**Local Guide & Tour Operator Assessment Form**

|  |  |
| --- | --- |
| **Name of the package** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **LOCAL GUIDE & TOUR OPERATOR SUSTAINABILITY ASSESSMENT**  **(Assessment for all the local guides and tour operators included in the package)** | | | | |
| **Description of Indicators and criteria**  **from the ASEAN Community Based Tourism Standard** | **Answers of applicant**  **(1 point / question)** | | **Verification of**  **ASTA Assessors** | |
| **YES** | **NO** | **YES** | **NO** |
| **Minimum requirements for ensuring local guide quality and expertise** |  | | | |
| 1. Local community guides are recruited based on appropriate levels of knowledge, physical health and fitness for proposed guided activities. |  |  |  |  |
| 2. Local guides possess or can demonstrate commitment to developing sound knowledge of the local environment and culture; including history, cultural traditions, geography, flora and fauna and cultural/heritage sites, and sustainable tourism principles. (*Assessors must request for local guides to introduce the package)* |  |  |  |  |
| 3. Local guides facilitate environmentally, socially and culturally relevant and sensitive experiences for visitors that are protective of natural and cultural resources and values. (*Assessors can request for local guides to give examples*) |  |  |  |  |
| 4. Local guides have access to on-going capacity building and training opportunities to increase their skills and knowledge. (*Assessors can ask the TO about the existence of training opportunities for local guides)* |  |  |  |  |
| **Minimum commitment to ASEAN CBT Standards and regulations** |  | | | |
| 5. Local guides commit to on-going learning and improving their communication skills, particularly in the area of interpretive guiding. (*Assessors can ask the list of training followed by local guides)* |  |  |  |  |
| 6. Local guides adopt ethical and visitor friendly practices, and take pride in representing their community. (*Assessors can check online and/or ask community members)* |  |  |  |  |
| 7. Local guides contribute to the protection and presentation of their community’s natural and cultural assets and traditions by providing cultural and natural environment awareness raising and education activities for visitors and the host community. (*Assessors can ask local guides to provide examples)* |  |  |  |  |
| 8. Local guides follow all CBT approved policies and codes of conduct regarding safety and security of visitors. (*Assessors can ask local guides to show potential issues of safety and security and how they cope with)* |  |  |  |  |
| 9. Local guides provide a quality service and conforming to any standards developed by ASEAN for the purposes of improving the quality of guiding services. (*Assessors can verify on travel forum online)* |  |  |  |  |
| **Minimum requirements for a management of tours and activities that ensure quality** |  | | | |
| 10.Tours/activities operate within the objectives, guidelines, regulations and codes of conduct of the CBT initiative. (*Assessors can check if the TO has signed CBT CoC*) |  |  |  |  |
| 11.Tours/activities ensure visitors, at all times, observe CBT approved guidelines for interacting with the culture, natural environment and people of the community. (*Assessors can verify on travel forum online and ask community members not directly involved in the package)* |  |  |  |  |
| 12.Tours/activities have a clearly defined: • itinerary and associated price; and • documented booking system. (*Assessors can ask for leaflets or the existence of boards*) |  |  |  |  |
| 13. Tours/activities record the visitors on tours, including departure and return times. (*Assessors can ask for the book of record*) |  |  |  |  |
| 14. Visitors are informed of the tour itinerary, level of difficulty, possible hazards, safety precautions and regulations or rules that apply to their conduct on the tour. (*Assessors can verify on travel forum online and check the communication materials*) |  |  |  |  |
| 15. 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. |  |  |  |  |
| 16. The local (interpretative) guide to visitor ratio is not greater than 1:5-10. (*Assessors can ask community members not directly involved in the package about the average visitors groups’ size)* |  |  |  |  |
| **Standards for Tour Operators’ contributions to community and nature protection** |  | | | |
| 17. TOs minimises motorized transportation, especially in CBT areas. |  |  |  |  |
| 18. TOs take away all solid waste generated from packages it brings into the CBT area. |  |  |  |  |
| 19. TOs, staff and clients contribute to, or take part in, local development work (e.g., village projects, education, maintenance of local roads etc.). |  |  |  |  |
| 20. TOs explain codes of conduct to clients, emphasising the visitor’s responsibility to treat local people with respect, and avoid environmental damage. |  |  |  |  |
| 21. TO staff are trained in first aid, including CPR. |  |  |  |  |
| 22. TOs are able to demonstrate their efforts in improving the quality of their operation through reporting of visitor satisfaction from client feedback surveys. |  |  |  |  |
| **Total points** |  |  |  |  |
| **Maximum points** | **22** | **22** | **22** | **22** |
| **Rural package minimum points** | **11** | | | |
| **Urban package minimum points** | **13** | | | |
| **Do the service providers respond to the ASTA Local Guide and Tour Operator sustainability criteria ? (Answer by YES or NO)** |  | |  | |

|  |  |
| --- | --- |
| **ASSESSOR COMMENTS** | |
| **If it does not fully comply with the sustainability criteria, what should be improved ?** |  |