



ASEAN SUSTAINABLE TOURISM AWARD

CALL FOR APPLICATIONS “NATURE-BASED TOURISM” 2018 Edition

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I. CONTEXT

Tourism plays a crucial role in transforming the ASEAN economies. While some tourism destinations in the ASEAN countries have benefited from the rapid growth of tourism in the recent years, important socio-economic gaps still remain within and between the countries, and increasing challenges can be observed in the protection of the natural and cultural heritage.

The ASEAN has therefore decided to encourage responsible behaviours amongst stakeholders – in mainstreaming the implementation of the ASEAN Tourism Standards – and to also facilitate the diversification of the tourism supply towards emerging, little known destinations and areas. Therefore, it has been decided to launch an ASEAN recognition that takes place every two years in each ASEAN Member State in order to identify and reward the efforts of the public and private stakeholders in both ASEAN rural and urban destinations.

The ASEAN Sustainable Tourism Award (ASTA) enables to recognise and promote sustainable tourism rural and urban products deserving a better visibility in the ASEAN Market and beyond.

II. OBJECTIVES OF THE COMPETITION

II.1. General objective

As sustainable development is a pillar of the ASEAN Tourism Strategic Plan (2016-2025), the overall aim of this initiative is to draw attention to the value, diversity and shared characteristics of ASEAN tourist destinations and, every two years, to promote two products and their destination (areas, small cities, districts, villages), for each of the ASEAN country, where the economic objective is pursued in such a way as to ensure the social, cultural and environmental sustainability of tourism. The more specific objectives of the ASEAN Sustainable Tourism Award (ASTA) aim to conjointly:

- Enhance the visibility of destinations and products that fulfil key sustainability standards of the ASEAN (good practices);
- Create awareness about the ASEAN’s diversity and quality;
- Promote all ASEAN countries and regions;
- Help decongestion, combat seasonality, rebalance the tourist flows towards the non-traditional destinations;

- Award sustainable forms of tourism;
- Create a platform for the exchange of good practices at ASEAN level;
- Promote networking between awarded products which could persuade other destinations to adopt sustainable tourism development models;
- Trigger a greater support from national tourism organisations at the local level and an increase in private sector investment in the destinations;
- Prompt a sense of pride of the local community of team of applicants which will lead to addition enthusiasm for further improvement of their sustainable tourism offer;
- Provide incentives for innovation and efficiency in the field of CSR;
- Enable the implementation of several strategic action and activities from the “General Framework of the ASEAN Tourism Strategic Plan 2016-2025” and the “Five-Year Action Plan 2016-2020”.

II.2. Specific objectives for the ASEAN

The ASTA enables to achieve several objectives of the 2016-2025 ASEAN Tourism Strategic Plan:

- **Intensify Promotion and Marketing:** Expand the ASEAN regional destination-marketing program;
- **Implement and expand standards for facilities, services and destinations:** Promote the adoption and implementation of the ASEAN tourism standards and certification system into the policy and regulatory and tourism HRD frameworks of the Member States;
- **Diversify tourism product:** Support the development of ASEAN sub-regional destinations/corridors targeting more inclusive tourism outcomes;
- **Mainstream local communities and public-private sector participation in the tourism value chain at the destination level:** Develop and implement the strategy on participation of local communities and private sectors in tourism development;
- **Increase responsiveness to environmental protection and climate change:** Prepare draft policy and strategy papers for addressing environmental responsiveness targeting tourism cities and towns, ecotourism destinations as found in ASEAN Heritage Parks;

Therefore, ASTA expect the stakeholders to demonstrate their ambition to facilitate the transition of their territory towards sustainability through the commercialisation of one sustainable rural or urban product, according to the following definitions:

- Sustainable rural tourism product definition: It focuses on actively participating in rural lifestyle, which should be more than visiting a non urban area;
- Sustainable urban tourism product definition: It focuses on involving local people within a specific area or district of a city and its surroundings.

III. GENERAL RULES OF THE COMPETITION

1. **The ASTA aims at recognising existing sustainable tourism product proposed by a team of public and private stakeholders.**
 - For the purpose of ASTA, a “tourism product” is a combination of one or more activities including at least one overnight stay, beginning and ending in an ASEAN country.

The product must respect legal and technical criteria detailed in the chapter VI. ELIGIBILITY

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CRITERIA as well as ASEAN Tourism Standard criteria, detailed in the chapter VII SUSTAINABILITY CRITERIA of this document.

- In order to ensure the development of partnerships, the product must be implemented by a group of public and private stakeholders, the “Team of Applicants” and the application must be submitted by a “Lead Applicant”.

The Team of Applicants must respect several administrative criteria, detailed in the chapter VI ELIGIBILITY CRITERIA of this document; the deadline for submission is detailed in the chapter IV. TIMETABLE FOR 2018 ASTA EDITION and the submission procedure is detailed in CHAPTER X. SUBMISSION OF APPLICATION of this document.

2. The ASTA will be organised every two years under a different theme.

- Every two years, a theme will be proposed, in order to enable a large number of product to be recognised.

The product proposed must correspond to the chosen theme. The theme of this ASTA edition is detailed in the chapter V. THEME OF THE 2018 ASTA EDITION of this document.

3. The ASTA is an ASEAN recognition for rural and urban tourism in each country

- The ASTA is organised by the National Tourism Organisation in each ASEAN country, all following the same rules and the same awarding process.

The selection process and the awarding procedure is detailed in the Chapter VII. SELECTION PROCESS of this document.

- The ASTA will recognise in each country the best rural sustainable tourism product and the best urban tourism product. The awarding ceremony will take place at the ASEAN Tourism Forum

The definition and criteria of rural and urban product are detailed in the chapter VI. ELIGIBILITY CRITERIA of this document.

4. In order to participate to ASTA, the Team of Applicants must fill an application form and submit it within a deadline to their National Tourism Organisation.

- The Team of Applicants must read the **ASTA Guide for Applicants**, fill the **ASTA Application Form**, sign the **ASTA Multi-partner Convention**, attach the **required legal documents** and the Lead Applicant must send it to its national tourism organisation before a specific date.

All the information concerning the submission are detailed in the chapter X. SUBMISSION OF APPLICATION of this document.

The Application Set and the Guide for Applicants can be downloaded from the dedicated ASTA website, or from the national tourism organisation, together with this Call for Application.

