

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

Lead Country Coordinator: Cambodia

January 2022







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# PART I ASEAN COMMUNITY-BASED TOURISM STANDARD

## **Contents**

CBT Concept, Definition, and Principles	5
The Community-Based Tourism Concept	5
CBT Definition	5
CBT Principles	
ASEAN CBT Standard	
Objectives and Uses of the Standard	6
ASEAN CBT Standard Scope	6
ASEAN CBT Standard Definitions	6
Prerequisite Entry Requirement	7
The ASEAN community-Based Tourism Standard	
1.0 Standards for community ownership and management	
1.1 Standards for effective and transparent governance	
1.2 Standards for recognition of legitimate establishment	
1.3 Standards for effective and transparent management	8
1.4 Standards for effective partnerships	
2.0 Standards for contribution to social well-being and quality of life	
2.1 Standards for maintaining human dignity	
2.2 Standards for equitable sharing of benefits and costs	
2.3 Standards for enhancing local supply chains and linking with regional economies	
2.4 Standards for maintaining local identity and cultural integrity, and enriching valued cultural traditions	
3.0 Standards for conserving and promoting sustainable environment	
3.1 Standards for conserving natural resources	
4.0 Standards for encouraging interaction between the local community and guests	
4.1 Standards for guest and local community interaction	
4.1 Standards for guest and local community interaction	
5.0 Standards for quality tour and guiding services	
5.1 Standards for ensuring local guide quality and expertise	
5.2 Standards for ensuring the quality of tours and activities	
6.0 Standards for ensuring quality food and beverage services	
6.1 Standards for ensuring food and beverage service provider quality	
6.2 Standards for managing food and beverage services for quality	
7.0 Standards for ensuring quality accommodations	16
7.1 Standards for ensuring accommodation service provider quality	16
7.2 Standards for managing accommodations to ensure quality	
8.0 Standards for ensuring the performance of (in-bound) CBT Friendly Tour Operators (FTO)	
8.1 Standards for FTO commitment to CBT ideals	
8.2 Standards for FTO contributions to community and nature protection	
8.3 Standards for FTO support for the local economy	
8.4 Standards for FTO promotion of joy of discovery, knowledge and respect	
9.0 Standards for safety and hygiene in the community	
9.1 Standards for safety and hygiene measures	
9.2 Standards for effective implementation of risk mangement mechanism	
10.0 Standard fro promoting innovation, creativity an technology usage in the community	
10.1 Standards for encouraging the implementation of initiatives	
10.2 Standards for better knowledge and adoption of technology	
10.3 Standards for better skills development	
10.4 Standards for ensuring creativity and new creations	



	_ ASEAN COMMUNITY BASED TOURISM STANDARD   4
Appendix 1 ASEAN CBT Member's Code of Conduct	22
Appendix 2 ASEAN CBT Guide's Code of Conduct	2323
Appendix 3 ASEAN CBT Food and Beverage Service Provide	der's Code of Conduct244
Appendix 4 ASEAN CBT Accommodation Provider's Code of	of Conduct255
Appendix 5 ASEAN CBT Friendly Tour Operator's (FTO) Co	ode of Conduct266

## **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:

- 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.

Background



#### 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 The highest level of tourism administration established by each ASEAN member state

Organisation (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.
Quality tour and guiding services



#### 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).

Quality food and beverage servic	es



#### 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.).

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#### 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

	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 involved.	(Mandatory)
	I will actively seek to increase my knowledge of: (1) group/visitor management techniques, (2) communication (3) first aid and safety.	
	I will actively seek to increase my knowledge of the local environment and culture: including history,	
	traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles. I will ensure current and relevant environmental and cultural information, especially local identity is in where required during my interactions with visitors.	
	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 pringender equity and social inclusion.	(Mandatory)
	I will respect the right of all other CBT members to share equally in opportunities for their involvement generating activities.	t in income (Mandatory)
	My commitment to natural and cultural heritage protection	
	I will respect and contribute to the promotion and preservation/conservation of local culture and naturenvironments.	(Mandatory)
	I will ensure visitors observe CBT Standards at all times when interacting with the culture, natural en	
	and people of the community in the interests of avoiding or minimising negative impacts.  I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to loca	(Mandatory)
_	alongside host community members.	(Mandatory)
	I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, reprinciples.	use, recycle (Mandatory)
	I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection of	
	conduct are followed.	(Mandatory)
_	My commitment to visitor care and safety	<b></b>
	I will adhere to all CBT approved policies and codes of conduct regarding safety and security of visitors.	
	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 emergencial accidents.	es or (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 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 (except when culturally appropriate).	(Mandatory)
	I will actively seek feedback on visitor experience satisfaction and the activity with which I am involved.	• • • • • • • • • • • • • • • • • • • •
	I will demonstrate commitment to this ASEAN CBT Member's Code of Conduct and be able to rationale for each of its requirements.	(Mandatory)

# Appendix 2 ASEAN CBT Guide's Code of Conduct

	۱w	ill 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, tra	
		local identity by providing cultural and natural environment awareness raising and education act	
П		visitors and the host community; following all CBT approved policies and codes of conduct regarding safety and security of visitor	(Mandatory)
ш		Tollowing all ODT approved policies and codes of conduct regarding safety and security of visitor	(Mandatory)
	•	providing a quality service and conforming to any standards developed by ASEAN for the purpo	ses of
		improving the quality of guiding services.	(Mandatory)
	Му	commitment to ensuring the quality of tours and visitor activities	
	Vis	itor briefing	
	l w	ill inform visitors of the tour/activity itinerary, level of difficulty and possible hazards and safety pre	
_	1	ill informs visitary of regulations or miles that small, to their send out on the form	(Mandatory)
		ill inform visitors of regulations or rules that apply to their conduct on the tour.	Mandatory)
		ill inform visitors of opportunities to participate in the satisfaction feedback process.	
_		ur/activity content	
		ill ensure tours/activities with which I am associated are designed to be enjoyable, educational, paranised, relevant and thematic.	articipatory,
		ill ensure tours/activities with which I am associated respect and contribute to the promotion and servation/conservation of local culture and natural environment.	
	To	minimise negative impacts, I will make necessary efforts to ensure that visitors, at all times, obse	rve CBT
	app	proved guidelines for interacting with the culture, natural environment and people of the communit	
			(Mandatory)
		ill ensure tours/activities with which I am associated include relevant cultural information in the into the community and its surroundings.	erpretation
	l w	ill ensure tours/activities with which I am associated provide cultural and natural environment awa sing and education for visitors and the host community.	reness
		ill ensure tours/activities with which I am associated actively facilitate cross-cultural understanding	and
		portunities for tourists to contribute to local activities alongside host community members.	,
		ill ensure tours/activities with which I am associated demonstrate practical waste management inc	cluding the
		plication of avoid, reduce, reuse, recycle principles.  ur/activity conclusion	
_		ill invite visitors to participate in the satisfaction feedback process.	
			(Mandatanı)
		ill encourage visitors to participate in other CBT tours/activities.	(Mandatory)
	visi	ill conclude the tour/activity with an expression of my pride in representing the community and a wators to have a pleasant stay within the community and for the rest of their visit/holiday.	(Mandatory)
		ill demonstrate commitment to this ASEAN CBT Guide's Code of Conduct and be able to e	- I
	rat	ionale for each of its requirements.	(Mandatory)



## Appendix 3

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

will conform to th	e CBT Member's	s Code of Conduct by	:
--------------------	----------------	----------------------	---

	<ul> <li>committing to on-going learning and improving my communication skills, particularly in the area food and beverage services;</li> </ul>	(Mandatory)
Ш	adopting ethical and visitor friendly practices, and taking pride in representing my community;	(Mandatory)
_	<ul> <li>contributing to the protection and presentation of my community's natural and cultural assets an by providing and demonstrating traditional cooking practices;</li> </ul>	(Mandatory)
Ш	<ul> <li>following all CBT approved policies and codes of conduct regarding safety and security of visitor</li> </ul>	
_	and idian a small to a mine and a sefermine to any standard advantaged by ACCAN for the same	(Mandatory)
Ц	<ul> <li>providing a quality service and conforming to any standards developed by ASEAN for the purpo- improving the quality of food and beverage services.</li> </ul>	ses of (Mandatory)
	My commitment to providing quality food and beverage services	(ivialidatoly)
	Provision of meals	
П	I will provide meals to CBT visitors at agreed times identified in consultation with the CBT Committee	<del>)</del> .
		(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 vector but no bush meats prohibited by law.	vegetables, (Mandatory)
	I will make maximum use of natural bio-degradable products when serving and packaging food (e.g. 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 period.	dining (Mandatory)
	l 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 v and cleaning.	egetables) (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 techniques.	cooking
	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 to explain the rationale for each of its requirements.	and be able (Mandatory)

# Appendix 4 ASEAN CBT Accommodation 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
	accommodation and homestay services;	(Mandatory)
	<ul> <li>adopting ethical and visitor friendly practices, and taking pride in representing my community;</li> </ul>	(Mandatory)
	contributing to the protection and presentation of my community's natural and cultural assets a	
	by providing and demonstrating community lifestyle experiences to visitors through the provision	
П	<ul><li>accommodation and homestay services;</li><li>following all CBT approved policies and codes of conduct regarding safety and security of visito</li></ul>	(Mandatory)
ш	• Tollowing all CDT approved policies and codes of conduct regarding safety and security of visite	(Mandatory)
	<ul> <li>providing a quality service and conforming to any standards developed by ASEAN for the purpose</li> </ul>	` ,
	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 re	•
_	accommodation.	(Mandatory)
	I will provide opportunities for guests to have an enjoyable cross-culture experience and an insight and family life.	(Mandatory)
	I will provide materials to cover basic communication needs with my guests.	(Mandatory)
П	I will maintain my accommodation area in a safe condition that minimises threats from dangerous s	, ,,
_	g g g g g g g g g g g g g g g g	(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 i	n the event of
_	emergencies or accidents.	(Mandatory)
П	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	/M = = d = ( = = \
	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	, -
П	flower, fruit).  I will provide a clean mosquito net for guest use as required and regularly spray to minimise insect	(Mandatory)
ш	Twill provide a dealt mosquite het for guest ase as required and regularly spray to minimise insect	(Mandatory)
	Bathrooms and toilets	( )/
	I will include in the bathroom and toilet adequate privacy and ventilation, a tank or jar of fresh, clear	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 Bever	· · · · · · · · · · · · · · · · · · ·
_	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 on use.	repieriisnea
П	I will provide a torch for night use by visitors.	(Mandatory)
Ħ	I will demonstrate commitment to this ASEAN CBT Accommodation Provider's Code of Cond	
	I will delitolistiate collillificit to tills vorvit op i vocollillogation i Ligarde 3 code of colli	auci anu be
	able to explain the rationale for each of its requirements.	(Mandatory)



# Appendix 5 ASEAN CBT Friendly Tour Operator's (FTO) Code of Conduct

	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 involved.	which I am (Mandatory)
	I will actively seek to increase my knowledge of: (1) sustainable tourism, (2) group management tect customer care/service, (4) communication techniques (including cross-cultural awareness/communication), (5) first aid and safety, and (6) cultural and environmental is:	cation and
	I will actively seek to increase my knowledge of the local environment and culture: including history, traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles. I will ensure current and relevant environmental and cultural information is included where required interactions with visitors.	cultural (Mandatory)
	I will actively seek to improve my verbal and non-verbal communication skills to improve the quality experiences.	of visitor (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 pringender equity and social inclusion.	(Mandatory)
	I will respect the right of CBT members to share in opportunities for their involvement in tourism rela generating activities.	ted income (Mandatory)
	My commitment to natural and cultural heritage protection	
	I will respect and contribute to the promotion and preservation/conservation of local culture and nature environments.	ral (Mandatory)
	I will ensure my clients observe CBT standards for interacting with the culture, natural environment at the community in the interests of avoiding or minimising negative impacts.	and people of (Mandatory)
	I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local alongside host community members.	
	I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, reprinciples.	
	I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection of conduct are followed.	` ,
	My commitment to visitor care and safety	(mandatory)
	I will adhere to all CBT approved policies and codes of conduct regarding safety and security of visit	ors.
_	3 J J J J J J J J J J J J J J J	(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 phones, flares or other means of attracting attention), in the event of emergencies or accidents.	s, cell (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 v	vith which I
_	am associated.	(Mandatory)
	I will never be under the influence of alcohol or drugs or any other intoxicating substances prior to a my visit to the CBT initiative.	(Mandatory)
	I will actively seek feedback on visitor experience satisfaction and all activity with which I am involve	d. (Mandatory)
	My commitment to the CBT initiative	<del></del>
	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 service being actively involved in, or contributing to, CBT projects.	vices and (Mandatory)
	Appendix 5: Friendly tour operator's cod-	e of conduct

	I will develop a sound knowledge and understanding of the specific CBT site and local conditions, escultural and natural values, and transfer this knowledge to my clients and fellow staff, especially guid leaders.	
	I will respect community traditions, CBT regulations and requirements for use of environmentally ser and in-community behaviour.	٠,
	I will consult with the CBT Committee and the community if there is a risk that activities might contribe environmental damage.	oute to direct (Mandatory)
	I will monitor and provide feedback to the CBT Committee on activities based upon ecologically sust 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 ar respect for the destinations' cultural and natural values.  I will explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people	(Mandatory)
	and avoid environmental damage.	(Mandatory)
	For the CBT FTO operator/owner	(Manadory)
	Through agreement with the CBT Committee, I will limit group size based on the carrying capacity of	f 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 exand 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 growth and skilled staff, as skil	uides. (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 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 CBT area.	· ·
	I will provide accurate pre-tour information to clients about the tour and the CBT initiative, a list of ne equipment and codes of conduct when in the CBT area.	
	I will demonstrate commitment to this ASEAN CBT Friendly Tour Operator's Code of Conduction	
	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





#### 2022

## **Contents**

1.0 CBT Concept, Definition, and Principles	7
1.1 The CBT Concept	
1.1.1 CBT Definition	
1.1.2 CBT Principles	7
2.0 CBT Checklist Concept	8
2.1 Objectives and uses of the checklist	8
2.2 ASEAN CBT Checklist scope	8
Codes of conduct	
2.3 Checklist definitions	8
2.4 Prerequisite entry requirement to ASEAN CBT Standard certification	8
3.0 CBT Performance Criteria Summary	11
4.0 CBT Registration, Endorsement and Certification Processes	13
4.1 CBT initiative registration process	
4.2 CBT initiative endorsement process	
4.3 ASEAN CBT certification process	
5.0 Assessment of CBT Performance	
5.1 Evidence based assessment	
5.2 Level of compliance with indicators	
5.3 Scoring of performance	
5.4 Reporting performance	
5.5 Recognition of Achievement	
6.0 CBT Performance Criteria and Indicators	
Criterion 1: Community ownership and management	
Sub-criterion 1.1: Effective and transparent governance arrangements exist	
Sub-criterion 1.2: Legitimate establishment is recognised	
Sub-criterion 1.3: Effective and transparent management exists	
Sub-criterion 1.4: Effective partnerships exist	
Criterion 2: Contribution to social well-being and quality of life	
Sub-criterion 2.1: Human dignity is maintained	
Sub-criterion 2.2: Benefits and costs are shared equitably	
Sub-criterion 2.3: Local supply chains are enhanced and links exist to regional economic	
Sub-criterion 2.4: Local identity and cultural integrity are maintained and valued cultural traditions are enriched	
Criterion 3: Contribution to conserve and promote sustainable environment	
Sub-criterion 3.1: Natural resources are conserved	
Sub-criterion 3.2: Environmentally sustainable practices are promoted	
Criterion 4: Encouragement of interaction between the local community and guests	
Sub-criterion 4.1: Guest and local community interaction exists	27
Sub-criterion 4.2: Sustainability of Community-Based Tourism products	
Criterion 5: Quality tour and guiding services	
Sub-criterion 5.1: Ensuring local guide quality and expertise	
Sub-criterion 5.2: Managing tours and activities to ensure quality	29
Criterion 6: Quality food and beverage services	30
Sub-criterion 6.1: Ensuring food and beverage service provider quality	
Sub-criterion 6.2: Managing food and beverage services for quality	
	Contents



### 6 | ASEAN COMMUNITY BASED TOURISM STANDARD - Checklist \_\_\_\_\_

Criterion 7: Quality accommodations	30
Sub-criterion 7.1: Ensuring accommodation service provider quality	30
Sub-criterion 7.2: Managing accommodations to ensure quality	31
Criterion 8: Performance of CBT Friendly Tour Operators (CBT FTO)	33
Sub-criterion 8.1: Commitment to CBT ideals	
Sub-criterion 8.2: Contributing to community and nature protection	
Sub-criterion 8.3: Supporting the local economy	
Sub-criterion 8.4: Promoting joy of discovery, knowledge and respect	
Sub-criterion 8.5: Satisfying and safe experiences for tourists and the community	
Criterion 9: Safety and hygiene in the community	37
Sub-criterion 9.1: Ensuring safety and hygiene measures	37
Sub-criterion 9.2: Implementing effective risk management mechanism	37
Criterion 10: Innovation, creativity and technology usage in the community	38
Sub-criterion 10.1: Encouraging the implementation of initiatives	38
Sub-criterion 10.2: Providing better knowledge and adopting technology	38
Sub-criterion 10.3: Developing better skills	
Sub-criterion 10.4: Ensuring creativity and new creations	
Appendix 1 ASEAN CBT Member's Code of Conduct	40
Appendix 2 ASEAN CBT Guide's Code of Conduct	41
Appendix 3 ASEAN CBT Food and Beverage Service Provider's Code of Conduct	42
Appendix 4 ASEAN CBT Accommodation Provider's Code of Conduct	43
Appendix 5 ASEAN CBT Friendly Tour Operator's (FTO) Code of Conduct	44



# 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:

- 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 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).

## 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
- I. 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	1.1	Effective & transparent governance arrangements exist	5	2	0	7	
and management	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	2.1	Human dignity is maintained	2	1	1	4	
well-being and quality of	2.2	Benefits and costs are shared equitably	1	1	1	3	
life	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	
Contribution to	3.1	Natural resources are conserved	1	2	1	4	
conserve & promote	3.2	Environmentally sustainable practices are promoted	4	1	3	8	
sustainable environment		Sub-total Sub-total	5	3	4	12	
4. Encouragement of	4.1	Guest and local community interaction exists	2	3	4	9	
interaction between the	4.2		1	1	3	5	
local community & guests		Sub-total Sub-total	3	4	7	14	
<ol><li>Quality tour and</li></ol>	5.1	Ensuring local guide quality and expertise	3	1	1	5	
guiding services	5.2	Managing tours and activities to ensure quality	5	4	4	13	
		Sub-total Sub-total	8	5	5	18	
6. Quality food and	6.1	Ensuring food and beverage service provider quality	3	2	1	6	
beverage services	6.2		12	3	1	16	
		Sub-total Sub-total	15	5	2	22	
7. Quality	7.1	Ensuring accommodation service provider quality	4	1	1	6	
accommodations	7.2	Managing accommodations to ensure quality	16	10	1	27	
		Sub-total Sub-total	20	11	2	33	
8. Performance of CBT	8.1	Commitment to CBT ideals	4	2	2	8	
Friendly Tour Operators	8.2	Contribution to community and nature protection	4	5	2	11	
	8.3	Support for the local economy	2	1	1	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 Sub-total	15	12	6	33	
9. Safety and hygiene in	9.1	Ensuring safety and hygiene measures in the community	1	1	1	3	
the community	9.2	Implementing effective risk management mechanism	1	1	1	3	
		Sub-total	2	2	2	6	



## 12 | ASEAN COMMUNITY BASED TOURISM STANDARD - Checklist \_\_\_\_\_

Criteria	Sub-criteria	Indicators			
		Minimum requirements	Advanced requirements	Best practice requirements	Total
10. Innovation, creativity	10.1 Encouraging the implementation of initiatives	2	0	0	2
and technology usage in	10.2 Providing better knowledge and adopting technology	1	1	1	3
the community	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.

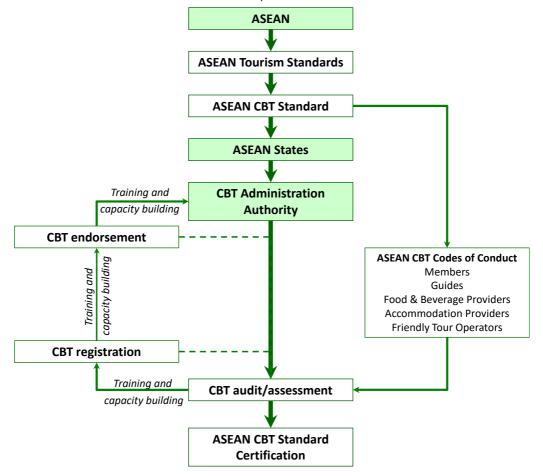


Figure 1 Summary of process towards Certification of a CBT initiative as meeting ASEAN CBT Standards



#### 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.

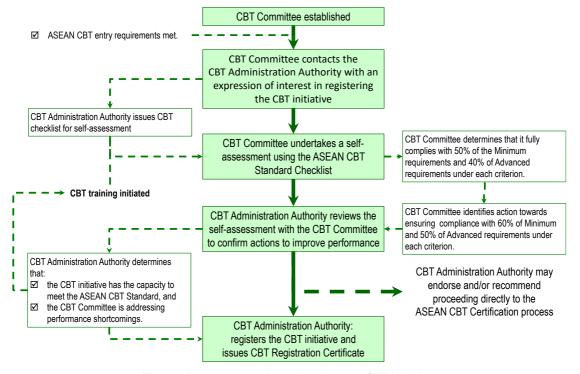


Figure 2 Process towards registration as a CBT initiative



#### 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.

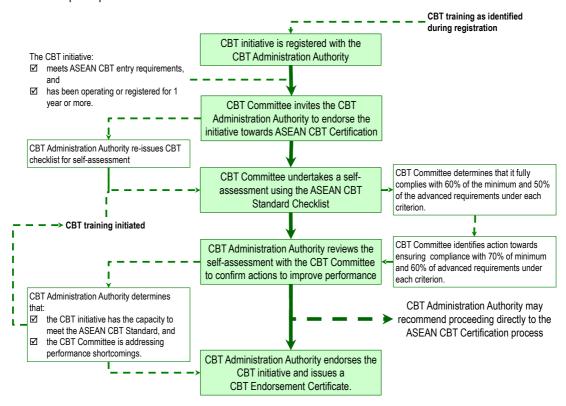


Figure 3 Process towards endorsement as a CBT initiative



#### 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.

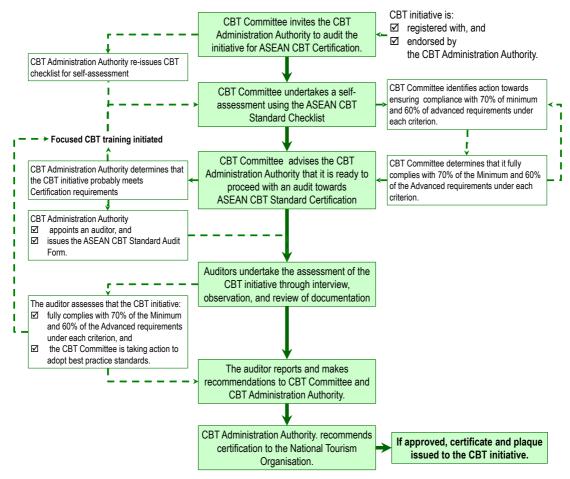


Figure 4 Process for certification under the ASEAN CBT Standard



### 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 Insufficient evidence exists to confirm that the nominated state of the indicator has been

complies 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 assed as fully complying.

Does not Evidence does not exist to confirm that the nominated state of the indicator has been achieved:

comply' 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).

CILLERION	Sub- criterion	Indicators	Fully complies	Partly complies	Does not comply	Not applicable
		Minimum requirements 1,3,1, QBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.	Ø		0	0
	SI SI	1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1).				
	peratio	1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.		Ø		
ment o	1,3.4. The CBT initiative maximises use of goods and services provided by the community.	Ø				
	manage	1,3,5, A clear financial management system exists and is accessible to community members.				
community contensing and management	and transparent management operations	Advanced requirements 1.3.6. An annual action plan is documented and is accessible to community members.				
ì	and tra	1,3,7, Long-term goals and objectives are documented and accessible to the community members.				
5	Effective	Best practice requirements  1.3.8. Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.			Ø	
	8	Total minimum requirements	4	1		
		Total advanced require tents		2		
		Total best practice requirements			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).

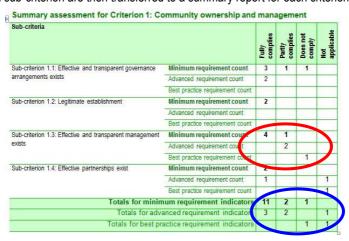


Figure 6 Example summary table for Criterion 1

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



Summary assessment					
Criteria		Fully complies	Partly complies	Joes not comply	Not applicable
Criterion 1: Community ownership and	Minimum requirement count	11	2		
management	Advanced requirement count	3	2		
	Best practice requirement count				1
Criterion 2: Contribution to social well-being	Minimum requirement count	7	1		
and quality of life	Advanced requirement count		3	1	1
	Best practice requirement count		1	3	
Criterion 3: Contribution to conserve and	Minimum requirement count	4	1		
promote sustainable environment	Advanced requirement count	2			1
	Best practice requirement count		3		
Criterion 4: Encouragement of interaction	Minimum requirement count	2	2		
between the local community and guests	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	Minimum requirement count	13	2		
services	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	Minimum requirement count	12	1	1	2
Tour Operators (CBT FTO)	Advanced requirement count	8		3	1
	Best practice requirement count	1	3	1	1
Criterion 9: Safety and hygiene in the	Minimum requirement count	2			
community	Advanced requirement count		1	1	
	Best practice requirement count	1	1		
Criterion 10: Innovation, creativity and	Minimum requirement count	3	2		
technology usage in the community	Advanced requirement count	1			
	Best practice requirement count	1			
Totals	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

#### Signature

Title
National Tourism Organisation

# Signature Chairman ASEAN Member States



Certified as meeting the ASEAN COMMUNITY BASED TOURISM STANDARD 2015 - 2020

Signature

National Tourism Organisation

Signature Chairman

ASEAN Member States



# 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.

1.2.2 The CBT initiative is registered with and recognised by relevant authorities..

Sub-criterion 1.1: Effective and transparent governance arrangements exist				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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.				
Advanced requirements 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.				
Total minimum requirements				
Totals advanced requirements				
Sub-criterion 1.2: Legitimate establishment is recognised				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				]
1.2.1 The CBT initiative has a clear vision, mission, long-term and short-term		Ш	ш	ш

Total minimum requirements



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

oub-criterion 1.5. Effective and transparent management exists				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
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.				
Advanced requirements				
1.3.6 An annual action plan is documented and is accessible to community				
members.				
1.3.7 Long-term goals and objectives are documented and accessible to the				
community members.				
Best practice requirements				
1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability				
performance of individual and collective CBT activities.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
0.1. 14.1. 74.5% 11. 14.				

