

ASEAN COMMUNITY BASED TOURISM STANDARD





ASEAN Community Based Tourism Standard

The ASEAN Secretariat

Jakarta

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ASEAN COMMUNITY BASED TOURISM STANDARD



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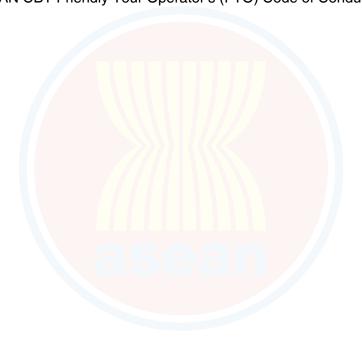
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ASEAN Community Based Tourism Standard



1. Foreword

The ASEAN Community Based Tourism Standard and related documents were prepared by the Cambodian Ministry of Tourism under the auspices of the ASEAN Tourism Standards Task Force. The initiative involves the preparation of ASEAN Tourism Standards for:

- 1. Green Hotels
- 2. Food and Beverage Services
- 3. Public Restrooms
- 4. Home Stays
- 5. Ecotourism
- 6. Tourism Heritage and
- 7. Community Based Tourism.

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The ASEAN Community Based Tourism Standard and related documents were based on:

CCBEN/SNV 2009, Community Based Tourism Standards in Cambodia, Cambodia Community-Based Ecotourism Network (CCBEN)/ SNV Netherlands Development Organisation, Phnom Penh, Cambodia, http://ysrinfo.files.wordpress.com/2012/06/7_cbt-standards-in-cambodia.pdf, accessed 4 July 2012.

3. CBT Definition, Principles, Standards and CBT Products and Services Standards

3.1. The Community-Based Tourism Concept

Internationally, the tourism economic sector is dominated by small businesses that provide goods and services to a visiting tourist clientele. Community based tourism (CBT) is a form of tourism that seeks to empower communities to manage tourism growth and achieve community aspirations relating to their well-being, and includes economic, social and environmental

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.

3.2. 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.

3.3. CBT Principles

Based on the above definition, CBT must:

- 1. Involve and empower community to ensure ownership and transparent management,
- 2. Establish partnerships with relevant stakeholders,
- 3. Gain recognised standing with relevant authorities,
- 4. Improve social well-being and maintenance of human dignity,
- 5. Include a fair and transparent benefit sharing mechanism,
- 6. Enhance linkages to local and regional economies,
- 7. Respect local culture and tradition,
- 8. Contribute to natural resource conservation,
- 9. Improve the quality of visitor experiences by strengthening meaningful host and guest interaction, and
- 10. Work towards financial self-sufficiency.

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

4. ASEAN CBT Standard

4.1. Objectives and Uses of the Standard

The ASEAN Community Based Tourism (CBT) Standard will be adopted by all ASEAN member states as recommended in the ASEAN Tourism Strategic Plan (ATSP): 2012-15 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 communities, and their natural and cultural heritage resources are protected, and that income flows to the community to improve well-being.

4.2. **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 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).

4.3. 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. |

| | 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 |

| CBT Committee | Shortened | version | of Comr | nunity | Based | Tourism | Mana | gemen |
|---------------|-----------|---------|----------|--------|--------|----------|-------|--------|
| | Committee | which | consists | of Cl | RT Mer | nhers el | ected | hy the |

administrative functions of the CBT initiative.

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.

Compliance level

The degree to which the nominated state of an indicator is met.

Government Tourism Organisation

The highest level of tourism administration established by each ASEAN state (e.g., Ministry, Department, National Tourism Organisation)

4.4. Prerequisite entry requirement

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

- a. An elected CBT Committee exists that can represent community interests outside the community 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 Member 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 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.

5. The ASEAN community based tourism standard

- 5.1. Standards for community ownership and management
 - 5.1.1. Standards for effective and transparent governance
 - 5.1.1.1 The CBT initiative is managed by community members through a Committee elected for a maximum 5-year term.
 - 5.1.1.2 The CBT initiative has a clear management structure with agreed roles and responsibilities.
 - 5.1.1.3 Relevant national and provincial rules and regulations (including local bylaws) are followed by those directly involved in CBT activities/operations
 - 5.1.1.4 CBT Member recruitment meets any relevant national or local laws and regulations
 - 5.1.1.5 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.
 - 5.1.1.6 CBT Members are recruited based on their appropriate levels of knowledge and commitment to the CBT initiative and the specific role.
 - 5.1.1.7 CBT Member appointments (and revocation of appointments) are approved by the CBT Committee.
 - 5.1.2. Standards for recognition of legitimate establishment
 - 5.1.2.1 The CBT initiative is recognised by provincial and/or national level authorities.
 - 5.1.2.2 The CBT initiative is recognised by, and has the support of, any customary or legally recognised community-level governing body (e.g., community council).
 - 5.1.3. Standards for effective and transparent management
 - 5.1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.
 - 5.1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1).
 - 5.1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.

- 5.1.3.4 The CBT initiative maximises use of goods and services provided by the community.
- 5.1.3.5 A clear financial management system exists and is accessible to community members.
- 5.1.3.6 An annual action plan is documented and is accessible to community members.
- 5.1.3.7 Long-term goals and objectives are documented and accessible to the community members.
- 5.1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.

5.1.4 Standards for effective partnerships

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

5.2. Standards for contribution to social well-being

- 5.2.1 Standards for maintaining human dignity
 - 5.2.1.1 Sex tourism, drug trafficking, human trafficking, and exploitation of child labour are not tolerated or supported explicitly or implicitly.
 - 5.2.1.2 CBT activities promote gender equity and social inclusion.
 - 5.2.1.3 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).
 - 5.2.1.4 CBT activities contribute to improving community access to basic services (water, sanitation, energy, education, health).
- 5.2.2 Standards for equitable sharing of benefits and costs
 - 5.2.2.1 Clear and agreed benefit sharing arrangements exist.
 - 5.2.2.2 A community development fund exists that is used for initiatives benefiting the whole community.
 - 5.2.2.3 A process exists for equal opportunities in income generating activities.
- 5.2.3 Standards for linking with regional economies
 - 5.2.3.1 Local community members dominate employment in CBT initiatives.
 - 5.2.3.2 Local/regional sourcing of products and services dominate CBT initiatives.
 - 5.2.3.3 Local community products are used in preference to imports (e.g., locally produced vs mass-produced souvenirs).
 - 5.2.3.4 Strong cooperation with other CBTs and regional private and government organisations exists to increase regional tourism.
- 5.2.4 Standards for maintaining cultural integrity and enriching valued cultural traditions

- 5.2.4.1 Cultural assets of significance to the local community and valued cultural traditions are identified, documented and endorsed by relevant communities.
- 5.2.4.2 Programs exist to authentically present, enhance and retain local cultural traditions towards protecting cultural integrity, identity and values.
- 5.2.4.3 Practices ensure that all rules, regulations and laws relevant to protection of culture and heritage are followed.
- 5.2.4.4 CBT management supports the retention of traditional livelihoods and initiatives that create alternative livelihoods.
- 5.2.4.5 A code of visitor behaviour exists to inform visitors of appropriate behaviour within communities.
- 5.2.4.6 A community decision-making process exists that identifies what cultural assets and traditions will be shared with visitors.

5.3. Standards for conserving and improving the environment

- 5.3.1 Standards for conserving natural resources
 - 5.3.1.1 Natural resources and environmentally sensitive sites and their community significance are identified, planned, documented and endorsed by relevant communities.
 - 5.3.1.2 A fund exists to support community-based conservation programs and actions.
 - 5.3.1.3 Programs exist to present the value of natural resources to local community well-being.
 - 5.3.1.4 Local rules and regulations exist relevant to the protection and presentation of nature.
- 5.3.2 Standards for conservation activities to improve the environment
 - 5.3.2.1 A fund is available to support community-based environmental improvement action.
 - 5.3.2.2 A locally appropriate solid waste management system exists that applies avoid, reduce, reuse, recycle principles and hygienic handling of putrescible waste (e.g., composting).
 - 5.3.2.3 Locally appropriate wastewater management uses technologies that minimise risk to human health and environmental impact.
 - 5.3.2.4 Practices ensure that all rules, regulations and laws relevant to environmental protection are followed.
 - 5.3.2.5 Solid waste generation is actively discouraged (e.g., through encouraging refilling of water bottles with treated water).
 - 5.3.2.6 Environmental information and education programs are available for hosts, guests and the community.
 - 5.3.2.7 Low carbon energy sources are used within the CBT area.
- 5.4. Standards for encouraging interaction between the local community and guests
 - 5.4.1 Standards for guest and local community interaction

- 5.4.1.1 Environmental and cultural information is included in the interpretation of the community and its surroundings.
- 5.4.1.2 Policies and actions ensure safety and security for visitors.
- 5.4.1.3 Codes of conduct exist for community, hosts and guests.
- 5.4.1.4 Tourist expectations are managed by providing accurate information in marketing initiatives.
- 5.4.1.5 A quality control and improvement system exists, including a process to obtain visitor feedback on their CBT experiences.
- 5.4.1.6 A program of cross-cultural communication and understanding exists.
- 5.4.1.7 Opportunities exist for tourists to contribute to local activities alongside community members.
- 5.4.1.8 The quality control and improvement system is evaluated weekly and reported annually to Community members.
- 5.4.2 Standards for achieving the sustainability of community-based tourism products
 - 5.4.2.1 Transparent and fair pricing exists for visitors with adequate returns on community investments.
 - 5.4.2.2 Positive returns on investment exist in terms of social, cultural, environmental and economic outcomes.
 - 5.4.2.3 Target market segments are identified with their servicing needs.
 - 5.4.2.4 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.
 - 5.4.2.5 A targeted and cost-effective marketing program exists to attract identified markets.

5.5. Standards for quality tour and guiding services

- 5.5.1 Standards for ensuring local guide quality and expertise
 - 5.5.1.1 Guides are recruited based on appropriate levels of knowledge, physical health and fitness for proposed guided activities.
 - 5.5.1.2 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.
 - 5.5.1.3 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).
 - 5.5.1.4 Guides are certified under any relevant standard produced for the purposes of improving guiding services.
 - 5.5.1.5 Guides facilitate environmentally, socially and culturally relevant and sensitive experiences for visitors that are protective of natural and cultural resources and values.
 - 5.5.1.6 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.
- 5.5.2 Standards for ensuring the quality of tours and activities
 - 5.5.2.1 Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.
 - 5.5.2.2 Tours/activities ensure visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community.
 - 5.5.2.3 Tours/activities have a clearly defined:
 - itinerary and associated price; and
 - documented booking system.
 - 5.5.2.4 Tours/activities record the visitors on tours, including departure and return times.
 - 5.5.2.5 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.
 - 5.5.2.6 Tours operate on a cost recovery basis and yield a profit to the CBT initiative.
 - 5.5.2.7 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.
 - 5.5.2.8 Tours/activities respect and contribute to the promotion and preservation/ conservation of local culture and natural environment and provide current and relevant cultural information.
 - 5.5.2.9 Tours/activities are designed to be enjoyable, educational, participatory, organised, relevant and thematic.
 - 5.5.2.10 The local (interpretative) guide to visitor ratio is not greater than 1:5-10.
 - 5.5.2.11 Where relevant, tours/activities have clearly defined and documented agreements with inbound tour operators.
 - 5.5.2.12 Tours/activities actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.
 - 5.5.2.13 Tours provide an appropriate and specialised service for identified tourist markets and attract identified tourist markets through cost-effective means.

- 5.6. Standards for ensuring quality food and beverage services
 - 5.6.1 Standards for ensuring food and beverage service provider quality
 - 5.6.1.1 Food and beverage providers are recruited based on appropriate levels of knowledge and experience in providing locally relevant food and beverage services.
 - 5.6.1.2 Food and beverage providers possess or can demonstrate commitment to hygienic food preparation and service techniques.
 - 5.6.1.3 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).
 - 5.6.1.4 Food and beverage providers are certified under any relevant standard produced for the purposes of improving food and beverage services.
 - 5.6.1.5 Food and beverage providers provide opportunities for knowledge exchange between hosts and visitors.
 - 5.6.1.6 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.
 - 5.6.2 Standards for managing food and beverage services for quality
 - 5.6.2.1 Food and beverage services are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.
 - 5.6.2.2 Menus are available with associated prices (if appropriate).
 - 5.6.2.3 Meals are provides at agreed times identified in consultation between food and beverage providers and the CBT committee.
 - 5.6.2.4 Sufficient food is provided for visitor needs, including between-meal snacks.
 - 5.6.2.5 Menus vary daily and include at least one traditional meal at each dining period.
 - 5.6.2.6 Maximum use is made of fresh, organically grown food and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law.
 - 5.6.2.7 Dessert and/or fruit forms part of each meal.
 - 5.6.2.8 Food preparation and dining areas are maintained in a clean state at all times.

- 5.6.2.9 Food preparation and dining utensils are cleaned thoroughly before use (i.e. cleaned immediately after dining periods).
- 5.6.2.10 Food service providers wash their hands with soap in clean water before and regularly during food preparation.
- 5.6.2.11 Food is stored in clean containers, which are kept in good order.
- 5.6.2.12 Animals (domestic and pest) are kept out of food storage, cooking and dining areas.
- 5.6.2.13 Opportunities exist for tourists to participate in meal preparation and to learn traditional cooking techniques.
- 5.6.2.14 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.
- 5.6.2.15 Visitor dietary preferences are accommodated.
- 5.6.2.16 Maximum use is made of natural bio-degradable products when serving and packaging food (e.g. banana leaves).

5.7. Standards for ensuring quality accommodations

- 5.7.1 Standards for ensuring accommodation service provider quality
 - 5.7.1.1 Accommodation providers are recruited based on appropriate levels of knowledge of accommodation service delivery and the appropriateness of their accommodations for targeted markets.
 - 5.7.1.2 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.
 - 5.7.1.3 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).
 - 5.7.1.4 Accommodation providers supply safe and clean accommodation opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.
 - 5.7.1.5 Accommodation providers are certified under any relevant standard produced for the purposes of improving accommodation services (e.g. ASEAN Homestay Standard).
 - 5.7.1.6 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.
- 5.7.2 Standards for managing accommodations to ensure quality
 - 5.7.2.1 Accommodations are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.
 - 5.7.2.2 A clearly defined and documented visitor booking system exists for visitors to the CBT central area and accommodations.
 - 5.7.2.3 An up-to-date log of arrivals, departures and returns to the CBT central area is maintained.
 - 5.7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.
 - 5.7.2.5 Purpose-built structures for visitor use are attractive and appropriate to meeting tourist expectations and basic safety standards.
 - 5.7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations.
 - 5.7.2.7 All accommodations, especially bathrooms and toilets, are thoroughly cleaned and serviced daily.
 - 5.7.2.8 Bathrooms and toilets include a tank or adequate fresh, clean water, soap and cup; toilets include toilet paper and a sanitary bin.
 - 5.7.2.9 Toilets are of either squatting or sitting, and flushing or composting type, with consideration given to client preferences and local norms.
 - 5.7.2.10 The CBT area is maintained in a clean condition that minimises threats from dangerous species.
 - 5.7.2.11 Materials are available to cover basic communication needs between hosts and guests.
 - 5.7.2.12 A torch is available for night use in all accommodations and structures built for visitor use.
 - 5.7.2.13 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).
 - 5.7.2.14 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.
 - 5.7.2.15 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.
 - 5.7.2.16 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.
 - 5.7.2.17 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

- 5.7.2.18 Subject to functional requirements, built structures for visitors reflect local building traditions.
- 5.7.2.19 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).
- 5.7.2.20 Built structures do not include wild animal decoration, except where part of an interpretive display or part of local custom.
- 5.7.2.21 Adequate lighting and ventilation is provided inside all built structures for visitor use.
- 5.7.2.22 Structures are not placed within 20metres of any natural or cultural attraction or significant site, unless historically in that location or for cultural reasons.
- 5.7.2.23 Farm animals cannot enter structures used by visitors.
- 5.7.2.24 Parking and signage is available for visitor use and orientation.
- 5.7.2.25 All CBT accommodation providers are trained in basic first aid and are therefore competent in using first aid kits.
- 5.7.2.26 All CBT accommodation and visitor use areas have documented fire and emergency procedures, displayed in prominent positions.
- 5.7.2.27 The family and cross-culture experience is emphasised.

5.8. Standards for ensuring the performance of (in-bound) CBT Friendly Tour Operators (FTO)

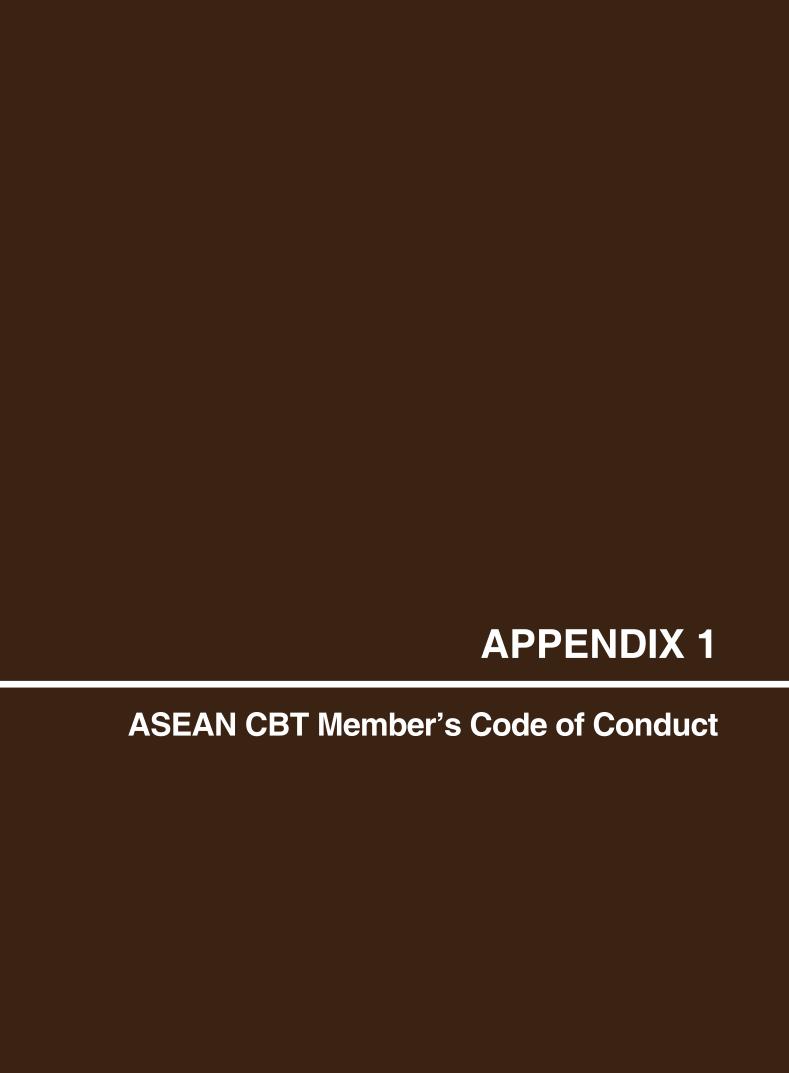
- 5.8.1 Standards for FTO commitment to CBT ideals
 - 5.8.1.1 FTOs are certified under any relevant standard produced for the purposes of improving tour operations (e.g., ASEAN Ecotourism Standard).
 - 5.8.1.2 FTOs meet all necessary license and permit requirements.
 - 5.8.1.3 Clearly defined and documented agreements exist between FTOs and the CBT Committee, requiring FTOs and staff to operate within the guidelines and regulations of the CBT initiative.
 - 5.8.1.4 FTOs and staff have signed and follow the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5).
 - 5.8.1.5 Where available, FTOs are members of an appropriate professional organisation.
 - 5.8.1.6 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.
 - 5.8.1.7 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.
 - 5.8.1.8 FTOs provide employees dealing with communities regular training on CBT and ecotourism (e.g. one day a year/paid).
 - 5.8.1.9 FTOs cooperate with natural and cultural heritage conservation organizations, authorities and local NGOs as required.
- 5.8.2 Standards for FTO contributions to community and nature protection
 - 5.8.2.1 FTOs demonstrate respect for CBT regulations and recommendations for

- behaviour in environmentally sensitive areas and while in the community.
- 5.8.2.2 FTOs and staff have a sound knowledge and understanding of the specific CBT site and local conditions.
- 5.8.2.3 FTOs demonstrate best practice environmental management in their operations (e.g., use of energy efficient products, waste minimisation and recycling).
- 5.8.2.4 FTOs minimises motorized transportation, especially in CBT areas.
- 5.8.2.5 FTOs consult with the CBT Committee and the community if there is a risk that activities might result in direct environmental or social impact.
- 5.8.2.6 FTOs take away all solid waste generated from products it brings into the CBT area.
- 5.8.2.7 FTOs provide visitors with nature, culture and community experiences that respect and apply a minimized disturbance policy.
- 5.8.2.8 FTOs and staff are actively involved in, or contribute to, CBT projects.
- 5.8.2.9 FTOs work with the community to improve community services and products offered by providing client feedback information.
- 5.8.2.10 FTOs support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people.
- 5.8.2.11 To the greatest extent possible, FTOs use eco-friendly accommodation and services prior to and after visiting the CBT area.
- 5.8.3 Standards for FTO support for the local economy
 - 5.8.3.1 FTOs maximise use and purchase of local and CBT products and services (e.g. accommodation, transport in and out, activities, food, souvenirs).
 - 5.8.3.2 FTOs have an agreement or contract with the community on CBT products, prices and procedures.
 - 5.8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.
 - 5.8.3.4 FTOs, staff and clients contribute to, or take part in, local development work (e.g., village projects, education, maintenance of local roads etc.).
- 5.8.4 Standards for FTO promotion of joy of discovery, knowledge and respect
 - 5.8.4.1 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.
 - 5.8.4.2 FTOs explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage.
 - 5.8.4.3 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.
 - 5.8.4.4 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.

- 5.8.4.5 FTOs provide accurate pre-tour information to clients about the tour and the CBT area, a list of needed equipment and codes of conduct.
- 5.8.5 Standards for FTO providing satisfying and safe experiences for tourists and the community
 - 5.8.5.1 FTOs encourage their clients to have travel insurance cover.
 - 5.8.5.2 FTOs ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides.
 - 5.8.5.3 FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas and activities.
 - 5.8.5.4 FTO staff are trained in first aid, including CPR.
 - 5.8.5.5 FTOs are able to demonstrate their efforts in improving the quality of their operation through reporting of visitor satisfaction from client feedback surveys.





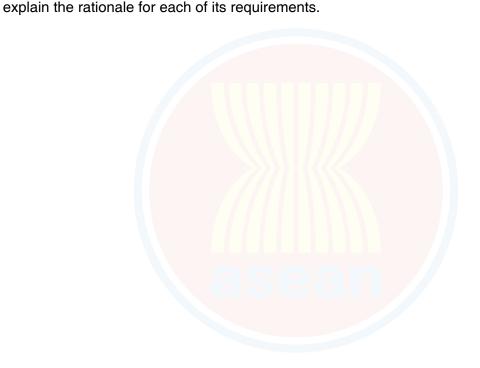


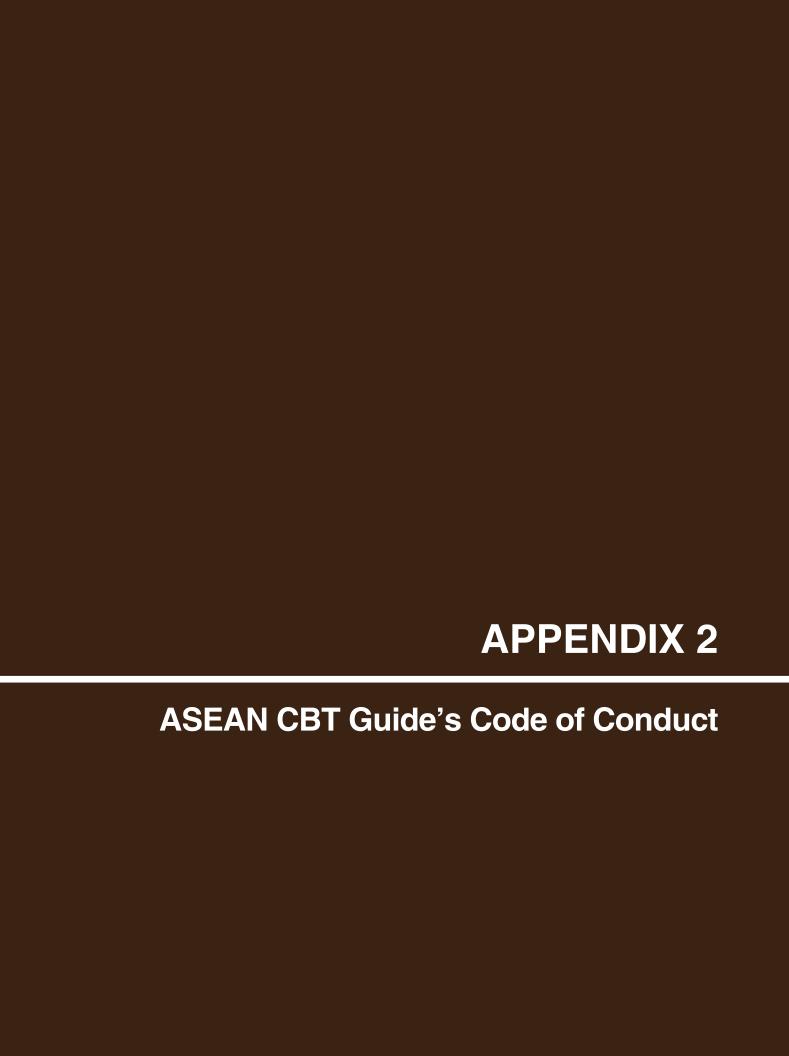


Appendix 1 ASEAN CBT Member's Code of Conduct

| 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 vi | sitor service |
| | with which I am involved. | (Mandatory) |
| | I will actively seek to increase my knowledge of: (1) group/visitor management tech | nniques, (2) |
| | communication techniques (including cross-cultural awareness/communication and | d verbal and |
| | non-verbal communication), and (3) first aid and safety. | (Mandatory) |
| | I will actively seek to increase my knowledge of the local environment and culture: | including |
| | history, cultural traditions, geography, flora and fauna and cultural/heritage sites, a | nd |
| | sustainable tourism principles. | (Mandatory) |
| | I will ensure current and relevant environmental and cultural information is included | d where |
| | required during my interactions with visitors. | (Mandatory) |
| My | commitment to ethical practices | |
| | I will be friendly, courteous and honest when dealing with the community and visito | rs. |
| | | (Mandatory) |
| | I will demonstrate pride in representing my community and provide a role mod | del for other |
| | community members. | (Mandatory) |
| | I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and | I will support |
| | principles of gender equity and social inclusion. | (Mandatory) |
| | I will respect the right of all other CBT members to share equally in opportunit | ties for their |
| | involvement in income generating activities. | (Mandatory) |
| My | commitment to natural and cultural heritage protection | |
| | I will respect and contribute to the promotion and preservation/conservation of loca | l culture and |
| | natural environments. | (Mandatory) |
| | I will ensure visitors observe CBT Standards at all times when interacting with the cu | lture, natural |
| | environment and people of the community in the interests of avoiding or minimis | ing negative |
| | impacts. | (Mandatory) |
| | I will actively facilitate cross-cultural understanding and opportunities for tourists to | contribute to |
| | local activities alongside host community members. | (Mandatory) |
| | I will demonstrate best-practice waste management by collecting litter and app | olying avoid, |
| | reduce, reuse, recycle principles. | (Mandatory) |
| | I will ensure all relevant rules, regulations and laws regarding environmental | and wildlife |
| | protection or codes of conduct are followed. | (Mandatory) |
| Му | commitment to visitor care and safety | |
| | I will adhere to all CBT approved policies and codes of conduct regarding safety an | d security of |
| | visitors. | (Mandatory) |
| П | 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 visito | rs. |
|----|---|------------------|
| | I will be prepared to efficiently communicate with a responsible third party | in the event of |
| | emergencies or accidents. | (Mandatory) |
| Му | commitment to provide quality service and continuous improv | ement |
| | I will provide professional service by being on time, organized and prepared in | advance of all |
| | activities with which I am associated. | (Mandatory) |
| | I will never be under the influence of illegal substances. | (Mandatory) |
| | I will never be under the influence of alcohol or any intoxicating substances prior | to and/or during |
| | an activity (except when and if culturally appropriate). | (Mandatory) |
| | I will actively seek feedback on visitor experience satisfaction and the activity v | 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

| I W | 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 |
| | and traditions by providing cultural and natural environment awareness raising and education |
| | activities for visitors and the host community; (Mandatory) |
| | Following all CBT approved policies and codes of conduct regarding safety and security of |
| | visitors; (Mandatory) |
| | Providing a quality service and conforming to any standards developed by ASEAN for the |
| | purposes of improving the quality of guiding services. (Mandatory) |
| Му | commitment to ensuring the quality of tours and visitor activities |
| Vis | sitor briefing |
| | I will inform visitors of the tour/activity itinerary, level of difficulty and possible hazards and safety |
| | precautions. (Mandatory) |
| | I will inform visitors of regulations or rules that apply to their conduct on the tour. (Mandatory) |
| | I will inform visitors of opportunities to participate in the satisfaction feedback process. |
| То | ur/activity content |
| | I will ensure tours/activities with which I am associated are designed to be enjoyable, educational, |
| | participatory, organised, relevant and thematic. |
| | I will ensure tours/activities with which I am associated respect and contribute to the promotion |
| | and preservation/conservation of local culture and natural environment. |
| | To minimise negative impacts, I will make necessary efforts to ensure that visitors, at all times, |
| | observe CBT approved guidelines for interacting with the culture, natural environment and |
| | people of the community. (Mandatory) |
| | I will ensure tours/activities with which I am associated include relevant cultural information in |
| | the interpretation of the community and its surroundings. |
| | I will ensure tours/activities with which I am associated provide cultural and natural environment |
| | awareness raising and education for visitors and the host community. |
| | I will ensure tours/activities with which I am associated actively facilitate cross-cultural |
| | understanding and opportunities for tourists to contribute to local activities alongside host |
| | community members. |
| | I will ensure tours/activities with which I am associated demonstrate practical waste management |
| | including the application of avoid, reduce, reuse, recycle principles. |
| То | ur/activity conclusion |
| | I will invite visitors to participate in the satisfaction feedback process. |
| | I will encourage visitors to participate in other CBT tours/activities. (Mandatory) |
| | I will conclude the tour/activity with an expression of my pride in representing the community |

| and a wish for visitors to have a pleasant stay within the community and for the rest of their visit/ |
|---|
| holiday. (Mandatory) |
| I will demonstrate commitment to this ASEAN CRT Guide's Code of Conduct and he able to |