5. The application will be evaluated by each National Tourism Organisation according to the same criteria and procedure for all ASEAN countries.

- The National Tourism Organisation will first evaluate the application against eligibility and sustainability criteria. Finally national assessors will organise a field visit for the best applications to select the winner.

The eligibility, administrative and sustainability criteria are detailed in the chapter VI ELIGIBILITY CRITERIA and VII SUSTAINABILITY CRITERIA of this document. The selection procedure is detailed in the chapter VIII SELECTION PROCEDURE of this document.

IV. TIMETABLE OF THE ASTA

NB: For the first award, the duration of the competition is exceptionally decreased to one year only.

- Announcement of the ASTA Theme: “Nature based tourism” - ASEAN Tourism Forum 2017
- Official launching: 15th of may 2017
- Deadline date for submission: 15th August 2017, 8pm.
- Period of evaluation: August 2017 – October 2017
- Final selection: November 2017
- Notification of results to team of applicants: December 2017
- Award ceremony: ASEAN Tourism Forum 2018

V. THEME OF THE 2018 ASTA EDITION

The theme for the first ASEAN Sustainable Tourism Award (2017-2018) chosen by the ASEAN tourism-working group is “**Nature-Based Tourism**”.

Team of applicants must propose products, as detailed in the eligibility criteria, linked to the theme of « nature-based tourism » .

Definition of “nature-base tourism”:

“Nature-based tourism is any sustainable tourism activity or experience that relates to the natural environment whether for relaxation, discovery or adventure. In the frame of ASTA, it includes eco-tourism, adventure tourism, extractive tourism, wildlife tourism, nature retreats and visiting parks.”

The products proposed to the 2018 ASTA Edition must proposed a combination of services related to nature based tourism. If a product is not entirely about nature, for example the accommodation in urban area, at least the main activity of the product must correspond to the theme, e.g. “cycling along a river to eat in a farm”.

VI. ELIGIBILITY CRITERIA

In order to be eligible, the team of applicants and the proposed product has to comply with eleven administrative, legal and technical criteria. **The eligibility criteria are all to be respected, if one of this criteria is not respected, the application will not be accepted.**

VI.1. **ADMINISTRATIVE CRITERIA FOR THE APPLICATION**

- A. The application must be submitted before the 15th of August 2017, 8pm. For more explanation on how to submit the form, refer to chapter X SUBMISSION OF PROPOSAL of this document.**
- B. The application must be composed at least of the following documents:**

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- a. **The ASTA Application Form, filled entirely;**
 - b. **The ASTA Multi-partner Convention filled and signed by all partners with the legal documents proving the existence of all partners attached. A template of the multi-partners convention is provided in the ASTA Application Form;**
- C. The application must be filled in one of the official ASEAN language or in English.**
- D. The Team of Applicants must be located within one of the 10 ASEAN Countries: Indonesia, Thailand, Malaysia, Philippines, Singapore, Vietnam, Myanmar, Cambodia, Lao PDR or Brunei Darussalam.**
- E. The Team of Applicants is composed of a minimum of 4 stakeholders including a public partner.**
ASTA aims at encouraging public private partnerships. Therefore this cooperation is compulsory.
- F. At least one of the partner has been delivered a regional, national or international recognition within four years before this ASTA edition.**
A “recognition” can be a label, a certificate, a certification, an award...

VI.2. LEGAL AND TECHNICAL CRITERIA FOR THE PRODUCT

- A. The proposed product is respecting the National and ASEAN legislation and policies regarding illegal human and animal activity.**

If during the field visit, the assessor see an illegal activity, the application will be rejected

- B. The product corresponds to the annual theme of the ASTA**

If the product proposed encompasses several activities in several locations, the main activity of the product shall be considered to determine if the product is corresponding to the ASTA theme.

What is the “main activity” of the product? it is where the visitor will spend most of their time. For example in a Urban product lasting at 2 days, day one is focused on nature with “cycling along a river to eat in a farm” while the activity of the second day, shorter, is about visiting a temple.

- C. The product corresponds to the chosen category of ASTA (urban or rural)**

The urban product is located in a urban area and the rural product in a rural area. In order to facilitate applicants, the following criteria aim at differentiating the two categories:

- Rural Areas: A rural area is defined by these following criteria
 1. An area outside of cities and towns
 2. Outside settlements with more than 10,000 resident population and sparsely populated with small settlements
 3. Characterized by farms, vegetation, and open spaces
 4. Mostly providing homestay and B&B to visitors

The area of the product proposed by the applicants must comply with 3 out of these 4 criteria to be eligible to compete for the ASTA rural product category.

- Urban Area: An urban area is defined by these following criteria:
 1. A location with an integrated public transport network
 2. A human settlement with high population density and infrastructure of built environment
 3. Counting more than five (5) hotels
 4. The product or the main activity is not more than one hour drive from the accommodation

The area of the product proposed by the applicants must comply with 3 out of these 4 criteria to be eligible to compete for the ASTA urban product category.

If the product proposed encompasses several activities in several locations, the main activity of the product shall be considered to determine if the product is corresponding to the rural or urban category.

What is the “main activity” of the product? It is where the visitor will spend most of their time. For example in a Urban product lasting at 2 days, day one is entirely focused on natural sites in the city while the activity of the second day, shorter, is in cultural site.

D. The product proposed must include at least 1 overnight stay, 1 meal in a local food & beverage service, 1 activity including a local community, 1 local guide, with an easy and free access to 1 toilet/restroom, and local transportation.

In order to ensure transparency, proposals of definitions based on ASEAN Tourism Standards for each of the terms used in the above definition can be found in the chapter XI DEFINITION of this document.

It is very important for ASTA that the tourism product combines several stakeholders in order to propose a sustainable product promoting the cultural or natural heritage and creating direct and indirect benefits to local community.

As the minimum number of applicants is four, it is possible that one partner propose several services, for example:

- A Tour operator can be in charge of the local transportation and the activity;
- A Local community can provide the activity, the restroom, the meal and the accommodation;
- An accommodation can provide the local transportation, the local guide and the overnight stay.

Concerning the “local guide”, the definition can vary according to each country, it has to be adapted for each national context and regulations. The objective is to ensure, when possible, that the guide accompanying the visitors in a local community understands the local language and knows the local culture. It is possible to involve one national guide and one local guide for the same product.