#### Sub-criterion 1.4: Effective partnerships exist

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
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.				
Advanced requirements				
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.				
Best practice requirements				
1.4.5 Cooperation exists with neighbouring communities.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				



# 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
Minimum requirements				
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.				
Advanced requirements				
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).				
Best practice requirements				
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).				
Total minimum requirements				
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
Minimum requirements				
2.2.1 Clear and agreed benefit sharing arrangements exist.				
Advanced requirements				
2.2.2 A community development fund exists that is used for initiatives benefiting the whole community.				
Best practice requirements				
2.2.3 A process exists for equal opportunities in income generating activities.				
Total minimum requirements				
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
	Fully	Part  com	Does no comply	Not appl
Minimum requirements				
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.				
Advanced requirements				
2.3.3 Local community products are used in preference to imports (e.g., locally produced vs mass-produced souvenirs).				
Best practice requirements				
2.3.4 Strong cooperation with other CBTs and regional private and government organisations exists to increase regional tourism.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

# 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
Minimum requirements				
2.4.1 Local identity is well maintained and awareness is created among the community and visiting tourists.				
2.4.2 Cultural assets of significance to 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.				
Advanced requirements				
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.				
Best practice requirements				
2.4.7 A community decision-making process exists that identifies what cultural assets and traditions will be shared with visitors.				

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2.4.8 CBT management ensures the protection of cultural assets of the community.					
Total minimum requirements	1				
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.

Indicators				
indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 3.1.1 Natural resources & environmentally sensitive sites and their community significance are identified, planned, documented & endorsed by relevant communities.				
Advanced requirements 3.1.2 A fund exists to support community-based conservation programs & actions.				
3.1.3 Awareness and capacity building programs exist to educate/provide information to relevant stakeholders to protect the natural resources.				
Best practice requirements 3.1.4 Local rules and regulations exist to ensure the protection and presentation of nature.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
Sub-criterion 3.2: Environmentally sustainable practices are promoted				

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 3.2.1 A fund is available to support community-based environmental improvement action.				
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.				
Advanced requirements 3.2.5 Solid waste generation is actively discouraged (e.g., through encouraging refilling of water bottles with treated water).				
Best practice requirements 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 within the community.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				



# 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 applicabl
Minimum requirements				
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.				
Advanced requirements				
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.				
Best practice requirements				
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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
Sub-criterion 4.2: Sustainability of community-based tourism products				
Indicators	lies	, lies	not ly	cable

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



# 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				ø
	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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).				
Advanced requirements 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.				
Best practice requirements 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.				
Total minimum requirements				
Total advanced requirements  Total best practice requirements				
rotar best practice requirements				



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

Indicators				
	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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.				
<ul> <li>5.2.3 Tours/activities have a clearly defined:</li> <li>itinerary and associated price; and</li> <li>documented booking system.</li> </ul>				
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.				
Advanced requirements 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.				
Best practice requirements				
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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				



# 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
Minimum requirements 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).				
Advanced requirements 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.				
Best practice requirements 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,  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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				



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

Indicators				
	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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 (if appropriate).				
6.2.3 Meals are provides 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.				
Advanced requirements 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.				
Best practice requirements 6.2.16 Maximum use is made of natural bio-degradable products when serving and packaging food (e.g. banana leaves).				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				



# **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
Minimum requirements 7.1.1 Accommodation providers are community members or approved by the CBT committee.				
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.				
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.				
Advanced requirements				
7.1.5 Accommodation providers are certified under any relevant standard produced for the purposes of improving accommodation services (e.g. ASEAN Homestay Standard).				
Best practice requirements 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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				



# Sub-criterion 7.2: Managing accommodations to ensure quality

Indicators				o o
	Fully complies	Partly complies	Does not comply	Not applicable
	교양	a S	<u> </u>	Not app
Minimum requirements 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.				
Advanced requirements				
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				



# 34 | ASEAN COMMUNITY BASED TOURISM STANDARD - Checklist \_\_\_\_\_

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.				
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 is 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.				
Best practice requirements				
7.2.27 The family and cross-culture experience is emphasised.				
Total minimum requirements				
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**

In dia stana				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
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.				
Advanced requirements				
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.				
8.1.6 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.				
Best practice requirements				
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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				





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

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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.				
Advanced requirements				
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.				
Best practice requirements				
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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
Sub-criterion 8.3: Supporting the local economy				

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
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).				
8.3.2 FTOs have an agreement or contract with the community on CBT products, prices and procedures.				



Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Advanced requirements				
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.				
Best practice requirements				
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.).				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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

Fully complies	Partly complies	Does not comply	Not applicable
_		_	
	П	П	П
			]



38 | ASEAN COMMUNITY BASED TOURISM STANDARD - Checklist \_\_\_

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

Indicators				
	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
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 staff, assisted by CBT guides.				
Advanced requirements				
8.5.3 FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas and activities.				
8.5.4 FTO staff are trained in first aid, including CPR.				
Best practice requirements				
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.				
Total minimum requirements				
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

oub-criterion 9.1. Linearing salety and myglene measures				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 9.1.1 Establish a team to promote and monitor the implementation of safety and hygiene measures.				
Advanced requirements 9.1.2 Identify the target group for promoting and evaluating the promotion of safety and hygiene measures and monitoring the implementation.				
<b>Best practice requirements</b> 9.1.3 Prepare leaflets and announcements regarding the measures of competent institutions.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
Sub-criterion 9.2: Implementing effective risk management mechanism				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 9.2.1 Establish a team to deliver timely and effective response to emergency case.				
Advanced requirements 9.2.2 A risk management mechanism for the community exists.				
Best practice requirements 9.2.3 Duties and roles of the members of risk management group are clearly defined.				
Total minimum requirements				
Total advanced requirements				



# 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

Sub-criterion 10.1. Encouraging the implementation of initiatives				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
Sub-criterion 10.2: Providing better knowledge and adopting of technology Indicators	S	S	ot.	ple
	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 10.2.1 Provide training on digital system usage and technology to community members.				
Advanced requirements 10.2.2 Encourage usage and update of technology the community operation management.				
Best practice requirements 10.2.3 Evaluate and monitor technology usage in the community in order to improve digital operation management.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
Sub-criterion 10.3: Developing better skills				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 10.3.1 Provide upskilling and reskilling trainings (e.g. innovation and entrepreneurship skills).				
10.3.2 Promote and encourage community members to take vocational training and further education.				
Total minimum requirements				
Total advanced requirements				





Total best practice requirements		
Total best practice requirements		

# Sub-criterion 10.4: Ensuring creativity and new creations

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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.  Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

# Appendix 1 ASEAN CBT Member's Code of Conduct

	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	
_	involved.	(Mandatory)
Ш	I will actively seek to increase my knowledge of: (1) group/visitor management techniques, (2) comm	
	techniques (including cross-cultural awareness/communication and verbal and non-verbal communic	,
$\overline{}$	(3) first aid and safety.  I will actively seek to increase my knowledge of the local environment and culture: including history,	(Mandatory)
Ц	traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles.	
	I will ensure current and relevant environmental and cultural information, especially local identity is in	,
_	where required during my interactions with visitors.	(Mandatory)
	My commitment to ethical practices	( )/
П	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	, ,,
ш	Twill define the definition of the first section of the section of	(Mandatory)
П	I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I will support prin	
	gender equity and social inclusion.	(Mandatory)
	I will respect the right of all other CBT members to share equally in opportunities for their involvement	nt 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 natu	ral
	environments.	(Mandatory)
	I will ensure visitors observe CBT Standards at all times when interacting with the culture, natural en	
_	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 loca alongside host community members.	(Mandatory)
	I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, re	` ,
ш	principles.	(Mandatory)
	I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection 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)
П	As required, I will wear a uniform or carry an ID card when interacting with visitors.	,
П	I will be prepared to efficiently communicate with a responsible third party in the event of emergencies	es or
ш	accidents.	(Mandatory)
	My commitment to provide quality service and continuous improvement	()
П	I will provide professional service by being on time, organized and prepared in advance of all activities	es 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

	۱w	ill 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, tra	aditions and
		local identity by providing cultural and natural environment awareness raising and education act	
		visitors and the host community;	(Mandatory)
	•	following all CBT approved policies and codes of conduct regarding safety and security of visitor	
_		and idian a small to an income and conforming to any standards developed by ACCAN for the same	(Mandatory)
ш	•	providing a quality service and conforming to any standards developed by ASEAN for the purpo improving the quality of guiding services.	ses of (Mandatory)
	Mv	commitment to ensuring the quality of tours and visitor activities	(ivialidatory)
	-	sitor briefing	
_		ill inform visitors of the tour/activity itinerary, level of difficulty and possible hazards and safety pre	acutions
	I VV	ill illionni visitors of the tour/activity linerary, level of unlicuity and possible nazards and safety pre	(Mandatory)
	l w	ill inform visitors of regulations or rules that apply to their conduct on the tour.	Mandatory)
	l wi	ill inform visitors of opportunities to participate in the satisfaction feedback process.	
		ur/activity content	
		ill ensure tours/activities with which I am associated are designed to be enjoyable, educational, paranised, relevant and thematic.	articipatory,
	_	ill ensure tours/activities with which I am associated respect and contribute to the promotion and	
		servation/conservation of local culture and natural environment.	
		minimise negative impacts, I will make necessary efforts to ensure that visitors, at all times, obse	
	app	proved guidelines for interacting with the culture, natural environment and people of the communi	
	1	ill annual to un factivities with which I am appearated include valeyant cultural information in the inte	(Mandatory)
		ill ensure tours/activities with which I am associated include relevant cultural information in the int he community and its surroundings.	erpretation
		ill ensure tours/activities with which I am associated provide cultural and natural environment awa	reness
_		sing and education for visitors and the host community.	
	l w	ill ensure tours/activities with which I am associated actively facilitate cross-cultural understanding	g and
		portunities for tourists to contribute to local activities alongside host community members.	
		ill ensure tours/activities with which I am associated demonstrate practical waste management in	cluding the
		plication of avoid, reduce, reuse, recycle principles.	
_		ur/activity conclusion	
		ill invite visitors to participate in the satisfaction feedback process.	(Mandatanı)
		ill encourage visitors to participate in other CBT tours/activities.	(Mandatory)
	visi	ill conclude the tour/activity with an expression of my pride in representing the community and a vitors to have a pleasant stay within the community and for the rest of their visit/holiday.	(Mandatory)
		ill demonstrate commitment to this ASEAN CBT Guide's Code of Conduct and be able to e ionale for each of its requirements.	- I
	ıat	ionale for each of its requirements.	(Mandatory)

# Appendix 3

ASEAN CBI Food	and Beverage Service	e Provider's Code	of Conduct
I will conform to the CBT Mem	ber's Code of Conduct by:		

	•	committing to on-going learning and improving my communication skills, particularly in the area of food and beverage service;	of quality (Mandatory)
	•	•	(Mandatory)
	•		(Mandatory)
	•	following all CBT approved policies and codes of conduct regarding safety and security of visitor	
			(Mandatory)
Ц	•	providing a quality service and conforming to any standards developed by ASEAN for the purpos improving the quality of food and beverage services.	es of (Mandatory)
		commitment to providing quality food and beverage services	
_		vision of meals	
	I WI	Il provide meals to CBT visitors at agreed times identified in consultation with the CBT Committee	(Mandatory)
	l wi		(Mandatory)
		Il accommodate visitor dietary preferences.	()
		• •	(Mandatory)
		ll make maximum use of organically grown food, and local ingredients, including fresh meat and v	
ш			(Mandatory)
		Il make maximum use of natural bio-degradable products when serving and packaging food (e.g.	banana
_		/es).	
	l wi	Il ensure the menu varies daily to promote local custom and traditional cuisine and provide variety	for visitors. (Mandatory)
		Il emphasise local custom and traditional cuisine by providing at least one traditional meal at each	•
	per		(Mandatory)
		·	(Mandatory)
П		intaining hygiene standards Il ensure animals are kept away from food storage, cooking and dining areas.	(Mandatory)
		ll ensure treated or boiled water is available for use in food preparation (e.g. washing raw salad ve	
ш			(Mandatory)
			(Mandatory)
	l wi	Il regularly wash my hands with soap before handling food and during cooking.	(Mandatory)
	l wi	Il ensure cooking areas are maintained in a clean state (e.g. cleaned after each food preparation	activity).
_			(Mandatory)
	l wi	Il ensure food preparation and dining materials (e.g. utensils) are cleaned thoroughly before use.	(Mandatory)
	l wi	ll ensure food storage facilities are cleaned on a daily basis and kept in a good order.	(Mandatory)
	l wi	Il ensure all foodstuffs used on the premises are stored in hygienic containers.	(Mandatory)
	l wi	ll ensure pests and vermin are controlled in all food preparation and storage areas.	(Mandatory)
	-	perience exchange	
		Il ensure opportunities exist for tourists to participate in my cooking activities and learn traditional aniques.	cooking
	l wi	ll encourage visitors to share recipes and cooking techniques with me.	
		Il demonstrate commitment to this ASEAN CBT Food Service Provider's Code of Conduct explain the rationale for each of its requirements.	and be able (Mandatory)
			( : : : : : : : : ])

# Appendix 4 ASEAN CBT Accommodation 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
	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	d 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 visitor	s;
		(Mandatory)
	<ul> <li>providing a quality service and conforming to any standards developed by ASEAN for the purpos</li> </ul>	
	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 retu	•
_	accommodation.  I will provide opportunities for guests to have an enjoyable cross-culture experience and an insight to	(Mandatory)
	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 spe	
ш	(Mandatory)	, oico.
	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)
П	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)
П	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 to	
ш	flower, fruit).	(Mandatory)
	I will provide a clean mosquito net for guest use as required and regularly spray to minimise insect pe	٠,
		(Mandatory)
	Bathrooms and toilets	
	I will include in the bathroom and toilet adequate privacy and ventilation, a tank or jar of fresh, clean ventilation.	•
_	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 Bevera	T
_	Provider's Code of Conduct.	(Mandatory)
Ш	I will provide and be able to use a first aid kit for guest use and check it weekly for completeness or r on use.	epienished
П	I will provide a torch for night use by visitors.	(Mandatory)
_	I will demonstrate commitment to this ASEAN CBT Accommodation Provider's Code of Condu	,
Ш	able to explain the rationale for each of its requirements.	(Mandatory)
	מאופ נט פאףומווו נווכ ומנוטוומוכ וטו במטוו טו וגא ובקמווכוווכוונא.	(wai iualui y)

# Appendix 5 ASEAN CBT Friendly Tour Operator's (FTO) Code of Conduct

	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 tech	
	customer care/service, (4) communication techniques (including cross-cultural awareness/communic	
	verbal and non-verbal communication), (5) first aid and safety, and (6) cultural and environmental iss	
_		(Mandatory)
	I will actively seek to increase my knowledge of the local environment and culture: including history,	
_	traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles.	
	I will ensure current and relevant environmental and cultural information is included where required content interactions with visitors.	(Mandatory)
	I will actively seek to improve my verbal and non-verbal communication skills to improve the quality of	
ш	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 prin	ciples of
	gender equity and social inclusion.	(Mandatory)
	I will respect the right of CBT members to share in opportunities for their involvement in tourism relationships and the right of CBT members to share in opportunities for their involvement in tourism relationships and the right of CBT members to share in opportunities for their involvement in tourism relationships and the right of CBT members to share in opportunities for their involvement in tourism relationships and the right of CBT members to share in opportunities for their involvement in tourism relationships and the right of CBT members to share in opportunities for their involvement in tourism relationships and the right of CBT members to share in opportunities for their involvement in the right of CBT members to share in opportunities for the right of CBT members and the right of CBT members are relationships.	ed 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 a	
_	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 loca alongside host community members.	(Mandatory)
	I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, re	
ш	principles.	(Mandatory)
	I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection o	` ,
	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 visite	
		(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 w	ith which I
	am associated.	(Mandatory)
	I will never be under the influence of alcohol or drugs or any other intoxicating substances prior to an	-
_	my visit to the CBT initiative.	(Mandatory)
	I will actively seek feedback on visitor experience satisfaction and all activity with which I am involved	a. (Mandatory)
	My commitment to the CBT initiative	(irialiaatoly)
	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 serv	• • • • • • • • • • • • • • • • • • • •
_	being actively involved in, or contributing to, CBT projects.	(Mandatory)
	• • •	*,
	Friendly tour operator's o	ende of conduct

	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 sen and in-community behaviour.	(Mandatory)	
	I will consult with the CBT Committee and the community if there is a risk that activities might contrib		
_	environmental damage.	(Mandatory)	
	I will monitor and provide feedback to the CBT Committee on activities based upon ecologically sust	ainable 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 an	•	
_	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, (Mandatory)	
	and avoid environmental damage.  For the CBT FTO operator/owner	(Manualory)	
П	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)	
	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 gu		
_	Luill analysis at # are trained in first aid including CDD	(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 after each visit to the CBT initiative.	Committee	
	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	,	
	CBT area.		
	I will provide accurate pre-tour information to clients about the tour and the CBT initiative, a list of ne	eded	
	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 ho	
ш	able to explain the rationale for each of its requirements.	(Mandatory)	
	and to explain the randialo for each of the requirements	(manadory)	





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

# PART III ASEAN COMMUNITY-BASED TOURISM STANDARD AUDIT WORKBOOK



## **Contents**

Guidelines for the Audit of CBT Performance	52
The CBT Concept	
CBT Definition	
CBT Principles	
ASEAN CBT Audit Workbook	
Objectives and uses of the workbook	
ASEAN CBT Audit Workbook scope	
Workbook definitions  Prerequisite entry requirement	
CBT Performance Criteria Summary	
CBT Registration, Endorsement and Certification Processes	
ASEAN CBT certification process	
Assessment of Performance	
Evidence based assessment	
Forms of evidence	
Level of compliance with indicators	
Scoring of performance	
Reporting performance	59
Audit assessment	64
CBT Profile	
Entry requirements	
Auditing team	
Independent assessor	
Criterion 1: Community ownership and management	
Sub-criterion 1.1: Effective and transparent governance arrangements exist	
Sub-criterion 1.2: Legitimate establishment is recognised	
Sub-criterion 1.3: Effective and transparent management exists	
Sub-criterion 1.4: Effective partnerships exist	
Summary assessment for Criterion 1: Community ownership and management	
Recommendations for improving performance for Criterion 1: Community ownership and manag	
Criterion 2: Contribution to social well-being and quality of life	
Sub-criterion 2.1: Human dignity is maintained	
Sub-criterion 2.2: Benefits and costs are shared equitably	
Sub-criterion 2.3: Local supply chains are enhanced and links exist to regional economies	
Sub-criterion 2.4: Local identity and cultural integrity are maintained and valued cultural traditi	
enriched	
Summary assessment for Criterion 2: Contribution to social well-being and quality of life	
Recommendations for improving performance for Criterion 2: Contribution to social well-being a	
quality of life	
Criterion 3: Contribution to conserve and promote sustainable environment	
Sub-criterion 3.1: Natural resources are conserved	
Sub-criterion 3.2: Environmentally sustainable practices are promoted	
Summary assessment for Criterion 3: Contribution to conserve and promote sustainable envir	onment
Recommendations for improving performance for Criterion 3: Contribution to conserve and	•
sustainable environment	90
Criterion 4: Encouragement of interaction between the local community and guests	Ω1
Sub-criterion 4.1: Guest and local community interaction exists	
Sub-criterion 4.1: Guest and local community interaction exists	
Recommendations for improving performance for Criterion 4: Encouragement of interaction	
between the local community and guests	
Criterion 5: Quality tour and guiding services	
Sub-criterion 5.1: Ensuring local guide quality and expertise	
Sub-officition 5.1. Ensuring local guide quality and expertise	97

Sub-criterion 5.2: Managing tours and activities to ensure quality	100
Summary assessment for Criterion 5: Quality tour and guiding service	
Recommendations for improving performance for Criterion 5: Quality tour and guiding services	
Criterion 6: Quality food and beverage services	105
Sub-criterion 6.1: Ensuring food and beverage service provider quality	105
Sub-criterion 6.2: Managing food and beverage services for quality	108
Summary assessment for Criterion 6: Quality food and beverage services	
Recommendations for improving performance for Criterion 6: Quality food and beverage services	113
Criterion 7: Quality accommodations	114
Sub-criterion 7.1: Ensuring accommodation service provider quality	114
Sub-criterion 7.2: Managing accommodations for quality	117
Summary assessment for Criterion 7: Quality accommodations	125
Recommendations for improving performance for Criterion 7: Quality accommodations	125
Criterion 8: Performance of CBT Friendly Tour Operators	126
Sub-criterion 8.1: Commitment to CBT ideals	126
Sub-criterion 8.2: Contributing to community and nature protection	129
Sub-criterion 8.3: Support for the local economy	131
Sub-criterion 8.4: Promoting joy of discovery, knowledge and respect	
Sub-criterion 8.5: Satisfying and safe experiences for tourists and the community	
Summary assessment for Criterion 8: Performance of CBT Friendly Tour Operators	
Recommendations for improving performance for Criterion 8: Performance of Friendly Tour Operator	
(CBT FTO)	
Criterion 9: Safety and hygiene in the community	
Sub-criterion 9.1: Ensuring safety and hygiene measures	
Sub-criterion 9.2: Implementing effective risk management mechanism	
Summary assessment for Criterion 9: Safety and hygiene in the community	
Recommendations for improving performance for Criterion 9: Safety and hygiene in the community.	
Criterion 10: Innovation, creativity and technology usage in the community	
Sub-criterion 10.1: Encouraging the implementation of initiatives	
Sub-criterion 10.2: Providing better knowledge and adopting technology	
Sub-criterion 10.3: Developing better skills	
Sub-criterion 10.4: Ensuring creativity and new creations	
Summary assessment for Criterion 10: Innovation, creativity and technology of initiatives	
Recommendations for improving performance for Criterion 9: Innovation, creativity and technology	
initiatives	
Summary assessment	
Recommendation for Certification	102

## 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

Independent Auditor

Organisation Indicator The highest level of tourism administration established by each ASEAN state (e.g.,

Ministry, Department, National Tourism Organisation)

A condition that reflects a CBT criterion or sub-criterion.

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:

Guidelines for the audit of CBT performance

- 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		Indica	ators	
			Minimum requirements	Advanced requirements	Best practice requirements	Total
1. Community ownership	1.5	Effective & transparent governance arrangements exist	5	2	0	7
and management		Legitimate establishment	2	0	0	2
		Effective and transparent management exists	5	2	1	8
	1.8	Effective partnerships exist	2	2	1	5
		Sub-total	14	6	2	22
		Human dignity is maintained	2	1	1	4
		Benefits and costs are shared equitably	1	1	1	3
life		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
<ol><li>Contribution to</li></ol>	3.3	Natural resources are conserved	1	2	1	4
conserve & promote	3.4	Environmentally sustainable practices are promoted	4	1	3	8
sustainable environment		Sub-total	5	3	4	12
Encouragement of	4.3	Guest and local community interaction exists	2	3	4	9
interaction between the	4.4	Sustainability of Community-Based Tourism products	1	1	3	5
local community & guests	_	Sub-total Sub-total	3	4	7	14
<ol><li>Quality tour and</li></ol>		Ensuring local guide quality and expertise	3	1	1	5
guiding services	5.4	Managing tours and activities to ensure quality	5	4	4	13
		Sub-total	8	5	5	18
6. Quality food and		Ensuring food and beverage service provider quality	3	2	1	6
beverage services	6.4		12	3	1	16
7.0.10	7.0	Sub-total	15	5	2	22
7. Quality		Ensuring accommodation service provider quality	4	1	1	6
accommodations	7.4	0 0	16	10	1	27
Performance of CBT	0.6	Sub-total	20 4	11 2	2	33 8
Friendly Tour Operators	8.6 8.7		4	5	2	0 11
Friendly roul Operators		Support for the local economy	2	1	1	4
		Promotion of joy of discovery, knowledge and respect	3	2	0	5
		Satisfying & safe experiences for tourists & community	2	2	1	5
	0.10	Sub-total	15	12	6	33
9. Safety and hygiene in	9.3	Ensuring safety and hygiene measures in the community	1	1	1	3
the community	9.4	• • • • • • • • • • • • • • • • • • • •	1	1	1	3
and dominionity	5.4	Sub-total	2	2	2	6
10. Innovation, creativity	10 1	Encouraging the implementation of initiatives	2	0	0	2
and technology usage in		Providing better knowledge and adopting digital system	1	1	1	3
the community		Developing better skills	2	0	0	2
<b>,</b>		Ensuring creativity and new creations	2	0	0	2
		Sub-total	7	1	1	9
		Total		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 incountry 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.

Guidelines for the audit of CBT	performance
	•

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.

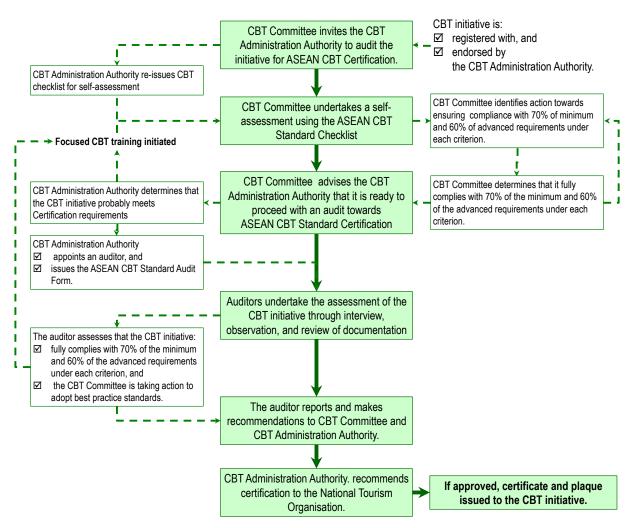


Figure 2 Process for certification under the ASEAN CBT Standard

## 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.

Insufficient evidence exists to confirm that the nominated state of the indicator has been achieved: Partly complies

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 assed 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.

The CBT initiative fully complies with 50% of relevant Minimum and 40% of Advanced requirements Registration

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).

