



ASEAN COMMUNITY BASED TOURISM STANDARD





ASEAN Community Based Tourism Standard

**The ASEAN Secretariat
Jakarta**

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States of the Association are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam. The ASEAN Secretariat is based in Jakarta, Indonesia.

For inquiries, contact:

The ASEAN Secretariat

Public Outreach and Civil Society Division

70A Jalan Sisingamangaraja

Jakarta 12110

Indonesia

Phone : (62 21) 724-3372, 726-2991

Fax : (62 21) 739-8234, 724-3504

E-mail : public@asean.org

Catalogue-in-Publication Data

ASEAN Community Based Tourism Standard

Jakarta: ASEAN Secretariat, January 2016

338.4791

1. ASEAN – Tourism

2. Local Community – Local Residents – Guidelines

ISBN 978-602-0980-77-5

General information on ASEAN appears online at the ASEAN Website: www.asean.org

The text of this publication may be freely quoted or reprinted, provided proper acknowledgement is given and a copy containing the reprinted material is sent to Public Outreach and Civil Society Division of the ASEAN Secretariat, Jakarta

Copyright Association of Southeast Asian Nations (ASEAN) 2016.

All rights reserved



ASEAN COMMUNITY BASED TOURISM STANDARD



INDEX

I. ASEAN COMMUNITY BASED TOURISM STANDARD	
1. Foreword	1
2. Acknowledgement	1
3. CBT Definition, Principles, Standards and CBT Products and Services Standards	1
3.1. The Community-Based Tourism Concept	1
3.2. CBT Definition	2
3.3. CBT Principles	2
4. ASEAN CBT Standard	2
4.1. Objectives and Uses of the Standard	2
4.2. ASEAN CBT Standard Scope	3
4.3. ASEAN CBT Standard Definitions	3
4.4. Prerequisite Entry Requirement	4
5. The ASEAN Community Based Tourism Standard	5
5.1. Standards for community ownership and management	5
5.1.1. Standards for effective and transparent governance	5
5.1.2. Standards for recognition of legitimate establishment	5
5.1.3. Standards for effective and transparent management	5
5.1.4. Standards for effective partnerships	6
5.2. Standards for contribution to social well-being	6
5.2.1. Standards for maintaining human dignity	6
5.2.2. Standards for equitable sharing of benefits and costs	6
5.2.3. Standards for linking with regional economies	6
5.2.4. Standards for maintaining cultural integrity and enriching valued cultural traditions	6
5.3. Standards for conserving and improving the environment	7
5.3.1. Standards for conserving natural resources	7
5.3.2. Standards for conservation activities to improve the environment	7
5.4. Standards for encouraging interaction between the local community and guests	7
5.4.1. Standards for guest and local community interaction	7
5.4.2. Standards for achieving the sustainability of community-based tourism products	8
5.5. Standards for quality tour and guiding services	8
5.5.1. Standards for ensuring local guide quality and expertise	8
5.5.2. Standards for ensuring the quality of tours and activities	9
5.6. Standards for ensuring quality food and beverage services	10
5.6.1. Standards for ensuring food and beverage service provider quality	10
5.6.2. Standards for managing food and beverage services for quality	10
5.7. Standards for ensuring quality accommodations	11
5.7.1. Standards for ensuring accommodation service provider quality	11
5.7.2. Standards for managing accommodations to ensure quality	12
5.8. Standards for ensuring the performance of (in-bound) CBT Friendly Tour Operators (FTO)	13

5.8.1.	Standards for FTO commitment to CBT ideals	13
5.8.2.	Standards for FTO contributions to community and nature protection	13
5.8.3.	Standards for FTO support for the local economy	14
5.8.4.	Standards for FTO promotion of joy of discovery, knowledge and respect	14
5.8.5.	Standards for FTO providing satisfying and safe experiences for tourists and the community	15

APPENDIX

Appendix 1	ASEAN CBT Member's Code of Conduct	17
Appendix 2	ASEAN CBT Guide's Code of Conduct	21
Appendix 3	ASEAN CBT Food and Beverage Service Provider's Code of Conduct	25
Appendix 4	ASEAN CBT Accommodation Provider's Code of Conduct	29
Appendix 5	ASEAN CBT Friendly Tour Operator's (FTO) Code of Conduct	33

II. ASEAN COMMUNITY BASED TOURISM STANDARD - CHECKLIST

1.	CBT Concept, Definition, and Principles	41
1.1	The CBT Concept	41
1.1.1.	CBT Definition	41
1.1.2.	CBT Principles	41
2.	CBT Checklist Concept	42
2.1	Objectives and Uses of the Checklist	42
2.2	ASEAN CBT Checklist Scope	42
2.3	Checklist Definitions	43
2.4	Prerequisite Entry Requirement to ASEAN CBT Standard Certification	45
3.	CBT Performance Criteria Summary	45
4.	CBT Registration, Endorsement and Certification Processes	46
4.1.	CBT Initiative Registration Process	47
4.2.	CBT Initiative Endorsement Process	48
4.3.	ASEAN CBT Certification Process	49
5.	Assessment of Performance	50
5.1.	Evidence Based Assessment	50
5.2.	Form of Evidence	50
5.3.	Level of Compliance with Indicators	50
5.4.	Scoring of Performance	51
5.5.	Reporting Performance	51
5.6.	Recognition of Achievement	54
6.	CBT Performance Criteria and Indicators	55
6.1.	Criterion 1: Community ownership and management	55
6.1.1.	Sub-criterion 1.1: Effective and transparent governance arrangements exist	55
6.1.2.	Sub-criterion 1.2: Legitimate establishment is recognised	55
6.1.3.	Sub-criterion 1.3: Effective and transparent management exists	56
6.1.4.	Sub-criterion 1.4: Effective partnerships exist	56
6.2.	Criterion 2: Contribution to social well-being	57
6.2.1.	Sub-criterion 2.1: Human dignity is maintained	57
6.2.2.	Sub-criterion 2.2: Benefits and costs are shared equitably	57
6.2.3.	Sub-criterion 2.3: Links exist to regional economies	58

6.2.4.	Sub-criterion 2.4: Cultural integrity is maintained and valued cultural traditions are enriched	58
6.3.	Criterion 3: Contribution to conserve and improve the environment	59
6.3.1.	Sub-criterion 3.1: Natural resources are being conserved	59
6.3.2.	Sub-criterion 3.2: Conservation activities to improve the environment	59
6.4.	Criterion 4: Encouragement of interaction between the local community and guests	60
6.4.1.	Sub-criterion 4.1: Guest and local community interaction exists	60
6.4.2.	Sub-criterion 4.2: Sustainability of Community-Based Tourism products	60
6.5.	Criterion 5: Quality tour and guiding services	61
6.5.1.	Sub-criterion 5.1: Ensuring local guide quality and expertise	61
6.5.2.	Sub-criterion 5.2: Managed tours and activities to ensure quality	62
6.6.	Criterion 6: Quality food and beverage services	63
6.6.1.	Sub-criterion 6.1: Ensuring food and beverage service provider quality	63
6.6.2.	Sub-criterion 6.2: Managed food and beverage services for quality	64
6.7.	Criterion 7: Quality accommodations	65
6.7.1.	Sub-criterion 7.1: Ensuring accommodation service provider quality	65
6.7.2.	Sub-criterion 7.2: Managed accommodations to ensure quality	66
6.8.	Criterion 8: Performance of CBT Friendly Tour Operators (CBT FTO)	67
6.8.1.	Sub-criterion 8.1: Commitment to CBT ideals	68
6.8.2.	Sub-criterion 8.2: Contribution to community and nature protection	69
6.8.3.	Sub-criterion 8.3: Support for the local economy	69
6.8.4.	Sub-criterion 8.4: Promotion of joy of discovery, knowledge and respect	70
6.8.5.	Sub-criterion 8.5: Satisfying and safe experiences for tourists and the community	70
APPENDIX		
Appendix 1	ASEAN CBT Member's Code of Conduct	71
Appendix 2	ASEAN CBT Guide's Code of Conduct	75
Appendix 3	ASEAN CBT Food and Beverage Service Provider's Code of Conduct	79
Appendix 4	ASEAN CBT Accommodation Provider's Code of Conduct	83
Appendix 5	ASEAN CBT Friendly Tour Operator's (FTO) Code of Conduct	87
III. ASEAN COMMUNITY BASED TOURISM STANDARD - AUDIT WORKBOOK		
1.	Guidelines for the Audit of CBT Performance	95
1.1.	The CBT Concept	95
1.1.1.	CBT definition	95
1.1.2.	CBT principles	95
1.2.	ASEAN CBT Audit Workbook	96
1.2.1.	Objectives and Uses of the Workbook	96
1.2.2.	ASEAN CBT Audit Workbook Scope	96
1.2.3.	Workbook Definitions	96
1.2.4.	Prerequisite Entry Requirement	98

1.3.	CBT Performance Criteria Summary	99
1.4.	CBT Registration, Endorsement and Certification Processes	100
1.5.	ASEAN CBT Certification Process	102
1.6.	Assessment of Performance	104
1.6.1.	Evidence Based Assessment	104
1.6.2.	Forms of Evidence	104
1.6.3.	Level of Compliance with Indicators	105
1.6.4.	Scoring of Performance	105
1.6.5.	Reporting Performance	106
2.	Audit Assessment	109
3.	CBT Performance Criteria and Indicators	111
3.1.	Criterion 1: Community ownership and management	111
3.1.1.	Sub-criterion 1.1: Effective and transparent governance exists	111
3.1.2.	Sub-criterion 1.2: Legitimate establishment	114
3.1.3.	Sub-criterion 1.3: Effective and transparent management exists	116
3.1.4.	Sub-criterion 1.4: Effective partnerships exist	119
3.2.	Criterion 2: Contribution to social well-being	122
3.2.1.	Sub-criterion 2.1: Maintenance of human dignity	122
3.2.2.	Sub-criterion 2.2: Equitable sharing of benefits and costs	124
3.2.3.	Sub-criterion 2.3: Links to regional economies	125
3.2.4.	Sub-criterion 2.4: Cultural integrity is maintained and valued cultural traditions are enriched	127
3.3.	Criterion 3: Contribution to conserve and improve the environment	130
3.3.1.	Sub-criterion 3.1: Natural resources are being conserved	130
3.3.2.	Sub-criterion 3.2: Conservation activities to improve the environment	132
3.4.	Criterion 4: Activities encourage interactive participation between the local community and guests	136
3.4.1.	Sub-criterion 4.1: Guest and local community interaction exists	136
3.4.2.	Sub-criterion 4.2: Sustainability of Community-Based Tourism products	139
3.5.	Criterion 5: Quality tour and guiding service	142
3.5.1.	Sub-criterion 5.1: Local guide qualities and expertise	142
3.5.2.	Sub-criterion 5.2: Managed tours and activities to ensure quality	145
3.6.	Criterion 6: Quality food and beverage services	150
3.6.1.	Sub-criterion 6.1: Ensuring food and beverage service provider quality	150
3.6.2.	Sub-criterion 6.2: Managed food and beverage services for quality	153
3.7.	Criterion 7: Quality accommodations	159
3.7.1.	Sub-criterion 7.1: Ensuring accommodation service provider quality	159
3.7.2.	Sub-criterion 7.2: Managed accommodations for quality	162
3.8.	Criterion 8: Performance of CBT Friendly Tour Operators	172
3.8.1.	Sub-criterion 8.1: Commitment to CBT ideals	172
3.8.2.	Sub-criterion 8.2: Contribution to community and nature protection	175
3.8.3.	Sub-criterion 8.3: Support for the local economy	178
3.8.4.	Sub-criterion 8.4: Promotion of joy of discovery, knowledge and respect	180
3.8.5.	Sub-criterion 8.5: Satisfying and safe experiences for tourists and the community	182

IV. ASEAN COMMUNITY BASED TOURISM STANDARD - COMMUNITY WORKBOOK	
1. CBT Concept, Definition, and Principles	189
1.1. The CBT Concept	189
1.1.1. CBT Definition	189
1.1.2. CBT Principles	189
2. ASEAN CBT Community Workbook	190
2.1. Objectives and Uses of the Workbook	190
2.2. ASEAN CBT Community Workbook Scope	190
2.3. Workbook Definitions	190
2.4. Prerequisite Entry Requirement	192
3. CBT Performance Criteria Summary	193
4. CBT Registration, Endorsement and Certification Processes	195
4.1. CBT Initiative Registration Process	196
4.2. CBT Initiative Endorsement Process	196
4.3. ASEAN CBT Certification Process	197
5. Assessment of Performance	198
5.1. Evidence Based Assessment	198
5.2. Level of Compliance with Indicators	199
5.3. Scoring of Performance	199
5.4. Reporting performance	200
6. ASEAN CBT Standard Self-Assessment	203
7. CBT Performance Criteria and Indicators	206
7.1. Criterion 1: Community ownership and management	206
7.1.1. Sub-criterion 1.1: Effective and transparent governance arrangements exist	206
7.1.2. Sub-criterion 1.2: Legitimate establishment is recognised	206
7.1.3. Sub-criterion 1.3: Effective and transparent management exists	207
7.1.4. Sub-criterion 1.4: Effective partnerships exist	207
7.2. Criterion 2: Contribution to social well-being	210
7.2.1. Sub-criterion 2.1: Human dignity is maintained	210
7.2.2. Sub-criterion 2.2: Benefits and costs are shared equitably	210
7.2.3. Sub-criterion 2.3: Links exist to regional economies	211
7.2.4. Sub-criterion 2.4: Cultural integrity is maintained and valued cultural traditions are enriched	211
7.3. Criterion 3: Contribution to conserve and improve the environment	213
7.3.1. Sub-criterion 3.1: Natural resources are being conserved	213
7.3.2. Sub-criterion 3.2: Conservation activities to improve the environment	213
7.4. Criterion 4: Encouragement of interaction between the local community and guests	215
7.4.1. Sub-criterion 4.1: Guest and local community interaction exists	215
7.4.2. Sub-criterion 4.2: Sustainability of Community-Based Tourism products	215
7.5. Criterion 5: Quality tour and guiding services	216
7.5.1. Sub-criterion 5.1: Ensuring local guide quality and expertise	217
7.5.2. Sub-criterion 5.2: Managed tours and activities to ensure quality	218
7.6. Criterion 6: Quality food and beverage services	220
7.6.1. Sub-criterion 6.1: Ensuring food and beverage service provider quality	220
7.6.2. Sub-criterion 6.2: Managed food and beverage services for quality	221
7.7. Criterion 7: Quality accommodations	222

7.7.1.	Sub-criterion 7.1: Ensuring accommodation service provider quality	223
7.7.2.	Sub-criterion 7.2: Managed accommodations to ensure quality	224
7.8.	Criterion 8: Performance of CBT Friendly Tour Operators (CBT FTO)	226
7.8.1.	Sub-criterion 8.1: Commitment to CBT ideals	227
7.8.2.	Sub-criterion 8.2: Contribution to community and nature protection	228
7.8.3.	Sub-criterion 8.3: Support for the local economy	228
7.8.4.	Sub-criterion 8.4: Promotion of joy of discovery, knowledge and respect	229
7.8.5.	Sub-criterion 8.5: Satisfying and safe experiences for tourists and the community	229
8. Declaration		232
APPENDIX		
	Appendix 1 ASEAN CBT Member's Code of Conduct	233
	Appendix 2 ASEAN CBT Guide's Code of Conduct	237
	Appendix 3 ASEAN CBT Food and Beverage Service Provider's Code of Conduct	241
	Appendix 4 ASEAN CBT Accommodation Provider's Code of Conduct	245
	Appendix 5 ASEAN CBT Friendly Tour Operator's (FTO) Code of Conduct	249





I

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.

2. Acknowledgement

Prof. RW (Bill) Carter, Ms Kym Cheatham and Dr Chris Jacobson of the Sustainability Research Centre, University of the Sunshine Coast and A/Prof Anne Roiko, Griffith University facilitated workshops of the ASEAN CBT Standard Working Group and prepared drafts of the standard and related documents.

The Australian Government (Department of Industry, Innovation, Science, Research and Tertiary Education) for funding through the Global Opportunities (GO) Program that enabled review of the standard.

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.
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.
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 by-laws) 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 provided 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

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)

My commitment to natural and cultural heritage protection

- I will respect and contribute to the promotion and preservation/conservation of local culture and natural environments. (Mandatory)
- I will ensure 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 be prepared to efficiently communicate with a responsible third party in the event of emergencies or accidents. (Mandatory)

My commitment to provide quality service and continuous improvement

- I will provide professional service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory)
- I will never be under the influence of illegal substances. (Mandatory)
- I will never be under the influence of alcohol or any intoxicating substances prior to and/or during an activity (except when and if culturally appropriate). (Mandatory)
- I will actively seek feedback on visitor experience satisfaction and the activity with which I am involved. (Mandatory)
- I will demonstrate commitment to this ASEAN CBT Member’s Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)



APPENDIX 2

ASEAN CBT Guide's Code of Conduct

Appendix 2

ASEAN CBT Guide's Code of Conduct

I will conform to the CBT Member's Code of Conduct by:

- Committing to on-going learning and improving my communication skills, particularly in the area of 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)

My commitment to ensuring the quality of tours and visitor activities

Visitor 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.

Tour/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.

Tour/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 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 will conform to the CBT Member's Code of Conduct by:

- Committing to on-going learning and improving my communication skills, particularly in the area of 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 practices; (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 food and beverage services. (Mandatory)

My commitment to providing quality food and beverage services

Provision of meals

- I will provide meals to CBT visitors at agreed times identified in consultation 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, including 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 packaging food (e.g. banana leaves).
- I will ensure the menu varies daily to promote local custom and traditional cuisine and provide variety for visitors. (Mandatory)
- I will emphasise local custom and traditional cuisine by providing at least one traditional meal at each dining period. (Mandatory)
- I will provide dessert and/or fruit as part of each meal. (Mandatory)

Maintaining hygiene standards

- I will ensure animals are kept away from food storage, cooking and dining areas. (Mandatory)
- I will ensure treated or boiled water is available for use in food preparation (e.g. washing raw salad 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. (Mandatory)
- I will ensure cooking areas are maintained in a clean state (e.g. cleaned after each food preparation activity). (Mandatory)
- I will ensure food preparation and dining materials (e.g. utensils) are cleaned thoroughly before

use. (Mandatory)

- I will ensure food storage facilities are cleaned on a daily basis and kept in a good order.

