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ABOUT ASEAN TOURISM STANDARDS

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 enhancing quality of tourism products and services as well as promoting responsible management among tourism businesses and stakeholders in the region.

ASEAN has created seven tourism standards under the auspices of ASEAN National Tourism Organizations which are:
1. ASEAN Green Hotel Standard
2. ASEAN Spa Services Standard
3. ASEAN Clean Tourist City Standard
4. ASEAN Community Based Tourism Standard
5. ASEAN Homestay Standard
6. ASEAN Public Toilet Standard
7. ASEAN MICE Venue Standard

In ASEAN Tourism Forum 2018, ASEAN member countries are pleased to present three ASEAN Tourism Standard Awards including ASEAN Green Hotel Standard, ASEAN Clean Tourist City Standard, and ASEAN MICE Venue Standard on 26 January 2018 to recognize and honour outstanding ASEAN tourism businesses and destinations that comply with the above ASEAN Tourism Standards.

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

CONNOTATION OF 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 edge.
The ASEAN Green Hotel Standard is an ASEAN initiative dedicated to promote sustainable tourism practices in ASEAN.

The ASEAN Green Hotel Standard fosters sustainable tourism through the adoption of the environmentally-friendly practices and energy conservation in ASEAN Green Hotel practices.

This standard deals with essential elements of Green Hotel operations which are environmental plan, green product, human resource and environmental management.
LIST OF THE ASEAN GREEN HOTEL RECOGNITION Awardees

BRUNEI DARUSSALAM

Bingtang Ulu Ulu Resort
Ulu Ulu Resort National Park, Temburong, Brunei Darussalam
TEL +673.244.1791, +673.244.6812
FAX +673.244.1790
E-MAIL booking@uluuluresort.com
WEBSITE www.uluuluresort.com

Radisson Hotel Brunei Darussalam
Jalan Tasek, Bandar Seri Begawan BS8211, Brunei Darussalam
TEL +673.224.4272
WEBSITE www.radisson.com/bansar-seri-begawan-hotel-brn-bs8674

Cambodia

Knai Bang Chatt
Phum Thmey, Sangkat Prey Thom, Kep City, Kep Province, Cambodia
TEL +855 63 964 610
E-MAIL moonsjeftl@gmail.com
WEBSITE www.knaibangchatt.com

Phum Baitang (Cambodia) Hotel
Phum Baitang, Phum Svaydangkum, Sangkat Svaydangkum, Siem Reap, Cambodia
TEL +855 63 961 111
E-MAIL gm@phumbaitang.com
WEBSITE www.phumbaitang.com

Sokhalay Angkor Resort & Spa
National Road No. 6, Khum Sror Nge, Siem Reap, Cambodia
TEL +855 63 968 222
E-MAIL seila@sokhalayangkor.com
WEBSITE www.sokhalayangkor.com

Natyaya Roundhouse Coral Bay Resort & Restaurant
Prek Ampil, Kampot, Cambodia
TEL +855 033 690 2011
E-MAIL reservations@natyaresort.com

Indonesia

Villa Langka Boutique Hotel
No.14, Street 282, Phnom Penh, Cambodia
TEL +855 23 746 771
E-MAIL accounting@villalangka.com
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Hyatt Regency Yogyakarta
Jalan Palagan Tentara Pelajar, Yogyakarta, Indonesia
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FAX +62 274 869 588
E-MAIL yogyaarka.regency@hyatt.com
PRIME PLAZA HOTEL
Jl. Affandi Gejayan Complex Colombo, Catur Tunggal, 55281 Yogyakarta, Indonesia
TEL +62 274 584 222

THE DHARMAWANGSA JAKARTA
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FAX +62 21 7258383
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WEBSITE www.the-dharmawangsa.com

MELIA PUROSANI YOGYAKARTA
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WEBSITE www.melia.com

TURI BEACH RESORT
Jalan Hang Lekiu, Nongsa, Sambau, Nongsa, Kota Batam, Kepulauan Riau, Indonesia
WEBSITE www.turibeach.com

LAO PDR

SOFITEL LUANG PRABANG
Ban Mano, 0600, Luang Prabang, Lao PDR
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FAX +856 71 260776
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AZERAI LUANG PRABANG
Setthathirath Road, Hua Xieng Village, Luang Prabang, Lao PDR
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FAX +856 71 262 555
E-MAIL info.luangprabang@azerai.com
WEBSITE www.azerai.com

