



ASEAN COMMUNITY BASED TOURISM STANDARD





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

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CBT definition, principles, standards and CBT products and services standards

The community-based tourism concept

Internationally, the tourism economic sector is dominated by small businesses that provide goods and services to a visiting tourist clientele. Community based tourism (CBT) is a form of tourism that seeks to empower communities to manage tourism growth and achieve community aspirations relating to their well-being, and includes economic, social and environmental sustainable development. Therefore, CBT not only involves a partnership between tourism businesses and the community to deliver benefits to both, but also involves community (and external) support for small tourism enterprises, which in turn commit to providing support for community projects that improve collective well-being.

CBT empowers local communities to determine and secure their socio-economic futures through fee-for-service activities that usually: present and celebrate local traditions and lifestyle; conserve natural and cultural resources; and foster equitable and mutually beneficial host-guest interaction. CBT usually caters for niche markets such as adventure tourism, cultural tourism, eco-tourism and agri-tourism, but draws on local products and services to spread the economic benefit from engaging in tourism.

CBT definition

Community Based Tourism (CBT) is tourism activity, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources.

CBT principles

Based on the above definition, CBT must:

1. involve and empower community to ensure ownership and transparent management,
2. establish partnerships with relevant stakeholders,
3. gain recognised standing with relevant authorities,
4. improve social well-being and maintenance of human dignity,
5. include a fair and transparent benefit sharing mechanism,
6. enhance linkages to local and regional economies,
7. respect local culture and tradition,
8. contribute to natural resource conservation,
9. improve the quality of visitor experiences by strengthening meaningful host and guest interaction, and
10. work towards financial self-sufficiency.

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





ASEAN CBT Standard

Objectives and uses of the standard

The ASEAN Community Based Tourism (CBT) Standard will be adopted by all ASEAN member states as recommended in the ASEAN Tourism Strategic Plan (ATSP): 2012-15 to create quality visitor experiences by showcasing community livelihoods and natural and cultural assets in a presentable, safe and attractive manner.

The Standard can be applied to CBT initiatives throughout ASEAN countries as a benchmark of performance needed to assure visitors that their visit will be enjoyable, meaningful and meet expectations. It also seeks to ensure communities, and their natural and cultural heritage resources are protected, and that income flows to the community to improve well-being.

ASEAN CBT Standard scope

The ASEAN CBT Standard provides umbrella performance indicators for the coordinated management of tourism products offered by communities under the organisation of a CBT Committee. Specific product standards adopted by ASEAN and relevant to CBT initiatives (e.g. the ASEAN Homestay Standard) form an integral part of the CBT Standard.

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

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

ASEAN CBT Standard definitions

CBT accommodation	Any structure and its surrounds provided within the CBT area for use by visitors.
CBT Accommodation Providers	CBT Members who provide accommodation services, including homestay, for visitors to a CBT area and who have committed to the ASEAN CBT Accommodation Provider's Code of Conduct.
CBT Administering Authority	An organisation in each ASEAN country given the responsibility by government of supporting CBT initiatives and administering CBT assessments. This organisation may be the Government's tourism organisation or National Tourism Organisation.
CBT central area	An area or building established for welcoming visitors and administrative functions of the CBT initiative.
CBT Committee	Shortened version of Community Based Tourism Management Committee, which consists of CBT Members elected by the community to represent their interests in CBT initiatives, and coordinate and manage related activities.
CBT Food and Beverage Providers	CBT Members who provide food and beverage services for visitors to a CBT area and who have committed to the ASEAN CBT Food and Beverage Provider's Code of Conduct.
CBT Friendly Tour Operator (FTO)	A responsible tour operator who: (1) brings tourists to a CBT area; (2) demonstrates care for the sustainability of nature and culture of the CBT area; (3) supports the economic and social development of the local community; and who has committed the ASEAN CBT Friendly Tour Operator's Code of Conduct.
CBT initiative	Any activity or group of activities undertaken by the CBT Members and managed by the CBT Committee.
CBT Guides	CBT Members who provide tours and activities for visitors to a CBT area and who have committed to the ASEAN CBT Guide's Code of Conduct (Appendix 2).
CBT Members	Members of a community participating in CBT Committee activities and who have committed to the CBT Members Code of Conduct (Appendix 1).
CBT stakeholders	Any individual, group, or organization that can affect or can be affected by CBT initiatives.
Government Tourism Organisation	The highest level of tourism administration established by each ASEAN state (e.g., Ministry, Department, National Tourism Organisation)



Prerequisite entry requirement

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

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

These prerequisites for part of the ASEAN CBT Standard.