(Mandatory)

- I will ensure all foodstuffs used on the premises are stored in hygienic containers. (Mandatory)

- I will ensure pests and vermin are controlled in all food preparation and storage areas.

(Mandatory)

Experience exchange

- I will ensure opportunities exist for tourists to participate in my cooking activities and learn traditional 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 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

I will conform to the CBT Member's Code of Conduct by:

- Committing to on-going learning and improving my communication skills, particularly in the area of accommodation and homestay services; (Mandatory)
- Adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
- Contributing to the protection and presentation of my community's natural and cultural assets and traditions by providing and demonstrating community lifestyle experiences to visitors through the provision of accommodation and homestay services; (Mandatory)
- Following all CBT approved policies and codes of conduct regarding safety and security of 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)

My commitment to providing quality accommodation

- I will maintain a visitor booking system that includes an up-to-date log of arrivals, departures and returns to my accommodation. (Mandatory)
- I will provide opportunities for guests to have an enjoyable cross-culture experience 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 dangerous species. (Mandatory)
- I will ensure my domestic animals are healthy. (Mandatory)
- I will maintain an effective means of communicating (e.g. cell phone) with a responsible third party in the event of emergencies or accidents. (Mandatory)
- Unless part of customary practice, I will not include wildlife decorations in guest accommodation. (Mandatory)
- I will ensure adequate lighting and ventilation is provided inside guest use areas. (Mandatory)

Guest sleeping areas

- I will ensure guest sleeping areas are available to guests at all times. (Mandatory)
- I will ensure guest sleeping areas are designed to allow privacy (e.g. partitioned). (Mandatory)
- I will keep guest sleeping areas clean and tidy through daily servicing. (Mandatory)
- I will provide clean bed linen, blanket, mat for each new letting. (Mandatory)
- I will provide an arrival welcome 'gift' (e.g. locally produced craft) and a daily demonstration of local 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)

Bathrooms and toilets

- 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)
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 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 Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)



APPENDIX 5

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 visitor service with which I am involved. (Mandatory)
- I will actively seek to increase my knowledge of: (1) sustainable tourism, (2) group management techniques, (3) customer care/service, (4) communication techniques (including cross-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 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)
- 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. (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 CBT members to share in opportunities for their involvement in tourism 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 and natural environments. (Mandatory)
- I will ensure my clients observe CBT standards for 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 appropriate, I will wear a uniform and carry an ID card at all times when interacting with visitors.

- I will be prepared to efficiently communicate with a responsible third party (i.e. use of portable radios, cell phones, flares or other means of attracting attention), in the event of emergencies or accidents. (Mandatory)

My commitment to providing quality service and continual improvement

- I will provide a quality service by being on time, organized and prepared in advance of all activities 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

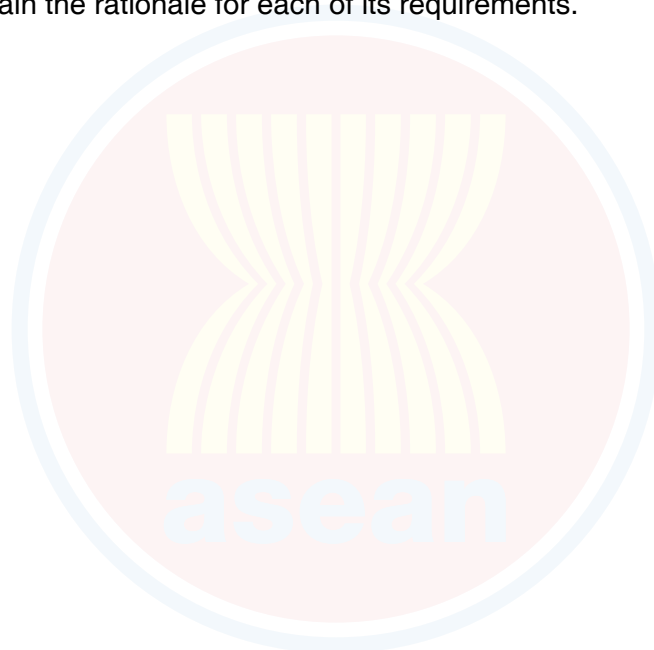
- I will abide by the rules, regulations and practice requirements of the local community. (Mandatory)
- I will demonstrate support of the CBT initiative and community by making maximum use of CBT services and being actively involved in, or contributing to, CBT projects. (Mandatory)
- I will develop 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)
- I will take away all solid waste generated by my clients from products I bring into the CBT area. (Mandatory)
- I will minimise use of motorized transportation, especially in CBT areas. (Mandatory)
- In cooperation with local guides, I will deliver high quality guiding and culture/nature interpretation 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)

For 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 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 available. (Mandatory)
- To the greatest extent possible, I will use eco-friendly accommodation and services 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 Operator's Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)







II

**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 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:

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. 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,
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 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 CBT Committees and product providers as a self-administered test to identify shortcomings 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 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. Something that reflects the state of a CBT indicator. A measure may be quantitative (e.g., a count of something compared with a benchmark) or qualitative (e.g., the quality and extent of systems and procedures for assuring effective management).

2.4. Prerequisite Entry Requirement to ASEAN CBT Standard Certification

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

- 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

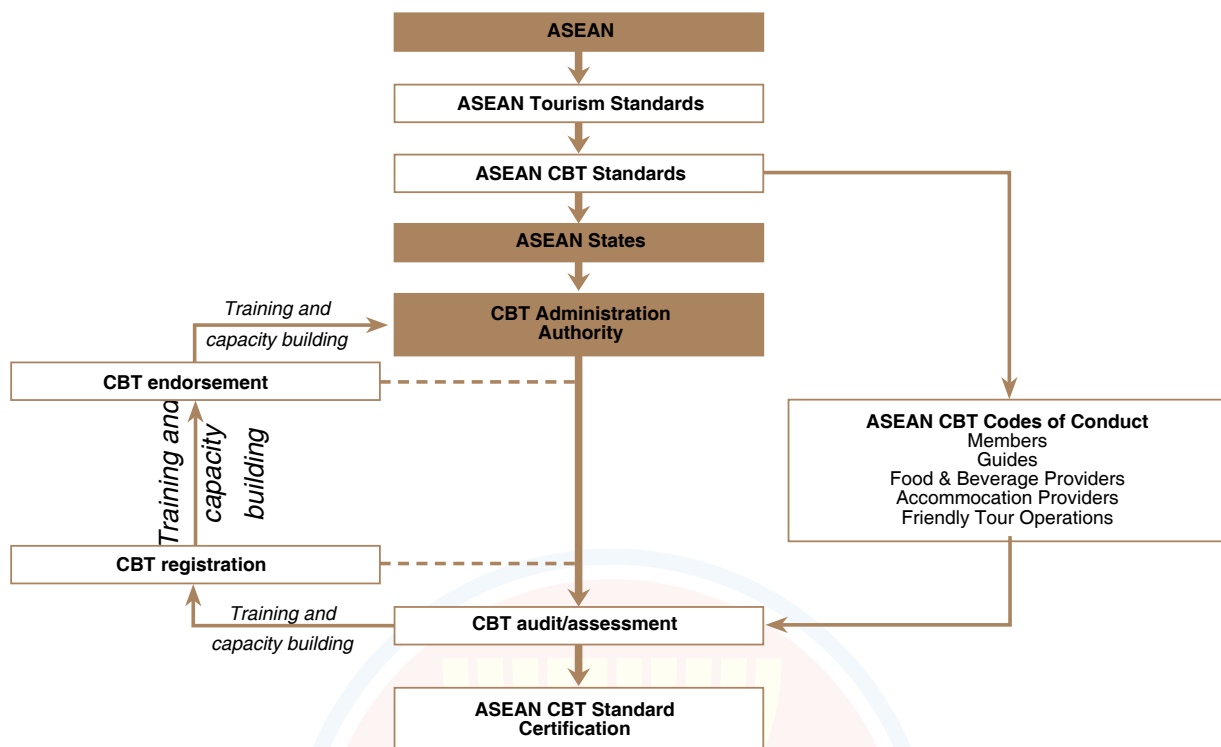
Criteria	Sub-criteria	Indicators				
		Minimum requirements	Advanced requirements	Best practice requirements	Total	
1	Community ownership and management	1.1 Effective and transparent governance arrangements exist	5	2	0	7
		1.2 Legitimate establishment	2	0	0	2
		1.3 Effective and transparent management exists	5	2	1	8
		1.4 Effective partnerships exist	2	2	1	5
		Sub-total	14	6	2	22
2	Contribution to social well-being	2.1 Human dignity is maintained	2	1	1	4
		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

Criteria	Sub-criteria	Indicators			
		Minimum requirements	Advanced requirements	Best practice requirements	Total
3	3.1 Natural resources are being conserved	1	2	1	4
	3.2 Conservation activities to improve the environment	4	1	2	7
	Sub-total	5	3	3	11
4	4.1 Guest and local community interaction exists	2	3	3	8
	4.2 Sustainability of Community-Based Tourism products	1	1	3	5
	Sub-total	3	4	6	13
5	5.1 Ensuring local guide quality and expertise	3	2	1	6
	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	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	8.1 Commitment to CBT ideals	5	2	2	9
	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

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.

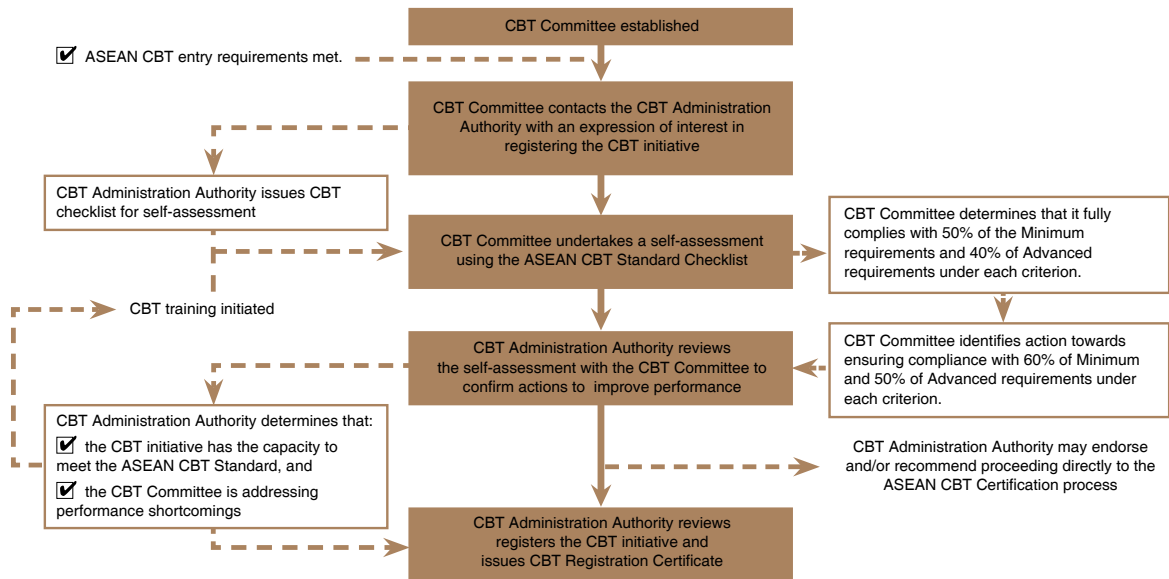
Figure 1 Summary of process towards Certification of a CBT initiative as meeting ASEAN CBT Standards



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.

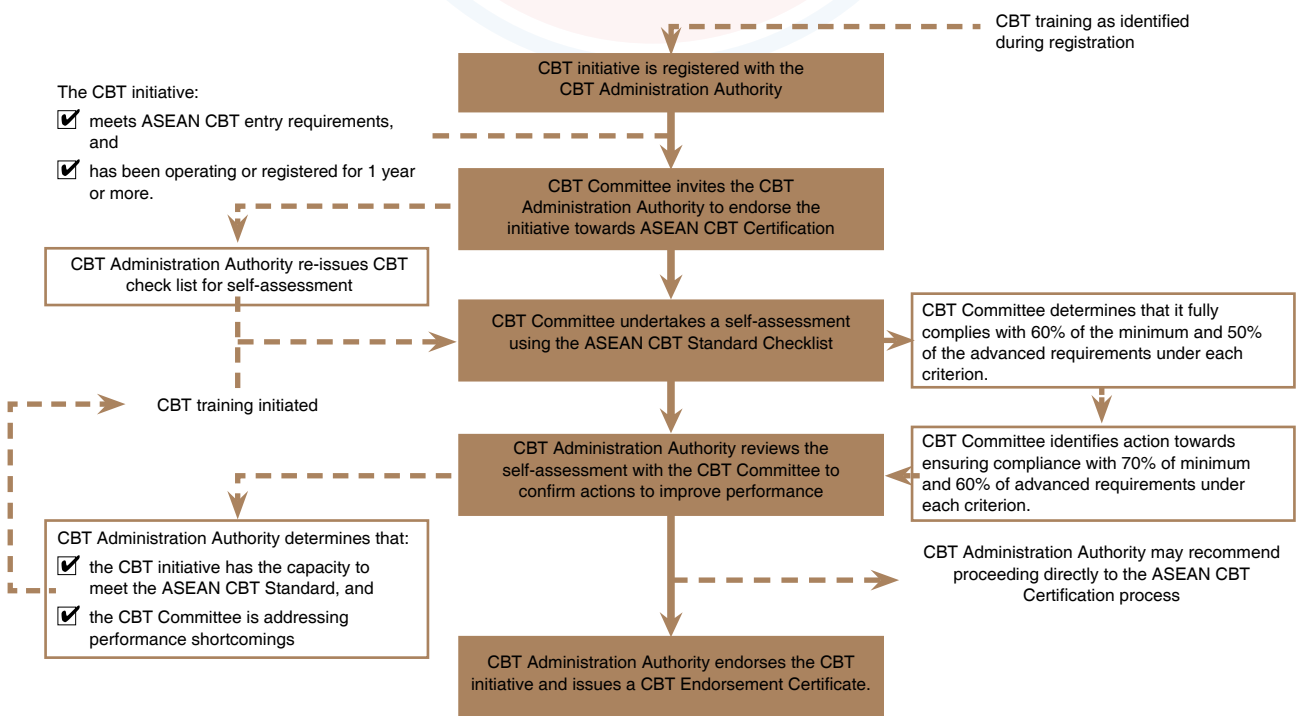
Figure 2 Process towards registration as a CBT initiative



4.2. CBT Initiative Endorsement Process

CBT initiatives are endorsed by an in-country CBT Administration Authority towards proceeding to ASEAN CBT Standard certification when the CBT initiative fully complies with 60% of Minimum requirements and 50% of Advanced requirements for applicable indicators in each criterion (Figure 3). Endorsement compliance is undertaken through self-assessment by a CBT Committee, with the assistance of the CBT Administration Authority if required. The assessment is applied at the overall CBT initiative level, not individual services. However, if multiple services are involved (e.g., home stays, guiding services), 60% of Minimum and 50% of Advanced must fully comply with the requirements. Existing CBT initiatives may proceed to certification if they meet the required performance standards.

Figure 3 Process towards endorsement as a CBT initiative

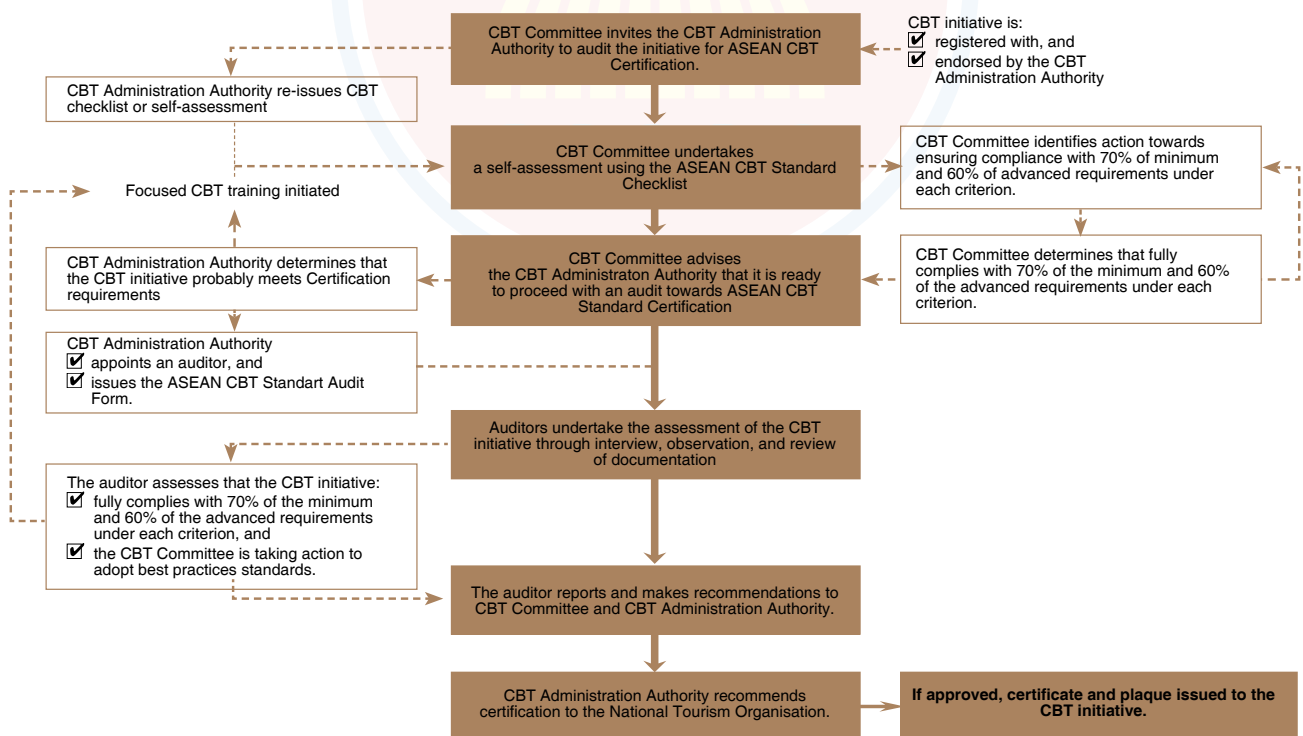


4.3. ASEAN CBT Certification Process

CBT initiatives are certified by Government Tourism Organisations based on the recommendation of the CBT Administration Authority and an audit of compliance with the ASEAN CBT Standard that covers all CBT services provided by the endorsed CBT initiative (Figure 4). An Independent Auditor and a representative of the CBT Administration Authority undertake the compliance audit with the CBT committee, and report directly to the CBT Administration Authority with their recommendation. The audit report is provided to the CBT Committee. Certification is recommended to the National Tourism Organisation when performance fully complies with 70% of relevant Minimum requirements and 60% of Advanced requirements indicators in each criterion. It is expected that action is being undertaken to move towards achieving best practice requirements. The assessment is applied at the overall CBT initiative level, not individual services. However, if multiple services are involved (e.g., home stays, guiding services), 70% of these must fully comply with the Minimum requirements and 60% of Advanced requirements.