BACHIANG HOUNGHEUANG GOLF & RESORT
Pakse District, Champasak Province, Lao PDR
TEL +856 31 215 129
E-MAIL bachianggolfandresort@gmail.com

THAVESOK HOTEL
Phoudindeng Village, Vangvieng District, Vientaine Province, Lao PDR
TEL +856 20 5466 3000, +856 20 2222 1000
E-MAIL ttdcco@laotel.com
WEBSITE www.thavesok.com

ASEAN TOURISM FORUM 2018
ASEAN Sustainable Connectivity, Boundless Prosperity
MALAYSIA

CHARMING LAO HOTEL
Vunghai Village, Xay District, Oudomxay Province, Lao PDR
TEL +856 81 212 881
E-MAIL reservation@charminglaoshotel.com
WEBSITE www.charminglaoshotel.com

THE ANDAMAN A LUXURY COLLECTION RESORT, LANGKAWI, KEDAH
Jalan Teluk Datai, Langkawi, 07000, Malaysia
TEL +60 4959 1088
WEBSITE www.theandaman.com

THE PALACE HOTEL KOTA KINABALU, SABAH
No.1, Jalan Tunki, Karamunsing, 88100 Kota Kinabalu, Sabah, Malaysia
TEL +60 88 217 222, +60 88 211 600
E-MAIL custcare@thepalacehotelkk.com
WEBSITE www.thepalacehotel-sabah.com

MIN HOUSE CAMP, KELANTAN
Min House Camp Lot 440, Kampung Pulau, 16150 Kota Bharu, Kelantan, Malaysia
TEL +60 13 922 5440
WEBSITE www.minhousecamp.com

MYANMAR

NEXUS RESORT & SPA KARAMBUNAI, SABAH
Nexus Resort & Spa Karambunai, off Jalan Sepanggar Bay, Locked Bag 100, Sabah, 88993 Kota Kinabalu, Malaysia
TEL +60 88480 888
WEBSITE www.nexusresort.com

RIVERSIDE MAJESTIC HOTEL, SARAWAK
93756, Jalan Tunku Abdul Rahman, 93100 Kuching, Sarawak, Malaysia
TEL +60 82 532 222

HOTEL AKIMOMI (PYIN OO LWIN)
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MOBILE +95 92560 18886
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VIEW POINT ECOLOGCE (INLAY LAKE)
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E-MAIL kozawvp@gmail.com
WEBSITE www.inleviewpiont.com

ASEAN TOURISM FORUM 2018
ASEAN Sustainable Connectivity, Boundless Prosperity
SINGAPORE

IBIS SINGAPORE NOVENA
6 Irrawaddy Road, Singapore
TEL +65 6808 9888
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WEBSITE www.ibis.com/7451

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TEL +65 6338 0066
E-MAIL ubrookmann@mohg.com
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MARINA BAY SANDS
10 Bayfront Avenue, Singapore
TEL +65 6688 8868
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WEBSITE www.marinabaysands.com

NOVOTEL SINGAPORE CLARKE QUAY
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E-MAIL Alan.BURROWS@accor.com
WEBSITE www.novotelclarkequay.com

THAILAND

SWISSÔTEL MERCHANT COURT
20 Merchant Road, Singapore
TEL +65 6337 2288
E-MAIL rainer.tenius@swissotel.com
WEBSITE www.swissotel.com/singapore-merchantcourt

RATILANNA RIVERSIDE SPA RESORT
CHIANG MAI
33 Chang Klan Road, Chiang Mai, 50100, Thailand
TEL +66 5399 9333, +66 8 1568 9914
E-MAIL dr@ratilannachiangmai.com
WEBSITE www.ratilannachiangmai.com

RAMA GARDENS HOTEL
9/9 Vibhavadi Rangsit Road, Laksi, Bangkok, 10210, Thailand
TEL +66 2558 7888
E-MAIL gm@ramagardenshotel.com,
edom@ramagardenshotel.com
WEBSITE www.ramagardenshotel.com

SIAM BAYSHORE PATTAYA
559 Beach Road, Pattaya City, Chonburi 20150, Thailand
TEL +66 3842 8678 – 81
E-MAIL songsri.to@sukosolhotels.com
WEBSITE www.siambaysherepattaya.com

ASEAN TOURISM FORUM 2018
ASEAN Sustainable Connectivity, Boundless Prosperity
VIET NAM

