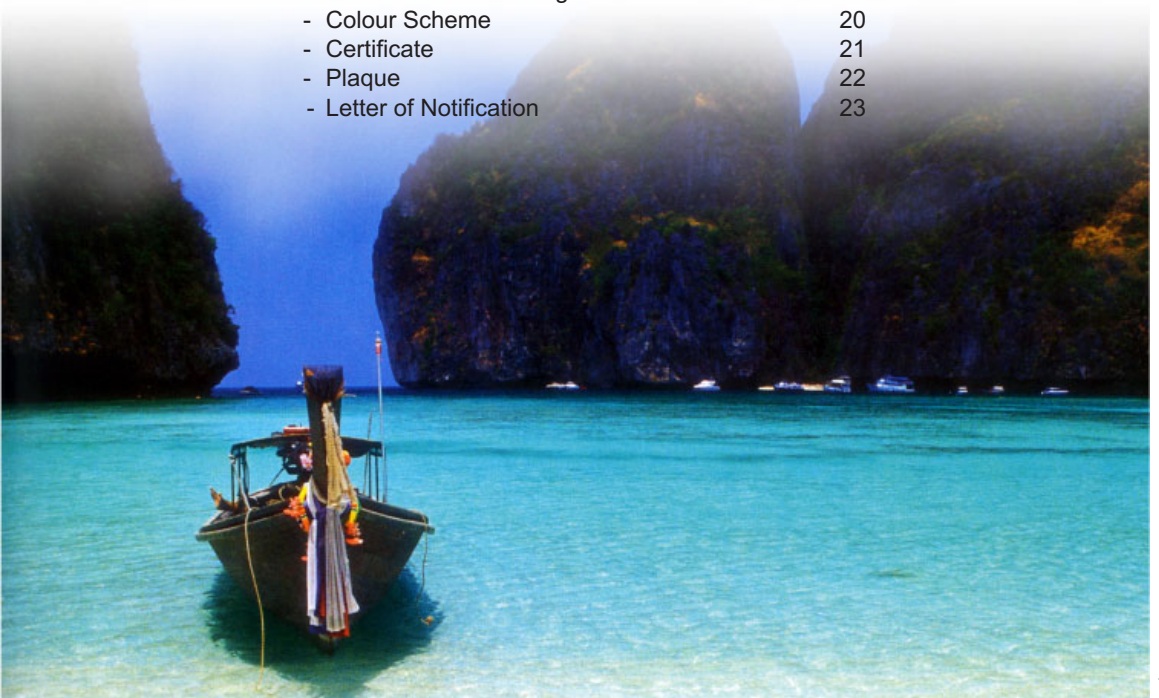




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## Introduction

The ten ASEAN Member Countries, namely: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Viet Nam, have considered the standardization of tourism services essential for helping ASEAN to be a Quality Single Destination. One measure in the Roadmap for Integration of Tourism Sector to realize the ASEAN Economic Community is the establishment of the ASEAN Tourism Standards. The ASEAN Tourism Standards Task Force is currently chaired by Thailand and vice - chaired by Indonesia for 2007 - 2008.

This booklet gathers the development process of the ASEAN Tourism Standards, the criteria and requirements for six ASEAN Tourism Standards agreed upon by the ASEAN National Tourism Organizations, as well as the guidelines for certification, and the explanation of the ASEAN Tourism Standard Logo. This booklet will also help ASEAN Member Countries in certifying tourism services that meet the criteria and requirements in order to obtain an ASEAN Tourism Standard Logo. The six ASEAN Tourism Standards are:

1. Green Hotel
2. Food and Beverage Services
3. Public Restroom
4. Home Stay
5. Ecotourism
6. Tourism Heritage

This booklet will be a guideline for implementation of ASEAN Member Countries. Should you have any observation or recommendation, please contact the ASEAN Secretariat at the following address:

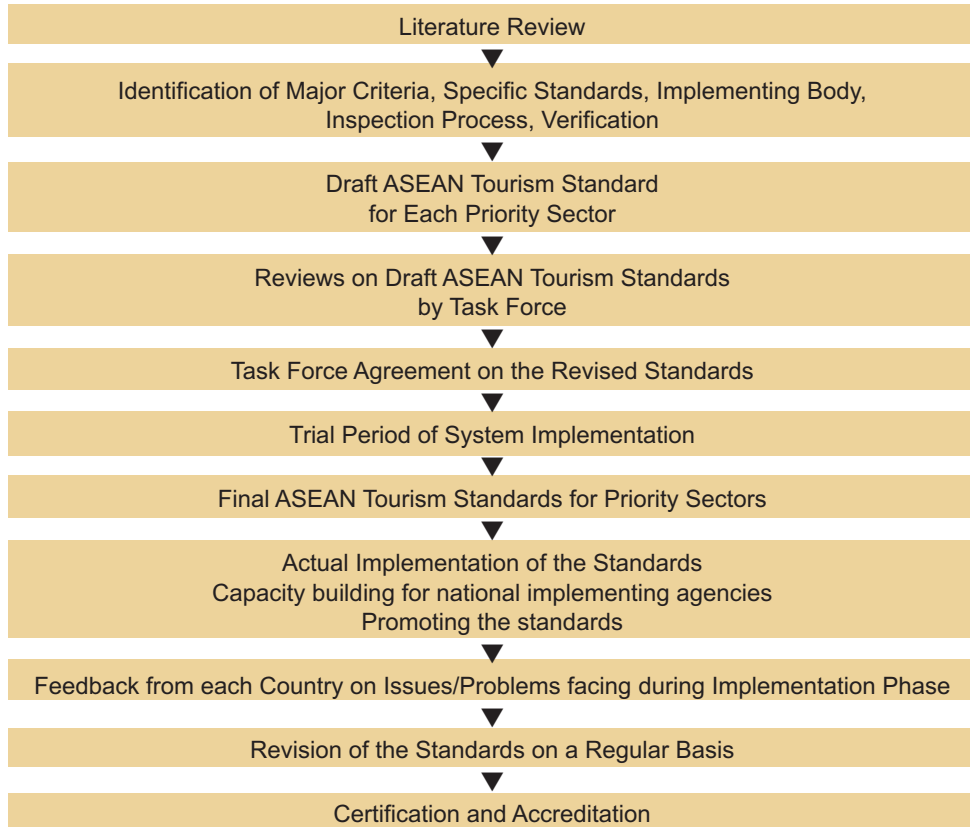
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# Chapter 1

## Overall ASEAN Tourism Standard Development Process

### ASEAN Tourism Standard Development Process





### Guideline for Certification of ASEAN Tourism Standards

- |                |   |
|----------------|---|
| <b>Step 1</b>  | <b>Awareness Raising of Stakeholders and Training</b><br>Disseminate information and initiate Capability Building for stakeholders. |
| <b>Step 2</b>  | <b>Application</b><br>Accomplish application forms with attached documents, evaluate qualifications.                                |
| <b>Step 3</b>  | <b>Audit</b><br>On-site audit: interview, audit without prior notice, observation, checklists.                                      |
| <b>Step 4</b>  | <b>Audit Report</b><br>Advise all concerned about deficiencies, if there is any.  |
| <b>Step 5</b>  | <b>Correction of Deficiencies</b><br>Correct all deficiencies.  |
| <b>Step 6</b>  | <b>Final Audit</b><br>Check effectiveness of all correction of deficiencies.  |
| <b>Step 7</b>  | <b>Confirmation of Final Audit</b><br>Advise applicant of the result of final audit.  |
| <b>Step 8</b>  | <b>Issuance of certificate</b><br>Print name, address, scope, date of validity, date of expiration, certificate number.             |
| <b>Step 9</b>  | <b>Public Announcement</b><br>Make public announcement about issuance of certification.   |
| <b>Step 10</b> | <b>Incentives</b><br>Public relations, networking, soft loans, tax reduction, HRD, etc.   |
| <b>Step 11</b> | <b>Monitoring</b><br>Checking standard maintenance at least every two years,<br>Checking the use of logo, and certificate.          |



## Chapter 2

### ASEAN Tourism Standards

#### Major Criteria and Requirements

##### 1. Green Hotel

Green Hotel is a hotel which is environmentally-friendly and adopts energy conservation measures.

