



## ASEAN SUSTAINABLE TOURISM AWARD

### CALL FOR COMPETITION

#### “CULTURE AND HERITAGE TOURISM”

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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 open competition that takes place every two years in order to reward the efforts of the public and private stakeholders in both ASEAN rural and urban destinations.

The ASEAN Sustainable Tourism Award (ASTA) enables to 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.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

## **III. TIMETABLE**

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

- Announcement of the ASTA Theme: “Culture and Heritage Tourism” - ASEAN Tourism Forum 2019
- Period of evaluation: July 2019 – October 2019
- Deadline date for submission: 30<sup>th</sup> October 2019
- Final selection: November 2019
- Notification of results to team of applicants: December 2019
- Award ceremony: ASEAN Tourism Forum 2020

## **IV. THEME**

The theme for the second ASEAN Sustainable Tourism Award (2019-2020) chosen by the ASEAN tourism-working group is “Culture and Heritage Tourism”.

Team of applicants must propose products, as detailed in the eligibility criteria, linked to the theme of « culture and heritage tourism » regarding only the following definition:

- Cultural tourism is concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of the people, their art, architecture, religion(s), performing arts, visual arts, festivals, heritage sites, fashion, theatres and other elements that shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include

tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals and rituals), and their values and lifestyles.

- Heritage tourism, which can be seen as a subset of the larger field of cultural tourism, is a branch of tourism oriented towards understanding and appreciating the heritage of a destination. It involves visiting historical or industrial sites that may include old canals, railways, battlegrounds, etc. The overall purpose is to gain an appreciation of the past. Heritage tourism can also apply to historical events that are dramatized to make them more entertaining such as a historical tour of a town or city. Increasingly, heritage tourism is concerned not only with the tangible elements of the past but with the intangible dimensions of a culture.

## V. ELIGIBILITY

In order to be eligible, the team of applicants has to comply with several eligibility criteria

### V.1. Geographical eligibility

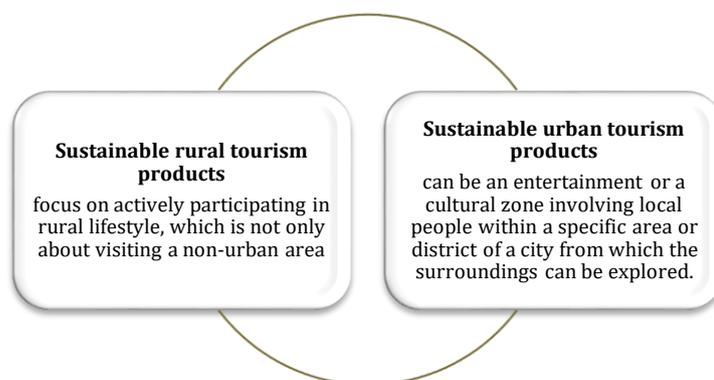
The Team of Applicants must be located within one of the 10 ASEAN Countries: Indonesia, Thailand, Malaysia, Philippines, Singapore, Vietnam, Myanmar, Cambodia, Lao PDR and Brunei Darussalam.

- Rural Areas: A **rural area** is defined by these following criteria
  - Outside of cities and towns
  - Sparsely inhabited
  - Less than 10,000 populations.
  - Characterized by farms, vegetation, and open spaces.
  - Mostly providing homestay and B&B to visitors
  -
- Urban Area: An **urban area** is defined by these following criteria:
  - An integrated public transport network
  - A high population density and infrastructure of built environment
  - An international airport
  - Counting more than five hotels
  - The starting point of the activity should not be more than one hour drive from the hotel

### V.2. Technical eligibility

- The team of Applicants must demonstrate their ambition to facilitate the transition of their territory towards sustainability through the implementation and/or the sales of one or more innovative and sustainable products (as defined below);

*Figure 1: Definition of Urban and Rural sustainable products*



- Each Team of Applicants is composed of a team of public and private stakeholders proposing a sustainable tourism product – the bigger is the number of team members fulfilling the ASEAN tourism-related Standards the greater the team of applicants has a chance to win the competition;
- At least one of the proposed services has been delivered a certificate of excellence by a travel forum in the year before the competition.
- The above mentioned “sustainable tourism product” must be sold since one year and can be booked online or at least through one of the partner's organisation (TO, travel agent, tourist information centre);
- Each product presented should also have adequate washing and toilet facilities (as defined in the ASEAN public toilet standards).
  - Definition of Rural sustainable product: It proposes activities participating strongly to the rural lifestyle, which is not only about visiting a non-urban area.
  - Definition of Urban sustainable product: It proposes entertainment or a cultural activities involving local people within a specific area or district of a city.