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



APPENDIX 3

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



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

| I w | rill conform to the CBT Member's Code of Conduct by: | |
|-----|--|----------------|
| | Committing to on-going learning and improving my communication skills, particular | ly in the area |
| | of quality food and beverage service; | (Mandatory) |
| | Adopting ethical and visitor friendly practices, and taking pride in representing my | community; |
| | | (Mandatory) |
| | Contributing to the protection and presentation of my community's natural and co | ultural assets |
| | and traditions by providing and demonstrating traditional cooking practices; | (Mandatory) |
| | Following all CBT approved policies and codes of conduct regarding safety an | d security of |
| | visitors; | (Mandatory) |
| | Providing a quality service and conforming to any standards developed by AS | |
| | purposes of improving the quality of food and beverage services. | (Mandatory) |
| - | commitment to providing quality food and beverage services | |
| | ovision of meals | |
| | I will provide meals to CBT visitors at agreed times identified in consultation v | with the CBT |
| | Committee. | (Mandatory) |
| | I will advise visitors in advance of the price of meals. | (Mandatory) |
| | I will accommodate visitor dietary preferences. | |
| | I will provide sufficient food for visitor needs, including between-meal snacks. | (Mandatory) |
| | I will make maximum use of organically grown food, and local ingredients, includir | ng fresh meat |
| | and vegetables, but no bush meats prohibited by law. | (Mandatory) |
| | I will make maximum use of natural bio-degradable products when serving and pa (e.g. banana leaves). | ckaging food |
| | I will ensure the menu varies daily to promote local custom and traditional cuising | and provide |
| | variety for visitors. | (Mandatory) |
| | I will emphasise local custom and traditional cuisine by providing at least one traditional cuisine cuisin | tional meal at |
| | each dining period. | (Mandatory) |
| | I will provide dessert and/or fruit as part of each meal. | (Mandatory) |
| Ма | nintaining 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. | |
| | salad vegetables) and cleaning. | (Mandatory) |
| | I will ensure clean water and soap are available in food preparation areas. | (Mandatory) |
| | I will regularly wash my hands with soap before handling food and during cooking. | - |
| | 3 | (Mandatory) |
| | I will ensure cooking areas are maintained in a clean state (e.g. cleaned after | - |
| _ | preparation activity). | (Mandatory) |
| | I will ensure food preparation and dining materials (e.g. utensils) are cleaned thoro | |

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



APPENDIX 4

ASEAN CBT Accommodation Provider's Code of Conduct



Appendix 4 ASEAN CBT Accommodation Provider's Code of Conduct

| ı w | Committing to on-going learning and improving my communication skills, particular | ly in the area |
|-----|--|-----------------|
| ш | of accommodation and homestay services; | (Mandatory) |
| | Adopting ethical and visitor friendly practices, and taking pride in representing my | ` , |
| ш | Adopting ethical and visitor mendiy practices, and taking pride in representing my | (Mandatory) |
| | Contributing to the protection and procentation of my community's natural and or | ` , |
| ш | Contributing to the protection and presentation of my community's natural and co | |
| | and traditions by providing and demonstrating community lifestyle experiences to vis | _ |
| _ | the provision of accommodation and homestay services; | (Mandatory) |
| | Following all CBT approved policies and codes of conduct regarding safety an | - |
| _ | visitors; | (Mandatory) |
| | Providing a quality service and conforming to any standards developed by AS | |
| | purposes of improving the quality of guiding services. | (Mandatory) |
| Му | commitment to providing quality accommodation | |
| | I will maintain a visitor booking system that includes an up-to-date log of arrivals, de | partures and |
| | returns to my accommodation. | (Mandatory) |
| | I will provide opportunities for guests to have an enjoyable cross-culture experi | ence and an |
| | insight to community and family life. | (Mandatory) |
| | I will provide materials to cover basic communication needs with my guests. | (Mandatory) |
| | I will maintain my accommodation area in a safe condition that minimises threats fro | |
| | 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 resp | |
| | party in the event of emergencies or accidents. | (Mandatory) |
| | Unless part of customary practice, I will not include wildlife decorations in guest acc | ` , |
| | I will ensure adequate lighting and ventilation is provided inside guest use areas. | |
| | | |
| _ | lest sleeping areas | |
| | I will ensure guest sleeping areas are available to guests at all times. | (Mandatory) |
| | I will ensure guest sleeping areas are designed to allow privacy (e.g. partitioned). | |
| | 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 dem | onstration of |
| | local tradition (e.g. flower, fruit). | (Mandatory) |
| | I will provide a clean mosquito net for guest use as required and regularly spray | to minimise |
| | insect pests. | (Mandatory) |
| Ва | throoms and toilets | |
| | I will include in the bathroom and toilet adequate privacy and ventilation, a tank o | r jar of fresh. |
| | clean water, soap, a cup, toilet paper and a sanitary bin. | (Mandatory) |

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





ASEAN CBT Friendly Tour Operator's (FTO)

Code of Conduct



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 visit | or service |
| | with which I am involved. (M | landatory) |
| | I will actively seek to increase my knowledge of: (1) sustainable tourism, (2) group mai | nagement |
| | techniques, (3) customer care/service, (4) communication techniques (including cros | ss-cultural |
| | awareness/communication and verbal and non-verbal communication), (5) first aid a | nd safety, |
| | and (6) cultural and environmental issues. (M | landatory) |
| | I will actively seek to increase my knowledge of the local environment and culture: | including |
| | history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and su | ustainable |
| | tourism principles. (M | landatory) |
| | I will ensure current and relevant environmental and cultural information is includ | led where |
| | required during my interactions with visitors. (M | landatory) |
| | I will actively seek to improve my verbal and non-verbal communication skills to im | prove the |
| | quality of visitor experiences. (M | landatory) |
| | | |
| My | / commitment to ethi <mark>cal practices</mark> | |
| | I will be friendly, courteous and honest when dealing with the community and visitors. (M | landatory) |
| | I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I w | vill support |
| | principles of gender equity and social inclusion. (M | landatory) |
| | I will respect the right of CBT members to share in opportunities for their involvement | in tourism |
| | related income generating activities. (M | landatory) |
| | | |
| My | / commitment to natur <mark>al and cultur</mark> al heritage protection | |
| | I will respect and contribute to the promotion and preservation/conservation of local contributes to the promotion and preservation of local contributes to the local contr | ulture and |
| | natural environments. (M | landatory) |
| | I will ensure my clients observe CBT standards for interacting with the culture, natural en | vironment |
| | and people of the community in the interests of avoiding or minimising negative impact | cts. |
| | (M | landatory) |
| | I will actively facilitate cross-cultural understanding and opportunities for tourists to con- | ntribute to |
| | local activities alongside host community members. (M | landatory) |
| | I will demonstrate best-practice waste management by collecting litter and applyi | ing avoid, |
| | reduce, reuse, recycle principles. (M | landatory) |
| | I will ensure all relevant rules, regulations and laws regarding environmental ar | nd wildlife |
| | protection or codes of conduct are followed. (M | landatory) |
| | | |
| My | commitment to visitor care and safety | |
| | I will adhere to all CBT approved policies and codes of conduct regarding safety and s | security of |
| | visitors. (M | landatory) |
| | I will be aware of the nearest first aid kit at all times when interacting with visitors. (M | landatory) |
| | As appropriate, I will wear a uniform and carry an ID card at all times when interavisitors. | cting with |

| | I will be prepared to efficiently communicate with a responsible third party (i.e. use of portable radios, cell phones, flares or other means of attracting attention), in the event of emergencies or accidents. (Mandatory) |
|----|--|
| My | commitment to providing quality service and continual improvement |
| | I will provide a quality service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory) |
| | I will never be under the influence of alcohol or drugs or any other intoxicating substances prior to and/or during my visit to the CBT initiative. (Mandatory) |
| | I will actively seek feedback on visitor experience satisfaction and all activity with which I am involved. (Mandatory) |
| My | commitment to the CBT initiative |
| | I will abide by the rules, regulations and practice requirements of the local community. (Mandatory) |
| | I will demonstrate support of the CBT initiative and community by making maximum use of CBT |
| | services and being actively involved in, or contributing to, CBT projects. (Mandatory) I will develop a sound knowledge and understanding of the specific CBT site and local conditions, |
| | especially cultural and natural values, and transfer this knowledge to my clients and fellow staff, |
| | especially guides and tour leaders. (Mandatory) |
| | I will respect community traditions, CBT regulations and requirements for use of environmentally |
| | sensitive areas and in-community behaviour. (Mandatory) |
| | I will consult with the CBT Committee and the community if there is a risk that activities might |
| | contribute to direct environmental damage. (Mandatory) |
| | I will monitor and provide feedback to the CBT Committee on activities based upon ecologically |
| | sustainable and ethically acceptable usage of community resources. (Mandatory) |
| Ш | 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) |
| | I will minimise use of motorized transportation, especially in CBT areas. (Mandatory) In cooperation with local guides, I will deliver high quality guiding and culture/nature interpretation |
| | and generate respect for the destinations' cultural and natural values. (Mandatory) |
| | I will explain codes of conduct to clients, emphasising the visitor's responsibility to treat local |
| | people with respect, and avoid environmental damage. (Mandatory) |
| Fo | r the CBT FTO operator/owner |
| | Through agreement with the CBT Committee, I will limit group size based on the carrying |
| | capacity of the site and the objective of delivering quality experiences to clients that minimises |
| П | impact on the community. (Mandatory) |
| | I will support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people. |
| | I will meet all necessary licenses and permit requirements. (Mandatory) |
| | I will actively encourage my clients to have travel insurance cover. (Mandatory) |
| | I will practice responsible marketing, which creates appropriate customer expectations of the |

| CBT experience and activities. | (Mandatory) |
|---|-------------------|
| I will conduct my business with honesty and ethical behaviours. | (Mandatory) |
| I will ensure high risk activities are guided by specifically trained and skilled staff | , assisted by |
| CBT guides. | (Mandatory) |
| I will ensure staff are trained in first aid, including CPR. | |
| I will have in place a post-trip customer feed-back system and provide a summary | report to the |
| CBT Committee after each visit to the CBT initiative. | |
| I will maintain membership of a relevant professional tourism organisation, if availa | able. |
| | (Mandatory) |
| To the greatest extent possible, I will use eco-friendly accommodation and service | s prior to and |
| after visiting the CBT area. | |
| I will provide accurate pre-tour information to clients about the tour and the CBT in | nitiative, a list |
| of needed equipment and codes of conduct when in the CBT area. | |
| I will demonstrate commitment to this ASEAN CBT Friendly Tour Operator's Cod | e of Conduct |
| and be able to explain the rationale for each of its requirements. | (Mandatory) |
| | |





Asean Community Based Tourism Standard Checklist



1. CBT Concept, Definition, and Principles

1.1. The CBT Concept

Internationally, the tourism economic sector is dominated by small businesses that provide goods and services to a visiting tourist clientele. Community based tourism (CBT) is a form of tourism that seeks to empower communities to manage tourism growth and achieve communitygoals relating to well-being and economic, social and environmental 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:

- 1. Involve And Empower Community To Ensure Ownership And Transparent Management,
- 2. Establish Partnerships With Relevant Stakeholders,
- 3. Gain Recognised Standingwithrelevant Authorities,
- 4. Improvesocial Well-Being And Maintenance Of Human Dignity,
- 5. Include A Fair And Transparent Benefit Sharing Mechanism,
- 6. Enhance Linkages To Local And Regional Economies,
- 7. Respect Local Culture And Tradition,
- 8. Contribute To Natural Resource Conservation,
- Improve The Quality Of Visitor Experiences By Strengthening Meaningful Host And Guest Interaction, And
- 10. Work Towards Financial Self-Sufficiency.

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

2. 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 CBTCommittees 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

CBT accommodation 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

Providers

Any structure and its surrounds provided within the CBT area for use

by visitors.

CBT Administration
Authority

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 central area

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 Committee

An area or building established for welcoming visitors and administrative functions of the CBT initiative.

CBT Food and Beverage Providers

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 Friendly Tour Operator (FTO)

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 initiative

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 Guides

Any activity or group of activities undertaken by the CBT Members and managed by the CBT Committee.

CBT Members

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 stakeholders

Members of a community participating in CBT Committee activities and who have committed to the CBT Members Code of Conduct (Appendix 1).

Criterion (plural criteria) Any individual, group, or organization that can affect or can be affected by CBT initiatives.

Compliance level

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.

Evidence

The degree to which the nominated state of an indicator is met.

Government Tourism Organisation

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).

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.

Independent Auditor

Measure

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 Authorityas 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.

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, itmust meet the following conditions:

- a. An elected CBT Committee exists that can represent community interests outside the community 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 Member sub-committees responsible for

- specific tourism products and services; and
- d. The CBT Committee has completed a self-assessment (using this Checklist); and
- e. The CBT initiative has been registered with the nominated home country 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.

3. 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 eight criteria, 23 Sub-criteria and 171 Indicators. Eighty-nine of the indicators are Minimum requirements,52 are Advanced requirements and 30 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

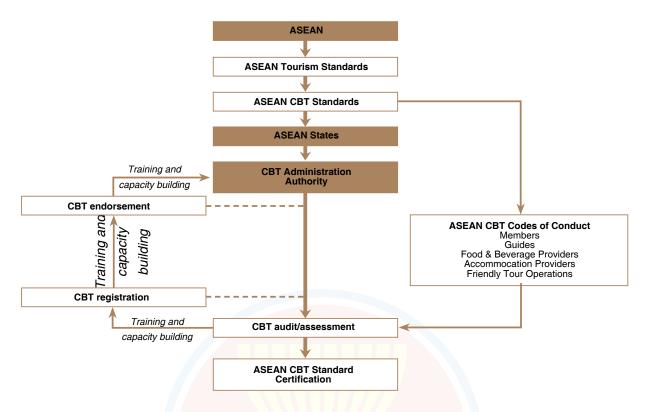
| | | | | Indica | ators | |
|----------|--|---|-------------------------|--------------------------|-------------------------------|-------|
| Criteria | | Sub-criteria | Minimum requirements | Advanced requirements | Best practice requirements | Total |
| 1 | Community | 1.1 Effective and transparent governance arrangements exist | 5 | 2 | 0 | 7 |
| | ownership and | 1.2 Legitimate establishment | 2 | 0 | 0 | 2 |
| | management | 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 | 2.1 Human dignity is maintained | 2 | 1 | 1 | 4 |
| | 2.2 Benefits and costs are shared equitably 2.3 Links exist to regional economies 2.4 Cultural integrity is maintained and valued cultural traditions are enriched | 2.2 Benefits and costs are shared equitably | 1 | 1 | 1 | 3 |
| | | 2 | 1 | 1 | 4 | |
| | | | 3 | 2 | 1 | 6 |
| | | Sub-total | 8 | 5 | 4 | 17 |

| Criteria | | | | Indica | ators | |
|----------|-----------------------------|--|-------------------------|--------------------------|----------------------------|-------|
| | | Sub-criteria | Minimum requirements | Advanced requirements | Best practice requirements | Total |
| 3 | Contribution to | 3.1 Natural resources are being conserved | 1 | 2 | 1 | 4 |
| | conserve and improve the | 3.2 Conservation activities to improve the environment | 4 | 1 | 2 | 7 |
| | environment | Sub-total | 5 | 3 | 3 | 11 |
| 4 | Encouragement | 4.1 Guest and local community interaction exists | 2 | 3 | 3 | 8 |
| | of interaction between the | 4.2 Sustainability of Community-Based Tourism products | 1 | 1 | 3 | 5 |
| | local community and guests | Sub-total | 3 | 4 | 6 | 13 |
| 5 | Quality tour and | 5.1 Ensuring local guide quality and expertise | 3 | 2 | 1 | 6 |
| | guiding services | 5.2 Managed tours and activities to ensure quality | 5 | 4 | 4 | 13 |
| | | Sub-total | 8 | 6 | 5 | 19 |
| 6 | Quality food | 6.1 Ensuring food and beverage service provider quality | 3 | 2 | 1 | 6 |
| | and beverage services | 6.2 Managed food and beverage services to ensure quality | 12 | 3 | 1 | 16 |
| | | Sub-total | 15 | 5 | 2 | 22 |
| 7 | Quality | 7.1 Ensuring accommodation service provider quality | 4 | 1 | 1 | 6 |
| | accommodations | 7.2 Managed accommodations to ensure quality | 16 | 10 | 1 | 27 |
| | | Sub-total | 20 | 11 | 2 | 33 |
| 8 | Performance of | 8.1 Commitment to CBT ideals | 5 | 2 | 2 | 9 |
| | CBT 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 |
| | | 8.4 Promotion of joy of discovery, knowledge and respect | 3 | 2 | 0 | 5 |
| | | 8.5 Satisfying and safe experiences for tourists and the community | 2 | 2 | 1 | 5 |
| | | Sub-total Sub-total | 16 | 12 | 6 | 34 |
| | | Total | 89 | 52 | 30 | 171 |

4. 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.

CBT Committee established ✓ ASEAN CBT entry requirements met. CBT Committee contacts the CBT Administration Authority with an expression of interest in registering the CBT initiative CBT Administration Authority issues CBT CBT Committee determines that it fully checklist for self-assessment complies with 50% of the Minimum CBT Committee undertakes a self-assessment using the ASEAN CBT Standard Checklist requirements and 40% of Advanced requirements under each criterion. ı CBT training initiated CBT Committee identifies action towards CBT Administration Authority reviews ensuring compliance with 60% of Minimum the self-assessment with the CBT Committee to and 50% of Advanced requirements under confirm actions to improve performance each criterion. CBT Administration Authority determines that: the CBT initiative has the capacity to CBT Administration Authority may endorse meet the ASEAN CBT Standard, and and/or recommend proceeding directly to the ASEAN CBT Certification process ✓ the CBT Committee is addressing performance shortcomings CBT Administration Authority reviews registers the CBT initiative and issues CBT Registration Certificate

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.

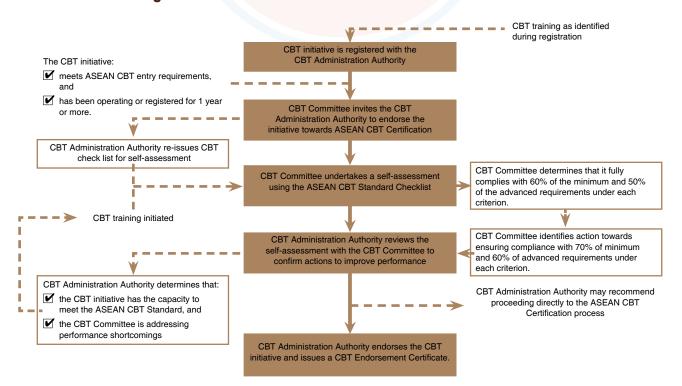


Figure 3 Process towards endorsement as a CBT initiative

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 Advancedrequirements 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.

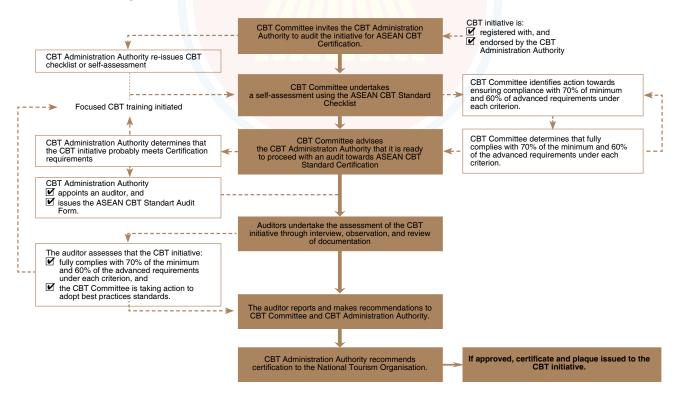


Figure 4 Process forcertification under the ASEAN CBT Standard

5. Assessment of 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.

5.2. 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.

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.

5.3. 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 Sufficient evidence exists to confirm the probability that the nominated

complies state of the indicator has been achieved.

Partly Insufficient evidence exists to confirm that the nominated state of the

complies indicator has been achieved: more evidence is needed.

Does not This also applies where multiple elements are associated with the CBT comply' initiative (e.g., more than one home stay or guided activity). For minimum

requirement indicators, unless all elements achieve the indicated standard,

Not applicable 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.

Evidence does not exist to confirm that the nominated state of the indicator has been achieved: evidence is needed.

The indicator is not relevant to the CBT initiative being assessed.

5.4. 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.

5.5. 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).

Figure 5 Example tally for Sub-criterion 1.3

Sub-criterion 1.3: Effective and transparent management exists

| Criterion | Sub- Criterion | Indicators | Fully complies | Partly complies | Does not comply | Not applicable |
|------------------------------------|---|--|-------------------|--------------------|--------------------|-------------------|
| | ā | Minimum requirements 1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs. | | | | |
| ŧ | ration | 1.3.2 CBT Members agree to an angoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1). | | | | |
| ageme | ıt ope | 1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists. | | | | |
| mans | gemer | 1.3.4 The CBT initiative maximises use of goods and services provided by the community. | | | | |
| ip and | mana | 1.3.5 A clear financial management system exists and is accessible to community members. | | | | |
| Community ownership and management | sparent | Advanced requirements 1.3.6 An annual action plan is documented and is accessible to community members. | | | | |
| nity o | d tran | 1.3.7 Long-term goals and objectives are documented and accessible to the community members. | | | | |
| Commu | Effective and transparent management operations | Best practice requirements 1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities. | | | | |
| | 표 | Total minimum requirements | 4 | 1 | | |
| | | Total advanced requirements | | 2 | | |
| | | Total best practice requirements | | | 1 | |

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

Summary assessment for Criterion 1: Community ownership and management

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

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

Figure 7 Example summary table for a CBT

Summary assessment

| Criteria | | Fully complies | Partly complies | Does not comply | Not applicable |
|---|---------------------------------|-------------------|--------------------|--------------------|-------------------|
| Criterion 1: Community ownership and | Minimum requirement count | 11 | 2 | 1 | |
| management | Advanced requirement count | 3 | 2 | | 1 |
| | Best practice requirement count | | | 1 | 1 |
| Criterion 2: Contribution to social well-being | Minimum requirement count | 7 | 1 | | |
| | Advanced requirement count | | 3 | 1 | 1 |
| | Best practice requirement count | | 1 | 3 | |
| Criterion 3: Contribution to conserve and improve | Minimum requirement count | 4 | 1 | | |
| the environment | Advanced requirement count | 2 | | | 1 |
| | Best practice requirement count | | 3 | | |
| Criterion 4: Encouragement of interaction between | Minimum requirement count | 2 | 2 | | |
| the local community and guests | Advanced requirement count | 2 | 2 | | |
| | Best practice requirement count | 3 | 1 | 1 | 1 |
| Criterion 5: Quality tour and guiding service | 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 | 18 | 2 | | |
| | Advanced requirement count | 8 | 3 | | |
| | Best practice requirement count | | | 2 | |
| Criterion 8: Performance of CBT Friendly Tour | Minimum requirement count | 12 | 1 | 1 | 2 |
| Operators (CBT FTO) | Advanced requirement count | 8 | | 3 | 1 |
| | Best practice requirement count | 1 | 3 | 1 | 1 |
| Totals | Minimum requirement count | 64 | 11 | 2 | 2 |
| | Advanced requirement count | 29 | 14 | 5 | 4 |
| | Best practice requirement count | 4 | 11 | 8 | 4 |

5.6. 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.









6. CBT Performance Criteria and Indicators

6.1. Criterion 1: Community ownership and management

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

6.1.1. 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. | | | | |
| Minimum 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 | | | | |

6.1.2. 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 is recognised by provincial and/or national level authorities. | | | | |
| 1.2.2 The CBT initiative is recognised by, and has the support of, any customary or legally recognised community-level governing body (e.g., community council). | | | | |
| Total minimum requirements | | | | |

6.1.3. 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 | | | | |

6.1.4. Sub-criterion 1.4: Effective partnerships exist

| erri de enterior i i allegare pararetempe 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 | | | | |

| 6.2 | Criterion | 2. | Contribution | to | social | well-being |
|------|-----------|------------|--------------|----|--------|-------------|
| 0.2. | OHIGHOR | <u>~</u> . | | w | Social | WCII DCIIIQ |

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

6.2.1. Sub-criterion 2.1: Human dignity is maintained

| Indicators | Fully | 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 community access to basic services (water, sanitation, energy, education, health). | | | | |
| Total minimum requirements | | | | |
| Total advanced requirements | | | | |
| Total best practice requirements | | | | |

6.2.2. Sub-criterion 2.2: Benefits and costs are sharedequitably

| 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 | | | | |

6.2.3. Sub-criterion 2.3: Links exist to regional economies

| Indicators | 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/regional sourcing of products and services dominate CBT initiatives. | | | | |
| 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 | | | | |

6.2.4. Sub-criterion 2.4: Cultural integrity is maintained and valued cultural traditions are

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

6.3. Criterion 3: Contribution to conserve and improve the environment CBT initiatives conserve and improve the quality of environmental assets and values.

6.3.1. Sub-criterion 3.1: Natural resources are being conserved

| Indicators | Fully | Partly complies | Does not 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 Programs exist to present the value of natural resources to local community well-being. | | | | |
| Best practice requirements 3.1.4 Local rules and regulations exist relevant to the protection and presentation of nature. | | | | |
| Total minimum requirements | | | | |
| Total advanced requirements | | | | |
| Total best practice requirements | | | | |

6.3.2. Sub-criterion 3.2: Conservation activities to improve the environment

| 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. | | | | |
| Total minimum requirements | | | | |
| Total advanced requirements | | | | |
| Total best practice requirements | | | | |

6.4. Criterion 4: Encouragement ofinteraction 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.

6.4.1. 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. | | | | |
| Total minimum requirements | | | | |
| Total advanced requirements | | | | |
| Total best practice requirements | | | | |

6.4.2. 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. | | | | |
| Total minimum requirements | | | | |
| Total advanced requirements | | | | |
| Total best practice requirements | | | | |

6.5. 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.

6.5.1. Sub-criterion 5.1: Ensuring local guide quality and expertise

| Indicators | Fully complies | Partly complies | Does not comply | Not applicable |
|--|-------------------|-----------------|--------------------|-------------------|
| Minimum requirements 5.1.1 Guides 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 are certified under any relevant standard produced for the purposes of improving guiding services. | | | | |
| 5.1.5 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 5.1.6 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 heat are stice requirements | | | | |
| Total best practice requirements | | | | |

6.5.2. Sub-criterion 5.2: Managed tours and activities to ensure quality

| Indicators | Fully complies | Partly complies | Does not comply | Not applicable |
|--|-------------------|-----------------|--------------------|-------------------|
| Minimum requirements5.2.1 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; anddocumented 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. | | | | |
| 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 | | | | |

6.6. 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.

6.6.1. 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 recruited based on appropriate levels of knowledge and experience in providing locally relevant food and beverage services. | | | | |
| 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 | | | | |

6.6.2. Sub-criterion 6.2: Managedfood and beverage services for quality

| Indicators | Fully complies | Partly complies | Does not comply | Not applicable |
|--|-------------------|-----------------|--------------------|-------------------|
| Minimum requirements6.2.1 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). | | | | |
| 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 | | | | |

6.7. Criterion 7: Quality accommodations

CBT accommodationincludes 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.

6.7.1. Sub-criterion 7.1: Ensuring accommodation service provider quality

| 6.7.11. Out official 7.11. Encuring accommodation convice provider quality | | | | | |
|--|-------------------|--------------------|--------------------|-------------------|--|
| Indicators | Fully complies | Partly complies | Does not comply | Not applicable | |
| Minimum requirements 7.1.1 Accommodation providers are recruited based on appropriate levels of knowledge of accommodation service delivery and the appropriateness of their accommodations for targeted markets. | | | | | |
| 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 | | | | | |

6.7.2. Sub-criterion 7.2: Managed 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. | | | | |

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

6.8. 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.