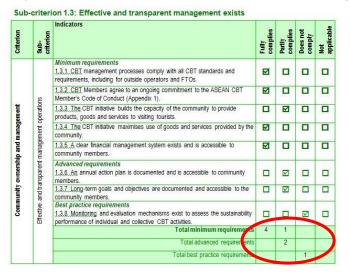


Figure 3 Example tally for Sub-criterion 1.3

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

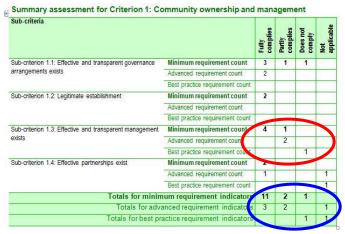


Figure 4 Example summary table for Criterion 1

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

Criteria					
		Fully complies	Partly omplies	oes not omply	Not applicable
Criterion 1: Community ownership and	Minimum requirement count	11	2		
management	Advanced requirement count	3	2		
	Best practice requirement count				1
Criterion 2: Contribution to social well-being	Minimum requirement count	7	-		
and quality of life	Advanced requirement count		3	1	1
	Best practice requirement count		1	3	
Criterion 3: Contribution to conserve and	Minimum requirement count	4	1		
promote sustainable environment	Advanced requirement count	2			1
	Best practice requirement count		3		
Criterion 4: Encouragement of interaction	Minimum requirement count	2	2		
between the local community and guests	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	Minimum requirement count	13	2		
services	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	Minimum requirement count	12	1	1	2
Tour Operators (CBT FTO)	Advanced requirement count	8		3	1
	Best practice requirement count	1	3	1	1
Criterion 9: Safety and hygiene in the	Minimum requirement count	2			
community	Advanced requirement count		1	1	
	Best practice requirement count	1	1		
Criterion 10: Innovation, creativity and	Minimum requirement count	3	2		
technology usage in the community	Advanced requirement count	1			
	Best practice requirement count	1			
Totals	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





Audit assessment \_\_\_\_\_ CBT profile and audit team



# **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			<u>i</u>		
Entry requirements					
An elected CBT Committee e		unity interests outside the comm	unity and		
coordinate CBT activities with	<b>y</b> ·			☐ Yes	□ No
	re free of a criminal record, and			☐ Yes	□ No
The CBT initiative includes:					
<ul> <li>at least five CBT Member</li> <li>CBT Committee, and/or</li> </ul>		bers, who have been endorsed l	by the	☐ Yes	□ No
at least two guided tours the CBT Committee, an		CBT Guides who have been end	orsed by	□ Yes	□ No
	modation opportunities and two the CBT Committee, and/or	CBT Accommodation Providers	s who	☐ Yes	□ No
	nd beverage service and two C en endorsed by the CBT Comm	BT Food and Beverage Service ittee, and		□ Yes	□ No
The CBT Committee has cor	mpleted a self-assessment, and			☐ Yes	□ No
The CBT initiative has been Authority.	registered with the nominated h	nome country CBT Administering		□ Yes	□ No

Audit assessment \_\_\_\_\_ CBT profile and audit team

# Auditing team

Independent assessor				
Name of Assessor				
Organisation and address	<u> </u>			
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 Autho	ority advisor or review	wer (as required)		
Name of assessor				
Organisation and address				
Contact numbers	Landline	Mobile	Fax	
Email address				
Date of assessment				

Audit assessment

# **Criterion 1: Community ownership and management**

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

Explanation of evidence				
	lies	/ elies	not N	cable
	Fully complies	Partly complies	Does not comply	Not applicable
1.1.1 The CDT initiative is recovered by community recombined through a Committee elected for a				
1.1.1 The CBT initiative is managed by community members through a Committee elected for a maximum 5-year term.				
E.g., CBT constitution E.g., Committee in action E.g., Advice of members		Not ess	ential.	
Action to improve performance				
Explanation of evidence				
	ies	ies	y y	Not applicable
	Fully complies	Partly complies	Does not comply	pplic
	шо	<u>п</u> о	00	Zø
1.1.2 The CBT initiative has an accountable management structure with clearly defined roles and responsibilities.  ☑ Minimum requirement				
Full and a CPT condition of Eq. Committee in action (C) Eq. Advice of members (C)		Not ess	ential.	
E.g., Continued in action				
Action to improve performance				
Explanation of evidence	ģ	ģ	<del>-</del>	e e
	Fully complies	Partly complies	Does not comply	Not applicable
	<u> </u>	Pa	8 <u>8</u>	a p
1.1.3 Relevant national and provincial rules and regulations (including local by-laws) are followed by				
those directly involved in CBT activities/operations.		NI-4		
E.g., By-laws E.g., Committee in action E.g., Advice of members		Not ess	entiai.	
Action to improve performance				
Explanation of evidence				<u>e</u>
	Fully complies	Partly complies	Does not comply	Not applicable
	를 일	Par	Do Do	Not
1.1.4 CBT Member recruitment meets any relevant national or local laws and regulations.	П	п	П	п
☑ Minimum requirement		_	_	_
Evidence E.g., CBT constitution E.g., Member types E.g., Advice of members		Not ess	ential.	
Evidence E.g., CBT constitution E.g., Member types E.g., Advice of members		Not ess	ential.	
Evidence E.g., CBT constitution E.g., Member types E.g., Advice of members		Not ess	ential.	
Evidence E.g., CBT constitution E.g., Member types E.g., Advice of members		Not esse	ential.	
Evidence E.g., CBT constitution E.g., Member types E.g., Advice of members		Not ess	ential.	
Evidence E.g., CBT constitution E.g., Member types E.g., Advice of members		Not ess	ential.	

Criterion 1: Community ownership and management

Explanation of	f evidence											e e
									y	Partly complies	Does not comply	Not applicable
									Full	Part	Doe	Not appl
1.1.5 CB	T Membe	er recruitment to pr	rovide sp	ecif	ic tourism produc	cts and serv	vices (e.g. guiding,					
		ood and beverage I social inclusion p			conducted fairly	by the CBT	Committee based of Minimum requirer					
Evidence		E.g., CBT constitution	Q		E.g., Members in actio		E.g., Advice of members	Č		Not ess	ential.	
Ö	Place image:	s here (e.g., CBT Committe	ee)				Description of evidence sho	own				
A - 12 1 - 2												
Action to impr	ove periornal	nice										
Explanation of	f evidence											Φ
Explanation of	f evidence								y iplies	ily iplies	s not iply	licable
Explanation of	f evidence								Fully	Partly complies	Does not comply	Not applicable
1.1.6 CB	T Membe			their	appropriate leve	els of knowl	edge and commitme			Partly complies	☐ Does not comply	Not applicable
1.1.6 CB	T Membe	ers are recruited be and the specific ro		their	appropriate leve	els of knowl	edge and commitme ☑ Advanced requir			Partly complies	Does not comply	Not applicable
1.1.6 CB	T Membe			their	appropriate leve			ement		Partly complies		Not applicable
1.1.6 CB the CBT Evidence	T Membe initiative a	and the specific ro		their			Advanced requir	ement				Not applicable
1.1.6 CB <sup>-</sup> the CBT	T Membe initiative a	and the specific ro		ttheir			Advanced requir	ement				Not applicable
1.1.6 CB the CBT Evidence	T Membe initiative a	and the specific ro		itheir			Advanced requir	ement				Not applicable
1.1.6 CB the CBT Evidence	T Membe initiative a	and the specific ro		their			Advanced requir	ement				Not applicable
1.1.6 CB the CBT Evidence	T Membe initiative a construction of the const	and the specific ro		their			Advanced requir	ement		Not ess	ential.	
1.1.6 CB the CBT in Evidence	T Membe initiative a construction of the const	and the specific ro		their			Advanced requir	ement		Not ess	ential.	
1.1.6 CB the CBT in Evidence	T Membe initiative a construction of the const	and the specific ro		their			Advanced requir	ement		Not ess	ential.	
1.1.6 CB the CBT Evidence  Action to impression of the Explanation of	T Membe initiative a cover performant of evidence	and the specific ro	ole.		E.g., Members in actio		Advanced requir	ement		Not ess	ential.	
1.1.6 CB the CBT Evidence  Action to impression of the Explanation of	T Membe initiative a cover performant of evidence	E.g., CBT constitution	ole.		E.g., Members in actio	ts) are appr	E.g., Advice of members	ment	Fully complies	Not ess	Does not comply	Not applicable
1.1.6 CB the CBT Evidence  Action to impress  Explanation of the CBT in the C	T Membe initiative a cover performant over per	er appointments (a	ole.		E.g., Members in actio	ts) are appr	Advanced require	ment	Fully complies	Partly complies	Does not comply	Not applicable
1.1.6 CB the CBT is Evidence  Action to impression of the CBT is Evidence in the CBT is Evidence in the CBT is the CBT in	T Membe initiative a cover performant over per	er appointments (a	ole.		E.g., Members in actio	ts) are appr	Advanced require	ment	Fully complies	Partly complies	Does not comply	Not applicable
1.1.6 CB the CBT is Evidence  Action to impression of the CBT is Evidence in the CBT is Evidence in the CBT is the CBT in	T Membe initiative a cover performant over per	er appointments (a	ole.		E.g., Members in actio	ts) are appr	Advanced require	ment	Fully complies	Partly complies	Does not comply	Not applicable
1.1.6 CB the CBT is Evidence  Action to impression of the CBT is Evidence in the CBT is Evidence in the CBT is the CBT in	T Membe initiative a cover performant over per	er appointments (a	ole.		E.g., Members in actio	ts) are appr	Advanced require	ment	Fully complies	Partly complies	Does not comply	Not applicable

## Supplementary photographic evidence for Sub-criterion 1.1

Evidence	Details	
Ö	Place images here	Description of evidence shown

# Sub-criterion 1.2: Legitimate establishment is recognised Explanation of evidence 1.2.1 The CBT initiative has a clear vision, mission, long-term and short-term action plan. Minimum requirement Evidence E.g., Committee in action E.g., Advice of members Action to improve performance Explanation of evidence 1.2.2 The CBT initiative is registered with and recognised by relevant authorities. Minimum requirement E.g., CBT constitution E.g., Committee in action E.g., Advice of members Not essential. Evidence Action to improve performance Supplementary photographic evidence for Sub-criterion 1.2 **Evidence Details** Place images here Description of evidence shown O

Audit assessment \_\_\_

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

Explanation of evidence				
	Fully complies	Partly complies	Does not comply	Not applicable
	E E	Partly compli	Doe	Not appl
1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs. ☑ Minimum requirement				
E.g., CBT constitution E.g., FTOs in action E.g., Advice of members		Not ess	ential.	
Action to improve performance	<b>~</b>			
Explanation of evidence				
	plies	Partly complies	Does not comply	Not applicable
	Fully	Partl	Does no comply	Not
1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of				
Conduct.  Evidence E.g., Signed codes E.g., Member practice E.g., Advice of members E.g., Advice of members E.g., E.g., E.g., E.g., Advice of members E.g., E.g., E.g., Advice of members E.g., Advice	_	Not ess	antial	
E.g., Signed codes  E.g., Member practice  E.g., Advice of members		NOT 633	situal.	
Action to improve performance				
Explanation of evidence				<u>o</u>
	Fully complies	Partly complies	Does not comply	Not applicable
	교 8	Pa CO	8 8	Not appl
1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.				
E.g., CBT constitution  E.g., Products available  E.g., Advice of members		Not ess	ential.	
Action to improve performance				
Explanation of evidence				o.
	lly mplies	Partly complies	Does not comply	Not applicable
	豆 8	S P	8 8	Not appl
1.3.4 The CBT initiative maximises use of goods and services provided by the community.   ☑ Minimum requirement				
Evidence E.g., CBT constitution E.g., Community products E.g., Advice of members		Not ess	ential.	
Action to improve performance				

Criterion 1: Community ownership and management

Explanation of evidence		v	ب	<u>e</u>
	ly nplie	Partly complies	Does not comply	Not applicable
	Full	Par	000	Not
1.3.5 A clear financial management system exists and is accessible to community m	nembers.	_	_	_
	imum requirement	Ц	ш	
	dvice of members	Not esse	ential.	
statement				
Action to improve performance				
Emberto dividuo				
Explanation of evidence		S	<del>=</del>	<u>e</u>
	Fully	Partly complies	es no mply	Not applicable
	<u> </u>	Pa S	8 8	S d
1.3.6 An annual action plan is documented and is accessible to community member	S.		П	П
☑ Adva	anced requirement	ш	ш	ш
	dvice of members	Not esse	ential.	
Action to improve performance				
Explanation of evidence				
Lapianation of evidence		S	<b>t</b> .	pe
	Fully	Partly complies	Does not comply	Not applicable
	<b>T</b> 0	Pa S	<u>a</u> 8	a de
1.3.7 Long-term goals and objectives are documented and accessible to the commu		П	П	П
Adva	anced requirement	ш	ш	
E.g., Goal statement E.g., Community in action E.g., Ac	dvice of members	Not esse	ential.	
Action to improve performance				
Explanation of evidence				
		es	t 、	ple
	Fully	Partly complies	Does not comply	Not applicable
	正 3	<u>~</u> 2	۵۵	žö
1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability perfo		П	П	П
	actice requirement			
E.g., Goal statement E.g., Community in action E.g., Ac	dvice of members	Not esse	ential.	
Action to improve performance				
Action to improve performance				
Supplementary photographic evidence for Sub-criterion 1.3				
Evidence Details				
Eridono Detailo				
Audit assessment Criterion	1: Community ownership	and m	nanaaa	ment
/ Marit 455655111611t	Community Ownership	and II	iaiiaye	ment

## 72 | ASEAN COMMUNITY BASED TOURISM STANDARD

Ö	Place images here	Description of evidence shown

# Sub-criterion 1.4: Effective partnerships exist

Audit assessment \_

Explanation of	f evidence									
							Fully	Partly complies	Does not comply	Not applicable
							Fu	Part	Doe	Not
1.4.1 Gu	idelines e	xist for inbound tou	operator	interaction with	the communi	ty. ☑ Minimum requireme	ent 🗆			
Evidence		E.g., Agreements	Qn	E.g., Performance of operators	of All	E.g., Advice of members		Not ess	ential.	
Action to impr	rove performan	ice								
Explanation o	f evidence									
							olies	/ olies	not S	Not applicable
							Fully	Partly complies	Does not comply	Not appli
1.4.2 ln d	conducting	g activities, the CBT	initiative a	avoids impacts	on neighbouri	ng communities.	п	П	П	п
	_					Minimum requireme	ent		_	_
Evidence				E.g., Member beha	viour	E.g., Advice of neighbouring community		Not ess	ential.	
Action to impr	rove performan	ce								
Explanation of	f evidence									
							Fully	Partly complies	Does not comply	Not applicable
							FILE MOS	Part	Doe	Not
1.4.3 Rel		T stakeholders are	identified a	and their roles		to CBT initiatives are  ✓ Advanced requirement				
Evidence		E.g., Action plan	Qn	E.g., Community in		E.g., Advice of members		Not ess	ential.	
Action to impr	rove performan	ice								
Explanation o	of avidance									
Explanation o	evidence						<u>ie</u>	ies	not V	able
							Fully complies	Partly complies	Does not comply	Not applicable
1.4.4 An	establishe	ed procedure exists	for regula	r consultation v	with stakeholde	ers.				
						Advanced requirement	ent 📙	Ц	Ц	Ш
Evidence		E.g., Meeting minutes		E.g., Meetings		E.g., Advice of members		Not ess	ential.	
Action to impr	rove performan	ice								

Criterion 1: Community ownership and management

## 74 | ASEAN COMMUNITY BASED TOURISM STANDARD

Explanation of	evidence												Ф
										IIy mplies	Partly complies	es not mply	Not applicable
										₹ 5	Pa 0	8 8	a bi
1.4.5 Coo	peration	exists with neigh	nbouring	g com	munities	S.	Ø	Best practice requirer	ment				
Evidence		E.g., Agreements	0		E.g., Coo	pperative action		E.g., Advice of members	C		Not ess	ential.	
Action to impro	ve performan	ce											
Supplem	entary p	hotographic ev	videnc	e for	Sub-cr	iterion 1.4	1						
Evidence					•1								
Ö	Place image	s here						Description of evidence sl	hown				

# **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	Minimum requirement count				
arrangements exist	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 1.2: Legitimate establishment is recognised	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 1.3: Effective and transparent management	Minimum requirement count				
exists	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 1.4: Effective partnerships exist	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Totals for	minimum requirement indicators				
Totals fo	or advanced requirement indicators				
Totals for b	est practice requirement indicators				

Recommendations for improving performance for Criterion 1: Community ownership and management										
Indicator	Action									
auditor's signature	CBT representative signature									
CBT Admin. Authority representative signature	Date									

Audit assessment Criterion 1: C	Jommunit	y ownershi	ip and	manageme	eni
---------------------------------	----------	------------	--------	----------	-----

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

# Sub-criterion 2.1: Human dignity is maintained

Explanation of evidence  Solution Solut	
2.1.1 Sex tourism, drug trafficking, human trafficking, and exploitation of child labour are not	ele
2.1.1 Sex tourism, drug trafficking, human trafficking, and exploitation of child labour are not	Not applicable
	No a
	п
tolerated or supported explicitly or implicitly.	-
E.g., CBT constitution  E.g., Member behaviour  E.g., Community advice  E.g., Community advice	
Action to improve performance	
Explanation of evidence	
	ge a
Fully complies complies complies	Not applicable
	Not
2.1.2 CBT activities promote gender equity and social inclusion.	
Evidence E.g., CBT constitution E.g., Member mix in E.g., Community advice Not essential	
E.g., Community advice	
Action to improve performance	
Explanation of evidence	
	e e
Fully complies complies complies	ot pplicable
Full Full Correspond to the Corresponding to the Co	Not
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).	
☑ Advanced requirement	
Evidence E.g., Meeting minutes E.g., Meetings E.g., Advice of members Not essential	
L.g., weeting limites	
Action to improve performance	
Explanation of evidence	
8 8 10	Not applicable
Fully complies complies complies	
	3 S 8
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).	
2.1.4 CBT activities contribute to improving public benefits in the community (including access to	
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).   Best practice requirement  Evidence  E.g., Agreements  E.g., Cooperative action  E.g., Advice of members  Not essential	
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).	
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).   Best practice requirement  Evidence  E.g., Agreements  E.g., Cooperative action  E.g., Advice of members  Not essential	
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).  Best practice requirement  Evidence  E.g., Agreements  E.g., Advice of members  Not essential.	
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).  Best practice requirement  Evidence  E.g., Agreements  E.g., Advice of members  Not essential.	

# Supplementary photographic evidence for Sub-criterion 2.1

Evidence	Details	
Ö	Place images here	Description of evidence shown

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

Explanation o	of evidence										
								ies	es es	y y	Not applicable
							<u></u>	complies	ramy complies	Does not comply	lot
0 0 4 01						<b></b>			_	_	
	ear and ag	reed benefit sha				Minimum requireme	ent L		Ц	Ц	Ц
Evidence		E.g., CBT constitution		E.g., Member mix in activities		E.g., Community advice		N <sub>0</sub>	ot esse	ential.	
Action to impi	rove performan	nce									
Explanation o	of evidence										a
								complies	ramy complies	Does not comply	Not applicable
							Full	Com	COM	Does	Not
2.2.2 A c	community	v development fu	ınd exists tha	t is used for initiativ	es benefiti	ing the whole					
commun		,				Advanced requirement	ent L	J		П	П
Evidence		E.g., Bank account		E.g., Community projects		E.g., Advice of members		]			
Ö	Place images	s here (e.g., Community p	rojects)			Description of evidence show	'n				
Action to impi	rove performan	nce				•					
Explanation o	of evidence							တ္ထ	S	Ħ	e e
								complies	m y	Does not comply	Not applicable
							교	8 8	8 8	ĕ 8	N C
2.2.3 A p	rocess ex	kists for equal op	portunities in	income generating		Best practice requireme	ent [	3			
Evidence		E.g., Agreements		E.g., Cooperative action		E.g., Advice of members		N	ot esse	ential.	
Action to impi	rove performan	nce									

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

Explanation of	f evidence								Ф
						Fully	Partly complies	Does not comply	Not applicable
						군 8	Pa Co	<u></u> 8	Not
	cal community members dom	inate emp	•		Minimum requirement				
Evidence	E.g., CBT constitution		E.g., Member mix in activities		E.g., Community advice		Not ess	ential.	
Ö	Place images here (e.g., Community memb	pers)			Description of evidence shown				
Action to impr	rove performance								
Explanation of	f evidence					v	v	÷	<u>e</u>
						ully omplie	Partly complies	Does not comply	Not applicable
232100	cal supply chains exist to gen	arata mult	inlier affects in the	community	,	що	<b>L</b> 0	_ 0	Z @
2.5.2 LOC	cal supply challes exist to gen	crate muit	ipilei ellecis ili tile	Community	Minimum requirement				
Evidence	E.g., CBT constitution	$\mathbb{Q}_{\square}$	E.g., Member mix in activities		E.g., Community advice		Not ess	ential.	
Action to impr	rove performance			_					
Explanation of	f evidence								40
						Fully complies	Partly complies	Does not comply	Not applicable
						<u> </u>	Par	00 00	Not
	cal community products are ud souvenirs).	sed in pre	ference to imports		ly produced vs mass-  Advanced requirement				
Evidence	E.g., Meeting minutes	<b>_</b> _	E.g., Meetings	<u> </u>	E.g., Advice of members		Not ess	ential.	
Action to impr	rove performance								
Action to impr									
Explanation of	of evidence								_
-Apialiation 0	- Gradito					шз	_ a	0 0	Zo
Audit asses	ssment				Criterion 2: Contrib	oution to	socia	l well-b	peina

Strong cooperation with other CBTs and re	gional private and government	int organisations evis	re .			
crease regional tourism.	gional private and governme	Best practice requireme	nt $\square$			
E.g., Agreements	E.g., Cooperative action	E.g., Advice of members		Not ess	ential.	
o improve performance						
lementary photographic evidence for \$	Sub-criterion 2.3					
ence Details						
Place images here (E.g., local products in use)		Description of evidence show	'n			
criterion 2.4: Local identity and cu	ultural integrity is mair	ntained, and valu	ed cult	tural		
tions are enriched						
tions are enriched				Partly comp		

Audit assessment

2.4.1 Locatourists.	al identity is well maintained	and awareness is created a	mong the o	community and visiting  Minimum requiremen				
Evidence	E.g., Asset register	$\mathbb{Q}_{\square}$		E.g., Community knowledge of assets	o <sub>0</sub>	Not ess	ential.	
Action to impro	ve performance							
Explanation of	f evidence							ď
					Fully	Partly complies	Does not	lot policable
					Fully	Par	8 8	Not
	tural assets of significance to documented and endorsed		alued cultu	ral traditions are  Minimum requirement	nt 🗖			
Evidence	E.g., Asset register	Q <sub>П</sub>		E.g., Community knowledge of assets		Not es	sential.	
Action to impr	rove performance	_						
Explanation of	evidence							
					Fully complies	Partly complies	Does not comply	Not applicable
					Fully	Part	Doe	Not appl
	grams exist to authentically p cultural integrity, identity an		local cultur	ral traditions towards  Minimum requiremen	, <b></b>			
Evidence	E.g., CBT constitution	E.g., Member mix in activities		E a Community advice	Ö			
Action to impro	ive performance							
Explanation of	evidence							
					Fully complies	Partly complies	Does not comply	Not applicable
					Fully	Par	Do no	Not
	ctices ensure that all rules, reare followed.	egulations and laws relevant	to protecti	on of culture and  Minimum requiremen	t 🗆			
Evidence	E.g., CBT constitution			E.g., Community awareness of rules	Ö	Not ess	ential.	
Action to impro	ve performance	_	_		_			
Explanation of	evidence							ø.
					Fully complies	Partly complies	Does not comply	Not applicable
					Fully	Par	Dog	Not appl
	management supports the livelihoods.	retention of traditional livelih	oods and i	nitiatives that create  Advanced requiremen	t 🗆			
				•				

Criterion 2: Contribution to social well-being

Audit assessment

## 82 | ASEAN COMMUNITY BASED TOURISM STANDARD

Audit assessment \_\_\_

Evidence	E.g., policy statement	nt Q	E.g., diversity of livelihoods		E.g., Advice of members		Not esse	ential.	
Action to impro	ove performance								
Explanation of	evidence								
						<u></u> 8	ies	y y	able
						Fully	Partly complies	Does not comply	Not applicable
21610	ode of visitor behaviour	oviete to inform	visitors of appro	onriato hoha	viour within		ш 0		_ 10
communit		581515 10 111101111	visitors or appro		Advanced requirem	ent			
Evidence	E.g., written code of conduct	Qn	E.g., behaviour of visit	tors 🔎	E.g., Advice of members	Ö	Not esse	ential.	
Action to impro	ove performance								
Explanation of	evidence					ω	ဟ	<del>,</del>	e
						Fully	Partly complies	Does not comply	Not applicable
						₹ 8	S Pa	ă 8	Not
	ommunity decision-maki ared with visitors.	ng process exi	sts that identifies		al assets and tradition  Best practice requirem				
Evidence	C - Identified in		E.g., Presentation of		E.g., Advice of members		Not esse	ential.	
	inventory		cultural sites						
Action to impro	ove performance								
Explanation of	of evidence								
						<u>.</u>	raty mplies	± ≥	Cable
						Fully	Parti	Does not	Not
2.4.8 CB	T management ensures	the protection	of cultural asset	s of the com	munity			_	
		р			Best practice requirer	nent 📙	ш	Ш	ш
Evidence	E.g., Identified in inventory	Q	E.g., Presentation of cultural sites		E.g., Advice of members	TO _	Not ess	sential.	
Action to impu	rove performance		cultural sites						
Action to imp	Tove performance								
Supplem	entary photographic	widence for	Sub oritorion 2	4					
Evidence		evidence for ,	Sub-criterion 2	.4					
Ö	Place images here (E.g., cultural da	ance)			Description of evidence sho	own			
		,							

Criterion 2: Contribution to social well-being

Audit assessment	Criterion 2: Contribution to social well-being

# Summary assessment for Criterion 2: Contribution to social well-being

Sub-criteria					
		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 2.1: Human dignity is maintained	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 2.2: Benefits and costs are shared equitably	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 2.3: Local supply chains are enhanced and	Minimum requirement count				
links exist to regional economies	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 2.4: Local identity and cultural integrity are	Minimum requirement count				
maintained, and valued cultural traditions are enriched	Advanced requirement count				
	Best practice requirement count				
Totals for m	inimum requirements indicators				
Totals for advanced requirements indicators					
Totals for be					

Recommendations for improving performance for Criterion 2: Contribution to social well-being and quality of life				
Indicator	Action			
Auditor's signature	CBT representative signature			
CBT Admin. Authority representative signature	Date			