The ASEAN community based tourism standard

1.0 Standards for community ownership and management

1.1 Standards for effective and transparent governance

1.1.1 The CBT initiative is managed by community members through a Committee elected for a maximum 5-year term.

1.1.2 The CBT initiative has a clear management structure with agreed roles and responsibilities.

1.1.3 Relevant national and provincial rules and regulations (including local by-laws) are followed by those directly involved in CBT activities/operations

1.1.4 CBT Member recruitment meets any relevant national or local laws and regulations

1.1.5 CBT Member recruitment to provide specific tourism products and services (e.g. guiding, accommodation, food and beverage services) is conducted fairly by the CBT Committee based on gender equity and social inclusion principles.

1.1.6 CBT Members are recruited based on their appropriate levels of knowledge and commitment to the CBT initiative and the specific role.

1.1.7 CBT Member appointments (and revocation of appointments) are approved by the CBT Committee.

1.2 Standards for recognition of legitimate establishment

1.2.1 The CBT initiative is recognised by provincial and/or national level authorities.

1.2.2 The CBT initiative is recognised by, and has the support of, any customary or legally recognised community-level governing body (e.g., community council).

1.3 Standards for effective and transparent management

1.3.1 CBT management processes comply with all CBT standards and requirements, including for outside operators and FTOs.

1.3.2 CBT Members agree to an ongoing commitment to the ASEAN CBT Member's Code of Conduct (Appendix 1).

1.3.3 The CBT initiative builds the capacity of the community to provide products, goods and services to visiting tourists.

1.3.4 The CBT initiative maximises use of goods and services provided by the community.

1.3.5 A clear financial management system exists and is accessible to community members.

1.3.6 An annual action plan is documented and is accessible to community members.

1.3.7 Long-term goals and objectives are documented and accessible to the community members.

1.3.8 Monitoring and evaluation mechanisms exist to assess the sustainability performance of individual and collective CBT activities.

1.4 Standards for effective partnerships

1.4.1 Guidelines exist for inbound tour operator interaction with the community.

1.4.2 In conducting activities, the CBT initiative avoids impacts on neighbouring communities.

1.4.3 Relevant CBT stakeholders are identified and their roles in contributing to CBT initiatives are documented.

1.4.4 An established procedure exists for regular consultation with stakeholders.

1.4.5 Cooperation exists with neighbouring communities.



2.0 Standards for contribution to social well-being

2.1 Standards for maintaining human dignity

2.1.1 Sex tourism, drug trafficking, human trafficking, and exploitation of child labour are not tolerated or supported explicitly or implicitly.

2.1.2 CBT activities promote gender equity and social inclusion.

2.1.3 CBT initiatives build the capacity for disadvantaged members of the community to appropriately benefit from tourism (this includes identifying roles for youth and the aged).

2.1.4 CBT activities contribute to improving community access to basic services (water, sanitation, energy, education, health).

2.2 Standards for equitable sharing of benefits and costs

2.2.1 Clear and agreed benefit sharing arrangements exist.

2.2.2 A community development fund exists that is used for initiatives benefiting the whole community.

2.2.3 A process exists for equal opportunities in income generating activities.

2.3 Standards for linking with regional economies

2.3.1 Local community members dominate employment in CBT initiatives.

2.3.2 Local/regional sourcing of products and services dominate CBT initiatives.

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

2.3.4 Strong cooperation with other CBTs and regional private and government organisations exists to increase regional tourism.

2.4 Standards for maintaining cultural integrity and enriching valued cultural traditions

2.4.1 Cultural assets of significance to the local community and valued cultural traditions are identified, documented and endorsed by relevant communities.

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

2.4.3 Practices ensure that all rules, regulations and laws relevant to protection of culture and heritage are followed.

2.4.4 CBT management supports the retention of traditional livelihoods and initiatives that create alternative livelihoods.

2.4.5 A code of visitor behaviour exists to inform visitors of appropriate behaviour within communities.

2.4.6 A community decision-making process exists that identifies what cultural assets and traditions will be shared with visitors.





3.0 Standards for conserving and improving the environment

3.1 Standards for conserving natural resources

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

3.1.2 A fund exists to support community-based conservation programs and actions.

3.1.3 Programs exist to present the value of natural resources to local community well-being.

3.1.4 Local rules and regulations exist relevant to the protection and presentation of nature.

3.2 Standards for conservation activities to improve the environment

3.2.1 A fund is available to support community-based environmental improvement action.

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

3.2.3 Locally appropriate wastewater management uses technologies that minimise risk to human health and environmental impact.