##### 2. Food & Beverage Services

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.

##### 3. Public Restroom

Public Restroom is a room or booth shared by all people for urination and defecation consisting of at least a bowl fitted with or without a seat and connected to a waste pipe and a flushing apparatus.

##### 4. Home Stay

Home Stay is an alternative form of family furnished accommodation generally located in a house, providing guests opportunities to experience family / community lifestyle as well as tourist attractions.

##### 5. Ecotourism

Ecotourism is responsible travel to destinations with ecological diversity that involves in activities, environmental and cultural conservation measures, and community participation providing benefits for the local people and the country.

##### 6. Tourism Heritage

Tourism Heritage is an outstanding cultural or heritage area of a country that is protected, conserved and managed in a sustainable manner provided with easy access and support facilities for the enjoyment of visiting tourists.

\* Cultural Heritage refers to outstanding monuments and groups of buildings in a country that have authentic, historical, archaeological, scientific, anthropological and ethnic value.

\* Natural Heritage refers to outstanding physical, biological and geological formations including its habitat and species that may be threatened and endangered.



## 1. ASEAN GREEN HOTEL STANDARD

Major Criteria	Requirements - Hotels
1.1 Environmental policy and actions for hotel operation	1.1.1 Promotion of environmental activities in order to encourage the involvement of hotel staff, clients and suppliers to participate in environmental management practices. 1.1.2 Existence of plan for raising staff to be aware of environment i.e. training. 1.1.3 Existence of environmental management plan for hotel operation. 1.1.4 Existence of monitoring program for environmental management of hotels.
1.2 Use of Green products	1.2.1 Encouragement for the use of local products for hotel operation i.e. food and handicrafts. 1.2.2 Encouragement for the use of environmentally friendly products.
1.3 Collaboration with the community and local organizations	1.3.1 Existence of plans/activities to help improve quality of life of the community. 1.3.2 Existence of awareness raising programs for local community on environmental protection. 1.3.3 Creation of activities in promoting culture and traditional performance and local ways of life.
1.4 Human resource development	1.4.1 Provision of training programs for operation and management staff on environmental management.
1.5 Solid waste management	1.5.1 Introduction of waste management techniques e.g. waste reduction, reuse, recycling, waste separation and composting. 1.5.2 Encouragement of the involvement of hotel staff in waste reduction, reuse, recycling, waste separation and composting program.



Major Criteria	Requirements - Hotels
1.6 Energy efficiency	<p>1.6.1 Introduction of energy saving techniques and / or energy-saving technology and equipment for hotel to reduce energy consumption.</p> <p>1.6.2 Installation of meters/equipment to monitor energy consumption.</p>
1.7 Water efficiency	<p>1.7.1 Introduction of water saving techniques and / or use of water-saving technology and equipment to reduce water consumption.</p> <p>1.7.2 Regular maintenance for water saving equipment.</p>
1.8 Air quality management (indoor and outdoor)	<p>1.8.1 Designation of smoking and non-smoking area.</p> <p>1.8.2 Regular monitoring and maintenance for equipment and hotel facilities to ensure the air quality i.e. air conditioning.</p>
1.9 Noise pollution control	<p>1.9.1 Existence of noise control program from hotel operation.</p>
1.10 Wastewater treatment and management	<p>1.10.1 The use of mechanisms to prevent water contamination and reduce wastewater generation.</p> <p>1.10.2 Promotion of the use of recyclable/grey water in operation i.e. watering trees.</p> <p>1.10.3 Encouragement for an appropriate use of waste water treatment.</p>
1.11 Toxic and chemical substance disposal management	<p>1.11.1 Provision of clear signs for toxic substance.</p> <p>1.11.2 Appropriate hazardous waste disposal management.</p> <p>1.11.3 Regular inspection, cleaning and maintenance for storage in order to avoid leakage of gas or toxic chemical substance.</p>