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

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

Audit assessment

Explanation of	f evidence									
							y	Partly complies	Does not comply	Not applicable
							Full	Part	Doe	Not
		urces and environm , documented and e				ınity significance are  ☑ Minimum requirem	ent 🗖			
Evidence		E.g., Inventory report		E.g., site management		E.g., Member endorsement				
Action to impre	ove performan	nce								
Explanation of	f evidence									0
							Fully	Partly complies	Does not comply	Not applicable
							III S	Pari	Doe	Not
3.1.2 A fu	und exists	s to support commu	nity-based	l conservation prog	grams and					
Fridance		E a line item is consunts		E a consequetion action		Advanced requirement				
Evidence		E.g., line item is accounts		E.g., conservation action		E.g., Advice of members				
Action to impre	ove performan	nce								
Explanation of	f evidence									
Explanation of	f evidence							ly plies	s not ply	icable
Explanation of	f evidence						Fully	Partly complies	Does not comply	Not applicable
3.1.3 Awa	areness a			s exist to educate/	provide inf	ormation to relevant	Fully	Partly complies	Does not comply	
3.1.3 Awa	areness a	and capacity building otect the natural res		s exist to educate/	provide inf			Partly complies	Does not comply	Not applicable
3.1.3 Awa	areness a			s exist to educate/		Formation to relevant  Advanced requirements  E.g., Advice of members	ent	Partly complies	Does not comply	
3.1.3 Awa stakeholo	areness a	otect the natural res				☑ Advanced requireme		Partly complies	Does not comply	
3.1.3 Awa stakeholo	areness aders to pro	otect the natural res				☑ Advanced requireme	ent	Partly complies	Does not comply	
3.1.3 Awa stakeholo	areness aders to pro	otect the natural res				☑ Advanced requireme	ent	Partly complies	Does not comply	
3.1.3 Awa stakeholo	areness aders to pro	otect the natural res				☑ Advanced requireme	ent	Partly complies	Does not comply	
3.1.3 Awa stakehold  Evidence  Action to impress	areness a ders to pro	otect the natural res				☑ Advanced requireme	ent	Partly complies	Does not comply	
3.1.3 Awa stakeholo	areness a ders to pro	otect the natural res				☑ Advanced requireme	ent			
3.1.3 Awa stakehold  Evidence  Action to impress	areness a ders to pro	otect the natural res				☑ Advanced requireme	ent			
3.1.3 Awa stakehold  Evidence  Action to impro	areness aders to pro	E.g., line item is accounts	Sources.	E.g., conservation action		Advanced requirements.g., Advice of members	ent			
3.1.3 Awa stakehold  Evidence  Action to impro	areness aders to pro	otect the natural res	Sources.	E.g., conservation action	d presenta	Advanced requirements.g., Advice of members	ent Fully			
3.1.3 Awa stakehold  Evidence  Action to impro	areness aders to pro	E.g., line item is accounts	Sources.	E.g., conservation action	d presenta	E.g., Advice of members  tion of nature.	ent Fully		□ Does not □	
3.1.3 Awa stakehold  Evidence  Action to impro  Explanation of  3.1.4 Loc  Evidence	areness aders to produce the state of evidence and rules are the state of evidence the state of evidence and rules are the state of evidence and rules are the state of evidence the state of evidence and rules are the state of evidence are the state of evidence and rules are the state of evidence and rules are the state of evidence are the	E.g., line item is accounts  and regulations exist  E.g., printed rules	Sources.	e the protection and	d presenta	E.g., Advice of members  tion of nature.  Best practice requirement	ent Fully ent	Partly Complies	□ Does not □	
3.1.3 Awa stakehold  Evidence  Action to impro  Explanation of	areness aders to produce the state of evidence and rules are the state of evidence the state of evidence and rules are the state of evidence and rules are the state of evidence the state of evidence and rules are the state of evidence are the state of evidence and rules are the state of evidence and rules are the state of evidence are the	E.g., line item is accounts  and regulations exist  E.g., printed rules	Sources.	e the protection and	d presenta	E.g., Advice of members  tion of nature.  Best practice requirement	ent Fully ent	Partly Complies	□ Does not □	

Criterion 3: Contribution to conserve and improve the environment

6   ASEAN	COMMUNITY BASED TOURISM <b>STANDARD</b>	
upplem	entary photographic evidence for Sub-criterio	n 3.1
Evidence		
Ö	Place images here (E.g., state of valued sites)	Description of evidence shown

#### 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.		Par		□ S S S S S S S S S S S S S S S S S S S
Evidence  E.g., line item in accounts  E.g., Community programs  E.g., Community programs  E.g., Community programs		Not ess	ential.	
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).			_	_
Evidence E.g., reports E.g. sighting of waste treatment				
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.  ☑ Minimum requirement				
Evidence E.g., reports E.g., treatment system E.g., Community advice		Not ess	ential.	
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	Tully mos	D Partl	Does no comply	Not appl
followed.  Evidence  E.g., CBT rules  E.g., Community behaviour  E.g., Community awareness of rules		Not ess	ential.	_
Action to improve performance				

Criterion 3: Contribution to conserve and improve the environment

Audit assessment \_\_\_

Explanation of evidence				a)
	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).				
E.g., water bottle refill station		Not ess	ential	
Action to improve performance				
Explanation of evidence				
	Fully	Partly complies	Does not comply	Not applicable
	Full Company	Part	Doe	Not
3.2.6 Environmental information and education programs are available for hosts, guests and the community.   ☑ Best practice requirement				
E.g., printed rules  E.g., host and guest behaviour  E.g., Advice of members		Not esse	ential.	
Action to improve performance				
Explanation of evidence				
	Fully complies	Partly complies	Does not comply	Not applicable
	Full Company	Part	Does no comply	Not
3.2.7 Low carbon energy sources are used within the CBT area.  ☑ Best practice requirement				
Evidence E.g., printed rules E.g., host and guest behaviour E.g., Advice of members		Not esse	ential.	
Action to improve performance				
Explanation of evidence				
	Fully	Partly complies	Does not comply	Not applicable
	Full	Part	Does	Not appl
3.2.8 Plastic free concept is actively encouraged within the community.   ☑ Best practice requirement				
E.g., printed rules  E.g., host and guest behaviour  E.g., Advice of members		Not esse	ential.	
Action to improve performance				
Supplementary photographic evidence for Sub-criterion 3.2				
Evidence Details  Place images here  Description of evidence shown				
Place images here Description of evidence shown				
Audit assessment Criterion 3: Contribution to conserve and	improv	e the e	nviron	ment



### Summary assessment for Criterion 3: Conserving and promoting sustainable environment

Sub-criteria		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 3.1: Natural resources are conserved	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 3.2: Environmentally sustainable practices	Minimum requirement count				
are promoted	Advanced requirement count				
	Best practice requirement count				
Totals for n	ninimum requirements indicators				
Totals fo	r advanced requirements indicators			<u>'</u>	
Totals for be	est practice requirements indicators				

# Recommendations for improving performance for Criterion 3: Conserving and promoting sustainable environment

Indicator	Action
Auditor's signature	
CBT Admin. Authority representative signature	Date

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

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

Audit assessment

Explanation of evidence	olies	y olies	not	Not applicable
	Fully	Partly complies	Does not comply	Not appli
4.1.1 Environmental and cultural information is included in the interpretation of the community and its surroundings.  ☑ Minimum requirement				
Evidence E.g., activity guidelines E.g., attend tour E.g., Community advice				
Action to improve performance				
Explanation of evidence				Ф
	Fully	Partly complies	Does not comply	Not applicable
4.1.2 Policies and actions ensure safety and security for visitors.  ☑ Minimum requirement				
Evidence E.g., policy statement E.g., visitor care E.g., Community advice		Not ess	ential.	
Action to improve performance				
Explanation of evidence				
	Fully	Partly complies	Does not comply	Not applicable
4.1.3 Codes of conduct exist for community, hosts and guests.   ✓ Advanced requirement				
Evidence E.g., code of conduct E.g., signage E.g., Advice of members		Not ess	ential	
Action to improve performance				
Explanation of evidence				ple
	S	တ္တ	<b>5</b> .	
	Fully	Partly complies	Does not comply	Not applicable
4.1.4 Tourist expectations are managed by providing accurate information in marketing initiatives.	Fully complies	Partly complies	Does not comply	Not applica
Advanced requirement		Partly complies		
Advanced requirement				
Evidence E.g., brochure E.g., web information E.g., Advice of members				

Criterion 4: Interaction between local community and guests

Audit assessment \_\_\_

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.  ☑ Advanced requirement				
Evidence E.g., client survey E.g., review of feedback E.g., Advice of members		Not ess	ential	
Action to improve performance				
Explanation of evidence				o.
	Fully complies	Partly complies	Does not comply	Not applicable
4.1.6 A program of cross-cultural communication and understanding exists.  ☑ Best practice requirement				
E.g., host and guest interactions E.g., Advice of members		Not ess	ential.	
Action to improve performance				
Explanation of evidence	Ø	Ø	<b>.</b>	ele
	Fully complies	Partly complies	Does not comply	Not applicable
4.1.7 Opportunities exist for tourists to contribute to local activities alongside community members.   ✓ Best practice requirement				
E.g., guests working with hosts  E.g., Advice of members hosts		Not ess	ential.	
Action to improve performance	<b>-</b>			
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	<u> </u>	Par	O O	Not appl
Community members.				
E.g., reports  E.g., guests completing surveys  E.g., Advice of members		Not ess	ential.	
Action to improve performance				

Criterion 4: Interaction between local community and guests

Explanation of evidence									<b>a</b>	
							Fully	Partly complies	Does not comply	Not applicable
/ 1 0 Mai	rkat tranc	de and movement	s for future d	evelonments are fo	allowed to	enhance the quality	щ 8	<u> </u>	۵ ۵	a z
		oth host and gues		evelopinents are it		Best practice requiremen	t $\square$			
Evidence		E.g., reports	$\mathbb{Q}_{\square}$	E.g., guests completing surveys		E.g., Advice of members	o $\square$	Not ess	ential.	
Action to impr	ove performa	ince								
		photographic ev	idence for	Sub-criterion 4.1						
Evidence										
Ö	Place imag	ges here				Description of evidence shown	1			

Audit assessment

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

Explanation of	f evidence								
						lies	/ olies	not S	Not applicable
						Fully	Partly complies	Does not comply	Not appli
4.2.1 Tra	nsparent and fair pricing exis	sts for visito	ors with adequate	returns on	community  Minimum requirem	ent			
Evidence	E.g., profit and loss statement	Q <sub>n</sub>	E.g., price list		E.g., Community advice		Not ess	ential.	
Action to impr	rove performance								
Explanation of	f evidence								
Explanation of	i eridence					<u></u> se	ies	y ot	aple
						Fully	Partly complies	Does not comply	Not applicable
4 2 2 Pos	sitive returns on investment e	exist in tern	ns of social, cultura	al environi	mental and economi			_	
outcomes		//oc to	no or ocolar, carrain		✓ Advanced requirem				
Evidence		$Q_{\square}$	E.g., village appearance and community		E.g., Advice of members	TO I	Not ess	ential	
Action to impr	rove performance		happiness						
	,								
Explanation of	fouidance								
Explanation of	revidence					s	es	ر م د م	able
						Fully	Partly complies	Does not comply	Not applicable
4.2.3 Tar	get market segments are ide	entified with	n their servicing ne	eds. 🗹	Best practice requirem			П	П
Evidence			E.g., character of guests		E.g., Advice of members	_	Not ess	ential.	_
	E.g., marketing plan		3, 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		J, 1 111 1 111				
Action to impr	ove performance								
Explanation of	f evidence								<u>e</u>
						Fully	Partly complies	Does not comply	Not applicable
							a S	<b>△</b> 8	a Se
	propriate and unique product ect and enrich environmental					ds 🗆	П	П	П
and prote		and canal	ar accord, product		Best practice requirem		_	_	_
Evidence	E.g., marketing plan		E.g., product types		E.g., Advice of members		Not ess	ential.	
Action to impr	rove performance								

Criterion 4: Interaction between local community and guests

Explanation of	evidence	s	s	t 、	ple
		ompli ompli	Partly complies	oes n	Not applicable
105 14-		шо	ωо	_ 0	2 0
4.2.5 A la	rgeted and cost-effective marketing program exists to attract identified markets.  ☑ Best practice requirement				
Evidence	E g marketing plan F g character of guests (C) F g Advice of members (		Not ess	ential.	
A stinus to income					
Action to impro	ve performance				
Supplem	entary photographic evidence for Sub-criterion 4.2				
Evidence	Details				
Ö	Place images here Description of evidence shown				

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

Sub-criteria		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 4.1: Guest and local community interaction	Minimum requirement count				
exists	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 4.2: Sustainability of Community-Based	Minimum requirement count				
Tourism products	Advanced requirement count				
	Best practice requirement count				
Totals for					
Totals	for advanced requirements indicators				
Totals for	best practice requirements indicators				

# Recommendations for improving performance for Criterion 4: Encouragement interaction between the local community and guests

Indicator	Action
Auditor's signature	CBT representative signature
CBT Admin. Authority representative signature	Date

## Criterion 5: Quality tour and guiding services

Sub-criterion 5.1: Ensuring local guide quality and expertise

Audit assessment

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.    Jacob Statement   S
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.
on appropriate levels of knowledge, physical health and fitness for proposed guided activities.  Minimum requirement  For only statement  For configuration of the statement of
Evidence Eq. inh statement
E.g., job statement  E.g., guide performance  E.g., Community advice  Not essential.
_
Action to improve performance
Explanation of evidence
olies not
Fully complies complies complies complies complies complies complies complies complies comply
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.
Evidence E.g., guide performance E.g., Guide knowledge Not essential.
Action to improve performance
Evalenation of avidance
Explanation of evidence
Fully complies Partly complies oomply comply comply
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.  Evidence  E.g., signed code of  E.g., guide performance  E.g., community advice  Not essential.
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.  Evidence  E.g., signed code of conducts  E.g., guide performance  E.g., Community advice  Not essential.
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.  Evidence  E.g., signed code of  E.g., guide performance  E.g., community advice  Not essential.
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.  Evidence  E.g., signed code of conducts  E.g., guide performance  E.g., Community advice  Not essential.
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.  Evidence  E.g., signed code of conducts  E.g., guide performance  E.g., Community advice  Not essential.
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.  Evidence  E.g., signed code of conducts  E.g., guide performance  E.g., Community advice  Not essential.
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.  Evidence  E.g., signed code of conducts  E.g., guide performance  E.g., Community advice  Not essential.
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.  Evidence  E.g., signed code of conducts  E.g., guide performance  E.g., Community advice  Not essential.
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.  Evidence  E.g., signed code of conducts  E.g., signed code of conducts  Explanation of evidence  Explanation of evidence  Explanation of evidence
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.  Evidence  E.g., signed code of conducts  E.g., guide performance  E.g., Community advice  Not essential.
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.  Evidence Goodnotes Code of Conduct.  Explanation of evidence E.g., signed code of conducts Code of
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.  Evidence  E.g., signed code of conducts  Action to improve performance  Explanation of evidence  Explanation of evidence  Explanation of evidence  Explanation of evidence  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.  Advanced requirement
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.  Evidence Goodnotes Code of Conduct.  Explanation of evidence E.g., signed code of conducts Code of
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.  Evidence Goodnotes Code of Conduct.  Explanation of evidence E.g., signed code of conducts Code of

Criterion 5: Quality tour and guiding services

nation of	evidence								
						Fully	Partly complies	Does not comply	171
						In a	Par	Doe	1
	des have access to ongoir								
	knowledge of: sustainable ice, communication (include						_	_	
-verba	al communication); first aid	l and safety, a	uthentic local cu	tural traditi	ons, integrity, identity			Ц	
	es, environmental protection area deemed necessary l				of the CBT initiative, a Best practice requirement				
lence			E.g., training activity	R	E.g., Advice of members		Not ess	sential.	
	E.g., training notes								
1 to impro	ove performance								
	entary photographic ev	idence for Su	ub-criterion 5.1						
$\overline{}$	Details								
Ö	Place images here				Description of evidence sho	wn			
							,,,,,,		

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

Explanation of evidence				
Explanation of evidence	Fully complies	Partly complies	Does not comply	Not applicable
	Fully	Partly compli	Com	Not
5.2.1 Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative. ☑ Minimum requirement				
Evidence E.g., signed code of conducts E.g., guide performance E.g., Community advice		Not esse	ential.	
Action to improve performance				
Explanation of evidence				
	Fully complies	Partly complies	Does not comply	Not applicable
	Fully	Part	Does no comply	Not appl
5.2.2 Tours/activities ensure visitors, at all times, observe CBT approved guidelines for interacting	П	п	П	п
with the culture, natural environment and people of the community.			_	_
E.g., tour guidelines E.g., visitor behaviour E.g., Community advice		Not ess	ential.	
Action to improve performance				
Explanation of evidence				
	Fully complies	Partly complies	Does not comply	Not applicable
	E B	ar om	ë E	Not appl
		م م	ت ت	ᄝ
5.2.3 Tours/activities have a clearly defined itinerary and associated price, and documented booking		<u> </u>		
system.  Minimum requirement  Fig. program of politicity for the p		Not esse		
system.				
system.  Minimum requirement  Fig. program of politicity for the p				
system.  Evidence  E.g., program of activities  E.g., booking system  E.g., Community advice				
system.  Evidence  E.g., program of activities  E.g., booking system  E.g., Community advice				
system.  Evidence  E.g., program of activities  E.g., booking system  E.g., Community advice		Not esse	ential.	
system.  Evidence  E.g., program of activities  E.g., booking system  E.g., Community advice  Action to improve performance		Not esse	ential.	
system.  Evidence  E.g., program of activities  E.g., booking system  E.g., Community advice  Action to improve performance		Not esse		
Evidence  E.g., program of activities  E.g., booking system  E.g., Community advice  Explanation of evidence  Explanation of evidence  5.2.4 Tours/activities record the visitors on tours, including departure and return times.		Not esse	ential.	
Explanation of evidence  Minimum requirement  Explanation of evidence	Fully complies	Partly complies	Does not comply	Not applicable
Explanation of evidence  Minimum requirement  Explanation of evidence	Fully complies	Partly complies	Does not comply	Not applicable
Explanation of evidence  Minimum requirement  Explanation of evidence	Fully complies	Partly complies	Does not comply	Not applicable
System.  Evidence  E.g., program of activities  E.g., booking system  E.g., Community advice  Explanation of evidence  Explanation of evidence  5.2.4 Tours/activities record the visitors on tours, including departure and return times.  Minimum requirement  Evidence  E.g., record system  E.g., data entry  E.g., Community advice	Fully complies	Partly complies	Does not comply	Not applicable
System.  Evidence  E.g., program of activities  E.g., booking system  E.g., Community advice  Explanation of evidence  Explanation of evidence  5.2.4 Tours/activities record the visitors on tours, including departure and return times.  Minimum requirement  Evidence  E.g., record system  E.g., data entry  E.g., Community advice	Fully complies	Partly complies	Does not comply	Not applicable
System.  Evidence  E.g., program of activities  E.g., booking system  E.g., Community advice  Explanation of evidence  Explanation of evidence  5.2.4 Tours/activities record the visitors on tours, including departure and return times.  Minimum requirement  Evidence  E.g., record system  E.g., data entry  E.g., Community advice	Fully complies	Partly complies	Does not comply	Not applicable

Explanation of evidence				4
	olies	y	not oly	Not applicable
	Fully complies	Partly complies	Does not comply	Not appli
E 2 E Visitors are informed of the tour itinorary level of difficulty passible hazards, agents				
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.   ☑ Minimum requirement				
Evidence E.g., tour protocols E.g., guide performance E.g., Community advice		Not ess	ential.	
Action to improve performance				
Explanation of evidence				
	es s	se	o s	able
	Fully	Partly complies	Does not comply	Not applicable
	Εö	ت ت	ت ۵	고 ल
5.2.6 Tours operate on a cost recovery basis and yield a profit to the CBT initiative.   ✓ Advanced requirement				
Evidence E.g., profit and loss E.g., Advice of members		Not ess	ential	
Action to improve performance				
Explanation of evidence				
	es	es	t \	ple
	Fully	Partly complies	Does not comply	Not applicable
	工 8	<u>~</u> 8	2 8	S &
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.  Advanced requirement			Ц	
Evidence E.g., feedback document E.g., guide behaviour E.g., Advice of members		Not ess	ential	
Action to improve performance				
Evaluation of suidones				
Explanation of evidence	g	S	<b>t</b>	ple
	Fully	Partly complies	Does not comply	Not applicable
	군 8	<b>E</b> S	2 8	Not appl
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.				
Advanced requirement		Not con	antial	
E.g., activity outline E.g., tour content E.g., Advice of members		Not ess	entiai	
Action to improve performance				

Audit assessment

Criterion 5: Quality tour and guiding services

Explanation of evidence	ies	ies	not ly	able
	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. ✓ Advanced requirement				
Evidence E.g., certificate E.g., Advice of members		Not ess	ential	
Action to improve performance				
Explanation of evidence	ဟ	S	Ţ.	e e
	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.  ☑ Best practice requirement				
		Not ess	ential.	
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	П			
inbound tour operators.  Evidence  E.g., agreements  E.g., relationship between operator and	ີ -	Not ess		_
between operator and CBT  Action to improve performance				
Explanation of evidence	Fully complies	Partly complies	Does not comply	Not applicable
	Fully	Part	Doe	Not appl
5.2.12 Tours/activities actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.				
E.g., training notes  E.g., training activity  E.g., Advice of members		Not ess	ential.	
Action to improve performance				

Explanation of	evidence							(0		<u>o</u>
							Fully	Partly complies	Does not comply	Not applicable
5.2.13 To identified	urs provi tourist m	de an appropriate arkets through co	and special	ised service for i		rist markets and attract Best practice requirement				
Evidence		E.g., training notes	$\mathbb{Q}_{\square}$	E.g., training activity		E.g., Advice of members		Not ess	ential.	
Action to impro	ove performan	ice								
		hotographic evi	dence for	Sub-criterion 5	.2					
Evidence	Details Place image	es here				Description of evidence shown				
						VIIIII				
						VIII.				
						\				
						Management				
						Million				
						Management				

#### **Summary assessment for Criterion 5: Quality tour and guiding services**

Sub-criteria		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 5.1: Ensuring local guide quality and	Minimum requirement count				
expertise	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 5.2: Managing tours and activities to ensure	Minimum requirement count				
quality	Advanced requirement count				
	Best practice requirement count				
Totals for m	inimum requirements indicators				
Totals for	advanced requirements indicators				
Totals for be	st practice requirements indicators				

	performance for Criterion 5: Quality tour and guidin	
Indicator	Action	
Auditor's signature		
CBT Admin. Authority representative signature	Date	

Audit assessment \_\_\_\_\_ Criterion 5: Quality tour and guiding services

## **Criterion 6: Quality food and beverage services**

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

Explanation o	of evidence										0
								Fully complies	Partly complies	Does not comply	Not applicable
								E 0	Parl	Doe	Not
		everage providers are on food hygiene and								_	
Evidence		E.g., job statement		E.g., provider performance		E.g., Community advice	Ö		Not ess	ential.	
Action to impr	rove performa	ance						_			
Explanation o	of evidence										
								Fully complies	Partly complies	Does not comply	lot ipplicable
								Fully	Part	Doe	Not
		everage providers po service techniques.	ssess or	can demonstrate o	commitmen	t to hygienic food  Minimum requirem	ent				
Evidence		1		E.g., provider performance		E.g., provider knowledge	O		Not ess	ential.	
Action to impr	rove performa	ance									
Explanation o	of evidence										ø.
Explanation o	of evidence							ly nplies	tly nplies	es not nply	t olicable
Explanation o	of evidence							Fully complies	Partly complies	Does not comply	Not applicable
6.1.3 Fo	ood and b	peverage providers of e signed and follow th				roviders Code of	nent	Fully complies	Partly complies	Does not comply	Not applicable
6.1.3 Fo initiative	ood and b	e signed and follow the			Severage Pr		_			_	
6.1.3 Fo initiative Conduct	ood and band have	E.g., signed code of conducts	ne ASEAN	N CBT Food and B	Beverage Pr	roviders Code of  Minimum requirem	_		0	_	
6.1.3 Fo initiative Conduct Evidence	ood and band have	E.g., signed code of conducts	ne ASEAN	N CBT Food and B	Beverage Pr	roviders Code of  Minimum requirem	_		0	_	
6.1.3 Fo initiative Conduct Evidence	ood and band have	E.g., signed code of conducts	ne ASEAN	N CBT Food and B	Beverage Pr	roviders Code of  Minimum requirem	_		0	_	
6.1.3 Fo initiative Conduct Evidence	ood and band have	E.g., signed code of conducts	ne ASEAN	N CBT Food and B	Beverage Pr	roviders Code of  Minimum requirem	_		0	_	
6.1.3 Fo initiative Conduct Evidence	ood and band have	E.g., signed code of conducts	ne ASEAN	N CBT Food and B	Beverage Pr	roviders Code of  Minimum requirem	_		Not ess	ential.	
6.1.3 Fo initiative Conduct Evidence	ood and band have	E.g., signed code of conducts	ne ASEAN	N CBT Food and B	Beverage Pr	roviders Code of  Minimum requirem	_		Not ess	ential.	
6.1.3 Fo initiative Conduct Evidence  Action to impression of the Explanation of the Expl	ood and b	e signed and follow the E.g., signed code of conducts ance	e certified	E.g., guide performance	deverage Pr	roviders Code of  Minimum requirem  E.g., Community advice  produced for the	O		Not ess	ential.	
6.1.3 Fo initiative Conduct Evidence  Action to impression of the Explanation of the Expl	ood and b	E.g., signed code of conducts	e certified	E.g., guide performance	nt standard	roviders Code of  Minimum requirem  E.g., Community advice	ment	Fully complies	Not ess	Does not comply	
6.1.3 Fo initiative Conduct Evidence  Action to impression of the conduct of the	ood and be considered and be c	e signed and follow the E.g., signed code of conducts  ance  everage providers are oving food and beverage.	e certified	E.g., guide performance	deverage Pr	roviders Code of  Minimum requirem  E.g., Community advice  produced for the  Advanced requirem	O	Fully complies	Partly complies	Does not comply	
6.1.3 Fo initiative Conduct Evidence  Action to impression of the Conduct Evidence Action to impression of the Conduct Evidence Action to impression of the Conduct Evidence Action to impression of the Conduct Evidence Action to impression of the Conduct Evidence Action to impression of the Conduct Evidence Action to impression of the Conduct Evidence Action to impression of the Conduct Evidence Action to impression of the Conduct Evidence Action to impression of the Conduct Evidence Action to impression of the Conduct Evidence Evidence Action to impression of the Conduct Evidence E	ood and be considered and be c	e signed and follow the E.g., signed code of conducts  ance  everage providers are oving food and beverage.	e certified	E.g., guide performance	nt standard	roviders Code of  Minimum requirem  E.g., Community advice  produced for the  Advanced requirem	ment	Fully complies	Partly complies	Does not comply	
6.1.3 Fo initiative Conduct Evidence  Action to impression of the conduct of the	ood and be considered and be c	e signed and follow the E.g., signed code of conducts  ance  everage providers are oving food and beverage.	e certified	E.g., guide performance	nt standard	roviders Code of  Minimum requirem  E.g., Community advice  produced for the  Advanced requirem	ment	Fully complies	Partly complies	Does not comply	

