



ASEAN HOMESTAY STANDARD – AUDIT CHECKLIST

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1. Foreword

The objective of this ASEAN Homestay Checklist is to measure the performance and achievement of homestays in the ASEAN region in adhering to the quality requirements specified in the ASEAN Homestay Standard. This checklist was developed as a practical tool for homestay organisations, homestay providers, and assessors to evaluate the performance of a homestay in determining its qualification as an ASEAN Standard Homestay. This checklist can also be used by homestay organisations and homestay providers as a self-administered test to identify gaps in their current offerings and take the necessary actions and changes to improve the quality of their homestay.

The criteria, sub criteria and requirements contained within this checklist is based on the approved ASEAN Homestay Standard. The Standard will be adopted by all ASEAN member states as recommended in the ASEAN Tourism Strategic Plan (ATSP): 2011 – 2015 to create quality visitor experience by showcasing their rural resources in a presentable, safe and attractive manner.

2. Introduction

Having formulated an ASEAN Homestay Standard, the development of an ASEAN Homestay Checklist is the necessary step to ensure its successful implementation. A comprehensive checklist shall ensure that the assessment will be carried out in a systematic and consistent manner as to evaluate whether a particular homestay deserves to be accorded the status of an ASEAN standard homestay. Towards this end the checklist shall equip the assessor(s) with the tool to make a scientific and objective judgement in his/her assessment.

In addition to the above, the checklist could also be used to rank the homestays in terms of quality. Homestays that perform well in the assessment shall be awarded the ASEAN Standard Homestay. The assessment could be subsequently used to identify gaps in homestays that have yet to qualify, which will help the key stakeholders in addressing the current shortcomings.

3. Scope

Focus on the development of the method and indicators to be used in the assessment process by refining the guidelines formulated in the ASEAN Homestay Standard (9 criteria and 27 sub criteria).The criteria are: host, accommodation, activities, management, location, hygiene & cleanliness, safety & security, marketing and sustainability principles.

4. Terms and Definitions

The terms and definitions applied in the ASEAN Homestay Checklist are as follows:

4.1 Checklist

A list of items required or points to be considered that is used as a reminder during the assessment.

4.2 Criteria

A set of quality areas/ requirements on which is evaluation and decisions can be based.

4.3 Homestay Provider

Local family that offers their house as a homestay.

4.4 Method of Assessment

The method used to measure the criteria on the homestay checklist.

4.5 Nominal scale

Placing data into categories, without any order or structure.

4.6 Scale

A measuring system used to measure the marks in certain range.

4.7 Weightage

A measurement used to determine the importance or priority of each criteria.

5. Prerequisite Entry Requirement

In order for a homestay in the ASEAN region to qualify for assessment, the homestay provider or homestay organisation will have to fulfil certain requirements which are:

- a. The village shall have a minimum of 5 registered homestay providers
- b. The homestay provider shall be free of a criminal record
- c. The homestay provider shall be in good general health

In the case that a homestay provider or a homestay organisation does not fulfil the related requirements mentioned above, it is immediately disqualified from applying the ASEAN Homestay.

6. Assessment Criteria

In order to measure the quality and performance of the homestays, The ASEAN Homestay Standard uses 9 main criteria and 27 sub-criteria containing 91 requirements. The criteria and sub-criteria are as follows:

Table 1: The 9 main criteria and 27 sub criteria

Criteria	Sub-Criteria	No of Requirement
1. Host	1. The village and community	3
	2. Homestay operator	1
2. Accommodation	3. The house	6
	4. The bedroom	5
	5. The toilet/bathroom	3
3. Activities	6. Village and community based activities	2
	7. Surrounding activities	2
	8. Authenticity	3
4. Management	9. Leadership	1
	10. Organisation	3
	11. Database	3
	12. Capacity building & training	2
	13. Collaboration	1
5. Location	14. Accessibility	2
6. Hygiene & Cleanliness	15. House (kitchen, bedroom & toilet)	5
	16. Surrounding compound	3
	17. Food preparation	7
7. Safety & Security	18. Safety training	1
	19. Safety features for facilities/activities	4
	20. Briefing on safety aspects	4
	21. Emergency rescue and evacuation	4
8. Marketing	22. Promotion activities	4
	23. Partnership with tour operators	2
	24. Web marketing	2
9. Sustainability Principles	25. Economic sustainability	8
	26. Environmental sustainability	6
	27. Sociocultural sustainability	4
TOTAL		91

