



ASEAN HOMESTAY STANDARD

## **Introduction of ASEAN Homestay Standard**

All over the ASEAN region, the homestay program is a form of alternative tourism in which tourists are given the opportunity to experience the way of life with local community. The experiential nature of this form of tourism is becoming increasingly popular with foreign tourists.

In contrast to mass tourism, the homestay program should preferably be low scale, low density, flexible and spontaneous. More importantly it should be owned and operated by the local communities so that the economic benefits go directly to them. The homestay program can enhance local quality of life through generation of income, support local culture, arts and crafts business, encourages restoration of local and historic sites, and foster nature conservation efforts through community education.

Therefore the establishment of ASEAN Homestay Standard is necessary, providing an opportunity to standardize a base level understanding of what a homestay is and to establish a minimum standard across all ASEAN member states. The standard also facilitates a coordinated approach, encouraging partnership with the relevant stakeholders, creating a positive environment while revitalizing the rural economy as well as poverty reduction.

ASEAN Homestay Standard focuses on the homestay, where guests will stay with the host's family and experience the everyday way of life of the family and community in both a direct and indirect manner. The standard focuses on the following essential criteria such as host, accommodation, activities, authenticity, management, location, safety and security, marketing and sustainability principles. Further information on this standard may refer to ASEAN Secretariat.