The Independent Auditor can be a tourism industry representative, an academic, a CBT committee member from an existing certified CBT initiative, or any person acknowledged by the Government Tourism Organisation as having sufficient experience to provide objective advice and recommendations.

Figure 4 Process for certification under the ASEAN CBT Standard



5. 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.

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

5.3. 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.

Does not comply' 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,

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 assessed 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
Community ownership and management	Effective and transparent management operations	Minimum requirements				
		1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1).	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.4 The CBT initiative maximises use of goods and services provided by the community.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.5 A clear financial management system exists and is accessible to community members.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Advanced requirements				
		1.3.6 An annual action plan is documented and is accessible to community members.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.7 Long-term goals and objectives are documented and accessible to the community members.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Best practice requirements				
1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
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 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 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	1		
	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

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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.2 The CBT initiative has a clear management structure with agreed roles and responsibilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.3 Relevant national and provincial rules and regulations (including local by-laws) are followed by those directly involved in CBT activities/operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.4 CBT Member recruitment meets any relevant national or local laws and regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.7 CBT Member appointments (and revocation of appointments) are approved by the CBT Committee.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.4 The CBT initiative maximises use of goods and services provided by the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.5 A clear financial management system exists and is accessible to community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
1.3.6 An annual action plan is documented and is accessible to community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.7 Long-term goals and objectives are documented and accessible to the community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

6.1.4. Sub-criterion 1.4: Effective partnerships exist

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
1.4.1 Guidelines exist for inbound tour operator interaction with the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4.2 In conducting activities, the CBT initiative avoids impacts on neighbouring communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
1.4.3 Relevant CBT stakeholders are identified and their roles in contributing to CBT initiatives are documented.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4.4 An established procedure exists for regular consultation with stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
1.4.5 Cooperation exists with neighbouring communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

6.2. Criterion 2: Contribution to social well-being

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 complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
2.1.1 Sex tourism, drug trafficking, human trafficking, and exploitation of child labour are not tolerated or supported explicitly or implicitly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.1.2 CBT activities promote gender equity and social inclusion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
2.1.4 CBT activities contribute to improving community access to basic services (water, sanitation, energy, education, health).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

6.2.2. 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
2.2.2 A community development fund exists that is used for initiatives benefiting the whole community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
2.2.3 A process exists for equal opportunities in income generating activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3.2 Local/regional sourcing of products and services dominate CBT initiatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
2.3.3 Local community products are used in preference to imports (e.g., locally produced vs mass-produced souvenirs).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
2.3.4 Strong cooperation with other CBTs and regional private and government organisations exists to increase regional tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.2 Programs exist to authentically present, enhance and retain local cultural traditions towards protecting cultural integrity, identity and values.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.3 Practices ensure that all rules, regulations and laws relevant to protection of culture and heritage are followed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
2.4.4 CBT management supports the retention of traditional livelihoods and initiatives that create alternative livelihoods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.5 A code of visitor behaviour exists to inform visitors of appropriate behaviour within communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
2.4.6 A community decision-making process exists that identifies what cultural assets and traditions will be shared with visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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 complies	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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
3.1.2 A fund exists to support community-based conservation programs and actions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1.3 Programs exist to present the value of natural resources to local community well-being.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
3.1.4 Local rules and regulations exist relevant to the protection and presentation of nature.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.3 Locally appropriate wastewater management uses technologies that minimise risk to human health and environmental impact.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.4 Practices ensure that all rules, regulations and laws relevant to environmental protection are followed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
3.2.5 Solid waste generation is actively discouraged (e.g., through encouraging refilling of water bottles with treated water).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
3.2.6 Environmental information and education programs are available for hosts, guests and the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.7 Low carbon energy sources are used within the CBT area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

- 6.4. 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.

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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.2 Policies and actions ensure safety and security for visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
4.1.3 Codes of conduct exist for community, hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.4 Tourist expectations are managed by providing accurate information in marketing initiatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.5 A quality control and improvement system exists, including a process to obtain visitor feedback on their CBT experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
4.1.6 A program of cross-cultural communication and understanding exists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.7 Opportunities exist for tourists to contribute to local activities alongside community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.8 The quality control and improvement system is evaluated weekly and reported annually to Community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
4.2.2 Positive returns on investment exist in terms of social, cultural, environmental and economic outcomes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
4.2.3 Target market segments are identified with their servicing needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2.5 A targeted and cost-effective marketing program exists to attract identified markets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
5.1.4 Guides are certified under any relevant standard produced for the purposes of improving guiding services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
5.1.6 Guides have access to ongoing capacity building and training opportunities to increase their skills and knowledge of: <ul style="list-style-type: none"> • 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. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced 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 requirements				
5.2.1 Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.3 Tours/activities have a clearly defined: <ul style="list-style-type: none"> • itinerary and associated price; and • documented booking system. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.4 Tours/activities record the visitors on tours, including departure and return times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
5.2.6 Tours operate on a cost recovery basis and yield a profit to the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.9 Tours/activities are designed to be enjoyable, educational, participatory, organised, relevant and thematic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
5.2.10 The local (interpretative) guide to visitor ratio is not greater than 1:5-10.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.11 Where relevant, tours/activities have clearly defined and documented agreements with inbound tour operators.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.12 Tours/activities actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.13 Tours provide an appropriate and specialised service for identified tourist markets and attract identified tourist markets through cost-effective means.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.1.2 Food and beverage providers possess or can demonstrate commitment to hygienic food preparation and service techniques.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.1.5 Food and beverage providers provide opportunities for knowledge exchange between hosts and visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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: <ul style="list-style-type: none"> • 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. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
6.2.1 Food and beverage services are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.2 Menus are available with associated prices (if appropriate).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.3 Meals are provided at agreed times identified in consultation between food and beverage providers and the CBT committee.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.4 Sufficient food is provided for visitor needs, including between-meal snacks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.5 Menus vary daily and include at least one traditional meal at each dining period.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.7 Dessert and/or fruit forms part of each meal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.8 Food preparation and dining areas are maintained in a clean state at all times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.9 Food preparation and dining utensils are cleaned thoroughly before use (i.e. cleaned immediately after dining periods).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.10 Food service providers wash their hands with soap in clean water before and regularly during food preparation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.11 Food is stored in clean containers, which are kept in good order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.12 Animals (domestic and pest) are kept out of food storage, cooking and dining areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
6.2.13 Opportunities exist for tourists to participate in meal preparation and to learn traditional cooking techniques.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.15 Visitor dietary preferences are accommodated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
6.2.16 Maximum use is made of natural bio-degradable products when serving and packaging food (e.g. banana leaves).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.13 Tours provide an appropriate and specialised service for identified tourist markets and attract identified tourist markets through cost-effective means.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

6.7. 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.

6.7.1. 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
7.1.6 Accommodation providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of: <ul style="list-style-type: none"> • 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. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

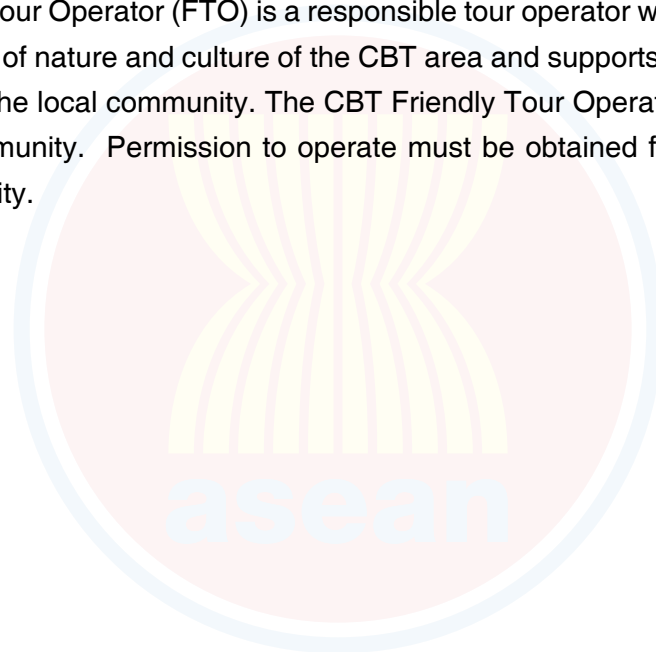
6.7.2. Sub-criterion 7.2: Managed accommodations to ensure quality

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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.2 A clearly defined and documented visitor booking system exists for visitors to the CBT central area and accommodations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.3 An up-to-date log of arrivals, departures and returns to the CBT central area is maintained.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.5 Purpose-built structures for visitor use are attractive and appropriate to meeting tourist expectations and basic safety standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.7 All accommodations, especially bathrooms and toilets, are thoroughly cleaned and serviced daily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.9 Toilets are of either squatting or sitting, and flushing or composting type, with consideration given to client preferences and local norms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.10 The CBT area is maintained in a clean condition that minimises threats from dangerous species.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.11 Materials are available to cover basic communication needs between hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.12 A torch is available for night use in all accommodations and structures built for visitor use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.18 Subject to functional requirements, built structures for visitors reflect local building traditions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.20 Built structures do not include wild animal decoration, except where part of an interpretive display or part of local custom.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.21 Adequate lighting and ventilation is provided inside all built structures for visitor use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.23 Farm animals cannot enter structures used by visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
7.2.24 Parking and signage is available for visitor use and orientation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.25 All CBT accommodation providers are trained in basic first aid and are therefore competent in using first aid kits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.26 All CBT accommodation and visitor use areas have documented fire and emergency procedures, displayed in prominent positions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
7.2.27 The family and cross-culture experience is emphasised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.2 FTOs meet all necessary license and permit requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.4 FTOs and staff have signed and follow the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.5 Where available, FTOs are members of an appropriate professional organisation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.7 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.9 FTOs cooperate with natural and cultural heritage conservation organizations, authorities and local NGOs as required.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.2 FTOs and staff have a sound knowledge and understanding of the specific CBT site and local conditions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.3 FTOs demonstrate best practice environmental management in their operations (e.g., use of energy efficient products, waste minimisation and recycling).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.4 FTOs minimise motorized transportation, especially in CBT areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.6 FTOs take away all solid waste generated from products it brings into the CBT area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.7 FTOs provide visitors with nature, culture and community experiences that respect and apply a minimized disturbance policy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.8 FTOs and staff are actively involved in, or contribute to, CBT projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.9 FTOs work with the community to improve community services and products offered by providing client feedback information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
8.2.10 FTOs support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.11 To the greatest extent possible, FTOs use eco-friendly accommodation and services prior to and after visiting the CBT area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.3.2 FTOs have an agreement or contract with the community on CBT products, prices and procedures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				

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

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
8.5.1 FTOs encourage their clients to have travel insurance cover.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.5.2 FTOs ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
8.5.3 FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas and activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.5.4 FTO staff are trained in first aid, including CPR.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

APPENDIX 1

ASEAN CBT Member's Code of Conduct

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)

My commitment to natural and cultural heritage protection

- I will respect and contribute to the promotion and preservation/conservation of local culture and natural environments. (Mandatory)
- I will ensure 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 be prepared to communicate efficiently with a responsible third party in the event of emergencies or accidents. (Mandatory)

My commitment to provide quality service and continuous improvement

- I will provide professional service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory)
- I will never be under the influence of illegal substances. (Mandatory)
- I will never be under the influence of alcohol or any intoxicating substances prior to and/or during an activity (except when and if culturally appropriate). (Mandatory)
- I will actively seek feedback on visitor experience satisfaction and the activity with which I am involved. (Mandatory)
- I will demonstrate commitment to this ASEAN CBT Member's Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)



APPENDIX 2

ASEAN CBT Guide's Code of Conduct

Appendix 2

ASEAN CBT Guide's Code of Conduct

I will conform to the CBT Member's Code of Conduct by:

- committing to on-going learning and improving my communication skills, particularly in the area of 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)

My commitment to ensuring the quality of tours and visitor activities

Visitor 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.

Tour/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.

Tour/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 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 will conform to the CBT Member's Code of Conduct by:

- committing to on-going learning and improving my communication skills, particularly in the area of 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 practices; (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 food and beverage services. (Mandatory)

My commitment to providing quality food and beverage services

Provision of meals

- I will provide meals to CBT visitors at agreed times identified in consultation 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, including 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 packaging food (e.g. banana leaves).
- I will ensure the menu varies daily to promote local custom and traditional cuisine and provide variety for visitors. (Mandatory)
- I will emphasise local custom and traditional cuisine by providing at least one traditional meal at each dining period. (Mandatory)
- I will provide dessert and/or fruit as part of each meal. (Mandatory)

Maintaining hygiene standards

- I will ensure animals are kept away from food storage, cooking and dining areas. (Mandatory)
- I will ensure treated or boiled water is available for use in food preparation (e.g. washing raw salad 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. (Mandatory)
- I will ensure cooking areas are maintained in a clean state (e.g. cleaned after each food preparation activity). (Mandatory)
- I will ensure food preparation and dining materials (e.g. utensils) are cleaned thoroughly before use. (Mandatory)

- I will ensure food storage facilities are cleaned on a daily basis and kept in a good order. (Mandatory)
- I will ensure all foodstuffs used on the premises are stored in hygienic containers. (Mandatory)
- I will ensure pests and vermin are controlled in all food preparation and storage areas. (Mandatory)

Experience exchange

- I will ensure opportunities exist for tourists to participate in my cooking activities and learn traditional 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 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

I will conform to the CBT Member's Code of Conduct by:

- committing to on-going learning and improving my communication skills, particularly in the area of accommodation and homestay services; (Mandatory)
- adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
- contributing to the protection and presentation of my community's natural and cultural assets and traditions by providing and demonstrating community lifestyle experiences to visitors through the provision of accommodation and homestay services; (Mandatory)
- following all CBT approved policies and codes of conduct regarding safety and security of 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)

My commitment to providing quality accommodation

- I will maintain a visitor booking system that includes an up-to-date log of arrivals, departures and returns to my accommodation. (Mandatory)
- I will provide opportunities for guests to have an enjoyable cross-culture experience 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 dangerous species. (Mandatory)
- I will ensure my domestic animals are healthy. (Mandatory)
- I will maintain an effective means of communicating (e.g. cell phone) with a responsible third party in the event of emergencies or accidents. (Mandatory)
- Unless part of customary practice, I will not include wildlife decorations in guest accommodation. (Mandatory)
- I will ensure adequate lighting and ventilation is provided inside guest use areas. (Mandatory)

Guest sleeping areas

- I will ensure guest sleeping areas are available to guests at all times. (Mandatory)
- I will ensure guest sleeping areas are designed to allow privacy (e.g. partitioned). (Mandatory)
- I will keep guest sleeping areas clean and tidy through daily servicing. (Mandatory)
- I will provide clean bed linen, blanket, mat for each new letting. (Mandatory)
- I will provide an arrival welcome 'gift' (e.g. locally produced craft) and a daily demonstration of local 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)

Bathrooms and toilets

- 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)

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 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 Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)



APPENDIX 5

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 visitor service with which I am involved. (Mandatory)
- I will actively seek to increase my knowledge of: (1) sustainable tourism, (2) group management techniques, (3) customer care/service, (4) communication techniques (including cross-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 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)
- 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. (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 CBT members to share in opportunities for their involvement in tourism 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 and natural environments. (Mandatory)
- I will ensure my clients observe CBT standards for 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 appropriate, I will wear a uniform and carry an ID card at all times when interacting with visitors.
- I will be prepared to efficiently communicate with a responsible third party (i.e. use of portable radios, cell phones, flares or other means of attracting attention), in the event of emergencies or accidents. (Mandatory)

My commitment to providing quality service and continual improvement

- I will provide a quality service by being on time, organized and prepared in advance of all activities 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)
- I will take away all solid waste generated by my clients from products I bring into the CBT area. (Mandatory)
- I will minimise use of motorized transportation, especially in CBT areas. (Mandatory)
- In cooperation with local guides, I will deliver high quality guiding and culture/nature interpretation 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)

For 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 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 available. (Mandatory)
- To the greatest extent possible, I will use eco-friendly accommodation and services 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 Operator's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)







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:

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 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 is 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 (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	<p>Independent Auditors will receive training on the ASEAN CBT Standards and the certification process.</p> <p>Independent auditors may be assisted by a government representative to ensure relevant laws and regulations that apply to CBTs are given appropriate consideration.</p> <p>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).</p>

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:

- 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.