7. Assessment

Assessment is based on predetermined criteria and requirements. For each requirement that adheres to the standard, a tick mark is given in the 'Yes' column and in the 'No' column if otherwise. For elements that are not relevant to the homestay, a tick mark is put in the 'NA' (not applicable) column (see Box 1). Each criteria is also given a weightage (percentage) based on its priority (Table 3). The calculation of the full assessment is shown in Table 4 and the requirements for ASEAN Homestay Standard are shown in section 7.1.3.

Box 1: Example of assessment

MAIN CRITERIA	SUB CRITERIA	REQUIREMENT	Yes	No	NA	Formula /Total Point
1. Host	The village and community	Requirement 1	✓		-	$\frac{\text{Total 'Yes'}}{\text{Total Requirements} - \text{Total 'NA'}} \times \text{Weightage}$
		Requirement 2	✓		-	
		Requirement 3			✓	
	Homestay provider	Requirement 1		✓	-	
Total		4Requirement	2	1	1	

This assessment is applicable to both the homestay provider and the homestay organization. Depending on the criteria, feedbacks are obtained either from the homestay organization or the homestay provider (Table 2).

Table 2:Assessment Feedback

Answered By	Criteria
Homestay organization	1. Host 2. Activities 3. Management 4. Location 5. Safety and Security 6. Marketing and Promotion 7. Sustainability Principles
Homestay Provider	1. Accommodation 2. Hygiene and Cleanliness

7.1 Weightage

The weightage values will determine the importance or priority of each criteria in allowing a collective and balanced assessment. The weightage values are as follows:

Table 3: Criteria and weightage based on importance/priority

Main Criteria	Weightage
1. Activities	20%
2. Management	15%
3. Hygiene and Cleanliness	15%
4. Accommodation	10%
5. Safety and Security	10%
6. Marketing and Promotion	10%
7. Sustainability Principles	10%
8. Host	5%
9. Location	5%
Total	100%

Table 4: Example of calculation

Main Criteria	Sub Criteria	No. of Requirement	Max Point	Weightage (%)	Calculating Formula
1. Host	The village and community	4	4	5%	$\frac{x}{4 - NA} \times 5 = a$
	Homestay provider				
2. Accommodation	The House	14	14	10%	$\frac{x}{14 - NA} \times 10 = b$
	The Bedroom				
	The Toilet/ Bathroom				
3. Activities	Village and Community Based Activities	7	7	20%	$\frac{x}{7 - NA} \times 20 = c$
	Surrounding Activities				
	Authenticity				
4. Management	Leadership	10	10	15%	$\frac{x}{10 - NA} \times 15 = d$
	Organisation				
	Database				
	Capacity Building & Training				
	Collaboration				
5. Location	Accessibility	2	2	5%	$\frac{x}{2 - NA} \times 5 = e$
6. Hygiene and Cleanliness	House (Kitchen, Bedroom & Toilet)	15	15	15%	$\frac{x}{15 - NA} \times 15 = f$
	Surrounding Compound				
	Food Preparation				

7. Safety and Security	Safety Training	13	13	10%	$\frac{x}{13 - NA} \times 10 = g$
	Safety Features for Facilities /Activities				
	Briefing on Safety Aspects				
	Emergency Rescue and Evacuation				
8. Marketing and Promotion	Promotion Activities	8	8	10%	$\frac{x}{8 - NA} \times 10 = h$
	Partnership with Tour Operators				
	Web Marketing				
9. Sustainability Principles	Economic Sustainability	18	18	10%	$\frac{x}{18 - NA} \times 10 = i$
	Environmental Sustainability				
	Sociocultural Sustainability				
Total		91	91	100%	a+b+c+d+e+f+g+h+i

7.2 Determining ASEAN Homestay Standard

To determine if a homestay is showcasing the quality and prestige of ASEAN, any score above 75% would be categorised as an ASEAN Homestay. The following table shows the scale of scoring to determine the achievement of a homestay.