### V.3. Legal eligibility

- Unsuccessful team of applicants admitted to a previous competition are eligible;
- The entities participating to the call for competition can be any natural or legal person established within the ASEAN countries;
- The ASEAN Sustainable Tourism Award is a group competition bringing together within a single consortium a minimum number of entities:

- ✓ For sustainable tourism products in urban destination areas

The team of applicants must be composed of a team representing at least 1 accommodation, 1 local food & local beverage service, 1 public authority, 1 local organisation/community in charge of the product (including a local guide) and 1 travel agency or tour operator and 1 local transporter or local renter (such as bicycle rental) when transportation is not provided by the TO or the local ground handler. The minimum number of partners is 4.

- ✓ For sustainable tourism products in rural destination areas

The team of applicants must be composed of a consortium of a minimum of 5 entities: 1 accommodation (home stay or accommodation), 1 local food & local beverage service, 1 public authority, 1 local organisation/community in charge of the product (including a local guide) and 1 travel agency or tour operator and 1 local transporter or renter when transportation (cycling, oxcart, etc.) is not provided by the TO or the local ground handler. The minimum number of partners is 4.

- The team of applicants must provide a multi-partners convention signed by all the parties and attached to the entry form. A template of the multi-partners convention can be found in annex B to this call;
- Each partner must have a real legal existence, and to that end, it is essential to send a documentation notifying it;
- An organisation – public or private – cannot apply individually to the award and will be rejected in phase 1 of the selection procedure. (See the full details of the evaluation procedure in the Guide for Submission in Annex to this call)

## VI. SELECTION CRITERIA & PROCEDURE

### VI.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.

### VI.2. Specific principles

The selection procedure will be implemented in four steps:

- Step 1 – Eligibility and administrative criteria
  - ✓ Only applications that are submitted using the correct form, duly completed and dated, including the multi-partners convention and their proof of existence, and sent before the deadline will be accepted (see eligibility and administrative criteria in annex);
  - ✓ Only the applications having passed the step 1 will be taken into consideration for step 2.
- Step 2 – ASEAN Tourism Standards
  - ✓ Each NTO will check the applications against a published set of criteria set out in the ASEAN tourism-related standards;
  - ✓ Only the applications having reached the minimum point threshold will be taken into consideration for step 3.
- Step 3 – Field visit by auditors
  - ✓ Each country will send a team of auditors to pre-selected team of applicants 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.