KALIMA RESORT & SPA
338/1 Prabaramee Road, Patong Beach, Kathu, Phuket, 83150, Thailand
TEL +66 7635 8999
E-MAIL adm1@kalimaresort.com, gm@kalimaresort.com
WEBSITE www.kalimaresort.com

BAAN TALAY DAO
2/10 Soi Takaib Village, Phetchkasem Road, Nong-Kae, Hua Hin, Prachuap Khiri Khan
77110 Thailand
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E-MAIL udom@baantalaydao.com
WEBSITE www.baantalaydao.com

FOUR SEASONS THE NAM HAI
Block Ha My Dong B, Dien Ban, Quang Nam Province, Viet Nam
TEL +84 235 394 0000
WEBSITE www.fourseasons.com/hoian

PILGRIMAGE VILLAGE
130 Minh Mang Street, Hue City, Thua Thien Hue Province, Pilgrimage Village, Viet Nam
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WEBSITE www.pilgrimagevillage.com

SIX SENSES CON DAO
Dat Doc Beach, Con Dao Dist, Con Son, Viet Nam
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WEBSITE www.sixsenses.com/resorts/con-dao/destination

THE GRAND HO TRAM STRIP
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TEL +84 254 378 8022
E-MAIL ngocm.le@thegrandhotram.com
WEBSITE www.thegrandhotram.com

FLAMINGO DAI LAI RESORT
Ngoc Thanh Commune, Phuc Yen, Vinh Phuc Province, Viet Nam
TEL +84 211 626 8717
E-MAIL md@flamingodaiairesorts.com
WEBSITE resort.flamingodailai.com
ASEAN CLEAN TOURIST CITY STANDARD

While cities are well developed across the region, some are only just emerging as tourism destinations. This is the ideal opportunity to encourage cities to develop as they are gateways to the country first welcoming tourists. It is crucial for national and regional tourism development to maintain and enhance the good image and reputation of cities — the ‘face’ of the country — where cultural, natural and man-made attractions exist.

The purpose of the ASEAN Clean Tourist City Standard (ACTCS) is to provide ASEAN member countries with a tool that will improve the quality of tourism in their cities, increase their marketing competitiveness but also improve the situation of local residents and their livelihood by alleviating poverty. It is also designed to protect the environment thus responding to the impacts of climate change and contributing to the sustainable development of ASEAN cities.

The standard focuses on tourist cities where there is flow of visitors and where cultural, natural and/ or man-made attractions exist.

The indicators evaluated in the ASEAN Clean Tourist City Standards are based on the following:

- Environmental Management
- Cleanliness
- Waste Management
- Awareness-building about Environmental Protection and Cleanliness
- Green Spaces
- Health Safety and Urban Safety and Security
- Tourism Infrastructure and Facilities

LIST OF ASEAN CLEAN TOURIST CITY STANDARD Awardees

BRUNEI DARUSSALAM

BANDAR SERI BEGAWAN

Bandar Seri Begawan is the capital of Brunei Darussalam with an area of about 12.87 sq.km. that was before the expansion on 1st August 2007. After the expansion the total area of Bandar Seri Begawan is 10,036.24 hectares or 100.36 sq.km. The famed Water Village (Kampong Ayer) of Brunei is also located in Bandar Seri Begawan.

The estimated total population of Bandar Seri Begawan currently is approximately 100,700.00 people.

In 2010 Bandar Seri Begawan Development Master Plan was launched to transform Bandar Seri Begawan into a modern city and also to renew the existing infrastructure. The Master Plan includes to improve BSB livability and economic diversification.

Bandar Seri Begawan also received a few awards along with other ASEAN cities some of the recent awards are the 3rd (2014) and 4th (2017) ASEAN Environmentally Sustainable Cities Award 2014 and the 4th ASEAN Environmentally Sustainable Cities Award 2017 for being green.

Bandar Seri Begawan Municipal Department, Jalan Perdana Menteri BA1512, Negara, Brunei Darussalam
TEL +673 222 5576, +673 874 5420
E-MAIL ali.matyassin@bandaran-bsb.gov.bn, sheran.shaari@bandaran-bsb.gov.bn

CAMBODIA

BATTAMBANG CITY

Battambang is Cambodia’s second-largest city and the capital of Battambang Province, which was founded in the 11th century. It is the former capital of Monton Kmer and lies in the heart of the Northwest of Cambodia. Until the war years, in which almost every infrastructure was destructed it was the leading rice-producing province of the country.