3.2.4 Practices ensure that all rules, regulations and laws relevant to environmental protection are followed.

3.2.5 Solid waste generation is actively discouraged (e.g., through encouraging refilling of water bottles with treated water).

3.2.6 Environmental information and education programs are available for hosts, guests and the community.

3.2.7 Low carbon energy sources are used within the CBT area.





4.0 Standards for encouraging interaction between the local community and guests

4.1 Standards for guest and local community interaction

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

4.1.2 Policies and actions ensure safety and security for visitors.

4.1.3 Codes of conduct exist for community, hosts and guests.

4.1.4 Tourist expectations are managed by providing accurate information in marketing initiatives.

4.1.5 A quality control and improvement system exists, including a process to obtain visitor feedback on their CBT experiences.

4.1.6 A program of cross-cultural communication and understanding exists.

4.1.7 Opportunities exist for tourists to contribute to local activities alongside community members.

4.1.8 The quality control and improvement system is evaluated weekly and reported annually to Community members.

4.2 Standards for achieving the sustainability of community-based tourism products

4.2.1 Transparent and fair pricing exists for visitors with adequate returns on community investments.

4.2.2 Positive returns on investment exist in terms of social, cultural, environmental and economic outcomes.

4.2.3 Target market segments are identified with their servicing needs.

4.2.4 Appropriate and unique products and services are in place to service identified market needs and protect and enrich environmental and cultural assets, products and services.

4.2.5 A targeted and cost-effective marketing program exists to attract identified markets.





5.0 Standards for quality tour and guiding services

5.1 Standards for ensuring local guide quality and expertise

5.1.1 Guides are recruited based on appropriate levels of knowledge, physical health and fitness for proposed guided activities.

5.1.2 Guides possess or can demonstrate commitment to developing sound knowledge of the local environment and culture; including history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles.

5.1.3 Guides operate within the ASEAN CBT Standards and regulations of the CBT initiative and have signed and follow the ASEAN CBT Guide's Code of Conduct (Appendix 2).

5.1.4 Guides are certified under any relevant standard produced for the purposes of improving guiding services.

5.1.5 Guides facilitate environmentally, socially and culturally relevant and sensitive experiences for visitors that are protective of natural and cultural resources and values.

5.1.6 Guides have access to ongoing capacity building and training opportunities to increase their skills and knowledge of:

- sustainable tourism,
- interpretative guiding,
- group management,
- customer care/service,
- communication (including cross cultural awareness/communication and verbal and non-verbal communication);
- first aid and safety,
- authentic local cultural traditions, integrity, identity and values,
- environmental protection issues,
- the guidelines and regulations of the CBT initiative, and
- any other area deemed necessary by the CBT Committee.

5.2 Standards for ensuring the quality of tours and activities

5.2.1 Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.

5.2.2 Tours/activities ensure visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community.

5.2.3 Tours/activities have a clearly defined:

- itinerary and associated price; and
- documented booking system.

5.2.4 Tours/activities record the visitors on tours, including departure and return times.

5.2.5 Visitors are informed of the tour itinerary, level of difficulty, possible hazards, safety precautions and regulations or rules that apply to their conduct on the tour.

5.2.6 Tours operate on a cost recovery basis and yield a profit to the CBT initiative.

5.2.7 A quality control and improvement system exists, including a system for visitor feedback on the tour/activity experience, and visitors are actively encouraged to participate in the feedback process.

5.2.8 Tours/activities respect and contribute to the promotion and preservation/conservation of local culture and natural environment and provide current and relevant cultural information.

5.2.9 Tours/activities are designed to be enjoyable, educational, participatory, organised, relevant and thematic.

5.2.10 The local (interpretative) guide to visitor ratio is not greater than 1:5-10.

5.2.11 Where relevant, tours/activities have clearly defined and documented agreements with inbound tour operators.



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5.2.12 Tours/activities actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.

5.2.13 Tours provide an appropriate and specialised service for identified tourist markets and attract identified tourist markets through cost-effective means.





6.0 Standards for ensuring quality food and beverage services

6.1 Standards for ensuring food and beverage service provider quality

6.1.1 Food and beverage providers are recruited based on appropriate levels of knowledge and experience in providing locally relevant food and beverage services.

6.1.2 Food and beverage providers possess or can demonstrate commitment to hygienic food preparation and service techniques.