– Step 4 – Final selection

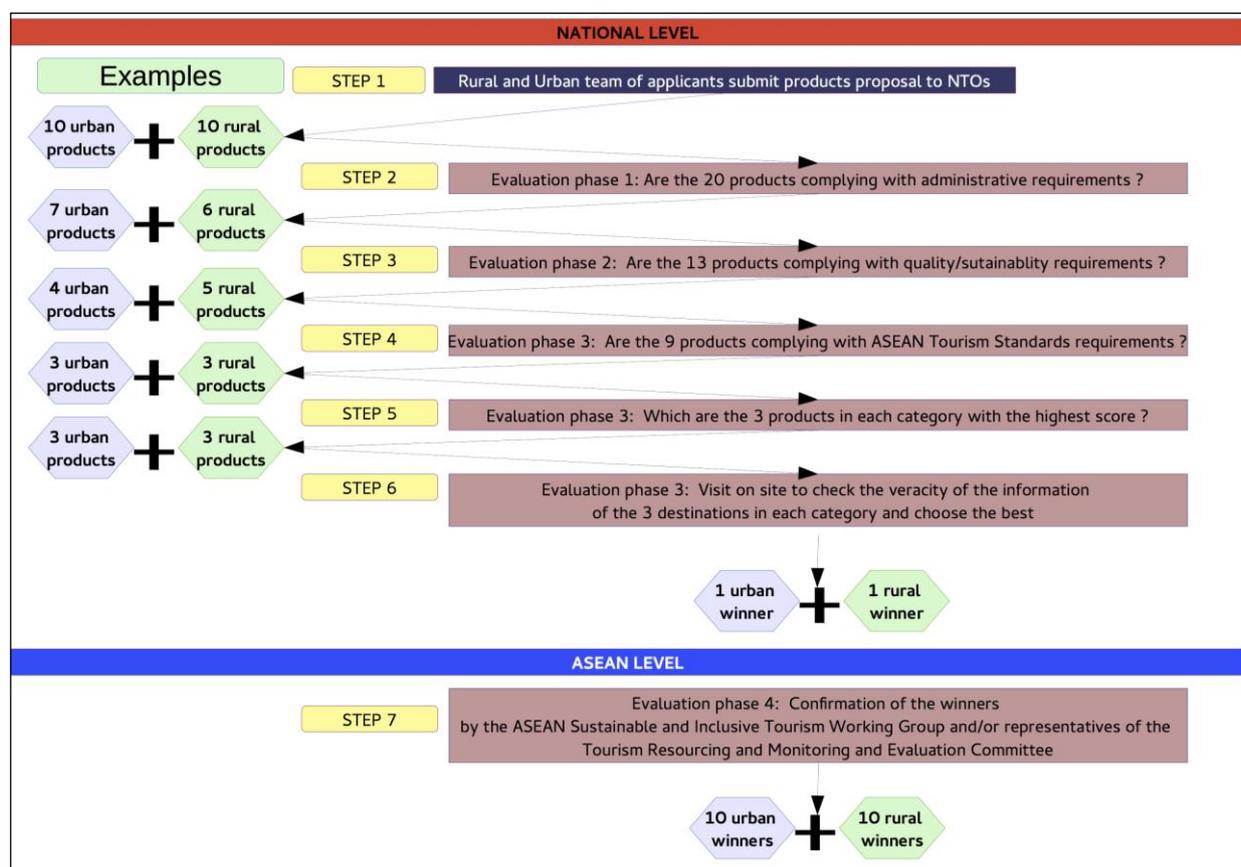
- ✓ In each ASEAN country, the team of applicants (one rural and one urban) with the highest score will be awarded as being the best rural or urban national sustainable tourism products in compliance with the theme of the competition: “Culture and Heritage Tourism”.

The complete selection and evaluation procedure is described in chapter 5 of the ASTA Guide for Application.

## VII. 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, twenty ASEAN products will be awarded every two years.

Figure 1: ASTA selection process `scheme



The 20 winning products will be invited to participate to a dedicated ceremony during the ASEAN Tourism Forum in January 2020. On this occasion, they will receive an award including:

- A certificate signed by the ASEAN Secretary and the Country's Tourism Minister

- 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](http://www.aseantourism.travel)

## VIII. SUBMISSION OF APPLICATION

### VIII.1. Preparing the application

In order to prepare the application, the team of applicants should read carefully this call for competition and download the Application Set including the Application Form, the Multi-partners Convention, the Self Evaluation Checklist and the Guide for Application on the following link: [National Tourism Organisation Website](#)

In case the team of applicants need further assistance:

- A dedicated Frequently Asked Question (FAQ) section is available on the same link;
- A dedicated contact person from the National Tourism Organisation is appointed in order to answer to any questions related to the ASTA. Contact information are available on the dedicated ASTA page of each National Tourism Organisation website. The questions will automatically be integrated in the FAQ section.

### VIII.2. Writing the application

The application can be written in any of the official national language or in English

### VIII.3. Sending the application

The filled application form and its attached documents must be submit to the concerned national tourism organisation on or before October 30, 2019 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)
- One hard copy using one of the following ways:
  - By post to the concerned National Tourism Organisation (postal address available on each National Tourism Organisation's dedicated ASTA page)
  - By hand to the concerned National Tourism Organisation (contact and address available on each National Tourism Organisation's dedicated ASTA page)

- By hand to a regional Tourism Organisation (list of eligible organisations, contact and address available on each National Tourism Organisation's dedicated ASTA page)

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

## **IX. 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 Tourism Organisation and the ASEAN secretariat.