



ASEAN Homestay Standard

ASEAN HOMESTAY STANDARD ASSESSMENT REPORT

- Homestay Organisation -

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i. | PROFILE

Name of Homestay	:	
Year of Establishment	:	
Address	:	
	:	
	:	
Telephone Number (H)	:	
Handphone Number	:	
Fax Number	:	
Website	:	
Email Address	:	
Contact Person	:	
Position	:	

Prerequisite Entry Requirements

The village shall have a minimum of 5 registered homestays	Yes	No	Yes	No
The homestay must be in operation for at least 2 years at the time of application				

Name of Assessor	:	
Name of Organisation	:	
Date of Assessment	:	

ii. | **CHECKLIST FOR ASSESSOR** |

No.	Checklist Description	(✓)
1.	Attach one photocopy of the application form with the assessment form	
2.	Assessment form completely filled up	
3.	Homestay organization fulfills all prerequisite entry requirements	
4.	The necessary photographs had been taken	
5.	Photographs must be clear and viewable	
6.	Attach photocopies of any relevant documents in the appendix	
7.	Attach findings from interview sessions if relevant in the appendix	

1.0 HOST

NO.	REQUIREMENTS	YES	NO	*NA
1.1	The Village and Community			
1.1.1	Located close to nature and cultural attractions <div>▪ Nearest attraction (km) : </div> <div>- Attach 1 photocopy of map showing location of attraction in the appendix</div> <div>REMARKS:</div>			
1.1.2	Pass winner of village based competitions <div>▪ Name of awards : </div> <div>- Attach 1 photocopy of award certificate in the appendix</div>			
1.1.3	There is a community centre/area in the village			
	<div>Insert photographs here</div>			REMARKS:
1.2	Homestay Provider			
1.2.1	Homestay provider have completed homestay course <div>- Attach 1 photocopy of certificate of participation in the appendix</div> <div>REMARKS:</div>			

* Not Applicable

2.0 ACTIVITIES |

NO.	REQUIREMENTS	YES	NO	*NA
2.1	Village and Community Based Activities			
2.1.1	Showcases local resources such as local culture and heritage, local enterprises or natural resources <i>- Attach 1 photocopy of document in the appendix</i>			
	<div>Insert photographs here</div>	REMARKS:		
2.1.2	Activities encourage interactive participation between the local community and guests <i>- Attach 1 photocopy of document in the appendix</i>			
	REMARKS:			
2.2	Surrounding Activities			
2.2.1	Visits attractions in the surrounding areas <i>- Attach 1 photocopy of document in the appendix</i>			
	REMARKS:			

* Not Applicable

2.0 ACTIVITIES

NO.	REQUIREMENTS	YES	NO	*NA
2.2	Surrounding Activities (cont..)			
2.2.2	Collaborates with surrounding villages in carrying out activities <i>- Attach 1 photocopy of document in the appendix</i>			
REMARKS:				
2.3	Authenticity			
2.3.1	Community retains its identify, values and culture (language, lifestyle, etc.)			
REMARKS:				
2.3.2 Preserved and involve guests in communal activities				
<i>Insert photographs here</i>		REMARKS:		
2.3.3 Preserve local handicrafts and showcase local performing arts				
<i>Insert photographs here</i>		REMARKS:		

* Not Applicable

3.0 MANAGEMENT

NO.	REQUIREMENTS	YES	NO	*NA
3.1	Leadership			
3.1.1 Leader has strong leadership qualities and respected by local community				
REMARKS:				
3.2	Organisation			
3.2.1 Homestay organisation has systematic structure with clear roles, responsibilities and line of communication				
- Attach 1 photocopy of document in the appendix				
REMARKS:				
3.2.2 Homestay organisation facilitates the empowerment of local women and youths				
REMARKS:				
3.2.3 Homestay organisation has support/blessing from village management				
REMARKS:				

