mandatory)
- following all CBT approved policies and codes of conduct regarding safety and security of visitors; (Mandatory)
- providing a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of guiding services. (Mandatory)

#### My commitment to providing quality accommodation

- I will maintain a visitor booking system that includes an up-to-date log of arrivals, departures and returns to my accommodation. (Mandatory)
- I will provide opportunities for guests to have an enjoyable cross-culture experience and an insight to community and family life. (Mandatory)
- I will provide materials to cover basic communication needs with my guests. (Mandatory)
- I will maintain my accommodation area in a safe condition that minimises threats from dangerous species. (Mandatory)
- I will ensure my domestic animals are healthy. (Mandatory)
- I will maintain an effective means of communicating (e.g. cell phone) with a responsible third party in the event of emergencies or accidents. (Mandatory)
- Unless part of customary practice, I will not include wildlife decorations in guest accommodation.
- I will ensure adequate lighting and ventilation is provided inside guest use areas. (Mandatory)

#### Guest sleeping areas

- I will ensure guest sleeping areas are available to guests at all times. (Mandatory)
- I will ensure guest sleeping areas are designed to allow privacy (e.g. partitioned). (Mandatory)
- I will keep guest sleeping areas clean and tidy through daily servicing. (Mandatory)
- I will provide clean bed linen, blanket, mat for each new letting. (Mandatory)
- I will provide an arrival welcome 'gift' (e.g. locally produced craft) and a daily demonstration of local tradition (e.g. flower, fruit). (Mandatory)
- I will provide a clean mosquito net for guest use as required and regularly spray to minimise insect pests. (Mandatory)

#### Bathrooms and toilets

- I will include in the bathroom and toilet adequate privacy and ventilation, a tank or jar of fresh, clean water, soap, a cup, toilet paper and a sanitary bin. (Mandatory)
- I will thoroughly clean and service the bathroom/toilet daily. (Mandatory)

#### Safety and hygiene

- If I supply food or meals, I will meet the hygiene requirements identified in the CBT Food and Beverage Provider's Code of Conduct. (Mandatory)
- I will provide and be able to use a first aid kit for guest use and check it weekly for completeness or replenished on use.
- I will provide a torch for night use by visitors. (Mandatory)
- I will demonstrate commitment to this ASEAN CBT Accommodation Provider's Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)

Accommodation Provider's name ..... Accommodation Provider's signature .....



CBT representative 1 name ..... CBT representative 1 signature .....

CBT representative 2 name ..... CBT representative 2 signature .....

Date ..... Expiry date .....



## Appendix 5

### ASEAN CBT Friendly Tour Operator's (FTO) Code of Conduct

As an endorsed CBT Friendly Tour Operator for the (CBT name)..... CBT initiative,  
 I, (Your name) ....., of .....,  
 (Tour operator's name) ..... commit to this ASEAN Friendly Tour Operator's Code of  
 Conduct to ensure the quality of services offered within the CBT initiative and to protect the values of the CBT community.

#### **My commitment to on-going learning and effective communication**

- I will actively seek to increase my knowledge of and expertise in all areas of CBT visitor service with which I am involved. (Mandatory)
- I will actively seek to increase my knowledge of: (1) sustainable tourism, (2) group management techniques, (3) customer care/service, (4) communication techniques (including cross-cultural awareness/communication and verbal and non-verbal communication), (5) first aid and safety, and (6) cultural and environmental issues. (Mandatory)
- I will actively seek to increase my knowledge of the local environment and culture: including history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles. (Mandatory)
- I will ensure current and relevant environmental and cultural information is included where required during my interactions with visitors. (Mandatory)
- I will actively seek to improve my verbal and non-verbal communication skills to improve the quality of visitor experiences. (Mandatory)

#### **My commitment to ethical practices**

- I will be friendly, courteous and honest when dealing with the community and visitors. (Mandatory)
- I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I will support principles of gender equity and social inclusion. (Mandatory)
- I will respect the right of CBT members to share in opportunities for their involvement in tourism related income generating activities. (Mandatory)