6.8.1. Sub-criterion 8.1: Commitment to CBT ideals

| Indicators | Fully complies | Partly complies | Does not comply | Not applicable |
|---|----------------|--------------------|--------------------|-------------------|
| Minimum requirements 8.1.1 FTOs are certified under any relevant standard produced for the purposes of improving tour operations (e.g., ASEAN Ecotourism Standard). | | | | |
| 8.1.2 FTOs meet all necessary license and permit requirements. | | | | |
| 8.1.3 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. | | | | |
| 8.1.4 FTOs and staff have signed and follow the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5). | | | | |
| 8.1.5 Where available, FTOs are members of an appropriate professional organisation. | | | | |
| Advanced requirements 8.1.6 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. | | | | |
| 8.1.7 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests. | | | | |
| Best practice requirements 8.1.8 FTOs provide employees dealing with communities regular training on CBT and ecotourism (e.g. one day a year/paid). | | | | |
| 8.1.9 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 | | | | |

6.8.2. Sub-criterion 8.2: Contribution 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 | | | | |

6.8.3. Sub-criterion 8.3: Support for the local economy

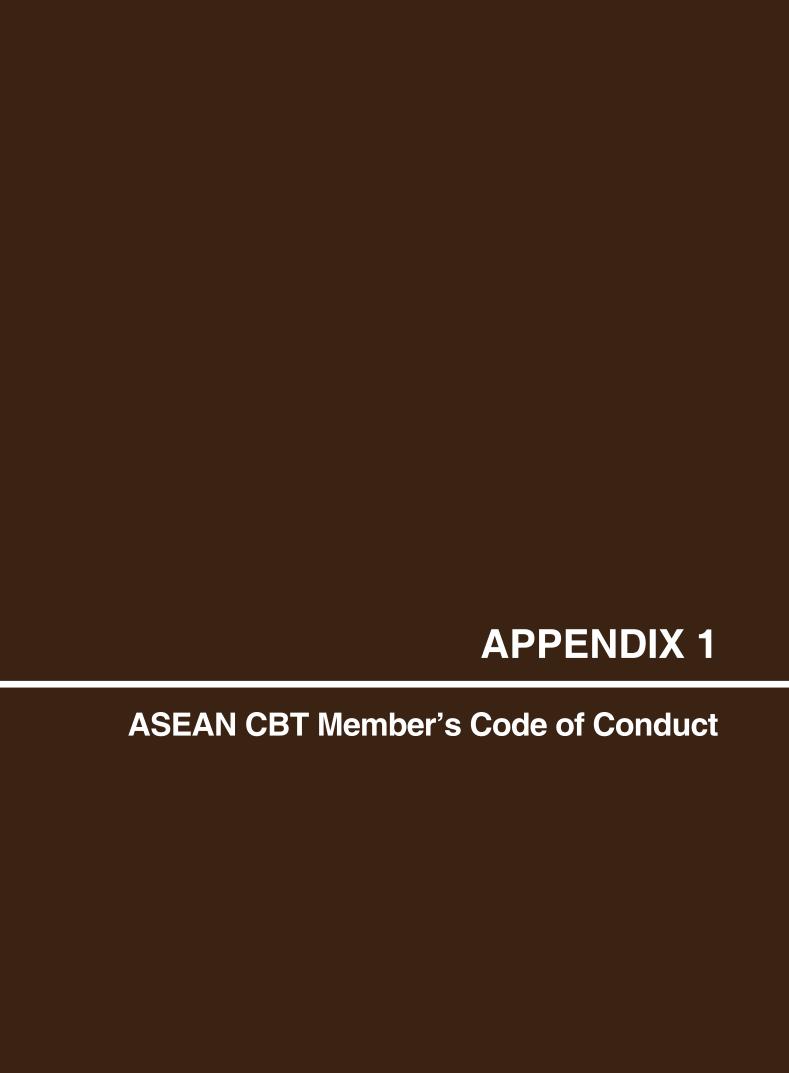
| Indicators | Fully complies | Partly complies | Does not comply | Not applicable |
|--|----------------|--------------------|--------------------|-------------------|
| Minimum requirements 8.3.1 FTOs maximise use and purchase of local and CBT products and services (e.g. accommodation, transport in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

6.8.4. Sub-criterion 8.4: Promotion of 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. | | | | |
| Best practice requirements 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 | | | | |

6.8.5. Sub-criterion 8.5: Satisfying and safe experiencesfor 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 | | | | |



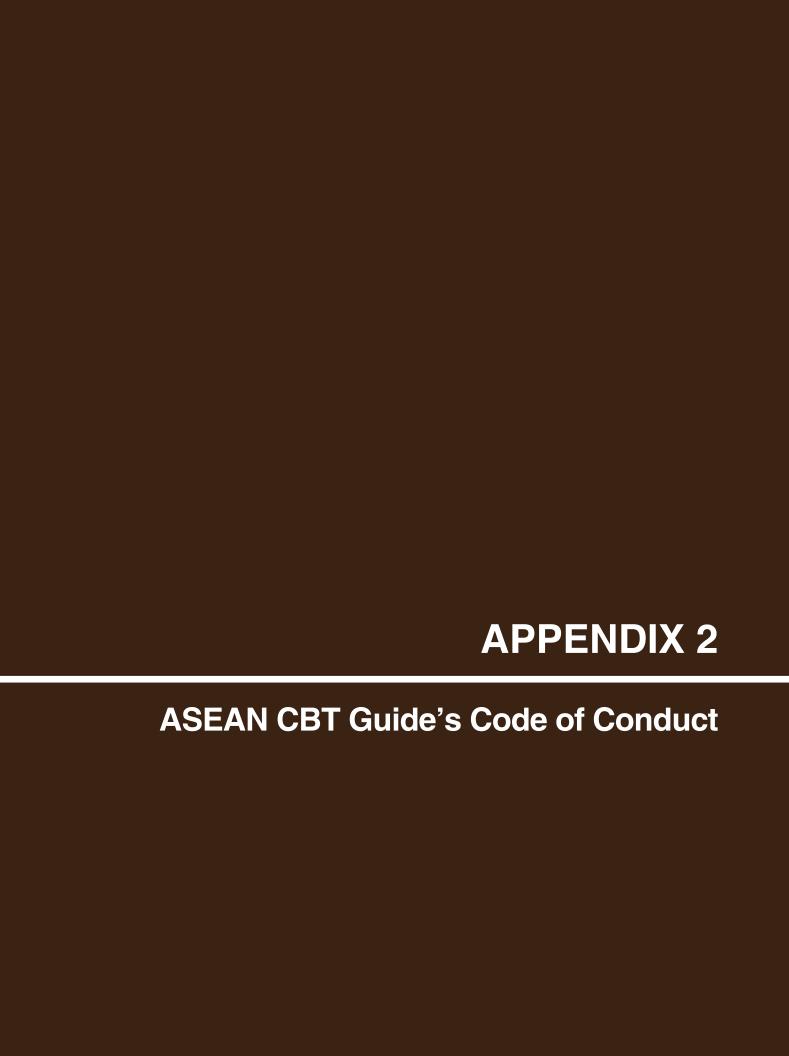


Appendix 1 ASEAN CBT Member's Code of Conduct

| 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 which I am involved. (Mandatory) |
| | I will actively seek to increase my knowledge of: (1) group/visitor management techniques, (2) |
| | communication techniques (including cross-cultural awareness/communication and verbal and |
| | non-verbal communication), and (3) first aid and safety. (Mandatory) |
| | I will actively seek to increase my knowledge of the local environment and culture: including |
| | history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable |
| | tourism principles. (Mandatory) |
| | I will ensure current and relevant environmental and cultural information is included where |
| | required during my interactions with visitors. (Mandatory) |
| My | commitment to ethical practices |
| | I will be friendly, courteous and honest when dealing with the community and visitors. |
| | (Mandatory) |
| | I will demonstrate pride in representing my community and provide a role model for other |
| | community members. (Mandatory) |
| | I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I will support |
| | principles of gender equity and social inclusion. (Mandatory) |
| | I will respect the right of all other CBT members to share equally in opportunities for their |
| | involvement in income generating activities. (Mandatory) |
| Му | commitment to natural and cultural heritage protection |
| | I will respect and contribute to the promotion and preservation/conservation of local culture and |
| | natural environments. (Mandatory) |
| | I will ensure visitors observe CBT Standards at all times when interacting with the culture, natural |
| | environment and people of the community in the interests of avoiding or minimising negative |
| _ | impacts. (Mandatory) |
| | I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to |
| | local activities alongside host community members. (Mandatory) |
| | I will demonstrate best-practice waste management by collecting litter and applying avoid, |
| _ | reduce, reuse, recycle principles. (Mandatory) |
| | I will ensure all relevant rules, regulations and laws regarding environmental and wildlife |
| | protection or codes of conduct are followed. (Mandatory) |
| My | commitment to visitor care and safety |
| | I will adhere to all CBT approved policies and codes of conduct regarding safety and security of |
| _ | visitors. (Mandatory) |
| | I will be aware of the nearest first aid kit at all times when interacting with visitors. (Mandatory) |
| | As required, I will wear a uniform or carry an ID card when interacting with visitors. |

| □ I will never be under the influence of illegal substances. (Ma □ I will never be under the influence of alcohol or any intoxicating substances prior to and/ | ı + |
|---|------------|
| activities with which I am associated. (Ma I will never be under the influence of illegal substances. (Ma I will never be under the influence of alcohol or any intoxicating substances prior to and/ | 11 |
| ☐ I will never be under the influence of illegal substances. (Ma☐ I will never be under the influence of alcohol or any intoxicating substances prior to and/ | nce of all |
| ☐ I will never be under the influence of alcohol or any intoxicating substances prior to and/ | ındatory) |
| , | ındatory) |
| | or during |
| an activity (except when and if culturally appropriate). (Ma | ındatory) |
| \square I will actively seek feedback on visitor experience satisfaction and the activity with wh | nich I am |
| involved. (Ma | ındatory) |
| ☐ I will demonstrate commitment to this ASEAN CBT Member's Code of Conduct and b | e able to |
| explain the rationale for each of its requirements. (Ma | ındatory) |







Appendix 2 ASEAN CBT Guide's Code of Conduct

| I W | mi comorni to the CBT Member's Code of Conduct by: | |
|-----|--|----------------|
| | • committing to on-going learning and improving my communication skills, partic | cularly in the |
| | area of interpretive guiding; | (Mandatory) |
| | • adopting ethical and visitor friendly practices, and taking pride in representing | my |
| | community; | (Mandatory) |
| | • contributing to the protection and presentation of my community's natural and | cultural |
| | assets and traditions by providing cultural and natural environment awareness | raising and |
| | education activities for visitors and the host community; | (Mandatory) |
| | following all CBT approved policies and codes of conduct regarding safety and | d security of |
| | visitors; | (Mandatory) |
| | providing a quality service and conforming to any standards developed by ASI | EAN for the |
| | purposes of improving the quality of guiding services. | (Mandatory) |
| NЛS | , commitment to encuring the quality of tours and visitor activities | |
| | commitment to ensuring the quality of tours and visitor activities | 5 |
| | sitor briefing | |
| | I will inform visitors of the tour/activity itinerary, level of difficulty and possible hazar | _ |
| _ | precautions. | (Mandatory) |
| | I will inform visitors of regulations or rules that apply to their conduct on the tour. | ` , |
| | I will inform visitors of opportunities to participate in the satisfaction feedback proc | ess. |
| | our/activity content | |
| | I will ensure tours/activities with which I am associated are designed to be enjoyable | , educational, |
| _ | participatory, organised, relevant and thematic. | |
| | I will ensure tours/activities with which I am associated respect and contribute to | the promotion |
| _ | and preservation/conservation of local culture and natural environment. | |
| | To minimise negative impacts, I will make necessary efforts to ensure that visitors | |
| | observe CBT approved guidelines for interacting with the culture, natural env | |
| _ | people of the community. | (Mandatory) |
| | I will ensure tours/activities with which I am associated include relevant cultural | information in |
| | the interpretation of the community and its surroundings. | |
| | I will ensure tours/activities with which I am associated provide cultural and natura | l environment |
| | awareness raising and education for visitors and the host community. | |
| | I will ensure tours/activities with which I am associated actively facilitate | cross-cultural |
| | understanding and opportunities for tourists to contribute to local activities al | ongside host |
| | community members. | |
| | I will ensure tours/activities with which I am associated demonstrate practical waste | management |
| | including the application of avoid, reduce, reuse, recycle principles. | |

| _ | | | |
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| I will invite visitors to participate in the satisfaction feedback process. | |
|--|------------------|
| I will encourage visitors to participate in other CBT tours/activities. | (Mandatory) |
| I will conclude the tour/activity with an expression of my pride in representing the | e community |
| and a wish for visitors to have a pleasant stay within the community and for the res | t of their visit |
| holiday. | (Mandatory) |
| I will demonstrate commitment to this ASEAN CBT Guide's Code of Conduct ar | nd be able to |
| explain the rationale for each of its requirements. | (Mandatory) |



APPENDIX 3

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



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

| l w | ill | conform to the CBT Member's Code of Conduct by: | |
|-----|-----|--|----------------|
| | • | committing to on-going learning and improving my communication skills, partic | ularly in the |
| | | area of quality food and beverage service; | (Mandatory) |
| | • | adopting ethical and visitor friendly practices, and taking pride in representing | my |
| | | community; | (Mandatory) |
| | • | contributing to the protection and presentation of my community's natural and | cultural |
| | | assets and traditions by providing and demonstrating traditional cooking practic | ces; |
| | | | (Mandatory) |
| | • | following all CBT approved policies and codes of conduct regarding safety and | I security of |
| | | visitors; | (Mandatory) |
| | • | providing a quality service and conforming to any standards developed by ASE | EAN for the |
| | | purposes of improving the quality of food and beverage services. | (Mandatory) |
| _ | | ommitment to providing quality food and beverage services sion of meals | |
| | Ιv | will provide meals to CBT visitors at agreed times identified in consultation v | with the CBT |
| | Co | ommittee. | (Mandatory) |
| | I۷ | vill advise visitors in advance of the price of meals. | (Mandatory) |
| | ۱w | vill accommodate visi <mark>tor dietary preferences.</mark> | |
| | ۱w | vill provide sufficient food for visitor needs, including between-meal snacks. | (Mandatory) |
| | ۱w | vill make maximum use <mark>of organically grown food, and local ing</mark> redients, includir | ng fresh meat |
| | an | nd vegetables, but no bus <mark>h meats prohibited by law.</mark> | (Mandatory) |
| | ۱w | vill make maximum use of n <mark>atural bio-degradable products</mark> when serving and pa | ckaging food |
| | (e. | .g. banana leaves). | |
| | ۱v | vill ensure the menu varies daily to promote local custom and traditional cuisine | and provide |
| | va | riety for visitors. | (Mandatory) |
| | ۱w | vill emphasise local custom and traditional cuisine by providing at least one tradi | tional meal at |
| | ea | ach dining period. | (Mandatory) |
| | | vill provide dessert and/or fruit as part of each meal. | (Mandatory) |
| | int | taining hygiene standards | |
| | ۱w | vill ensure animals are kept away from food storage, cooking and dining areas. | (Mandatory) |
| | | vill ensure treated or boiled water is available for use in food preparation (e.g. | _ |
| | sa | lad vegetables) and cleaning. | (Mandatory) |
| | ۱w | vill ensure clean water and soap are available in food preparation areas. | (Mandatory) |
| | ۱w | vill regularly wash my hands with soap before handling food and during cooking. | (Mandatory) |
| | | will ensure cooking areas are maintained in a clean state (e.g. cleaned after | |
| _ | - | eparation activity). | (Mandatory) |
| | ۱w | vill ensure food preparation and dining materials (e.g. utensils) are cleaned thore | |
| | us | e. | (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) | |
| Ex | perience exchange | |
| | I will ensure opportunities exist for tourists to participate in my cooking activities and learn | |
| | traditional cooking techniques. | |
| | I will encourage visitors to share recipes and cooking techniques with me. | |
| | I will demonstrate commitment to this ASEAN CBT Food Service Provider's Code of Conduc | |
| | and be able to explain the rationale for each of its requirements. (Mandatory) | |



APPENDIX 4

ASEAN CBT Accommodation Provider's Code of Conduct



Appendix 4 ASEAN CBT Accommodation Provider's Code of Conduct

| l w | ill conform to the CBT Member's Code of Conduct by: | |
|-----|--|----------------|
| | • committing to on-going learning and improving my communication skills, partic | ularly in the |
| | area of accommodation and homestay services; | (Mandatory) |
| | • adopting ethical and visitor friendly practices, and taking pride in representing | my |
| | community; | (Mandatory) |
| | • contributing to the protection and presentation of my community's natural and | cultural |
| | assets and traditions by providing and demonstrating community lifestyle expe | riences to |
| | visitors through the provision of accommodation and homestay services; | (Mandatory) |
| | • following all CBT approved policies and codes of conduct regarding safety and | security of |
| | visitors; | (Mandatory) |
| | • providing a quality service and conforming to any standards developed by ASE | EAN for the |
| | purposes of improving the quality of guiding services. | (Mandatory) |
| My | commitment to providing quality accommodation | |
| | I will maintain a visitor booking system that includes an up-to-date log of arrivals, de | partures and |
| | returns to my accommodation. | (Mandatory) |
| | I will provide opportunities for guests to have an enjoyable cross-culture experi | ence and an |
| | insight to community and family life. | (Mandatory) |
| | I will provide materials to cover basic communication needs with my guests. | (Mandatory) |
| | I will maintain my accommodation area in a safe condition that minimises threats fro | m 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 resp | onsible third |
| | party in the event of emergencies or accidents. | (Mandatory) |
| | Unless part of customary practice, I will not include wildlife decorations in guest acc | ommodation. |
| | I will ensure adequate lighting and ventilation is provided inside guest use areas. | (Mandatory) |
| Gu | est sleeping areas | |
| | I will ensure guest sleeping areas are available to guests at all times. | (Mandatory) |
| | I will ensure guest sleeping areas are designed to allow privacy (e.g. partitioned). | (Mandatory) |
| | I will keep guest sleeping areas clean and tidy through daily servicing. | (Mandatory) |
| | I will provide clean bed linen, blanket, mat for each new letting. | (Mandatory) |
| | I will provide an arrival welcome 'gift' (e.g. locally produced craft) and a daily dem | nonstration of |
| | local tradition (e.g. flower, fruit). | (Mandatory) |
| | I will provide a clean mosquito net for guest use as required and regularly spray | / to minimise |
| | insect pests. | (Mandatory) |

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| | I will include in the bathroom and toilet adequate privacy and ventilation, a tank | or jar of fresh, |
|----|---|------------------|
| | clean water, soap, a cup, toilet paper and a sanitary bin. | (Mandatory) |
| | I will thoroughly clean and service the bathroom/toilet daily. | (Mandatory) |
| Sa | fety and hygiene | |
| | If I supply food or meals, I will meet the hygiene requirements identified in the 0 | CBT Food and |
| | Beverage Provider's Code of Conduct. | (Mandatory) |
| | I will provide and be able to use a first aid kit for guest use and check it weekly for | completeness |
| | or replenished on use. | |
| | I will provide a torch for night use by visitors. | (Mandatory) |
| | I will demonstrate commitment to this ASEAN CBT Accommodation Provider's Co | de of Conduct |
| | and be able to explain the rationale for each of its requirements. | (Mandatory) |





ASEAN CBT Friendly Tour Operator's (FTO)

Code of Conduct



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 vi | sitor service |
| | with which I am involved. (| Mandatory) |
| | I will actively seek to increase my knowledge of: (1) sustainable tourism, (2) group m | nanagement |
| | techniques, (3) customer care/service, (4) communication techniques (including cr | ross-cultural |
| | awareness/communication and verbal and non-verbal communication), (5) first aid | and safety, |
| | and (6) cultural and environmental issues. (| Mandatory) |
| | I will actively seek to increase my knowledge of the local environment and cultur | e: including |
| | history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and | sustainable |
| | | Mandatory) |
| | I will ensure current and relevant environmental and cultural information is incli | uded where |
| | | Mandatory) |
| | I will actively seek to improve my verbal and non-verbal communication skills to | |
| | | Mandatory) |
| | · · · · · · · · · · · · · · · · · · · | 3, |
| 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 |
| | | Mandatory) |
| | I will respect the right of CBT members to share in opportunities for their involvement | • • |
| | | Mandatory) |
| | My commitment to natural and cultural heritage protection | , |
| | I will respect and contribute to the promotion and preservation/conservation of local | culture and |
| | | Mandatory) |
| | I will ensure my clients observe CBT standards for interacting with the culture, natural e | environment |
| | and people of the community in the interests of avoiding or minimising negative imp | |
| | (| Mandatory) |
| | I will actively facilitate cross-cultural understanding and opportunities for tourists to | contribute to |
| | local activities alongside host community members. (| Mandatory) |
| | I will demonstrate best-practice waste management by collecting litter and app | lying avoid, |
| | | Mandatory) |
| | I will ensure all relevant rules, regulations and laws regarding environmental | and wildlife |
| | protection or codes of conduct are followed. (| Mandatory) |
| N/Isa | commitment to visitor care and safety | |
| | I will adhere to all CBT approved policies and codes of conduct regarding safety and | d security of |
| _ | | Mandatory) |
| П | I will be aware of the nearest first aid kit at all times when interacting with visitors. (| • • |

| | 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) |
| | (4 4 4 4 7) |
| My □ | commitment to providing quality service and continual improvement |
| Ц | I will provide a quality service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory) |
| | I will never be under the influence of alcohol or drugs or any other intoxicating substances prior |
| | to and/or during my visit to the CBT initiative. (Mandatory) |
| | I will actively seek feedback on visitor experience satisfaction and all activity with which I am |
| | involved. (Mandatory) |
| | (Manadory) |
| Μv | commitment to the CBT initiative |
| | I will abide by the rules, regulations and practice requirements of the local community. |
| | (Mandatory) |
| | I will demonstrate support of the CBT initiative and community by making maximum use of CBT |
| | services and being actively involved in, or contributing to, CBT projects. (Mandatory) |
| | I will develop a sound knowledge and understanding of the specific CBT site and local conditions, |
| | especially cultural and natural values, and transfer this knowledge to my clients and fellow staff, |
| | especially guides and tour leaders. (Mandatory) |
| | I will respect community traditions, CBT regulations and requirements for use of environmentally |
| | sensitive areas and in-community behaviour. (Mandatory) |
| | I will consult with the CBT Committee and the community if there is a risk that activities might |
| | contribute to direct environmental damage. (Mandatory) |
| | I will monitor and provide feedback to the CBT Committee on activities based upon ecologically |
| | sustainable and ethically acceptable usage of community resources. (Mandatory) |
| | I will take away all solid waste generated by my clients from products I bring into the CBT |
| _ | area. (Mandatory) |
| | I will minimise use of motorized transportation, especially in CBT areas. (Mandatory) |
| Ш | In cooperation with local guides, I will deliver high quality guiding and culture/nature interpretation |
| _ | and generate respect for the destinations' cultural and natural values. (Mandatory) |
| Ц | I will explain codes of conduct to clients, emphasising the visitor's responsibility to treat local |
| | people with respect, and avoid environmental damage. (Mandatory) |
| Fo | r the CBT FTO operator/owner |
| | Through agreement with the CBT Committee, I will limit group size based on the carrying |
| | capacity of the site and the objective of delivering quality experiences to clients that minimises |
| | impact on the community. (Mandatory) |
| | I will support the CBT Committee in training local guides and wildlife rangers from indigenous |
| | and/or local people. |
| | I will meet all necessary licenses and permit requirements. (Mandatory) |

| I will actively encourage my clients to have travel insurance cover. | (Mandatory) |
|---|--|
| I will practice responsible marketing, which creates appropriate customer exper- | ctations 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 sta | ff, assisted by |
| CBT guides. | (Mandatory) |
| I will ensure staff are trained in first aid, including CPR. | |
| I will have in place a post-trip customer feed-back system and provide a summar | y report to the |
| CBT Committee after each visit to the CBT initiative. | |
| I will maintain membership of a relevant professional tourism organisation, if avail | ilable. |
| | (Mandatory) |
| To the greatest extent possible, I will use eco-friendly accommodation and service | es prior to and |
| after visiting the CBT area. | |
| I will provide accurate pre-tour information to clients about the tour and the CBT | initiative, a list |
| of needed equipment and codes of conduct when in the CBT area. | |
| I will demonstrate commitment to this ASEAN CBT Friendly Tour Operation | tor's Code of |
| Conduct and be able to explain the rationale for each of its requirements. | (Mandatory) |
| | I will practice responsible marketing, which creates appropriate customer expected common control of the greatest extent possible, I will use eco-friendly accommodation and service after visiting the CBT area. I will provide accurate pre-tour information to clients about the tour and the CBT of needed equipment and codes of conduct when in the CBT area. I will demonstrate commitment to this ASEAN CBT Friendly Tour Operation. |





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ASEAN Community Based Tourism Standard Audit Workbook



1. Guidelines for the Audit of CBT Performance

1.1. The CBT Concept

Internationally, the tourism economic sector is dominated by small businesses that provide goods and services to a visiting tourist clientele. Community based tourism (CBT) is a form of tourism that seeks to empower communities to manage tourism growth and achieve community goals relating to well-being and economic, social and environmental 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 to ensure ownership and transparent management,
- 2. Establish partnerships with relevant stakeholders,
- 3. Gain recognised standing with relevant authorities,
- 4. Improve social well-being and maintenance of human dignity,
- 5. Include a fair and transparent benefit sharing mechanism,
- 6. Enhance linkages to local and regional economies,
- 7. Respect local culture and tradition,
- 8. Contribute to natural resource conservation.
- Improve the quality of visitor experiences by strengthening meaningful host and guest interaction, and
- 10. Work towards financial self-sufficiency.

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

1.2. ASEAN CBT Audit Workbook

1.2.1. 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 iss meeting the ASEAN CBT Standard.

1.2.2. 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.

1.2.3. Workbook Definitions

| Assessment | Criteria |
|------------|----------|
| criteria | desired |

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.

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.

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.

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.

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.

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.

Measure

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.

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).

1.2.4. Prerequisite Entry Requirement

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

- an elected CBT Committee exists that can represent community interests outside the community 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 Member sub-committees responsible

- for specific tourism products and services; and
- d. the CBT Committee has completed a self-assessment (using this Checklist); and
- e. the CBT initiative has been registered with the nominated home country 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.

1.3 CBT Performance Criteria Summary

To evaluate the quality and performance of CBT initiatives, the ASEAN CBT Standard has been used to create a checklist of performance standards. The checklist is divided into eight criteria, 23 sub-criteria and 182 Indicators. Ninety-five of the indicators are Minimum requirements, 57 are Advanced requirements and 30 are Best practice requirements (Table 1). These are used by the CBT Committee in the CBT registration, endorsement and certification processes. 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

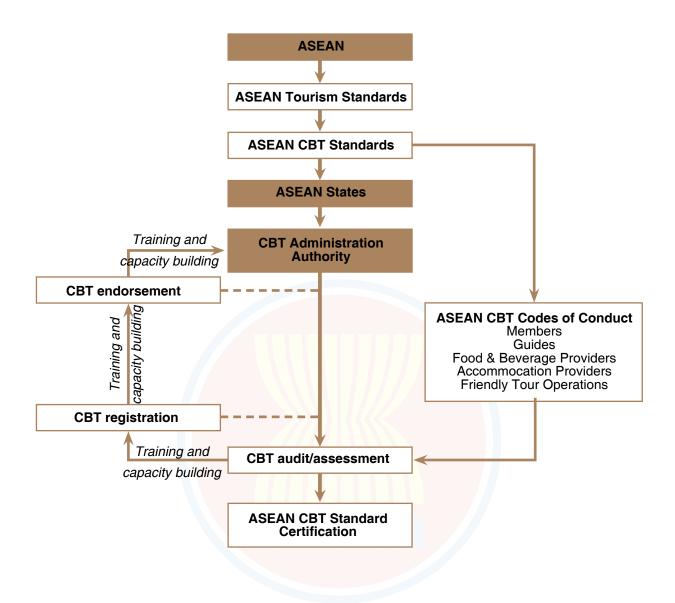
| | | Sub-criteria | | Indica | ators | |
|---|----------------------------------|--|----|-----------------------|----------------------------|-------|
| | Criteria | | | Advanced requirements | Best practice requirements | Total |
| 1 | Community | 1.1 Effective and transparent governance arrangements exist | 5 | 2 | 0 | 7 |
| | ownership 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 | 2.1 Human dignity is maintained | 2 | 1 | 1 | 4 |
| | social well-being | 2.2 Benefits and costs are shared equitably | 1 | 1 | 1 | 3 |
| | | 2.3 Links exist to regional economies | 2 | 1 | 1 | 4 |
| | | 2.4 Cultural integrity is maintained and valued cultural traditions are enriched | 3 | 2 | 1 | 6 |
| | | Sub-total | 8 | 5 | 4 | 17 |
| 3 | Contribution to | 3.1 Natural resources are being conserved | 1 | 2 | 1 | 4 |
| | conserve and improve the | 3.2 Conservation activities to improve the environment | 4 | 1 | 2 | 7 |
| | environment | Sub-total | 5 | 3 | 3 | 11 |
| 4 | Encouragement | 4.1 Guest and local community interaction exists | 2 | 3 | 3 | 8 |
| | of interaction between the local | 4.2 Sustainability of Community-Based Tourism products | 1 | 1 | 3 | 5 |
| | community and guests | Sub-total | 3 | 4 | 6 | 13 |

| | | | | Indica | ators | |
|---|----------------------------------|--|-------------------------|-----------------------|----------------------------|-------|
| | Criteria | Sub-criteria | Minimum requirements | Advanced requirements | Best practice requirements | Total |
| 5 | Quality tour and | 5.1 Ensuring local guide quality and expertise | 3 | 2 | 1 | 6 |
| | guiding services | 5.2 Managed tours and activities to ensure quality | 5 | 4 | 4 | 13 |
| | | Sub-total | 8 | 6 | 5 | 19 |
| 6 | Quality food and | 6.1 Ensuring food and beverage service provider quality | 3 | 2 | 1 | 6 |
| | beverage services | 6.2 Managed food and beverage services to ensure quality | 12 | 3 | 1 | 16 |
| | | Sub-total | 15 | 5 | 2 | 22 |
| 7 | Quality accommodations | 7.1 Ensuring accommodation service provider quality | 4 | 1 | 1 | 6 |
| | accommodations | 7.2 Managed accommodations to ensure quality | 16 | 10 | 1 | 27 |
| | | Sub-total | 20 | 11 | 2 | 33 |
| 8 | Performance of CBT Friendly Tour | 8.1 Commitment to CBT ideals | 5 | 2 | 2 | 9 |
| | Operators | 8.2 Contribution to community and nature protection | 4 | 5 | 2 | 11 |
| | | 8.3 Support for the local economy | 2 | 1 | 1 | 4 |
| | | 8.4 Promotion of joy of discovery, knowledge and respect | 3 | 2 | 0 | 5 |
| | | 8.5 Satisfying and safe experiences for tourists and the community | 2 | 2 | 1 | 5 |
| | | Sub-total | 16 | 12 | 6 | 34 |
| | | Total | 89 | 52 | 30 | 171 |

1.4. CBT Registration, Endorsement and Certification Processes

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

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



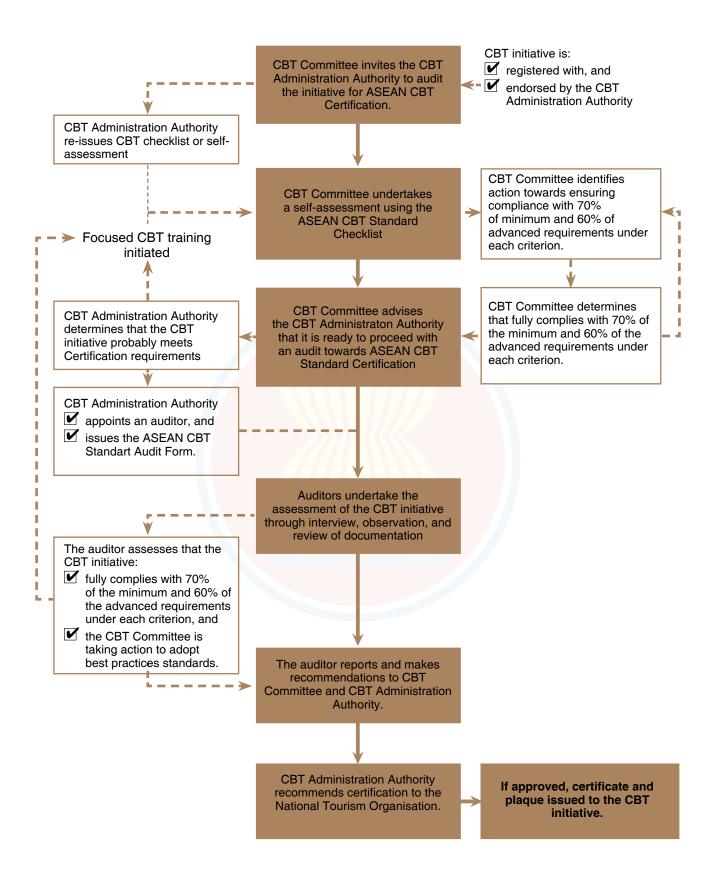
1.5. **ASEAN CBT Certification Process**

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



1.6. Assessment of Performance

1.6.1. **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.

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 1.6.2.

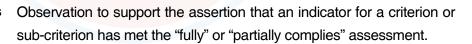
Documents



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





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 subcriterion 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.

1.6.3. Level of Compliance with Indicators

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

Fully complies Sufficient evidence exists to confirm the probability that the nominated state of the indicator has been achieved.

Partly complies

Insufficient evidence exists to confirm that the nominated state of the indicator has been achieved: more evidence is needed.

This also applies where multiple elements are associated with the CBT initiative (e.g., more than one home stay or guided activity). For minimum requirement indicators, unless all elements achieve the indicated standard, the indicator should be assessed as partly complying. For advanced and best practice requirements, 80% of elements should be achieving the indicated standard to be 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.