## 2. ASEAN FOOD AND BEVERAGE SERVICES STANDARD

Major Criteria	Requirements - F&B
2.1 Design and construction of food premises	<p>2.1.1 Floors, walls and ceilings must be able to be effectively cleaned and unable to absorb grease, food particles or water.</p> <p>2.1.2 Sufficient ventilation system to effectively remove fumes, smoke, steam and vapours from the food premises.</p> <p>2.1.3 Implementation of measures to keeping the area free from animals and pests.</p>
2.2 Facilities	<p>2.2.1 Adequate water supply.</p> <p>2.2.2 Effective sewage and wastewater disposal system.</p> <p>2.2.3 Adequate storage to contain the volume and type of garbage and recyclable matter.</p> <p>2.2.4 Adequate toilet facilities which are maintained in a nuisance-free manner, away from food service.</p>
2.3 Food and utensils storage	<p>2.3.1 Clean food storage to minimize the opportunity for dirt and contamination.</p> <p>2.3.2 Storage for raw food should be separated from ready-to-eat food storage.</p> <p>2.3.3 The use of appropriate containers to store the food.</p> <p>2.3.4 Temperature of refrigerators and freezers for food that need to be stored frozen (e.g. meat, seafood, milk products, fish) should be maintained properly in order to preserve product quality.</p> <p>2.3.5 Storage should be provided off the ground for all single service articles (e.g. paper plates, cups, napkins, plastic utensils).</p>
2.4 Food processing	<p>2.4.1 The practicable measures should be implemented to process only safe and suitable food.</p> <p>2.4.2 Provision of adequate hand washing facilities, including soap and paper towels.</p> <p>2.4.3 The use of clean utensils (e.g. scoops, spatulas or other food dispensing devices) and/or plastic gloves to minimize direct hand contact with food.</p>





Major Criteria	Requirements - F&B
2.5 Food disposal	2.5.1 Clear identification of food expiry. 2.5.2 Clear separation of the food for disposal.
2.6 Health and hygiene of food handlers	2.6.1 Food handlers should be free from opened-wounds or communicable diseases. 2.6.2 Maintain of personal hygiene of food handlers. 2.6.3 Provision of training for staff on cleanliness and hygiene for food operation.
2.7 Cleanliness	2.7.1 Maintain food premises to a standard of cleanliness. 2.7.2 Clean and sanitized eating and drinking utensils before use. 2.7.3 Regular maintenance for cleaning equipment to a standard of cleanliness. 2.7.4 Label all toxic items (e.g. detergents, bleach) and store away from food. Insecticides must be properly labeled and stored separately from detergents/ sanitizers as well as food.
2.8 Maintenance	2.8.1 Regular maintenance for fixtures, fittings and equipment to be in good condition. 2.8.2 Eating or drinking utensils should be in good condition.
2.9 Quality Level	2.9.1 Provide the mechanism or platform for visitors to feedback on service quality.