Audit assessment

Criterion 6: Quality food and beverage services

Audit assessment \_

explanation of	t evidence							တ္က ဟ	ŧ	<u> </u>
							<u>~</u>	complies Partly complies	Does not comply	Vot applicable
							Fully	Par CO	90	Not
.1.5 Foo		erage providers pr	ovide opp	ortunities for knowl		ange between hosts  Advanced requirement				
			$\bigcirc$	E.g., nature of activities		E.g., Advice of members				
ridence				L.g., Hature of activities		L.g., Advice of members		l		
ion to impr	ove performance									
planation of	f evidence									
								es les	t ≥	Not :
							Fully	complies Partly complies	Does not comply	Not:
40 =		., .			96 I 91 P					
				ss to ongoing capac		g and training ene, nutritional meal				
						and service standar	ds.			
ustainat	ole tourism,	cross cultural awa	areness/c	ommunication; first	aid and sa	afety, authentic local				
						es, the guidelines ar	nd			
eguiation	ns of the CE	31 initiative, and a	iny otner a	area deemed neces		e CBT Committee.  Best practice requirem	ent			
vidence		E.g., training notes		E.g., training activity	<b>R</b>	E.g., Advice of members		Not es	sential.	
								l		
tion to impr	ove performance									
ıpplem	entary ph	otographic evid	ence for	Sub-criterion 6.1						
vidence	Details									
Ö	Place images h	nere				Description of evidence sho	own			

Criterion 6: Quality food and beverage services

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

Explanation of evidence									
						Fully	Partly complies	Does not comply	Not applicable
	everage services are of the CBT initiative.		within the object	ives, guidelir	nes, regulations and  Minimum requirement				
Evidence	E.g., CBT guidelines	$\mathbb{Q}_{\square}$	E.g., provider performance		E.g., Community advice		Not ess	ential.	
Action to improve performa	ance								
Explanation of evidence									
						Fully	Partly complies	Does not comply	Not applicable
						Fully	Part	Does no comply	Not appl
6.2.2 Menus are a	available with associa	ated prices	s (if appropriate)		☑ Minimum requireme	ent 🔲			
Evidence	E.g., written menus		E.g., menu board		E.g., Community advice		Not ess	ential.	
Action to improve performa	ance								
Explanation of evidence							S	#	ole
						Fully	Partly complies	Does not comply	Not applicable
						표 8	<u>R</u> 22	2 2	a g
6.2.3 Meals are p providers and the	rovided at agreed tine CBT committee.	nes identif	ied in consultation	n between f	ood and beverage  Minimum requirement	ent 🗖			
Evidence	E.g., written menus		E.g., menu board		E.g., Community advice		Not ess	ential.	
Action to improve performa	ance								
Explanation of evidence									
						<u>ie</u>	ies	not y	able
						Fully	Partly complies	Does not comply	Not applicable
6.2.4 Sufficient fo	od is provided for vis	itor needs	s. includina betwe	een-meal sn	acks.		_		
	р		, g		Minimum requireme	ent			
Evidence	E.g., formal feedback		E.g., meals provided		E.g., visitor advice		Not ess	ential.	
Action to improve performa	ance								

				a)
	Fully complies	Partly complies	Does not comply	Not applicable
	Full	Part	Doe	Not
6.2.5 Menus vary daily and include at least one traditional meal at each dining period.		п	П	п
☑ Minimum requirement	_			
E.g., menus  E.g., attendance at meals  E.g., Community advice		Not ess	ential.	
Action to improve performance				
Explanation of evidence				o.
	Fully complies	Partly complies	Does not comply	Not applicable
	II 0	Par	D 00	Not appl
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.  ☑ Minimum requirement				
	<u>.</u>			
Action to improve performance				
Explanation of evidence	Se	S	t .	ple
	_	_ =	_ ≥	a
	E E	artly	omp	lot pplic
6.2.7 Descent and/or fruit forms part of each mod	Fully complies	Partly complies	Does not comply	Not applicable
6.2.7 Dessert and/or fruit forms part of each meal.  Evidence   Eq. provider   Eq. community advice   Eq. community   Eq. community   Eq. community   Eq. commun				Not
6.2.7 Dessert and/or fruit forms part of each meal.  Evidence  E.g., job statement  E.g., provider performance  E.g., Community advice		Not ess		
Fulldance C For inhodelessment C For annuity advice C				
Evidence E.g., job statement E.g., provider performance E.g., Community advice				
Evidence E.g., job statement E.g., provider performance E.g., Community advice				
Evidence E.g., job statement E.g., provider performance E.g., Community advice		Not ess	ential.	
Evidence  E.g., job statement  E.g., provider performance  E.g., provider performance  E.g., Community advice		Not ess	ential.	
E.g., job statement  E.g., provider performance  Action to improve performance  Explanation of evidence		Not ess	ential.	
Evidence  E.g., job statement  E.g., provider performance  E.g., provider performance  Explanation of evidence  Explanation of evidence  6.2.8 Food preparation and dining areas are maintained in a clean state at all times.		Not ess	ential.	
Evidence  E.g., job statement  E.g., provider performance  Action to improve performance  Explanation of evidence  Explanation of evidence  6.2.8 Food preparation and dining areas are maintained in a clean state at all times.  Minimum requirement	Fully complies	Partly complies	ential.	Not applicable
Evidence  E.g., job statement  E.g., provider performance  E.g., provider performance  E.g., community advice	Fully complies	Partly complies	ential.	Not applicable
Evidence  E.g., job statement  E.g., provider performance  Action to improve performance  Explanation of evidence  Explanation of evidence  6.2.8 Food preparation and dining areas are maintained in a clean state at all times.  Minimum requirement	Fully complies	Partly complies	ential.	Not applicable
Evidence  E.g., job statement  E.g., provider performance  E.g., provider performance  E.g., community advice	Fully complies	Partly complies	ential.	Not applicable
Evidence  E.g., job statement  E.g., provider performance  E.g., provider performance  E.g., community advice	Fully complies	Partly complies	ential.	Not applicable
Evidence  E.g., job statement  E.g., provider performance  E.g., provider performance  E.g., community advice	Fully complies	Not ess complies	Does not comply	Not applicable
Evidence  E.g., job statement  E.g., provider performance  Explanation of evidence  Explanation	Fully complies	Not ess complies	Does not comply	Not applicable

		ation and dining uter dining periods).	isiis are c	0 ,		Minimum requireme	ent 🗀	ш	ш	ш
Evidence		E.g., client feedback	$\mathbb{Q}_{\square}$	E.g., provider performance		E.g., Community advice		Not esse	ential.	
Action to impr	ove performan	ce								
Evalenation	i avidanaa									
Explanation o	evidence						Fully complies	Partly complies	Does not comply	Not applicable
							Fully	Partl	Does	Not
6.2.10 Fo		e providers wash th	eir hands	with soap in clean	water befo	ore and regularly duri  Minimum requirement				
Evidence		E.g., client feedback	$Q_{\Pi}$	E.g., availability of soap, clean water and towel		E.g., Community advice		Not esse	ential.	
Action to impr		ice								
Explanation o	evidence						olies	/ olies	not Ny	Not applicable
							Fully	Partly complies	Does not comply	Not appli
	od is stor	red in clean containe	ers, which	are kept in good o	rder.	Minimum requireme	ent 🔲			
Evidence		E.g., job statement		E.g., provider performance		E.g., Community advice		Not esse	ential.	
Action to impr	ove performan	ce								
Explanation of	evidence									
							ly nplies	tly nplies	es not nply	t olicable
							Fully	Partly complies	Does not comply	Not applicable
6.2.12 Ar	nimals (do	omestic and pest) ar	e kept out	of food storage, co	ooking and	d dining areas. ☑ Minimum requireme	П	Partly complies	Does not comply	Not applicable
6.2.12 Ar	nimals (do	omestic and pest) ar	e kept out	t of food storage, co	ooking and		П			_ "
		E.g., job statement	e kept out	E.g., provider	ooking and	Minimum requireme	ent -			_ "
Evidence		E.g., job statement	e kept out	E.g., provider	poking and	Minimum requireme	ent 🗆			_ "
Evidence Action to impr	ove performan	E.g., job statement	e kept out	E.g., provider	ooking and	Minimum requireme	ent 🗆			_ "
Evidence	ove performan	E.g., job statement	e kept out	E.g., provider	ooking and	Minimum requireme	ent	Not esse	ential.	
Evidence Action to impr	ove performan	E.g., job statement	e kept out	E.g., provider	poking and	Minimum requireme	ent 🗆	Not esse		_ "
Explanation o	ove performan	E.g., job statement		E.g., provider performance	tion and to	Minimum requirements.g., Community advice	Fully complies	Not esse	ential.	icable cable
Evidence  Action to impr	ove performan	E.g., job statement		E.g., provider performance	tion and to	Minimum requireme	Fully complies	Not esse	Does not comply	Not applicable

ction to improve performance							
xplanation of evidence					ဟ	<b>.</b>	
				Fully	Partly complies	Does not comply	Not
0.44.4					<u>~</u> 5	۵ ۵	Ž
	rovement system exists, includin ors are actively encouraged to pa	articipate in th					I
vidence E.g., feedback for	E.g., provider behavio	our 🖺	E.g., advice of members		Not ess	ential	
ction to improve performance							
xplanation of evidence							
				Fully	Partly complies	Does not comply	
				Fully	Part	Doe	*ON
.2.15 Visitor dietary preference	s are accommodated.		Advanced requirement	nt 🔲			
vidence E.g., welcome not	te E.g., signage		E.g., advice of members		Not ess	ential	
ction to improve performance							
xplanation of evidence							
				Fully	Partly complies	Does not comply	Not
				Full	Part	Doe	¥0N
	f natural bio-degradable products						I
e.g. banana leaves).	E.g., meal service		Best practice requirement E.g., advice of members		Not ess	ential.	
ction to improve performance							
upplementary photographic	evidence for Sub-criterion 6	5.2					
vidence Details							
Place images here			Description of evidence show	/n			

Audit assessment

Criterion 6: Quality food and beverage services

112   ASEAN COMMUNITY BASED TOURISM STANDARD	

### Summary assessment for Criterion 6: Quality food and beverage services

Sub-criteria		Fully complies	Partly complies	Does not comply	Not applicable
		당	Pa co	<u>ල</u> 8	Not
Sub-criterion 6.1: Ensuring food and beverage	Minimum requirement count				
service provider quality and expertise	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 6.2: Managing food and beverage	Minimum requirement count				
services for quality	Advanced requirement count				
	Best practice requirement count				
Totals fo	or minimum requirements indicators				
Totals	for advanced requirements indicators				
Totals fo	r best practice requirements indicators				

Indicator	Action	
uditor's signature		
BT Admin. Authority representative signate	ure Date	

Audit assessment Cr	riterion 6: Quality	y food and beverage service
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# **Criterion 7: Quality accommodations**

Sub-criterion 7.1: Ensuring accommodation service provider quality				
Explanation of evidence	· v	v	±	ele Sie
	Fully complies	Partly complies	Does not comply	Not applicable
	玉 8	<b>₽</b> 8	ŏ 8	a N
7.1.1 Accommodation providers are community members or approved by the CBT committee.  ☑ Minimum requirement				
E.g., job description  E.g., home stay inspection  E.g., Community advice		Not ess	ential.	
Action to improve performance				
Explanation of evidence				
	Fully complies	Partly complies	Does not comply	Not applicable
	Fully	Partly compli	Does no comply	Not
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.				
	<u> </u>	Not ess	ential	
E.g., provider performance E.g., Community advice		1401 000	Jittai.	
Action to improve performance				
Explanation of evidence				
	lies	/ lies	not N	Not applicable
	Fully complies	Partly complies	Does not comply	Not applic
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.				
. Minimum requirement				
E.g., signed code of conduct E.g., provider performance E.g., Community advice		Not ess	ential.	
Action to improve performance				

Explanation of evidence		ш э	۵	. ю	0	Z	0
Audit assessment	Criterion 7:	Quali	ty a	CCO	mmod	latio	ns

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.  ☑ Minimum requirement	0	0	0	_
Full and a standard Comment of the standard Comment of				
Action to improve performance				
Explanation of evidence				
	Fully complies	Partly complies	Does not comply	Not applicable
	E P	Partly compli	Doe	Not
7.1.5 Accommodation providers are certified under any relevant standard produced for the purposes of improving accommodation services (e.g. ASEAN Homestay Standard).  ☑ Advanced requirement				
Evidence E.g., welcome note E.g., signage E.g., advice of members		Not ess	ential	
Action to improve performance				
Explanation of evidence				
	lies	lies	not F	Not applicable
	Fully complies	Partly complies	Does not comply	Not appli
7.1.6 Accommodation providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of: accommodation and housekeeping, food preparation hygiene, hospitality service standards, cross cultural communication; first aid and safety, authentic local cultural traditions, environmental protection, the guidelines and regulations of the CBT initiative, and any other area deemed necessary by the CBT Committee.				
Evidence E.g., meal service Q E.g., advice of members		Not ess	ential.	
Action to improve performance				
Cumplementary whatevership evidence for Cub evitories 7.4				
Supplementary photographic evidence for Sub-criterion 7.1  Evidence Details				
Place images here Description of evidence shown				

Criterion 7: Quality accommodations

Audit assessment

116   ASEAN COMMUNITY BASED TOURISM STANDARD	
	VII.
	Vanish

#### Sub-criterion 7.2: Managing accommodations for quality

Explanation of evidence				a)
	Fully complies	Partly complies	Does not comply	Not applicable
		artly	oes	p d
	шο	Ф 0		Z 0
7.2.1 Accommodations are provided within the objectives, guidelines, regulations and codes of	п	П	п	П
conduct of the CBT initiative.		ш	ч	ш
Evidence E.g., signed codes of E.g., accommodations E.g., Community advice		Not ess	ential.	
E.g., signed codes of conduct inspection				
Action to improve performance				
Explanation of evidence				
	es .	ies	y ot	Not applicable
	Fully complies	Partly complies	Does not comply	to g
	로 8	R S	۵ 8	a S
7.2.2 A clearly defined and documented visitor booking system exists for visitors to the CBT central		_	_	_
area and accommodations.		Ц	П	ш
Find an an Community advises (Community advises (Co	$\neg$	Not ess	antial	
E.g., booking system		NOT 622	Ullidi.	
	<b>_</b>			
Action to improve performance				
Explanation of evidence				
F				
	္က	တ္ထ	ಕ	e
	ly nplies	tly nplies	s not nply	icable
	Fully complies	Partly complies	Does not comply	Not applicable
7.2.2 An up to data log of arrivals, departures and returns to the CPT central area is maintained	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.	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.  ☑ Minimum requirement		Partly complies	_	
Evidence  E.g., log book  E.g., Community advice		Partly complies		
☑ Minimum requirement				
Evidence  E.g., log book  E.g., Community advice				
E.g., log book  E.g., Community advice				
E.g., log book  E.g., Community advice				
E.g., log book  E.g., Community advice				
E.g., log book  E.g., Community advice				
E.g., log book  E.g., Community advice		Not esse	ential.	
E.g., log book  Action to improve performance		Not esse	ential.	
E.g., log book  Action to improve performance		Not esse	ential.	
E.g., log book  Action to improve performance		Not esse	ential.	
E.g., log book  Action to improve performance	Fully complies	Not esse	ential.	Not applicable
Explanation of evidence  Evidence  E.g., log book  E.g., Community advice  Explanation of evidence		Not esse	ential.	
Explanation of evidence  Explanation of evidence  Explanation of evidence  Explanation of evidence  The standard procedures of th	Fully complies	Partly complies	Does not comply	Not applicable
Explanation of evidence  Explanation of evidence  Explanation of arrival of safety, security and behavioural requirements.	Fully Complies	Not esse	Does not comply	Not applicable
Explanation of evidence  Explanation of evidence  E.g., log book  Explanation of evidence  Explanation of evidence  7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.  Minimum requirement  E.g., standard procedures  E.g., standard procedures  E.g., welcome service  manual  E.g., Community advice	Fully Complies	Partly complies	Does not comply	Not applicable
Explanation of evidence  T.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.  Minimum requirement  Evidence  E.g., standard procedures  E.g., welcome service  E.g., community advice  E.g., community advice	Fully Complies	Partly complies	Does not comply	Not applicable
Explanation of evidence  Explanation of evidence  E.g., log book  Explanation of evidence  Explanation of evidence  7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.  Minimum requirement  E.g., standard procedures  E.g., standard procedures  E.g., welcome service  manual  E.g., Community advice	Fully Complies	Partly complies	Does not comply	Not applicable
Explanation of evidence  Explanation of evidence  E.g., log book  Explanation of evidence  Explanation of evidence  7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.  Minimum requirement  E.g., standard procedures  E.g., standard procedures  E.g., welcome service  manual  E.g., Community advice	Fully Complies	Partly complies	Does not comply	Not applicable
Explanation of evidence  Explanation of evidence  E.g., log book  Explanation of evidence  Explanation of evidence  7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.  Minimum requirement  E.g., standard procedures  E.g., standard procedures  E.g., welcome service  manual  E.g., Community advice	Fully Complies	Partly complies	Does not comply	Not applicable
Explanation of evidence  Explanation of evidence  E.g., log book  Explanation of evidence  Explanation of evidence  7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.  Minimum requirement  E.g., standard procedures  E.g., standard procedures  E.g., welcome service  manual  E.g., Community advice	Fully Complies	Partly complies	Does not comply	Not applicable
Explanation of evidence  Explanation of evidence  E.g., log book  Explanation of evidence  Explanation of evidence  7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.  Minimum requirement  E.g., standard procedures  E.g., standard procedures  E.g., welcome service  manual  E.g., Community advice	Fully Complies	Partly complies	Does not comply	Not applicable

Criterion 7: Quality accommodations

Audit assessment \_\_\_

Audit assessment \_

Explanation of	evidence								ω.
						Fully	Partly complies	Does not comply	Not applicable
						E 8	۳. 9	۵ ۵	ŽÉ
	pose-built structures for visito ons and basic safety standar		attractive and appr	opriate to	meeting tourist  ☑ Minimum requirement	ent 🗖			
Evidence		$\mathbb{Q}_{\square}$	E.g., inspection		E.g., Community advice				
Action to impro	ove performance								
Explanation of	evidence								Φ.
						Fully	Partly complies	Does not comply	Not applicable
						교등	Par	Doo	Not
	hrooms and toilets, with adec imodations.	quate priva	acy and ventilation,	are availa	able for guest use with Minimum requirement				
Evidence		Q <sub>П</sub>	E.g., inspection		E.g., Community advice				
Action to impro	ove performance								
Explanation of	evidence					ω σ	ø	t t	e
						Fully	Partly complies	Does not comply	Not applicable
						교 8	g S	<u>a</u> 8	a de
7.2.7 All a daily.	accommodations, especially l	bathrooms	s and toilets, are th	oroughly o	cleaned and serviced  Minimum requirement	ent 🗖			
Evidence	E.g., daily servicing procedure	$\mathbb{Q}_{\square}$	E.g., inspections		E.g., Community advice		Not ess	ential.	
Action to impro	ove performance								
Explanation of	evidence								(1)
						Fully	Partly complies	Does not comply	Not applicable
						Full	Part	Doe	Not
	hrooms and toilets include a sillet paper and a sanitary bin.		lequate fresh, clear	n water, so	oap and cup; toilets  Minimum requirement	ent 🗆			
Evidence		$\mathbb{Q}_{\square}$	E.g., inspection		E.g., Community advice				
Action to impro	ove performance								
Explanation of	evidence								
						les	lies	not N	Not applicable
						Fully	Partly complies	Does not comply	Not applic

Criterion 7: Quality accommodations

	ets are of either squatting or client preferences and local n		d flushing or comp	osting type	e, with consideration  Minimum requirement				
Evidence		$\mathbb{Q}_{\square}$	E.g., home stay inspection		E.g., Community advice		Not ess	ential.	
Action to impro	ove performance								
Explanation of	evidence						10		e
						Fully	Partly complies	Does not comply	Not applicable
7.2.10 Th species.	ne CBT area is maintained in	a clean co	ondition that minim	ises threat	s from dangerous  Minimum requirement				
Evidence			E.g., inspection		E.g., Community advice	Ö	Not ess	ential.	
Action to impro	ove performance								
Explanation of	evidence								e
						Fully	Partly complies	Does not comply	Not applicable
7.2.11 Ma	aterials are available to cover	basic cor	mmunication need	s between	~	П	П	П	
Evidence	E.g., signage	<b></b>	E.g., signage		Minimum requirement  E.g., Community advice		Not ess	ential.	_
Action to impro	ove performance								
Evalenction of	Southern Co.								
Explanation of	evidence					Fully complies	Partly complies	Does not comply	Not applicable
70404						<b>■ 8</b>	Partly compli	Doe	Not appl
7.2.12 A	torch is available for night use	e in all acc	commodations and	structures	Minimum requirement				
Evidence			E.g., inspection		E.g., Community advice		Not ess	ential.	
Action to impro	ove performance								
Explanation of	evidence					<u>ب</u>	S	ot	ole
						Fully	Partly complies	Does not comply	Not applicable
	CBT accommodations and vivisitors and their belongings					_			_
	0 0				Minimum requirement	t	_	_	_

Audit assessment

Criterion 7: Quality accommodations

Evidence			E.g., visitor arrival orientation		E.g., Community advice		Not ess	ential.	
Action to impro	ove performance								
Explanation of	evidence					SS.	S	t	ple
						Fully	Partly complies	Does not comply	Not applicable
7 2 14 A	contingency plan exists for ur	nexpected	events including	ı a sick or in	iured quest missing		шо		2 10
lost guest	t, disruptive or undesirable be conditions.				y to a guest or adver	se 🔲			
Evidence	E a writton plan			(A)	Minimum requirements.g., Community advice		Not ess	ential.	
	E.g., written plan								
Action to impro	ove performance								
Explanation of	ovidence								
Explanation of	evidence					lies	/ lies	not Jy	Not applicable
						Fully	Partly complies	Does not comply	Not appli
	CBT accommodations and v			rst aid kit fo					П
and check	ked weekly for completeness  E.g., written operations	or replen	Shed on use.  E.g., inspection	(Q)	Minimum requirements		Not ess	ential.	
LVIGOTIO	procedure		g.,oposo		Ligi, community during				
Action to impro	ove performance								
Explanation of	evidence					ies	se iies	not N	cable
						Fully	Partly complies	Does not comply	Not applic
	CBT accommodations and v								
	lliness stated in the food and nmodation.	beverage	section of these	standards w	hen including meals  Minimum requireme				
Evidence	E.g., operations procedure	Q <sub>п</sub>	E.g., inspection		E.g., Community advice	Ön	Not ess	ential.	
Action to impro	ove performance								
Explanation of	evidence					φ.	ý	t .	ole
						Fully	Partly complies	Does not comply	Not applicable
7 2 17 Δ 4	quality control and improvem	ent systen	n exists including	ı a svetem f	or visitor feedback o		ь 5	_ 5	≥ ਲੱ
	odations, and visitors are active			ate in the fe	edback process.				
					Advanced requirement	ent			

Audit assessment \_\_\_\_\_ Criterion 7: Quality accommodations

Evidence		E.g., feedback survey		E.g., visitor participation		E.g., advice of members	O		Not esse	ential	
Action to impro	ove performanc	ce	_								
Explanation of	evidence										
								complies	Partly complies	Does not comply	Vot applicable
								comp	Partl	Does no comply	Not
7.2.18 Su	bject to fu	ınctional requireme	ents, built s	structures for visitor		ocal building tradition		П	П	П	П
E. M				F - 1		Advanced requirement	ent	_	Netere		_
Evidence				E.g., inspection		E.g., advice of members	O		Not esse	entiai	
Action to impro	ove performanc	ce									
Explanation of	evidence										
								complies	Partly complies	Does not comply	Not applicable
								comp	Partl	Does no comply	Not
						de signs as required		П	П	П	П
	cularly ap	plies to accommod	ation and		use areas)	Advanced requirer	ment	_	_		_
Evidence				E.g., signage		E.g., advice of members	O		Not esse	ential	
Action to impro	ove performanc	ce									
Explanation of	evidence							(n	(A)	<b>.</b>	e
								complies	Partly complies	es no mply	ot plicable
							ě	2 8	Pa CO	<u></u> 8	Not
		res do not include v cal custom.	wild anima	I decoration, excep		art of an interpretive  Advanced requirement	ent				
Evidence				E.g., inspection		E.g., advice of members	Ö	п	Not esse	ential	
Action to impro		pe						_			
Explanation of	evidence							Se	Se	t .	p e
								complies	Partly complies	oes n omply	Not applicable
700/1		1.0		1. 11 11 11 12.		C 1.10	ű	Ľδ	<u>~</u> ∑	<u> </u>	Z
7.2.21 Ad	equate lig	phting and ventilation	on is provid	ded inside all built s		for visitor use. ☑ Advanced requirem	ent				
Evidence				E.g., inspection	<b>P</b>	E.g., advice of members			Not esse	ential	
Action to impre		20						Ш			
Action to impro	ve periormano	,c									