1.6.4. 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.

1.6.5. 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).

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

Figure 3 Example tally for Sub-criterion 1.3

Sub-criterion 1.3: Effective and transparent management exists

| Criterion | Sub- Criterion | Indicators | Fully complies | Partly complies | Does not comply | Not applicable |
|------------------------------------|--|---|----------------|-----------------|-----------------|-------------------|
| | SI | Minimum requirements 1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs. | | | | |
| ut | ratior | 1.3.2 CBT Members agree to an angoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1). | | | | |
| ageme | nt ope | 1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists. | | | | |
| mang | gemei | 1.3.4 The CBT initiative maximises use of goods and services provided by the community. | | | | |
| ip and | mana | 1.3.5 A clear financial management system exists and is accessible to community members. | | | | |
| Community ownership and management | sparent | Advanced requirements 1.3.6 An annual action plan is documented and is accessible to community members. | | | | |
| nity o | d trans | 1.3.7 Long-term goals and objectives are documented and accessible to the community members. | | | | |
| Commu | 1.3.2 CBT Members agree to an angoing 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. | | | | V | |
| | Eff | Total minimum requirements | 4 | 1 | | |
| | | Total advanced requirements | | 2 | | |
| | | Total best practice requirements | | | 1 | |
| | | | | | | |

Figure 4 Example summary table for Criterion 1

Summary assessment for Criterion 1: Community ownership and management

| Sub-criteri | Fully complies | Partly complies | Does not comply | Not applicable | |
|--|---------------------------------|-----------------|-----------------|-------------------|---|
| Sub-criterion 1.1: Effective and transparent | Minimum requirement count | 3 | 1 | 1 | |
| governance arrangements exists | Advanced requirement count | 2 | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 1.2: Legitimate establishment | Minimum requirement count | 2 | | | |
| | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 1.3: Effective and transparent | Minimum requirement count | 4 | 1 | | |
| management exists | Advanced requirement count | | 2 | | |
| | Best practice requirement count | | | 1 | |
| Sub-criterion 1.4: Effective partnerships | Minimum requirement count | 2 | | | |
| exist | Advanced requirement count | 1 | | | 1 |
| | Best practice requirement count | | | | 1 |
| Total for I | 11 | 2 | 1 | | |
| Totals for a | ndvanced requirement indicators | 3 | 2 | | 1 |
| Total for best | practice requirement indicators | | | 1 | 1 |

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

Summary assessment

| Criteria | | Fully complies | Partly complies | Does not comply | Not applicable |
|--|---------------------------------|----------------|--------------------|--------------------|-------------------|
| Criterion 1: Community ownership and | Minimum requirement count | 11 | 2 | 1 | |
| management | Advanced requirement count | 3 | 2 | | 1 |
| | Best practice requirement count | | | 1 | 1 |
| Criterion 2: Contribution to social well-being | Minimum requirement count | 7 | 1 | | |
| | Advanced requirement count | | 3 | 1 | 1 |
| | Best practice requirement count | | 1 | 3 | |
| Criterion 3: Contribution to conserve and | Minimum requirement count | 4 | 1 | | |
| improve the environment | Advanced requirement count | 2 | | | 1 |
| | Best practice requirement count | | 3 | | |
| Criterion 4: Encouragement of interaction between the local community and guests | Minimum requirement count | 2 | 2 | | |
| between the local confindinty and guests | Advanced requirement count | 2 | 2 | | |
| | Best practice requirement count | 3 | 1 | 1 | 1 |

| Criteria | | | Partly complies | Does not comply | Not applicable |
|---|---------------------------------|----|--------------------|-----------------|-------------------|
| Criterion 5: Quality tour and guiding service | 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 | 18 | 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 |
| Totals | Minimum requirement count | 64 | 11 | 2 | 2 |
| | Advanced requirement count | 29 | 14 | 5 | 4 |
| | Best practice requirement count | 4 | 11 | 8 | 4 |

2. **Audit Assessment**

CBT Profile

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

Entry requirements

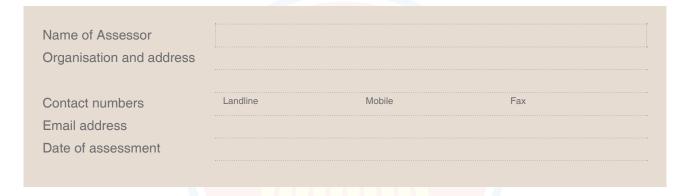
| An elected CBT Committee exists that can represent community interests outside the community and coordinate CBT activities within the community, and | □Yes | □No |
|--|------|-----|
| CBT Committee members are free of a criminal record, and | □Yes | □No |
| The CBT initiative includes: • at least five CBT Members, other than committee members, who have been endorsed by the CBT Committee, and/or | □Yes | □No |
| at least two guided tours/activities for visitors and two CBT Guides who have been endorsed by the CBT Committee, and/or | □Yes | □No |
| at least two CBT accommodation opportunities and two CBT Accommodation Providers who have been endorsed by the CBT Committee, and/or | □Yes | □No |
| at least one CBT food and beverage service and two CBT Food and Beverage Service Providers who have been endorsed by the CBT Committee, and | □Yes | □No |
| The CBT Committee has completed a self-assessment, and | □Yes | □No |
| The CBT initiative has been registered with the nominated home country CBT Administering Authority. | □Yes | □No |

Auditing Team

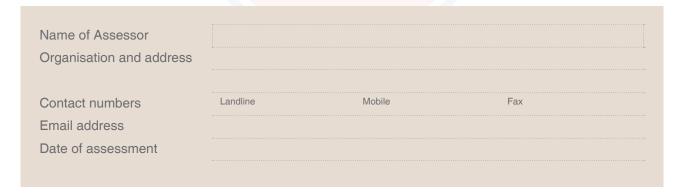
Independent assessor



CBT advisor



CBT Administration Authority advisor or reviewer (as required)



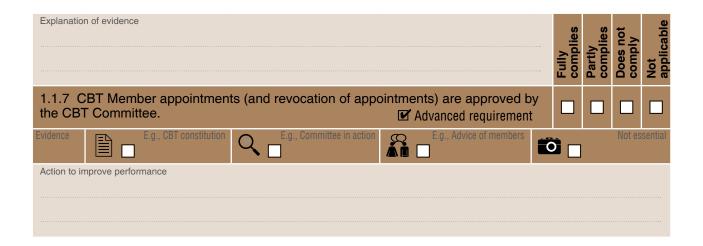
Performance Criteria and Indicators 3.

3.1. Criterion 1: Community ownership and management

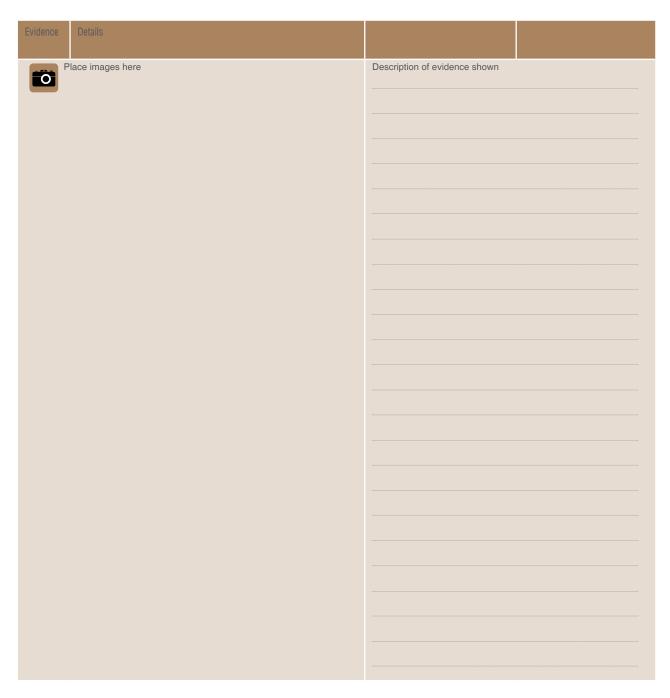
Sub-criterion 1.1: Effective and transparent governance exists 3.1.1.

| | n of evidence | | | Fully complies | Partly complies | Does not comply | Not applicable |
|------------------|---|--|---|------------------|-------------------|-----------------|-------------------|
| | he CBT initiative is mana for a maximum 5-year to | iged by community memberm. | ers through a Committee Minimum requiremme | ent 🗆 | | | |
| Evidence | E.g., CBT constitution | E.g., Committee in action | E.g., Advice of members | | | Not es | sential |
| Action to in | mprove performance | | | | | | |
| | | | | | | | |
| | | | | | | | |
| Explanation | n of evidence | | | lies | lies | not ly | able |
| | | | | Fully complies | Partly compl | Does not comply | Not applicable |
| | The CBT initiative has an roles and responsibilitie | accountable managemen s. | t structure with clearly Minimum requiremme | ent 🗆 | | | |
| Evidence | Fa CPT constitution | - Fa Committee in ection | | | | MI-I | |
| | E.g., CBT constitution | E.g., Committee in action | E.g., Advice of members | | | NOT es | sential |
| Action to in | mprove performance | C.y., committee in action | | | | NOT es | sential |
| Action to in | | C.y., committee in action | | | | NOT es | sential |
| Action to in | | Q | | | | Not es | sential |
| | | Q | | | y olies | | |
| | mprove performance | Q | | Fully complies | Partly complies | Does not comply | Not applicable |
| Explanation | nprove performance n of evidence | incial rules and regulations d in CBT activities/operation | (including local by-laws) ar | Fully complies | ☐ Partly complies | | |
| Explanation | nprove performance n of evidence | incial rules and regulations | (including local by-laws) ar | Fully complies | □ Partly complies | | Not applicable |
| 1.1.3 Refollowed | nprove performance n of evidence delevant national and provent by those directly involved | incial rules and regulations d in CBT activities/operation | (including local by-laws) arns. Minimum requiremme E.g., Advice of members | E Fully complies | Partly complies | Does not comply | Not applicable |

| Explanation | n of evidence | | | | | | Fully | Partly complies | Does not comply | Not applicable |
|--------------------|-----------------------|---|-------------------------|--------------------------------|--|------------|----------------|-----------------|--------------------|-------------------|
| 1.1.4 C | BT Memb | per recruitment m | eets any r | elevant national | or local laws and | | | | | |
| Evidence | | E.g., CBT constitution | Q | E.g., Member types | E.g., Advice | of members | <u> </u> | | Not es | sential |
| Action to in | nprove perfor | mance | | | | | | | | |
| | | | | | | | | | | |
| Explanation | n of evidence | | | | | | Fully | Partly complies | Does not comply | Not applicable |
| guiding, | accommo mmittee b | | beverage | services) is cor | roducts and serveducted fairly by to the terminal of the termi | he | | | | |
| Evidence | | E.g., CBT constitution | Q _ | E.g., Member types | | of members | <u> </u> | | Not es | sential |
| | | here (e.g., CBT Comm | ittee) | | Description of eviden | ce snown | | | | |
| Ation to imp | prove perforn | nance | | | | | | | | |
| Explanation | n of evidence | | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 1.1.6 C commitr | BT Memb nent to th | ers are recruited e CBT initiative a | based on and the spe | their appropriate ecific role. | e levels of knowle Advanced re | equirement | | | | |
| Evidence | | E.g., CBT constitution | Q _ | E.g., Member types | E.g., Advice | of members | o 🗆 | | Not es | sential |
| Action to in | nprove perfor | mance | | | | | | | | |



Supplementary photographic evidence for Sub-criterion 1.1



3.1.2. Sub-criterion 1.2: Legitimate establishment

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|--|----------------|-----------------|-----------------|-------------------|
| 1.2.1 The CBT initiative is recognised by provincial and/or national level authorities. Minimum requiremment | | | | |
| Evidence E.g., CBT constitution E.g., Committee in action E.g., Advice of members | | | Not es | sential |
| Action to improve performance | | | | |
| | | | | |
| | | | | |
| Explanation of evidence | 10 | 10 | | <u>e</u> |
| | Fully complies | Partly complies | Does no comply | Not applicable |
| 1.2.2 The CBT initiative is recognised by, and has the support of, any customary or legally recognised community-level governing body (e.g., community council). | | | | |
| Evidence E.g., CBT constitution E.g., Committee in action E.g., Advice of members | | | Not es | sential |
| Action to improve performance | | | | |

Supplementary photographic evidence for Sub-criterion 1.2



3.1.3. Sub-criterion 1.3: Effective and transparent management exists

| Explanation of evidence | | Fully complies | Partly complies Does not comply Not | applicable |
|--|----------------------|---------------------------------|---|------------|
| 1.3.1 CBT management processes comply wit including for outside operators and FTOs. | ☑ Minin | num requiremment | | |
| Evidence E.g., CBT constitution E.g. | , FTOs in action E.g | ., Advice of members | Not essenti | ial |
| Action to improve performance | | | | |
| Explanation of evidence | | Fully complies | Partly complies Does not comply Not | applicable |
| 1.3.2 CBT Members agree to an ongoing commode of Conduct. | ☑ Minin | num requiremment | | כ |
| Evidence E.g., Signed codes E.g., N | Aember practice E.g | j., Advice of members | Not essenti | ial |
| Action to improve performance | | | | |
| Explanation of evidence | | | | |
| Explanation of evidence | | Fully complies | Partly complies Does not comply Not | applicable |
| 1.3.3 The CBT initiative builds the capacity of t goods and services to visiting tourists. | | ride products, num requiremment | | |
| Evidence E.g., CBT constitution C E.g., Pro | oducts available E.g | ., Advice of members | Not essenti | ial |
| Action to improve performance | | | | |
| Explanation of evidence | | v u | lies not ly | able |
| | | Fully complies | Partly complies Does not comply Not | applica |
| 1.3.4 The CBT initiative maximises use of good community. | | ded by the num requiremment | | |
| Evidence E.g., CBT constitution E.g., Comm | nunity products E.g | ,, Advice of members | Not essenti | ial |
| Action to improve performance | | | | |

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|--|-------------------|-----------------|------------------|-------------------|
| 1.3.5 A clear financial management system exists and is accessible to community members. | | | | |
| | | | Not es | sential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | 40 | 40 | _ | <u>e</u> |
| | Fully complies | Partly complies | Does not comply | Not applicable |
| 1.3.6 An annual action plan is documented and is accessible to community members. | | | | |
| E.g., Action plan E.g., Action plan E.g., Community in action E.g., Advice of members | | | Not es | sential |
| Action to improve performance | | | | |
| | | | | |
| | | | | |
| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
| 1.3.7 Long-term goals and objectives are documented and accessible to the | | | | |
| community members. Evidence E.g., Goal statement E.g., Community in action E.g., Advice of members | | _ | Not es | sential |
| Action to improve performance | | | | |
| | | | | |
| | | | | |
| Explanation of evidence | (n | w | . | <u>e</u> |
| | Fully complies | Partly complies | Does not comply | Not applicable |
| 1.3.7 Long-term goals and objectives are documented and accessible to the | 工 3 | | _ _ _ _ | a Z |
| community members. | Ш | Ш | Not es | sential |
| Action to improve performance | | | | - Target |
| - Constitution of the cons | | | | |

Supplementary photographic evidence for Sub-criterion 1.3

| Evidence | Details | |
|----------|-------------------|-------------------------------|
| | | |
| O | Place images here | Description of evidence shown |
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3.1.4. Sub-criterion 1.4: Effective partnerships exist

| Explanation of evidence | | | Fully complies Partly complies | Does not comply Not applicable |
|---|--------------------------------|---|--------------------------------|---|
| 1.4.1 Guidelines exist for inbou | nd tour operator interactio | n with the community. Minimum requiremme | nt 🗆 🗆 | |
| Evidence E.g., Agreements | E.g., Performance of operators | E.g., Advice of members | O _ | Not essential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | | | Fully complies Partly complies | Does not comply Not applicable |
| 1.4.2 In conducting activities, the communities. | ne CBT initiative avoids im | pacts on neighbouring Minimum requiremme | | |
| Evidence | E.g., Member behaviour | E.g., Advice of neighbouring community | O _ | Not essential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | | | Fully complies Partly complies | Does not comply Not applicable |
| 1.4.3 Relevant CBT stakeholde initiatives are documented. | ers are identified and their | roles in contributing to CB Advanced requirement | т п п | |
| Evidence E.g., Action plan | E.g., Community in action | | | Not essential |
| Action to improve performance | | | | |
| | | | | ······ |
| Explanation of evidence | | | (0) | <u></u> |
| | | | Fully complies Partly complies | Does not comply Not applicable |
| 1.4.4 An established procedure | exists for regular consulta | | | |
| Evidence E.g., Meeting minutes | E.g., Meetings | Minimum requiremme E.g., Advice of members | | Not essential |
| Action to improve performance | • | | | |
| | | | | |



Supplementary photographic evidence for Sub-criterion 1.4



Summary assessment for Criterion 1: Community ownership and management

| Sub-Criteria | | | Partly complies | Does not comply | Not applicable |
|--|-------------------------------------|--|-----------------|-----------------|-------------------|
| Sub-criterion 1.1: Effective and transparent | Minimum requirement count | | | | |
| governance 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 Minimum requirement count | | | | | |
| management exists | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 1.4: Effective partnerships | Minimum requirement count | | | | |
| exist | 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

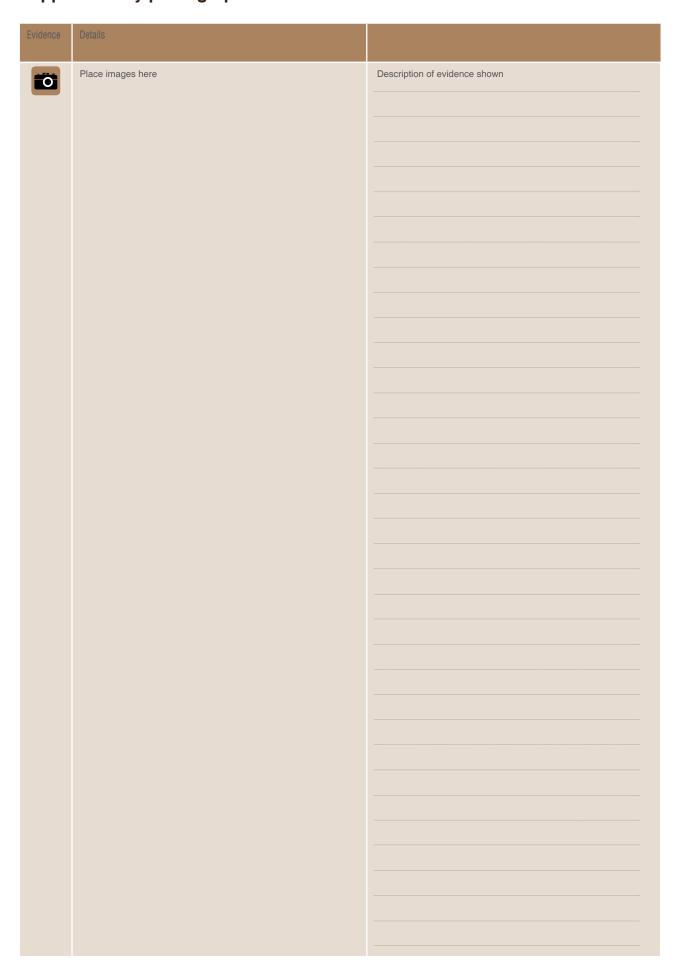
| ndicator | Action | |
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| litor's signature | CBT representative signature | |
| | | |
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3.2. Criterion 2: Contribution to social well-being

Sub-criterion 2.1: Maintenance of human dignity 3.2.1.

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|---|-------------------|--------------------|--------------------|-------------------|
| 2.1.1 Sex tourism, drug trafficking, human trafficking, and exploitation of child labour are not tolerated or supported explicitly or implicitly. | | | | |
| Evidence E.g., CBT constitution E.g., Member behaviour E.g., Community advice | | | Not ess | ential |
| Action to improve performance | | | | |
| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
| 2.1.2 CBT activities promote gender equity and social inclusion. Minimum requiremment | | | | |
| Evidence E.g., Signed codes E.g., Member mix in activities E.g., Community advice | | Ì | Not ess | ential |
| Action to improve performance | | | | |
| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
| 2.1.3 CBT initiatives build the capacity for disadvantaged members of the community to appropriately benefit from tourism (this includes identifying roles for youth and the aged). | | | | |
| Evidence E.g., Meeting minutes E.g., Meetings E.g., Advice of members | | | Not ess | ential |
| Action to improve performance | | | | |
| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
| 2.1.4 CBT activities contribute to improving community access to basic services (water, sanitation, energy, education, health). | | | | |
| Evidence E.g., Agreements E.g., Cooperative action E.g., Advice of members | | | Not ess | ential |
| Action to improve performance | | | | |

Supplementary photographic evidence for Sub-criterion 2.1



3.2.2. Sub-criterion 2.2: Equitable sharing of benefits and costs

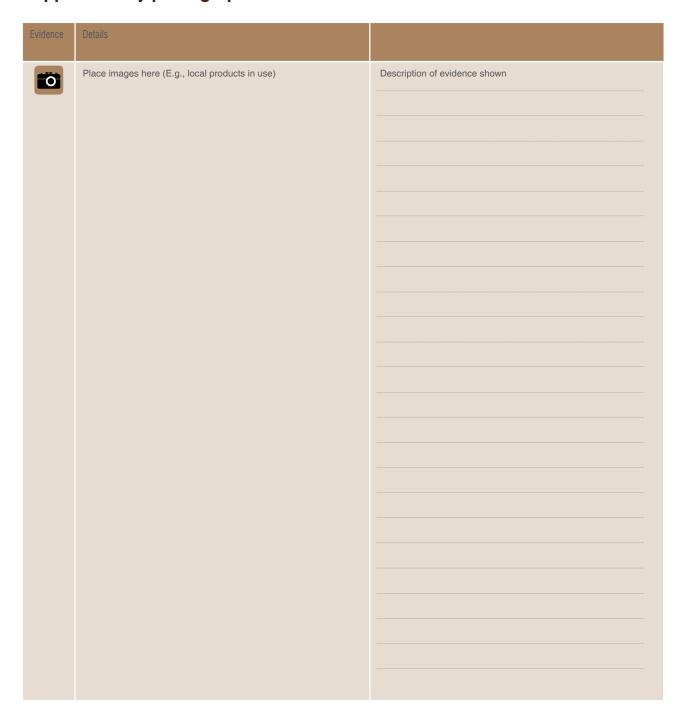
| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|--|----------------|-----------------|-------------------|-------------------|
| 2.2.1 Clear and agreed benefit sharing arrangements exist. | | | | |
| | | | Not es | sential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | | | | ø |
| | Fully complies | Partly complies | Does not comply | Not applicable |
| | | Par | O O | Not |
| 2.2.2 A community development fund exists that is used for initiatives benefiting the whole community. Minimum requiremment | | | | |
| Evidence E.g., Bank account E.g., Community projects E.g., Advice of members | | | Not es | sential |
| Place images here (e.g., Community projects) Description of evidence shown | | | | |
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| Action to improve performance | | | | |
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| Explanation of evidence | olies | / olies | not oly | Not applicable |
| | Fully complies | Partly compl | Does no comply | Not |
| 2.2.3 A process exists for equal opportunities in income generating activities. ☑ Best practice requirement | | | | |
| Evidence En Agreements Fig Cooperative action Fig Advice of members | | | Not es | sential |
| Action to improve performance | | | | |
| | | | | |

3.2.3. Sub-criterion 2.3: Links to regional economies

| Explanation of | evidence | | | | | Fully | Partly complies | Does not comply | Not applicable |
|-----------------------|-------------------------------|---------------------------|--------------------------------|-------------|---|----------------|-----------------|-----------------|-------------------|
| 2.3.1 Loca | al community members | dominate e | employment in C | | atives. nimum requiremme | nt 🗆 | | | |
| Evidence | E.g., CBT constitution | Q _ | E.g., Member mix in activities | | E.g., Community advice | | | Not es | sential |
| Place | e images here (e.g., Communit | y projects) | | Description | on of evidence shown | | | | |
| Action to impre | ove performance | | | | | | | | |
| | | | | | | | | | |
| Explanation of | evidence | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 2.3.2 Loc | al/regional sourcing of | f products a | and services do | | CBT initiatives. nimum requiremme | nt 🗆 | | | |
| Evidence | E.g., CBT constitution | Q | E.g., Member mix in activities | | E.g., Community advice | o _ | | Not es | sential |
| Action to impre | ove performance | | | | | | | | |
| Explanation of | evidence | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 2.3.3 Loc produced | al community products | s are used i uvenirs). | n preference to | | s (e.g., locally Ivanced requirement | . 🗆 | | | |
| Evidence | E.g., Meeting minutes | Q | E.g., Meetings | | E.g., Advice of members | O _ | | Not es | sential |
| Action to impro | ove performance | | | | | | | | |



Supplementary photographic evidence for Sub-criterion 2.3



3.2.4. Sub-criterion 2.4: Cultural integrity is maintained and valued cultural traditions are enriched

| Explanation of evidence | | | | | Partly complies Does not | comply Not applicable |
|---|--|-----------------------|--------------------------------------|----------|--------------------------------|-----------------------------|
| 2.4.1 Cultural assets of significance identified, documented and endors | e to the local community ar sed by relevant communities | nd valued cu Minim | num requiremme | are nt | | |
| Evidence E.g., Asset register | Q _ | | E.g., Community knowledge of assets | O | N | ot essential |
| Action to improve performance | | | | | | |
| Explanation of evidence | | | | Fully | Partly complies Does not | comply Not applicable |
| 2.4.2 Programs exist to authentic towards protecting cultural integrit | y, identity and values. | | cultural tradition num requiremme | | | |
| Evidence E.g., CBT constitution | E.g., Member mix in activities | | E.g., Community advice | | N | ot essential |
| Place images here (e.g., a performant | ice) | Description of | evidence shown | | | |
| Action to improve performance | | | | | | |
| Explanation of evidence | | | | Fully | Partly complies Does not | comply Not applicable |
| 2.4.3 Practices ensure that all ruculture and heritage are followed | ules, regulations and laws J. | | num requirement | | | |
| Evidence E.g., CBT constitution | Q | | E.g., Community awareness of rules | | N | ot essential |
| Action to improve performance | | | | | | |

| Explanation of evidence | | | | | Fully | Partly complies | Does not comply | Not applicable |
|---|---------------|--------------------------------------|----------|----------------------------|------------|--------------------|-----------------|-------------------|
| 2.4.4 CBT management support that create alternative livelihoods | s the retenti | on of tradition | | and initiative | es 🗖 | □ Be | | ☐ ☐ |
| Evidence E.g., policy statement | Q _ | E.g., diversity of livelihoods | E.g., Ad | lvice of members | | | Not es | sential |
| Action to improve performance | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| Explanation of evidence | | | | | Selies | / olies | not | Not applicable |
| | | | | | Fully | Partly compli | Does not comply | Not appli |
| 2.4.5 A code of visitor behavious within communities. | exists to inf | orm visitors o | | behaviour d requirement | | | | |
| Evidence E.g., written code of conduct | Q _ | E.g., behaviour of visitors | | E.g., Advice of members | o _ | | Not es | sential |
| Action to improve performance | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| Explanation of evidence | | | | | Fully | tly | Does not comply | Not applicable |
| | | | | | Fully | Partly compli | Doe | Not |
| 2.4.6 A community decision-mal and traditions will be shared with | | exists that id | | cultural asse | | | | |
| Evidence E.g., Identified in inventory | Q _ | E.g., Presentation of cultural sites | | E.g., Advice of members | o _ | | Not es | sential |
| Action to improve performance | | | | | | | | |
| | | | | | | | | |

Supplementary photographic evidence for Sub-criterion 2.4



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

| Sub-Criteria | | | Partly complies | Does not comply | Not applicable |
|--|-------------------------------------|--|-----------------|-----------------|-------------------|
| Sub-criterion 2.1: Maintenance of human | Minimum requirement count | | | | |
| dignity | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 2.2: Equitable sharing of | Minimum requirement count | | | | |
| benefits and costs | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 2.3: Established links to | Minimum requirement count | | | | |
| regional economies | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 2.4: Cultural integrity is | Minimum requirement count | | | | |
| maintained and valued cultural traditions are enriched | Advanced requirement count | | | | |
| are dimensed | Best practice requirement count | | | | |
| Totals for | | | | | |
| Totals for | or advanced requirement indicators | | | | |
| Totals for b | est practice requirement indicators | | | | |

Recommendations for improving performance for Criterion 2: Contribution to social well-being

| Indicator | Action | | | | | | | |
|--|--------|--|--|--|--|--|--|--|
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| Auditor's signature | | | | | | | | |
| Auditor's signature CBT representative signature | | | | | | | | |
| | | | | | | | | |
| CBT Admin Authority representative signature | Date | | | | | | | |

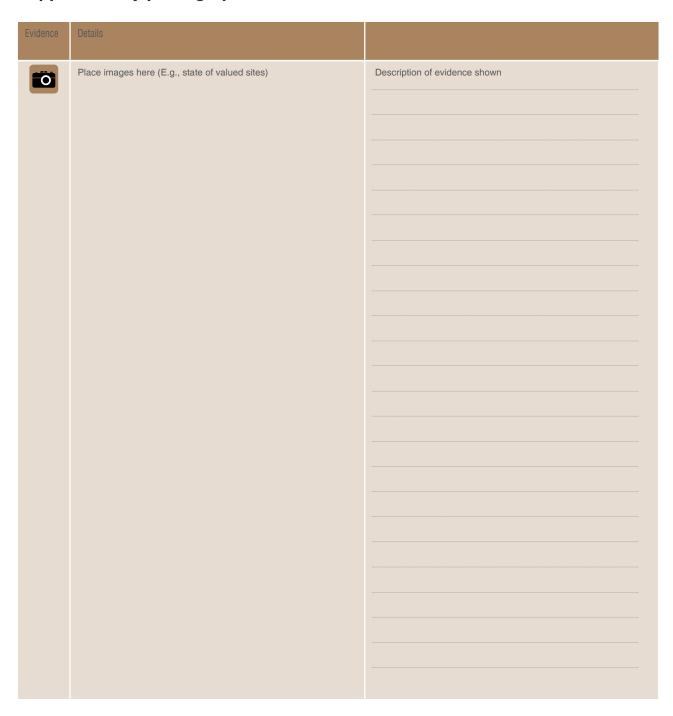
3.3. Criterion 3: Contribution to conserve and improve the environment

Sub-criterion 3.1: Natural resources are being conserved 3.3.1.