Concerning the involvement of the local community, it is intended broadly. In rural area it is expected to propose, for example, an activity with local community members, or provided by local communities. In urban area it can be the involvement of a local, the involvement of local people through creative experiences, the meal taken in a food and beverage service held by local people, and so on...

E. The product must be already commercialized for a year before the submission deadline and can be booked online or at least through one of the partner's organisation

ASTA is promoting sustainable tourism product, this means also product that are already been sold and

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would benefit from more promotion. Therefore, the applicants must already work together and the product is already accessible through the website/social media of one of the partner (Tour Operator, Travel agent, local ground handler, tourist information centre, accommodation, association...), or through any promotional document (brochure, leaflet, flyer, poster...) and has a price.

All the eligibility criteria will be verified through the part 1 and 2 of the ASTA Application Form.

VII. SUSTAINABILITY CRITERIA

The team of applicants must propose a combined sustainable tourism product existing at least for a year and providing direct and indirect benefits to the local population, promoting cultural and/or natural heritage, and respecting environmental and hygienic standards, all of these must be consistent with the ASEAN standards;

In order to evaluate the product proposed to reflect the ASEAN strategies, a selection of the ASEAN Tourism Standards has been chosen to assess the level of sustainability of the proposed products.

The standards used to evaluate the sustainability of the product and its services are:

- The ASEAN Green Hotel standards for hotels;
- The ASEAN Public Toilet standards for toilets;
- The ASEAN Homestay standards for rural accommodations;
- The ASEAN Community Based Tourism Standard for:
 - The local community involvement in the activity;
 - The local guide and the tour operator/travel agent/ ground handler;
 - The food & beverage service (as well as some Home Stay criteria).

The Team of Applicant will have to evaluate each service proposed in the product against the relevant criteria. The list the criteria can be found in the ANNEX 1 SUSTAINABILITY EVALUATION CHECKLISTS of this document, and in the ASTA Application Form.

- **For urban products, each and all the services must comply with at least 60% of the criteria.**
- **For rural products, each and all the services must comply with at least 50% of the criteria.**
- ❖ **If the products do not comply with the minimum threshold (60% for urban products and 50% for rural products), the application will not pass the step 2 of the selection process.**

In order to encourage for improvements, the applicants can benefit from **bonus points**, if the product propose is part of a strategy of destination management and/or if it is adapted to public with special needs.

Therefore, two additional list of criteria are proposed. The list the criteria can be found in the ANNEX 1 SUSTAINABILITY EVALUATION CHECKLISTS of this document, and in the ASTA Application Form.

- ❖ The bonus point will help to choose the best products to be visited in step 3 of the selection procedure, in case of equality of scores.

VIII. SELECTION PROCEDURE

VIII.1. General principles:

- The competition rules and selection criteria and procedure are the same in each ASEAN country;
- Each ASEAN national tourism organisation is in charge of the selection procedure on its own territory.
- For the selection procedure, a registration number is automatically allocated to each applicant.

VIII.2. Specific principles

The selection procedure will be implemented in four steps:

- Step 1 – Eligibility criteria
 - ✓ Only applications that have complied with all eligibility criteria will be accepted. The eligibility criteria are detailed in the chapter VI ELIGIBILITY CRITERIA of this document and in the **ASTA Application Form**;
 - ✓ Only the applications having passed the step 1 will be taken into consideration for step 2.
- Step 2 – Sustainability criteria - ASEAN Tourism Standards
 - ✓ Each NTO will check the applications against a selected number of criteria set out in the ASEAN tourism-related standards; The sustainability criteria are detailed in the ANNEX 1 SUSTAINABILITY EVALUATION CHECKLISTS of this document and in the **ASTA Application Form**;
 - ✓ Only the applications having reached the minimum point threshold will be taken into consideration for step 3. The minimum point threshold of the sustainability criteria is detailed in the Chapter VII SUSTAINABILITY CRITERIA of this document and in the **ASTA Application Form**
 - ✓ According to the total score reached by each application, each NTO will chose the best applications to visit in step 3.
- Step 3 – Field visit by auditors
 - ✓ Each country will send a team of assessors to pre-selected products for an in-depth check on-site of all aspects of the proposal back to source documents and declaration made including the compliance to appropriate ASEAN Tourism Standards.
 - ✓ The assessors will evaluate the services proposed against the checklists filled by the team of applicants in the **ASTA Application Form**. There shall not be strong differences.
- Step 4 – Final selection

- ✓ In each ASEAN country, the team of applicants (one rural and one urban) with the highest score will be awarded as being the best rural or urban national sustainable tourism products in compliance with the theme: “Nature-based Tourism”.

The detailed selection and evaluation procedure is also described in the [chapter 5](#) of the ASTA Guide for Application.

IX. AWARDING PROCESS

In each ASEAN country, a maximum of two teams of applicants (*one in each category: Urban and rural*) will be declared as « winner » jointly by their national tourism organisation, the ASEAN tourism working group and the ASEAN secretariat. In total, a maximum of twenty ASEAN products will be awarded every two years.

The 20 winning product will be invited to participate to a dedicated ceremony during the ASEAN Tourism Forum in January 2018. On this occasion,

- The Lead Applicant will receive a trophy and a certificate signed by the ASEAN Secretary and the Country's Tourism Minister;
- The partners, if not present during the ceremony will receive a certificate at home in order to display in their front door.
- A digital and physical communication/promotion toolkit developed and funded by their respective NTO.

At national level, each National Tourism Organisation will additionally provide for the its winning products:

- A dedicated space on their respective tourism national website;
- A consideration as national best practices during press conference, events...
- A dedicated space on their national booth at international tourism fair such as ATF, TRAVEX, ITB, WTM, etc.

At international level, the ASEAN secretariat will provide, for all winning products a dedicated space on the ASEAN Tourism website - www.aseantourism.travel

In order to ensure the sustainability of the product selected, the awarded Team of Applicants will have to sign a commitment charter with its National Tourism Organisation to maintain the product at least during two years following to the competition.