Until recently Battambang was off the map for road travellers, but facilities have recently been improved and it
makes a great base for visiting the nearby temples, such as Phnom Banon and Wat Ek Phnom, as well as the closedby villages.

Battambang city is a peaceful and pleasant place these days. The main parts of the city are situated closed to the Sangker River, a tranquil, small body of water that winds its way through Battambang Province. It is a nice, picturesque setting. As with much of Cambodia, the French architecture is an attractive bonus of the city.

KEP CITY

The French established Kep City during the colonial time in 1908. Today Kep is mainly popular to the domestic tourists, who choose Kep as their holiday destination. What’s more, Kep offers great seafood and magnificent views of the mountains and the beaches.

Taking a boat to the nearby islands is also a breath-taking experience. Another itinerary, which must not be missed, is an excursion to the serene waterfalls of "Tuk Chhou" situated about 10 km from Kampot. Kep City is located in the Southwest of Phnom Penh. The city is accessible by the National Road No 3 from Phnom Penh via Kampot province (173 km) or by the National Road No 2 from Phnom Penh via Takeo province.

SIEM REAP CITY

At the turn of the millennium Siem Reap was a Cambodian provincial town with few facilities, minor surfaced roads and little in the way of nightlife. Tourism industry catered largely to hardy backpackers willing to brave the tortuous road from the Thai border on the tailgate of a local pick-up truck. There were a couple of large hotels and a handful of budget guesthouses. Tuk-tuks and taxis were non-existent and the trusty motodup was the chosen means of touring the temples of Angkor.

Though some of the town’s previous ramshackle charm may have been lost the developments of the last few years have brought livelihoods, if not significant wealth, to a good number of its citizens. This has been at a cost to the underprivileged people living within and beyond the town’s limits that now pay inflated prices at the central markets and continue to survive on poorly paid subsistence farming and fishing. If Cambodia is a country of contrasts Siem Reap is the embodiment of those contrasts. Despite the massive shift in its economic fortunes, Siem Reap remains a safe, friendly and pleasant town. There is an endless choice of places to stay or dine and a host of possible activities awaiting the visitor.

INDONESIA

BANDUNG

Bandung is a tourist city which has been well-known since Dutch East Indies era. Nowadays, the city is on rejuvenation process in many aspects with new branding “Stunning Bandung”. As it is known as creative city, tourists could find beautiful view along the main road especially on the main road in tourist area. It also equipped with user-friendly street furniture and information board which cannot be found in another cities. With population around 2.5 million people, Bandung is surely one of the most crowded city in Indonesia. Bandung, together with its surrounding regencies as Bandung Raya or Greater Bandung, succeed to attract both domestic and international tourists, especially from Malaysia. Moreover, weekend visitors on Sunday and another holiday always create congestion in the city.

Besides as relaxing city, Bandung is also famous as creative city which has been achieved many awards from various sectors. Bandung is on the process to be a clean city through improving its park beautification, city cleaning, etc. As a tourist destination, Bandung has several excellence. The attraction in Bandung is not only about the art, but also nature and urban area which has been rejuvenated especially the heritage area and city parks for both tourists and local people. Amenities has fulfilled the standards, especially the availability of accommodations and restaurants with various styles and prices. Accessibility is good. Bandung is easy to be accessed from other city or country by having Husein Sastranegara International Airport. Besides that, it also supported with highways and trail ways which connect Bandung to Jakarta and another cities in Indonesia.

SURABAYA

Surabaya is the second largest city in Indonesia with the total of population around 3 million people. Surabaya had received a lot of awards for various categories, including Adipura Awards in 2017, the best within metropolitan city. Its role as the node of transportation system makes Surabaya has big impact for the development in eastern side of Indonesia. The willingness to always move forward and its position as education city also
gives positive impacts for urban tourism development. Surabaya has assigned “Sparkling Surabaya” as a branding to strengthen tourism development.

As a tourist destination, Surabaya has a lot of excellence. Tourist attractions in Surabaya are combination between well-maintained colonial heritage, strong local culture, and memorable independency history. As a primary city, Surabaya has fulfill amenities which are accommodations and restaurants with various styles and prices. Surabaya also has good accessibility, not only land transportation (highway and railway), the existence of Juanda International Airport also ease tourists to come, either directly from other country (Singapore, Kuala Lumpur, Tokyo, Guangzhou, etc.) or transit from another cities.