Criterion 7: Quality accommodations

Audit assessment

Audit assessment \_

Explanation of evidence						
				les les	uo Ze_not	Not applicable
			Fully	complies Partly complies	Does not comply	lot pplic
				о п о		2 10
7.2.22 Structures are not placed with						
site, unless historically in that location		☑ Advanced requi				
Evidence	E.g., inspection	E.g., advice of memb	ers (iii)	Not es	sential	
Action to improve performance				•		
Action to improve periormance						
Explanation of evidence				ω ω	_	<u>e</u>
			Fully	complies Partly complies	Does not comply	Not applicable
			<b>E</b>	Part cor	Doe	Not app
7.2.23 Farm animals cannot enter str	uctures used by visitors	☑ Advanced requi	iromont [		П	П
					ш.	ш
Evidence	E.g., inspection	E.g., advice of memb	ers (O)	Not es	sential	
				•		
Action to improve performance						
Evnlanation of evidence						
Explanation of evidence				St. St.	ot	ble
Explanation of evidence			Vi	nplies rdy nplies	es not nply	t olicable
Explanation of evidence			Fully	complies Partly complies	Does not comply	Not applicable
	ole for visitor use and orien	tation. ☑ Advanced requi		Complies  Complies	☐ Does not comply	□ Not applicable
7.2.24 Parking and signage is available			rement			Not applicable
	ole for visitor use and orien	tation.    Advanced requi  E.g., advice of memb	rement	complies Not es:		Not applicable
7.2.24 Parking and signage is available		E.g., advice of memb	irement			Not applicable
7.2.24 Parking and signage is available Evidence		E.g., advice of memb	irement			Not applicable
7.2.24 Parking and signage is available Evidence		E.g., advice of memb	irement			Not applicable
7.2.24 Parking and signage is available Evidence		E.g., advice of memb	irement			Not applicable
7.2.24 Parking and signage is available  Evidence  Action to improve performance		E.g., advice of memb	irement			Not applicable
7.2.24 Parking and signage is available Evidence		E.g., advice of memb	ers C	Not ess	sential	
7.2.24 Parking and signage is available  Evidence  Action to improve performance		E.g., advice of memb	ers C	Not ess	sential	
7.2.24 Parking and signage is available  Evidence  Action to improve performance		E.g., advice of memb	irement	Not ess	sential	
7.2.24 Parking and signage is available Evidence  Action to improve performance  Explanation of evidence	E.g., inspection	E.g., advice of memb	etent in	Not es:	sential	
7.2.24 Parking and signage is available  Evidence  Action to improve performance	E.g., inspection	E.g., advice of memb	etent in	Not es:	sential	
7.2.24 Parking and signage is available  Evidence  Action to improve performance  Explanation of evidence  7.2.25 All CBT accommodation proviousing first aid kits.	E.g., inspection	E.g., advice of memb	etent in irrement	Not es:	Does not comply	
7.2.24 Parking and signage is available Evidence  Action to improve performance  Explanation of evidence  7.2.25 All CBT accommodation providusing first aid kits.	E.g., inspection	E.g., advice of memb	etent in irement	Not es:	Does not comply	
7.2.24 Parking and signage is available  Evidence  Action to improve performance  Explanation of evidence  7.2.25 All CBT accommodation proviousing first aid kits.	E.g., inspection	E.g., advice of memb	etent in irrement	Not es:	Does not comply	
7.2.24 Parking and signage is available  Evidence  Action to improve performance  Explanation of evidence  7.2.25 All CBT accommodation proviousing first aid kits.  Evidence  E.g., training log	E.g., inspection	E.g., advice of memb	etent in irrement	Not es:	Does not comply	
7.2.24 Parking and signage is available  Evidence  Action to improve performance  Explanation of evidence  7.2.25 All CBT accommodation proviousing first aid kits.  Evidence  E.g., training log	E.g., inspection	E.g., advice of memb	etent in irrement	Not es:	Does not comply	
7.2.24 Parking and signage is available  Evidence  Action to improve performance  Explanation of evidence  7.2.25 All CBT accommodation proviousing first aid kits.  Evidence  E.g., training log	E.g., inspection	E.g., advice of memb	etent in irrement	Not es:	Does not comply	

Criterion 7: Quality accommodations

Explanation of evidence	Fully complies	Partly complies	Does not comply	Not applicable
7.2.26 All CBT accommodation and visitor use areas have documented fire and emergency procedures, displayed in prominent positions.				
E.g., documented procedures E.g., inspections E.g., advice of members		Not esse	ential	
Action to improve performance				
Explanation of evidence				
	Fully complies	Partly complies	Does not comply	Not applicable
	군 8	₽ S	<u></u> 8	8 g
7.2.27 The family and cross-culture experience is emphasised.   ☑ Best practice requirement				
E.g., experience E.g., advice of members		Not esse	ential.	
Action to improve performance				

## Supplementary photographic evidence for Sub-criterion 7.2

Evidence	Details	
O	Place images here	Description of evidence shown
	,	
	•	

Audit assessment \_\_\_\_\_ Criterion 7: Quality accommodations

# **Summary assessment for Criterion 7: Quality accommodations**

Sub-criteria		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 7.1: Ensuring accommodation service	Minimum requirement count				
provider quality and expertise	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 7.2: Managing accommodations for quality	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Totals for n	Totals for minimum requirements indicators				
Totals fo	Totals for advanced requirements indicators				
Totals for be	est practice requirements indicators				

Recommendations for improving performance for Criterion 7: Quality accommodations							
Indicator	Action						
Auditor's signature		CBT representative signature					
CDT Admin Authority representative size turn		Date					
CBT Admin. Authority representative signature		Date					

Audit assessment

# **Criterion 8: Performance of CBT Friendly Tour Operators**

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

Explanation of evide	ence							
					<u>ie</u>	<u>ies</u>	y not	able
					Fully	Partly complies	Does not comply	Not applicable
8 1 1 ET∩e n	neet all necessary license	and permit requirements.		☑ Minimum requireme				_ "
F. 11		and permit requirements.			ent 🔟	Netro		ч
Evidence	E.g., copy of licenses			E.g., FTO advice		Not esse	entiai.	
Action to improve po	erformance							
Explanation of evide	ence							
Explanation of critic					<u></u> s	ies	y Y	able
					Fully	Partly complies	Does not comply	Not applicable
8 1 2 Clearly	defined and decumented	agreements exist between F	TOs and	the CRT Committee				_ "
		thin the guidelines and regula						
				Minimum requireme	ent			
Evidence	E.g., signed agreements	$\mathbb{Q}_{\square}$		E.g., Community advice		Not esse	ential.	
Action to improve po	<b>~ L</b>	_ <b>_</b>						
Explanation of evide	ence					ςņ	#	<u>e</u>
					Fully complies	Partly complies	Does not comply	Not applicable
					工 8	<b>G</b> S	ŏ 8	N G
8.1.3 FTOs a Conduct.	and staff have signed and	follow the ASEAN CBT Frier	ndly Tour	Operator's Code of  Minimum requirement				
Evidence	E.g., copies of signed		(Q)	E.g., Community advice	;iiit	Not esse	ential.	
	codes of conduct			g.,,				
Action to improve po	erformance							
Explanation of evide	ence				s	S	ŧ	e
					Fully	artly	Does not comply	Not applicable
					工 2	<u>~</u> 5	۵ <sub>8</sub>	ž ä
8.1.4 Where	available, FTOs are mem	bers of an appropriate profes	ssional or					
Evidence 🗐	E.g., membership card		(C)	Minimum requireme		Not esse	ential	
Evidence	L.g., membership card			E.g., Community advice		1401 6331	oriual.	
Action to improve po	erformance							

Criterion 8: Performance of CBT Friendly Tour Operators

Explanation of	evidence				40		<u>o</u>
				Fully	Partly complies	Does not comply	Not applicable
					ag S	<u> </u>	Not
sustainab		er quality tour services relatir	developing, sound knowledge of og to experiencing local				
Evidence	E.g., training log		E.g., advice of members	o <sub>n</sub>	Not ess	ential	
Action to impre	ove performance						
Explanation of	evidence						
				lies	/ olies	not Se	Not applicable
				Fully	Partly complies	Does not comply	Not
			erience community life and for		П	П	П
	e exchange between hosts		✓ Advanced requiremen	t L			_
Evidence	E.g., documented procedures	E.g., inspections	E.g., advice of members		Not ess	ential	
Action to impre	ove performance						
Explanation of	evidence						(1)
				Fully	Partly complies	Does not comply	Not applicable
				<u> </u>	Par	<u>a</u> 2	Not
	Os provide employees dealir day a year/paid).	ng with communities regular	training on CBT and ecotourism  Best practice requiremen				
Evidence	uay a year/palu).	E.g., experience	E.g., advice of members		Not ess	ential.	
A office of a force							
Action to Impr	ove performance						
Explanation of	evidence			······································	w	Į.	e
				Fully	Partly complies	Does not comply	Not applicable
0.4.0.574					<u>~</u> 8	۵ ۵	ğ
	Os cooperate with natural an Os as required.	d cultural heritage conserva	tion organizations, authorities and ☑ Best practice requiremen				
Evidence		E.g., experience	E.g., advice of members	o <sub>n</sub>	Not ess	ential.	
Action to impre	ove performance						

## Photographic evidence for Sub-criterion 8.1

Evidence	Details	
Ö	Place images here	Description of evidence shown

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

Explanation of evidence		Se	せ、	ple
	Fully	Partly complies	Does not comply	Not applicable
	표 8	<u>ي</u> 2	۵ 8	a E
8.2.1 FTOs demonstrate respect for CBT regulations and recommendations for behaviour in environmentally sensitive areas and while in the community.				
	29 ()	Not esse	ntial	
E.g., FTO operations		1101 6336	iiuai.	
Action to improve performance				
Explanation of evidence		S	<b>ਰ</b> .	ple
	Fully	Partly complies	Does not comply	Not applicable
		<u>۳</u> 2	۵ 8	a E
8.2.2 FTOs and staff have a sound knowledge and understanding of the specific CBT site and conditions. ☑ Minimum requi				
Evidence  E.g., FTO operations  E.g., Community advi	ne ()	Not esse	ntial	
		1401 0000	ridar.	
Action to improve performance				
Explanation of evidence		es	す <sub>、</sub>	ple
	Fully	Partly complies	Does not comply	Not applicable
	正台		$\circ$	
		ь з		2 10
8.2.3 FTOs demonstrate best practice environmental management in their operations (e.g., us				
energy efficient products, waste minimisation and recycling).	rement	Not esse		
energy efficient products, waste minimisation and recycling).	rement	_		
energy efficient products, waste minimisation and recycling).	rement	_		
energy efficient products, waste minimisation and recycling).  Evidence  E.g., FTO operations  E.g., Community advi	rement	_		
energy efficient products, waste minimisation and recycling).  Evidence  E.g., FTO operations  E.g., Community advi	rement	_		
energy efficient products, waste minimisation and recycling).  Evidence  E.g., FTO operations  E.g., Community advive the component of the com	rement	_	ntial.	
energy efficient products, waste minimisation and recycling).  Evidence  E.g., FTO operations  E.g., Community advi	rement D	Not esse	ntial.	
energy efficient products, waste minimisation and recycling).  Evidence  E.g., FTO operations  E.g., Community advive the component of the com	rement D	Not esse	ntial.	
energy efficient products, waste minimisation and recycling).  Evidence  E.g., FTO operations  E.g., Community advi	rement	Not esse	ntial.	Not applicable
energy efficient products, waste minimisation and recycling).  Evidence  E.g., FTO operations  E.g., Community advi  Action to improve performance  Explanation of evidence  8.2.4 FTOs minimises motorized transportation, especially in CBT areas.	Fully complies	Not esse	ntial.	
energy efficient products, waste minimisation and recycling).  Evidence  E.g., FTO operations  E.g., Community advi  Action to improve performance  Explanation of evidence  8.2.4 FTOs minimises motorized transportation, especially in CBT areas.	sament sament	Not esse	Does not comply comply	Not applicable
energy efficient products, waste minimisation and recycling).  Evidence  E.g., FTO operations  E.g., Community advi  Action to improve performance  Explanation of evidence  8.2.4 FTOs minimises motorized transportation, especially in CBT areas.	rement Signature	Not esse complies	Does not comply comply	Not applicable
Evidence  Evidence  Explanation of evidence	sament sament	Not esse complies	Does not comply comply	Not applicable
Evidence  Evidence  Explanation of evidence	sament sament	Not esse complies	Does not comply comply	Not applicable
Evidence  Evidence  Explanation of evidence	sament sament	Not esse complies	Does not comply comply	Not applicable
Evidence  Evidence  Explanation of evidence	sament sament	Not esse complies	Does not comply comply	Not applicable
Evidence  Evidence  Explanation of evidence	sament sament	Not esse complies	Does not comply comply	Not applicable

Criterion 8: Performance of CBT Friendly Tour Operators

Audit assessment \_\_\_

## 130 | ASEAN COMMUNITY BASED TOURISM STANDARD

Audit assessment \_\_\_

Explanation of evidence				Fully	Partly complies	Does not comply	Not applicable
8.2.5 FTOs consult with the CBT Committee result in direct environmental or social impact			sk that activities mig Advanced requirement				
Evidence			E.g., advice of members		Not ess	ential	
Action to improve performance							
Explanation of evidence				ies	ies	not ly	able
				Fully	Partly complies	Does not comply	Not applicable
8.2.6 FTOs take away all solid waste genera	ted from products it brin	_	e CBT area. ☑ Advanced requireme	nt 🗆			
Evidence	E.g., FTO operations		E.g., advice of members		Not ess	ential	
Action to improve performance							
Explanation of evidence				sei	ies	y y	able
				Fully	Partly complies	Does not comply	Not applicable
8.2.7 FTOs provide visitors with nature, cultuminimized disturbance policy.	re and community expe		nat respect and apply  Advanced requirement				
Evidence	E.g., FTO operations		E.g., advice of members		Not ess	ential	
Action to improve performance							
Explanation of evidence				ies	les	not ly	able
				Fully	Partly complies	Does not comply	Not applicable
8.2.8 FTOs and staff are actively involved in,	or contribute to, CBT p	•	Advanced requirement	nt 🗆			
Evidence	E.g., FTO working with the community		E.g., advice of members		Not ess	ential	
Action to improve performance							

Criterion 8: Performance of CBT Friendly Tour Operators

Explanation of evidence							
				Fully	Partly complies	Does not comply	Not applicable
8.2.9 FTOs work with the communication providing client feedback information			ducts offered by ☑ Advanced requireme	ent 🗆			
E.g., feedback rep	ort 💮		E.g., advice of members		Not ess	sential	
Action to improve performance							
Explanation of evidence							
				Fully	Partly complies	Does not comply	Not applicable
0.0.40 FTO		tale a sead collable		₹ 8	₽ S	å 8	Not
8.2.10 FTOs support the CBT Co indigenous and/or local people.		$\overline{\mathbf{Q}}$	Best practice requirement	ent 🗆			
E.g., training notes	E.g., training pro	ograms	E.g., advice of members		Not ess	sential.	
Action to improve performance							
Explanation of evidence							
Laplanation of evidence				olies	/ olies	not ≥	Not
				Fully	Partly complies	Does not comply	Not
8.2.11 To the greatest extent posand after visiting the CBT area.	ssible, FTOs use eco-friend		n and services prior Best practice requirement				
Evidence			E.g., advice of FTO and CBT members		Not ess	ential.	
Action to improve performance							
Photographic evidence for Su	ıb-criterion 8.2						
Evidence Details  Place images here			Description of evidence sho	wn	••••••		***************************************
							•••••
			\				
Sub-criterion 8.3: Support	for the local econom	у					

Audit assessment

Criterion 8: Performance of CBT Friendly Tour Operators

## 132 | ASEAN COMMUNITY BASED TOURISM STANDARD

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).				
		Not ess	ential.	
Action to improve performance				
Explanation of evidence				o.
	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.				
E.g., signed contract  E.g., FTO operations  E.g., Community advice  Action to improve performance		Not ess	ential.	
Explanation of evidence	S	S	ot .	ple
	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.  Advanced requirement		Partly complies		Not applicable
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase				
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.  Evidence  E.g., feedback report  E.g., advice of members				
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.  Evidence  E.g., feedback report  E.g., advice of members		Not ess	ential	
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.  Evidence  E.g., feedback report  Action to improve performance  Explanation of evidence		Not ess		Not applicable
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.  E.g., feedback report  Action to improve performance  Explanation of evidence  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.).  E.g., advice of members  E.g., advice of members  E.g., advice of members	Fully complies	Not ess	Does not comply	
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.  E.g., feedback report  Action to improve performance  Explanation of evidence  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.).  E.g., advice of members  E.g., advice of members  E.g., advice of members  E.g., advice of members	Fully complies	Partly complies	Does not comply	Not applicable

## Photographic evidence for Sub-criterion 8.3

	Price evidence for oub-criterion 6.6	
Evidence		
Ö	Place images here	Description of evidence shown

Audit assessment \_\_\_

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

Explanation of evidence				
	/ iplies	Partly complies	Does not comply	Not applicable
	Full	Part	Doe	Not app
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.  ☑ Minimum requirement		П	ш	Ц
Fig. ETC approximate Community advisor		Not ess	ential.	
Action to improve performance				
Explanation of evidence	. <u>S</u>	S	t .	ple
	Fully complies	Partly complies	Does not comply	Not applicable
240 FTO	ωö	<u> </u>	ت ت	Z 6
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.				
Evidence E.g., FTO operations E.g., Community advice		Not ess	ential.	
Action to improve performance	ЭU			
Action to improve performance				
Explanation of evidence	. s	es	t _	ple
	Fully complies	Partly complies	Does not comply	Not applicable
9.4.2 Through agreement with the CDT Committee CTOs limit group size based on the corn in a	шо	L O	_ 0	Z @
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.				
E.g., FTO operations E.g., Community advice	_)	Not esse	ontial	
		NUL 622	Gilliai.	
Action to improve performance		NOT 622	eritial.	
_		Not ess	eriuai.	
_		Not essi	eriuai.	
_		Not essi	eriuai.	
Action to improve performance				cable
Action to improve performance				Not applicable
Action to improve performance				□ Not applicable
Explanation of evidence  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.		Partly complies	Does not comply	Not applicable
Explanation of evidence  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.			Does not comply	Not applicable
Explanation of evidence  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.	Fully complies	Partly complies	Does not comply	Not applicable
Explanation of evidence  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.  E.g., feedback report  E.g., advice of members	Fully complies	Partly complies	Does not comply	Not applicable
Explanation of evidence  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.  E.g., feedback report  E.g., advice of members	Fully complies	Partly complies	Does not comply	Not applicable
Explanation of evidence  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.  E.g., feedback report  E.g., advice of members	Fully complies	Partly complies	Does not comply	Not applicable

Criterion 8: Performance of CBT Friendly Tour Operators

Explanation of	evidence								<u>o</u>
						ully	Partly complies	oes not omply	Not applicable
8.4.5 FT0 needed e	Os provid quipmen	e accurate pre-tour	information to clied	ents about the tour	and the CBT area, a list o  ✓ Advanced requiremen	of $\square$			
Evidence		E.g., feedback report			E.g., advice of members	Ö	Not ess	ential	
Action to impro	ove performar	nce							
<b>Evidence</b>		idence for Sub-ci	riterion 8.4						
Ö	Place image	es here			Description of evidence shown	l			
					***************************************				

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

Explanation of	evidence								o)
						Fully complies	Partly complies	Does not comply	Not applicable
						E mo	Part	Does no comply	Not appl
8.5.1 FTC	Os encourage their clients to I	nave trave	el insurance cover.		Minimum requiremen	nt 🔲			
Evidence			E.g., FTO operations		E.g., Community advice		Not ess	ential.	
Action to impro	ove performance								
Explanation of	evidence								ø
						Fully complies	Partly complies	Does not comply	Not applicable
						Fully	Part	Doe	Not appl
8 5 2 FTC	Os ensure high risk activities a	are quideo	t hy specifically trai	ned and	skillad staff assistad l	hv —			
CBT guid		are guidet	by specifically train	neu anu	Minimum requiremen				
Evidence			E.g., FTO operations	8	E.g., Community advice		Not ess	ential.	
Action to impro	ove performance								
Explanation of	evidence					g	ς	*	e Se
						Fully complies	Partly complies	Does not comply	Not applicable
						正言	Pa Co	8 8	No ap
	Os practice responsible marke	eting that	creates appropriate	custome	er expectations of CBT	ΓП	п		П
areas and	d activities.				Minimum requiremen	nt 🗀	_		_
Evidence			E.g., FTO operations		E.g., Community advice		Not ess	ential.	
Action to impro	ove performance								
Explanation of	evidence								4)
						selles	y	not oly	Not applicable
						Fully	Partly complies	Does not comply	Not appli
0 E 1 ETC	atoff are trained in first aid	ingluding	CDD .		Advanced newsimens				
	O staff are trained in first aid,	including '	GPK.		Advanced requireme	ent 🔟	ш	ш	Ц
Evidence	E.g., feedback report				E.g., advice of members		Not ess	ential	
Action to impro	ove performance								
Explanation of	evidence					ц э	<b>D</b> 65	٥ ٥	Z o

Criterion 8: Performance of CBT Friendly Tour Operators

Reg. To and CBT									
tographic evidence for Sub-criterion 8.5	to impr			members working	E.g., advice of members		Not ess	ential.	
dence Details		rove performance							
dence Details									
dence Details									
dence Details	togra	aphic evidence for S	ub-criterion 8.	5					-
Place images here  Description of evidence shown					 				
	O	Place images here			Description of evidence sh	own			
									-
									-
					\				
					\				
									•

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

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

Recommendations for improving performance for Criterion 8: Performance of Friendly Tour Operators (CBT FTO)						
Indicator	Action					
Auditor's signature	C	CBT representative signature				
CBT Admin. Authority representative signatur	re	Date				

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

Sub-criterion 9.1: Ensuring safety and hygiene measures

Explanation of evidence		Fully	Partly comp	Does	Not	iluue
Audit assessment	Criterion 8: Performance of CBT	Friend	ly Toui	Opei	rator	s

9.1.1 Est	ablish a t	eam to promote an	d monitor the imp	olementation	of safety	and hygiene measu  Minimum requirer					
Evidence		E.g., copy of licenses	Q <sub>П</sub>			E.g., FTO advice	Ö		Not ess	ential.	
Action to impr	rove performar	nce									
explanation of	f evidence							es	es	t _	
								'ully ompli	Partly complies	Does not comply	Not
112 146	ontify that	target group for pro	moting and aval	lating the pro	motion of	f aafaty and bygians		шо	шо		_
		nitoring the implem		uating the pro	illouon o	f safety and hygiene	<del>;</del>				С
						☑ Advanced requirer	ment				
Evidence		E.g., signed agreements	$\mathbb{Q}_{\square}$			E.g., Community advice	Ö		Not ess	ential.	
ction to impr	ove performar	nce	_		_						
valenation o	fouidance							-			
xplanation o	evidence							es	se	y ot	
								'ully	Partly complies	Does not comply	Not
0 1 2 Dro	vnara laaf	lets and announcer	monte rogarding t	the measures	of comp	otant institutions		ш о	шо	_ 0	_
9. 1.5 F1 <del>0</del>	pare lear	iets and announcer	nents regarding t	ine measures		Best practice require	ement				
Evidence		E.g., copies of signed codes of conduct				E.g., Community advice	Ö		Not ess	ential.	
otion to impr	rove performar										
louoii to iiipi	ove periorina										
hotogr	anhia av	idence for Sub-cı	ritarian 0.1								
	Details	idence for Sub-Cl	ILCHOIL 3. I								
Ö	Place image	es here				Description of evidence s	hown				
						·					

Audit assessment

Criterion 9: Safety and hygiene in the community

140   ASEAN COMMUNITY BASED TOURISM STANDARD	
	·

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

Explanation of	of evidence								
						/ plies	ly plies	Does not comply	Not applicable
						E B	Part	Doe	Not
9.2.1 Est	tablish a t	eam to delivery time	ely and effective response to	o emergeno	cy case.	П	п	п	п
		- "			Minimum require	ment			
Evidence		E.g., copy of licenses			E.g., FTO advice		Not ess	ential.	
Action to imp	rove performar	nce							
Explanation of	of evidence								
						Fully	ly plies	Does not comply	Not applicable
						E B	Part	Doe	Not
9.2.2 A r	isk manaç	gement mechanism	for the community exists.			п		п	
					Advanced requirem	ent			_
Evidence		E.g., signed agreements			E.g., Community advice		Not ess	ential.	
Action to impl	rove performar	nce							
Explanation of	of evidence								
						Fully	y plies	Does not comply	Not applicable
						Fully	Partl	Does	Not
9.2.3 Du	ties and r	oles of the member	s of risk management group	are clearly	defined.		П	п	
				5	Best practice requirer	ment		_	_
Evidence		E.g., copies of signed codes of conduct			E.g., Community advice		Not ess	ential.	
Action to impl	rove performar	nce							
_	=	idence for Sub-cr	iterion 9.2						
Evidence									
Ö	Place imag	es here			Description of evidence sho	own			
					·				
					\.				
Audit asse	ssment				Criterion 9: Safety	and hygien	e in th	e comr	munity

Indicator	Action	
Auditor's signature	CBT representative signature	
CBT Admin. Authority representative signature	Date	

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

Sub-criterion 10.1: Encouraging the implementation of initiatives

Audit assessment	Criterion 9: Sa	afety an	d hygiene in	the community

Explanation of	evidence								
Explanation of						တ္သ	S	<b>t</b> .	ple p
					:	ᇍ	n Jiji	Does not comply	Not applicable
					豆	5 6	C Z	8 8	ap No
10.1.1 Est	tablish a working group to pr	esent the implementation of	new ideas	to community			_	_	
members.		•		Minimum requireme	ent L	•	Ц	Ш	
Evidence	E.g., copy of licenses		Ø	E.g., FTO advice		N	lot esse	ential.	
	E.g., copy of licenses					1			
Action to impro	ve performance								
Explanation of	evidence								
						S	es	ĕ 、	Not applicable
					Fully	<u>d</u>	Partiy complies	Does not comply	o t
					군	8 6	£ 8	<u> </u>	N G
10.1.2. Er	ncourage and provide technic	cal support for the implement	ation of ne	ew ideas.	_			_	
				☑ Minimum requireme	ent	'	Ц		
Evidence	E.g., signed agreements		<b>P</b>	E.g., Community advice		N	lot esse	ential.	
	E.g., signed agreements					]			
Action to impro	ve performance								
Photogra	phic evidence for Sub-cri	terion 10.1							
Evidence	Details								
Ö	Place images here			Description of evidence sho	wn				
				····					
Sub-crite	erion 10.2: Providing b	oetter knowledge and a	dopting	g technology					
Explanation of	evidence								<u>a</u>
					Fully	blie;	Partiy complies	Does not comply	Not applicable
					Full.	COM	Partiy compli	Does no comply	Not