X. SUBMISSION OF APPLICATION

X.1. Preparing the application

In order to prepare the application, the team of applicants should read carefully this call for competition and download the [ASTA Guide for Application](#) and the [ASTA Application Set](#) which includes the [ASTA Application Form](#) and the [ASTA Multi-partners Convention](#) on the following link: www.aseantourism.travel

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In case the team of applicants need further assistance:

- A dedicated focal point from the National Tourism Organisation is appointed in order to answer to any questions related to the ASTA. Contact information are available in ANNEX 2. LIST OF ASTA NATIONAL FOCAL POINTS of this document, on the dedicated ASTA page of the ASEAN website (www.aseantourism.travel) and on the dedicated ASTA page of each National Tourism Organisation website.
- Applicants a free to send questions to the Lao PDR Coordination Unit in charge of the general coordination of ASTA: asta.asean@gmail.com
- A dedicated Frequently Asked Question (FAQ) section is available on www.aseantourism.travel

X.2. Writing the application

The application can be written in any of the official language of the ASEAN countries, or in English.

X.3. Sending the application

The filled application form and its attached documents must be submitted to the concerned national tourism organisation on or before August, 15, 2017 8pm in the two following ways:

- One electronic copy by email to the national contact person (contact information available on each National Tourism Organisation's dedicated ASTA page)
 - o **The sending date and time must be on or before August 15, 2017 - 8pm.**
- One hard copy using one of the following ways:
 - o By post to the concerned National Tourism Organisation (postal address available on each National Tourism Organisation's dedicated ASTA page)
 - **The sending date on the envelope must be on or before August, 15, 2017.**
 - o By hand to the concerned National Tourism Organisation (contact and address available on each National Tourism Organisation's dedicated ASTA page)
 - **The date and time of the acknowledgement of reception must be on or before August 15, 2017 - 8pm.**
 - o By hand to a regional Tourism Organisation (list of eligible organisations, contact and address available on each National Tourism Organisation's dedicated ASTA page)
 - **The date and time of the acknowledgement of reception must be on or before August 15, 2017 - 8pm.**

Applications not respecting these rules will not be accepted, and therefore, not be assessed by the National Tourism Organisation.

XI. PERSONAL DATA

The participation to an ASEAN competition involves the recording and the processing of personal data (such as name, address and legal status). Such data will be processed in accordance with the specifications of the call for competition and will be processed solely for that purpose by the National

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Tourism Organisation and the ASEAN secretariat.

XII. DEFINITIONS

ASEAN: The Association of Southeast Asian Nations, or ASEAN, was established on 8 August 1967 in Bangkok, Thailand, with the signing of the ASEAN Declaration (Bangkok Declaration) by the Founding Fathers of ASEAN, namely Indonesia, Malaysia, Philippines, Singapore and Thailand. Brunei Darussalam then joined on 7 January 1984, Viet Nam on 28 July 1995, Lao PDR and Myanmar on 23 July 1997, and Cambodia on 30 April 1999, making up what is today the ten Member States of ASEAN.

More information on ASEAN: <http://asean.org/>

ASEAN TOURISM STRATEGIC PLAN 2016-2025: The Tourism Strategic Plan is an agreement between all the Tourism Minister of the ASEAN countries developing and action plan to achieve common goals by 2025.

Access the strategic plan here: <http://www.asean.org/storage/2012/05/ATSP-2016-2025.pdf>

ASEAN TOURISM STANDARDS: The ASEAN Member States have considered the standardization of tourism services essential for helping ASEAN to be a Quality Single Destination. Several Standards have been developed in the past years:

- ASEAN MICE Venue Standard
- ASEAN Clean Tourist City Standard
- ASEAN Community Based Tourism Standard
- ASEAN Green Hotel Standard
- ASEAN Homestay Standard
- ASEAN Public Toilet Standard
- ASEAN Spa Services Standard

For the Sustainability Criteria of ASTA, all the indicators have been extracted from the ASEAN Standards for Community Based Tourism, Green Hotel, Homestay and Public Toilets.

Access to all ASEAN Tourism Standards: <http://asean.org/asean-economic-community/asean-tourism-ministers-meeting-m-atm/other-documents-2/>

TOURISM DESTINATION: A tourism destination is a geographical area with a common identity, regrouping an ensemble of services for tourism purposes. The aim of ASTA is to improve the quality of the tourism products in each country, in order to promote same level of quality within the “ASEAN Destination”.

TOURISM PRODUCT: There are several definition of a Tourism Product, we distinguish three typ

1. The « Single Product”

Content: 1 night in accommodation or 1 meal or 1 activity or 1 local transportation...

→ Proposed / promoted by Public Tourism organisations

→ Commercialisation : onsite or online

2. The « Combined product »

Content: 1 night in accommodation + 1 meal + 1 activity

→ Proposed by industry directly Accommodations or intermediaries (TO / TA)

→ commercialisation : online or by intermediaries

3. The « All inclusive product”

Content: Travel both ways + Accommodation + meals + activities

→ Proposed generally by intermediaries Tour Operators, Travel Agencies...

→ Commercialisation : online or by intermediaries

The aim of ASTA is to improve the quality within the ASEAN countries and to foster the public-private partnership. Therefore ASTA focused on “Combined products”.

Thus, a Tourism Product for ASTA is a combination of one or more activities including at least one

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overnight stay, 1 meal in a local food & beverage service, 1 activity including a local community, 1 local guide, with an easy and free access to 1 toilet/restroom, and local transportation beginning and ending in an ASEAN country.

In order to ensure sustainability, the product for ASTA must already exist and being sold. This avoids to promote products that could have great quality but with no market space.

SUSTAINABLE TOURISM: For the purpose of ASTA, a “sustainable tourism” provides direct and indirect benefits to the local population, promoting cultural and/or natural heritage, and respecting environmental and hygienic standards, all of these must be consistent with the ASEAN standards;

SUSTAINABLE RURAL TOURISM PRODUCT

For the purpose of ASTA, a sustainable rural tourism product is based in a rural area, which is defined as an open swath of land that has few homes or other buildings, and not very many people. A rural areas population density is very low. It is a geographic area that is located outside towns and cities. Rural tourism focuses on actively participating in rural lifestyle, which is not only about visiting agricultural or non-urban areas. Rural tourism destination includes farm-based holidays, but also comprises special interest nature holidays and eco-tourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and in some areas, ethnic tourism.

The criteria to define a rural area are listed below. The area of the product proposed by the applicants must comply with 3 out of the 4 criteria to be eligible to compete for the ASTA rural product category.