6.1.3 Food and beverage providers operate within the guidelines and regulations of the CBT initiative and have signed and follow the ASEAN CBT Food and Beverage Providers Code of Conduct (Appendix 3).

6.1.4 Food and beverage providers are certified under any relevant standard produced for the purposes of improving food and beverage services.

6.1.5 Food and beverage providers provide opportunities for knowledge exchange between hosts and visitors.

6.1.6 Food and beverage providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of:

- food preparation hygiene,
- nutritional meal and menu preparation,
- traditional cuisine and cooking techniques,
- hospitality and service standards,
- sustainable tourism,
- group management,
- customer care/service,
- communication (including cross cultural awareness/communication and verbal and non-verbal communication);
- first aid and safety,
- authentic local cultural traditions, integrity, identity and values,
- environmental protection issues,
- the guidelines and regulations of the CBT initiative, and
- any other area deemed necessary by the CBT Committee.

6.2 Standards for managing food and beverage services for quality

6.2.1 Food and beverage services are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.

6.2.2 Menus are available with associated prices (if appropriate).

6.2.3 Meals are provided at agreed times identified in consultation between food and beverage providers and the CBT committee.

6.2.4 Sufficient food is provided for visitor needs, including between-meal snacks.

6.2.5 Menus vary daily and include at least one traditional meal at each dining period.

6.2.6 Maximum use is made of fresh, organically grown food and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law.

6.2.7 Dessert and/or fruit forms part of each meal.

6.2.8 Food preparation and dining areas are maintained in a clean state at all times.

6.2.9 Food preparation and dining utensils are cleaned thoroughly before use (i.e. cleaned immediately after dining periods).

6.2.10 Food service providers wash their hands with soap in clean water before and regularly during food preparation.

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

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



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6.2.13 Opportunities exist for tourists to participate in meal preparation and to learn traditional cooking techniques.

6.2.14 A quality control and improvement system exists, including a system for visitor feedback on the dining experience, and visitors are actively encouraged to participate in the feedback process.

6.2.15 Visitor dietary preferences are accommodated.

6.2.16 Maximum use is made of natural bio-degradable products when serving and packaging food (e.g. banana leaves).





7.0 Standards for ensuring quality accommodations

7.1 Standards for ensuring accommodation service provider quality

7.1.1 Accommodation providers are recruited based on appropriate levels of knowledge of accommodation service delivery and the appropriateness of their accommodations for targeted markets.

7.1.2 Accommodation providers possess or can demonstrate commitment to developing sound knowledge of how to deliver quality accommodation services, and local environment, culture and sustainable tourism experiences.

7.1.3 Accommodation providers operate within the guidelines and regulations of the CBT initiative and have signed and follow the ASEAN CBT Accommodation Provider's Code of Conduct (Appendix 4).

7.1.4 Accommodation providers supply safe and clean accommodation opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.

7.1.5 Accommodation providers are certified under any relevant standard produced for the purposes of improving accommodation services (e.g. ASEAN Homestay Standard).

7.1.6 Accommodation providers have access to ongoing capacity building and training opportunities to increase their skills and knowledge of:

- accommodation and housekeeping services,
- food preparation hygiene,
- hospitality and service standards,
- sustainable tourism,
- group management,
- customer care/service,
- communication (including cross cultural awareness/communication and verbal and non-verbal communication);
- first aid and safety,
- authentic local cultural traditions, integrity, identity and values,
- environmental protection,
- the guidelines and regulations of the CBT initiative, and
- any other area deemed necessary by the CBT Committee.

7.2 Standards for managing accommodations to ensure quality

7.2.1 Accommodations are provided within the objectives, guidelines, regulations and codes of conduct of the CBT initiative.

7.2.2 A clearly defined and documented visitor booking system exists for visitors to the CBT central area and accommodations.

7.2.3 An up-to-date log of arrivals, departures and returns to the CBT central area is maintained.

7.2.4 Visitors are informed on arrival of safety, security and behavioural requirements.

7.2.5 Purpose-built structures for visitor use are attractive and appropriate to meeting tourist expectations and basic safety standards.

7.2.6 Bathrooms and toilets, with adequate privacy and ventilation, are available for guest use within all accommodations.

7.2.7 All accommodations, especially bathrooms and toilets, are thoroughly cleaned and serviced daily.

7.2.8 Bathrooms and toilets include a tank or adequate fresh, clean water, soap and cup; toilets include toilet paper and a sanitary bin.