| Explanat | tion of evidence | | | | | | es | ies ies | not ly | ple |
|--|------------------|-----------------------------|-----------|---------------------------|-------------------|-----------------------------------|-------------------|-----------------|-----------------|-------------------|
| | | | | | | | Fully complies | Partly compli | Does no comply | Not applicable |
| 3.1.1 Natural resources and environmentally sensitive sites and their community significance are identified, planned, documented and endorsed by relevant communities. | | | | | | | | | | |
| Evidence | EA | E.g., Inventory report | s. (a) | E.g., site management | Minimui 🕰 | m requiremment E.g., Member | | | Not es | sential |
| | Place images | here (e.g., significant s | ite) | | Description of ev | | o _ | | | |
| 0 | r lace images | nere (e.g., signilicant s | ne) | | Description of ev | | | | | |
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| Action to | improve perfor | mance | | | | | | | | |
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| | | | | | | | | | | |
| Explanat | tion of evidence | | | | | | | | | 0 |
| | | | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| | | | | | | | Fully | Partly comp | Doe | Not appl |
| 3.1.2 | A fund exis | sts to support co | mmunity- | based conserva | | ns and actions. ed requirement | | | | |
| Evidence | | E.g., line item is accounts | Q | E.g., conservation action | E.g., A | Advice of members | <u> </u> | | | |
| Action to | improve perfor | rmance | | | | | | | | |
| | | | | | | | | | | |
| Explanat | tion of evidence | | | | | | (0) | (0) | | <u> </u> |
| | | | | | | | Fully complies | tly nplies | Does not comply | Not applicable |
| | | | | | | | Fully | Partly compl | Doo | Not |
| 3.1.3 well-b | | exist to present | the value | of natural resou | | community ed requirement | | | | |
| Evidence | | E.g., line item is accounts | Qn | E.g., conservation action | | Advice of members | o n | | Not es | sential |
| Action to | improve perfor | mance | | | | | | | | |
| | | | | | | | | | | |



Supplementary photographic evidence for Sub-criterion 3.1



3.3.2. Sub-criterion 3.2: Conservation activities to improve the environment

| 3.2.1 A fund is available to support community-based environmental improvement action. Minimum requiremment |
|--|
| Action to improve performance Explanation of evidence Sequence Sequence |
| Explanation of evidence September 2 September 3.2.2 A locally appropriate solid waste management system exists that applies avoid, |
| 3.2.2 A locally appropriate solid waste management system exists that applies avoid, |
| 3.2.2 A locally appropriate solid waste management system exists that applies avoid, |
| 3.2.2 A locally appropriate solid waste management system exists that applies avoid, |
| 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 C.g. sighting of waste treatment practices |
| Place images here (e.g., significant site) Description of evidence shown |
| |
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| Action to improve performance |
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| Explanation of evidence |
| Pully complies Partly complies Does not complicable applicable |
| 3.2.3 Locally appropriate wastewater management uses technologies that minimise |
| risk to human health and environmental impact. |
| Evidence E.g., reports E.g., treatment system E.g., Community advice Not essential |
| Action to improve performance |

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|---|-------------------|-------------------|-----------------|-------------------|
| 3.2.4 Practices ensure that all rules, regulations and laws relevant to environmental protection are followed. | | | | |
| E.g., CBT rules E.g., Community behaviour E.g., Community awareness of rules |) _ | | Not ess | sential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | | | | 4 |
| | 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). | | | | |
| Evidence E.g., water bottle refill station E.g., Advice of members | | | Not ess | sential |
| Action to improve performance | | | | |
| | | | | |
| Cuplemetion of evidence | | | | |
| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
| 3.2.6 Environmental information and education programs are available for hosts, | <u>ш</u> о | | | |
| guests and the community. Evidence E.g., printed rules E.g., host and guest E.g., Advice of members | | | Not ess | sential |
| Action to improve performance | | | | |
| | | | | |
| | | | | |
| Explanation of evidence | W | v | . | ole . |
| | Fully complies | Partly complie | Does not comply | Not applicable |
| 3.2.7 Low carbon energy sources are used within the CBT area. | <u>「</u> | 2 2 | ٥٥ | Ž |
| Evidence E.g., printed rules E.g., host and quest E.g., Advice of members en | | | Not ess | sential |
| Action to improve performance | | | | |
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Supplementary photographic evidence for Sub-criterion 3.2

| Evidence | Details | |
|----------|-------------------|-------------------------------|
| Ö | Place images here | Description of evidence shown |
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Summary assessment for Criterion 3: Contribution to conserve and improve the environment

| Sub-Criteria | | | Partly complies | Does not comply | Not applicable |
|---|-------------------------------------|--|-----------------|-----------------|-------------------|
| Sub-criterion 3.1: Natural resources are | Minimum requirement count | | | | |
| being conserved | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 3.2: Conservation activities to | Minimum requirement count | | | | |
| improve the environment | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Totals for minimum requirement indicators | | | | | |
| Totals for | or advanced requirement indicators | | | | |
| Totals for b | est practice requirement indicators | | | | |

Recommendations for improving performance for Criterion 3: Contribution to conserve and improve the environment

| Indicator | Action |
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| Auditor's signature CBT representation | entative signature |
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3.4. Criterion 4: Interaction between the local community and guests

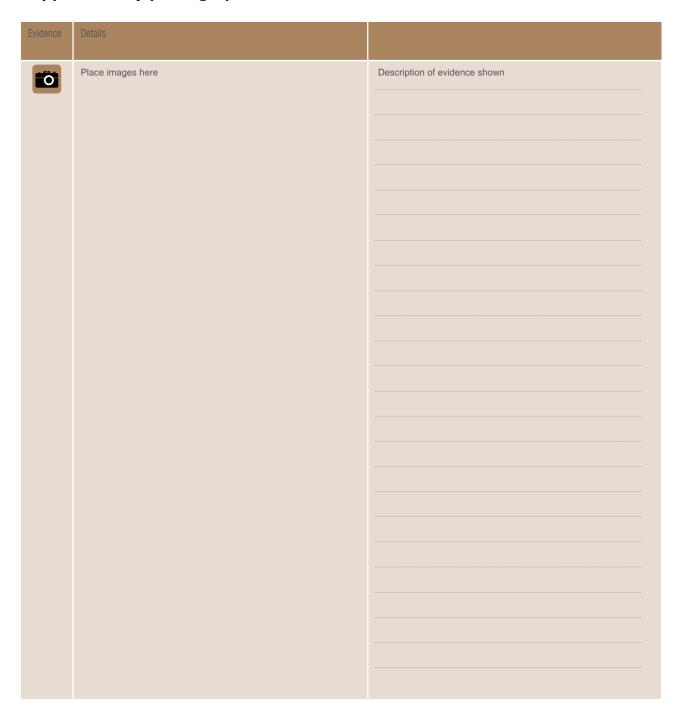
Sub-criterion 4.1: Guest and local community interaction exists 3.4.1.

| Explanation of evidence | | | | | olies | y | not oly | Not applicable |
|--|-------------------|--------------------|-------------------|------------------|----------------|--------------------|-------------------|-------------------|
| | | | | | Fully complies | Partly complies | Does no comply | Not appli |
| 4.1.1 Environmental and cultural community and its surroundings. | information is in | ncluded in th | | on of the | | | | |
| Evidence E.g., activity guidelines | Q _ | E.g., attend tour | | F.a. Community | | | | |
| Place images here (e.g., significant | site) | | Description of ev | idence shown | | | | |
| Action to improve performance | | | | | | | | |
| Explanation of evidence | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 4.1.2 Policies and actions ensu | re safety and s | ecurity for v | | n requirement | | | | |
| E.g., policy statement | Q _ | E.g., visitor care | E.g., 0 | Community advice | | | | |
| Action to improve performance | | | | | | | | ······ |
| Explanation of evidence | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 4.1.3 Codes of conduct exist fo | r community, he | osts and gu | | ed requirement | | | | |
| E.g., code of conduct Action to improve performance | Q | E.g., signage | E.g., A | dvice of members | | | Not es | sential |
| | | | | | | | | |

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|---|-------------------|--------------------|-----------------|-------------------|
| 4.1.4 Tourist expectations are managed by providing accurate information in marketing initiatives. | | | | |
| | | | Not ess | sential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | | | l | 0 |
| | 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. | | | | |
| Evidence E.g., client survey E.g., review of feedback members | | | Not ess | sential |
| Action to improve performance | | | | |
| | | | | |
| Evaluation of evidence | _ | | | |
| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
| 4.1.6 A program of cross-cultural communication and understanding exists. | | | | |
| Evidence E.g., host and guest E.g., Advice of members E.g., Advice of members | <u> </u> | | Not ess | sential |
| Action to improve performance | | | | |
| | | | | |
| | | | | |
| Explanation of evidence | S | S | ot | ple |
| | Fully complies | Partly compli | Does not comply | Not applicable |
| 4.1.7 Opportunities exist for tourists to contribute to local activities alongside community members. | | | | |
| Evidence E.a., auests working E.a., Advice of | | | Not ess | sential |
| Action to improve performance | | | | |
| | | | | |



Supplementary photographic evidence for Sub-criterion 4.1



3.4.2. Sub-criterion 4.2: Sustainability of Community-Based Tourism products

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|---|-------------------|-----------------|-------------------|-------------------|
| 4.2.1 Transparent and fair pricing exists for visitors with adequate returns on community investments. | | | | |
| Evidence E.g., profit and loss statement E.g., price list E.g., Community advice | | | Not ess | ential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | ies | lies | y y | able |
| | Fully complies | Partly | Does not comply | Not applicable |
| 4.2.2 Positive returns on investment exist in terms of social, cultural, environmental and economic outcomes. | | | | |
| Evidence E.g., village appearance and community happiness E.g., Advice of members | | | Not ess | sential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | es | es | not ly | able |
| | Fully complies | Partly complies | Does no comply | Not applicable |
| 4.2.3 Target market segments are identified with their servicing needs. | | | | |
| Evidence E.g., marketing plan E.g., character of guests E.g., Advice of members | | | Not ess | sential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | es | ies | y ot | able |
| | Fully complies | Partly | Does n comply | Not applicable |
| 4.2.4 Appropriate and unique products and services are in place to service identified market needs and protect and enrich environmental and cultural assets, products and services. | | | | |
| Evidence E.g., marketing plan E.g., product types E.g., Advice of members | | | Not ess | sential |
| Action to improve performance | | | | |
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| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|---|----------------|-----------------|---------------------|-------------------|
| 4.2.5 A targeted and cost-effective marketing program exists to attract identified markets. ☑ Best practice requirement | | | | |
| E.g., marketing plan E.g., character of guests E.g., Advice of members | | | Not ess | sential. |
| Action to improve performance | | | | |
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| Explanation of evidence | lies | lies | not V | able |
| | Fully | Partly comp | Does n comply | Not applicable |
| 4.2.6 Activities protect and enrich environmental and cultural assets, products and services. | П | П | П | П |
| Best practice requirement | | | | _ |
| E.g., marketing plan E.g., character of guests E.g., Advice of members | | | Not es | sential |
| Action to improve performance | | | | |
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Supplementary photographic evidence for Sub-criterion 4.2



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

| Sub-Criteria | | | Partly complies | Does not comply | Not applicable |
|---|-------------------------------------|--|-----------------|-----------------|-------------------|
| Sub-criterion 4.1: Guest and local | Minimum requirement count | | | | |
| community interaction exists | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 4.2: Sustainability of | Minimum requirement count | | | | |
| Community-Based Tourism products | 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 4: Activities encourage interaction between the local community and guests

| dicator | Action | |
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| tor's signature | CBT representative signature | |
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3.5. Criterion 5: Quality tour and guiding service

3.5.1. Sub-criterion 5.1: Local guide qualities and expertise

| Explanation of evidence | | | Fully complies | Partly complies | Does not comply | Not applicable |
|--|-----------------------------------|---|----------------|-----------------|-----------------|-------------------|
| 5.1.1 Guides are recruited based fitness for proposed guided activiti | on appropriate levels of kn es | owledge, physical healtl Minimum require | | | | |
| Evidence E.g., job statement | E.g., guide performance | E.g., Community a | dvice | | Not es | sential |
| Action to improve performance | | | | | | |
| Explanation of evidence | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 5.1.2 Guides possess or can den of the local environment and cultural and fauna and cultural/heritage si tourism principles. | ire; including history, cultu | | y, flora | | | |
| Evidence | E.g., guide performance | | | | Not ess | ential. |
| Place images here (e.g., guided active) Action to improve performance | | | | | | |
| | | | | | | |
| Explanation of evidence | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 5.1.3 Guides operate within the initiative and have signed and for Guide's Code of Conduct. | | and regulations of the Minimum require | | | | |
| E.g., signed code of conducts | E.g., guide performance | | dvice C | | Not es | sential |
| Action to improve performance | | | | | | |

| Explanatio | n of evidence | | | | | Fully | Partly complies | Does not comply | Not applicable |
|--|--|---|---|--|--|----------------|--------------------|-----------------|-------------------|
| | iuides are certified under ann ng guiding services. | ny relevan | t standard produ | | rposes of ed requirement | | | | |
| Evidence | E.g., certificate | Q | | E.g., 1 | Advice of members | O _ | | Not es | sential |
| Action to it | mprove performance | | | | | | | | |
| Explanatio | n of evidence | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| | Guides facilitate environme nces for visitors that are pr | | | tural resource | | - | | | |
| Evidence | | Q | E.g., nature of activities | | E.g., Advice of members | o _ | | | |
| Action to in | mprove performance | | | | | | | | |
| Explanatio | on of evidence | | | | | Fully | Partly complies | Does not comply | Not applicable |
| to incre group r awaren safety, protecti | Guides have access to on ease their skills and knowl nanagement, customer ca less/communication and values authentic local cultural tra- tion issues, the guidelines are area deemed necessa | edge of: sare/service verbal and aditions, in and regu | sustainable tour e, communicati d non-verbal con ntegrity, identity lations of the Cl | ism, interpretion (including mmunication) and values, BT initiative, | tative guiding, cross cultural ; first aid and environmenta | , - | | | |
| Evidence | E.g., training notes | Q | E.g., training activity | | E.g., Advice of members | O | | Not es | sential |
| Action to it | mprove performance | | | | | | | | |

Supplementary photographic evidence for Sub-criterion 5.1

| Evidonos | Dataile | |
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| Evidence | Details | |
| O | Place images here | Description of evidence shown |
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3.5.2. Sub-criterion 5.2: Managed tours and activities to ensure quality

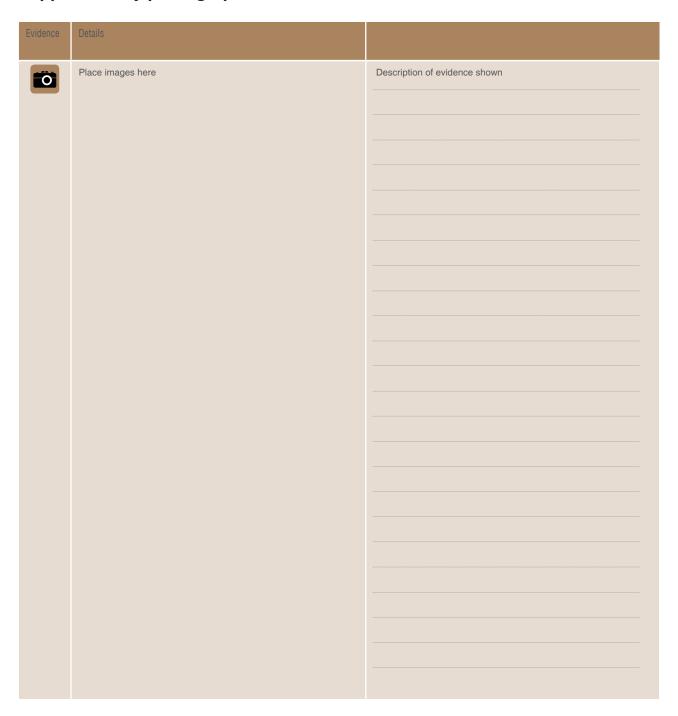
| Explanation of evidence | Fully complies | complies Does not | Not applicable |
|---|----------------|-------------------------------------|-------------------|
| 5.2.1 Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative. | | | |
| | O _ | Not ess | sential |
| Action to improve performance | | | |
| | | | |
| Explanation of evidence | Fully complies | complies Does not comply | Not applicable |
| 5.2.2 Tours/activities ensure visitors, at all times, observe CBT approved guidelines | T S S | | ap ap |
| for interacting with the culture, natural environment and people of the community. | | | |
| | O _ | Not ess | sential |
| Action to improve performance | | | |
| | | | |
| Explanation of evidence | lies | lies not ly | Not applicable |
| | Fully complies | complies Does not | Not appli |
| 5.2.3 Tours/activities have a clearly defined itinerary and associated price, and documented booking system. | | | |
| Evidence E.g., program of activities E.g., booking system E.g., Community advice | O _ | Not ess | sential |
| Action to improve performance | | | |
| | | | |
| Explanation of evidence | ies | lies not ly | able |
| | Fully complies | ranny compli Does n comply | Not applicable |
| | 正公百 | - 9 - 1 - 9 | |
| 5.2.4 Tours/activities record the visitors on tours, including departure and return time Minimum requiremment | s. | | |
| Evidence E.g., record system E.g., data entry E.g., Community | s. | Not ess | |
| Evidence E.g., record system E.g., data entry E.g., Community | s. | | |

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|--|-------------------|-----------------|-----------------|-------------------|
| 5.2.5 Visitors are informed of the tour itinerary, level of difficulty, possible hazards, safety precautions and regulations or rules that apply to their conduct on the tour. | | | | |
| Evidence E.g., tour protocols E.g., guide performance E.g., Community advice | | | Not es | ential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | S | S | t | əle |
| | Fully complies | Partly complies | Does not comply | Not applicable |
| 5.2.6 Tours operate on a cost recovery basis and yield a profit to the CBT initiative. | | | | |
| Evidence E.g., profit and loss statement E.g., Advice of members | | | Not es | sential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | | | | ø |
| | Fully complies | Partly complies | Does not comply | Not applicable |
| 5.2.7 A quality control and improvement system exists, including a system for visitor feedback on the tour/activity experience, and visitors are actively encouraged to participate in the feedback process. | | | | |
| Evidence E.g., feedback document E.g., guide behaviour E.g., Advice of members | | | Not es | sential |
| Action to improve performance | | - | 7 | |
| | | | | |
| Explanation of evidence | Fully complies | tly | Does not comply | Not applicable |
| | Fully | Partly | Does | Not |
| 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. | | | | |
| Evidence E.g., activity outline E.g., tour content E.g., Advice of members | | | Not es | ential |
| Action to improve performance | | | | |

| Explanation of | of evidence | | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
|-------------------|---------------------------------|------------------------------|------------|---|-------------------|-----------------------------|----------------|-----------------|-----------------|-------------------|
| 5.2.9 To organise | urs/activities d, relevant a | s are design and thematic | ed to be e | enjoyable, educ | | cipatory, ed requirement | | | | |
| Evidence | | E.g., certificate | Q | | E.g., A | Advice of members | o _ | | Not es | sential |
| Action to imp | rove performanc | e | | | | | | | | |
| | | | | | | | | | | |
| Explanation of | of evidence | | | | | | | | | O |
| | | | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 5.2.10 T | he local (int | erpretative) | guide to v | risitor ratio is no | ot greater than | n 1:5-10. | | П | П | П |
| | | | | | ☑ Best pra | actice requirem | ient | | | Ц |
| Evidence | | E.g., activity advertising | Q | E.g., numbers on tours | | E.g., Advice of members | o _ | | Not es | sential |
| Action to imp | rove performanc | e | | | | | | | | |
| | | | | | | | | | | |
| Explanation of | of evidence | | | | | | | | | O |
| | | | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| | | ant, tours/act | | ve clearly defin | ed and docun | nented | | | | |
| | | | | | ☑ Best pra | actice requirem | ent | | | |
| Evidence | | E.g., agreements | | E.g., relationship between operator and CBT | | E.g., Advice of members | O | | Not es | sential |
| Action to imp | rove performanc | e | | | | | | | | |
| | | | | | | | | | | |
| Explanation of | of evidence | | | | | | | | | 4 |
| Explanation | | | | | | | Fully | y plies | s not ply | Not applicable |
| | | | | | | | Fully | Partly comp | Does no comply | Not |
| for tourist | | ute to local a | | oss-cultural un alongside | | and opportuni | | | | |
| Evidence | E. | g., training notes | Qn | E.g., training activity | | E.g., Advice of members | O n | | Not es | sential |
| Action to imp | rove performanc | e e | | | 120,121 | | | | | |
| | | | | | | | | | | |



Supplementary photographic evidence for Sub-criterion 5.2



Summary assessment for Criterion 5: Quality tour and guiding service

| Sub-Criter | Fully complies | Partly complies | Does not comply | Not applicable | |
|--|-------------------------------------|-----------------|--------------------|-------------------|--|
| Sub-criterion 5.1: Local guide qualities and | Minimum requirement count | | | | |
| expertise | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 5.2: Ensuring tour/activity | Minimum requirement count | | | | |
| quality | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Totals for | minimum requirement indicators | | | | |
| Totals for | or advanced requirement indicators | | | | |
| Totals for b | est practice requirement indicators | | | | |

Recommendations for improving performance for Criterion 5: Quality tour and guiding service

| dicator | Action | |
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| itor's signature | CBT representative signature | |
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| Admin Authority roproportative signet | re Date | |

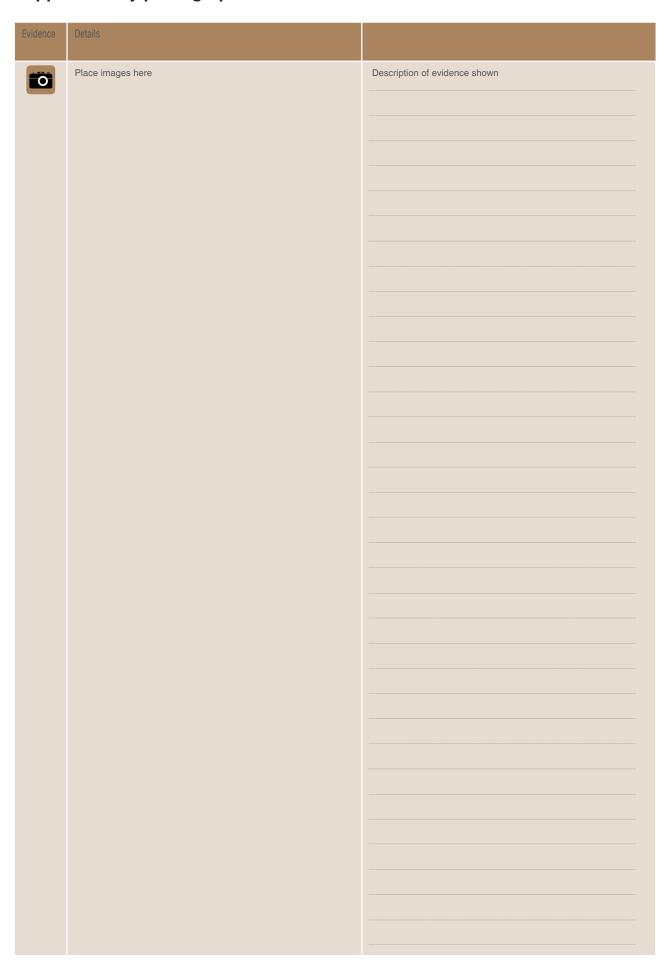
Criterion 6: Quality food and beverage services 3.6.

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

| Explanation of evidence | | | | | Fully | Partly complies | Does not comply | Not applicable |
|--|---------------------------------------|----------------------------|---------------------|------------------------------|------------|-----------------|-----------------|-------------------|
| 6.1.1 Food and beverage provider and experience in providing locally beverage services. | rs are recruited l relevant food a | based on ap nd | | s of knowledo requiremme | | | | |
| E.g., job statement | Q _ | E.g., provider performance | E.g., Co | mmunity advice | O _ | | Not es | ential |
| Action to improve performance | | | | | | | | |
| Explanation of evidence | | | | | Fully | Partly complies | Does not comply | Not applicable |
| 6.1.2 Food and beverage provide food preparation and service tech | | an demons | | ent to hygien | | | | |
| Evidence | Q | E.g., provider performance | | E.g., provider knowledge | o _ | | Not ess | ential. |
| Place images here (e.g., guided active) | vity) | | Description of evid | ence shown | | | | |
| Action to improve performance | | | | | | | | |
| | | | | | | | | |
| Explanation of evidence | | | | | Fully | Partly complies | Does not comply | Not applicable |
| 6.1.3 Food and beverage provid the CBT initiative and have sign CBT Food and Beverage Provid | ed and follow tl | ne ASEAN | | egulations of requirement | | | | |
| Evidence E.g., signed code of conducts Action to improve performance | Q | E.g., guide performance | | E.g., Community advice | 6 | | Not es | sential |

| Explanatio | on of evidence | | | | | | Fully | Partly complies | Does not comply | Not applicable |
|---|--|--|---|---|---|--|------------|-----------------|-----------------|-------------------|
| | ood and beve poses of impro | | | | | rd produced fo | | | | |
| Evidence | | E.g., certificate | Q _ | | | E.g., Advice of members | | | Not es | sential |
| Action to in | mprove performand | ce | | | | | | | | |
| Explanatio | n of evidence | | | | | | Fully | Partly complies | Does not comply | Not applicable |
| | ood and beven hosts and vi | | rs provide op | portunities for | | exchange ed requirement | | | | |
| Evidence | | | Q _ | E.g., nature of activities | | E.g., Advice of members | O _ | | | |
| Action to in | mprove performan | ce | | | | | | | | |
| | | | | | | | | | | |
| Explanatio | n of evidence | | | | | | Fully | Partly complies | Does not comply | Not applicable |
| training hygiene techniq awaren integrity regulati | Food and bever opportunities on the community, identity and the community, identity and the community on the community of the | s to increase meal and me ity and service ication; first d values; env BT initiative, | their skills a nu preparatice standards aid and safe rironmental p and any othe | and knowledg on, traditiona , sustainable ty, authentic l protection issu | e of: food pro l cuisine and tourism, cro ocal cultural ues, the guid | eparation I cooking ss cultural traditions, | □ nent | | | |
| Evidence | | i.g., training notes | Q _ E | g., training activity | | E.g., Advice of members | O | | Not es | sential |
| Action to in | mprove performan | ce | | | | | | | | |

Supplementary photographic evidence for Sub-criterion 6.1



3.6.2. Sub-criterion 6.2: Managed food and beverage services for quality

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|--|----------------|--------------------|--------------------|-------------------|
| 6.2.1 Food and beverage services are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative. | | | | |
| Evidence E.g., CBT guidelines E.g., provider performance E.g., provider performance | | | Not ess | ential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
| 6.2.2 Menus are available with associated prices (if appropriate). Minimum requirement | | | | |
| Evidence E.g., written menus E.g., menu board E.g., Community advice | | | Not ess | ential |
| Action to improve performance | | | | |
| Explanation of evidence | (0) | (0) | | <u>_o</u> |
| | Fully complies | Partly complies | Does not comply | Not applicable |
| 6.2.3 Meals are provides at agreed times identified in consultation between food and beverage providers and the CBT committee. | | | | |
| Evidence E.g., written menus E.g., menu board E.g., Community advice | | | Not ess | ential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | Fully | Partly complies | Does not comply | Not applicable |
| 6.2.4 Sufficient food is provided for visitor needs, including between-meal snacks. | T 0 | 2 S | <u> </u> | ab K |
| ✓ Minimum requiremment | | | | |
| Evidence E.g., formal feedback E.g., meals provided E.g., visitor advice | | | Not ess | ential |
| Action to improve performance | | | | |
| | | | | |

| Explanation | n of evidence | | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
|--------------|--------------------|--------------------------------|----------------|-----------------------------------|--------------------|-----------------------------|----------------|-----------------|-----------------|-------------------|
| 6.2.5 Me | enus vary dail | y and include | e at least one | traditional me | | ng period. n requirement | | | | |
| Evidence | | E.g., menus | Q _ | E.g., attendance at meals | E.g., C | Community advice | o _ | | Not es | sential |
| Action to im | nprove performance | Э | | | | | | | | |
| | | | | | | | | | | |
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| Explanation | of evidence | | | | | | v | v | . | ole |
| | | | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 000 14 | | | | | | | <u> </u> | Pa CO | <u>0</u> 0 | a R |
| | | | | ally grown food ush meats prof | | | | | | |
| | | | | | ☑ Minimun | n requirement | | | | |
| Evidence | E.g., re | ceipts from local providers | Q | E.g., purchasing | | E.g., Community advice | o _ | | | |
| O PI | ace images here (| e.g., sample of fo | ood supplies) | | Description of evi | dence shown | | | | |
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| Action to im | nprove performance | e | | | | | | | | |
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| Explanation | of evidence | | | | | | Sel | ies | y v | able |
| | | | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 6.2.7 D | essert and/or | fruit forms | part of each | meal. | | | | _ | | |
| | | | | | ☑ Best pra | ctice requirem | ent | | | Ш |
| Evidence | E. | g., job statement | Q | E.g., provider performance | | E.g., Community advice | O | | Not es | sential |
| Action to im | nprove performance | Э | | | | | | | | |
| | | | | | | | | | | |

| Explanatio | n of evidence | | | | | | Fully | Partly complies | Does not comply | Not applicable |
|--------------|-----------------------------|--------------------------------------|------------|---|----------------|-------------------------------------|----------------|-----------------|-----------------|-------------------|
| | | | | | | | Fully | Pa | 000 | a Se |
| 6.2.8 F | ood prepai | ration and dining | g areas ar | re maintained in a | | e at all times. num requirement | | | | |
| Evidence | | E.g., No complaints | Qn | E.g., provider performance | | E.g., Community advice | O n | | | |
| P | Place images h | ere (e.g., kitchen area | | | Description of | evidence shown | | | | |
| Action to ir | mprove perforn | nance | | | | | | | | |
| Explanatio | n of evidence | | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 6.2.9 Fo | ood prepar ately after o | ation and dining lining periods). | utensils a | are cleaned thoro | | use (i.e. cleane num requirement | | | | |
| Evidence | | E.g., client feedback | Qn | E.g., provider performance | | E.g., Community advice | O n | | Not es | sential |
| Action to ir | mprove perforn | nance | | | | | | | | |
| | | | | | | | | | | |
| Explanatio | n of evidence | | | | | | Fully | Partly complies | Does not comply | Not applicable |
| | | ce providers was od preparation. | h their ha | ands with soap in | | before and num requirement | | | | |
| Evidence | | E.g., client fedback | Q | E.g., availability of soap, clean water and towel | | E.g., Community advice | o _ | | Not es | sential |
| Action to ir | mprove perforn | nance | | | | | | | | |

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|--|----------------|-----------------|-----------------|-------------------|
| 6.2.11 Food is stored in clean containers, which are kept in good order. Minimum requiremment | | | | |
| | | | Not es | sential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
| | Full | Part | Doe | Not |
| 6.2.12 Animals (domestic and pest) are kept out of food storage, cooking and dining areas. | | | | |
| | | | Not es | sential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | S | S | t . | ple |
| | Fully complies | Partly complies | Does not comply | Not applicable |
| 6.2.13 Opportunities exist for tourists to participate in meal preparation and to learn traditional cooking techniques. | | | | |
| E.g., advertising E.g., visitor participation in meal preparation | | | Not es | sential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | 10 | 10 | _ | <u>e</u> |
| | Fully complies | Partly complies | Does not comply | Not applicable |
| 6.2.14 A quality control and improvement system exists, including a system for visitor feedback on the dining experience, and visitors are actively encouraged to participate in the feedback process. | | | | |
| Evidence E.g., feedback form E.g., provider behaviour members | | | Not es | sential |
| | | | | |