### 3. ASEAN PUBLIC RESTROOM FOR TOURISM STANDARD

Criteria	Requirements - Public Restroom for Tourism
3.1 Design and environmental management system	3.1.1 Good waste water management system and standardized water treatment system 3.1.2 Environmental harmonized design with the surrounding environment. 3.1.3 Pleasant landscape 3.1.4 Clear public restroom signboards and cleanliness keeping notice. 3.1.5 Encourage the appropriate use of toilet.
3.2 Amenities and - facilities	3.2.1 Appropriate space for each unit. 3.2.2 Provision of adequate facilities for disabled and elderly. 3.2.3 Provision of adequate units/cubicles for ladies and men. 3.2.4 Sufficient amenities provisions such as tissue, soap, etc.
3.3 Cleanliness	3.3.1 Adequate air circulation and ventilation system 3.3.2 Good smell and no dirty slough 3.3.3 Clean and adequate water 3.3.4 Floor should be kept clean and dry 3.3.5 Practice sanitation and hygiene principles 3.3.6 Trained personnel on facility maintenance and cleanliness keeping 3.3.7 Customers' suggestion box 3.3.8 Regular maintenance of the toilet premises
3.4 Safety	3.4.1 Firm construction 3.4.2 Public location 3.4.3 Adequate lighting within and outside building 3.4.4 Good maintenance of facilities for safety reason 3.4.5 No slippery ground



#### 4. ASEAN HOME STAY STANDARD

Major Criteria	Requirements - Home Stay
4.1 Accommodation	<ul style="list-style-type: none"><li>4.1.1 The use of local design and materials for accommodation, furniture and interior decoration.</li><li>4.1.2 Regular monitoring and maintenance of accommodation (including the lock of doors and windows) to ensure high safety for visitors.</li><li>4.1.3 Good ventilation system to avoid any smell.</li><li>4.1.4 Clean bedroom and accessories.</li><li>4.1.5 Clean washroom and toilet</li><li>4.1.6 Regular check for insects and nuisance animals (i.e. house-rats, mosquitoes, cockroaches, ants and etc.)</li></ul>
4.2 Food and beverage	<ul style="list-style-type: none"><li>4.2.1 Clean and safe food and beverage.</li><li>4.2.2 Clean and safe kitchen and kitchenware.</li><li>4.2.3 Clean and safe fresh water.</li><li>4.2.4 Maintain good hygiene and sanitation in food and beverage preparation and handling.</li></ul>
4.3 Safety and security	<ul style="list-style-type: none"><li>4.3.1 Regular monitoring for safety in the area.</li><li>4.3.2 Provision of training on safety and security.</li><li>4.3.3 Availability of emergency guidelines or measures.</li><li>4.3.4 Provision of necessary/updated information to ensure the safety and security of visitors.</li><li>4.3.5 Regular maintenance of home appliances to avoid any accident.</li><li>4.3.6 Accessibility to public facilities i.e. hospital and clinic, public telephones, post office, police station.</li></ul>
4.4 Activities offered to visitors as part of home stay program	<ul style="list-style-type: none"><li>4.4.1 Provision of environmentally friendly activities that do not create any negative impacts to the area.</li><li>4.4.2 Involvement of visitors in local activities e.g. handicrafts, arts, language, traditional dance, traditional events and festivals.</li><li>4.4.3 Provision of necessary information about cultural activities to visitors.</li></ul>



Major Criteria	Requirements - Home stay
4.5 Environmental conditions	4.5.1 Appropriate number of visitors, scale and type of tourism activities and visitation period at each natural/cultural attraction that does not exceed carrying capacity of the sites. 4.5.2 Sufficient capacity for collecting solid waste. 4.5.3 Appropriate waste disposal practices. 4.5.4 Adequate waste collecting bins around the site. 4.5.5 Appropriate waste water drainage treatment. 4.5.6 Appropriate parking area to avoid air and noise pollution from vehicles to the area and community. 4.5.7 Community involvement in solid waste management such as waste separation, waste reuse and recycling. 4.5.8 Regular monitoring for environmental condition of the attractions.
4.6 Local benefits	4.6.1 Involvement of local community in Home Stay service. 4.6.2 Provision of education and training program for local residents on various aspects of home stay management and entrepreneurship. 4.6.3 Maintaining and enhancing local culture, natural environment and authenticity of the community and the area 4.6.4 The use of codes of conduct/ědo & donít guidelines to control visitorsí behavior. 4.6.5 Availability of interpretation plan/program that helps increase understanding of visitors and local people on the significance and authenticity of the place. 4.6.6 Provide the mechanism or platform for visitors to feedback on service standard.
4.7 Marketing and promotion	4.7.1 Availability of marketing and promotion plan/ activities including: <ol style="list-style-type: none"> <li>1) Clear target visitors and their needs.</li> <li>2) Availability of promotional materials e.g. brochure, interpretative and directional signage, panels about the program and community.</li> <li>3) Cooperation with local government and tour operators for marketing.</li> </ol>