Jl. Tunjungan No. 1-3 (ex Gedung Siola), Kota Surabaya
TEL +62 812 3566 6264, +62 812 1714 648
E-MAIL destinasipariwisatasby@gmail.com

BANYUWANGI

Banyuwangi is a ‘new tourist city’ which can be called as ‘the rising star’. The total of population is around 2 million people, where around 200 thousand people live in Banyuwangi City, one of its sub-district. The strategic location of Banyuwangi, which is surrounded by international tourist attractions, such as Ijen, Raung, Bromo, or G-land, has been utilize to replace its remoteness through tourism development within branding of “Majestic Banyuwangi”. Beside as the main destination, Banyuwangi also plays a role as the node to enjoy nature tourism in its surrounding villages. Nowadays, the accessibility has been bigger. It can be reached directly, not only from Jakarta and Surabaya, but also from Bali by land or Gilimanuk by the sea.

In many aspects, the government shows big support to the local people and attention to the quality of next generation. It can be judged by limiting modern market network to give larger opportunity for local business, building parks for local people recreation, pushing the clean lifestyle, and supporting healthy food since kids.

As a tourist destination, Banyuwangi has a lot of excellence. Its attractions are combination between well-maintained colonial heritage, strong local culture, and harmony between its surroundings cities and villages. As the number of tourist is increasing, the number of accommodation is also growing, especially through homestay development. The direct flight from Jakarta and Surabaya also helps a lot by decreasing the duration of travel to Banyuwangi.

BANYUWANGI

Jl. Jend. A. Yani 74, Taman Baru, Kec. Banyuwangi, Kabupaten Banyuwangi, Jawa Timur 68416
TEL +62 822 3125 1111, +62 813 5853 3939

LOA PDR

LUANG PRABANG TOWN, LUANG PRABANG PROVINCE

The ancient town of Luang Prabang Situated in the centre of northern Laos, Luang Prabang is classified as a UNESCO World Heritage Site for its outstanding cultural, historic and architectural values and its harmonious relationship between the natural and built environment. In the 14th century, the King Fa Ngum founded the first Lao Kingdom, Lane Xang, and here in Luang Prabang. Luang Prabang remained the capital of Lane Xang until 1565 when the capital was moved to Vientiane. It remained to serve as the country’s spiritual and religious centre. This tiny town is encircled by mountains and the confluence of the Nam Khan and Mekong Rivers.

Luang Prabang is a hub of tourism in Laos and Visitors to Luang Prabang are charmed by the friendly atmosphere of this small town. The town itself offers several unique insights into the history of the region, through excellently preserved Buddhist temples, museum and a variety of Lao.

Ministry of Information, Culture and Tourism, Laos
TEL +856 20 2222 7473, +856 20 5647 7773
E-MAIL champhonejui@yahoo.com, vongkeosiamphone@yahoo.com

Department of Information, Culture and Tourism of Luang Prabang Province
TEL +856 20 5567 0002
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MALAYSIA

PUTRAJAYA

Putrajaya is Malaysia’s third and latest Federal Territory. Built on an expansive marshland and former oil palm estate in Selangor, the city spans an area of almost 5,000 hectares and lies 25 km from Kuala Lumpur. Putrajaya takes over the administrative functions of the capital city Kuala Lumpur and is part of the Multimedia Super Corridor project of the Malaysian government.

Much organisation and planning have gone into the development of Putrajaya as a modern city with the latest
communication technologies and progressive infrastructure. The streets are elegantly designed with a European feel, along with well-paved roads while the government buildings are a blend of modern architecture with Islamic arts. Commercial, authoritative and residential areas have been divided into precincts that blend into each other cohesively. A waterway cuts through the city, flowing into a large lake. The concrete landscape is balanced with lots of parks, greenery and wetlands but because the land is relatively flat, it does not look lush.

There are several places that visitors can explore. Those coming from KLIA airport will only take minutes to reach Putrajaya. On the other hand, there are plenty of bus and railway services to ferry you to Putrajaya from Kuala Lumpur.

George Town

George Town, the capital city of the Malaysian state of Penang, is located at the northeastern tip of Penang Island. It is Malaysia’s second largest city, with 708,127 inhabitants as of 2010, while Greater Penang is the nation’s second most populous conurbation with an estimated population of 2.5 million. The historical core of George Town has been inscribed as a UNESCO World Heritage Site since 2008.