Table 5: Achievement/Quality Scale

Level of Assessment	Percentage
Excellent (Qualify for ASEAN Homestay)	75-100%
Very Good	60-74%
Good	40-59%
Fair	20-39%
Poor	0-19%

7.3 Requirements for ASEAN Homestay Standard

Table 6: Prerequisite entry requirements

No	Question	Yes	No
1.	Minimum of 5 registered homestay providers in the village		
2.	Homestay provider is free of criminal record		
3.	Homestay provider is in good general health		

If a homestay provider or a homestay organisation does not fulfil the related requirements mentioned above, it is immediately disqualified from applying the ASEAN Homestay.

Table 7: Standard requirements

MAIN CRITERIA	SUB CRITERIA	REQUIREMENT	YES	NO	NA
1. Host (WEIGHTAGE: 5%)	The village and community	<ul style="list-style-type: none"> Located close to nature and cultural attractions. >>Nearest attraction: ____ km 			
		<ul style="list-style-type: none"> Past winner of village based competitions. >> Name of awards: _____ 			
		<ul style="list-style-type: none"> There is a community centre/area in the village. 			
	Homestay provider	<ul style="list-style-type: none"> Homestay provider have completed homestay course. 			
TOTAL					

MAIN CRITERIA	SUB CRITERIA	REQUIREMENT	YES	NO	NA
2. Accommodation (WEIGHTAGE: 10%)	The house	• Structure of house is in good and safe condition.			
		• Design and building materials reflect local architecture and identity.			
		• Separate guest bedroom(s) >> Number of separate guest bedrooms: _____			
		• Minimum one (1) bathroom/toilet for the guest. >> Number of bathroom/toilets: _____			
		• Electricity supply in the house.			
		• Adequate clean water supply inside the house.			
	The bedroom	• Basic amenities such as fan, desk, mini cupboard, mirror, electric socket, mosquito net or coil, etc. >>Amenities available: _____			
		• Maximum of four (4) bedrooms allocated to guests.			
		• Standard beds with mattresses and pillows.			
		• Windows are fitted with a mesh frame.			
		• Clean and fresh bed linen for every guest.			
	The toilet/ bathroom	• Sitting or squatting toilet inside or outside, but close the house.			
		• Basic toilet and bathroom facilities.			
		• Adequate clean water provided at all times.			
TOTAL					

MAIN CRITERIA	SUB CRITERIA	REQUIREMENT	Yes	No	NA
3. Activities (WEIGHTAGE: 20%)	Village and community based activities	• Showcases local resources such as local culture and heritage, local enterprises, or natural resources.			
		• Activities encourage interactive participation between the local community and guests.			
	Surrounding activities	• Visits attractions in the surrounding areas.			
		• Collaborates with surrounding villages in carrying out activities.			
	Authenticity	• Community retains its identity, values, and culture (language, lifestyle, etc).			
		• Preserve and involve guests in communal activities.			
		• Preserve local handcrafts and showcase local performing arts.			
TOTAL					

MAIN CRITERIA	SUB CRITERIA	REQUIREMENT	Yes	No	NA
4. Management (WEIGHTAGE: 15%)	Leadership	<ul style="list-style-type: none">Leader has strong leadership qualities and respected by local community.			
	Organisation	<ul style="list-style-type: none">Homestay organisation has systematic structure with clear roles, responsibilities and line of communication.			
		<ul style="list-style-type: none">Homestay organisation facilitates the empowerment of local women and youths.			
		<ul style="list-style-type: none">Homestay organization has support/blessing from village management.			
	Database	<ul style="list-style-type: none">Has homestay operator database e.g. home address, number of family members, special talents, knowledge or skills.			
		<ul style="list-style-type: none">Has guest database e.g. records of guest arrivals, origin, length of stay, comments, complaints and suggestions from guests.			
		<ul style="list-style-type: none">Has updated inventory of tourism resources in the village and surrounding area.			
	Capacity building and training	<ul style="list-style-type: none">Has simple manuals and guidelines covering :<ul style="list-style-type: none">Welcoming and guest handlingRegistration, billing and paymentHygiene and cleanlinessCommunication skillsPlanning, organising and handling of activitiesMarketing and promotionStorytelling and interpretation skills			
		<ul style="list-style-type: none">Training programmes and modules emphasise ‘hands on approach’ and ‘community to community training’.			
		<ul style="list-style-type: none">Has smart partnerships e.g. with other homestays, private agencies, public agencies, NGOs, institutions of higher learning.			
TOTAL					