* Not Applicable

3.0 MANAGEMENT

NO.	REQUIREMENTS	YES	NO	*NA
3.3	Database			
3.3.1	Has homestay operator database e.g. home address, number of family members, special talents, knowledge or skills <i>- Attach 1 photocopy of document in the appendix</i> REMARKS:			
3.3.2	Has guest database e.g. records of guest arrivals, origin, length of stay, comments, complaints and suggestions from guests <i>- Attach 1 photocopy of document in the appendix</i> REMARKS:			
3.3.3	Has updated inventory of tourism resources in the village and surrounding area <i>- Attach 1 photocopy of document in the appendix</i> REMARKS:			

* Not Applicable

3.0 MANAGEMENT

NO.	REQUIREMENTS	YES	NO	*NA
3.4	Capacity Building and Training			
3.4.1	Has simple manuals and guidelines covering: <ul style="list-style-type: none">■ Welcoming and guest handling■ Registration, billing and payment■ Hygiene and cleanliness■ Communication skills■ Planning, organising and handling of activities■ Marketing and promotion■ Storytelling and interpretation skills <p>- Attach 1 photocopy of document in the appendix</p> <p>REMARKS:</p>			
3.4.2	Training programmes and modules emphasise 'hands on approach' and 'community to community training' <p>- Attach 1 photocopy of document in the appendix</p> <p>REMARKS:</p>			
3.4.3	Has smart partnerships e.g. with other homestays, private agencies, public agencies, NGOs, institutions of higher learning			
	REMARKS:			

* Not Applicable

4.0 LOCATION

NO.	REQUIREMENTS	YES	NO	*NA
4.1	Accessibility			
4.1.1	Location is accessible to any mode of transportation			
	<div>Insert photographs here</div>			REMARKS:
4.1.2	Clear signage to guide guests to the homestay			
	<div>Insert photographs here</div>			REMARKS:

* Not Applicable

5.0 SAFETY AND SECURITY

NO.	REQUIREMENTS	YES	NO	*NA
5.1	Safety Training			
5.1.1	Safety personnel have under gone basic training in first aid and emergency rescue - Attach 1 photocopy of certificate in the appendix REMARKS: ----- -----			
5.2	Safety Features For Facilities/Activities			
5.2.1	At least 2 safety personnel accompanying guests during activities			
	<div>Insert photographs here</div>	REMARKS:		
5.2.2	Water-based activity have safety attire/ equipment			
	<div>Insert photographs here</div>	REMARKS:		
5.2.3	Physical facility have safety features e.g. railings and slip proof flooring			
	<div>Insert photographs here</div>	REMARKS:		

* Not Applicable

5.0 SAFETY AND SECURITY |

NO.	REQUIREMENTS	YES	NO	*NA
5.2	Safety Features For Facilities/Activities			
5.2.4 Trails and trekking routes are marked and signposted				
<div>Insert photographs here</div>		REMARKS:		
5.3	Briefing on Safety Aspects			
5.3.1 Briefing on safety aspects prior to taking part in any related activity				
REMARKS:				
5.3.2 Leaflets on safety guidelines and tips are provided				
<i>- Attach 1 photocopy of document in the appendix</i>				
REMARKS:				
5.3.3 Registering of guests participating in eco-adventure activities e.g. name and contact number				
<i>- Attach 1 photocopy of document in the appendix</i>				
REMARKS:				

* Not Applicable

5.0 SAFETY AND SECURITY |

NO.	REQUIREMENTS	YES	NO	*NA
5.3	Briefing on Safety Aspects			
5.3.4 There is a manual for safety procedures and guidelines as part of the Standard Operating Procedure (SOP)				
- Attach 1 photocopy of document in the appendix				
REMARKS:				
5.4	Emergency Rescue and Evacuation			
5.4.1 Safety personnel is equipped with emergency/first aid kit				
		REMARKS:		
Insert photographs here				
5.4.2 Safety personnel is equipped with communication equipment				
		REMARKS:		
Insert photographs here				