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

Audit assessment

Evidence				Minimum require	ment	_	_	
	E.g., copy of licenses			E.g., FTO advice		Not ess	ential.	
ction to impro	ve performance							
xplanation of	evidence							
					ly nplies	Partly complies	Does not comply	Not :
000 5			.,		E o	Par	9 9	Not.
0.2.2. EI	ncourage usage and update	of technology in the con		on management.  Advanced requirem	nent			
vidence	E.g., signed agreements	$\mathbb{Q}_{\square}$		E.g., Community advice		Not ess	ential.	
ction to impro	ve performance							
xplanation of	ovidoneo							
xpianation of	evidence				plies	Partly complies	Does not comply	Not
					Fully	Partl	Does	Not
	valuate and monitor technolo management.	gy usage in the commu	nity in order to i	mprove digital	П	П		Г
'	J		$\overline{\mathbf{V}}$	Best practice requirem	nent			
vidence	E.g., signed agreements			E.g., Community advice		Not ess	ential.	
	E.g., signed agreements we performance	$Q_{\square}$		E.g., Community advice		Not ess	ential.	
				E.g., Community advice		Not ess	ential.	
				E.g., Community advice		Not ess	ential.	
ction to impro	ve performance	ferion 10.2		E.g., Community advice		Not ess	ential.	
ction to impro	phic evidence for Sub-cri	terion 10.2		E.g., Community advice		Not ess	ential.	
notogra	phic evidence for Sub-cri	terion 10.2		E.g., Community advice  Description of evidence sh		Not ess	ential.	
hotogra	phic evidence for Sub-cri	terion 10.2				Not ess	ential.	
hotogra	phic evidence for Sub-cri	terion 10.2				Not ess	ential.	
hotogra	phic evidence for Sub-cri	terion 10.2				Not ess	ential.	
hotogra	phic evidence for Sub-cri	terion 10.2				Not ess	ential.	
hotogra vidence	phic evidence for Sub-cri Details Place images here					Not ess	ential.	
hotogra Evidence	phic evidence for Sub-cri Details Place images here  erion 10.3: Developing					Not ess	ential.	
hotogra Evidence	phic evidence for Sub-cri Details Place images here  erion 10.3: Developing				own	Partly complies		Not

10.3.1 Pro	ovide ups	killing and reskilling	g trainings (e.g. innovation an	d entrepre	neurship skills).  Minimum requireme	ent 🗖			
Evidence		E.g., copy of licenses			E.g., FTO advice		Not ess	ential.	
Action to impro	ove performan	ce							
Explanation of	evidence					lies	/ olies	not N	Not applicable
						Fully	Partly complies	Does	Not
10.3.2. Preducation		nd encourage comm	nunity members to take vocat	tional traini	ing and further				
	_				Minimum requiremen	nt			
Evidence		E.g., signed agreements			E.g., Community advice		Not ess	ential.	
Action to impro	ove performan	ce							
Dhotowa	mlala avi	damaa fan Cula an	itanian 40 2						
Evidence		dence for Sub-cr	iterion 10.3						
Ö	Place image	s here			Description of evidence show	n			
Sub-crit	erion 1	0.4: Ensuring c	reativity and new creat	tions					
Explanation of									
						Fully	Partly complies	Does not comply	Not applicable
						Full	Part	Doe	Not

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

Audit assessment

Audit assessment \_\_\_

10.4.1 Pla	ns to end	ourage initiatives a	nd new creations e	xist in the communi	ty. ☑ Minimum requi	irement				
Evidence		E.g., copy of licenses			E.g., FTO advice	Č		Not ess	ential.	
Action to impro	ve performanc	e	_	_			_			
Explanation of	evidence						"	"	Į.	<u>o</u>
							Fully complies	Partly complies	Does not comply	Not applicable
10.4.2.0	raaniaa a	ampetitions and sw	arda far araativity a	nd now ideas in the	o o manunity		ΕS	<u> </u>	۵ ۵	Z E
10.4.2. O	yanise co	impetitions and aw	ards for creativity ar	nd new ideas in the	Minimum require	ement				
Evidence		E.g., signed agreements	$\mathbb{Q}_{\Pi}$		E.g., Community advice			Not ess	ential.	
Action to impro	ve performano	e								
Photogra	phic evi	dence for Sub-cri	terion 10.4							
Evidence										
Ö	Place images	shere			Description of evidence	shown				
0			i 40 l	-41 C 14				: 41	_	
Summai	-	ssment for Crit	erion 10: innov	ation, creativity	and technolo	gy us	age	ın th	е	
Sub-crite										-
						olies		not not	<u>&gt;</u>	cable
						Fully complies	Partly	Does	comply	Not applicable
	ion 10.1:	Encouraging the im	plementation of	Minimum requi	rement count					
initiatives				Advanced requir	ement count					

\_\_\_\_\_Criterion 10: Innovation, creativity and technology usage in the community

	Best practice requirement count		
Sub-criterion 10.2: Providing better knowledge and	Minimum requirement count		
pting technology p-criterion 10.3: Developing better skills p-criterion 10.4: Ensuring creativity and new creations Totals for n	Advanced requirement count		
	Best practice requirement count		
Sub-criterion 10.3: Developing better skills	Minimum requirement count		
	Advanced requirement count		
	Best practice requirement count		
Sub-criterion 10.4: Ensuring creativity and new creations	Minimum requirement count		
	Advanced requirement count		
	Best practice requirement count		
Totals for m	ninimum requirements indicators		
Totals for	advanced requirements indicators		
Totals for be	est practice requirements indicators		

Recommendations for improving performance for Criterion 10: Innovation, creativity and technology usage in the community

Indicator	Action
Auditor's signature	
CBT Admin. Authority representative signature	Date

# **Summary assessment**

Criteria		Fully complies	Partly complies	Does not comply	Not applicable
Criterion 1: Community ownership and management	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Criterion 2: Contribution to social well-being and quality	Minimum requirement count				
of life	Advanced requirement count				
	Best practice requirement count				
Criterion 3: Contribution to conserve and promote	Minimum requirement count				
sustainable environment	Advanced requirement count				
	Best practice requirement count				

Audit assessment	Criterion 10: Innovation, creative	ity and technolog	y usage in the communit

## 148 | ASEAN COMMUNITY BASED TOURISM STANDARD

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

Auditor's signature	CBT representative signature
CBT Admin. Authority representative signature	Date

Audit assessment \_\_\_\_\_ Summary assessment

## Independent auditor's recommendation

From the available evidence, I declare that the assessment made of the 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  $\square$  is recommended (or  $\square$  is not recommended) for certification as meeting the **ASEAN Community Based Tourism Standard.** Signature of CBT assessor Signature of CBT Administration Authority assessor Date Office use only **CBT Administration Authority recommendation** Certify the CBT as meeting the ASEAN Community Based Tourism Standard **National Tourism Organisation approval** Certify the CBT as meeting the ASEAN Community Based Tourism Standard ☐ CBT register has been updated ☐ CBT certification notification and certificate has been forwarded to the CBT initiative ......Officer's name and signature





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

# **PART I**

# ASEAN COMMUNITY-BASED TOURISM STANDARD COMMUNITY WORKBOOK



# $2^{nd}$ EDITION OF ASEAN COMMUNITY BASED TOURISM STANDARD 2022

## **Contents**

Audit assessment

1.0 CBT concept, definition, and principles	154
1.1 The CBT Concept	154
1.1.1 CBT Definition	154
1.1.2 CBT Principles	
2.0 ASEAN CBT Community Workbook	155
2.1 Objectives and Uses of the Workbook	155
2.2 ASEAN CBT Community Workbook Scope	155
2.3 Workbook Definitions	155
2.4 Prerequisite Entry Requirement	156
3.0 CBT Performance Criteria Summary	157
4.0 CBT Registration, Endorsement and Certification Processes	159
CBT initiative registration process	160
CBT initiative endorsement process	161
ASEAN CBT certification process	162
5.0 Assessment of CBT Performance	163
Evidence based assessment	163
Level of compliance with indicators	163
Scoring of performance	
Reporting performance	163
CBT profile	168
Entry Requirements	
Purpose of this self-assessment	
Notes for completing this assessment	
CBT Performance Criteria and Indicators	
Criterion 1: Community ownership and management	170
Sub-criterion 1.1: Effective and transparent governance arrangements exist	
Sub-criterion 1.2: Legitimate establishment is recognised	
Sub-criterion 1.3: Effective and transparent management exists	
Sub-criterion 1.4: Effective partnerships exist	
Summary assessment for Criterion 1: Community ownership and management	
Actions to improve performance	

Criterion 2: Contribution to social well-being and quality of life	
Sub-criterion 2.1: Human dignity is maintained	
Sub-criterion 2.2: Benefits and costs are shared equitably	
Sub-criterion 2.3: Local supply chains ar eenhanced and links exist to regional economies Sub-criterion 2.4: Local identity and cultural integrity are maintained and valued cultural tradition	
enrichedenriched	
Summary assessment for Criterion 2: Contribution to social well-being and quality of life	
Actions to improve performance	175
Criterion 3: Contribution to conserve and promote sustainable environment	
Sub-criterion 3.1: Natural resources are conserved	
Sub-criterion 3.2: Environmentally sustainable practices are promoted  Summary assessment for Criterion 3: Contribution to conserve and improve the environment	
Actions to improve performance	
Criterion 4: Encouragement of interaction between the local community and guests	
Sub-criterion 4.1: Guest and local community interaction exists	
Sub-criterion 4.2: Sustainability of Community-Based Tourism productsproducts	
Summary assessment for Criterion 4: Activities encourage interaction between the local commu	unity and
guests	
Actions to improve performance	
Sub-criterion 5.1: Ensuring local guide quality and expertise	
Sub-criterion 5.1: Ensuring local guide quality and expertise	
Summary assessment for Criterion 5: Quality tour and guiding services	
Actions to improve performance	
Criterion 6: Quality food and beverage services	183
Sub-criterion 6.1: Ensuring food and beverage service provider quality	
Sub-criterion 6.2: Managing food and beverage service for quality	
Summary assessment for Criterion 6: Quality food and beverage services	185
Criterion 7: Quality accommodations	
Sub-criterion 7.1: Ensuring accommodation service provider quality	
Sub-criterion 7.1: Ensuring accommodations to ensure quality	
Summary assessment for Criterion 7: Quality accommodations	
Actions to improve performance	
Criterion 8: Performance of CBT Friendly Tour Operators (CBT FTO)	
Sub-criterion 8.1: Commitment to CBT ideals	
Sub-criterion 8.2: Contribution to community and nature protection	
Sub-criterion 8.4: Promoting joy of discovery, knowledge and respect	
Sub-criterion 8.5: Satisfying and safe experiences for tourists and the community	
Summary assessment for Criterion 8: Performance of CBT Friendly Tour Operators	193
Actions to improve performance	
9.0 Safety and hygiene in the community	
9.1 Ensuring safety and hygiene measures	
Summary assessment for Criterion 9: Safety and hygiene in the community	
Actions to improve performance	1936
10.0 Innovation, creativity and technology usage in the community	
10.1 Encouraging the implementation of initiatives	
10.2 Providing better knowledge and adoption of technology	
10.4 Ensuring creativity and new creations	
Summary assessment for Criterion 10: Innovation, creativity and technology usage in the comm	
Actions to improve performance	
Summary assessment	1949
Declaration	50
Appendix 1 ASEAN CBT Member's Code of Conduct	51
Appendix 2 ASEAN CBT Guide's Code of Conduct	53
Appendix 3 ASEAN CBT Food and Beverage Service Provider's Code of Conduct	55
Appendix 4 ASEAN CBT Accommodation Provider's Code of Conduct	
Appendix 5 ASEAN CBT Friendly Tour Operator's (FTO) Code of Conduct	
· · · /	



## 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

outcome.

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

2.3 Workbook Definit	ons
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

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

(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		Indica	ators	
		Minimum requirements	Advanced requirements	Best practice requirements	Total
1. Community ownership	1.9 Effective & transparent governance arrangements exist	5	2	0	7
and management	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 Sub-total	14	6	2	22
<ol><li>Contribution to social</li></ol>	2.9 Human dignity is maintained	2	1	1	4
well-being and quality of	2.10 Benefits and costs are shared equitably	1	1	1	3
life	2.11 Local supply chains are enhanced and links exist to regional economies	2	1	1	4
	Local identity and cultural integrity is maintained, and valued cultural traditions are enriched	4	2	2	8
	Sub-total	9	5	5	19
Contribution to	3.5 Natural resources are conserved	1	2	1	4
conserve & promote	3.6 Environmentally sustainable practices are promoted	4	1	3	8
sustainable environment	Sub-total	5	3	4	12
Encouragement of	4.5 Guest and local community interaction exists	2	3	4	9
interaction between the	4.6 Sustainability of Community-Based Tourism products	1	1	3	5
local community & guests	Sub-total	3	4	7	14
<ol><li>Quality tour and</li></ol>	5.5 Ensuring local guide quality and expertise	3	1	1	5
guiding services	5.6 Managing tours and activities to ensure quality	5	4	4	13
	Sub-total	8	5	5	18
<ol><li>Quality food and</li></ol>	6.5 Ensuring food and beverage service provider quality	3	2	1	6
beverage services	6.6 Managed food and beverage services to ensure quality	12	3	1	16
	Sub-total	15	5	2	22
7. Quality	7.5 Ensuring accommodation service provider quality	4	1	1	6
accommodations	7.6 Managing accommodations to ensure quality	16	10	1	27
	Sub-total	20	11	2	33
8. Performance of CBT	8.11 Commitment to CBT ideals	4	2	2	8
Friendly Tour Operators	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

### 158 | ASEAN COMMUNITY BASED TOURISM STANDARD

Criteria	Sub-criteria Sub-criteria	Indicators			
		Minimum requirements	Advanced requirements	Best practice requirements	Total
9. Safety and hygiene in	9.6 Implementing effective risk management mechanism	1	1	1	3
the community	Sub-total	2	2	2	6
10. Innovation, creativity	10.1 Encouraging the implementation of initiatives	2	0	0	2
and technology usage in	10.2 Providing better knowledge and adopting digital system	1	1	1	3
the community	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 incountry 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.

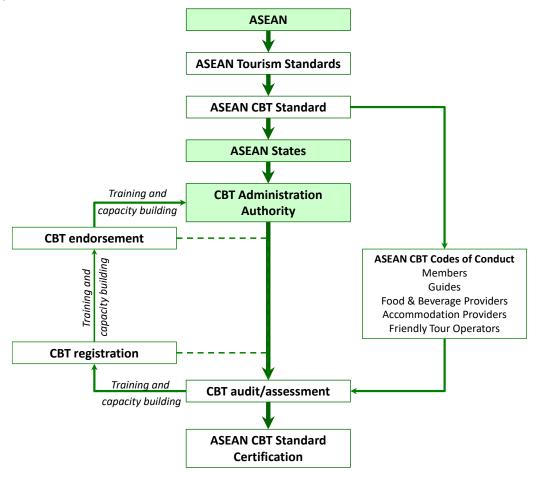


Figure 1 Summary of process towards Certification of a CBT initiative as meeting ASEAN CBT Standards

### **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.

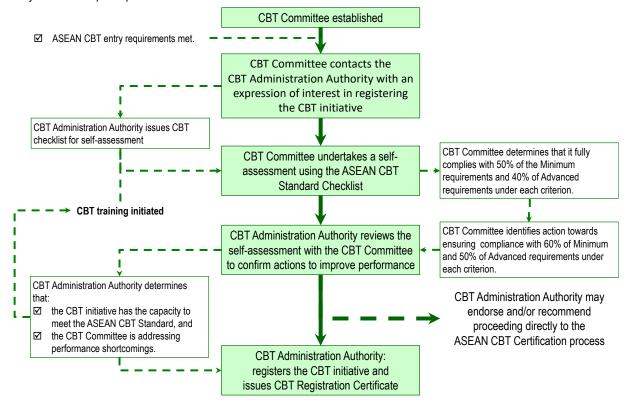


Figure 2 Process towards registration as a CBT initiative

### **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.

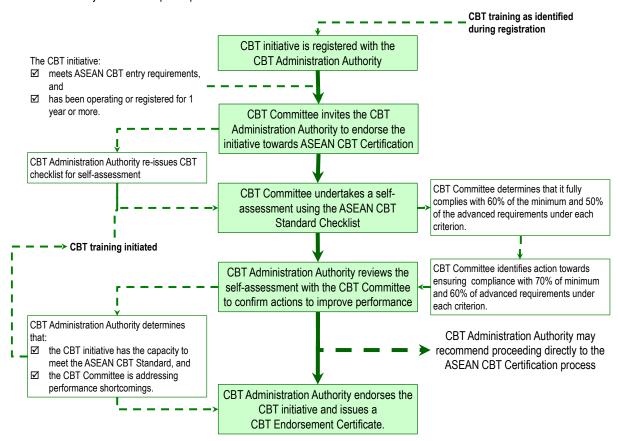


Figure 3 Process towards endorsement as a CBT initiative

### **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.

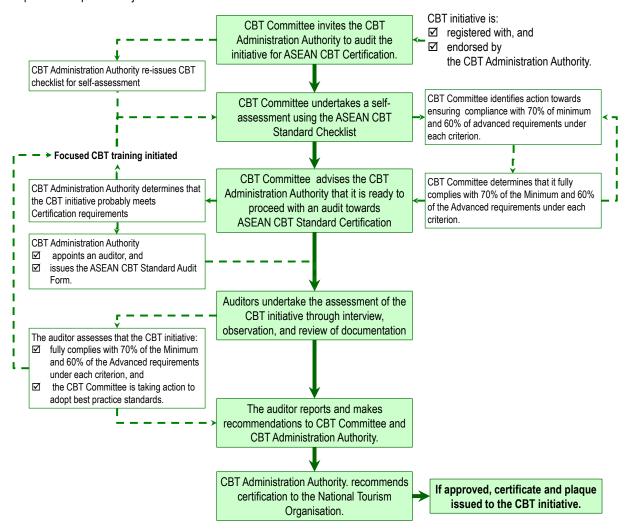


Figure 4 Process for certification under the ASEAN CBT Standard

### 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

Observations

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.

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.

veracity of the information provided should be supported by other forms of evidence.

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 assed 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).

Self-assessment	CBT performance criteria and indicators
eit-assessment	CBT performance criteria and indicators

Sub-criterion 1.3: Effective and transparent management exists

Criterion	Sub- criterion	Indicators	Fully complies	Partly complies	Does not comply	Not applicable
		Minimum requirements 1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.	Ø		0	0
	SU SI	1,3,2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1).	Ø			
ement	peratio	1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.		Ø		
nanag	1.3.4. The CBT initiative maximises use of goods and services provided be community.	1.3.4. The CBT initiative maximises use of goods and services provided by the community.	Ø			
p and	manage	1,3,5, A clear financial management system exists and is accessible to community members.	Ø			
Community ownership and management	and transparent management operations	Advanced requirements 1.3.6. An annual action plan is documented and is accessible to community members.	0			
unity	and tra	1.3.7. Long-term goals and objectives are documented and accessible to the community members.		Ø		
Comm	Effective	Best practice requirements  1.3.8. Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.			☑	
	8	Total minimum requirements	4	1		
		Total advanced requirer ents		2		
		Total best practice requirement			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).

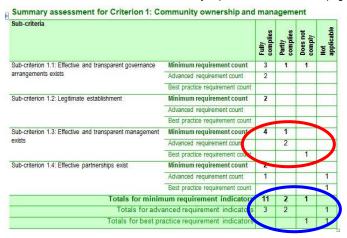


Figure 6 Example summary table for Criterion 1

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	Minimum requirement count	11	2		
management	Advanced requirement count	3	2		
	Best practice requirement count				1
Criterion 2: Contribution to social well-being	Minimum requirement count	7			
and quality of life	Advanced requirement count		3	1	1
	Best practice requirement count		1	3	
Criterion 3: Contribution to conserve and	Minimum requirement count	4	1		
promote sustainable environment	Advanced requirement count	2			1
	Best practice requirement count		3		
Criterion 4: Encouragement of interaction	Minimum requirement count	2	2		
between the local community and guests	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	Minimum requirement count	12	1	1	2
Tour Operators (CBT FTO)	Advanced requirement count	8		3	1
	Best practice requirement count	1	3	1	1
Criterion 9: Safety and hygiene in the	Minimum requirement count	2			
community	Advanced requirement count		1	1	
	Best practice requirement count	1	1		
Criterion 10: Innovation, creativity and	Minimum requirement count	3	2		
technology usage in the community	Advanced requirement count	1			
	Best practice requirement count	1			
Totals	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					
<b>Entry requirem</b>	ents				
_	exists that can repres	sent community interests out	side the community and	☐ Yes	□ No
CBT Committee members a	,	ecord		□ Yes	
The CBT initiative includes:					
<ul> <li>at least five CBT Meml CBT Committee;</li> </ul>	pers, other than comn	nittee members, who have be	een endorsed by the	☐ Yes	□ No
the CBT Committee;		s and two CBT Guides who h	·	☐ Yes	□ No
have been endorsed b	y the CBT Committee	•		☐ Yes	□ No
Providers who have be	een endorsed by the C		erage Service	☐ Yes	□ No
The CBT Committee has co	·	sment		☐ Yes	□ No
Purpose of this self-assess This self-assessment is for					
☐ registration with the CB		ority: or			
☐ endorsement by the CE		-			
-		CBT Standard certification.			
CBT assessor					
Name of CBT assessor					
Organisation and address	<u>.</u>				

Contact numbers	Landline	Mobile	Fax
Email address			
Date of assessment			
CBT Administration A	authority assessor or r	eviewer (as required)	
Name of CBT Admin. Authority assessor			
Organisation and addre	ess		
Contact numbers	Landline	Mobile	Fax
Email address			
Date of assessment			
Notes for completing t	his assessment		
Evidence requiremen	ts		
Registration and endorsement	or attached to this self- chairperson (and the C	evaluation. The signature of the C BT Administration Authority repres	e are needed to be indicated, included CBT assessor and the CBT Committee sentative, if involved in the assessment) confirm that the evaluation is an honest
Certification preparation	or attached to this self- chairperson (and the C is sufficient verification assessment. However, evidence will	evaluation. The signature of the CBT Administration Authority repres of performance. The signatures of the needed as part of the audit of	e are needed to be indicated, included CBT assessor and the CBT Committee sentative, if involved in the assessment) confirm that the evaluation is an honest performance towards ASEAN CBT
	Standard certification. Independent Auditor re	The CBT Committee should committee.	nence gathering evidence for

# **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	<b>(</b> 0	(0		<u>e</u>
	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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.				
Advanced requirements 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.				
Total minimum requirements				
Totals advanced requirements				
Sub-criterion 1.2: Legitimate establishment is recognised				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
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.				
Total minimum requirements				

Sub-criterion 1.3: Effective and transparent management exists				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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.				
Advanced requirements  1.3.6 An annual action plan is documented and is accessible to community members.				
1.3.7 Long-term goals and objectives are documented and accessible to the community members.				
Best practice requirements 1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
Sub-criterion 1.4: Effective partnerships exist				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
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.				
Advanced requirements 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.				
Best practice requirements				

Total minimum requirements

Total advanced requirements

Total best practice requirements

1.4.5 Cooperation exists with neighbouring communities.

### 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	Minimum requirement count				
arrangements exists	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 1.2: Legitimate establishment	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 1.3: Effective and transparent management	Minimum requirement count				
exists	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 1.4: Effective partnerships exist	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Totals for	minimum requirement indicators				
Totals fo	or advanced requirement indicators				
Totals for b	pest practice requirement indicators				

# Actions to improve performance Indicator Action

# 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
Minimum requirements				
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.				
Advanced requirements				
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).				
Best practice requirements				
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).				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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

Indicators		y olies	not	Not applicable
	Fully complies	Partly complies	Does no comply	Not appli
Minimum requirements				
2.2.1 Clear and agreed benefit sharing arrangements exist.				
Advanced requirements				
2.2.2 A community development fund exists that is used for initiatives benefiting the whole community.				
Best practice requirements				
2.2.3 A process exists for equal opportunities in income generating activities.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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

Indicators				
muicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
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.				
Advanced requirements				
2.3.3 Local community products are used in preference to imports (e.g., locally produced vs mass-produced souvenirs).				
Best practice requirements				
2.3.4 Strong cooperation with other CBTs and regional private and government organisations exists to increase regional tourism.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
Sub-criterion 2.4: Local identity and cultural integrity are maintained, and valued cultura	l traditio	nns are	enriche	-q

Sub-criterion 2.4: Local identity and cultural integrity are maintained, and valued cultural t	rauitioi	is are e	miched	
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
2.4.1 Local identity is well maintained and awareness is created among the community and visiting tourists.				
2.4.2 Cultural assets of significance to 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.				
Advanced requirements				
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.				
Best practice requirements				
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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

### Summary assessment for Criterion 2: Contribution to social well-being

Sub-criteria		Fully complies	Partly complies	Does not comply	Not annlicable
Sub-criterion 2.1: Human dignity is maintained	Minimum requirement count				_ `
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 2.2: Benefits and costs are shared equitably	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 2.3: Local supply chains are enhanced and	Minimum requirement count				
links to regional economies	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 2.4: Local identity and cultural integrity are	Minimum requirement count				
maintained, and valued cultural traditions are enriched	Advanced requirement count				
	Best practice requirement count				
Totals for m					
Totals for advanced requirements indicators					
Totals for be	st practice requirements indicators				

Indicator	Action

# 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	lies	lies	not ly	able
	Fully complies	Partly complies	Does no comply	Not applicable
Minimum requirements				
3.1.1 Natural resources and environmentally sensitive sites and their community significance are identified, planned, documented and endorsed by relevant communities.				
Advanced requirements				
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.				
Best practice requirements				
3.1.4 Local rules and regulations exist to ensure the protection and presentation of nature.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
Sub-criterion 3.2: Environmentally sustainable practices are promoted				

Minimum requirements       3.2.1 A fund is available to support community-based environmental improvement action.       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.       0       0       0       0         3.2.4 Practices ensure that all rules, regulations and laws relevant to environmental protection are followed.       0       0       0       0       0         Advanced requirements       3.2.5 Solid waste generation is actively discouraged (e.g., through encouraging refilling of water bottles with treated water).       0             0       0       0       0       0       0       0 <t< th=""><th>Sub-criterion 3.2: Environmentally sustainable practices are promoted</th><th></th><th></th><th></th><th></th></t<>	Sub-criterion 3.2: Environmentally sustainable practices are promoted				
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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.  Advanced requirements  3.2.5 Solid waste generation is actively discouraged (e.g., through encouraging refilling of water bottles with treated water).  Best practice requirements  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 within the community.  Total minimum requirements  Total advanced requirements	Minimum requirements				
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3.2.8 Plastic free concept is actively encouraged within the community.  Total minimum requirements  Total advanced requirements					
Total minimum requirements  Total advanced requirements	3.2.7 Low carbon energy sources are used within the CBT area.				
Total advanced requirements	3.2.8 Plastic free concept is actively encouraged within the community.				
	Total minimum requirements				
Total best practice requirements	Total advanced requirements				
	Total best practice requirements				