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

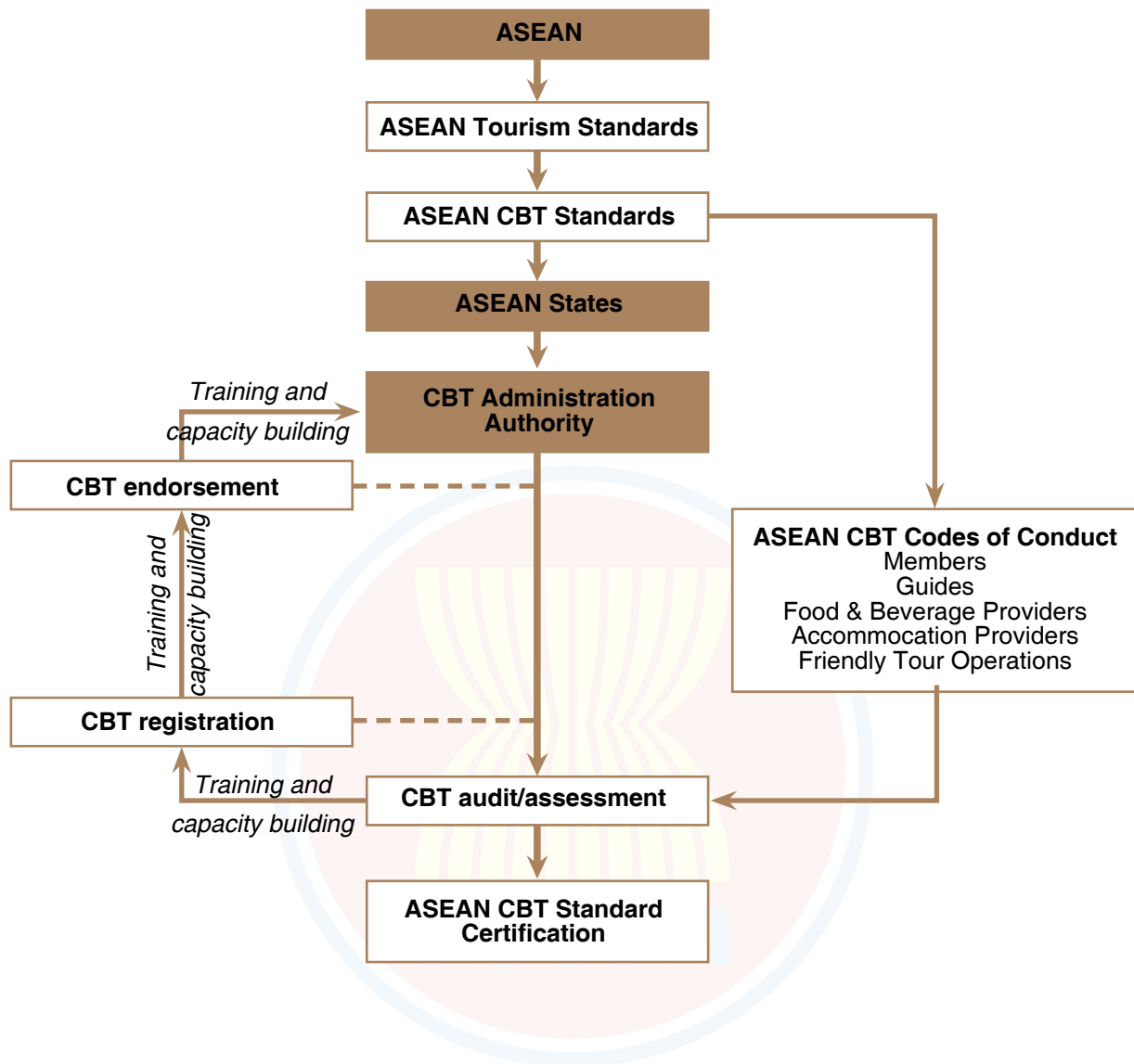
Criteria	Sub-criteria	Indicators			
		Minimum requirements	Advanced requirements	Best practice requirements	Total
1 Community ownership and management	1.1 Effective and transparent governance arrangements exist	5	2	0	7
	1.2 Legitimate establishment	2	0	0	2
	1.3 Effective and transparent management exists	5	2	1	8
	1.4 Effective partnerships exist	2	2	1	5
	Sub-total	14	6	2	22
2 Contribution to social well-being	2.1 Human dignity is maintained	2	1	1	4
	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 conserve and improve the environment	3.1 Natural resources are being conserved	1	2	1	4
	3.2 Conservation activities to improve the environment	4	1	2	7
	Sub-total	5	3	3	11
4 Encouragement of interaction between the local community and guests	4.1 Guest and local community interaction exists	2	3	3	8
	4.2 Sustainability of Community-Based Tourism products	1	1	3	5
	Sub-total	3	4	6	13

Criteria	Sub-criteria	Indicators				
		Minimum requirements	Advanced requirements	Best practice requirements	Total	
5	Quality tour and guiding services	5.1 Ensuring local guide quality and expertise	3	2	1	6
		5.2 Managed tours and activities to ensure quality	5	4	4	13
	Sub-total	8	6	5	19	
6	Quality food and beverage services	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 CBT Friendly Tour Operators	8.1 Commitment to CBT ideals	5	2	2	9
		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.

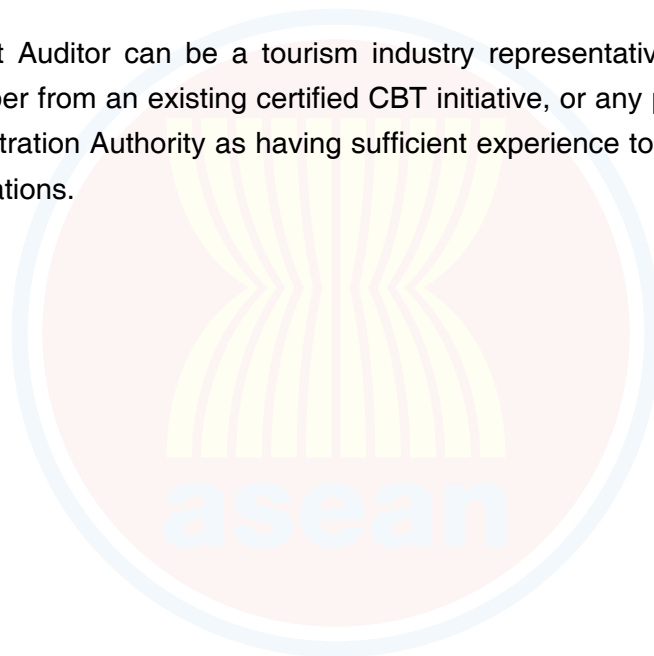
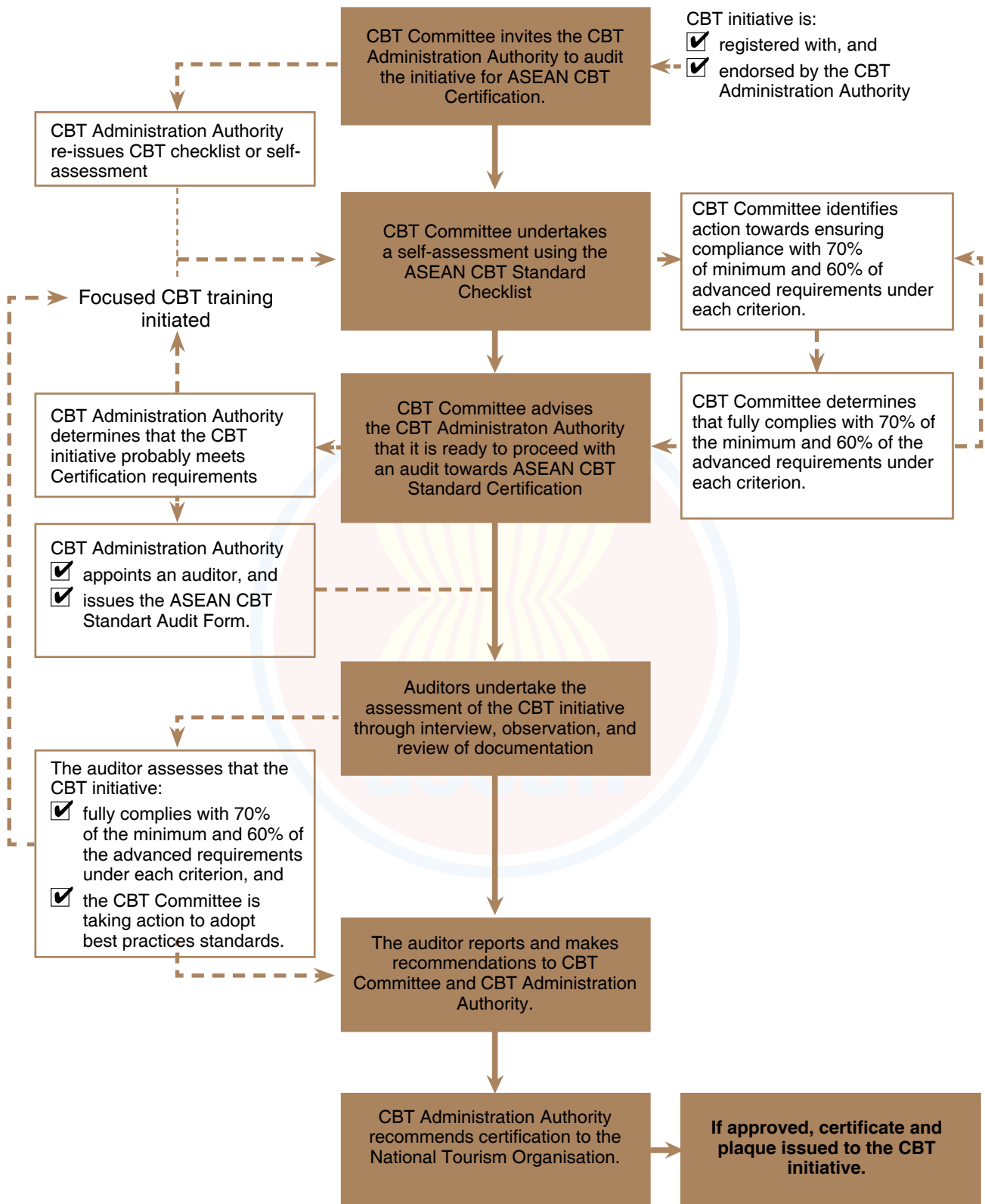


Figure 2 Process for certification under the ASEAN CBT Standard



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.

1.6.2. Forms of Evidence

Documents



Documents available to support the assertion that an indicator for a criterion or sub-criterion has met the “fully” or “partially complies” assessment.

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

Observations



Observation to support the assertion that an indicator for a criterion or sub-criterion has met the “fully” or “partially complies” assessment.


Observational evidence may include attendance at meetings, sighting of maintenance standard or participation in a tour or activity. Many observations can be supported by photographs.

Interviews



Interview to support the assertion that an indicator for a criterion or sub-criterion has met the “fully” or “partially complies” assessment.

Interview evidence involves multiple interviewees confirming that an indicator has been achieved. The veracity of the information provided should be supported by other forms of evidence.

 Photographs Photographs that demonstrate improvement in condition and support the assertion that an indicator for a criterion or sub-criterion has met the “fully” or “partially complies” assessment.

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

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 assessed 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
Community ownership and management	Effective and transparent management operations	Minimum requirements				
		1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member’s Code of Conduct (Appendix 1).	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.4 The CBT initiative maximises use of goods and services provided by the community.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.5 A clear financial management system exists and is accessible to community members.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Advanced requirements				
		1.3.6 An annual action plan is documented and is accessible to community members.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.7 Long-term goals and objectives are documented and accessible to the community members.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Best practice requirements				
1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
		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-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 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 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	1		
	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

Criteria		Fully complies	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 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



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	<input type="checkbox"/> Yes	<input type="checkbox"/> No
CBT Committee members are free of a criminal record, and	<input type="checkbox"/> Yes	<input type="checkbox"/> No
The CBT initiative includes:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<ul style="list-style-type: none"> at least five CBT Members, other than committee members, who have been endorsed by the CBT Committee, and/or 		
<ul style="list-style-type: none"> at least two guided tours/activities for visitors and two CBT Guides who have been endorsed by the CBT Committee, and/or 	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<ul style="list-style-type: none"> at least two CBT accommodation opportunities and two CBT Accommodation Providers who have been endorsed by the CBT Committee, and/or 	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<ul style="list-style-type: none"> 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 	<input type="checkbox"/> Yes	<input type="checkbox"/> No
The CBT Committee has completed a self-assessment, and	<input type="checkbox"/> Yes	<input type="checkbox"/> No
The CBT initiative has been registered with the nominated home country CBT Administering Authority.	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Auditing Team

Independent assessor

Name of Assessor	<input type="text"/>		
Organisation and address	<input type="text"/>		
Contact numbers	Landline	Mobile	Fax
Email address	<input type="text"/>		
Date of assessment	<input type="text"/>		

CBT advisor

Name of Assessor	<input type="text"/>		
Organisation and address	<input type="text"/>		
Contact numbers	Landline	Mobile	Fax
Email address	<input type="text"/>		
Date of assessment	<input type="text"/>		





CBT Administration Authority advisor or reviewer (as required)





Name of Assessor	<input type="text"/>		
Organisation and address	<input type="text"/>		
Contact numbers	Landline	Mobile	Fax
Email address	<input type="text"/>		
Date of assessment	<input type="text"/>		





3. Performance Criteria and Indicators





3.1. Criterion 1: Community ownership and management


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





Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
.....									
1.1.1 The CBT initiative is managed by community members through a Committee elected for a maximum 5-year term. <input checked="" type="checkbox"/> Minimum requirement						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Committee in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential					
Action to improve performance									
.....									
.....									

Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
.....									
1.1.2 The CBT initiative has an accountable management structure with clearly defined roles and responsibilities. <input checked="" type="checkbox"/> Minimum requirement						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Committee in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential					
Action to improve performance									
.....									
.....									





Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
.....									
1.1.3 Relevant national and provincial rules and regulations (including local by-laws) are followed by those directly involved in CBT activities/operations. <input checked="" type="checkbox"/> Minimum requirement						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., By-laws	 <input type="checkbox"/> E.g., Committee in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential					
Action to improve performance									
.....									
.....									





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
1.1.4 CBT Member recruitment meets any relevant national or local laws and regulations <input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Member types	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential				
Action to improve performance								

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
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. <input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Member types	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential				
 Place images here (e.g., CBT Committee)					Description of evidence shown <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>			
Action to improve performance								

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
1.1.6 CBT Members are recruited based on their appropriate levels of knowledge and commitment to the CBT initiative and the specific role. <input checked="" type="checkbox"/> Advanced requirement								
Evidence	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Member types	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential				
Action to improve performance								





3.1.2. Sub-criterion 1.2: Legitimate establishment





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
<p>1.2.1 The CBT initiative is recognised by provincial and/or national level authorities.</p> <input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Committee in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential				
Action to improve performance								

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
<p>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).</p> <input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Committee in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential				
Action to improve performance								







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 with all CBT standards and requirements, including for outside operators and FTOs. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., FTOs in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
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 commitment to the ASEAN CBT Member's Code of Conduct. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., Signed codes	 <input type="checkbox"/> E.g., Member practice	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Products available	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
1.3.4 The CBT initiative maximises use of goods and services provided by the community. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Community products	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
Evidence	 <input type="checkbox"/> E.g., Account books	 <input type="checkbox"/> E.g., Profit and loss statement	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
1.3.6 An annual action plan is documented and is accessible to community members.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/> E.g., Action plan	 <input type="checkbox"/> E.g., Community in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/> E.g., Goal statement	 <input type="checkbox"/> E.g., Community in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
Evidence	 <input type="checkbox"/> E.g., Goal statement	 <input type="checkbox"/> E.g., Community in action	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							
.....							

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 inbound tour operator interaction with the community. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	<input type="checkbox"/> E.g., Agreements	<input type="checkbox"/> E.g., Performance of operators	<input type="checkbox"/> E.g., Advice of members	<input type="checkbox"/> 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 CBT initiative avoids impacts on neighbouring communities. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	<input type="checkbox"/> E.g., Member behaviour	<input type="checkbox"/> E.g., Advice of neighbouring community	<input type="checkbox"/> Not essential				
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
1.4.3 Relevant CBT stakeholders are identified and their roles in contributing to CBT initiatives are documented. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	<input type="checkbox"/> E.g., Action plan	<input type="checkbox"/> E.g., Community in action	<input type="checkbox"/> E.g., Advice of members	<input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
1.4.4 An established procedure exists for regular consultation with stakeholders. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	<input type="checkbox"/> E.g., Meeting minutes	<input type="checkbox"/> E.g., Meetings	<input type="checkbox"/> E.g., Advice of members	<input type="checkbox"/> Not essential			
Action to improve performance							
.....							

3.2. Criterion 2: Contribution to social well-being

3.2.1. Sub-criterion 2.1: Maintenance of human dignity

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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	<input type="checkbox"/> E.g., CBT constitution	<input type="checkbox"/> E.g., Member behaviour	<input type="checkbox"/> E.g., Community advice	Not essential			
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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	<input type="checkbox"/> E.g., Signed codes	<input type="checkbox"/> E.g., Member mix in activities	<input type="checkbox"/> E.g., Community advice	Not essential			
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). <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	<input type="checkbox"/> E.g., Meeting minutes	<input type="checkbox"/> E.g., Meetings	<input type="checkbox"/> E.g., Advice of members	Not essential			
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). <input checked="" type="checkbox"/> Best practice requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	<input type="checkbox"/> E.g., Agreements	<input type="checkbox"/> E.g., Cooperative action	<input type="checkbox"/> E.g., Advice of members	Not essential			
Action to improve performance							

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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
Evidence	<input type="checkbox"/> E.g., CBT constitution	<input type="checkbox"/> E.g., Member mix in activities	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/> Not essential			
Action to improve performance							
.....							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
2.2.2 A community development fund exists that is used for initiatives benefiting the whole community.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
Evidence	<input type="checkbox"/> E.g., Bank account	<input type="checkbox"/> E.g., Community projects	<input type="checkbox"/> E.g., Advice of members	<input type="checkbox"/> Not essential			
Place images here (e.g., Community projects)			Description of evidence shown				
						
						
						
						
						
						
Action to improve performance							
.....							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
2.2.3 A process exists for equal opportunities in income generating activities.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
Evidence	<input type="checkbox"/> E.g., Agreements	<input type="checkbox"/> E.g., Cooperative action	<input type="checkbox"/> E.g., Advice of members	<input type="checkbox"/> Not essential			
Action to improve performance							
.....							
.....							