### 5. ASEAN ECOTOURISM STANDARD

Major Criteria	Requirements
5.1 Ecotourism potential	<ul style="list-style-type: none"><li>5.1.1 Nature as the focus of tourism attraction</li><li>5.1.2 Diversity of ecological resources/natural habitats.</li><li>5.1.3 Undisturbed environments or environments demonstrating natural process at work i.e. wetlands, wilderness areas, or coastal areas.</li><li>5.1.4 The site is a habitat for rare and/or unique species.</li><li>5.1.5 Authenticity of culture of local community lived or living in the natural site.</li><li>5.1.6 Authenticity of cultural resources found in the area.</li></ul>
5.2 Accessibility	<ul style="list-style-type: none"><li>5.2.1 Appropriate and sufficient access to the site.</li><li>5.2.2 Adequacy of clear directional signage to the site.</li><li>5.2.3 Safe for visitors to travel to the site.</li></ul>
5.3 Tourism activities	<ul style="list-style-type: none"><li>5.3.1 Planned and controlled activities, subject to the guidelines of the relevant authorities, conducted in high natural significant area or sensitive/fragile area to minimize the negative impact on the environment.</li><li>5.3.2 Appropriate tourism activities compatible with local heritage, values and character.</li><li>5.3.3 Tourism activities are planned so that tourists follow specific path to minimize the negative impact on the environment.</li></ul>





Major Criteria	Requirements
5.4 Environmental management	5.4.1 Determination of the carrying capacity of the site. 5.4.2 Existence of management control/measures to ensure that tourism activities do not exceed carrying capacity of the site. 5.4.3 Availability of environmental planning and impact assessment, which includes but may not be limited to: <ol style="list-style-type: none"> <li>1) Appropriate design and materials used for infrastructure at site which is compatible with the local environment.</li> <li>2) Minimum site disturbance in constructing new facilities/product</li> <li>3) Promoting energy conservation policy</li> <li>4) Availability of energy conservation program</li> <li>5) Promoting solid waste reuse and recycling</li> <li>6) Appropriate waste disposal that does not create any negative impacts to the environment.</li> <li>7) Minimize environmental impact caused by disposal of wastewater</li> <li>8) Minimum noise impacts to a level equal to or lower than background noise in the local setting</li> <li>9) Minimum disturbance to wildlife</li> <li>10) Minimum impact on local air quality</li> <li>11) Availability of clean restrooms</li> </ol>
5.5 Site management	5.5.1 Provide monitoring program in place to assess satisfaction of local people and tourists. 5.5.2 Availability of training programs for staff on monitoring the carrying capacity, which includes but may not be limited to the understanding of natural and cultural values of the area, measures which are to be taken to prevent environmental degradation, and to respond to an emergency. 5.5.3 Mechanism to ensure that visitors do not stray into fragile or sensitive area of the eco system. 5.5.4 Existence of database on tourist statistics. 5.5.5 Availability of a tangible contribution to conservation.