Sub-criteria					
		Fully complies	Partly complies	Does not comply	Not
Sub-criterion 3.1: Natural resources are conserved	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 3.2: Environmentally sustainable practice	s Minimum requirement count				
are promoted	Advanced requirement count				
	Best practice requirement count				
Totals f	or minimum requirements indicators				
Total	s for advanced requirements indicators				
Totals fo	or best practice requirements indicators				
ndicator Action					

## 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
Minimum requirements				
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.				
Advanced requirements				
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.				
Best practice requirements				
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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
Sub-criterion 4.2: Sustainability of community-based tourism products				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
4.2.1 Transparent and fair pricing exists for visitors with adequate returns on community investments.				
Advanced requirements				
4.2.2 Positive returns on investment exist in terms of social, cultural, environmental and economic outcomes.				
Best practice requirements				
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.				Ш
Total minimum requirements				
Total advanced requirements				

Total best practice requirements

## Summary assessment for Criterion 4: Activities encourage interaction between the local community and guests

Sub-criteria		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 4.1: Guest and local community	Minimum requirement count				
interaction exists	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 4.2: Sustainability of community-based	Minimum requirement count				
tourism products	Advanced requirement count				
	Best practice requirement count				
Totals fo	or minimum requirements indicators				
Totals for advanced requirements indicators					
Totals for best practice requirements indicators					

		Totals for bed	or practice re	equirements	i i i dicator s		
Actions to improve performan	ce						
Indicator	ı	Action				 	

### 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				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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).				
Advanced requirements 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.				
Best practice requirements 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 nonverbal 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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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

Minimum requirements  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 tour itinerary, level of difficulty, possible hazards, safety precautions and regulations or rules that apply to their conduct on the tour.  Advanced requirements  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.  Advanced requirements  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.  Best practice requirements  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 lourists to contribute to local activities alongside host community members.  5.2.13 Tours provide an appropriate and specialised service ridentified tourist markets and attract identified tourist markets through cost-effective means.	Indicators				
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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.  Best practice requirements  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.  Total minimum requirements  Total advanced requirements	Advanced requirements 5.2.6 Tours operate on a cost recovery basis and yield a profit to the CBT initiative.				
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.  Best practice requirements  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.  Total minimum requirements  Total advanced requirements	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.				
relevant and thematic.  Best practice requirements  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.  Total minimum requirements  Total advanced requirements	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.				
5.2.10 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.  Total minimum requirements  Total advanced requirements	5.2.9 Tours/activities are designed to be enjoyable, educational, participatory, organised, relevant and thematic.				
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.  Total minimum requirements  Total advanced requirements	Best practice requirements				
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.  Total minimum requirements  Total advanced requirements	5.2.10 The local (interpretative) guide to visitor ratio is not greater than 1:5-10.				
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.  Total minimum requirements  Total advanced requirements	5.2.11 Where relevant, tours/activities have clearly defined and documented agreements with inbound tour operators.				
attract identified tourist markets through cost-effective means.  Total minimum requirements  Total advanced requirements	5.2.12 Tours/activities actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.				
Total advanced requirements	5.2.13 Tours provide an appropriate and specialised service for identified tourist markets and attract identified tourist markets through cost-effective means.				
·	Total minimum requirements				
Total best practice requirements	Total advanced requirements				
Total book practice to a final control to a final c	Total best practice requirements				

### Summary assessment for Criterion 5: Quality tour and guiding service

Sub-criteria					a
		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 5.1: Ensuring local guide quality and	Minimum requirement count				
expertise	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 5.2: Managing tours and activities to ensure	Minimum requirement count				
puality	Advanced requirement count				
	Best practice requirement count				
Totals for m	inimum requirements indicators				
Totals for	advanced requirements indicators				
Totals for be	st practice requirements indicators				
Actions to improve performance					
Indicator Action					

	l otals for best practice requirements indicators	
Actions to improve performance		
Indicator	Action	

## 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
Minimum requirements 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).				
Advanced requirements 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.				
<ul> <li>Best practice requirements</li> <li>6.1.6 Food and beverage providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of:</li> <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 nonverbal 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>				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
, otal book processor requirements				

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

Indicators				
	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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 (if appropriate).				
6.2.3 Meals are provides 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.				
Advanced requirements 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.				
<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).				
Total minimum requirements	;			
Total advanced requirements	3			
Total best practice requirements	3			

Sub-criteria			Fully complies	Partly complies	Does not comply	Not
Sub-criterion 6.1: Ensuring food an	d beverage service	Minimum requirement count				
provider quality and expertise		Advanced requirement count				
		Best practice requirement count				
Sub-criterion 6.2: Managing food a	nd beverage	Minimum requirement count				
services for quality		Advanced requirement count				
	Best practice requirement count					
	Totals for minimum requirements indicators					
	Totals	for advanced requirements indicators				
	Totals for	best practice requirements indicators				
Actions to improve performance						
Indicator	Action					

indicator	Action

### **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
Minimum requirements 7.1.1 Accommodation providers are community members of approved by the CBT committee.				
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.				
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.				
Advanced requirements				
7.1.5 Accommodation providers are certified under any relevant standard produced for the purposes of improving accommodation services (e.g. ASEAN Homestay Standard).				
<ul> <li>Best practice requirements</li> <li>7.1.6 Accommodation providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of:</li> <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 nonverbal 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>				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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

Indicators				
	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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.				
Advanced requirements				
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.				
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 is available for visitor use and orientation.				

### 188 | ASEAN COMMUNITY BASED TOURISM STANDARD

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.				
7.2.26 All CBT accommodation and visitor use areas have documented fire and emergency procedures, displayed in prominent positions.				
Best practice requirements				
7.2.27 The family and cross-culture experience is emphasised.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

### **Summary assessment for Criterion 7: Quality accommodations**

Sub-criteria					
Sup-Citteria		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 7.1: Ensuring accommodation service	Minimum requirement count				
provider quality and expertise	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 7.2: Managing accommodations for qual					
	Advanced requirement count				
	Best practice requirement count				
Totals f	or minimum requirements indicators				
Tota	Is for advanced requirements indicators				
Totals fo	or best practice requirements indicators				
Actions to improve performance					
Indicator Action					
Action					

### **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
Minimum requirements				
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.				
Advanced requirements				
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.				
8.1.6 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.				
Best practice requirements				
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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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

Indicators				
	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements 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.				
Advanced requirements				
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.				
Best practice requirements				
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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				
Sub-criterion 8.3: Supporting the local economy				
Indicators	60			<u>e</u>
	Fully complies	Partly complies	Does not	Not applicable
Minimum requirements				
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).				
8.3.2 FTOs have an agreement or contract with the community on CBT products, prices and procedures.				
Advanced requirements				
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.				
Best practice requirements				
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.).				
Total minimum requirements				
Total advanced requirements				
Total hest practice requirements				

Sub-criterion 8.4: Promoting joy of discovery, knowledge and respect				
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
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.				
Advanced requirements				
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.				
Total minimum requirements				
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

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements	표임	<u> </u>	ت ت	ğ ğ
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 staff, assisted by CBT guides.				
Advanced requirements				
8.5.3 FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas and activities.				
8.5.4 FTO staff are trained in first aid, including CPR.				
Best practice requirements				
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.				
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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

Sub-criteria					
Sub-criteria		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 8.1: Commitment to CBT ideals.	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 8.2: Contributing to community and nature	Minimum requirement count				
protection.	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 8.3: Supporting the local economy.	Minimum requirement count				
5	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 8.4: Promoting joy of discovery, knowledge	Minimum requirement count				
and respect.	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 8.5: Satisfying and safe experience for	Minimum requirement count				
tourists and the community.	Advanced requirement count				
	Best practice requirement count				
Totals for m	ninimum requirements indicators				
Totals for	advanced requirements indicators				
Totals for be	est practice requirements indicators				

### Actions to improve performance

Indicator	Action

### 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 measure	es							
Indicators		Fully complies	Partly complies	Does not	comply	Not applicable		
Minimum requirements  9.1.1 Establish a team to promote and monitor the implementation bygiene measures.	entation of safety and	_	_	_	1			
Advanced requirements 9.1.2 Identify the target group for promoting and evaluating the and hygiene measures and monitoring the implementation.	ne promotion of safety				]			
Best practice requirements 9.1.3 Prepare leaflets and announcements regarding the minstitutions.	neasures of competent				]			
	nimum requirements							
	dvanced requirements						] s	ub-
Total best	practice requirements							riterion
9.2: Implementing effective risk management mechanis	m							
Indicators						<u>o</u>		
		Fully complies	Partly complies	Does not	comply	Not applicable	-	
Minimum requirements 9.2.1 Establish a team to delivery timely and effective responses.	onse to emergency				]			
Advanced requirements 9.2.2 A risk management mechanism for the community exists.					]			
Best practice requirements 9.2.3 Duties and roles of the members of risk management defined.	group are clearly			С	1			
	nimum requirements							
	dvanced requirements							
	practice requirements							
Summary assessment for Criterion 9: Safety and hygier	ne in the community							
Sub-criteria								a a
				rumy complies	Partly	complies	Does not comply	Not applicable
Sub-criterion 9.1: Ensuring safety and hygiene measures	Minimum requireme	ent cour	nt					
	Advanced requirement	nt count						
	Best practice require							
Sub-criterion 9.2: Implementing effective risk	Minimum requireme							
management mechanism	Advanced requirement							
	Best practice require							
Totals for m	inimum requirements							
	advanced requirement							
	est practice requirement							
Totals for be	si practice requirement	is indica	1015					
Actions to improve performance								
Indicator Action								
Criterion 8: Performance of CBT Friendly Tour Operators	CBT performa	ance crite	ria & indi	cators				


### 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 applicabl
Minimum requirements 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.				
Total minimum requirements				
Total advanced requirements				

Summary assessment	CBT performance criteria & indicators
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tub aritarian 40.2). Draviding batter knowledge and adapting to absolve				
Sub-criterion 10.2: Providing better knowledge and adopting technology ndicators	Fully complies	Partly complies	Does not comply	Not applicabl
Minimum requirements 10.2.1 Provide training on digital system usage and technology to community members.				
Advanced requirements 10.2.2 Encourage usage and update of technology in the community operation management.				
Best practice requirements  10.2.3 Evaluate and monitor technology usage in the community in order to improve digital operation management.				
Total minimum requirements				
Total advanced requirements  Total best practice requirements				
Developing better skills Indicators	Fully complies	Partly complies	Does not comply	Not applicabl
Minimum requirements  10.3.1 Provide upskilling and reskilling trainings (e.g. innovation and entrepreneurship skills and new technology).				
10.3.2 Promote and encourage community members to take vocational training and further education.				
Total minimum requirements				
Total advanced requirements  Total best practice requirements				
10.4: Ensuring creativity and new creations				
Indicators	Fully complies	Partly complies	Does not comply	Not applicabl
Minimum requirements 10.4.1 Plans to encourage initiatives and new creations exist in the community.				
	П			
10.4.2 Organise competitions and awards for creativity and new ideas in the community.				
10.4.2 Organise competitions and awards for creativity and new ideas in the community.  Total minimum requirements				
10.4.2 Organise competitions and awards for creativity and new ideas in the community.				

Total best practice requirements

Sub-criteria					
oub-orteria		Fully complies	Partly complies	Does not comply	Not applicable
Sub-criterion 10.1: Encouraging the implementation of	Minimum requirement count				
initiatives	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 10.2: Providing better knowledge and	Minimum requirement count				
adopting technology	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 10.3: Developing better skills	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Sub-criterion 10.4: Ensuring creativity and new ideas	Minimum requirement count				
- ,	Advanced requirement count				
	Best practice requirement count				
	Advanced requirement count				
	Best practice requirement count				
Totals for r	minimum requirements indicators				
	or advanced requirements indicators				
	est practice requirements indicators				
		Fully complies	Partly complies	Does not comply	Not applicable
Summary assessment Criteria Criterion 1: Community ownership and management	Minimum requirement count	Fully complies	Partly complies	Does not comply	Not
Criteria Criteria	Minimum requirement count  Advanced requirement count	Fully complies	Partly complies	Does not comply	Not
Criteria	•	Fully complies	Partly complies	Does not comply	applicable
Criteria	Advanced requirement count	Fully complies	Partly complies	Does not comply	Not

Summary assessment \_\_\_\_ \_CBT performance criteria & indicators

	Best practice requirement count		
Criterion 3: Contribution to conserve and promote	Minimum requirement count		
sustainable environment	Advanced requirement count		
	Best practice requirement count		
Criterion 4: Encouragement of interaction between the	Minimum requirement count		
local community and guests	Advanced requirement count		
	Best practice requirement count		
Criterion 5: Quality tour and guiding services	Minimum requirement count		
	Advanced requirement count		
	Best practice requirement count		
Criterion 6: Quality food and beverage services	Minimum requirement count		
	Advanced requirement count		
	Best practice requirement count		
Criterion 7: Quality accommodations	Minimum requirement count		
	Advanced requirement count		
	Best practice requirement count		
Criterion 8: Performance of CBT Friendly Tour	Minimum requirement count		
Operators (CBT FTO)	Advanced requirement count		
	Best practice requirement count		
Criterion 9: Safety and hygiene in the community	Minimum requirement count		
	Advanced requirement count		
	Best practice requirement count		
Criterion 10: Innovation, creativity and technology	Minimum requirement count		
usage in the community	Advanced requirement count		
	Best practice requirement count		
Totals	Minimum requirement count		
	Advanced requirement count		
	Best practice requirement count		

### **Declaration**

From the available evidence, I declare that the assessment made of the 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 **National Tourism Organisation approval** ☐ Endorse the CBT initiative Register the CBT initiative Proceed with appointing an Independent Auditor towards certifying that the CBT initiative meets the ASEAN CBT CBT registration or endorsement notification and certificate has been forwarded to the CBT initiative ..Date .......Officer's name and signature



## Appendix 1 ASEAN CBT Member's Code of Conduct

	endorsed CBT Member for the (CBT name)	
	raddress), (ID Number), commit to this ASEAN Member's Code of Conduct to e	ensure the
	y of services offered by the CBT initiative.	
<u> </u>	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 involved.	h I am (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 first aid and safety.	
	I will actively seek to increase my knowledge of the local environment and culture: including history, cultu geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles.	ral traditions, (Mandatory)
	I will ensure current and relevant environmental and cultural information, especially local identity is includ required during my interactions with visitors.	ed where (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 men	nbers. (Mandatory)
	I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I will support principle equity and social inclusion.	s of gender (Mandatory)
	I will respect the right of all other CBT members to share equally in opportunities for their involvement in i generating activities.	ncome (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 en	nvironments. (Mandatory)
	I will ensure visitors observe CBT Standards at all times when interacting with the culture, natural environ people of the community in the interests of avoiding or minimising negative impacts.	ment and (Mandatory)
	I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local acti alongside host community members.	vities (Mandatory)
	I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, reuse, principles.	recycle (Mandatory)
	I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection or cocconduct are followed.	les of (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 (Mandatory)	accidents.
	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 wire associated.	th which I am (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 active when and if culturally appropriate).	ity (except (Mandatory)
	I will actively seek feedback on visitor experience satisfaction and the activity with which I am involved.	(Mandatory)



### ASEAN COMMUNITY BASED TOURISM STANDARD | 201

I will demonstrate commitment to this ASEAN CBT Member's Code of Conduct and be able to expl rationale for each of its requirements.				
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			



Guide's code of conduct

# Appendix 2 ASEAN CBT Guide's Code of Conduct

		a) , (ID Number) , CBT Initiative,	AN Guide's
		Conduct to ensure the quality of guiding services offered by the CBT initiative.	
	Ιw	ill 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 int guiding;	erpretive (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 traclocal identity by providing cultural and natural environment awareness raising and education activities and the host community;	
	•	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 the quality of guiding services.	of improving (Mandatory)
	Му	commitment to ensuring the quality of tours and visitor activities	
	Vis	itor briefing	
	l wi	ill inform visitors of the tour/activity itinerary, level of difficulty and possible hazards and safety precaut	ons. (Mandatory)
	l wi	ill inform visitors of regulations or rules that apply to their conduct on the tour.	Mandatory)
	l wi	ill inform visitors of opportunities to participate in the satisfaction feedback process.	
	To	ur/activity content	
		ill ensure tours/activities with which I am associated are designed to be enjoyable, educational, participanised, relevant and thematic.	oatory,
		ill ensure tours/activities with which I am associated respect and contribute to the promotion and eservation/conservation of local culture and natural environment.	
		minimise negative impacts, I will make necessary efforts to ensure that visitors, at all times, observe Coroved guidelines for interacting with the culture, natural environment and people of the community.	BT (Mandatory)
		ill ensure tours/activities with which I am associated include relevant cultural information in the interprend nmunity and its surroundings.	tation of the
		ill ensure tours/activities with which I am associated provide cultural and natural environment awarene d education for visitors and the host community.	ss raising
		ill ensure tours/activities with which I am associated actively facilitate cross-cultural understanding and portunities for tourists to contribute to local activities alongside host community members.	
		ill ensure tours/activities with which I am associated demonstrate practical waste management includir plication of avoid, reduce, reuse, recycle principles.	ng the
	To	ur/activity conclusion	
	l wi	ill invite visitors to participate in the satisfaction feedback process.	
	l wi	ill encourage visitors to participate in other CBT tours/activities.	(Mandatory)
		ill conclude the tour/activity with an expression of my pride in representing the community and a wish five a pleasant stay within the community and for the rest of their visit/holiday.	or visitors to (Mandatory)
		ill demonstrate commitment to this ASEAN CBT Guide's Code of Conduct and be able to explain ionale for each of its requirements.	n the (Mandatory)
Guide's	name		
CBT rep	resent	tative 1 name CBT representative 1 signature	



### ASEAN COMMUNITY BASED TOURISM STANDARD | 203

CBT representative 2 name	CBT representative 2 signature
Date	Expiry date



# Appendix 3 ASEAN CBT Food and Beverage Service Provider's Code of Conduct

		sed CBT Food and Beverage Service Provider for the  CBT initiative, I, (Your name) ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
CBT na ID Nun	ime) iber)	, commit to this ASEAN Food and Beverage Service Provider's Code	of Conduct to
		uality of food and beverage services offered by the CBT initiative.	
	I will o	conform to the CBT Member's Code of Conduct by:	
		ommitting to on-going learning and improving my communication skills, particularly in the area of quand beverage service;	ality food (Mandatory)
	• ac	lopting ethical and visitor friendly practices, and taking pride in representing my community;	(Mandatory)
		ontributing to the protection and presentation of my community's natural and cultural assets and trac oviding and demonstrating traditional cooking practices;	ditions by (Mandatory)
	<ul> <li>fo</li> </ul>	llowing all CBT approved policies and codes of conduct regarding safety and security of visitors;	(Mandatory)
		oviding a quality service and conforming to any standards developed by ASEAN for the purposes o e quality of food and beverage services.	f improving (Mandatory)
	Му со	mmitment to providing quality food and beverage services	
	Provis	sion of meals	
	l will p	rovide meals to CBT visitors at agreed times identified in consultation with the CBT Committee.	(Mandatory)
	I will a	dvise visitors in advance of the price of meals.	(Mandatory)
	I will a	ccommodate visitor dietary preferences.	
	l will p	rovide sufficient food for visitor needs, including between-meal snacks.	(Mandatory)
		nake maximum use of organically grown food, and local ingredients, including fresh meat and veget sh meats prohibited by law.	ables, but (Mandatory)
	l will m	nake maximum use of natural bio-degradable products when serving and packaging food (e.g. bana	ına leaves).
	l will e	nsure the menu varies daily to promote local custom and traditional cuisine and provide variety for	visitors. (Mandatory)
	l will e	mphasise local custom and traditional cuisine by providing at least one traditional meal at each dini	ng period. (Mandatory)
	l will p	rovide dessert and/or fruit as part of each meal.	(Mandatory)
	Mainta	aining hygiene standards	
	l will e	nsure animals are kept away from food storage, cooking and dining areas.	(Mandatory)
	l will e cleanir	nsure treated or boiled water is available for use in food preparation (e.g. washing raw salad vegetang.	ables) and (Mandatory)
	l will e	nsure clean water and soap are available in food preparation areas.	(Mandatory)
	l will re	egularly wash my hands with soap before handling food and during cooking.	(Mandatory)
		nsure cooking areas are maintained in a clean state (e.g. cleaned after each food preparation activi	(Mandatory)
		nsure food preparation and dining materials (e.g. utensils) are cleaned thoroughly before use.	(Mandatory)
		nsure food storage facilities are cleaned on a daily basis and kept in a good order.	(Mandatory)
	l will e	nsure all foodstuffs used on the premises are stored in hygienic containers.	(Mandatory)
	l will e	nsure pests and vermin are controlled in all food preparation and storage areas.	(Mandatory)
	Fyner	ience exchange	
	-	nsure opportunities exist for tourists to participate in my cooking activities and learn traditional cook	ing
		ncourage visitors to share recipes and cooking techniques with me.	
	l will c	demonstrate commitment to this ASEAN CBT Food Service Provider's Code of Conduct and in the rationale for each of its requirements.	<b>be able to</b> (Mandatory)



#### \_\_\_\_ ASEAN COMMUNITY BASED TOURISM STANDARD | 205

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



Accommodation provider's code of conduct

## Appendix 4 ASEAN CBT Accommodation Provider's Code of Conduct

endorsed CBT Accommodation Provider for the (CBT name)	
, (ID Number), commit to this ASEAN Accommodation of Conduct to ensure the quality of accommodation services offered by the CBT initiative.	Provider s
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
·	(Mandatory
<ul> <li>contributing to the protection and presentation of my community's natural and cultural assets and trad providing and demonstrating community lifestyle experiences to visitors through the provision of accor</li> </ul>	itions by
• following all CBT approved policies and codes of conduct regarding safety and security of visitors;	(Mandatory)
<ul> <li>providing a quality service and conforming to any standards developed by ASEAN for the purposes of the quality of guiding services.</li> </ul>	improving (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 accommodation.	o my (Mandatory
I will provide opportunities for guests to have an enjoyable cross-culture experience and an insight to comfamily life.	munity and (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 e emergencies or accidents.	vent of (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	
	(Mandatory
	(Mandatory
	(Mandatory
•	(Mandatory
	(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 cup, toilet paper and a sanitary bin.	, soap, a (Mandatory
I will thoroughly clean and service the bathroom/toilet daily.	(Mandatory
Safety and hygiene	
	(Mandatory
I will provide and be able to use a first aid kit for guest use and check it weekly for completeness or replen use.	ished on
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 at to explain the rationale for each of its requirements.	nd be able (Mandatory



### ASEAN COMMUNITY BASED TOURISM STANDARD | 207

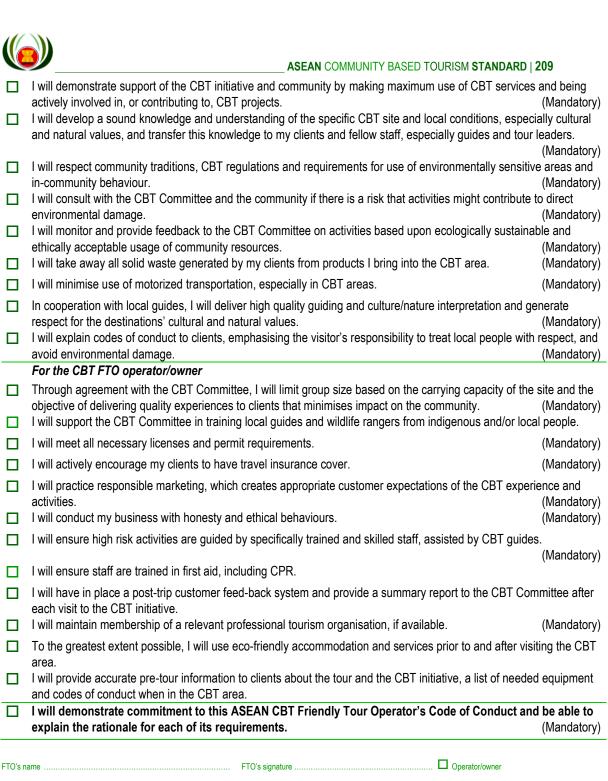
CBT representative 1 name	CBT representative 1 signature
CBT representative 2 name	CBT representative 2 signature
Date	Expiry date



\_ CBT Friendly tour operator's code of conduct

# Appendix 5 ASEAN CBT Friendly Tour Operator's (FTO) Code of Conduct

	n endorsed CBT Friendly Tour Operator for the (CBT name)	
I, (You	ır name), of,	
(Tour or	commit to this ASEAN Friendly Tour Operator's Couct to ensure the quality of services offered within the CBT initiative and to protect the values of the CBT c	de of ommunity
		ommunity.
	My commitment to on-going learning and effective communication	h I am
	I will actively seek to increase my knowledge of and expertise in all areas of CBT visitor service with whic involved.	(Mandatory)
	I will actively seek to increase my knowledge of: (1) sustainable tourism, (2) group management technique customer care/service, (4) communication techniques (including cross-cultural awareness/communication and non-verbal communication), (5) first aid and safety, and (6) cultural and environmental issues.	
	I will actively seek to increase my knowledge of the local environment and culture: including history, culturgeography, flora and fauna and cultural/heritage sites, and sustainable tourism principles.	ral traditions, (Mandatory)
	I will ensure current and relevant environmental and cultural information is included where required during interactions with visitors.	g my (Mandatory)
	I will actively seek to improve my verbal and non-verbal communication skills to improve the quality of visit experiences.	tor (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 principle equity and social inclusion.	s of gender (Mandatory)
	I will respect the right of CBT members to share in opportunities for their involvement in tourism related in generating activities.	come (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 er	nvironments. (Mandatory)
	I will ensure my clients observe CBT standards for interacting with the culture, natural environment and percommunity in the interests of avoiding or minimising negative impacts.	eople of the (Mandatory)
	I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local actival alongside host community members.	vities (Mandatory)
	I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, reuse, principles.	recycle (Mandatory)
	I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection or code conduct are followed.	es of (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 flares or other means of attracting attention), in the event of emergencies or accidents.	phones, (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 w associated.	hich I am (Mandatory)
	I will never be under the influence of alcohol or drugs or any other intoxicating substances prior to and/or visit to the CBT initiative.	during my (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)



FTO's name	FTO's signature D Operator/owner
CBT representative 1 name	CBT representative 1 signature
CBT representative 2 name	CBT representative 2 signature
Date	Expiry date