3.2.3. Sub-criterion 2.3: Links to regional economies






Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
.....								
2.3.1 Local community members dominate employment in CBT initiatives.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
Evidence	<input type="checkbox"/> E.g., CBT constitution	<input type="checkbox"/> E.g., Member mix in activities	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/> Not essential				
Place images here (e.g., Community projects)			Description of evidence shown					
.....							
.....							
.....							
.....							
.....							
Action to improve performance								
.....								
.....								





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
.....								
2.3.2 Local/regional sourcing of products and services dominate CBT initiatives.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
Evidence	<input type="checkbox"/> E.g., CBT constitution	<input type="checkbox"/> E.g., Member mix in activities	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/> Not essential				
Action to improve performance								
.....								
.....								





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
.....								
2.3.3 Local community products are used in preference to imports (e.g., locally produced vs mass-produced souvenirs).					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement								
Evidence	<input type="checkbox"/> E.g., Meeting minutes	<input type="checkbox"/> E.g., Meetings	<input type="checkbox"/> E.g., Advice of members	<input type="checkbox"/> Not essential				
Action to improve performance								
.....								
.....								

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





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>2.4.1 Cultural assets of significance to the local community and valued cultural traditions are identified, documented and endorsed by relevant communities. <input checked="" type="checkbox"/> Minimum requirement</p>							
Evidence	 <input type="checkbox"/> E.g., Asset register	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Community knowledge of assets	 <input type="checkbox"/>	Not essential		
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>2.4.2 Programs exist to authentically present, enhance and retain local cultural traditions towards protecting cultural integrity, identity and values. <input checked="" type="checkbox"/> Minimum requirement</p>							
Evidence	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/> E.g., Member mix in activities	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>	Not essential		
 Place images here (e.g., a performance)		Description of evidence shown _____ _____ _____ _____ _____ _____					
Action to improve performance							


Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>2.4.3 Practices ensure that all rules, regulations and laws relevant to protection of culture and heritage are followed. <input checked="" type="checkbox"/> Minimum requirement</p>							
Evidence	 <input type="checkbox"/> E.g., CBT constitution	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Community awareness of rules	 <input type="checkbox"/>	Not essential		
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
2.4.4 CBT management supports the retention of traditional livelihoods and initiatives that create alternative livelihoods. <input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/> E.g., policy statement	 <input type="checkbox"/> E.g., diversity of livelihoods	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
2.4.5 A code of visitor behaviour exists to inform visitors of appropriate behaviour within communities. <input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/> E.g., written code of conduct	 <input type="checkbox"/> E.g., behaviour of visitors	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
2.4.6 A community decision-making process exists that identifies what cultural assets and traditions will be shared with visitors. <input checked="" type="checkbox"/> Best practice requirement							
Evidence	 <input type="checkbox"/> E.g., Identified in inventory	 <input type="checkbox"/> E.g., Presentation of cultural sites	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

Supplementary photographic evidence for Sub-criterion 2.4

Evidence	Details		
	Place images here (E.g., cultural dance)	Description of evidence shown	
		<hr/> <hr/> <hr/> <hr/>	

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

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





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>3.1.1 Natural resources and environmentally sensitive sites and their community significance are identified, planned, documented and endorsed by relevant communities.</p> <p style="text-align: right;"><input checked="" type="checkbox"/> Minimum requirement</p>							
Evidence	<input type="checkbox"/> E.g., Inventory report	<input type="checkbox"/> E.g., site management	<input type="checkbox"/> E.g., Member endorsement	<input type="checkbox"/> Not essential			
Place images here (e.g., significant site)		Description of evidence shown					
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>3.1.2 A fund exists to support community-based conservation programs and actions.</p> <p style="text-align: right;"><input checked="" type="checkbox"/> Advanced requirement</p>							
Evidence	<input type="checkbox"/> E.g., line item is accounts	<input type="checkbox"/> E.g., conservation action	<input type="checkbox"/> E.g., Advice of members	<input type="checkbox"/>			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>3.1.3 Programs exist to present the value of natural resources to local community well-being.</p> <p style="text-align: right;"><input checked="" type="checkbox"/> Advanced requirement</p>							
Evidence	<input type="checkbox"/> E.g., line item is accounts	<input type="checkbox"/> E.g., conservation action	<input type="checkbox"/> E.g., Advice of members	<input type="checkbox"/> Not essential			
Action to improve performance							

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

Explanation of evidence							Fully complies	Partly complies	Does not comply	Not applicable
.....										
3.2.1 A fund is available to support community-based environmental improvement action.							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement										
Evidence	 <input type="checkbox"/>	E.g., line item in accounts	 <input type="checkbox"/>	E.g., Community programs	 <input type="checkbox"/>	E.g., Community programs	 <input type="checkbox"/>	Not essential		
Action to improve performance										
.....										

Explanation of evidence							Fully complies	Partly complies	Does not comply	Not applicable
.....										
3.2.2 A locally appropriate solid waste management system exists that applies avoid, reduce, reuse, recycle principles and hygienic handling of putrescible waste (e.g., composting).							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement										
Evidence	 <input type="checkbox"/>	E.g., reports	 <input type="checkbox"/>	E.g. sighting of waste treatment	 <input type="checkbox"/>	E.g., Community practices	 <input type="checkbox"/>			
 Place images here (e.g., significant site)					Description of evidence shown					
Action to improve performance										
.....										

Explanation of evidence							Fully complies	Partly complies	Does not comply	Not applicable
.....										
3.2.3 Locally appropriate wastewater management uses technologies that minimise risk to human health and environmental impact.							<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement										
Evidence	 <input type="checkbox"/>	E.g., reports	 <input type="checkbox"/>	E.g., treatment system	 <input type="checkbox"/>	E.g., Community advice	 <input type="checkbox"/>	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. <input checked="" type="checkbox"/> Minimum requirement									
Evidence	<input type="checkbox"/> E.g., CBT rules	<input type="checkbox"/> E.g., Community behaviour	<input type="checkbox"/> E.g., Community awareness of rules	<input type="checkbox"/> Not essential					
Action to improve performance									

Explanation of evidence						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). <input checked="" type="checkbox"/> Advanced requirement									
Evidence	<input type="checkbox"/> E.g., water bottle refill station	<input type="checkbox"/> E.g., Advice of members	<input type="checkbox"/> Not essential						
Action to improve performance									

Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
3.2.6 Environmental information and education programs are available for hosts, guests and the community. <input checked="" type="checkbox"/> Best practice requirement									
Evidence	<input type="checkbox"/> E.g., printed rules	<input type="checkbox"/> E.g., host and guest behaviour	<input type="checkbox"/> E.g., Advice of members	<input type="checkbox"/> Not essential					
Action to improve performance									

Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
3.2.7 Low carbon energy sources are used within the CBT area. <input checked="" type="checkbox"/> Best practice requirement									
Evidence	<input type="checkbox"/> E.g., printed rules	<input type="checkbox"/> E.g., host and guest behaviour	<input type="checkbox"/> E.g., Advice of members	<input type="checkbox"/> Not essential					
Action to improve performance									





3.4. Criterion 4: Interaction between the local community and guests





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





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>4.1.1 Environmental and cultural information is included in the interpretation of the community and its surroundings.</p> <p style="text-align: right;"><input checked="" type="checkbox"/> Minimum requirement</p>							
Evidence	<input type="checkbox"/> E.g., activity guidelines	<input type="checkbox"/> E.g., attend tour	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/>			
Place images here (e.g., significant site)			Description of evidence shown				
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>4.1.2 Policies and actions ensure safety and security for visitors.</p> <p style="text-align: right;"><input checked="" type="checkbox"/> Minimum requirement</p>							
Evidence	<input type="checkbox"/> E.g., policy statement	<input type="checkbox"/> E.g., visitor care	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/>			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>4.1.3 Codes of conduct exist for community, hosts and guests.</p> <p style="text-align: right;"><input checked="" type="checkbox"/> Advanced requirement</p>							
Evidence	<input type="checkbox"/> E.g., code of conduct	<input type="checkbox"/> E.g., signage	<input type="checkbox"/> E.g., Advice of members	<input type="checkbox"/>	Not essential		
Action to improve performance							

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. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., brochure	 <input type="checkbox"/> E.g., web information	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
4.1.5 A quality control and improvement system exists, including a process to obtain visitor feedback on their CBT experiences. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., client survey	 <input type="checkbox"/> E.g., review of feedback	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							




Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
4.1.6 A program of cross-cultural communication and understanding exists. <input checked="" type="checkbox"/> Best practice requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., host and guest interactions	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
4.1.7 Opportunities exist for tourists to contribute to local activities alongside community members. <input checked="" type="checkbox"/> Best practice requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., guests working with hosts	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							





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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
Evidence	 <input type="checkbox"/> E.g., profit and loss statement	 <input type="checkbox"/> E.g., price list	 <input type="checkbox"/> E.g., Community advice	Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
4.2.2 Positive returns on investment exist in terms of social, cultural, environmental and economic outcomes.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., village appearance and community happiness	 <input type="checkbox"/> E.g., Advice of members	Not essential			
Action to improve performance							
.....							


Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
4.2.3 Target market segments are identified with their servicing needs.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
Evidence	 <input type="checkbox"/> E.g., marketing plan	 <input type="checkbox"/> E.g., character of guests	 <input type="checkbox"/> E.g., Advice of members	Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not 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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
Evidence	 <input type="checkbox"/> E.g., marketing plan	 <input type="checkbox"/> E.g., product types	 <input type="checkbox"/> E.g., Advice of members	Not essential			
Action to improve performance							
.....							

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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
Evidence	 <input type="checkbox"/> E.g., marketing plan	 <input type="checkbox"/> E.g., character of guests	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.			
Action to improve performance							
.....							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
4.2.6 Activities protect and enrich environmental and cultural assets, products and services.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
Evidence	 <input type="checkbox"/> E.g., marketing plan	 <input type="checkbox"/> E.g., character of guests	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential.			
Action to improve performance							
.....							

Supplementary photographic evidence for Sub-criterion 4.2





Evidence	Details		
 Place images here		Description of evidence shown	
		
		
		
		
		
		
		
		
		
		
		





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 on appropriate levels of knowledge, physical health and fitness for proposed guided activities.. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., job statement	 <input type="checkbox"/> E.g., guide performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., job statement	 <input type="checkbox"/> E.g., guide performance	 <input type="checkbox"/> E.g., Guide knowledge	 <input type="checkbox"/> Not essential.			
 Place images here (e.g., guided activity)				Description of evidence shown			
Action to improve performance							
.....							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., signed code of conducts	 <input type="checkbox"/> E.g., guide performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>5.1.4 Guides are certified under any relevant standard produced for the purposes of improving guiding services. <input checked="" type="checkbox"/> Advanced requirement</p>							
Evidence	 <input type="checkbox"/> E.g., certificate	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>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. <input checked="" type="checkbox"/> Advanced requirement</p>							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., nature of activities	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/>			
 Place images here (e.g., guided activity)		Description of evidence shown					
Action to improve performance							


Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>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. <input checked="" type="checkbox"/> Best practice requirement</p>							
Evidence	 <input type="checkbox"/> E.g., training notes	 <input type="checkbox"/> E.g., training activity	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							





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





Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
.....									
5.2.1 Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement									
Evidence	 <input type="checkbox"/>	E.g., signed code of conducts	 <input type="checkbox"/>	E.g., guide performance	 <input type="checkbox"/>	E.g., Community advice	 <input type="checkbox"/>	Not essential	
Action to improve performance									
.....									





Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
.....									
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.						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement									
Evidence	 <input type="checkbox"/>	E.g., tour guidelines	 <input type="checkbox"/>	E.g., visitor behaviour	 <input type="checkbox"/>	E.g., Community advice	 <input type="checkbox"/>	Not essential	
Action to improve performance									
.....									





Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
.....									
5.2.3 Tours/activities have a clearly defined itinerary and associated price, and documented booking system.						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement									
Evidence	 <input type="checkbox"/>	E.g., program of activities	 <input type="checkbox"/>	E.g., booking system	 <input type="checkbox"/>	E.g., Community advice	 <input type="checkbox"/>	Not essential	
Action to improve performance									
.....									





Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
.....									
5.2.4 Tours/activities record the visitors on tours, including departure and return times.						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement									
Evidence	 <input type="checkbox"/>	E.g., record system	 <input type="checkbox"/>	E.g., data entry	 <input type="checkbox"/>	E.g., Community advice	 <input type="checkbox"/>	Not essential	
Action to improve performance									
.....									





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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
Evidence	 <input type="checkbox"/> E.g., tour protocols	 <input type="checkbox"/> E.g., guide performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							





Explanation of evidence				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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/> E.g., profit and loss statement	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							





Explanation of evidence				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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/> E.g., feedback document	 <input type="checkbox"/> E.g., guide behaviour	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/> E.g., activity outline	 <input type="checkbox"/> E.g., tour content	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
5.2.9 Tours/activities are designed to be enjoyable, educational, participatory, organised, relevant and thematic.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/> E.g., certificate	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
5.2.10 The local (interpretative) guide to visitor ratio is not greater than 1:5-10.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
Evidence	 <input type="checkbox"/> E.g., activity advertising	 <input type="checkbox"/> E.g., numbers on tours	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
5.2.11 Where relevant, tours/activities have clearly defined and documented agreements with inbound tour operators.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
Evidence	 <input type="checkbox"/> E.g., agreements	 <input type="checkbox"/> E.g., relationship between operator and CBT	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
5.2.12 Tours/activities actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
Evidence	 <input type="checkbox"/> E.g., training notes	 <input type="checkbox"/> E.g., training activity	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

3.6. Criterion 6: Quality food and beverage services

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





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>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. <input checked="" type="checkbox"/> Minimum requirement</p>							
Evidence	<input type="checkbox"/> E.g., job statement	<input type="checkbox"/> E.g., provider performance	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/> Not essential			
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>6.1.2 Food and beverage providers possess or can demonstrate commitment to hygienic food preparation and service techniques. <input checked="" type="checkbox"/> Minimum requirement</p>							
Evidence	<input type="checkbox"/> E.g., provider performance	<input type="checkbox"/> E.g., provider knowledge	<input type="checkbox"/> Not essential				
Place images here (e.g., guided activity)				Description of evidence shown _____ _____ _____ _____ _____			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>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 <input checked="" type="checkbox"/> Minimum requirement</p>							
Evidence	<input type="checkbox"/> E.g., signed code of conducts	<input type="checkbox"/> E.g., guide performance	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/> Not essential			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.1.4 Food and beverage providers are certified under any relevant standard produced for the purposes of improving food and beverage services.							
<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., certificate	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
6.1.5 Food and beverage providers provide opportunities for knowledge exchange between hosts and visitors.							
<input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., nature of activities	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/>			
 Place images here (e.g., guest interaction)			Description of evidence shown				
			<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>				
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
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, cross cultural awareness/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.							
<input checked="" type="checkbox"/> Best practice requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., training notes	 <input type="checkbox"/> E.g., training activity	 <input type="checkbox"/> E.g., Advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							

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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., CBT guidelines	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
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). <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., written menus	 <input type="checkbox"/> E.g., menu board	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							






Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
6.2.3 Meals are provided at agreed times identified in consultation between food and beverage providers and the CBT committee. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., written menus	 <input type="checkbox"/> E.g., menu board	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
6.2.4 Sufficient food is provided for visitor needs, including between-meal snacks. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., formal feedback	 <input type="checkbox"/> E.g., meals provided	 <input type="checkbox"/> E.g., visitor advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
6.2.5 Menus vary daily and include at least one traditional meal at each dining period. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., menus	 <input type="checkbox"/> E.g., attendance at meals	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., receipts from local providers	 <input type="checkbox"/> E.g., purchasing	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>			
 Place images here (e.g., sample of food supplies)				Description of evidence shown			
.....						
.....						
Action to improve performance							
.....							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
6.2.7 Dessert and/or fruit forms part of each meal. <input checked="" type="checkbox"/> Best practice requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., job statement	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							





Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
6.2.8 Food preparation and dining areas are maintained in a clean state at all times.									
<input checked="" type="checkbox"/> Minimum requirement						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., No complaints	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>					
Place images here (e.g., kitchen area)				Description of evidence shown					
				_____					





Action to improve performance									





Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
6.2.9 Food preparation and dining utensils are cleaned thoroughly before use (i.e. cleaned immediately after dining periods).									
<input checked="" type="checkbox"/> Minimum requirement						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., client feedback	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>		Not essential			
Action to improve performance									





Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
6.2.10 Food service providers wash their hands with soap in clean water before and regularly during food preparation.									
<input checked="" type="checkbox"/> Minimum requirement						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., client feedback	 <input type="checkbox"/> E.g., availability of soap, clean water and towel	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>		Not essential			
Action to improve performance									





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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., job statement	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
6.2.12 Animals (domestic and pest) are kept out of food storage, cooking and dining areas. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., job statement	 <input type="checkbox"/> E.g., provider performance	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							


Explanation of evidence				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. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., advertising	 <input type="checkbox"/> E.g., visitor participation in meal preparation	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				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. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., feedback form	 <input type="checkbox"/> E.g., provider behaviour	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
6.2.15 Visitor dietary preferences are accommodated.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/> E.g., welcome note	 <input type="checkbox"/> E.g., signage	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential.			
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).				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., meal service	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential.			
Action to improve performance							
.....							

Supplementary photographic evidence for Sub-criterion 6.2

Evidence	Details		
 Place images here		Description of evidence shown	
		
		
		
		
		
		
		
		
		

3.7. Criterion 7: Quality accommodations





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





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	<input type="checkbox"/> E.g., job description	<input type="checkbox"/> E.g., home stay inspection	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/> Not essential			
Action to improve performance							
.....							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	<input type="checkbox"/> E.g., provider performance	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/> Not essential				
Action to improve performance							
.....							
.....							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	<input type="checkbox"/> E.g., signed code of conduct	<input type="checkbox"/> E.g., provider performance	<input type="checkbox"/> E.g., Community advice	<input type="checkbox"/> Not essential			
Action to improve performance							
.....							
.....							