Criteria for rural areas:

1. An area outside of cities and towns;
2. Outside settlements with more than 10,000 resident population and sparsely populated with small settlements;
3. Characterized by farms, vegetation, and open spaces;
4. Mostly providing homestay and B&B to visitors.

Thus, a Sustainable Rural Tourism Product for ASTA is a combination of one or more activities including at least one overnight stay, 1 meal in a local food & beverage service, 1 activity including a local community, 1 local guide, with an easy and free access to 1 toilet/restroom, and local transportation beginning and ending in an ASEAN country within a rural area.

In order to ensure sustainability, the product for ASTA must already exist and being sold. This avoids to promote products that could have great quality but with no market space.

SUSTAINABLE URBAN TOURISM PRODUCT

For the purpose of ASTA, an urban tourism product is based in an urban area, which is a location characterized by high human population density and vast human-built features in comparison to the areas surrounding it. The team of applicants where the product proposed must be located within a district or a zone which is part of a patchwork of interconnected consumption experiences or sub-systems, spatially dispersed within a tourist city, (defined in the context of ASTA as urban tourism destinations), such as entertainment or cultural zones, with symbols, a unique language and a range of icons to differentiate the experience of place consumption. These districts, zones (part of bigger cities) or small-scale cities are also from where the surrounding region can be explored.

The criteria to define a urban area are listed in the table below. The area of the product proposed by the applicants must comply with 3 out of the 4 criteria to be eligible to compete for the ASTA urban product category.

Criteria for urban areas:

1. A location with an integrated public transport network;
2. A human settlement with high population density and infrastructure of built environment;
3. Counting more than five (5) hotels;
4. The product or the main activity is not more than one hour drive from the accommodation.

Thus, a Sustainable Rural Tourism Product for ASTA is a combination of one or more activities including at least one overnight stay, 1 meal in a local food & beverage service, 1 activity including a local community, 1 local guide, with an easy and free access to 1 toilet/restroom, and local transportation beginning and ending in an

ASEAN country within a urban area.

In order to ensure sustainability, the product for ASTA must already exist and being sold. This avoids to promote products that could have great quality but with no market space.

PUBLIC STAKEHOLDER: For the purpose of the award, “public stakeholders” will be defined as any organisation considered as “public authority”. List of public authorities: municipality, local community, village, tourism office, district, provincial authority, national authority, ministry, school, etc.

PRIVATE STAKEHOLDERS: For the purpose of the award, “private stakeholders” will be defined as any organisation not considered as “public authority”, with a private status

NATURAL PERSON: It is the legal term to define an individual

LEGAL PERSON: It is the legal term to define an organisation with a legal status

TEAM OF APPLICANTS: The Team of applicant is the group of public and private stakeholders submitting together an application for ASTA. It represents the Lead Applicant and all the Partners involved.

LEAD APPLICANT: The lead applicant is the organisation (legal person) coordinating the partners to fill the application, and submitting the application. It is the main contact for the National Tourism Organisation in charge of the assessment and in case of winning, it will receive the trophy for all the partners. The Lead Applicant has a central role and is responsible for the quality of the application.

PARTNERS: The partners are all the legal and natural persons involved in a product proposed to the ASTA. They are coordinated by the Lead Applicant. Each partner has to fill its part of the Application, sign the multi partner convention and provide a document proving its legal existence. A partner can be an individual (natural person), for example a guide. In case of winning, each partner will receive a certificate.

NATIONAL TOURISM ORGANISATION (NTO): NTOs are Tourism Organisation depending on the Ministry of Tourism, according to each country regulations. They are in charge of launching and promoting the ASTA. They are in charge of coordinating the application phase, supporting applicants and organising the field assessment. they are in charge of promoting the winning destinations.

ASSESSORS: Assessors are individual appointed and trained by the National Tourism Organisation to assess the application. The Assessors will undertake the desk and field assessment.

APPLICATION SET: The application set is the document to be filled and submitted to National Tourism Organisation to participate to ASTA. It is composed of 4 parts

A. **ASTA APPLICATION FORM:** This document enables to describe the team of applicants, the product and to assess each service proposed according to the ASTA sustainability Criteria.

B. **ASTA MULTI-PARTNERS CONVENTION:** This document must be filled and signed by all partners participating to the product proposed to the ASTA. It enables to ensure that the product is really proposed by a team of public-private stakeholders.

C. **LIST OF COMPULSORY DOCUMENTS PROVIDED BY PARTICIPANTS:** This list must be filled with the name of all documents provided by the Team of Applicants. Each Partner, including the Lead Applicant must provide a document proving its legal existence and the Lead Applicant must attached all these documents to the Application Form.

D. **AGREEMENT OF FAIR AND TRANSPARENT ASSESSMENT:** This document is not to be filled for application, it is only to be filled and sign together with the national assessor in case your product passes in step 3 of the evaluation procedure.

The Assessment of the Application will be undertaken directly on the Assessment Set, it is therefore compulsory to use the provided document.

ASTA SUSTAINABILITY CRITERIA SELF EVALUATION CHECKLISTS: For each sustainability criteria to evaluate the product's services (Restroom, Accommodation, Local Food & Beverage Service, Activity involving Local Community, Local guide and Tour Operator / Travel Agency) a checklist has been developed with 22 criteria extracted from the corresponding ASEAN Tourism Standards. Each partner involved in one service needs to fill and assess its service using these checklists. In case of several services, the partner shall copy paste the checklist to assess its service; the Lead Applicant does the average to fill in the application form.

NATURE-BASED TOURISM: "Nature-based tourism is any sustainable tourism activity or experience that relates to the natural environment whether for relaxation, discovery or adventure. In the frame of ASTA, it includes eco-tourism, adventure tourism, extractive tourism, wildlife tourism, nature retreats and visiting parks." The products proposed to the 2018 ASTA Edition must propose a combination of services related to nature based tourism. If a product is not entirely about nature, for example the accommodation in urban area, at least the main activity of the product must correspond to the theme, e.g. "cycling along a river to eat in a farm".

OVERNIGHT STAY: An overnight stay is a night spend by a visitor in an accommodation.

ACCOMMODATION: For the purpose of the award, the definition of "accommodation" includes all form of sleeping facilities for visitors including hotels and the home stay categories.