MAIN CRITERIA	SUB CRITERIA	REQUIREMENT	Yes	No	NA
5. Location (WEIGHTAGE: 5%)	Accessibility	• Location is accessible to any mode of transportation.			
		• Clear signage to guide guests to the homestay.			
	TOTAL				

MAIN CRITERIA	SUB CRITERIA	REQUIREMENT	Yes	No	NA
6. Hygiene and cleanliness (WEIGHTAGE: 15%)	House (kitchen, bedroom and toilet	<ul style="list-style-type: none">• All rooms, kitchen and toilets are clean e.g. free of malodour, dirt, dust, and cobwebs.			
		<ul style="list-style-type: none">• Kitchen floor is clean.			
		<ul style="list-style-type: none">• Toilet(s), shower tray(s), bath tub(s), well and sinks are clean e.g. free from dirt, stains and malodour.			
		<ul style="list-style-type: none">• Disinfectants are used in toilets.			
		<ul style="list-style-type: none">• Soap, shampoo, toilet tissue and clean towels are provided.			
	Surrounding compound	<ul style="list-style-type: none">• Surrounding compound is litter free.			
		<ul style="list-style-type: none">• No breeding grounds for mosquitoes.			
		<ul style="list-style-type: none">• Village beautification and landscaping using local plants.			
	Food preparation	<ul style="list-style-type: none">• Kitchen is in good, clean condition and well ventilated.			
		<ul style="list-style-type: none">• Kitchen utensils are in good condition, clean, and kept in a dry place.			
		<ul style="list-style-type: none">• Presentable plates, glasses, mugs etc. are used in serving meals.			
		<ul style="list-style-type: none">• Individuals involved in food preparation have good personal hygiene and properly attired.			
		<ul style="list-style-type: none">• Fresh ingredients used in food preparation are sourced from local suppliers.			
		<ul style="list-style-type: none">• Served food are properly covered.			
		<ul style="list-style-type: none">• Have safe drinking water.			
TOTAL					

MAIN CRITERIA	SUB CRITERIA	REQUIREMENT	Yes	No	NA
7. Safety and security (WEIGHTAGE: 10%)	Safety training	<ul style="list-style-type: none">Safety personnel have undergone basic training in first aid and emergency rescue.			
	Safety features for facilities / activities	<ul style="list-style-type: none">At least 2 safety personnel accompanying guests during activities.			
		<ul style="list-style-type: none">Water-based activity have safety attire/equipments.			
		<ul style="list-style-type: none">Physical facility have safety features e.g. railings and slip proof flooring.			
		<ul style="list-style-type: none">Trails and trekking routes are marked and signposted.			
	Briefing on safety aspects	Briefing on safety aspects prior to taking part in any related activity.			
		<ul style="list-style-type: none">Leaflets on safety guidelines and tips are provided.			
		<ul style="list-style-type: none">Registering of guests participating in eco-adventure activities e.g. name and contact number.			
		<ul style="list-style-type: none">There is a manual for safety procedures and guidelines as part of the Standard Operating Procedure (SOP).			
	Emergency rescue and evacuation	<ul style="list-style-type: none">Safety personnel are equipped with emergency/first aid kit.			
		<ul style="list-style-type: none">Safety personnel is equipped with communication equipment			
		<ul style="list-style-type: none">Guests have insurance coverage			
		<ul style="list-style-type: none">Adhere to safety requirements of the respective country.			
TOTAL					