7.2.9 Toilets are of either squatting or sitting, and flushing or composting type, with consideration given to client preferences and local norms.

7.2.10 The CBT area is maintained in a clean condition that minimises threats from dangerous species.

7.2.11 Materials are available to cover basic communication needs between hosts and guests.



7.2.12 A torch is available for night use in all accommodations and structures built for visitor use.

7.2.13 All CBT accommodations and visitor use areas have procedures to ensure the security and safety of visitors and their belongings (visitors are to be informed of these upon arrival).

7.2.14 A contingency plan exists for unexpected events, including a sick or injured guest, missing or lost guest, disruptive or undesirable behaviour from a guest, accident or injury to a guest or adverse weather conditions.

7.2.15 All CBT accommodations and visitor use areas include a first aid kit for guest and staff use and checked weekly for completeness or replenished on use.

7.2.16 All CBT accommodations and visitor use areas apply all appropriate standards of hygiene and cleanliness stated in the food and beverage section of these standards when including meals in the accommodation.

7.2.17 A quality control and improvement system exists, including a system for visitor feedback on accommodations, and visitors are actively encouraged to participate in the feedback process

7.2.18 Subject to functional requirements, built structures for visitors reflect local building traditions.

7.2.19 Built structures for visitors are clearly identified at the location with guide signs as required (this particularly applies to accommodation and any special tourist use areas).

7.2.20 Built structures do not include wild animal decoration, except where part of an interpretive display or part of local custom.

7.2.21 Adequate lighting and ventilation is provided inside all built structures for visitor use.

7.2.22 Structures are not placed within 20metres of any natural or cultural attraction or significant site, unless historically in that location or for cultural reasons.

7.2.23 Farm animals cannot enter structures used by visitors.

7.2.24 Parking and signage is available for visitor use and orientation.

7.2.25 All CBT accommodation providers are trained in basic first aid and are therefore competent in using first aid kits.

7.2.26 All CBT accommodation and visitor use areas have documented fire and emergency procedures, displayed in prominent positions.

7.2.27 The family and cross-culture experience is emphasised.





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

8.1 Standards for FTO commitment to CBT ideals

8.1.1 FTOs are certified under any relevant standard produced for the purposes of improving tour operations (e.g., ASEAN Ecotourism Standard).

8.1.2 FTOs meet all necessary license and permit requirements.

8.1.3 Clearly defined and documented agreements exist between FTOs and the CBT Committee, requiring FTOs and staff to operate within the guidelines and regulations of the CBT initiative.

8.1.4 FTOs and staff have signed and follow the ASEAN CBT Friendly Tour Operator's Code of Conduct (Appendix 5).

8.1.5 Where available, FTOs are members of an appropriate professional organisation.

8.1.6 FTOs and staff possess, or can demonstrate commitment to developing, sound knowledge of sustainable tourism and how to deliver quality tour services relating to experiencing local environments, cultures and livelihoods.

8.1.7 FTOs and staff provide safe opportunities for visitors to experience community life and for knowledge exchange between hosts and guests.

8.1.8 FTOs provide employees dealing with communities regular training on CBT and ecotourism (e.g. one day a year/paid).

8.1.9 FTOs cooperate with natural and cultural heritage conservation organizations, authorities and local NGOs as required.

8.2 Standards for FTO contributions to community and nature protection

8.2.1 FTOs demonstrate respect for CBT regulations and recommendations for behaviour in environmentally sensitive areas and while in the community.

8.2.2 FTOs and staff have a sound knowledge and understanding of the specific CBT site and local conditions.

8.2.3 FTOs demonstrate best practice environmental management in their operations (e.g., use of energy efficient products, waste minimisation and recycling).

8.2.4 FTOs minimise motorized transportation, especially in CBT areas.

8.2.5 FTOs consult with the CBT Committee and the community if there is a risk that activities might result in direct environmental or social impact.

8.2.6 FTOs take away all solid waste generated from products it brings into the CBT area.

8.2.7 FTOs provide visitors with nature, culture and community experiences that respect and apply a minimized disturbance policy.

8.2.8 FTOs and staff are actively involved in, or contribute to, CBT projects.

8.2.9 FTOs work with the community to improve community services and products offered by providing client feedback information.

8.2.10 FTOs support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people.

8.2.11 To the greatest extent possible, FTOs use eco-friendly accommodation and services prior to and after visiting the CBT area.

8.3 Standards for FTO support for the local economy

8.3.1 FTOs maximise use and purchase of local and CBT products and services (e.g. accommodation, transport in and out, activities, food, souvenirs).