* Not Applicable

5.0 SAFETY AND SECURITY

NO.	REQUIREMENTS	YES	NO	*NA
5.4	Emergency Rescue and Evacuation			
5.4.3	<p>Guests have insurance coverage</p> <p><i>- Attach 1 photocopy of document in the appendix</i></p> <p>REMARKS:</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>			
5.4.4	<p>Adhere to safety requirements of the respective country</p> <p><i>- Attach 1 photocopy of document in the appendix</i></p> <p>REMARKS:</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>			

* Not Applicable

6.0 MARKETING AND PROMOTION

NO.	REQUIREMENTS	YES	NO	*NA
6.1	Promotion Activities			
6.1.1	<p>Packages are designed according to target markets needs and expectations</p> <p>- Attach 1 pamphlet of packages in the appendix</p> <p>REMARKS:</p>			
6.1.2	<p>Unique Selling Proposition (USP) of village have been identified</p> <p>REMARKS:</p>			
6.1.3	<p>Promotional materials e.g. brochure, interpretative boards and panels have been developed</p> <p>- Attach 1 promotion material (brochure, pamphlet, etc.) in the appendix</p> <p>REMARKS:</p>			
6.1.4	<p>Cooperation with local government and tour operators for marketing</p> <p>REMARKS:</p>			

* Not Applicable

6.0 MARKETING AND PROMOTION

NO.	REQUIREMENTS	YES	NO	*NA
6.2	Partnership with tour operators			
6.2.1	Have familiarisation trips e.g. with tour operators and media			
	REMARKS:			
6.2.2	Have familiarisation trips e.g. including them as advisors			
	REMARKS:			
6.3	Web Marketing			
6.3.1	Have website and utilise social media to promote homestay and online booking			
	REMARKS:			
6.3.2	Village youth are involved in maintaining and updating online promotional materials			
	REMARKS:			

7.0 SUSTAINABILITY PRINCIPLES

NO.	REQUIREMENTS	YES	NO	*NA
7.1	Economic Sustainability			
	Employment			
	7.1.1 The homestay organisation employs staff from the local community			
	REMARKS:			
	7.1.2 Allocates incentives to motivate staff			
	REMARKS:			
	7.1.3 Provide micro finance to deserving locals			
	REMARKS:			
	Purchasing			
	7.1.4 The homestay organisation purchase materials and products from local micro enterprises			
	REMARKS:			

* Not Applicable

7.0 SUSTAINABILITY PRINCIPLES

NO.	REQUIREMENTS	YES	NO	*NA
7.1	Economic Sustainability			
7.1.5	Guests are requested to buy locally made goods			
REMARKS:				
7.1.6	Craft sales area within the homestay centre to showcase local products			
		REMARKS:		
Insert photographs here				
Local Product/Attraction				
7.1.7	Promote local festivals and visits to nearby markets			
REMARKS:				
7.1.8	Offer guests local goods and services e.g. traditional handicraft, food and cultural events			
REMARKS:				

* Not Applicable

7.0 SUSTAINABILITY PRINCIPLES

NO.	REQUIREMENTS	YES	NO	*NA
7.2	Environmental Sustainability			
7.2.1	Limit physical impact of guests on sensitive natural and cultural environments			
REMARKS:				
7.2.2	Discourage the participation of guests in activities which could exploit local flora and fauna			
REMARKS:				
7.2.3	Guests are involved in environmental programs such as litter clean ups, adopting nearby beach, forest or river			
REMARKS:				
7.2.4	A code of conduct (or dos and don'ts) for guests for interaction with wildlife			
- Attach 1 photocopy of document in the appendix				
		REMARKS:		
Insert photographs here				

* Not Applicable

7.0 SUSTAINABILITY PRINCIPLES

NO.	REQUIREMENTS	YES	NO	*NA
7.2	Environmental Sustainability			
7.2.5	Local community is being educated about the importance of conserving biodiversity			
REMARKS:				
7.2.6	Design and construction of tourism facilities and services are environmentally friendly			
		REMARKS:		
Insert photographs here				