Major Criteria	Requirements
	<ul style="list-style-type: none"> <li>5.5.6 Provide ongoing contributions to the local community to generate people empowerment.</li> <li>5.5.7 Demonstrate respect for and sensitivity of local cultures in both its development and operation phases.</li> <li>5.5.8 Ecotourism products meet or exceed customers expectation</li> <li>5.5.9 Provide accurate and responsible information about the product that leads to realistic expectations.</li> </ul>
<p>5.6 Safety and security</p>	<ul style="list-style-type: none"> <li>5.6.1 Availability of officials/ local guards to take care of safety and security for visitors.</li> <li>5.6.2 Availability of trained staff to deal with disaster/emergency.</li> <li>5.6.3 Availability of communication tools/system and emergency plan</li> <li>5.6.4 Adequacy of medical facilities and emergency response.</li> <li>5.6.5 Availability of emergency plan.</li> <li>5.6.6 Provision of information about the area (e.g. prohibited area, dangerous areas and animals) for visitors before entering the site.</li> </ul>
<p>5.7 Interpretation and educational program</p>	<ul style="list-style-type: none"> <li>5.7.1 Provision of brief introduction on natural environment of the site as well as ecotourism activities.</li> <li>5.7.2 Creation of appropriate ecotourism trail.</li> <li>5.7.3 Existence of visitor center or information booth to provide updated and accurate information.</li> <li>5.7.4 Availability of well-trained local guides/interpreters serving visitors.</li> <li>5.7.5 Availability of diverse interpretation media e.g.: electronic, printed or verbal guides on flora and fauna found in the habitat.</li> <li>5.7.6 Introduction of codes of conduct to educate visitors on what should or should not do when visiting the site.</li> <li>5.7.7 Promoting ASEAN Traveler's Code.</li> </ul>



## 6. ASEAN TOURISM HERITAGE STANDARD

Criteria	Requirements - Heritage
<p>6.1 Uniqueness and characteristics of heritage</p>	<p><b><u>Natural Heritage</u></b></p> <ol style="list-style-type: none"> <li>1) Significance of ecological systems and natural habitats.</li> <li>2) Undisturbed environments or environments demonstrating natural process at work i.e. wetlands, wilderness areas, or coastal areas.</li> <li>3) Existence of rare and unique species present at the site.</li> </ol> <p><b><u>Cultural Heritage</u></b></p> <ol style="list-style-type: none"> <li>1) Significance of the existing cultural and historical resources.</li> <li>2) Authenticity and integrity.</li> <li>3) Degree of survival of the archaeological remains, human values, ways of life, customs, land use, events and living traditions.</li> </ol>
<p>6.2 Site protection and conservation</p>	<p>6.2.1 Existence of management control/measures to ensure that the site capacity (in terms of resources and facilities) can absorb tourism activities.</p> <p>6.2.2 Implementation of preventive measures/management mechanisms to minimize degradation of resources.</p>
<p>6.3 Tourism and site management</p>	<p>6.3.1 Appropriate tourism activities compatible with local heritage, values and character.</p> <p>6.3.2 Involvement of local communities in the development and the management of the cultural and the natural heritage site</p> <p>6.3.3 Creation of jobs that encourage the use of local knowledge, skills and traditions.</p> <p>6.3.4 The use of appropriate off-site and on-site interpretive media to educate visitors such as:</p> <ul style="list-style-type: none"> <li>- Signage /panel</li> <li>- Brochure</li> <li>- Visual/ audio presentation</li> <li>- Guide book</li> <li>- Special events</li> </ul>





Criteria	Requirements - Heritage
	<p>6.3.5 Availability of well-trained local guides/ interpreters to serve visitors.</p> <p>6.3.6 Introduction of codes of conduct to educate visitors on what should or should not do when visiting the site.</p> <p>6.3.7 Monitoring program in place to assess tourism impacts on the site.</p>
6.4 Environmental management	<p>6.4.1 Provision of appropriate and sufficient waste management system.</p> <p>6.4.2 Put in place waste water treatment.</p> <p>6.4.3 Zoning parking area for the site.</p> <p>6.4.4 Control and regulate the entry of objects, materials and vehicles to the site.</p>
6.5 Accessibility	<p>6.5.1 Sufficient infrastructure and facilities to enable easy and safe access to the site.</p> <p>6.5.2 Adequate and clear directional signage to the site.</p>
6.6 Support facilities	<p>6.6.1 Adequacy of facilities such as medical care, F&amp;B outlets, electricity, water supply, restrooms, communication tools.</p> <p>6.6.2 Availability of skilled staff, officials/ local guards and other measures to take care of safety and security for visitors.</p>