8.3.2 FTOs have an agreement or contract with the community on CBT products, prices and procedures.



8.3.3 FTOs provide advice to the CBT Committee on potential additional services that will increase CBT income.

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

8.4 Standards for FTO promotion of joy of discovery, knowledge and respect

8.4.1 In cooperation with local guides, FTOs deliver high quality guiding and culture/nature interpretation, which generates respect for the cultural and natural values of the CBT area.

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

8.4.3 Through agreement with the CBT Committee, FTOs limit group size based on the carrying capacity of the visited site with the objective of delivering quality experiences to clients that minimises impact on the community.

8.4.4 FTOs have sound knowledge about the CBT area's cultural and natural values, and transfers this knowledge to their staff, especially guides and tour leaders.

8.4.5 FTOs provide accurate pre-tour information to clients about the tour and the CBT area, a list of needed equipment and codes of conduct.

8.5 Standards for FTO providing satisfying and safe experiences for tourists and the community

8.5.1 FTOs encourage their clients to have travel insurance cover.

8.5.2 FTOs ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides.

8.5.3 FTOs practice responsible marketing that creates appropriate customer expectations of CBT areas and activities.

8.5.4 FTO staff are trained in first aid, including CPR.

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





Appendix 1

ASEAN CBT Member's Code of Conduct

My commitment to on-going learning and effective communication

- I will actively seek to increase my knowledge of and expertise in the area of CBT visitor service with which I am involved. (Mandatory)
- I will actively seek to increase my knowledge of: (1) group/visitor management techniques, (2) communication techniques (including cross-cultural awareness/communication and verbal and non-verbal communication), and (3) first aid and safety. (Mandatory)
- I will actively seek to increase my knowledge of the local environment and culture: including history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles. (Mandatory)
- I will ensure current and relevant environmental and cultural information is included where required during my interactions with visitors. (Mandatory)

My commitment to ethical practices

- I will be friendly, courteous and honest when dealing with the community and visitors. (Mandatory)
- I will demonstrate pride in representing my community and provide a role model for other community members. (Mandatory)
- I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I will support principles of gender equity and social inclusion. (Mandatory)
- I will respect the right of all other CBT members to share equally in opportunities for their involvement in income generating activities. (Mandatory)

My commitment to natural and cultural heritage protection

- I will respect and contribute to the promotion and preservation/conservation of local culture and natural environments. (Mandatory)
- I will ensure visitors observe CBT Standards at all times when interacting with the culture, natural environment and people of the community in the interests of avoiding or minimising negative impacts. (Mandatory)
- I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members. (Mandatory)
- I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, reuse, recycle principles. (Mandatory)
- I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection or codes of conduct are followed. (Mandatory)

My commitment to visitor care and safety

- I will adhere to all CBT approved policies and codes of conduct regarding safety and security of visitors. (Mandatory)
- I will be aware of the nearest first aid kit at all times when interacting with visitors. (Mandatory)
- As required, I will wear a uniform or carry an ID card when interacting with visitors.
- I will be prepared to efficiently communicate with a responsible third party in the event of emergencies or accidents. (Mandatory)

My commitment to provide quality service and continuous improvement

- I will provide professional service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory)
 - I will never be under the influence of illegal substances. (Mandatory)
 - I will never be under the influence of alcohol or any intoxicating substances prior to and/or during an activity (except when and if culturally appropriate). (Mandatory)
 - I will actively seek feedback on visitor experience satisfaction and the activity with which I am involved. (Mandatory)
 - I will demonstrate commitment to this ASEAN CBT Member's Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)
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Appendix 2

ASEAN CBT Guide's Code of Conduct

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

- committing to on-going learning and improving my communication skills, particularly in the area of interpretive guiding; (Mandatory)
- adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
- contributing to the protection and presentation of my community's natural and cultural assets and traditions by providing cultural and natural environment awareness raising and education activities for visitors and the host community; (Mandatory)
- following all CBT approved policies and codes of conduct regarding safety and security of visitors; (Mandatory)
- providing a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of guiding services. (Mandatory)

My commitment to ensuring the quality of tours and visitor activities

Visitor briefing

- I will inform visitors of the tour/activity itinerary, level of difficulty and possible hazards and safety precautions. (Mandatory)
- I will inform visitors of regulations or rules that apply to their conduct on the tour. (Mandatory)
- I will inform visitors of opportunities to participate in the satisfaction feedback process.