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. <input checked="" type="checkbox"/> Minimum requirement							
Evidence	 <input type="checkbox"/> E.g., client feedback	 <input type="checkbox"/> E.g., inspections	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>			
Place images here (e.g., room) 			Description of evidence shown				
Action to improve performance							





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). <input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/> E.g., welcome note	 <input type="checkbox"/> E.g., signage	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/>	Not essential		
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	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. <input checked="" type="checkbox"/> Best practice requirement							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., meal service	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/>	Not essential		
Action to improve performance							

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. <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., signed codes of conduct	 <input type="checkbox"/> E.g., accommodations inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential				
Action to improve performance								
.....								






Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
.....								
7.2.2 A clearly defined and documented visitor booking system exists for visitors to the CBT central area and accommodations. <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., booking system	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential				
Action to improve performance								
.....								

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
.....								
7.2.3 An up-to-date log of arrivals, departures and returns to the CBT central area is maintained. <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., log book	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential				
Action to improve performance								
.....								

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
.....								
7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements. <input checked="" type="checkbox"/> Minimum requirement					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., standard procedures manual	 <input type="checkbox"/> E.g., welcome service	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential				
Action to improve performance								
.....								





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.5 Purpose-built structures for visitor use are attractive and appropriate to meeting tourist expectations and basic safety standards.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>			
 Place images here (e.g., structures)			Description of evidence shown				

Action to improve performance							






Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspections	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>			
 Place images here (e.g., bathroom)			Description of evidence shown				





Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.7 All accommodations, especially bathrooms and toilets, are thoroughly cleaned and serviced daily. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., daily servicing procedure	 <input type="checkbox"/> E.g., inspections	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							




Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.9 Toilets are of either squatting or sitting, and flushing or composting type, with consideration given to client preferences and local norms. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., home stay inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.			
 Place images here (e.g., bathroom)		Description of evidence shown					
		<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>					
Action to improve performance							

Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
7.2.10 The CBT area is maintained in a clean condition that minimises threats from dangerous species.									
						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						<input checked="" type="checkbox"/> Minimum requirement			
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential.					
 Place images here (e.g., bathroom)			Description of evidence shown						
			<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>						
Action to improve performance									
<hr/> <hr/> <hr/>									

Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
7.2.11 Materials are available to cover basic communication needs between hosts and guests.									
						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						<input checked="" type="checkbox"/> Minimum requirement			
Evidence	 <input type="checkbox"/> E.g., signage	 <input type="checkbox"/> E.g., signage	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential					
Action to improve performance									
<hr/> <hr/> <hr/>									





Explanation of evidence						Fully complies	Partly complies	Does not comply	Not applicable
7.2.12 A torch is available for night use in all accommodations and structures built for visitor use.									
						<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						<input checked="" type="checkbox"/> Minimum requirement			
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>					
Action to improve performance									
<hr/> <hr/> <hr/>									






Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
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). <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., visitor arrival orientation	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential	 <input type="checkbox"/>			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., written plan	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>	Not essential		
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., written operations procedure	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>	Not essential		
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., operations procedure	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/>	Not essential		
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
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. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., feedback survey	 <input type="checkbox"/> E.g., visitor participation	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							




Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.18 Subject to functional requirements, built structures for visitors reflect local building traditions <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential.			
 Place images here (e.g., buildings)			Description of evidence shown <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>				
Action to improve performance							



Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
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). <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., signage	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.20 Built structures do not include wild animal decoration, except where part of an interpretive display or part of local custom.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							
.....							



Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.21 Adequate lighting and ventilation is provided inside all built structures for visitor use.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							
.....							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
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.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
7.2.23 Farm animals cannot enter structures used by visitors.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
7.2.24 Parking and signage is available for visitor use and orientation.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
7.2.25 All CBT accommodation providers are trained in basic first aid and are therefore competent in using first aid kits.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/> E.g., training log	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
7.2.26 All CBT accommodation and visitor use areas have documented fire and emergency procedures, displayed in prominent positions.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Advanced requirement							
Evidence	 <input type="checkbox"/> E.g., documented procedures	 <input type="checkbox"/> E.g., inspection	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
7.2.27 The family and cross-culture experience is emphasised.				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Best practice requirement							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., experience	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

3.8. Criterion 8: Performance of CBT Friendly Tour Operators

3.8.1. Sub-criterion 8.1: Commitment to CBT ideals

Explanation of evidence	Fully complies	Partly complies	Does not comply	Not applicable
-------------------------	-----------------------	------------------------	------------------------	-----------------------

8.1.1 FTOs are certified under any relevant standard produced for the purposes of improving tour operations (e.g., ASEAN Ecotourism Standard).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------

Evidence	 <input type="checkbox"/>	E.g., copy of certificate	 <input type="checkbox"/>	 <input type="checkbox"/>	E.g., FTO advice	 <input type="checkbox"/>	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 license and permit requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------

Evidence	 <input type="checkbox"/>	E.g., copy of licenses	 <input type="checkbox"/>	 <input type="checkbox"/>	E.g., FTO advice	 <input type="checkbox"/>	Not essential
----------	--	------------------------	--	--	------------------	--	---------------

Action to improve performance

.....

.....

Explanation of evidence	Fully complies	Partly complies	Does not comply	Not applicable
-------------------------	-----------------------	------------------------	------------------------	-----------------------

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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------

Evidence	 <input type="checkbox"/>	E.g., signed agreements	 <input type="checkbox"/>	 <input type="checkbox"/>	E.g., Community advice	 <input type="checkbox"/>	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 signed and follow the ASEAN CBT Friendly Tour Operator's Code of Conduct.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------	--------------------------	--------------------------





Evidence	 <input type="checkbox"/>	E.g., copies of signed codes of conduct	 <input type="checkbox"/>	 <input type="checkbox"/>	E.g., Community advice	 <input type="checkbox"/>	Not essential
----------	--	---	--	--	------------------------	--	---------------





Action to improve performance





.....

.....

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>8.1.5 Where available, FTOs are members of an appropriate professional organisation. <input type="checkbox"/></p> <p style="text-align: right;"><input checked="" type="checkbox"/> Minimum requirement</p>							
Evidence	 <input type="checkbox"/>	E.g., membership card	 <input type="checkbox"/>	 <input type="checkbox"/>	E.g., Community advice	 <input type="checkbox"/>	Not essential
Action to improve performance							


Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>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. <input type="checkbox"/></p> <p style="text-align: right;"><input checked="" type="checkbox"/> Advanced requirement</p>							
Evidence	 <input type="checkbox"/>	E.g., training log	 <input type="checkbox"/>	 <input type="checkbox"/>	E.g., advice of members	 <input type="checkbox"/>	Not essential
Action to improve performance							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable	
<p>8.1.7 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests. <input type="checkbox"/></p> <p style="text-align: right;"><input checked="" type="checkbox"/> Advanced requirement</p>								
Evidence	 <input type="checkbox"/>	E.g., documented procedures	 <input type="checkbox"/>	E.g., inspections	 <input type="checkbox"/>	E.g., advice of members	 <input type="checkbox"/>	Not essential
Action to improve performance								





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable	
<p>8.1.8 FTOs provide employees dealing with communities regular training on CBT and ecotourism (e.g. one day a year/paid). <input type="checkbox"/></p> <p style="text-align: right;"><input checked="" type="checkbox"/> Best practice requirement</p>								
Evidence	 <input type="checkbox"/>		 <input type="checkbox"/>	E.g., experience	 <input type="checkbox"/>	E.g., advice of members	 <input type="checkbox"/>	Not essential
Action to improve performance								





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
<p>8.1.9 FTOs cooperate with natural and cultural heritage conservation organizations, authorities and local NGOs as required.</p> <p style="text-align: right;"><input checked="" type="checkbox"/> Best practice requirement</p>							
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., experience	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/>	Not essential		
Action to improve performance							


Photographic evidence for Sub-criterion 8.1





Evidence	Details		
 Place images here	Description of evidence shown		

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

Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
.....								
8.2.1 FTOs demonstrate respect for CBT regulations and recommendations for behaviour in environmentally sensitive areas and while in the community.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential				
Action to improve performance								
.....								





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
.....								
8.2.2 FTOs and staff have a sound knowledge and understanding of the specific CBT site and local conditions.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential				
Action to improve performance								
.....								





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
.....								
8.2.3 FTOs demonstrate best practice environmental management in their operations (e.g., use of energy efficient products, waste minimisation and recycling).					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential				
Action to improve performance								
.....								





Explanation of evidence					Fully complies	Partly complies	Does not comply	Not applicable
.....								
8.2.4 FTOs minimises motorized transportation, especially in CBT areas.					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Minimum requirement								
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential				
Action to improve performance								
.....								





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
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. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/>	 E.g., advice of members	 Not essential			
Action to improve performance							
.....							





Explanation of evidence				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 CBT area. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/>	E.g., FTO operations	 E.g., advice of members	 Not essential		
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
8.2.7 FTOs provide visitors with nature, culture and community experiences that respect and apply a minimized disturbance policy. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/>	E.g., FTO operations	 E.g., advice of members	 Not essential		
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
8.2.8 FTOs and staff are actively involved in, or contribute to, CBT projects. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/>	E.g., FTO working with the community	 E.g., advice of members	 Not essential		
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
8.2.9 FTOs work with the community to improve community services and products offered by providing client feedback information. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., feedback report	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential.			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
8.2.10 FTOs support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people. <input checked="" type="checkbox"/> Best practice requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., training notes	 <input type="checkbox"/> E.g., training programs	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							


Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
8.2.11 To the greatest extent possible, FTOs use eco-friendly accommodation and services prior to and after visiting the CBT area. <input checked="" type="checkbox"/> Best practice requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., advice of FTO and CBT members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							





Photographic evidence for Sub-criterion 8.2





Evidence	Details		
	Place images here	Description of evidence shown	
		
		
		
		
		
		

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












Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
8.3.1 FTOs maximise use and purchase of local and CBT products and services (e.g. accommodation, transport in and out, activities, food, souvenirs). <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
8.3.2 FTOs have an agreement or contract with the community on CBT products, prices and procedures. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., signed contract	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., feedback report	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							





Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
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.). <input checked="" type="checkbox"/> Best practice requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO and CBT members working together	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							





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 guides, FTOs deliver high quality guiding and culture/nature interpretation, which generates respect for the cultural and natural values of the CBT area. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> 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 conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> 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 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. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....						
.....						
Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
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. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., feedback report	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....						
.....						

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

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
8.5.1 FTOs encourage their clients to have travel insurance cover. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
8.5.2 FTOs ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
8.5.3 FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas and activities. <input checked="" type="checkbox"/> Minimum requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., FTO operations	 <input type="checkbox"/> E.g., Community advice	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Explanation of evidence				Fully complies	Partly complies	Does not comply	Not applicable
.....							
8.5.4 FTO staff are trained in first aid, including CPR. <input checked="" type="checkbox"/> Advanced requirement				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evidence	 <input type="checkbox"/> E.g., feedback report	 <input type="checkbox"/>	 <input type="checkbox"/> E.g., advice of members	 <input type="checkbox"/> Not essential			
Action to improve performance							
.....							

Summary assessment

Sub-Criteria		Fully complies	Partly complies	Does not comply	Not applicable
Criterion 1: Community ownership and management	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Criterion 2: Contribution to social well-being	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				
	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				
Totals	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				

Auditor's signature CBT representative signature

CBT Admin Authority representative signature Date

Independent auditor's recommendation

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 70% of Minimum requirements and 60% of Advanced requirements for each criterion;
- does not meet 70% of Minimum requirements and 60% of Advanced requirements for each criterion.

Therefore, the CBT initiative is recommended (or is not recommended) for certification as meeting the ASEAN Community Based Tourism Standard.

Signature of CBT assessor	Signature of CBT Administration Authority assessor
Date	Date

Office use only

CBT Administration Authority recommendation

Certify the CBT as meeting the ASEAN Community Based Tourism Standard

..... Authorised officer's name and signature

..... Date

National Tourism Organisation approval

Certify the CBT as meeting the ASEAN Community Based Tourism Standard

..... Authorised officer's name and signature

..... Date

CBT register has been updated Date

CBT certification notification and certificate has been forwarded to the CBT initiative

..... Date

..... 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,
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 in the performance standards as criteria, sub-criteria and indicators.

2. ASEAN CBT Community Workbook

2.1 Objectives and Uses of the Workbook

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

2.2. ASEAN CBT Community Workbook Scope

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	<p>The degree to which the nominated state of an indicator is met.</p> <p>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).</p>
Government Tourism Organisation Indicator	<p>The highest level of tourism administration established by each ASEAN state (e.g., Ministry, Department, National Tourism Organisation)</p> <p>A condition that reflects a CBT criterion or sub-criterion.</p>
Independent Auditor	<p>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.</p> <p>Independent Auditors will receive training on the ASEAN CBT Standards and the certification process.</p> <p>Independent auditors may be assisted by a government representative to ensure relevant laws and regulations that apply to CBTs are given appropriate consideration.</p>
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:

- 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 Workbook); 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 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.

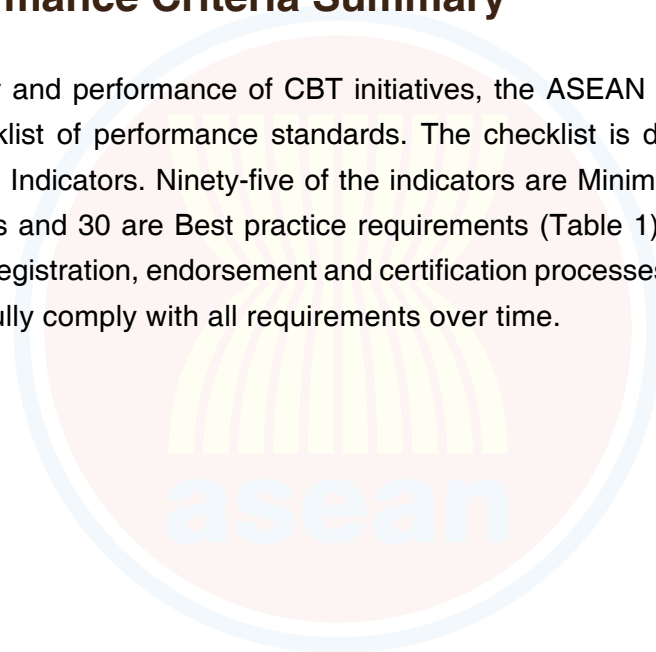


Table 1 Summary criteria and indicators for ASEAN CBT initiatives

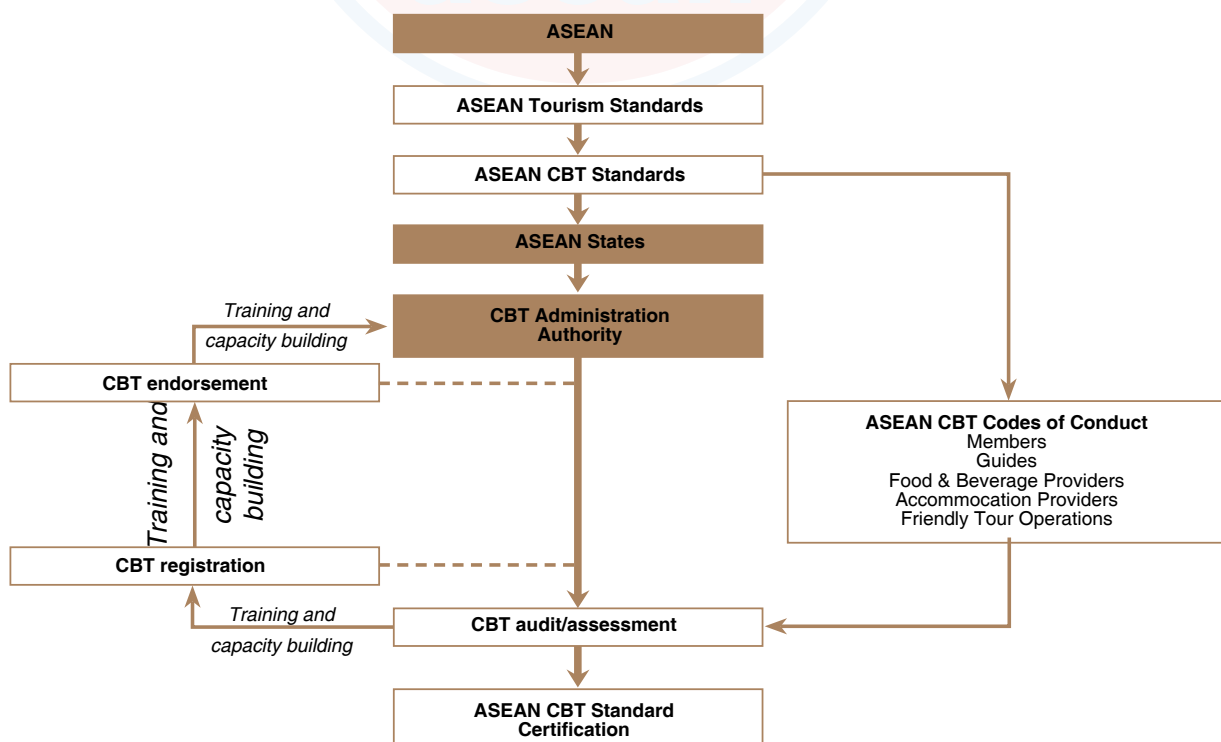
Criteria	Sub-criteria	Indicators				
		Minimum requirements	Advanced requirements	Best practice requirements	Total	
1	Community ownership and management	1.1 Effective and transparent governance arrangements exist	5	2	0	7
		1.2 Legitimate establishment	2	0	0	2
		1.3 Effective and transparent management exists	5	2	1	8
		1.4 Effective partnerships exist	2	2	1	5
	Sub-total	14	6	2	22	
2	Contribution to social well-being	2.1 Human dignity is maintained	2	1	1	4
		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 conserve and improve the environment	3.1 Natural resources are being conserved	1	2	1	4
		3.2 Conservation activities to improve the environment	4	1	2	7
	Sub-total	5	3	3	11	
4	Encouragement of interaction between the local community and guests	4.1 Guest and local community interaction exists	2	3	3	8
		4.2 Sustainability of Community-Based Tourism products	1	1	3	5
	Sub-total	3	4	6	13	
5	Quality tour and guiding services	5.1 Ensuring local guide quality and expertise	3	2	1	6
		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 CBT Friendly Tour Operators	8.1 Commitment to CBT ideals	5	2	2	9
		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

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 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.