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|---|----------------|-----------------|-----------------|-------------------|
| 6.2.15 Visitor dietary preferences are accommodated. | | | | |
| Evidence E.g., welcome note E.g., signage E.g., advice of members | | | Not ess | ential. |
| Action to improve performance | | | | |
| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
| 6.2.16 Maximum use is made of natural bio-degradable products when serving and packaging food (e.g. banana leaves). | | | | |
| Evidence E.g., meal service E.g., advice of members | | | Not es | sential |
| Action to improve performance | | | | |

Supplementary photographic evidence for Sub-criterion 6.2



Summary assessment for Criterion 6: Quality food and beverage services

| Sub-Criter | ia | Fully complies | Partly complies | Does not comply | Not applicable |
|---|-------------------------------------|----------------|-----------------|-----------------|-------------------|
| Sub-criterion 6.1: Ensuring food and | Minimum requirement count | | | | |
| beverage service provider quality and expertise | Advanced requirement count | | | | |
| ' | Best practice requirement count | | | | |
| Sub-criterion 6.2: Managed food and | Minimum requirement count | | | | |
| beverage services for quality | Advanced requirement count | | | | |
| | | | | | |
| Totals for minimum requirement indicators | | | | | |
| Totals for | or advanced requirement indicators | | | | |
| Totals for b | est practice requirement indicators | | | | |

Recommendations for improving performance for Criterion 6: Quality food and beverage services

| Indicator | Action |
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| Auditor's signature CBT represe | entative signature |
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| | _ |
| CBT Admin Authority representative signature | Date |

3.7. Criterion 7: Quality accommodations

3.7.1. Sub-criterion 7.1: Ensuring accommodation service provider quality

| | | | Fully complies | Partly complies | Does not comply | Not applicable |
|--|--|---|-------------------|--------------------|-----------------|-------------------|
| 7.1.1 Accommodation providers knowledge of accommodation s accommodations for targeted m | ervice delivery and the ap | | ent 🗆 | | | |
| E.g., job description | E.g., home stay inspection | E.g., Community advice | O _ | | Not es | sential |
| Action to improve performance | | | | | | |
| | | | | | | |
| Explanation of evidence | | | Fully | Partly complies | Does not comply | Not applicable |
| 7.1.2 Accommodation providers developing sound knowledge of local environment, culture and sexperiences. | how to deliver quality acc | ommodation services, an | | | | |
| Evidence | English the second seco | | | | Motor | |
| | E.g., provider performance | E.g., Community advice | O _ | | NOL 62 | sential |
| Action to improve performance | E.g., provider performance | | | | NOT es | sential |
| | E.g., provider performance | | | | NOT 68: | sential |
| | E.g. provider performance | | <u>se</u> | Partly complies | Does not comply | |
| Action to improve performance | s operate within the guidel | ines and regulations of th | e e s, a complies | Partly complies | not ly | Not applicable |
| Action to improve performance Explanation of evidence 7.1.3 Accommodation providers CBT initiative and have signed | s operate within the guidel | ines and regulations of the T Accommodation Provide | e e s, a complies | Partly complies | not ly | Not applicable |

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|--|------------------|--------------------|-----------------|-------------------|
| 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. | | | | |
| Evidence E.g., client feedback E.g., inspections E.g., Community advice | | | | |
| Place images here (e.g., room) Description of evidence shown | | | | |
| Action to improve performance | | | | |
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| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
| 7.1.5 Accommodation providers are certified under any relevant standard produced for the purposes of improving accommodation services (e.g. ASEAN Homestay Standard). | | | | |
| Evidence E.g., welcome note E.g., signage E.g., advice of members | | | Not es | sential |
| Action to improve performance | | | | |
| Explanation of evidence | S | es | ot | able |
| | Fully complie | Partly compli | Does r | Not applicable |
| 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 E.g., advice of members | | | Not es | sential |
| Action to improve performance | | | | |

Supplementary photographic evidence for Sub-criterion 7.1

| Evidence | Details | |
|----------|-------------------|-------------------------------|
| Ö | Place images here | Description of evidence shown |
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3.7.2. Sub-criterion 7.2: Managed accommodations for quality

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|---|----------------|------------------|-----------------------|-------------------|
| 7.2.1 Accommodations are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative. | | | | |
| Evidence E.g., signed codes of conduct E.g., accommodations inspection E.g., Community advice | | | Not ess | sential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
| | Fully | Pal | 00 00 00 00 | No |
| 7.2.2 A clearly defined and documented visitor booking system exists for visitors to the CBT central area and accommodations. | | | | |
| | | | Not ess | sential |
| Action to improve performance | | | | |
| | | | | |
| Explanation of evidence | lies | lies | not ^j y | able |
| | Fully complies | Partly complies | Does no comply | Not applicable |
| 7.2.3 An up-to-date log of arrivals, departures and returns to the CBT central area is maintained. | | | | |
| Evidence E.g., log book E.g., Community advice | | | Not ess | sential |
| Action to improve performance | | | | |
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| Explanation of evidence | S | ies | not ly | ple |
| | Fully complies | Partly compli | Does n | Not applicable |
| 7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements. | | | | |
| Evidence E.g., standard procedures manual procedures manual E.g., welcome service E.g., welcome service advice | | | Not ess | sential |
| Action to improve performance | | | | |
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| 7.2.5 Purpose-built structures for visitor use are attractive and appropriate to meeting tourist expectations and basic safety standards. Withinimum requirement Evidence Eg. inspection Description of evidence shown Action to improve performance Explanation of evidence Explanation of evidence T.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations. Evidence Eg. inspection Eg. inspection Action to improve performance Explanation of evidence Total Community advice and appropriate to meeting to information and properties and |
|--|
| Place images here (e.g., structures) Description of evidence shown Action to improve performance Explanation of evidence T.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations. Eddence Eg., inspections Reg., community |
| Action to improve performance Explanation of evidence Septential September 1 Action to improve performance To Action to improve performance September 2 Action to improve performance September 3 Action to improve performance September 3 Action to improve performance September 4 Action to improve performance Action to improve performance September 4 Action to improve performance Action to improve performance September 4 Action to improve performance Action to improve p |
| Explanation of evidence 7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations. Minimum requirement |
| 7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations. Minimum requirement |
| 7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations. Minimum requirement Evidence E.g., inspections E.g., Community |
| 7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations. Minimum requirement Evidence E.g., inspections E.g., Community |
| use within all accommodations. Minimum requirement |
| Evidence E.g., inspections E.g., Community |
| |
| Place images here (e.g., bathroom) Description of evidence shown |
| Action to improve performance |

| Explanation of evidence | | | Fully | Partly complies | Does not comply | Not applicable |
|--|----------------------------|-------------------------------|----------------|--------------------|-----------------------|-------------------|
| 7.2.7 All accommodations, espec serviced daily. | | ✓ Minimum requirement | | | | |
| Evidence E.g., daily servicing procedure | E.g., inspections | E.g., Community advice | O _ | | Not ess | sential |
| Action to improve performance | | | | | | |
| | | | | | | |
| Explanation of evidence | | | Fully complies | Partly complies | Does not comply | Not applicable |
| | | | | Part | Com | Not app |
| 7.2.8 Bathrooms and toilets include toilets include toilet paper and a sa | ınitary bin. | ☑ Minimum requirement | | | | |
| Evidence | E.g., inspection | E.g., Community advice | O | | | |
| Action to improve performance | | | | | | |
| | | | | | | |
| Explanation of evidence | | | lies | lies | not ^I y | able |
| | | | Fully | Partly complies | Does no comply | Not applicable |
| 7.2.9 Toilets are of either squattir consideration given to client preference. | rences and local norms. | ☑ Minimum requirement | | | | |
| Evidence | E.g., home stay inspection | E.g., Community advice | O | | Not ess | ential. |
| Place images here (e.g., bathroom) | | Description of evidence shown | | | | |
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| Action to improve performance | | | | | | |

| Explanatio | n of evidence | | | Fully complies | Partly complies | Does not comply Not applicable |
|----------------------|--|--------------------------------|--|----------------|--------------------|---|
| | The CBT area is maintaine ous species. | ed in a clean condition that ı | minimises threats fron | | | |
| Evidence | | E.g., inspection | E.g., Comm a | unity dvice | | Not essential. |
| F | Place images here (e.g., bathroom) | | Description of evidence show | vn | | |
| Action to ir | mprove performance | | | | | |
| | | | | | | |
| Explanatio | n of evidence | | | Fully | Partly complies | Does not comply Not applicable |
| 7.2.11 I guests. | Materials are available to c | over basic communication n | eeds between hosts a '' Minimum require | | | |
| Evidence | E.g., signage | E.g., signage | E.g., Comm | unity dvice | | Not essential |
| Action to ir | nprove performance | | | | | |
| | | | | | | |
| Explanatio | n of evidence | | | Fully | Partly complies | Does not comply Not applicable |
| 7.2.12 / and stru | A torch is available for nigh actures built for visitor use. | t use in all accommodations | ☑ Minimum require | ment \Box | | |
| Evidence | | E.g., inspection | E.g., Community a | | | |
| Action to in | mprove performance | | | | | |

| | | | Fully | Partly complies | Does not comply | Not applicable |
|--|---|---|--|--------------------------|-----------------|-------------------|
| 7.2.13 All CBT accommodation security and safety of visitors are (visitors are to be informed of the | nd their belongings | ve procedures to ensure Minimum requiremm | | | | |
| Evidence | E.g., visitor arrival orientation | E.g., Community advice | | | Not es | sential |
| Action to improve performance | | | | | | |
| Explanation of evidence | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 7.2.14 A contingency plan exist guest, missing or lost guest, dis or injury to a guest or adverse w | ruptive or undesirable bel | | dent 🗌 | | | |
| Evidence E.g., written plan | Q | E.g., Community advice | O _ | | Not es | sential |
| Action to improve performance | | | | | | |
| | | | | | | |
| Explanation of evidence | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 7.2.15 All CBT accommodation and staff use and checked week or replenished on use. | | clude a first aid kit for gue | st | Partly complies | Does not comply | Not applicable |
| 7.2.15 All CBT accommodation and staff use and checked weel | kly for completeness E.g., inspection | | st | Partly complies | Not ess | |
| 7.2.15 All CBT accommodation and staff use and checked weel or replenished on use. Evidence E.g., written operations | kly for completeness E.g., inspection | Minimum requiremen | st 🔲 | Partly complies | Does comp | |
| 7.2.15 All CBT accommodation and staff use and checked weel or replenished on use. Evidence Evidence E.g., written operations procedure | kly for completeness E.g., inspection | Minimum requiremen | st 🔲 | Partly Complies Complies | Does comp | |
| 7.2.15 All CBT accommodation and staff use and checked weel or replenished on use. Evidence | E.g., inspection E.g., inspection as and visitor use areas aped in the food and beveraged | Minimum requirements. E.g., Community advice | st t t T T T T T T T T T T T T T T T T T | lies | Not ess | sential |
| 7.2.15 All CBT accommodation and staff use and checked weel or replenished on use. Evidence E.g., written operations procedure Action to improve performance Explanation of evidence 7.2.16 All CBT accommodation of hygiene and cleanliness states | E.g., inspection E.g., inspection as and visitor use areas aped in the food and beverage commodation. E.g., inspection | Minimum requirement E.g., Community advice | st t t T T T T T T T T T T T T T T T T T | lies | Not ess | Not applicable |

| Explanation of evidence | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
|---|--------------------------------------|-----------------------------------|--------------------|--|-------------------|--------------------|-----------------|-------------------|
| 7.2.17 A quality control and imprefeedback on accommodations, ar feedback process. | ovement system and visitors are a | m exists, inclu actively encou | raged to partic | for visitor ipate in the d requirement | | | | |
| E.g., feedback survey | Q | E.g., visitor participation | | E.g., advice of members | <u> </u> | | Not es | sential |
| Action to improve performance | | | | | | | | |
| | | | | | | | | |
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| Explanation of evidence | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 7.2.18 Subject to functional requ traditions | iirements, built | t structures for | | et local building ed requirement | | | | |
| Evidence | Qn | E.g., inspection | | E.g., advice of | | | Not ess | ential. |
| Place images here (e.g., buildings) Action to improve performance | | | Description of evi | idence shown | | | | |
| | | | | | | | | |
| Explanation of evidence | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 7.2.19 Built structures for visitors required (this particularly applies tany special tourist use areas). | | | | ide signs as m requirement | | | | |
| Evidence | Q | E.g., signage | | E.g., advice of members | o 🗆 | | Not es | sential |
| Action to improve performance | | | | | | | | |

| Explanation of evidence | | | | | Fully | Partly complies | Does not comply | Not applicable |
|--|--------------------------------------|---------------------|----------------|-------------------------|----------------|--------------------|-----------------|-------------------|
| 7.2.20 Built structure interpretive display or | s do not include part of local cu | wild animal destom. | | where part of a | n 🗆 | | | |
| Evidence | Q | E.g., in | spection | E.g., advice of members | O _ | | Not es | sential |
| Action to improve performance | | | | | | | | |
| Explanation of evidence | | | | | Fully | Partly complies | Does not comply | Not applicable |
| 7.2.21 Adequate light use. | ting and ventilat | ion is provided | | ructures for visit | tor | | | |
| Evidence | Q | E.g., ir | nspection | E.g., advice of members | O | | Not es | sential |
| Explanation of evidence | | | | | seiles | / olies | not oly | cable |
| 7.2.22 Structures are | | | | | | Partly complies | Does not comply | Not applicable |
| significant site, unless | s historically in the | | ☑ Advar | nced requirement | | Ц | Ц | Ц |
| Evidence | Q | E.g., in | spection | E.g., advice of members | o _ | | Not es | sential |
| Action to improve performance |) | | | | | | | |
| Explanation of evidence | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 7.2.23 Farm animals | cannot enter st | ructures used | | nced requirement | | | | |
| Evidence | Q | E.g., in | spection | E.g., advice of members | O _ | | Not es | sential |
| Action to improve performance | | | , | | | | | |

| Explanation of evidence | | | | Fully | Partly complies | Does not comply | Not applicable |
|--|----------------|------------------|-----------------------------|----------------|--------------------|--------------------|-------------------|
| 7.2.24 Parking and signage is a | vailable for v | isitor use and | d requirement | | | | |
| Evidence | Q _ | E.g., inspection | E.g., advice of members | o _ | | Not ess | ential |
| Action to improve performance | | | | | | | |
| Explanation of evidence | | | | Fully | Partly complies | Does not comply | Not applicable |
| 7.2.25 All CBT accommodation therefore competent in using firs | | e trained in ba | nd are d requirement | | | | |
| Evidence E.g., training log | Q | | E.g., advice of members | o _ | | Not ess | ential |
| Action to improve performance | | | | | | | |
| Explanation of evidence | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 7.2.26 All CBT accommodation emergency procedures, displayed | | | I fire and I requirement | | | | |
| Evidence E.g., documented procedures | Q | E.g., inspection | E.g., advice of members | o 🗆 | | Not ess | ential |
| Action to improve performance | | | · | | | | |
| Explanation of evidence | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 7.2.27 The family and cross-cult | ture experien | ce is emphas | ctice requireme | nt | | | |
| Action to improve performance | Q | E.g., experience | E.g., advice of members | o _ | | Not ess | ential |
| | | | | | | | |

Supplementary photographic evidence for Sub-criterion 7.2

| Evidence | Details | |
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| | Place images here | Description of evidence shown |
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Summary assessment for Criterion 7: Quality accommodations

| Sub-Criteri | Fully complies | Partly complies | Does not comply | Not applicable | |
|--|-------------------------------------|-----------------|-----------------|-------------------|--|
| Sub-criterion 7.1: Ensuring accommodation | Minimum requirement count | | | | |
| service provider quality and expertise | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 7.2: Managed | Minimum requirement count | | | | |
| accommodations for quality | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Totals for r | minimum requirement indicators | | | | |
| Totals for advanced requirement indicators | | | | | |
| Totals for b | est practice requirement indicators | | | | |

Recommendations for improving performance for Criterion 7: Quality accommodations

| Indicator | Action |
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| Auditor's signature CBT represe | entative signature |
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| CPT Admin Authority representative signature | Data |
| CBT Admin Authority representative signature | Date |
| | |

3.8. Criterion 8: Performance of CBT Friendly Tour Operators

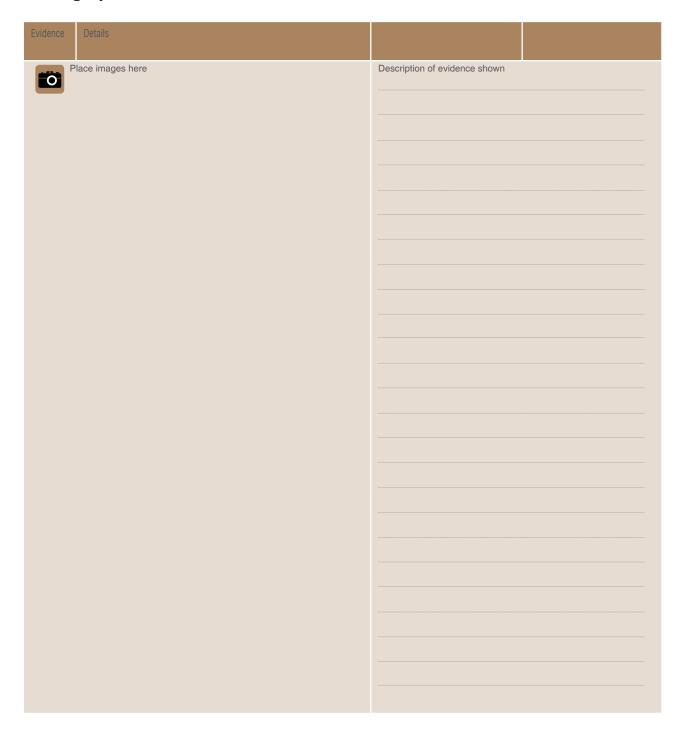
Sub-criterion 8.1: Commitment to CBT ideals 3.8.1.

| Explanation of evidence | | | Fully complies complies | Does not comply Not applicable |
|--|---|---|--------------------------------|---|
| 8.1.1 FTOs are certified under improving tour operations (e.g., Standard). | any relevant standard pro ASEAN Ecotourism | duced for the purposes of Minimum requiremme | ent | |
| E.g., copy of certificate | | E.g., FTO advice | O _ | Not essential |
| Action to improve performance | | | | |
| Explanation of evidence | | | Fully complies Partly complies | Does not comply Not applicable |
| 8.1.2 FTOs meet all necessary | | ements. Minimum requirement | . 00 | |
| E.g., copy of licenses | Q | E.g., FTO advice | | Not essential |
| Action to improve performance | | | | |
| Explanation of evidence | | | Fully complies Partly complies | Does not comply Not applicable |
| 8.1.3 Clearly defined and document the guidelines and regulations of | staff to operate within | between FTOs and the CE | | |
| Evidence E.g., signed agreements | (38) | E.g., Community advice | O _ | Not essential |
| Action to improve performance | | | | |
| Explanation of evidence | | | Fully complies Partly complies | Does not comply Not applicable |
| 8.1.4 FTOs and staff have sign Operator's Code of Conduct. | | ☑ Minimum requiremme | ent 🗆 🗆 | |
| E.g., copies of signed codes of conduct | Q | E.g., Community advice | O _ | Not essential |
| Action to improve performance | | | | |

| Explanation | n of evidence | | | | | | Fully | Partly complies | Does not comply | Not applicable |
|----------------|-----------------|-----------------------------|--------------|-------------------|----------------|--|----------------|-----------------|-------------------|-------------------|
| 8.1.5 Worganis | | able, FTOs are | e members o | of an appropr | | um requiremme | nt 🗆 | | | |
| Evidence | | E.g., membership card | Q | | | E.g., Community advice | | | Not es | sential |
| Action to in | mprove performa | ance | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| Explanation | n of evidence | | | | | | Fully | Partly complies | Does not comply | Not applicable |
| knowled | dge of susta | ainable tourisn | n and how to | deliver qual | ity tour servi | veloping, sour ces relating to ced requirement | | | | |
| Evidence | | E.g., training log | Q | | | E.g., advice of members | 0 _ | | Not es | sential |
| Action to in | mprove performa | ance | | | | | | | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| Explanation | n of evidence | | | | | | S | S | t | ble |
| | | | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 017 5 | TOo and at | off provide co | fo opportuni | tion for vicitor | o to ovnorio | nce communit | | <u> </u> | ۵۵ | Žĕ |
| | | dge exchange | | | ts. | ced requirement | | | | |
| Evidence | | E.g., documented procedures | Q _ | E.g., inspections | | advice of members | O _ | | Not es | sential |
| Action to in | mprove performa | ance | • 🗀 | _ | | | | 7 | | |
| | | | | | | | | | | |
| | | | | | | | | | | |
| Explanation | n of evidence | | | | | | Ñ | ő | + | ole See |
| | | | | | | | Fully complies | Partly complies | Does no comply | Not applicable |
| 0.4.0.5 | | | | | | -i ODT - | | Pa CO | <u> </u> | a N |
| | | e employees one day a year/ | | communities | | ning on CBT a ractice requirem | | | | |
| Evidence | | | Q | E.g., experience | | E.g., advice of members | | | Not es | sential |
| Action to in | mprove performa | ance | | | | | | | | |
| | | | | | | | | | | |



Photographic evidence for Sub-criterion 8.1



3.8.2. Sub-criterion 8.2: Contribution to community and nature protection

| | | | | Fully | Partly complies | Does not comply | applicable |
|--|----------------------------|----------------------|--|--|--------------------|-----------------|------------|
| 8.2.1 FTOs demonstrate respective behaviour in environmentally set while in the community. | ct for CBT nsitive area | as and | ☑ Minimum requiremm | | | | |
| Evidence | Q | E.g., FTO operations | E.g., Community advice | | | Not esser | ntial |
| Action to improve performance | | | | | | | |
| Explanation of evidence | | | | Fully | Partly complies | Does not comply | applicable |
| 8.2.2 FTOs and staff have a sol site and local conditions. | und knowle | | ☑ Minimum requiremen | nt 🗆 | | | |
| Evidence | Q _ | E.g., FTO operations | E.g., Community advice | | | Not esser | ntial |
| Action to improve performance | | | | | | | |
| Explanation of evidence | | | | | | | |
| | | | | Fully | Partly complies | Does not comply | applicable |
| 8.2.3 FTOs demonstrate best p (e.g., use of energy efficient prominimisation and recycling). | | | nagement in their operati | ions | Partly complies | Does not comply | applicable |
| (e.g., use of energy efficient prod | | | | ions | Partly complies | Not essen | _ |
| (e.g., use of energy efficient proc minimisation and recycling). | | ste | ☑ Minimum requiremen | ions | Partly complies | | _ |
| (e.g., use of energy efficient prod minimisation and recycling). | | ste | ☑ Minimum requiremen | ions | Partly Complies | Not esser | _ |
| (e.g., use of energy efficient procuminimisation and recycling). Evidence Action to improve performance | Q _ | E.g., FTO operations | Minimum requirement E.g., Community advice | ions Int Complies | les | Not esser | ntial |
| (e.g., use of energy efficient production minimisation and recycling). Evidence Action to improve performance Explanation of evidence | Q _ | E.g., FTO operations | Minimum requirement E.g., Community advice | Lent Fully and the second seco | les | Not esser | applicable |

| Explanation of evidence | Fully complies | Partly complies | Does not comply | Not applicable |
|---|----------------|-----------------|-----------------|-------------------|
| | Fully | Par | Doo | Not |
| 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. | | | | |
| Evidence E.g., advice of members | O _ | | Not es | sential |
| Action to improve performance | | | | |
| | | | | |
| Evaluation of evidence | | | | |
| Explanation of evidence | lies | / lies | not S | cable |
| | Fully complies | Partly complies | Does not comply | Not applicable |
| 8.2.6 FTOs take away all solid waste generated from products it brings into the CB | т _ | | | |
| area. | | Ш | Ш | Ш |
| Evidence E.g., FTO operations E.g., advice of members | O _ | | Not es | sential |
| Action to improve performance | | | | |
| | | | | |
| | | | | |
| Explanation of evidence | Se | Se | t . | ble |
| | Fully complies | Partly complies | Does not comply | Not applicable |
| 8.2.7 FTOs provide visitors with nature, culture and community experiences that | <u>E 8</u> | <u> </u> | ۵۵ | ŽË |
| respect and apply a minimized disturbance policy. Advanced requirement | | | | |
| Evidence E.g., FTO operations E.g., advice of members | O | | Not es | sential |
| Action to improve performance | | | | _ |
| | | | | |
| | | | | |
| Explanation of evidence | ဖွ | Ñ | * | əle |
| | Fully complies | Partly complies | Does not comply | Not applicable |
| | <u> </u> | Pa | 88 | a Se |
| 8.2.8 FTOs and staff are actively involved in, or contribute to, CBT projects. | | | | |
| Evidence E.g., FTO working with E.g., advice of | | | | |
| the community members | Ö | | Not es | sential |
| | Ö _ | | Not es | sential |

| Explanation of evidence | | | Fully complies | tly | Does not comply | Not applicable |
|--|-------------------------|---|----------------|-------------------|-----------------|-------------------|
| | | | Fully | Partly comp | Doe | Not |
| 8.2.9 FTOs work with the commoffered by providing client feedby | | ity services and products Advanced requiremen | t 🗆 | | | |
| Evidence E.g., feedback report | Q _ | E.g., advice of members | O _ | | Not ess | sential. |
| Action to improve performance | | | | | | |
| | | | | | | |
| Explanation of evidence | | | ies | lies | not V | able |
| | | | Fully | Partly comp | Does not comply | Not applicable |
| 8.2.10 FTOs support the CBT (from indigenous and/or local pe | | guides and wildlife range | rs | | | |
| | | ☑ Best practice requiren | nent | | | |
| Evidence E.g., training notes | E.g., training programs | E.g., advice of members | | | Not es | |
| Action to improve performance | | | | | | |
| | | | | | | |
| Explanation of evidence | | | g | S | Ħ | ple |
| | | | Fully complies | Partly complie | Does not comply | Not applicable |
| | | | | <u>a</u> 8 | ۵۵ | Žĕ |
| 8.2.11 To the greatest extent poservices prior to and after visiting | | endly accommodation and Best practice requiren | | | | |
| Evidence | Q | E.g., advice of FTO and CBT members | | | Not es | sential |
| Action to improve performance | | | | | | |
| | | | | | | |

Photographic evidence for Sub-criterion 8.2



3.8.3. Sub-criterion 8.3: Support for the local economy

| Explanation | of evidence | | | | | Fully | Partly complies | Does not comply | Not applicable |
|--------------------|--|---------------|--|--------|---|----------------|--------------------|-----------------|-------------------|
| | TOs maximise use and p commodation, transport i | | | souver | | nt 🗆 | | | |
| Evidence | | | E.g., FTO operations | | E.g., Community advice | | | Not ess | sential |
| Action to im | prove performance | | | | | | | | |
| Explanation | of evidence | | | | | Fully | Partly complies | Does not comply | Not applicable |
| | TOs have an agreement nd procedures. | or contract v | with the comm | | n CBT products, inimum requirement | | | | |
| Evidence | E.g., signed contract | Q | E.g., FTO operations | | E.g., Community advice | | | Not ess | sential |
| Action to im | prove performance | | | | | | | | |
| Explanation | of evidence | | | | | Fully | Partly complies | Does not comply | Not applicable |
| 8.3.3 F will incre | TOs provide advice to the case CBT income. | e CBT Comi | mittee on pote | | lditional services the dvanced requirement | | | | |
| Evidence | E.g., feedback report | Q | | | E.g., advice of members | | | Not ess | sential |
| Action to im | prove performance | | | | | | | | |
| Explanation | of evidence | | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| | TOs, staff and clients collage projects, education, c.). | | | | evelopment work est practice requirem | ent | | | |
| Evidence | | Q | E.g., FTO and CBT members working together | | E.g., advice of members | | | Not ess | sential |
| Action to im | prove performance | | | | | | | | |

Photographic evidence for Sub-criterion 8.3

| Evidence | Details | |
|----------|-------------------|-------------------------------|
| Ö | Place images here | Description of evidence shown |
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3.8.4. Sub-criterion 8.4: Promotion of joy of discovery, knowledge and respect

| Explanation of evidence | | | Fully complies Partly complies | Does not comply Not applicable |
|--|----------------------------|---|--------------------------------|---|
| 8.4.1 In cooperation with local g nature interpretation, which gene cultural and natural values of the | erates respect for the | n quality guiding and culture Minimum requiremme | | |
| Evidence | E.g., FTO operations | E.g., Community advice | | Not essential |
| Action to improve performance | | | | |
| Explanation of evidence | | | Fully complies Partly complies | Does not comply Not applicable |
| 8.4.2 FTOs explain codes of cor to treat local people with respect damage. | | al 🗹 Minimum requirement | | |
| Evidence | E.g., FTO operations | E.g., Community advice | | Not essential |
| Action to improve performance | | | | |
| Explanation of evidence | | | Fully complies Partly complies | Does not comply Not applicable |
| 8.4.3 Through agreement with the on the carrying capacity of the viexperiences to clients that minimizent community. | sited site with the object | | | |
| Evidence | E.g., FTO operations | E.g., Community advice | | Not essential |
| Action to improve performance | | | | |
| Explanation of evidence | | | Fully complies Partly complies | Does not comply Not applicable |
| 8.4.4 FTOs have sound knowled and transfers this knowledge to t guides and tour leaders. | | ☑ Advanced requirement | | |
| Evidence E.g., feedback report | Q | E.g., advice of members | | Not essential |
| Action to improve performance | | | | |