## Chapter 3

### ASEAN Tourism Standard Logo

**3.1 Connotation of logo**

**3.2 Color Code**

**3.3 Certificate**

**3.4 Plaque**

**3.5 Letter of Notification**



### Connotation of ASEAN Tourism Standard Logo



## ASEAN Green Hotel Standard 2008-2010

### Connotation of ASEAN Tourism Standard Logo

1. Flower resembling to a lotus means
  - a legendary plant, inducing luxurious enjoyment, peace and beauty
  - a recognition of award and standardization of ASEAN Tourism Services
2. Petals enfolding ASEAN logo signify resilience of Member Countries
3. Different shades of green colour mean protection of environment, fertility, growth, increase of production in tourism industry



**ASEAN Color Code**



**ASEAN Green Hotel Standard  
2008-2010**



**C 87  
M 24  
Y 100  
K 13**



**C 65  
M 20  
Y 100  
K -**



**C 42  
M -  
Y 51  
K -**



**C 94  
M 88  
Y 44  
K 65**



**C -  
M 100  
Y 100  
K -**



**C -  
M -  
Y 100  
K -**

**Font : Time Bold 24 Point  
Leading : 34 Point**



## ASEAN Tourism Standard Certification



ASEAN Tourism Standard Certificates will be signed by each ASEAN Tourism Minister as follows:

1. Minister of Industry and Primary Resources for Brunei Darussalam
2. Minister of Tourism for Cambodia
3. Minister of Culture and Tourism for Indonesia
4. Minister, Chairman of Lao National Tourism Administration for Lao PDR
5. Minister of Tourism for Malaysia
6. Minister of Hotels and Tourism for Myanmar
7. Secretary of Tourism for the Philippines
8. Minister of Trade and Industry for Singapore
9. Minister of Tourism and Sports for Thailand
10. Chairperson of Vietnam National Administration of Tourism for Vietnam



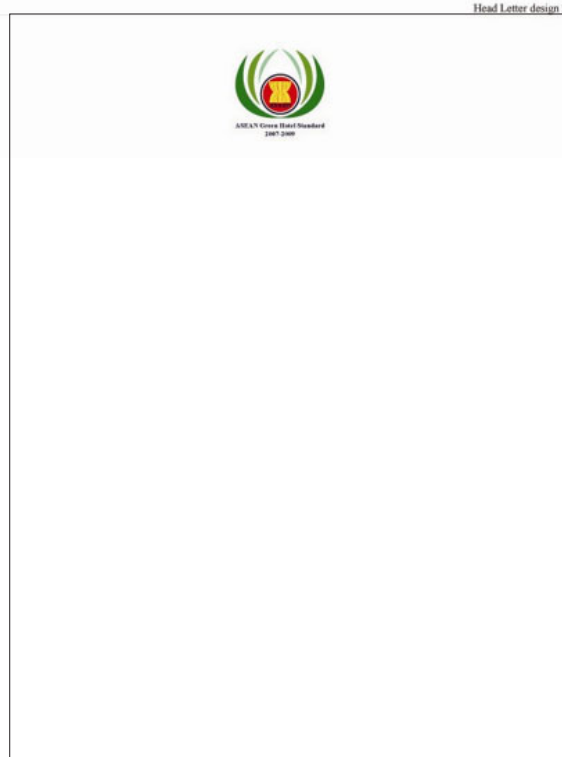
**ASEAN Tourism Standard Plaque**



An ASEAN Tourism Standard Plaque is made of metal in bronze colour of 7.5 x 10 inch size, attached with a piece of oak colour wood. The line of frame is 1 centimetre from the edge.



## ASEAN Tourism Standard Letter of Notification



ASEAN Tourism Standard Letter of Notification will be sent to those who receive ASEAN Tourism Standard, issued by ASEAN Secretariat or an ASEAN Head of NTO for confirmation. The Standard will last for two years or the period of time indicated by the committee.



## Addresses and Contacts of ASEAN NTOs

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