#### **My commitment to natural and cultural heritage protection**

- I will respect and contribute to the promotion and preservation/conservation of local culture and natural environments. (Mandatory)
- I will ensure my clients observe CBT standards for interacting with the culture, natural environment and people of the community in the interests of avoiding or minimising negative impacts. (Mandatory)
- I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members. (Mandatory)
- I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, reuse, recycle principles. (Mandatory)
- I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection or codes of conduct are followed. (Mandatory)

#### **My commitment to visitor care and safety**

- I will adhere to all CBT approved policies and codes of conduct regarding safety and security of visitors. (Mandatory)
- I will be aware of the nearest first aid kit at all times when interacting with visitors. (Mandatory)
- As appropriate, I will wear a uniform and carry an ID card at all times when interacting with visitors.
- I will be prepared to efficiently communicate with a responsible third party (i.e. use of portable radios, cell phones, flares or other means of attracting attention), in the event of emergencies or accidents. (Mandatory)

#### **My commitment to providing quality service and continual improvement**

- I will provide a quality service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory)
- I will never be under the influence of alcohol or drugs or any other intoxicating substances prior to and/or during my visit to the CBT initiative. (Mandatory)
- I will actively seek feedback on visitor experience satisfaction and all activity with which I am involved. (Mandatory)

#### **My commitment to the CBT initiative**

- I will abide by the rules, regulations and practice requirements of the local community. (Mandatory)





- I will demonstrate support of the CBT initiative and community by making maximum use of CBT services and being actively involved in, or contributing to, CBT projects. (Mandatory)
- I will develop a sound knowledge and understanding of the specific CBT site and local conditions, especially cultural and natural values, and transfer this knowledge to my clients and fellow staff, especially guides and tour leaders. (Mandatory)
- I will respect community traditions, CBT regulations and requirements for use of environmentally sensitive areas and in-community behaviour. (Mandatory)
- I will consult with the CBT Committee and the community if there is a risk that activities might contribute to direct environmental damage. (Mandatory)
- I will monitor and provide feedback to the CBT Committee on activities based upon ecologically sustainable and ethically acceptable usage of community resources. (Mandatory)
- I will take away all solid waste generated by my clients from products I bring into the CBT area. (Mandatory)
- I will minimise use of motorized transportation, especially in CBT areas. (Mandatory)
- In cooperation with local guides, I will deliver high quality guiding and culture/nature interpretation and generate respect for the destinations' cultural and natural values. (Mandatory)
- I will explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage. (Mandatory)

**For the CBT FTO operator/owner**

- Through agreement with the CBT Committee, I will limit group size based on the carrying capacity of the site and the objective of delivering quality experiences to clients that minimises impact on the community. (Mandatory)
- I will support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people. (Mandatory)
- I will meet all necessary licenses and permit requirements. (Mandatory)
- I will actively encourage my clients to have travel insurance cover. (Mandatory)
- I will practice responsible marketing, which creates appropriate customer expectations of the CBT experience and activities. (Mandatory)
- I will conduct my business with honesty and ethical behaviours. (Mandatory)
- I will ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides. (Mandatory)
- I will ensure staff are trained in first aid, including CPR.
- I will have in place a post-trip customer feed-back system and provide a summary report to the CBT Committee after each visit to the CBT initiative.
- I will maintain membership of a relevant professional tourism organisation, if available. (Mandatory)
- To the greatest extent possible, I will use eco-friendly accommodation and services prior to and after visiting the CBT area.
- I will provide accurate pre-tour information to clients about the tour and the CBT initiative, a list of needed equipment and codes of conduct when in the CBT area.
- I will demonstrate commitment to this ASEAN CBT Friendly Tour Operator's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)

FTO's name ..... FTO's signature .....  Operator/owner

CBT representative 1 name ..... CBT representative 1 signature .....

CBT representative 2 name ..... CBT representative 2 signature .....

Date ..... Expiry date .....





**ASEAN COMMUNITY BASED TOURISM STANDARD  
COMMUNITY WORKBOOK**