Photographic evidence for Sub-criterion 8.4



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

| Explanation of evidence | | | | Fully | Partly complies | Does not comply | Not applicable |
|---|---------------|----------------------|--|----------------|-----------------|-----------------------|-------------------|
| 8.5.1 FTOs encourage their clie | nts to have | e travel insuran | Minimum requiremme | ent 🗆 | | | |
| Evidence | Q | E.g., FTO operations | E.g., Community advice | o _ | | Not es | sential |
| Action to improve performance | | | | | | | |
| | | | | | | | |
| Explanation of evidence | | | | Fully complies | Partly complies | Does not comply | Not applicable |
| 8.5.2 FTOs ensure high risk act | ivities are g | guided by spec | ifically trained and skilled | Що | ن ۵ | ت ۵ | Z @ |
| staff, assisted by CBT guides. | | | Minimum requirement | | Ш | Ш | Ш |
| Evidence | Q | E.g., FTO operations | E.g., Community advice | o _ | | Not es | sential |
| Action to improve performance | | | | | | | |
| | | | | | | | |
| Explanation of evidence | | | | lies | lies | not ^j y | Not applicable |
| | | | | Fully complies | Partly complies | Does not comply | Not appli |
| 8.5.3 FTOs practice responsible expectations of CBT areas and a | | that creates a | ppropriate customer Minimum requirement | | | | |
| Evidence | Q | E.g., FTO operations | E.g., Community advice | | | Not es | sential |
| Action to improve performance | | | | | | | |
| | | | | | | | |
| Explanation of evidence | | | | es | es | ot / | ple |
| | | | | Fully complies | Partly compli | Does not comply | Not applicable |
| 8.5.4 FTO staff are trained in first | st aid, inclu | uding CPR. | Advanced requirement | | | | |
| Evidence E.g., feedback report | Q | | E.g., advice of members | | | Not es | sential |
| Action to improve performance | • | | | | | | |
| | | | | | | | |



Photographic evidence for Sub-criterion 8.5



Summary assessment for Criterion 8: Performance of CBT Friendly

| I our Operators | | | | | |
|---|--------------------------------------|--------------------|-----------------|-------------------|--|
| Sub-Criteri | Fully complies | Partly complies | Does not comply | Not applicable | |
| Sub-criterion 8.1: Commitment to CBT | Minimum requirement count | | | | |
| ideals. | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 8.2: Contribution to | Minimum requirement count | | | | |
| community and nature 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 | Minimum requirement count | | | | |
| discovery, knowledge and respect. | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 8.5: Satisfying and safe | Minimum requirement count | | | | |
| experience for tourists and the community. | Advanced requirement count | | | | |
| • | Best practice requirement count | | | | |
| Totals for minimum requirement indicators | | | | | |
| Totals fo | or advanced requirement indicators | | | | |
| Totals for be | est practice requirements indicators | | | | |

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

| Indicator | Action |
|---------------------------------|-------------------|
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| Auditor's signature CBT represe | ntative signature |

Summary assessment

| Sub-Criteri | Fully complies | Partly complies | Does not comply | Not applicable | |
|--|---------------------------------|-----------------|--------------------|-------------------|--|
| Criterion 1: Community ownership and | Minimum requirement count | | | | |
| management | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Criterion 2: Contribution to social well-being | Minimum requirement count | | | | |
| | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Criterion 3: Contribution to conserve and | Minimum requirement count | | | | |
| improve the environment | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Criterion 4: Encouragement of interaction | Minimum requirement count | | | | |
| between the local community and guests | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Criterion 5: Quality tour and guiding service | Minimum requirement count | | | | |
| | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Criterion 6: Quality food and beverage | Minimum requirement count | | | | |
| services | 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 | Minimum requirement count | | | | |
| Tour Operators (CBT FTO) | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Totals | Minimum requirement count | | | | |
| | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |

| Auditor's signature | CBT representative signature |
|--|------------------------------|
| | |
| CRT Admin Authority representative signature | Date |

Independent auditor's recommendation

| | the available evidence, I declare that the assessment made of the name) | | | | | | |
|--|---|--|--|--|--|--|--|
| CBT initiative against the ASEAN CBT Standard The assessment indicates that the CBT initiative | | | | | | | |
| meets 70% of Minimum requirements and criterion; | I 60% of Advanced requirements for each | | | | | | |
| does not meet 70% of Minimum requirement each criterion. | ents and 60% of Advanced requirements for | | | | | | |
| Therefore, the CBT initiative is recommende meeting the ASEAN Community Based Tourism S | ed (or is notrecommended)for certification as tandard. | | | | | | |
| Signature of CBT assessor | Signature of CBT Administration Authority assessor | | | | | | |
| Date | Date | | | | | | |
| Office use only CBT Administration Authority recommends | ation | | | | | | |
| Certify the CBT as meeting the ASEAN C | Community Based Tourism Standard | | | | | | |
| Date | Authorised officer's name and signature | | | | | | |
| National Tourism Organisation approval | | | | | | | |
| Certify the CBT as meeting the ASEAN C | Community Based Tourism Standard | | | | | | |
| Date | | | | | | | |
| CBT register has been updated | Date | | | | | | |
| CBT certification notification and certification | ite has been forwarded to the CBT initiative | | | | | | |
| Date | Officer's name and signature | | | | | | |



IV

ASEAN Community Based Tourism Standard Community Workbook



1. CBT Concept, Definition, and Principles

1.1 The CBT Concept

Internationally, the tourism economic sector is dominated by small businesses that provide goods and services to a visiting tourist clientele. Community based tourism (CBT) is a form of tourism that seeks to empower communities to manage tourism growth and achieve community goals relating to well-being and economic, social and environmental sustainable development. Therefore, CBT not only involves a partnership between tourism businesses and the community to deliver benefits to both, but also 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:

- 1. Involve and empower community to ensure ownership and transparent management,
- 2. Establish partnerships with relevant stakeholders,
- 3. Gain recognised standing with relevant authorities,
- Improve social well-being and maintenance of human dignity. 4.
- 5. Include a fair and transparent benefit sharing mechanism,
- Enhance linkages to local and regional economies,
- 7. Respect local culture and tradition,
- 8. Contribute to natural resource conservation,
- Improve the quality of visitor experiences by strengthening meaningful host and quest interaction, and
- 10. Work towards financial self-sufficiency.

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

ASEAN CBT Community Workbook 2.

2.1 Objectives and Uses of the Workbook

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

2.2. ASEAN CBT Community Workbook Scope

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

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

Codes of Conduct

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

2.3. Workbook Definitions

Assessment criteria .Criteria (see below) and sub-criteria are situations or outcomes

> desired for a CBT initiative. Meeting of each criterion or sub-criterion is determined by assessment of indicators (see below). Assessment

of indicators is based on judgement of compliance levels.

CBT accommodation Any structure and its surrounds provided within the CBT area for

use by visitors. It includes home stay accommodation and central

facilities.

CBT Accommodation **Providers**

CBT Members who provide accommodation services, including homestay, for visitors to a CBT area and who have committed to the ASEAN CBT Accommodation Provider's Code of Conduct (Appendix 4).

CBT Administration Authority

An organisation in each ASEAN country given the responsibility by government of supporting CBT initiatives and administration of CBT assessments. This organisation may be the Government's tourism organisation or National Tourism Organisation.

CBT central area

An area or building established for welcoming visitors and administrative functions of the CBT initiative.

CBT Committee

Shortened version of Community Based Tourism Management Committee, which consists of CBT Members elected by the community to represent their interests in CBT initiatives, and coordinate and manage related activities.

CBT Food and **Beverage Providers** CBT Members who provide food and beverage services for visitors to a CBT area and who have committed to the ASEAN CBT Food and Beverage Provider's Code of Conduct (Appendix 3).

CBT Friendly Tour Operator (FTO)

A responsible tour operator who: (1) brings tourists to a CBT area; (2) demonstrates care for the sustainability of nature and culture of the CBT area; (3) supports the economic and social development of the local community; and who has committed the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5).

CBT Guides

CBT Members who provide tours and activities for visitors to a CBT area and who have committed to the ASEAN CBT Guide's Code of Conduct (Appendix 2).

CBT initiative

Any activity or group of activities undertaken by the CBT Members and managed by the CBT Committee.

CBT Members

Members of a community participating in CBT Committee activities and who have committed to the CBT Members Code of Conduct (Appendix 1).

CBT stakeholders

Any individual, group, or organization that can affect or can be affected by CBT initiatives.

Criterion (plural criteria)

A desired outcome or condition of a CBT operation that can be assessed. Criteria can be divided into sub-criteria to suggest objectives or conditions needed to fulfil the desired outcome.

Compliance level Evidence

The degree to which the nominated state of an indicator is met.

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 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.

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:

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

CBT Performance Criteria Summary 3.

To evaluate the quality and performance of CBT initiatives, the ASEAN CBT Standard has been used to create a checklist of performance standards. The checklist is divided into eight criteria, 23 sub-criteria and 182 Indicators. Ninety-five of the indicators are Minimum requirements, 57 are Advanced requirements and 30 are Best practice requirements (Table 1). These are used by the CBT Committee in the registration, endorsement and certification processes. 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

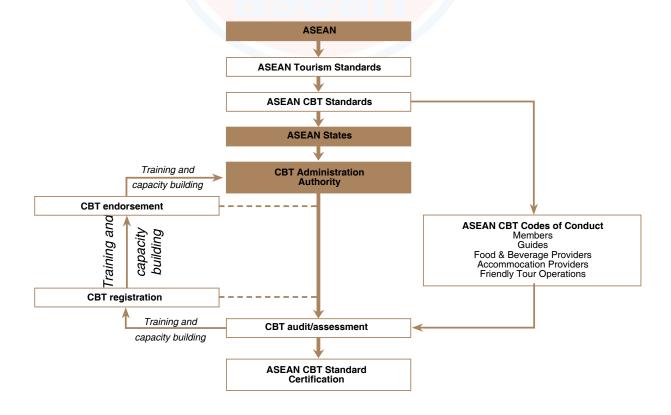
| | | | v | Indje | ators | |
|---|---|--|-------------------------|----------------------|----------------------------|-------|
| | Criteria | Sub-criteria | Minimum requirements | Advanced requirement | Best practice requirements | Total |
| 1 | Community ownership and | 1.1 Effective and transparent governance arrangements exist | 5 | 2 | 0 | 7 |
| | 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 | 2.1 Human dignity is maintained | 2 | 1 | 1 | 4 |
| | social well-being | 2.2 Benefits and costs are shared equitably | 1 | 1 | 1 | 3 |
| | | 2.3 Links exist to regional economies | 2 | 1 | 1 | 4 |
| | | 2.4 Cultural integrity is maintained and valued cultural traditions are enriched | 3 | 2 | 1 | 6 |
| | | Sub-total Sub-total | 8 | 5 | 4 | 17 |
| 3 | Contribution to | 3.1 Natural resources are being conserved | 1 | 2 | 1 | 4 |
| | conserve and improve the 3.2 Conservation activities to improve the environment | | 4 | 1 | 2 | 7 |
| | environment | Sub-total | 5 | 3 | 3 | 11 |
| 4 | Encouragement | 4.1 Guest and local community interaction exists | 2 | 3 | 3 | 8 |
| | of interaction between the local community | 4.2 Sustainability of Community-Based Tourism products | 1 | 1 | 3 | 5 |
| | and guests | Sub-total | 3 | 4 | 6 | 13 |
| 5 | Quality tour and | 5.1 Ensuring local guide quality and expertise | 3 | 2 | 1 | 6 |
| | guiding services | 5.2 Managed tours and activities to ensure quality | 5 | 4 | 4 | 13 |
| | | Sub-total | 8 | 6 | 5 | 19 |
| 6 | | 6.1 Ensuring food and beverage service provider quality | 3 | 2 | 1 | 6 |
| | | 6.2 Managed food and beverage services to ensure quality | 12 | 3 | 1 | 16 |
| | | Sub-total | 15 | 5 | 2 | 22 |
| 7 | Quality accommodations | 7.1 Ensuring accommodation service provider quality | 4 | 1 | 1 | 6 |
| | | 7.2 Managed accommodations to ensure quality | 16 | 10 | 1 | 27 |
| | | Sub-total | 20 | 11 | 2 | 33 |

| 8 | Performance of | 8.1 Commitment to CBT ideals | 5 | 2 | 2 | 9 |
|--------------------------------|---|--|----|----|----|-----|
| CBT 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 | |
| | | 8.4 Promotion of joy of discovery, knowledge and respect | 3 | 2 | 0 | 5 |
| | | 8.5 Satisfying and safe experiences for tourists and the community | 2 | 2 | 1 | 5 |
| | | Sub-total | 16 | 12 | 6 | 34 |
| | | Total | 89 | 52 | 30 | 171 |

CBT Registration, Endorsement and Certification Processes 4.

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

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



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 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.

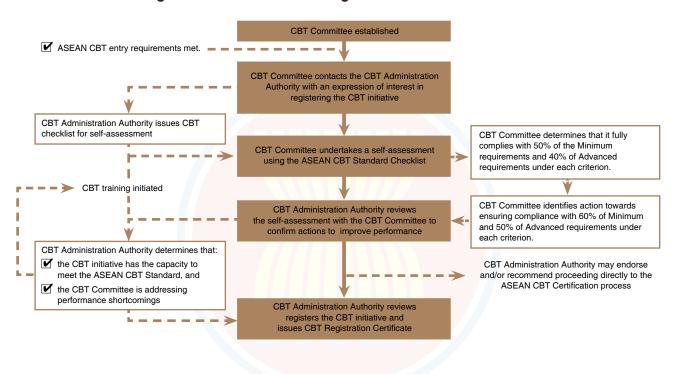


Figure 2 Process towards registration as a CBT initiative

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.

CBT training as identified during registration The CBT initiative: **CBT Administration Authority** ✓ meets ASEAN CBT entry requirements, and ✓ has been operating or registered for 1 year CBT Committee invites the CBT or more. Administration Authority to endorse the initiative towards ASEAN CBT Certification CBT Administration Authority re-issues CBT check list for self-assessment CBT Committee determines that it fully CBT Committee undertakes a self-assessment complies with 60% of the minimum and 50% using the ASEAN CBT Standard Checklist of the advanced requirements under each criterion. CBT training initiated CBT Committee identifies action towards CBT Administration Authority reviews the self-assessment with the CBT Committee to ensuring compliance with 70% of minimum and 60% of advanced requirements under confirm actions to improve performance each criterion. CBT Administration Authority determines that: CBT Administration Authority may recommend the CBT initiative has the capacity to proceeding directly to the ASEAN CBT meet the ASEAN CBT Standard, and Certification process ✓ the CBT Committee is addressing performance shortcomings CBT Administration Authority endorses the CBT initiative and issues a CBT Endorsement Certificate

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 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.

CBT initiative is: CBT Committee invites the CBT Administration Authority to audit the initiative for ASEAN CBT Certification. registered with, and endorsed by the CBT Administration Authority V CBT Administration Authority re-issues CBT CBT Committee identifies action towards ensuring compliance with 70% of minimum and 60% of advanced requirements under CBT Committee undertakes a self-assessment using the ASEAN CBT Standard Checklist each criterion. Focused CBT training initiated CBT Committee determines that fully complies with 70% of the minimum and 60% of the advanced requirements under each criterion. CBT Committee advises the CBT Administraton Authority that it is ready to proceed with an audit towards ASEAN CBT Standard Certification CBT Administration Authority determines that the CBT initiative probably meets Certification requirements CBT Administration Authority appoints an auditor, and issues the ASEAN CBT Standart Audit Auditors undertake the assessment of the CBT initiative through interview, observation, and review of documentation The auditor assesses that the CBT initiative:

If fully complies with 70% of the minimum and 60% of the advanced requirements under each criterion, and the CBT Committee is taking action to adopt best practices standards. The auditor reports and makes recommendations t CBT Committee and CBT Administration Authority CBT Administration Authority recommends certification to the National Tourism Organisation If approved, certificate and plaque issued to the CBT initiative.

Figure 4 Process for certification under the ASEAN CBT Standard

5. Assessment of 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 |
|--------|----|----------|
| FOIIIS | OI | evidence |

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

by other forms of evidence.

Observations Observational evidence may include attendance at meetings, sighting of maintenance standards or participation in a tour or

activity. Many observations can be supported by photographs.

Interviews Interview evidence involves multiple interviewees confirming that an indicator has been achieved. The veracity of the information

provided should be supported by other forms of evidence.

Photographs

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

5.2. Level of Compliance with Indicators

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.

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 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.

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).

Figure 5 Example tally for Sub-criterion 1.3

Sub-criterion 1.3: Effective and transparent management exists

| Criterion | Sub- Criterion | Indicators | Fully complies | Partly complies | Does not comply | Not applicable |
|------------------------------------|---------------------------------------|--|----------------|--------------------|-----------------|-------------------|
| | 2 | Minimum requirements 1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs. | | | | |
| ju (| ration | 1.3.2 CBT Members agree to an angoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1). | | | | |
| ageme | nt ope | 1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists. | | | | |
| l mana | geme | 1.3.4 The CBT initiative maximises use of goods and services provided by the community. | | | | |
| ip anc | mana | 1.3.5 A clear financial management system exists and is accessible to community members. | | | | |
| 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. | | | | |
| nity o | d tran | 1.3.7 Long-term goals and objectives are documented and accessible to the community members. | | V | | |
| Commu | Effective and | Best practice requirements 1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities. | | | | |
| | Ħ | Total minimum requirements | 4 | 1 | | |
| | | Total advanced requirements | | 2 | | |
| | | Total best practice requirements | | | 1 | |
| | | | | | | |

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

Summary assessment for Criterion 1: Community ownership and management

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

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

Figure 7 Example summary table for a CBT

Summary assessment

| Criteria | | Fully complies | Partly complies | Does not comply | Not applicable |
|--|---------------------------------|-------------------|--------------------|--------------------|-------------------|
| Criterion 1: Community ownership and management | Minimum requirement count | 11 | 2 | 1 | |
| | Advanced requirement count | 3 | 2 | | 1 |
| | Best practice requirement count | | | 1 | 1 |
| Criterion 2: Contribution to social well-being | Minimum requirement count | 7 | - | | |
| | Advanced requirement count | | 3 | 1 | 1 |
| | Best practice requirement count | | 1 | 3 | |
| Criterion 3: Contribution to conserve and improve the environment | Minimum requirement count | 4 | 1 | | |
| | Advanced requirement count | 2 | | | 1 |
| | Best practice requirement count | | 3 | | |
| Criterion 4: Encouragement of interaction between the local community and guests | Minimum requirement count | 2 | 2 | | |
| | Advanced requirement count | 2 | 2 | | |
| | Best practice requirement count | 3 | 1 | 1 | 1 |
| Criterion 5: Quality tour and guiding service | 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 | 18 | 2 | | |
| | Advanced requirement count | 8 | 3 | | |
| | Best practice requirement count | | | 2 | |
| Criterion 8: Performance of CBT Friendly Tour Operators (CBT FTO) | Minimum requirement count | 12 | 1 | 1 | 2 |
| | Advanced requirement count | 8 | | 3 | 1 |
| | Best practice requirement count | 1 | 3 | 1 | 1 |
| Totals | Minimum requirement count | 64 | 11 | 2 | 2 |
| | Advanced requirement count | 29 | 14 | 5 | 4 |
| | Best practice requirement count | 4 | 11 | 8 | 4 |

6. ASEAN Community Based Tourism Standard Self-Assessment

CBT profile

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

Entry requirements

| An elected CBT Committee exists that can represent community interests outside the community and coordinate CBT activities within the community, and | □Yes | □No |
|--|------|-----|
| CBT Committee members are free of a criminal record, and | □Yes | □No |
| The CBT initiative includes: • at least five CBT Members, other than committee members, who have been endorsed by the CBT Committee, and/or | □Yes | □No |
| at least two guided tours/activities for visitors and two CBT Guides who have been endorsed by the CBT Committee, and/or | □Yes | □No |
| at least two CBT accommodation opportunities and two CBT Accommodation Providers who have been endorsed by the CBT Committee, and/or | □Yes | □No |
| at least one CBT food and beverage service and two CBT Food and Beverage Service Providers who have been endorsed by the CBT Committee, and | □Yes | □No |
| The CBT Committee has completed a self-assessment, and | □Yes | □No |
| The CBT initiative has been registered with the nominated home country CBT Administering Authority. | □Yes | □No |

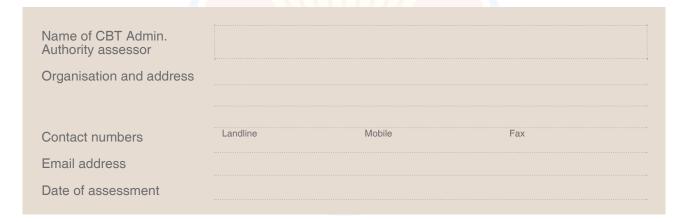
Purpose of this self-assessment

| This self-assessment is for: |
|---|
| ☐ registration with the CBT Administration Authority; or |
| endorsement by the CBT Administration Authority; or |
| ☐ in preparation for an audit towards ASEAN CBT Standard certification. |

CBT assessor



CBT Administration Authority assessor or reviewer (as required)



Notes for completing this assessment

Evidence requirements

Registration and endorsement

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

Certification preparation

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

However, evidence will be needed as part of the audit of performance towards ASEAN CBT Standard certification. The CBT Committee should commence gathering evidence for Independent Auditor review.

7. **CBT Performance Criteria and Indicators**

7.1. Criterion 1: Community ownership and management Community based tourism initiatives will be managed by communities to improve the wellbeing of communities.

7.1.1. Sub-criterion 1.1: Effective and transparent governance arrangements exist

| Indicators | | 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. | | | | |
| Minimum 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 | | | | |

7.1.2. 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 is recognised by provincial and/or national level authorities. | | | | |
| 1.2.2 The CBT initiative is recognised by, and has the support of, any customary or legally recognised community-level governing body (e.g., community council). | | | | |
| Total minimum requirements | | | | |

7.1.3. Sub-criterion 1.3: Effective and transparent management exists

| Indicators | | 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 7.1.4.

| 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 | | | | |

Summary assessment for Criterion 1: Community ownership and management

| Indicators | | 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 | | | | |

Figure 6 Example summary table for Criterion 1

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 | Minimum requirement count | | | | |
| governance 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 | Minimum requirement count | | | | |
| management 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 | | | | |
| To | tal for minimum requirement indicators | | | | |
| | Totals for advanced requirement indicators | | | | |
| To | tal for best practice requirement indicators | | | | |

Actions to improve performance

| Indicator | Action |
|-----------|--------|
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Criterion 2: Contribution to social well-being 7.2.

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

7.2.1. Sub-criterion 2.1: Human dignity is maintained

| Indicators | | 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 community access to basic services (water, sanitation, energy, education, health). | | | | |
| Total minimum requirements | | | | |
| Total advanced requirements | | | | |
| Total best practice requirements | | | | |

7.2.2. 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 | | | | |

7.2.3. Sub-criterion 2.3: Links exist to regional economies

| Indicators | | Partly complies | Does not comply | Not applicable |
|---|--|--------------------|--------------------|-------------------|
| Minimum requirements 2.3.1 Local community members dominate employment in CBT initiatives. | | | | |
| 2.3.2 Local/regional sourcing of products and services dominate CBT initiatives. | | | | |
| 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: Cultural integrity is maintained and valued cultural traditions are 7.2.4. enriched

| Indicators | Fully complies | Partly complies | Does not comply | Not applicable |
|---|-------------------|--------------------|--------------------|-------------------|
| Minimum requirements 2.4.1 Cultural assets of significance to the local community and valued cultural traditions are identified, documented and endorsed by relevant communities. | | | | |
| 2.4.2 Programs exist to authentically present, enhance and retain local cultural traditions towards protecting cultural integrity, identity and values. | | | | |
| 2.4.3 Practices ensure that all rules, regulations and laws relevant to protection of culture and heritage are followed. | | | | |
| Advanced requirements 2.4.4 CBT management supports the retention of traditional livelihoods and initiatives that create alternative livelihoods. | | | | |
| 2.4.5 A code of visitor behaviour exists to inform visitors of appropriate behaviour within communities. | | | | |
| Best practice requirements 2.4.6 A community decision-making process exists that identifies what cultural assets and traditions will be shared with visitors. | | | | |
| 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 applicable |
|--|---|----------------|-----------------|-----------------|-------------------|
| Sub-criterion 2.1: Maintenance of human dignity | Minimum requirement count | | | | |
| | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 2.2: Equitable sharing of benefits and costs | Minimum requirement count | | | | |
| COSIS | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 2.3: Established links to regional | Minimum requirement count | | | | |
| economies | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 2.4: Cultural integrity is maintained | Minimum requirement count | | | | |
| and valued cultural traditions are enriched | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Total for minimum requirement indicators | | | | | |
| Totals for advanced requirement indicators | | | | | |
| Tota | al for best practice requirement indicators | | | | |

Actions to improve performance

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7.3. Criterion 3: Contribution to conserve and improve the environment Community based tourism initiatives conserve and improve the quality of environmental assets and values.

7.3.1. Sub-criterion 3.1: Natural resources are being conserved

| Indicators | | Partly complies | Does not 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 Programs exist to present the value of natural resources to local community well-being. | | | | |
| Best practice requirements 3.1.4 Local rules and regulations exist relevant to the protection and presentation of nature. | | | | |
| Total minimum requirements | | | | |
| Total advanced requirements | | | | |
| Total best practice requirements | | | | |

7.3.2. Sub-criterion 3.2: Conservation activities to improve the environment

| 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. | | | | |
| Total minimum requirements | | | | |
| Total advanced requirements | | | | |
| Total best practice requirements | | | | |

Summary assessment for Criterion 3: Contribution to conserve and improve the environment

| Sub-criteria | 3 | Fully complies | Partly complies | Does not comply | Not applicable |
|---|---|----------------|--------------------|--------------------|-------------------|
| Sub-criterion 3.1: Natural resources are being conserved | Minimum requirement count | | | | |
| 35/150/150 | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 3.2: Conservation activities to improve the environment | Minimum requirement count | | | | |
| improve the environment | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Total for minimum requirement indicators | | | | | |
| Totals for advanced requirement indicators | | | | | |
| Tota | al for best practice requirement indicators | | | | |

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7.4. 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.

7.4.1. Sub-criterion 4.1: Guest and local community interaction exists

| Indicators | Fully complies | Partly complies | Does not comply | Not applicable |
|--|-------------------|--------------------|--------------------|-------------------|
| Minimum requirements4.1.1 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. | | | | |
| Total minimum requirements | | | | |
| Total advanced requirements | | | | |
| Total best practice requirements | | | | |

7.4.2. Sub-criterion 4.2: Sustainability of Community-Based Tourism products

| Indicators | Fully | 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. | | | | |
| 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 interaction exists | Minimum requirement count | | | | |
| including of the control of the cont | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 4.2: Sustainability of Community- Based Tourism products | Minimum requirement count | | | | |
| based roundin products | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Total for minimum requirement indicators | | | | | |
| Totals for advanced requirement indicators | | | | | |
| Tota | al for best practice requirement indicators | | | | |

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7.5. 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.

7.5.1.Sub-criterion 5.1: Ensuring local guide quality and expertise

| Indicators | Fully complies | Partly complies | Does not comply | Not applicable |
|--|-------------------|--------------------|--------------------|-------------------|
| Minimum requirements 5.1.1 Guides 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 are certified under any relevant standard produced for the purposes of improving guiding services. | | | | |
| 5.1.5 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 5.1.6 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 heat practice requirements | | | | |
| Total best practice requirements | | | | |

7.5.2. Sub-criterion 5.2: Managed 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. | | | | |
| 5.2.3 Tours/activities have a clearly defined:itinerary and associated price; anddocumented 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. | | | | |
| 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 | | | | |

Summary assessment for Criterion 5: Quality tour and guiding service

| Sub-criteria | | Fully complies | Partly complies | Does not comply | Not applicable |
|--|---|----------------|-----------------|-----------------|-------------------|
| Sub-criterion 5.1: Local guide qualities and expertise | Minimum requirement count | | | | |
| САРОТИОС | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 5.2: Ensuring tour/activity quality | Minimum requirement count | | | | |
| | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Tota | al for minimum requirement indicators | | | | |
| То | otals for advanced requirement indicators | | | | |
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Criterion 6: Quality food and beverage services 7.6.

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 7.6.1.

| Indicators | Fully | Partly complies | Does not comply | Not applicable |
|--|-------|--------------------|--------------------|-------------------|
| Minimum requirements 6.1.1 Food and beverage providers are recruited based on appropriate levels of knowledge and experience in providing locally relevant food and beverage services. | | | | |
| 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 | | | | |

7.6.2. Sub-criterion 6.2: Managed food and beverage services for quality

| Indicators | | 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). | | | | |
| 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 | | | | |

Summary assessment for Criterion 6: Quality food and beverage services

| Sub-criteria | 3 | Fully complies | Partly complies | Does not comply | Not applicable |
|--|---|----------------|-----------------|--------------------|-------------------|
| Sub-criterion 6.1: Ensuring food and beverage service provider quality and expertise | Minimum requirement count | | | | |
| correct quant, and experies | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 6.2: Managed food and beverage services for quality | Minimum requirement count | | | | |
| Services for quanty | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Tota | al for minimum requirement indicators | | | | |
| То | otals for advanced requirement indicators | | | | |
| Tota | al for best practice requirement indicators | | | | |

Actions to improve performance

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7.7. 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.

7.7.1. 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 recruited based on appropriate levels of knowledge of accommodation service delivery and the appropriateness of their accommodations for targeted markets. | | | | |
| 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 | | | | |

7.7.2. Sub-criterion 7.2: Managed accommodations to ensure quality

| Minimum requirements | Indicators | Fully complies | Partly complies | Does not comply | Not applicable |
|--|---|-------------------|--------------------|--------------------|-------------------|
| 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 clouds recommodations and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations, especially bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations, especially bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations, especially bathrooms and toilets include a tank or adequate fresh, clean water, soap and serviced daily. 7.2.8 Bathrooms and toilets include a tank or adequate fresh, clean water, soap and especially bathrooms and 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 wisitor 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 include a first at with the formation of the process of the process and process are acti | 7.2.1 Accommodations are provided within the objectives, guidelines, regulations and | | | | |
| 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 course 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 quest, 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 or hygiene and cleanliness stated in the food and beverage section of these standards when including meals in the accommodations. 7.2.17 A quality control and improvement system exists, including a system for visitor feedback process 7.2.18 Built structures for visitors are actively encouraged to participate in the feedback process 7.2. | | | | | |
| 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 cleaniness stated in the food and beverage section of these standards when including meals in the accommodation. Advanced regulirements 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 Built structures for visitors are clearly identified at the location with guide si | | | | | |
| 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 cleaniness 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 or naccommodations, and visitors are actively encouraged to participate in the feedback or naccommodations, and visitors are actively encouraged to participate in the feedback or naccommod | 7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements. | | | | |
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| 7.2.23 Farm animals cannot enter structures used by visitors. | 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. | | | | |

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



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 provider quality and expertise | Minimum requirement count | | | | |
| provider quality and experies | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 7.2: Managed accommodations for quality | Minimum requirement count | | | | |
| quanty | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Tota | al for minimum requirement indicators | | | | |
| To | otals for advanced requirement indicators | | | | |
| Tota | al for best practice requirement indicators | | | | |

Actions to improve performance

| Indicator | Action |
|-----------|--------|
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7.8. 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.