* Not Applicable

7.0 SUSTAINABILITY PRINCIPLES |

NO.	REQUIREMENTS	YES	NO	*NA
7.3	Socio Cultural Sustainability			
7.3.1	Availability of information corners and cultural displays at the homestay centre and common areas			
<div>Insert photographs here</div>		REMARKS:		
7.3.2	Guests are being informed on the appropriate behaviour and the need to respect local customs			
REMARKS:				
7.3.3	Local community is educated about the importance of preserving their culture			
REMARKS:				
7.3.4	Ban the participation of commercial sexual activities and illegal drug use			
REMARKS:				

* Not Applicable

8.0 HOMESTAY ASSESSMENT SCORECARD

No.	Assessment Criteria & Requirements		Total YES	Total NA	Total Requirements	Weightage	Result
1.0	Host						
	1.1	The Village and Community (3)			4	5%	
	1.2	Homestay Provider (1)					
2.0	Activities						
	2.1	Village and Community Based Activities (2)			7	20%	
	2.2	Surrounding Activities (2)					
	2.3	Authenticity (3)					
3.0	Management						
	3.1	Leadership (1)			10	15%	
	3.2	Organisation (3)					
	3.3	Database (3)					
	3.4	Capacity Building and Training (3)					
4.0	Location						
	4.1	Accessibility (2)			2	5%	
5.0	Safety and Security						
	5.1	Safety Training (1)			13	10%	
	5.2	Safety Features for Facilities/Activities (4)					
	5.3	Briefing on Safety Aspects (4)					
	5.4	Emergency Rescue and Evacuation (4)					
6.0	Marketing and Promotion						
	6.1	Promotion Activities (4)			8	10%	
	6.2	Partnership With Tour Operators (2)					
	6.3	Web Marketing (2)					
7.0	Sustainability Principles						
	7.1	Economic Sustainability (8)			18	10%	
	7.2	Environmental Sustainability (6)					
	7.3	Socio Cultural Sustainability (4)					
					TOTAL	75%	
					(Passing Mark ≥ 56.25)		

GENERAL COMMENTS

Assessed by:

Approved by:

Name:

Name:

Date :

Date :

9.0 APPENDIX

9.1 Award Winning Certificate |

Criteria: Host | Sub Criteria: The Village and Community

DOCUMENT

- Attach award certificate here-

9.2 Certificate of Participation for Training Programme |

Criteria: Host | Sub Criteria: Homestay Provider

DOCUMENT

- Attach Certification of Participation here-

... repeat for other criteria that require document attachments in the assessment form



ASEAN HOMESTAY STANDARD

ASSESSMENT RESULT FOR HOMESTAY ORGANISATION

1. APPLICANT DETAILS

Name of Homestay:

Homestay Registration No.: Region/State: Country:

References Number:

(Similar with the Applicant's Assessment Form)

2. HOMESTAY ASSESSMENT SCORE

No.	Assessment Criteria & Requirements	Total YES	Total NA	Total Requirements	Weightage	Result
1.0	Host					
	1.1 The Village and Community (3)			4	5%	
	1.2 Homestay Provider (1)					
2.0	Activities					
	2.1 Village and Community Based Activities (2)			7	20%	
	2.2 Surrounding Activities (2)					
	2.3 Authenticity (3)					
3.0	Management					
	3.1 Leadership (1)			10	15%	
	3.2 Organisation (3)					
	3.3 Database (3)					
	3.4 Capacity Building and Training (3)					
4.0	Location					
	4.1 Accessibility (2)			2	5%	
5.0	Safety and Security					
	5.1 Safety Training (1)			13	10%	
	5.2 Safety Features for Facilities/Activities (4)					
	5.3 Briefing on Safety Aspects (4)					
	5.4 Emergency Rescue and Evacuation (4)					
6.0	Marketing and Promotion					
	6.1 Promotion Activities (4)			8	10%	
	6.2 Partnership With Tour Operators (2)					
	6.3 Web Marketing (2)					
7.0	Sustainability Principles					
	7.1 Economic Sustainability (8)			18	10%	
	7.2 Environmental Sustainability (6)					
	7.3 Socio Cultural Sustainability (4)					
				TOTAL	75%	
						<i>(Passing Mark ≥ 56.25)</i>