Tour/activity content

- I will ensure tours/activities with which I am associated are designed to be enjoyable, educational, participatory, organised, relevant and thematic.
- I will ensure tours/activities with which I am associated respect and contribute to the promotion and preservation/conservation of local culture and natural environment.
- To minimise negative impacts, I will make necessary efforts to ensure that visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community. (Mandatory)
- I will ensure tours/activities with which I am associated include relevant cultural information in the interpretation of the community and its surroundings.
- I will ensure tours/activities with which I am associated provide cultural and natural environment awareness raising and education for visitors and the host community.
- I will ensure tours/activities with which I am associated actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members.
- I will ensure tours/activities with which I am associated demonstrate practical waste management including the application of avoid, reduce, reuse, recycle principles.

Tour/activity conclusion

- I will invite visitors to participate in the satisfaction feedback process.
- I will encourage visitors to participate in other CBT tours/activities. (Mandatory)
- I will conclude the tour/activity with an expression of my pride in representing the community and a wish for visitors to have a pleasant stay within the community and for the rest of their visit/holiday. (Mandatory)

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- I will demonstrate commitment to this ASEAN CBT Guide's Code of Conduct and be able to explain the rationale for each of its requirements. (Mandatory)
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Appendix 3

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

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

- committing to on-going learning and improving my communication skills, particularly in the area of quality food and beverage service; (Mandatory)
- adopting ethical and visitor friendly practices, and taking pride in representing my community; (Mandatory)
- contributing to the protection and presentation of my community's natural and cultural assets and traditions by providing and demonstrating traditional cooking practices; (Mandatory)
- following all CBT approved policies and codes of conduct regarding safety and security of visitors; (Mandatory)
- providing a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of food and beverage services. (Mandatory)

My commitment to providing quality food and beverage services

Provision of meals

- I will provide meals to CBT visitors at agreed times identified in consultation with the CBT Committee. (Mandatory)
- I will advise visitors in advance of the price of meals. (Mandatory)
- I will accommodate visitor dietary preferences.
- I will provide sufficient food for visitor needs, including between-meal snacks. (Mandatory)
- I will make maximum use of organically grown food, and local ingredients, including fresh meat and vegetables, but no bush meats prohibited by law. (Mandatory)
- I will make maximum use of natural bio-degradable products when serving and packaging food (e.g. banana leaves).
- I will ensure the menu varies daily to promote local custom and traditional cuisine and provide variety for visitors. (Mandatory)
- I will emphasise local custom and traditional cuisine by providing at least one traditional meal at each dining period. (Mandatory)
- I will provide dessert and/or fruit as part of each meal. (Mandatory)

Maintaining hygiene standards

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

Experience exchange

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



Appendix 4

ASEAN CBT Accommodation Provider's Code of Conduct

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

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

My commitment to providing quality accommodation

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

Guest sleeping areas

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

Bathrooms and toilets

- I will include in the bathroom and toilet adequate privacy and ventilation, a tank or jar of fresh, clean water, soap, a cup, toilet paper and a sanitary bin. (Mandatory)
- I will thoroughly clean and service the bathroom/toilet daily. (Mandatory)

Safety and hygiene

- If I supply food or meals, I will meet the hygiene requirements identified in the CBT Food and Beverage Provider's Code of Conduct. (Mandatory)
 - I will provide and be able to use a first aid kit for guest use and check it weekly for completeness or replenished on use.
 - I will provide a torch for night use by visitors. (Mandatory)
 - I will demonstrate commitment to this ASEAN CBT Accommodation Provider's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)
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Appendix 5

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

My commitment to on-going learning and effective communication

- I will actively seek to increase my knowledge of and expertise in all areas of CBT visitor service with which I am involved. (Mandatory)
- I will actively seek to increase my knowledge of: (1) sustainable tourism, (2) group management techniques, (3) customer care/service, (4) communication techniques (including cross-cultural awareness/communication and verbal and non-verbal communication), (5) first aid and safety, and (6) cultural and environmental issues. (Mandatory)
- I will actively seek to increase my knowledge of the local environment and culture: including history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles. (Mandatory)
- I will ensure current and relevant environmental and cultural information is included where required during my interactions with visitors. (Mandatory)
- I will actively seek to improve my verbal and non-verbal communication skills to improve the quality of visitor experiences. (Mandatory)

My commitment to ethical practices

- I will be friendly, courteous and honest when dealing with the community and visitors. (Mandatory)
- I will not tolerate sex tourism, drug trafficking, child labour or human trafficking, and I will support principles of gender equity and social inclusion. (Mandatory)
- I will respect the right of CBT members to share in opportunities for their involvement in tourism related income generating activities. (Mandatory)