7.8.1. Sub-criterion 8.1: Commitment to CBT ideals

| Indicators | Fully | Partly complies | Does not comply | Not applicable |
|---|-------|--------------------|--------------------|-------------------|
| Minimum requirements 8.1.1 FTOs are certified under any relevant standard produced for the purposes of improving tour operations (e.g., ASEAN Ecotourism Standard). | | | | |
| 8.1.2 FTOs meet all necessary license and permit requirements. | | | | |
| 8.1.3 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. | | | | |
| 8.1.4 FTOs and staff have signed and follow the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5). | | | | |
| 8.1.5 Where available, FTOs are members of an appropriate professional organisation. | | | | |
| Advanced requirements 8.1.6 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. | | | | |
| 8.1.7 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests. | | | | |
| Best practice requirements 8.1.8 FTOs provide employees dealing with communities regular training on CBT and ecotourism (e.g. one day a year/paid). | | | | |
| 8.1.9 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 | | | | |

7.8.2. Sub-criterion 8.2: Contribution 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: Support for the local economy 7.8.3.

| Indicators | | 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. | | | | |
| 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 | | | | |

7.8.4. Sub-criterion 8.4: Promotion of joy of discovery, knowledge and respect

| Indicators | | 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. | | | | |
| Best practice requirements 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 | | | | |

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

| Indicators | | Partly complies | Does not comply | Not applicable |
|--|--|--------------------|--------------------|-------------------|
| Minimum requirements8.5.1 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 | 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 protection. | Minimum requirement count | | | | |
| | 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, knowledge and respect. | Minimum requirement count | | | | |
| and respect | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Sub-criterion 8.5: Satisfying and safe experience for tourists and the community. | Minimum requirement count | | | | |
| ior tourists and the community. | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Total for minimum requirement indicators | | | | | |
| Totals for advanced requirement indicators | | | | | |
| Tota | al for best practice requirement indicators | | | | |

Actions to improve performance

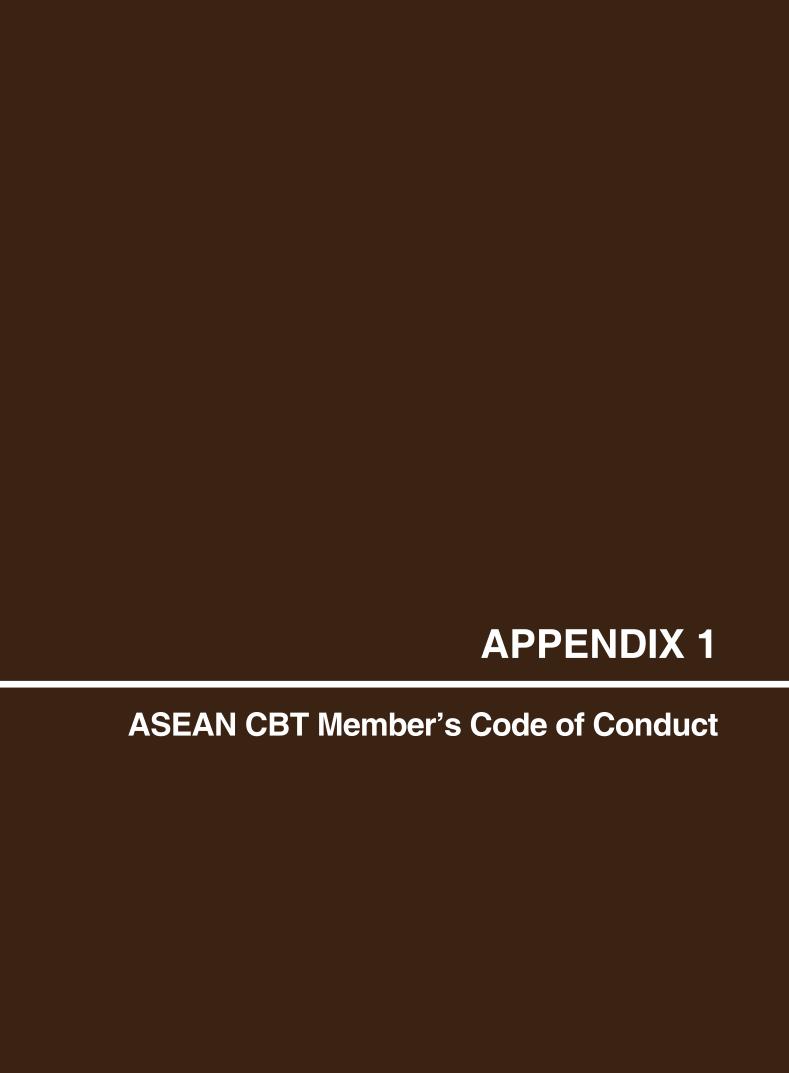
| Indicator | Action |
|-----------|--------|
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Summary assessment

| Sub-criteria | | | Partly complies | Does not comply | Not applicable |
|--|---------------------------------|--|-----------------|--------------------|-------------------|
| Criterion 1: Community ownership and management | Minimum requirement count | | | | |
| 3 | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Criterion 2: Contribution to social well-being | Minimum requirement count | | | | |
| | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Criterion 3: Contribution to conserve and improve the environment | Minimum requirement count | | | | |
| | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Criterion 4: Encouragement of interaction between the local community and guests | Minimum requirement count | | | | |
| the local community and guodic | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| Criterion 5: Quality tour and guiding service | 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 Operators (CBT FTO) | Minimum requirement count | | | | |
| | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |
| | Minimum requirement count | | | | |
| Total | Advanced requirement count | | | | |
| | Best practice requirement count | | | | |

Declaration 8.

From the available evidence, I declare that the assessment made of the (CBT name).... CBT initiative against the ASEAN CBT Standard is true and accurate. The assessment indicates that the CBT initiative: meets more than 50% of Minimum requirement indicators for each criterion; or meets more than 60% of Minimum requirements and 50% of Advanced requirements for each criterion; or meets 70% of Minimum requirements and 60% of Advanced requirements for each criterion. Therefore, the CBT initiative should be considered for: registration as an ASEAN CBT initiative; or ☐ endorsement as an ASEAN CBT initiative; or an Independent Audit towards certification that it meets the ASEAN Community Base Tourism Standard. Signature of CBT assessor Signature of CBT Administration Authority assessor Office use only **CBT Administration Authority recommendation** ☐ Register the CBT initiative ☐ Endorse the CBT initiative Proceed with appointing an Independent Auditor towards certifying that the CBT initiative meets the ASEAN CBT Standard. Authorised officer's name and signature Date **National Tourism Organisation approval** ☐ Register the CBT initiative ☐ Endorse the CBT initiative ☐ Proceed with appointing an Independent Auditor towards certifying that the CBT initiative meets the ASEAN CBT Standard. Authorised officer's name and signature Date ☐ CBT register has been updatedDate ☐ CBT registration or endorsement notification and certificate has been forwarded to the

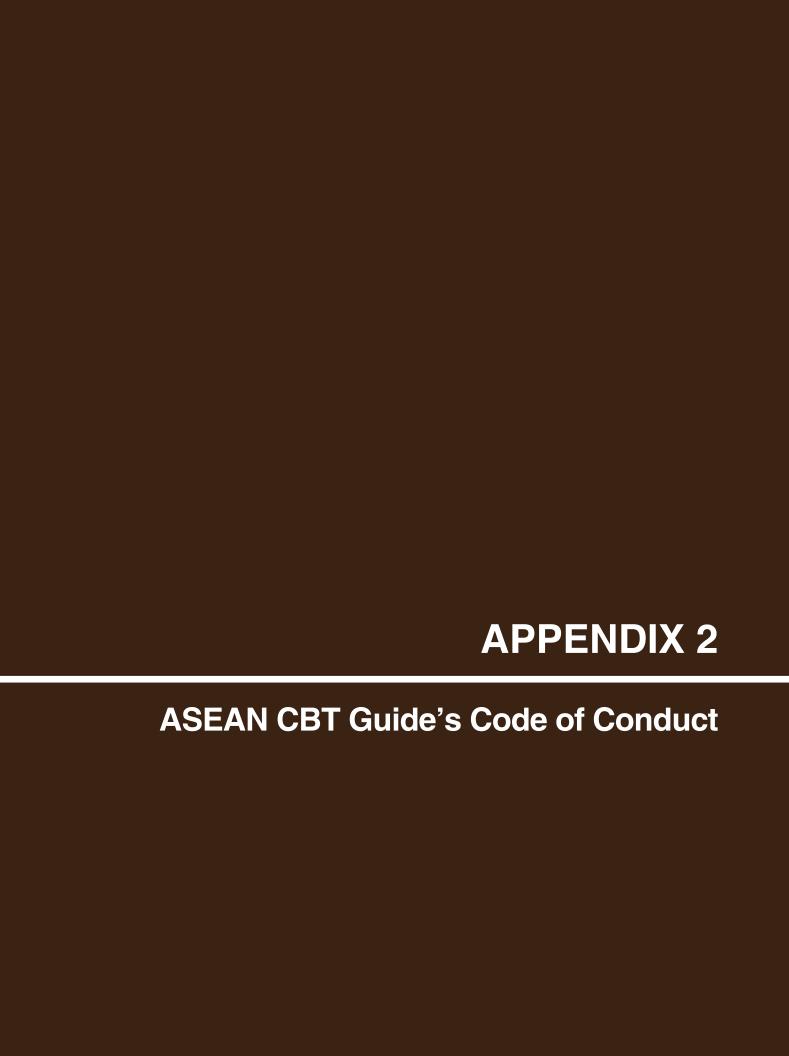




Appendix 1 ASEAN CBT Member's Code of Conduct

| As | an endorsed CBT Member for the (CBT name) | BT initiative, |
|-------|--|-------------------|
| I, (\ | our name), (ID Number) | , |
| of (| Your address)commi | t to this ASE- |
| AN | Member's Code of Conduct to ensure the quality of services offered by the CBT is | nitiative. |
| Му | commitment to on-going learning and effective communication | |
| | I will actively seek to increase my knowledge of and expertise in the area of CBT | visitor service |
| | with which I am involved. | (Mandatory) |
| | I will actively seek to increase my knowledge of: (1) group/visitor management | echniques, (2) |
| | communication techniques (including cross-cultural awareness/communication a | and verbal and |
| | non-verbal communication), and (3) first aid and safety. | (Mandatory) |
| | I will actively seek to increase my knowledge of the local environment and cu | lture: including |
| | history, cultural traditions, geography, flora and fauna and cultural/heritage sites, a | nd sustainable |
| | tourism principles. | (Mandatory) |
| | I will ensure current and relevant environmental and cultural information is in | ncluded where |
| | required during my interactions with visitors. | (Mandatory) |
| | | |
| My | commitment to ethical practices | |
| | I will be friendly, courteous and honest when dealing with the community and visitor | rs. (Mandatory) |
| | I will demonstrate pride in representing my community and provide a role m | nodel for other |
| | community members. | (Mandatory) |
| | I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, ar | nd I will support |
| | principles of gender equity and social inclusion. | (Mandatory) |
| | I will respect the right of all other CBT members to share equally in opportu | inities for their |
| | involvement in income generating activities. | (Mandatory) |
| | | |
| RЛ. | , commitment to noticed and cultivial boutons protection | |
| | or commitment to natural and cultural heritage protection | |
| Ц | I will respect and contribute to the promotion and preservation/conservation of lo | |
| | natural environments. | (Mandatory) |
| | I will ensure visitors observe CBT Standards at all times when interacting with the | |
| | environment and people of the community in the interests of avoiding or minin | |
| | impacts. | (Mandatory) |
| | I will actively facilitate cross-cultural understanding and opportunities for tourists | |
| | local activities alongside host community members. | (Mandatory) |
| Ш | I will demonstrate best-practice waste management by collecting litter and a | |
| | reduce, reuse, recycle principles. | (Mandatory) |
| Ц | I will ensure all relevant rules, regulations and laws regarding environment | |
| | protection or codes of conduct are followed. | (Mandatory) |

| Wy | commitment to visitor care and | safety | | |
|------|---|--|-----------------|--|
| | I will adhere to all CBT approved policies | and codes of conduct regarding safety a | and security of | |
| | visitors. | | (Mandatory) | |
| | I will be aware of the nearest first aid kit a | at all times when interacting with visitors. | (Mandatory) | |
| | As required, I will wear a uniform or carry | an ID card when interacting with visitors | 3. | |
| | I will be prepared to efficiently commun | nicate with a responsible third party in | the event of | |
| | emergencies or accidents. | | (Mandatory) | |
| Му | commitment to provide quality s | service and continuous improve | ment | |
| | I will provide professional service by bei | ng on time, organized and prepared in a | advance of all | |
| | activities with which I am associated. | | (Mandatory) | |
| | I will never be under the influence of illeg | al substances. | (Mandatory) | |
| | I will never be under the influence of alcoh | nol 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 w | | | |
| | involved. | | (Mandatory) | |
| | I will demonstrate commitment to this | s ASEAN CBT Member's Code of Cor | nduct and be | |
| | able to explain the rationale for each of | of its requirements. | (Mandatory) | |
| Mer | nber's name | Member's signature | | |
| CBT | representative 1 name | CBT representative 1 signature | | |
| CBT | representative 2 name | CBT representative 2 signature | | |
| Date | | Expiry date | | |





Appendix 2 ASEAN CBT Guide's Code of Conduct

| As | an endorsed CBT Guide for the (CBT name) | . CBT initiative, |
|-------|--|-------------------------|
| I, (\ | our name), (ID Number) | , |
| of (| Your address)co | mmit to this ASE- |
| ΑN | Guide's Code of Conduct to ensure the quality of guiding services offered by | by the CBT initia- |
| tive | e. | |
| Lva | rill comply with the CBT Member's Code of Conduct by: | |
| ı w | 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 represe | |
| _ | community; | (Mandatory) |
| | contributing to the protection and presentation of my community's natura | ` -, |
| ш | assets and traditions by providing cultural and natural environment awar | |
| | education activities for visitors and the host community; | (Mandatory) |
| | following all CBT approved policies and codes of conduct regarding safe | • |
| ш | visitors; | (Mandatory) |
| | providing a quality service and conforming to any standards developed by | , |
| | purposes of improving the quality of guiding services. | (Mandatory) |
| | pulposes of improving the quality of guiding services. | (Mandatory) |
| Μv | commitment to ensuring the quality of tours and visitor acti | vities |
| _ | sitor briefing | |
| | I will inform visitors of the tour/activity itinerary, level of difficulty and possible | hazards and safety |
| | precautions. | (Mandatory) |
| | I will inform visitors of regulations or rules that apply to their conduct on the | ` |
| | I will inform visitors of opportunities to participate in the satisfaction feedback | , |
| То | ur/activity content | |
| | I will ensure tours/activities with which I am associated are designed to be enjo | yable, educational, |
| | participatory, organised, relevant and thematic. | |
| | I will ensure tours/activities with which I am associated respect and contribu | te to the promotion |
| | and preservation/conservation of local culture and natural environment. | • |
| | To minimise negative impacts, I will make necessary efforts to ensure that v | risitors, at all times, |
| | observe CBT approved guidelines for interacting with the culture, natura | l environment and |
| | people of the community. | (Mandatory) |
| | I will ensure tours/activities with which I am associated include relevant cul | tural information in |
| | the interpretation of the community and its surroundings. | |
| | I will ensure tours/activities with which I am associated provide cultural and r | atural environment |
| | awareness raising and education for visitors and the host community. | |

| Ш | I will ensure tours/activities with whic understanding and opportunities for tou community members. | • | |
|------|---|---|--------------------------------|
| | I will ensure tours/activities with which I an | n associated demonstrate practical was | ste management |
| | including the application of avoid, reduce | , reuse, recycle principles. | |
| То | ur/activity conclusion | | |
| | I will invite visitors to participate in the sa | tisfaction feedback process. | |
| | I will encourage visitors to participate in c | other CBT tours/activities. | (Mandatory) |
| | I will conclude the tour/activity with an e | xpression of my pride in representing | the community |
| | and a wish for visitors to have a pleasant | stay within the community and for the i | est of their visit |
| | halida. | | /B. B |
| | holiday. | | (Mandatory) |
| | I will demonstrate commitment to this | | |
| | • | | |
| | I will demonstrate commitment to this | | uct and be able |
| | I will demonstrate commitment to this | requirements. | uct and be able (Mandatory) |
| | I will demonstrate commitment to this to explain the rationale for each of its | requirements. | uct and be able (Mandatory) |
| Guid | I will demonstrate commitment to this to explain the rationale for each of its | requirements. Guide's signature | uct and be able (Mandatory) |
| Guid | I will demonstrate commitment to this to explain the rationale for each of its de's name | Guide's signature | uct and be able (Mandatory) |
| Guid | I will demonstrate commitment to this to explain the rationale for each of its | Guide's signature | uct and be able (Mandatory) |

APPENDIX 3

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



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

| As | an | endorsed CBT Food and Beverage Service Provider for the | |
|-----|------|--|----------------|
| (CE | 3T r | name)CBT initiative, I, (Your name) | , |
| (ID | Nur | mber), commit to this ASEAN Food | d and |
| | | age Service Provider's Code of Conduct to ensure the quality of food and beverall by the CBT initiative. | age services |
| l w | ill | conform to the CBT Member's Code of Conduct by: | |
| | • | committing to on-going learning and improving my communication skills, partic | cularly in the |
| | | area of quality food and beverage service; | (Mandatory) |
| | • | adopting ethical and visitor friendly practices, and taking pride in representing | my |
| | | community; | (Mandatory) |
| | • | contributing to the protection and presentation of my community's natural and | cultural |
| | | assets and traditions by providing and demonstrating traditional cooking practi | ces; |
| | | | (Mandatory) |
| | • | following all CBT approved policies and codes of conduct regarding safety and | d security of |
| | | visitors; | (Mandatory) |
| | • | providing a quality service and conforming to any standards developed by ASI | EAN for the |
| | | purposes of improving the quality of food and beverage services. | (Mandatory) |
| _ | | ommitment to providing quality food and beverage services sion of meals | |
| | Ιv | will provide meals to CBT visitors at agreed times identified in consultation | with the CBT |
| | | ommittee. | (Mandatory) |
| | Ιv | vill advise visitors in advance of the price of meals. | (Mandatory) |
| | Ιv | vill accommodate visitor dietary preferences. | ` |
| | Ιv | vill provide sufficient food for visitor needs, including between-meal snacks. | (Mandatory) |
| | Ιv | vill make maximum use of organically grown food, and local ingredients, includir | ng fresh meat |
| | | nd vegetables, but no bush meats prohibited by law. | (Mandatory) |
| | ۱v | vill make maximum use of natural bio-degradable products when serving and pa | ackaging food |
| | (e | .g. banana leaves). | |
| | Ιv | vill ensure the menu varies daily to promote local custom and traditional cuising | e and provide |
| | va | riety for visitors. | (Mandatory) |
| | ۱v | vill emphasise local custom and traditional cuisine by providing at least one tradi | tional meal at |
| | ea | ach dining period. | (Mandatory) |
| | Ιv | vill provide dessert and/or fruit as part of each meal. | (Mandatory) |
| Ma | int | taining hygiene standards | |
| | Ιv | vill ensure animals are kept away from food storage, cooking and dining areas. | (Mandatory) |

| Ш | I will ensure treated or boiled water is avail | able for use in food preparation (e.g. | _ |
|------|---|---|--------------|
| _ | salad vegetables) and cleaning. | alala da fara di anno annollon anno a | (Mandatory) |
| | I will ensure clean water and soap are availa | · · | (Mandatory) |
| | I will regularly wash my hands with soap bef | ore handling food and during cooking. | |
| _ | | | (Mandatory) |
| | I will ensure cooking areas are maintaine | d in a clean state (e.g. cleaned afte | |
| | preparation activity). | | (Mandatory) |
| | I will ensure food preparation and dining ma | terials (e.g. utensils) are cleaned thoro | |
| | use. | | (Mandatory) |
| | I will ensure food storage facilities are clean | ed on a daily basis and kept in a good | order. |
| | | | (Mandatory) |
| | I will ensure all foodstuffs used on the premi | ses are stored in hygienic containers. | |
| | | | (Mandatory) |
| | I will ensure pests and vermin are controlled | I in all food preparation and storage ar | eas. |
| | | | (Mandatory) |
| | | | |
| Ex | perience exchange | | |
| | I will ensure opportunities exist for tourists | s to participate in my cooking activition | es and learn |
| | traditional cooking techniques. | | |
| | I will encourage visitors to share recipes and | d cooking techniques with me. | |
| | I will demonstrate commitment to this | ASEAN CBT Food Service Provide | r's Code of |
| | Conduct and be able to explain the ration | nale for each of its requirements. | (Mandatory) |
| | | | ` |
| | | | |
| Foo | d Service Provider's name Fo | ood Service Provider's signature | |
| | | | |
| CB | representative 1 name C | BT representative 1 signature | |
| | | | |
| CB | representative 2 name C | BT representative 2 signature | |
| | • | | |
| Date | e E | xpiry date | |

APPENDIX 4

ASEAN CBT Accommodation Provider's Code of Conduct



Appendix 4 ASEAN CBT Accommodation Provider's Code of Conduct

| As | an endorsed CBT Accommodation Provider for the (CBT name) | |
|-----|--|----------------|
| CB | T initiative, I, (Your name), (ID N | umber) |
| | , commit to this ASEAN Accommodation | |
| Cod | de of Conduct to ensure the quality of accommodation services offered by the CBT | initiative. |
| Ιw | ill conform to the CBT Member's Code of Conduct by: | |
| | • committing to on-going learning and improving my communication skills, partic | cularly in the |
| | area of accommodation and homestay services; | (Mandatory) |
| | • adopting ethical and visitor friendly practices, and taking pride in representing | my |
| | community; | (Mandatory) |
| | • contributing to the protection and presentation of my community's natural and | cultural |
| | assets and traditions by providing and demonstrating community lifestyle expe | riences to |
| | visitors through the provision of accommodation and homestay services; | (Mandatory) |
| | • following all CBT approved policies and codes of conduct regarding safety and | d security of |
| | visitors; | (Mandatory) |
| | providing a quality service and conforming to any standards developed by ASI | EAN for the |
| | purposes of improving the quality of guiding services. | (Mandatory) |
| Му | commitment to providing quality accommodation | |
| | I will maintain a visitor booking system that includes an up-to-date log of arrivals, de | epartures and |
| | returns to my accommodation. | (Mandatory) |
| | I will provide opportunities for guests to have an enjoyable cross-culture exper | ience and an |
| | insight to community and family life. | (Mandatory) |
| | I will provide materials to cover basic communication needs with my guests. | (Mandatory) |
| | I will maintain my accommodation area in a safe condition that minimises threats from | m 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 response | ponsible third |
| | party in the event of emergencies or accidents. | (Mandatory) |
| | Unless part of customary practice, I will not include wildlife decorations in guest acc | commodation. |
| | I will ensure adequate lighting and ventilation is provided inside guest use areas. | (Mandatory) |
| Gu | est sleeping areas | |
| | I will ensure guest sleeping areas are available to guests at all times. | (Mandatory) |
| | I will ensure guest sleeping areas are designed to allow privacy (e.g. partitioned | l). |
| | | (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) |

| | of local tradition (e.g. flower, fruit). | | |
|------|---|--|---------------|
| Ba | throoms and toilets | | |
| | I will include in the bathroom and toilet a | dequate privacy and ventilation, a tank | or jar of |
| _ | fresh, clean water, soap, a cup, toilet pa | • | (Mandatory) |
| | I will thoroughly clean and service the ba | athroom/toilet daily. | (Mandatory) |
| Sa | fety and hygiene | | |
| | If I supply food or meals, I will meet the | hygiene requirements identified in the C | CBT Food |
| | and Beverage Provider's Code of Condu | uct. | (Mandatory) |
| | I will provide and be able to use a first aid kit for guest use and check it weekly for | | |
| | completeness or replenished on use. | | |
| | I will provide a torch for night use by visi | tors. | (Mandatory) |
| | I will demonstrate commitment to this | ASEAN CBT Accommodation Provide | der's Code of |
| | Conduct and be able to explain the ra | tionale for each of its requirements. | (Mandatory) |
| | | | |
| Acc | ommodation Provider's name | Accommodation Provider's signature | |
| CBT | representative 1 name | CBT representative 1 signature | |
| CBT | representative 2 name | CBT representative 2 signature | |
| Date | ə | Expiry date | |



ASEAN CBT Friendly Tour Operator's (FTO)

Code of Conduct



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

| As | an endorsed CBT Friendly Tour Operator for the (CBT name) | |
|-----|--|----------------|
| CB | Γ initiative, I, (Your name), of | , |
| (То | ur operator's name) commit to this | ; |
| | EAN Friendly Tour Operator's Code of Conduct to ensure the quality of services offered within CBT initiative and to protect the values of the CBT community. | |
| Му | 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 | е |
| | with which I am involved. (Mandatory | _′) |
| | I will actively seek to increase my knowledge of: (1) sustainable tourism, (2) group manageme | nt |
| | techniques, (3) customer care/service, (4) communication techniques (including cross-culture) | al |
| | awareness/communication and verbal and non-verbal communication), (5) first aid and safet | y, |
| | and (6) cultural and environmental issues. (Mandatory | ') |
| | I will actively seek to increase my knowledge of the local environment and culture: includir | ıg |
| | history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainab | le |
| | tourism principles. (Mandatory | ′ |
| | I will ensure current and relevant environmental and cultural information is included when | е |
| | required during my interactions with visitors. (Mandatory | , |
| | I will actively seek to improve my verbal and non-verbal communication skills to improve the | |
| | quality of visitor experiences. (Mandatory | ′) |
| My | commitment to ethical practices | |
| | I will be friendly, courteous and honest when dealing with the community and visitors. (Mandator | y) |
| | I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I will suppo | rt |
| | principles of gender equity and social inclusion. (Mandatory | <i>ı</i>) |
| | I will respect the right of CBT members to share in opportunities for their involvement in touris | m |
| | related income generating activities. (Mandatory | ') |
| My | commitment to natural and cultural heritage protection | |
| | I will respect and contribute to the promotion and preservation/conservation of local culture ar | ıd |
| | natural environments. (Mandatory | ') |
| | I will ensure my clients observe CBT standards for interacting with the culture, natural environme | nt |
| | and people of the community in the interests of avoiding or minimising negative impacts. | |
| | (Mandatory) | |
| | I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute | to |
| | local activities alongside host community members. (Mandatory | _′) |
| | I will demonstrate best-practice waste management by collecting litter and applying avoid | d, |
| | reduce, reuse, recycle principles. (Mandatory | <u>()</u> |

| Ц | I will ensure all relevant rules, regulations and laws regarding environmenta protection or codes of conduct are followed. | I and wildlife (Mandatory) |
|---------|---|-------------------------------|
| My | commitment to visitor care and safety | |
| | I will adhere to all CBT approved policies and codes of conduct regarding safety a visitors. | nd security of (Mandatory) |
| | I will be aware of the nearest first aid kit at all times when interacting with visitors. As appropriate, I will wear a uniform and carry an ID card at all times when in visitors. | |
| | I will be prepared to efficiently communicate with a responsible third party (i.e. us radios, cell phones, flares or other means of attracting attention), in the event of eraccidents. | • |
| My □ | r commitment to providing quality service and continual improved I will provide a quality service by being on time, organized and prepared in a | |
| | activities with which I am associated. | (Mandatory) |
| | I will never be under the influence of alcohol or drugs or any other intoxicating sub | ` , |
| | to and/or during my visit to the CBT initiative. | (Mandatory) |
| | I will actively seek feedback on visitor experience satisfaction and all activity with | |
| | involved. | (Mandatory) |
| Му | commitment to the CBT initiative | |
| | I will abide by the rules, regulations and practice requirements of the local commu | ınity. |
| | | (Mandatory) |
| | I will demonstrate support of the CBT initiative and community by making maximu | m use of CBT |
| | services and being actively involved in, or contributing to, CBT projects. | (Mandatory) |
| | I will develop a sound knowled <mark>ge and understanding of the spe</mark> cific CBT site and loc | cal conditions, |
| | especially cultural and natural values, and transfer this knowledge to my clients ar | |
| _ | especially guides and tour leaders. | (Mandatory) |
| Ш | I will respect community traditions, CBT regulations and requirements for use of en | - |
| _ | sensitive areas and in-community behaviour. | (Mandatory) |
| Ш | I will consult with the CBT Committee and the community if there is a risk that a | _ |
| | contribute to direct environmental damage. | (Mandatory) |
| Ц | I will monitor and provide feedback to the CBT Committee on activities based upo | |
| П | sustainable and ethically acceptable usage of community resources. | (Mandatory) |
| | I will take away all solid waste generated by my clients from products I bring | |
| | area. | (Mandatory) |
| | I will minimise use of motorized transportation, especially in CBT areas. In cooperation with local guides, I will deliver high quality guiding and culture/nature | (Mandatory) |
| Ц | and generate respect for the destinations' cultural and natural values. | (Mandatory) |
| | I will explain codes of conduct to clients, emphasising the visitor's responsibility | |
| _ | people with respect, and avoid environmental damage. | (Mandatory) |

| Fo | r the CBT FTO operator/owner | | | |
|------|---|---|--------------------|--|
| | ☐ Through agreement with the CBT Committee, I will limit group size based on the carrying | | | |
| | capacity of the site and the objective of d | lelivering quality experiences to clients t | hat minimises | |
| | impact on the community. | | (Mandatory) | |
| | I will support the CBT Committee in train | ing local guides and wildlife rangers fro | m indigenous | |
| | and/or local people. | | | |
| | I will meet all necessary licenses and per | mit requirements. | (Mandatory) | |
| | I will actively encourage my clients to have | e travel insurance cover. | (Mandatory) | |
| | I will practice responsible marketing, wh | ich creates appropriate customer exped | tations of the | |
| | CBT experience and activities. | | (Mandatory) | |
| | I will conduct my business with honesty a | nd ethical behaviours. | (Mandatory) | |
| | I will ensure high risk activities are guide | ed by specifically trained and skilled sta | ff, assisted by | |
| | CBT guides. | | (Mandatory) | |
| | I will ensure staff are trained in first aid, in | ncluding CPR. | | |
| | I will have in place a post-trip customer fe | eed-back system and provide a summar | y report to the | |
| | CBT Committee after each visit to the CB | T initiative. | | |
| | I will maintain membership of a relevant p | <mark>orofessional tourism</mark> organisation, if avai | lable. | |
| | | | (Mandatory) | |
| | To the greatest extent possible, I will use | eco-friendly accommodation and service | es prior to and | |
| | after visiting the CBT area. | | | |
| | I will provide accurate pre-tour information | n to clients about the tour and the CBT | initiative, a list | |
| | of needed equipment and codes of condu | uct when in the CBT area. | | |
| | I will demonstrate commitment to thi | s ASEAN CBT Friendly Tour Operat | or's Code of | |
| | Conduct and be able to explain the rat | | (Mandatory) | |
| | | | , ,,, | |
| | | | | |
| FTC | D's name | FTO's signature | perator/owner | |
| CBT | Γrepresentative 1 name | CBT representative 1 signature | | |
| CBT | Γ representative 2 name | CBT representative 2 signature | | |
| Date | e | Expiry date | | |