LOCAL FOOD AND BEVERAGE SERVICE: For the purpose of the award, the ASEAN Tourism Standard definition will be used: "Local Food and Beverage Service is a form of service where traditional and typical food and beverages are produced and / or sold by local people in food stalls, local restaurants or other similar outlets." This includes also the meal provided by the hotel, the home stay of the local community.

RESTROOM: For the purpose of the award, the restroom is an easy to access and free toilets that visitor can use during the product. It can be restrooms in a public area (market, parc...) as well as the toilets of the local food and beverage service, the local community, the activity provider. Each restroom available for the visitor during the product must be assessed according to its ASTA Sustainability Criteria Self Evaluation Checklist.

ACTIVITY or "MAIN ACTIVITY": The tourism product proposed to the ASTA must include an activity to the visitors, it can not be only composed of a transportation and overnight stay in a given area. An activity can be linked to sport (cycling, kayaking, walking, traking), culture (cultural or natural sites), traditions (handcraft, cooking, agriculture...), or other. For the purpose of the ASTA, the product must propose activities linked with the annual theme and the activity must provide direct or indirect benefits to local communities. "Nature-based tourism" is the theme for the 2018 ASTA edition. As the product can be longer than 2 days, it is possible that not all the activities proposed fit into the annual theme. In this case the applicant must ensure that the activity/activities taking the most time for the visitor, the "main activity" is corresponding to the annual theme.

LOCAL GUIDE: The definition can vary according to each country ("local guide", "community guide", "interpreter"...), it has to be adapted for each national context and regulations. For the purpose of ASTA, it is intended as a local person who guides visitors in its own language, with the assistance of a national guide when appropriate, and interprets the cultural and natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognised by the local community or authority. The objective is to ensure, when possible, that the guide accompanying the visitors in a local community understands the local language and knows the local culture. It is possible to involve one national guide and one local guide for the same product.

DIRECT BENEFITS: For the purpose of the award, "Direct benefits" will be defined as accountable advantage from the economic activity, such as money, employment, cleanliness, constructions but also numbers of visitors, satisfaction, reviews...

INDIRECT BENEFITS: For the purpose of the award, "Indirect benefits" will be defined as relative advantage induced by the economic activity such as education, quality of life, foreign investment...

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LOCAL COMMUNITY: A local community is represented by a village, a district or a group of people benefiting from the tourism activity.

LOCAL TRANSPORTATION: Local Transportation is intended broadly for the purpose of ASTA. It can be the pick-up and drop-off transportation from the place of departure and arrival, but also bikes provided for a cycling activity, the boat in a cruise... The objective is to ensure that the local transportation is provided and included in the product.

TOUR OPERATOR / TRAVEL AGENCY / GROUND HANDLER: For the purpose of ASTA, the product proposed must already exist for a year before the application date. The product must already be sold and have a price. The visitor must be able to book the product online or via a partner. The partner with the agreement to commercialise tourism products are quite always Tour Operators, travel Agencies or ground handlers. These types of partners must therefore be part of the Team of Applicants. If the partner in charge of the commercialisation has another status, it still has to answer the questions regarding "Tour operators, travel agency" in the Application Form.

ANNEX 1 - SUSTAINABILITY CRITERIA

ASTA restroom sustainability criteria

1. Toilet Entrance

1.1 Signage is clear and well visible from distance. Entrance is clean, uncluttered

2 General

2.1 Walls, ceiling are clean, dry, undusted and not littered

2.2 Floors and Walls are clean, intact, dry

2.3 There is no bad smell in the toilet

2.4 Ventilation / openings for air circulation are in place and functioning

2.5 Suggestion Box and Education materials are in place

2.6 Basic amenities are in place (i.e.: toilet paper, soap, bins, mirror, tissues etc.)

2.7 Resource & water saving measures (sensor taps, natural light, etc.)

3 Wash Area

3.1 Taps, hand dryers, litter bins are in place and working

3.2 No leakage, no damage to the fittings fixture and plumbing

3.3 Tissue/soap dispensers are in place, working and filled

3.4 Wash area is overall clean, dry, tidy, not littered

4 WC

4.1 Cubicle door is clean, functioning and latched; lock/latch are intact

4.2 WC has a toilet seat and lid

4.3 Coat Hanger is in place and intact

4.4 Toilet bowl/squat and seat are intact and unclogged, not stained

4.5 Manual or Auto flush is clean and functioning

4.6 Toilet paper dispenser is intact and replenished

4.7 Waste bin with liners is in place, is dry, clean, sanitized, odourless, intact

5 Urinals

5.1 Urinals are intact and unclogged, not stained

5.2 Manual or Auto flush is clean and functioning

6 Safety

6.1 Internal and External lighting is in place and functioning

ASTA hotel sustainability criteria

1. Environmental policy and actions for hotel operation

1.1. The organization shall communicate environmental policy practice to staffs, clients and suppliers to participate in (posters, email's signature, etc.).

1.2. The organization shall establish environmental activity plan to encourage staffs, (clients) and suppliers to participate (written plan, signposting, communication at the reception).

2. Use of Green products

2.1. The rooms, restaurants, lobbies, and etc. shall be mostly decorated with local products (curtains, fabrics, etc.).

2.2. The organization shall use local food product (50% of dishes must be local).

2.3. The organization shall use environmentally friendly products and biodegradable (biodegradable trash bags, recycled plastics and papers, 'eco-friendly' detergents and washing powders in refillable containers)

3. Collaboration with the community and local the organizations

3.1. The organization shall establish plans or arrange activities for improving quality of life for example, health and education in local areas. (Report of activities)

3.2. The organization shall establish awareness programs/ activities on environmental protection for local community. (Report of activities)

3.3. The organization shall support or create job opportunity for its local community. (% of local staff)

4. Solid Waste management

4.1. The organization shall apply 3R's principles for solid waste management (reduce, reuse, recycle).

4.2. The organization shall have activities encouraging client to support waste management of the hotel, for example giving the options of using recyclable/ biodegradable plastics /fabric bags to the clients.

5. Energy efficiency

5.1. The organization shall selectively utilize electrical appliances and equipment with energy savings efficiency, for example, energy efficient lighting, or low loss ballast and other appliances certified with the highest energy saving rated as NO.5.

5.2. The organization shall encourage staffs to involve in energy efficiency activities (posters in local language, trainings, manuals, etc.)