My commitment to natural and cultural heritage protection

- I will respect and contribute to the promotion and preservation/conservation of local culture and natural environments. (Mandatory)
- I will ensure my clients observe CBT standards for interacting with the culture, natural environment and people of the community in the interests of avoiding or minimising negative impacts. (Mandatory)
- I will actively facilitate cross-cultural understanding and opportunities for tourists to contribute to local activities alongside host community members. (Mandatory)
- I will demonstrate best-practice waste management by collecting litter and applying avoid, reduce, reuse, recycle principles. (Mandatory)
- I will ensure all relevant rules, regulations and laws regarding environmental and wildlife protection or codes of conduct are followed. (Mandatory)

My commitment to visitor care and safety

- I will adhere to all CBT approved policies and codes of conduct regarding safety and security of visitors. (Mandatory)
- I will be aware of the nearest first aid kit at all times when interacting with visitors. (Mandatory)
- As appropriate, I will wear a uniform and carry an ID card at all times when interacting with visitors.
- I will be prepared to efficiently communicate with a responsible third party (i.e. use of portable radios, cell phones, flares or other means of attracting attention), in the event of emergencies or accidents. (Mandatory)

My commitment to providing quality service and continual improvement

- I will provide a quality service by being on time, organized and prepared in advance of all activities with which I am associated. (Mandatory)
- I will never be under the influence of alcohol or drugs or any other intoxicating substances prior to and/or during my visit to the CBT initiative. (Mandatory)
- I will actively seek feedback on visitor experience satisfaction and all activity with which I am involved. (Mandatory)

My commitment to the CBT initiative

- I will abide by the rules, regulations and practice requirements of the local community. (Mandatory)
- I will demonstrate support of the CBT initiative and community by making maximum use of CBT services and being actively involved in, or contributing to, CBT projects. (Mandatory)



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- I will develop a sound knowledge and understanding of the specific CBT site and local conditions, especially cultural and natural values, and transfer this knowledge to my clients and fellow staff, especially guides and tour leaders. (Mandatory)
- I will respect community traditions, CBT regulations and requirements for use of environmentally sensitive areas and in-community behaviour. (Mandatory)
- I will consult with the CBT Committee and the community if there is a risk that activities might contribute to direct environmental damage. (Mandatory)
- I will monitor and provide feedback to the CBT Committee on activities based upon ecologically sustainable and ethically acceptable usage of community resources. (Mandatory)
- I will take away all solid waste generated by my clients from products I bring into the CBT area. (Mandatory)
- I will minimise use of motorized transportation, especially in CBT areas. (Mandatory)
- In cooperation with local guides, I will deliver high quality guiding and culture/nature interpretation and generate respect for the destinations' cultural and natural values. (Mandatory)
- I will explain codes of conduct to clients, emphasising the visitor's responsibility to treat local people with respect, and avoid environmental damage. (Mandatory)

For the CBT FTO operator/owner

- Through agreement with the CBT Committee, I will limit group size based on the carrying capacity of the site and the objective of delivering quality experiences to clients that minimises impact on the community. (Mandatory)
- I will support the CBT Committee in training local guides and wildlife rangers from indigenous and/or local people.
- I will meet all necessary licenses and permit requirements. (Mandatory)
- I will actively encourage my clients to have travel insurance cover. (Mandatory)
- I will practice responsible marketing, which creates appropriate customer expectations of the CBT experience and activities. (Mandatory)
- I will conduct my business with honesty and ethical behaviours. (Mandatory)
- I will ensure high risk activities are guided by specifically trained and skilled staff, assisted by CBT guides. (Mandatory)
- I will ensure staff are trained in first aid, including CPR.
- I will have in place a post-trip customer feed-back system and provide a summary report to the CBT Committee after each visit to the CBT initiative.
- I will maintain membership of a relevant professional tourism organisation, if available. (Mandatory)
- To the greatest extent possible, I will use eco-friendly accommodation and services prior to and after visiting the CBT area.
- I will provide accurate pre-tour information to clients about the tour and the CBT initiative, a list of needed equipment and codes of conduct when in the CBT area.
- I will demonstrate commitment to this ASEAN CBT Friendly Tour Operator's Code of Conduct and be able to explain the rationale for each of its requirements.** (Mandatory)





**ASEAN COMMUNITY BASED TOURISM STANDARD
2014**