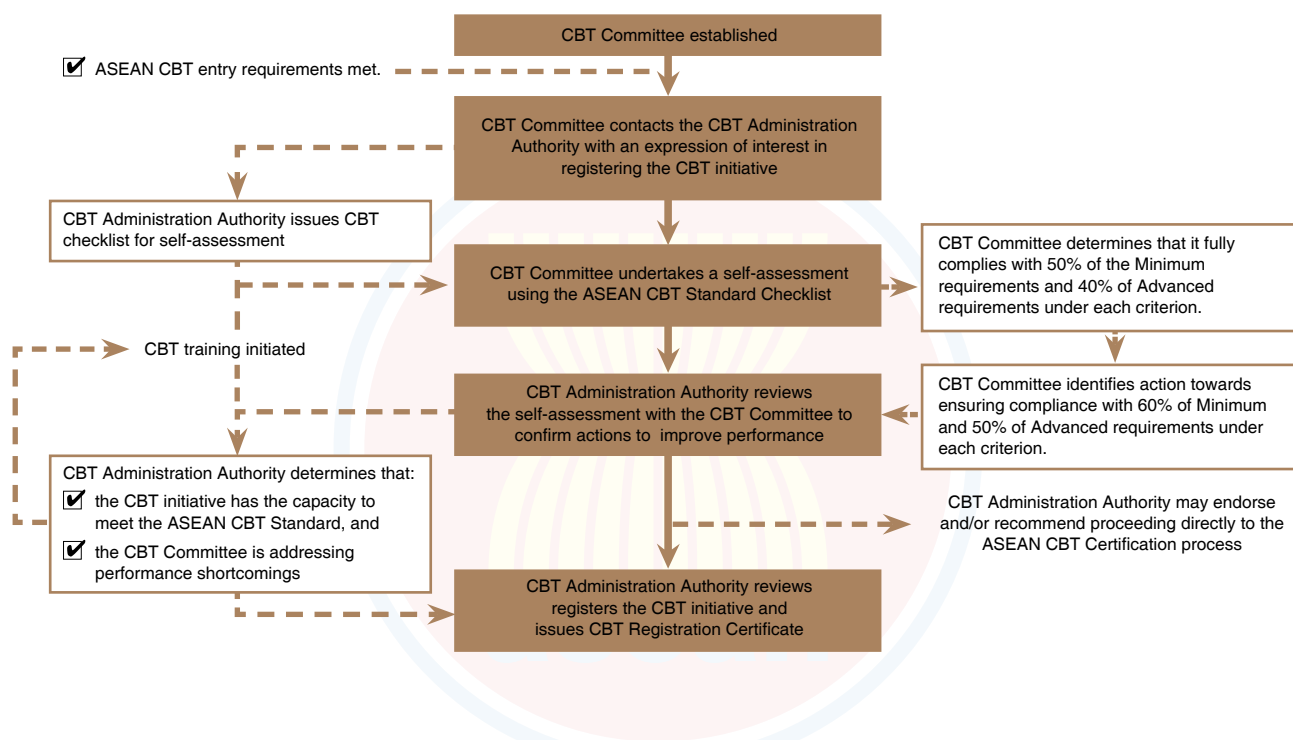
Figure 1 Summary of process towards Certification of a CBT initiative as meeting ASEAN CBT Standards



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.

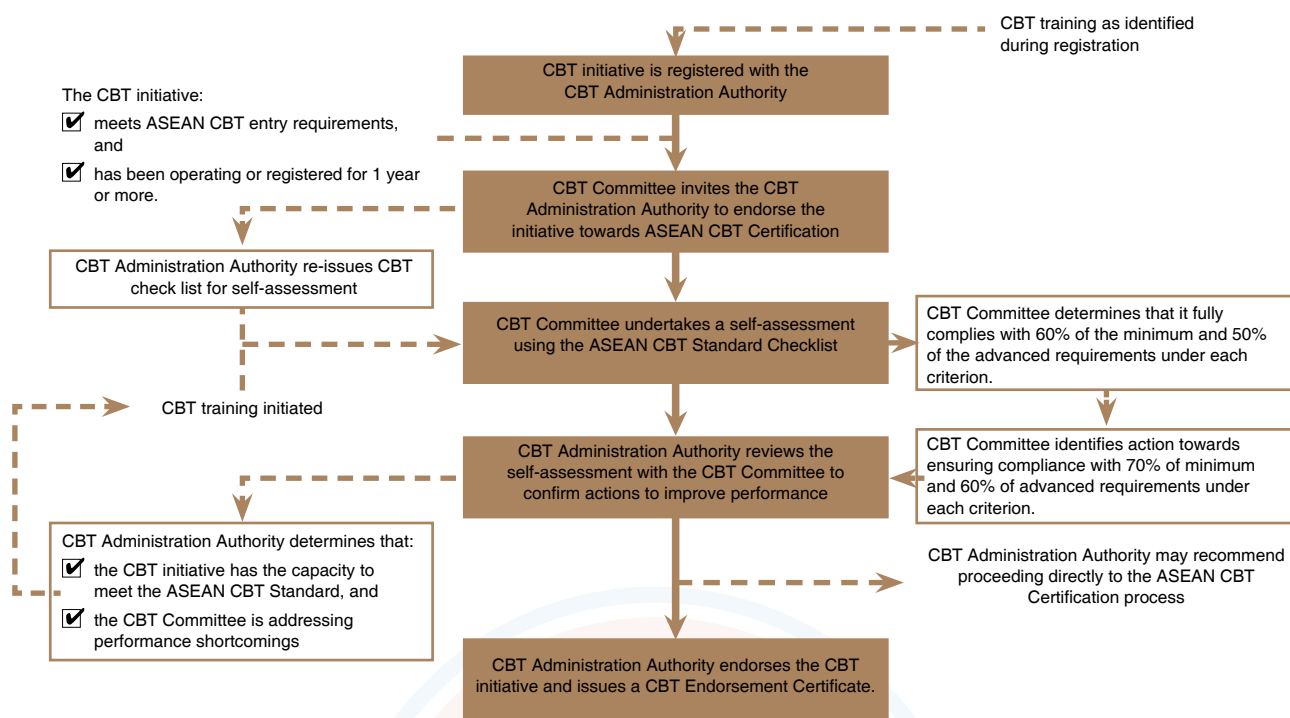
Figure 2 Process towards registration as a CBT initiative



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.

Figure 3 Process towards endorsement as a CBT initiative



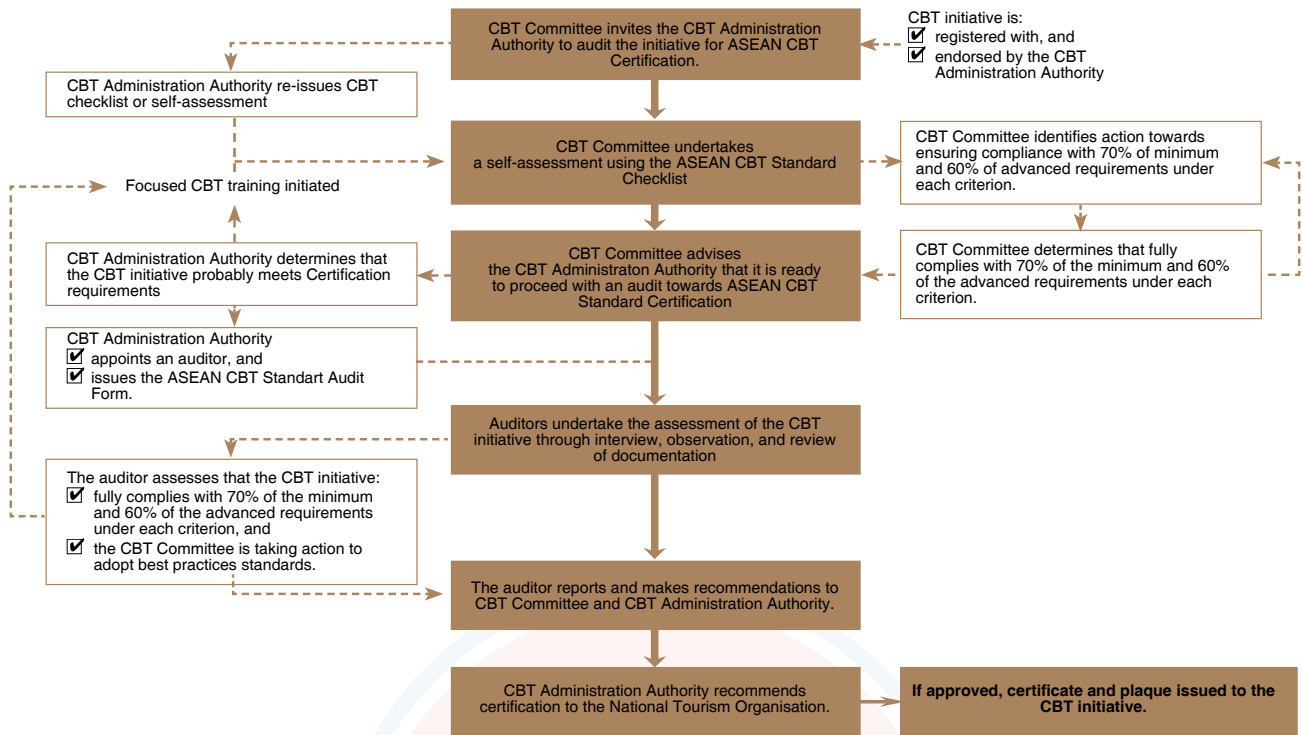
4.3. ASEAN CBT Certification Process

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.

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

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 assessed 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
Community ownership and management	Effective and transparent management operations	Minimum requirements				
		1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member’s Code of Conduct (Appendix 1).	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.4 The CBT initiative maximises use of goods and services provided by the community.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.5 A clear financial management system exists and is accessible to community members.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Advanced requirements				
		1.3.6 An annual action plan is documented and is accessible to community members.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		1.3.7 Long-term goals and objectives are documented and accessible to the community members.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Best practice requirements				
1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
		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 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 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	1		
	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	<input type="checkbox"/> Yes	<input type="checkbox"/> No
CBT Committee members are free of a criminal record, and	<input type="checkbox"/> Yes	<input type="checkbox"/> No
The CBT initiative includes:		
• at least five CBT Members, other than committee members, who have been endorsed by the CBT Committee, and/or	<input type="checkbox"/> Yes	<input type="checkbox"/> No
• at least two guided tours/activities for visitors and two CBT Guides who have been endorsed by the CBT Committee, and/or	<input type="checkbox"/> Yes	<input type="checkbox"/> No
• at least two CBT accommodation opportunities and two CBT Accommodation Providers who have been endorsed by the CBT Committee, and/or	<input type="checkbox"/> Yes	<input type="checkbox"/> 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	<input type="checkbox"/> Yes	<input type="checkbox"/> No
The CBT Committee has completed a self-assessment, and	<input type="checkbox"/> Yes	<input type="checkbox"/> No
The CBT initiative has been registered with the nominated home country CBT Administering Authority.	<input type="checkbox"/> Yes	<input type="checkbox"/> 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

Name of CBT Assessor	<input type="text"/>		
Organisation and address	<input type="text"/>		
Contact numbers	Landline	Mobile	Fax
Email address	<input type="text"/>		
Date of assessment	<input type="text"/>		

CBT Administration Authority assessor or reviewer (as required)

Name of CBT Admin. Authority assessor	<input type="text"/>		
Organisation and address	<input type="text"/>		
Contact numbers	Landline	Mobile	Fax
Email address	<input type="text"/>		
Date of assessment	<input type="text"/>		

Notes for completing this assessment

Evidence requirements

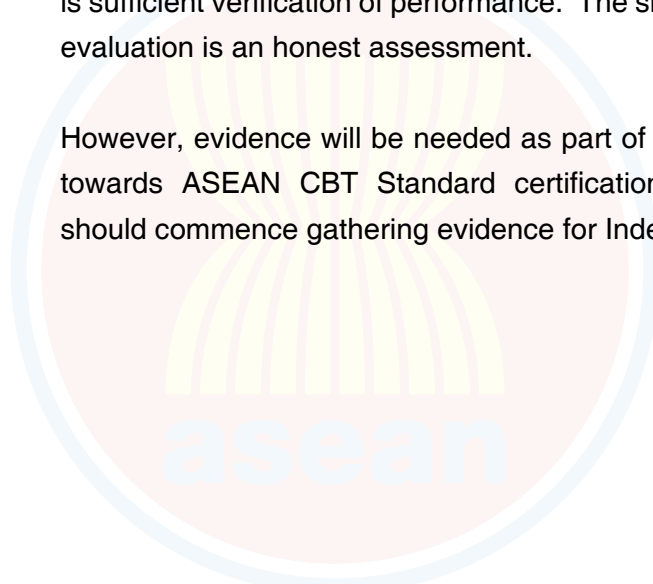
Registration and endorsement

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 well-being of communities.

7.1.1. 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.2 The CBT initiative has a clear management structure with agreed roles and responsibilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.3 Relevant national and provincial rules and regulations (including local by-laws) are followed by those directly involved in CBT activities/operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.4 CBT Member recruitment meets any relevant national or local laws and regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.1.7 CBT Member appointments (and revocation of appointments) are approved by the CBT Committee.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				

7.1.3. 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.4 The CBT initiative maximises use of goods and services provided by the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.5 A clear financial management system exists and is accessible to community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
1.3.6 An annual action plan is documented and is accessible to community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3.7 Long-term goals and objectives are documented and accessible to the community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

7.1.4. Sub-criterion 1.4: Effective partnerships exist

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
1.4.1 Guidelines exist for inbound tour operator interaction with the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4.2 In conducting activities, the CBT initiative avoids impacts on neighbouring communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
1.4.3 Relevant CBT stakeholders are identified and their roles in contributing to CBT initiatives are documented.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4.4 An established procedure exists for regular consultation with stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
1.4.5 Cooperation exists with neighbouring communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

Summary assessment for Criterion 1: Community ownership and management

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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4.2 In conducting activities, the CBT initiative avoids impacts on neighbouring communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
1.4.3 Relevant CBT stakeholders are identified and their roles in contributing to CBT initiatives are documented.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4.4 An established procedure exists for regular consultation with stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
1.4.5 Cooperation exists with neighbouring communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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 governance arrangements exists	Minimum requirement count			
	Advanced requirement count			
	Best practice requirement count			
Sub-criterion 1.2: Legitimate establishment	Minimum requirement count			
	Advanced requirement count			
	Best practice requirement count			
Sub-criterion 1.3: Effective and transparent management exists	Minimum requirement count			
	Advanced requirement count			
	Best practice requirement count			
Sub-criterion 1.4: Effective partnerships exist	Minimum requirement count			
	Advanced requirement count			
	Best practice requirement count			
Total for minimum requirement indicators				
Totals for advanced requirement indicators				
Total for best practice requirement indicators				

7.2. Criterion 2: Contribution to social well-being

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	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
2.1.1 Sex tourism, drug trafficking, human trafficking, and exploitation of child labour are not tolerated or supported explicitly or implicitly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.1.2 CBT activities promote gender equity and social inclusion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
2.1.4 CBT activities contribute to improving community access to basic services (water, sanitation, energy, education, health).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
2.2.2 A community development fund exists that is used for initiatives benefiting the whole community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
2.2.3 A process exists for equal opportunities in income generating activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

7.2.3. 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3.2 Local/regional sourcing of products and services dominate CBT initiatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
2.3.3 Local community products are used in preference to imports (e.g., locally produced vs mass-produced souvenirs).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
2.3.4 Strong cooperation with other CBTs and regional private and government organisations exists to increase regional tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

7.2.4. Sub-criterion 2.4: Cultural integrity is maintained and valued cultural traditions are 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.2 Programs exist to authentically present, enhance and retain local cultural traditions towards protecting cultural integrity, identity and values.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.3 Practices ensure that all rules, regulations and laws relevant to protection of culture and heritage are followed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
2.4.4 CBT management supports the retention of traditional livelihoods and initiatives that create alternative livelihoods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4.5 A code of visitor behaviour exists to inform visitors of appropriate behaviour within communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
2.4.6 A community decision-making process exists that identifies what cultural assets and traditions will be shared with visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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	Fully complies	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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
3.1.2 A fund exists to support community-based conservation programs and actions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1.3 Programs exist to present the value of natural resources to local community well-being.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
3.1.4 Local rules and regulations exist relevant to the protection and presentation of nature.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.3 Locally appropriate wastewater management uses technologies that minimise risk to human health and environmental impact.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.4 Practices ensure that all rules, regulations and laws relevant to environmental protection are followed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
3.2.5 Solid waste generation is actively discouraged (e.g., through encouraging refilling of water bottles with treated water).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
3.2.6 Environmental information and education programs are available for hosts, guests and the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2.7 Low carbon energy sources are used within the CBT area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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 requirements				
4.1.1 Environmental and cultural information is included in the interpretation of the community and its surroundings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.2 Policies and actions ensure safety and security for visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
4.1.3 Codes of conduct exist for community, hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.4 Tourist expectations are managed by providing accurate information in marketing initiatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.5 A quality control and improvement system exists, including a process to obtain visitor feedback on their CBT experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
4.1.6 A program of cross-cultural communication and understanding exists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.7 Opportunities exist for tourists to contribute to local activities alongside community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.1.8 The quality control and improvement system is evaluated weekly and reported annually to Community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
4.2.2 Positive returns on investment exist in terms of social, cultural, environmental and economic outcomes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
4.2.3 Target market segments are identified with their servicing needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2.5 A targeted and cost-effective marketing program exists to attract identified markets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
5.1.4 Guides are certified under any relevant standard produced for the purposes of improving guiding services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
5.1.6 Guides have access to ongoing capacity building and training opportunities to increase their skills and knowledge of: <ul style="list-style-type: none"> • 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. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.3 Tours/activities have a clearly defined: <ul style="list-style-type: none"> • itinerary and associated price; and • documented booking system. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.4 Tours/activities record the visitors on tours, including departure and return times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
5.2.6 Tours operate on a cost recovery basis and yield a profit to the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.9 Tours/activities are designed to be enjoyable, educational, participatory, organised, relevant and thematic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
5.2.10 The local (interpretative) guide to visitor ratio is not greater than 1:5-10.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.11 Where relevant, tours/activities have clearly defined and documented agreements with inbound tour operators.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.12 Tours/activities actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.13 Tours provide an appropriate and specialised service for identified tourist markets and attract identified tourist markets through cost-effective means.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

7.6. 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.