6. Water efficiency and water quality

6.1. The organization shall promote for encouraging clients to participate in water saving campaign, for instance of water saving friendly reminder in guest room and advertisement board.

6.2. The organization shall have contingency plan in case the water consumed does not meet the standard.

7. Air quality management (indoor and outdoor)

7.1. The organization shall provide separate smoking area from centre area and post the symbol.

7.2. The organization shall establish maintenance plan of generator and air conditioning system. (Records of maintenance plan)

8. Waste water treatment and management

8.1. The organization shall provide waste water treatment system suitable for size and activities of hotel where there is no support of waste water treatment system outside.

8.2. The organization shall install a grease trap system in kitchen, restaurant and grease contaminated area.

9. Toxic and chemical substance disposal management

9.1. The organization shall have a safe place isolated from its staff and clients for storing hazardous and toxic substances.

9.2. The organization shall communicate information about hazardous waste disposal management to clients and hotel staff, for example, using friendly reminder, brochures, advertisement boards, etc.

10. The overall state, hygiene and cleanliness of the hotel

10.1. The structure of the house shall be in good, stable and safe condition such as roof, walls, doors, floor, etc.

10.2. All rooms, kitchen and toilets shall be kept clean and free of malodour, dirt, dust, cobwebs etc.

ASTA homestay sustainability criteria

1. Host

1.1. Homestay provider have completed homestay course.

2. Accommodation

2.1. Structure of house is in good and safe condition.

2.2. Design and building materials reflect local architecture and identity (pictures)

2.3. Separate guest bedroom(s)

- 2.4. Adequate clean water supply inside the house
- 2.5. Maximum of four (4) bedrooms allocated to guests.
- 2.6. Clean and fresh bed linen for every guest (records of laundry)
- 2.7. Basic amenities such as fan, desk, mini cupboard, mirror, electric socket, mosquito net or coil, etc.
- 2.8. Basic toilet and bathroom facilities.

3. Activities

- 3.1. Activities encourage interactive participation between the local community and guests. (Leaflets for visitors explaining activities)

4. Management

- 4.1. Homestay organisation has systematic structure with clear roles, responsibilities and line of communication. (Organisation chart)
- 4.2. Homestay provider has guest database e.g. records of guest arrivals, origin, length of stay, comments, complaints and suggestions from guests.
- 4.3. Homestay provider has updated inventory of tourism resources in the village and surrounding area.

5. Location

- 5.1. Clear signage to guide guests to the homestay

6. Hygiene and cleanliness

- 6.1. All rooms, kitchen and toilets are clean e.g. free of malodour, dirt, dust, and cobwebs.
- 6.2. Soap, shampoo, toilet tissue and clean towels are provided
- 6.3. Surrounding compound is litter free.
- 6.4. No breeding grounds for mosquitoes.
- 6.5. Kitchen utensils are in good condition, clean, and kept in a dry place.
- 6.6. Individuals involved in food preparation have good personal hygiene and properly attired.
- 6.7. Fresh ingredients used in food preparation are sourced from local suppliers. (Letter from suppliers or invoices)
- 6.8. Have safe drinking water

ASTA local food & beverage service

1. Minimum requirements for ensuring a good quality of F&B service providers

- 1.1. Food and beverage providers possess or can demonstrate commitment to hygienic food preparation and service techniques. (the assessors can ask the kitchen staff how they proceed upon arrival)
- 1.2. Food and beverage providers make maximum use of natural biodegradable products when serving and packaging food (The assessors can ask to see how is the packaging for “take-away”)
- 1.3. Food and beverage providers ensure treated or boiled water is available for use in food preparation (e.g. washing raw salad vegetables) and cleaning.
- 1.4. Food and beverage providers ensure clean water and soap are available in food preparation areas.
- 1.5. Toilet(s), shower tray(s), bath tub (s), well and sinks shall be regularly cleaned and kept free from dirt, stains and malodour.
- 1.6. Disinfectants shall be used to keep toilets clean and free from germs.
- 1.7. Soap, toilet tissue and clean towel shall be provided by the F&B provider.

2. Minimum requirements for a quality management of F&B services

- 2.1. Menus are available with associated prices (if appropriate).
- 2.2. Menus vary daily and include at least one traditional meal at each dining period.
- 2.3. Maximum use is made of fresh, organically grown food and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law.
- 2.4. Guests shall only be served safe drinking water.
- 2.5. Dessert and/or fruit forms part of each meal.
- 2.6. Food preparation and dining utensils are cleaned thoroughly before use (i.e. cleaned immediately

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after dining periods).

2.7. Food is stored in clean containers, which are kept in good order.

2.8. Animals (domestic and pest) are kept out of food storage, cooking and dining areas

3. Experience exchange

3.1. Food and beverage providers ensure opportunities exist for tourists to participate in my cooking activities and learn traditional cooking techniques.

3.2. Food and beverage providers encourage visitors to share recipes and cooking techniques with me.

4. Sustainability principles

4.1. Food and beverage providers shall recruit and employ staff from the local community.

4.2. Food and beverage providers should allocate the provision of incentives and bonuses linked to good performance and/or service levels to motivate staff.

4.3. Food and beverage providers shall set up an information corner and cultural displays.

4.4. Ensure that the design and construction and services of F&B areas and buildings are environmentally friendly. (Assessors should check the discharge of sewage and greywater not to be directly in rivers, lakes or else)

4.5. The surrounding compound shall be litter free.

ASTA local guide – travel agency/tour operator sustainability criteria

1. Minimum requirements for ensuring local guide quality and expertise

1.1. Local community guides are recruited based on appropriate levels of knowledge, physical health and fitness for proposed guided activities.