MAIN CRITERIA	SUB CRITERIA	REQUIREMENT	Yes	No	NA
8. Marketing and promotion (WEIGHTAGE: 10%)	Promotion activities	• Packages are designed according to target markets needs and expectations.			
		• Unique Selling Proposition (USP) of village have been identified.			
		• Promotional materials e.g. brochure, interpretative boards and panels have been developed			
		• Cooperation with local government and tour operators for marketing.			
	Partnership with tour operators	• Have familiarisation trips e.g. with tour operators and media.			
		• Have partnership with prominent tour operators e.g. including them as advisors.			
	Web marketing	• Have website and utilise social media to promote homestay and online booking.			
		• Village youth are involved in maintaining and updating online promotional materials.			
TOTAL					

MAIN CRITERIA	SUB CRITERIA	REQUIREMENT	Yes	No	NA	
9.Sustainability principles (WEIGHTAGE: 10%)	Economic sustainability	Employment				
		• The homestay organisation employs staff from the local community.				
		• Allocates incentives to motivate staff.				
		• Provide micro finance to deserving locals.				
		Purchasing				
		• The homestay organisation purchase materials and products from local micro enterprises.				
		• Guests are requested to buy locally made goods.				
		• Craft sales area within the homestay centre to showcase local products.				
		Local Product/Attraction				
		• Promote local festivals and visits to nearby markets.				
		• Offer guests local goods and services e.g. traditional handicraft, food and cultural events				
	Environmental sustainability	• Limit physical impact of guests on sensitive natural and cultural environments.				
		• Discourage the participation of guests in activities which could exploit local flora and fauna.				
		• Guests are involved in environmental programs such as litter clean ups, adopting nearby beach, forest or river.				
		• A code of conduct (or dos and don'ts) for guests for interaction with wildlife				
		• Local community is being educated about the importance of conserving biodiversity.				
		• Design and construction of tourism facilities and services are environmentally friendly.				
	Socio cultural sustainability	• Availability of information corners and cultural displays at the homestay centre and common areas.				
		• Guests are being informed on the appropriate behaviour and the need to respect local customs.				
		• Local community is educated about the importance of preserving their culture.				
		• Ban the participation of commercial sexual activities and illegal drug use.				
	TOTAL					

Table 8 below shows an example of calculation based on the assessment done by an assessor

Table 8: Summary of Assessment

Main Criteria	Sub Criteria	No. of Requirement	Max Point	Weightage (%)	Calculating Formula
1. Host	The village and community	4	4	5	$\frac{3}{4-0} \times 5 = 3.75\%$
	Homestay provider				
2. Accommodation	The House	14	14	10	$\frac{12}{14-0} \times 10 = 7.5\%$
	The Bedroom				
	The Toilet/ Bathroom				
3. Activities	Village and Community Based Activities	7	7	20	$\frac{6}{7-1} \times 20 = 20\%$
	Surrounding Activities				
	Authenticity				
4. Management	Leadership	10	10	15	$\frac{6}{10-0} \times 15 = 9\%$
	Organisation				
	Database				
	Capacity Building & Training				
	Collaboration				
5. Location	Accessibility	2	2	5	$\frac{2}{2-0} \times 5 = 5\%$
6. Hygiene and Cleanliness	House (Kitchen, Bedroom & Toilet)	15	15	15	$\frac{14}{15-1} \times 15 = 15\%$
	Surrounding Compound				
	Food Preparation				
7. Safety and Security	Safety Training	13	13	10	$\frac{8}{13-0} \times 10 = 6.15\%$
	Safety Features for Facilities /Activities				
	Briefing on Safety Aspects				
	Emergency Rescue and Evacuation				
8. Marketing and Promotion	Promotion Activities	8	8	10	$\frac{7}{8-0} \times 10 = 8.75\%$
	Partnership with Tour Operators				
	Web Marketing				
9. Sustainability Principles	Economic Sustainability	18	18	10	$\frac{10}{18-0} \times 10 = 5.88\%$
	Environmental Sustainability				
	Sociocultural Sustainability				
Total		91	91	100	81.03%

Excellent (Qualify for ASEAN Homestay)	75-100%
Very Good	60-74%
Good	40-59%
Fair	20-39%
Poor	0-19%