7.6.1. 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.1.2 Food and beverage providers possess or can demonstrate commitment to hygienic food preparation and service techniques.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.1.5 Food and beverage providers provide opportunities for knowledge exchange between hosts and visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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: <ul style="list-style-type: none"> • 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. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
6.2.1 Food and beverage services are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.2 Menus are available with associated prices (if appropriate).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.3 Meals are provided at agreed times identified in consultation between food and beverage providers and the CBT committee.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.4 Sufficient food is provided for visitor needs, including between-meal snacks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.5 Menus vary daily and include at least one traditional meal at each dining period.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.7 Dessert and/or fruit forms part of each meal.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.8 Food preparation and dining areas are maintained in a clean state at all times.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.9 Food preparation and dining utensils are cleaned thoroughly before use (i.e. cleaned immediately after dining periods).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.10 Food service providers wash their hands with soap in clean water before and regularly during food preparation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.11 Food is stored in clean containers, which are kept in good order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.12 Animals (domestic and pest) are kept out of food storage, cooking and dining areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
6.2.13 Opportunities exist for tourists to participate in meal preparation and to learn traditional cooking techniques.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2.15 Visitor dietary preferences are accommodated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
6.2.16 Maximum use is made of natural bio-degradable products when serving and packaging food (e.g. banana leaves).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2.13 Tours provide an appropriate and specialised service for identified tourist markets and attract identified tourist markets through cost-effective means.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
7.1.6 Accommodation providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of: <ul style="list-style-type: none"> • 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. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

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

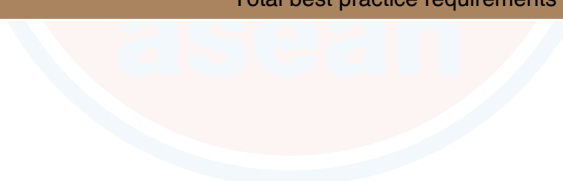
Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
7.2.1 Accommodations are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.2 A clearly defined and documented visitor booking system exists for visitors to the CBT central area and accommodations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.3 An up-to-date log of arrivals, departures and returns to the CBT central area is maintained.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.5 Purpose-built structures for visitor use are attractive and appropriate to meeting tourist expectations and basic safety standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.7 All accommodations, especially bathrooms and toilets, are thoroughly cleaned and serviced daily.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.9 Toilets are of either squatting or sitting, and flushing or composting type, with consideration given to client preferences and local norms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.10 The CBT area is maintained in a clean condition that minimises threats from dangerous species.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.11 Materials are available to cover basic communication needs between hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.12 A torch is available for night use in all accommodations and structures built for visitor use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.18 Subject to functional requirements, built structures for visitors reflect local building traditions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.20 Built structures do not include wild animal decoration, except where part of an interpretive display or part of local custom.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.21 Adequate lighting and ventilation is provided inside all built structures for visitor use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.23 Farm animals cannot enter structures used by visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
7.2.24 Parking and signage is available for visitor use and orientation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.25 All CBT accommodation providers are trained in basic first aid and are therefore competent in using first aid kits.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.2.26 All CBT accommodation and visitor use areas have documented fire and emergency procedures, displayed in prominent positions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
7.2.27 The family and cross-culture experience is emphasised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				



7.8.1. 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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.2 FTOs meet all necessary license and permit requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.4 FTOs and staff have signed and follow the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.5 Where available, FTOs are members of an appropriate professional organisation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.7 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.1.9 FTOs cooperate with natural and cultural heritage conservation organizations, authorities and local NGOs as required.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.2 FTOs and staff have a sound knowledge and understanding of the specific CBT site and local conditions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.3 FTOs demonstrate best practice environmental management in their operations (e.g., use of energy efficient products, waste minimisation and recycling).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.4 FTOs minimises motorized transportation, especially in CBT areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.6 FTOs take away all solid waste generated from products it brings into the CBT area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.7 FTOs provide visitors with nature, culture and community experiences that respect and apply a minimized disturbance policy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.8 FTOs and staff are actively involved in, or contribute to, CBT projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.9 FTOs work with the community to improve community services and products offered by providing client feedback information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice requirements				
8.2.10 FTOs support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.2.11 To the greatest extent possible, FTOs use eco-friendly accommodation and services prior to and after visiting the CBT area.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

7.8.3. 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).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.3.2 FTOs have an agreement or contract with the community on CBT products, prices and procedures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				

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

Indicators	Fully complies	Partly complies	Does not comply	Not applicable
Minimum requirements				
8.5.1 FTOs encourage their clients to have travel insurance cover.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.5.2 FTOs ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced requirements				
8.5.3 FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas and activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.5.4 FTO staff are trained in first aid, including CPR.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total minimum requirements				
Total advanced requirements				
Total best practice requirements				

Summary assessment

Sub-criteria		Fully complies	Partly complies	Does not comply	Not applicable
Criterion 1: Community ownership and management	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				
Criterion 2: Contribution to social well-being	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				
	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				
Total	Minimum requirement count				
	Advanced requirement count				
	Best practice requirement count				

8. Declaration

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

Date

Signature of CBT Administration Authority assessor

Date

Office use only

CBT Administration Authority recommendation

- Register the CBT initiative Endorse the CBT initiative
- Proceed with appointing an Independent Auditor towards certifying that the CBT initiative meets the ASEAN CBT Standard.

..... Authorised officer's name and signature

..... 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 CBT initiativeDate
- an Independent Auditor has been appointedDate.

..... Date Officer's name and signature

APPENDIX 1

ASEAN CBT Member's Code of Conduct

Appendix 1

ASEAN CBT Member's Code of Conduct

As an endorsed CBT Member for the (CBT name)..... CBT initiative,
I, (Your name), (ID Number),
of (Your address) commit to this ASEAN Member's Code of Conduct to ensure the quality of services offered by the CBT initiative.

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)

My commitment to natural and cultural heritage protection

- I will respect and contribute to the promotion and preservation/conservation of local culture and natural environments. (Mandatory)
- I will ensure 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 be prepared to efficiently communicate with a responsible third party in the event of emergencies or accidents. (Mandatory)

My commitment to provide quality service and continuous improvement

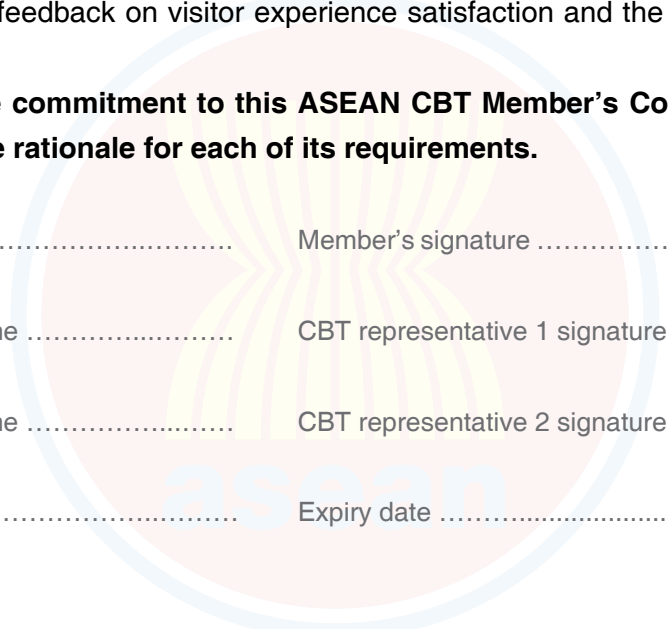
- I will provide professional service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory)
- I will never be under the influence of illegal substances. (Mandatory)
- I will never be under the influence of alcohol or any intoxicating substances prior to and/or during an activity (except when and if culturally appropriate). (Mandatory)
- I will actively seek feedback on visitor experience satisfaction and the activity with which I am involved. (Mandatory)
- I will demonstrate commitment to this ASEAN CBT Member's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)

Member's name Member's signature

CBT representative 1 name CBT representative 1 signature

CBT representative 2 name CBT representative 2 signature

Date Expiry date



APPENDIX 2

ASEAN CBT Guide's Code of Conduct

Appendix 2 ASEAN CBT Guide's Code of Conduct

As an endorsed CBT Guide for the (CBT name)..... CBT initiative,
I, (Your name), (ID Number),
of (Your address) commit to this ASEAN Guide's Code of Conduct to ensure the quality of guiding services offered by the CBT initiative.

I will comply with the CBT Member's Code of Conduct by:

- committing to on-going learning and improving my communication skills, particularly in the area of 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)

My commitment to ensuring the quality of tours and visitor activities

Visitor 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.

Tour/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.

Tour/activity conclusion

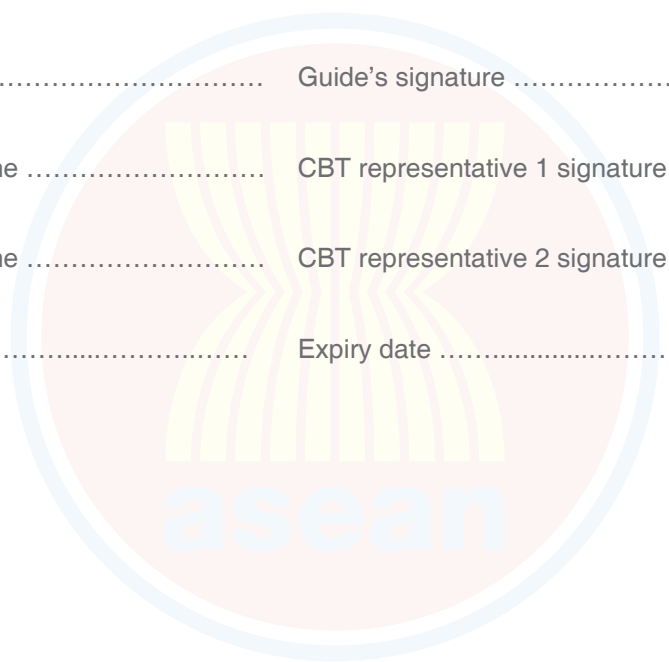
- I will invite visitors to participate in the satisfaction feedback process.
- I will encourage visitors to participate in other CBT tours/activities. (Mandatory)
- I will conclude the tour/activity with an expression of my pride in representing the community and a wish for visitors to have a pleasant stay within the community and for the rest of their visit/holiday. (Mandatory)
- I will demonstrate commitment to this ASEAN CBT Guide’s Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)

Guide’s name Guide’s signature

CBT representative 1 name CBT representative 1 signature

CBT representative 2 name CBT representative 2 signature

Date Expiry date



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

(CBT name)..... CBT initiative, I, (Your name),

(ID Number), commit to this ASEAN Food and

Beverage Service Provider's Code of Conduct to ensure the quality of food and beverage services offered by the CBT initiative.

I will conform to the CBT Member's Code of Conduct by:

- committing to on-going learning and improving my communication skills, particularly in the area of 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 practices; (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 food and beverage services. (Mandatory)

My commitment to providing quality food and beverage services

Provision of meals

- I will provide meals to CBT visitors at agreed times identified in consultation 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, including 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 packaging food (e.g. banana leaves).
- I will ensure the menu varies daily to promote local custom and traditional cuisine and provide variety for visitors. (Mandatory)
- I will emphasise local custom and traditional cuisine by providing at least one traditional meal at each dining period. (Mandatory)
- I will provide dessert and/or fruit as part of each meal. (Mandatory)

Maintaining hygiene standards

- I will ensure animals are kept away from food storage, cooking and dining areas. (Mandatory)

- I will ensure treated or boiled water is available for use in food preparation (e.g. washing raw salad 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. (Mandatory)
- I will ensure cooking areas are maintained in a clean state (e.g. cleaned after each food preparation activity). (Mandatory)
- I will ensure food preparation and dining materials (e.g. utensils) are cleaned thoroughly before use. (Mandatory)
- I will ensure food storage facilities are cleaned on a daily basis and kept in a good order. (Mandatory)
- I will ensure all foodstuffs used on the premises are stored in hygienic containers. (Mandatory)
- I will ensure pests and vermin are controlled in all food preparation and storage areas. (Mandatory)

Experience exchange

- I will ensure opportunities exist for tourists to participate in my cooking activities and learn traditional 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 Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)

Food Service Provider's name Food Service Provider's signature

CBT representative 1 name CBT representative 1 signature

CBT representative 2 name CBT representative 2 signature

Date Expiry date

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).....
CBT initiative, I, (Your name), (ID Number)
....., commit to this ASEAN Accommodation Provider's
Code of Conduct to ensure the quality of accommodation services offered by the CBT initiative.

I will conform to the CBT Member's Code of Conduct by:

- committing to on-going learning and improving my communication skills, particularly in the area of accommodation and homestay services; (Mandatory)
- adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
- contributing to the protection and presentation of my community's natural and cultural assets and traditions by providing and demonstrating community lifestyle experiences to visitors through the provision of accommodation and homestay services; (Mandatory)
- following all CBT approved policies and codes of conduct regarding safety and security of 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)

My commitment to providing quality accommodation

- I will maintain a visitor booking system that includes an up-to-date log of arrivals, departures and returns to my accommodation. (Mandatory)
- I will provide opportunities for guests to have an enjoyable cross-culture experience 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 dangerous species. (Mandatory)
- I will ensure my domestic animals are healthy. (Mandatory)
- I will maintain an effective means of communicating (e.g. cell phone) with a responsible third party in the event of emergencies or accidents. (Mandatory)
- Unless part of customary practice, I will not include wildlife decorations in guest accommodation.
- I will ensure adequate lighting and ventilation is provided inside guest use areas. (Mandatory)

Guest sleeping areas

- I will ensure guest sleeping areas are available to guests at all times. (Mandatory)
- I will ensure guest sleeping areas are designed to allow privacy (e.g. partitioned). (Mandatory)
- I will keep guest sleeping areas clean and tidy through daily servicing. (Mandatory)
- I will provide clean bed linen, blanket, mat for each new letting. (Mandatory)

- I will provide an arrival welcome 'gift' (e.g. locally produced craft) and a daily demonstration of local 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)

Bathrooms and toilets

- 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)

Safety and hygiene

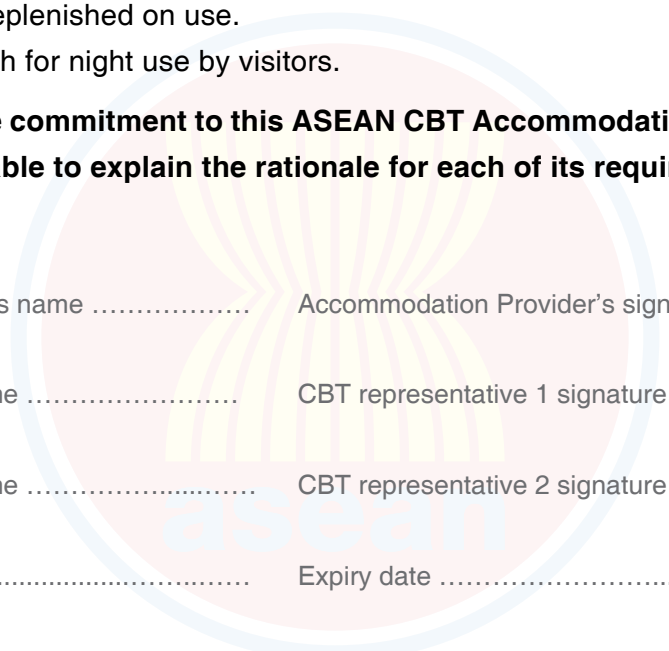
- If I supply food or meals, I will meet the hygiene requirements identified in the CBT Food and Beverage Provider's Code of Conduct. (Mandatory)
- I will provide and be able to use a first aid kit for guest use and check it weekly for completeness or replenished on use.
- I will provide a torch for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

Accommodation Provider's name Accommodation Provider's signature

CBT representative 1 name CBT representative 1 signature

CBT representative 2 name CBT representative 2 signature

Date Expiry date



APPENDIX 5

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).....
CBT initiative, I, (Your name), of,
(Tour operator's name) commit to this
ASEAN Friendly Tour Operator's Code of Conduct to ensure the quality of services offered within
the CBT initiative and to protect the values of the CBT community.

My commitment to on-going learning and effective communication

- I will actively seek to increase my knowledge of and expertise in all areas of CBT visitor service with which I am involved. (Mandatory)
- I will actively seek to increase my knowledge of: (1) sustainable tourism, (2) group management techniques, (3) customer care/service, (4) communication techniques (including cross-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 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)
- 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. (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 CBT members to share in opportunities for their involvement in tourism 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 and natural environments. (Mandatory)
- I will ensure my clients observe CBT standards for 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 appropriate, I will wear a uniform and carry an ID card at all times when interacting with visitors.
- I will be prepared to efficiently communicate with a responsible third party (i.e. use of portable radios, cell phones, flares or other means of attracting attention), in the event of emergencies or accidents. (Mandatory)

My commitment to providing quality service and continual improvement

- I will provide a quality service by being on time, organized and prepared in advance of all activities 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)
- I will take away all solid waste generated by my clients from products I bring into the CBT area. (Mandatory)
- I will minimise use of motorized transportation, especially in CBT areas. (Mandatory)
- In cooperation with local guides, I will deliver high quality guiding and culture/nature interpretation 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)

For 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 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 available. (Mandatory)
- To the greatest extent possible, I will use eco-friendly accommodation and services 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 Operator's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)

FTO's name FTO's signature Operator/owner

CBT representative 1 name CBT representative 1 signature

CBT representative 2 name CBT representative 2 signature

Date Expiry date





ASEAN: A Community of Opportunities

 ASEAN

 @ASEAN

 www.asean.org