1.2. Local 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. (Assessors must request for local guides to introduce the product)

1.3. Local guides facilitate environmentally, socially and culturally relevant and sensitive experiences for visitors that are protective of natural and cultural resources and values. (Assessors can request for local guides to give examples)

1.4. Local guides have access to on-going capacity building and training opportunities to increase their skills and knowledge. (Assessors can ask the TO about the existence of training opportunities for local guides)

2. Minimum commitment to ASEAN CBT Standards and regulations

2.1. Local guides commit to on-going learning and improving my communication skills, particularly in the area of interpretive guiding. (Assessors can ask the list of training followed by local guides)

2.2. Local guides adopt ethical and visitor friendly practices, and take pride in representing their community. (Assessors can check online and/or ask community members)

2.3. Local guides contribute to the protection and presentation of their 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. (Assessors can ask local guides to provide examples)

2.4. Local guides follow all CBT approved policies and codes of conduct regarding safety and security of visitors. (Assessors can ask local guides to show potential issues of safety and security and how they cope with)

2.5. Local guides provide a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of guiding services. (Assessors can verify on travel forum online)

3. Minimum requirements for a management of tours and activities that ensure quality

3.1. Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative. (Assessors can check if the TO has signed CBT CoC)

3.2. Tours/activities ensure visitors, at all times, observe CBT approved guidelines for interacting with

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the culture, natural environment and people of the community. (Assessors can verify on travel forum online and ask community members not directly involved in the product)

3.3. Tours/activities have a clearly defined: • itinerary and associated price; and • documented booking system. (Assessors can ask for leaflets or the existence of boards)

3.4. Tours/activities record the visitors on tours, including departure and return times. (Assessors can ask for the book of record)

3.5. 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. (Assessors can verify on travel forum online and check the communication materials)

3.6. 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.

3.7. The local (interpretative) guide to visitor ratio is not greater than 1:5-10. (Assessors can ask community members not directly involved in the product about the average visitors groups' size)

4. Standards for Tour Operators' contributions to community and nature protection

4.1. TOs minimises motorized transportation, especially in CBT areas.

4.2. TOs take away all solid waste generated from products it brings into the CBT area.

4.3. TOs, staff and clients contribute to, or take part in, local development work (e.g., village projects, education, maintenance of local roads etc.).

4.4. TOs explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage.

4.5. TO staff are trained in first aid, including CPR.

4.6. TOs are able to demonstrate their efforts in improving the quality of their operation through reporting of visitor satisfaction from client feedback surveys.

ASTA community involvement sustainability criteria

1. Minimum Requirements for effective and transparent governance arrangements

1.1. The product is managed by local community members through a tourism Committee elected for a maximum 5-year term.

1.2. Unique Selling Proposition (USP) of village has been identified.

1.3. Promotional materials e.g. brochure, interpretative boards and panels have been developed

1.4. Cooperation with local government and tour operators for marketing.

2. Minimum Requirement for a legitimate establishment of the product

2.1. The activity or the product is recognised by provincial and/or national level authorities.

3. Minimum requirements for an effective and transparent management

3.1. The activity or product builds the capacity of the community to provide products, goods and services to visiting tourists. (The majority of people involved is local)

3.2. A clear financial management system exists and is accessible to community members (balance sheet).

4. Minimum requirements for effective partnership

4.1. In conducting activities, the activity or the product avoids negative impacts on neighbouring communities (no complain from neighbouring communities).

5. Minimum requirements for the maintenance of human dignity

5.1. Sex tourism, drug trafficking, human trafficking and exploitation of child labour are not tolerated or supported explicitly or implicitly (existence of advertisement boards).

5.2. The activity or the product promotes gender equity and social inclusion (equal share of men and women / diversity of provenance for workers).

6. Requirements for equitably shared benefits and costs

6.1. A Clear and agreed benefit sharing arrangements exist. (document)

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6.2. A community development fund exists that is used for initiatives benefiting the whole community. (Balance sheet)

7. Requirements for the links to regional economies

7.1. Local community members dominate employment in the activity/product.

7.2. Local community products are used in preference to imports (e.g., locally produced vs mass-produced souvenirs).

8. Minimum requirements for the maintenance of cultural integrity and the enrichment of valued cultural traditions

8.2. Cultural assets of significance to the local community and valued cultural traditions are identified, documented and endorsed by relevant communities (document/report).

8.3. Programs exist to authentically present, enhance and retain local cultural traditions towards protecting cultural integrity, identity and values.

9. Requirements for the conservation of natural resources

9.1. Natural resources and environmentally sensitive sites and their community significance are identified, planned, documented and endorsed by relevant communities.

10. Minimum requirements of conservation activities to improve the environment

10.1. A locally appropriate solid waste management system exists that applies avoid, reduce, reuse, recycle principles and hygienic handling of putrescible waste (e.g., composting).

10.2. Locally appropriate wastewater management uses technologies that minimise risk to human health and environmental impact. (Which technologies?)

11. Minimum requirements on the existence of guest and local community interaction

11.1. Environmental and cultural information is included in the interpretation of the community and its surroundings.

11.2. Policies and actions ensure safety and security for visitors. (Report)

12. Requirements for the sustainability of the involvement of the communities in the product

12.1. Transparent and fair pricing exists for visitors with adequate returns on community investments. (Business plan)

BONUS CRITERIA OF SUSTAINABILITY

Destination Management Criteria

1. Multi-year destination plan or strategy that was developed with public participation
2. The private sector and public sector are involved in the organization and coordination of tourism
3. Tourism impact mitigation procedures funded and active
4. Specific strategy for marketing off-season events and attracting year-round visitors
5. Program to educate and raise awareness among the public, tourism enterprises, and visitors about climate change
6. Current inventory and classification of tourism assets and attractions including natural and cultural sites
7. Planning or zoning guidelines, regulations and/or policies that protect natural and cultural resources
8. Accessibility solutions are designed to take into account the integrity of the site while making reasonable accommodation for people with disabilities
9. Policy or legislation that considers indigenous rights, ensures public consultation and authorizes resettlement only when there is informed consent and/or reasonable compensation
10. Collection and public reporting of data on visitor satisfaction
11. Monitoring of tourism business participation in tourism certification or environmental

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- management system
12. Safety precautions such as first aid stations at beaches/tourist attraction sites
 13. Crisis and emergency response plan developed with input from the tourism private sector and includes communication procedures for during and after a crisis or emergency
 14. Destination promotional messages that are accurate in their description of products and services

Accessibility Criteria

1. Is the product accessible for public with special needs?

2. Persons with reduced mobility

If YES, please explain how is the product accessible for persons with reduced mobility

3. Persons with visual disability

If YES, please explain how is the product accessible for persons with visual disability

4. Persons with hearing disability

If YES, please explain how is the product accessible for persons with hearing disability

5. Persons with mental disability

If YES, please explain how is the product accessible for persons with mental disability

ANNEX 2 LIST OF ASTA NATIONAL FOCAL POINTS

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