Established as an entrepôt by Francis Light of the British East India Company in 1786, George Town was the first British settlement in Southeast Asia. Together with Singapore and Malacca, George Town was governed under the Straits Settlements, which became a British crown colony in 1867. It was subjugated by Japan during World War II, before being recaptured by the British at war’s end. Shortly before Malaya attained independence from the United Kingdom in 1957, George Town was declared a city by Queen Elizabeth II, making it the first city in the country’s modern history.

Due to the intermingling of the various ethnicities and religions that arrived on its shores, George Town acquired a large eclectic assortment of colonial and Asian architectural styles. It also gained a reputation as Malaysia’s gastronomic capital for its distinct and ubiquitous street food. Moreover, the city hosts unique cultural heritage, such as the Peranakans, a hybrid ethnicity which has left its mark on Penang’s architecture and cuisine.

Today, George Town is Malaysia’s most vital medical tourism hub, receiving approximately half of Malaysia’s medical tourists. The city, home to numerous Malaysian and international banks, has evolved into the financial centre of northern Malaysia. In addition, George Town is logistically well-connected; the Penang International Airport to the south links it with several major regional cities, while a ferry service and the Penang Bridge connects the city with the rest of Peninsular Malaysia. The city’s Swettenham Pier has also emerged as the busiest port-of-call in Malaysia for cruise shipping.

Muar

Muar is a historical town and the capital of Muar District, Johor, Malaysia. It is one of the most popular tourist attractions in Malaysia to be visited and explored for its food, coffee and historical buildings from the pre-war. An alternative name to it is Bandar Maharani. It is declared the Royal City of Johor by Sultan Ibrahim Sultan Iskandar and is the fourth largest city (after Johor Bahru, Batu Pahat and Klungkung) in Johor. It is the main and biggest town of the bigger entity region or area of the same name, Muar which is sub-divided into the Muar district and the new Ledang district, which was upgraded from the Tangkak sub-district earlier. Muar district as the only district covering the whole area formerly borders Malacca in the northern part. Upon the upgrading of Ledang district, the Muar district now covers only the area south of Sungai Muar, whilst the northern area beyond the river is within Ledang district. However, both divided administrative districts are still collectively and fondly called and referred to as the region or area of Muar as a whole by their residents and outsiders. Currently, the new township of Muar is located in the Bakri area.
MYANMAR

KALAW (SHAN STATE)

High up in western Shan State, Kalaw is an old hill station with a laid back atmosphere, refreshing climate and scenic views. Many of Kalaw’s original colonial-era buildings remain, and it is also known as Myanmar’s trekking mecca.

Whether you are after a brief stroll to soak up the atmosphere and take in some hill views and the colourful flower-lined streets, or a longer multi-day trek to Inle Lake or Pindaya to witness the lives of the local hill tribes, Kalaw offers a wide variety of options for exploration – and a freedom of unfettered movement that is not always possible in other remote parts of Myanmar.

PYIN OO LWIN (MANDALAY REGION)

The colonial hill station of Pyin Oo Lwin (Pyin U Lwin) was a summer retreat during British rule, its altitude of 1,070m and relatively cool climate allowing the British ruling class to escape the fearsome heat of Mandalay and lower Myanmar. In that era it called called Maymyo (meaning ‘May’s town’ in Burmese, after a British colonel who was stationed there), and is still sometimes referred to by that name.

Although now blighted by more recent building developments, Pyin Oo Lwin’s colonial legacy still holds the key to the town’s charm and the surrounding area offers plenty to explore, including a number of magnificent waterfalls.

Pyin Oo Lwin’s beautiful botanical gardens are unique in Myanmar and the town itself does retain a number of characteristic examples of 19th century country houses, several of which are now hotels. The most famous is The Candacraig, a colonial mansion built in 1904 and described in some detail by Paul Theroux in The Great Railway Bazaar; although currently closed, it is sometimes possible to find your way inside. Another beautiful example is the Governor’s House.

BAGAN (MANDALAY REGION)

Bagan is located on the banks of the Irrawaddy River in Central Myanmar (formerly known as Burma) and is the site of the densest collection of Buddhist temples, stupas and monasteries in the world.

The haunting beauty and juxtaposition of the stupas and spires rising above the Bagan plain veiled in morning mist creates an unforgettable panorama which rivals any of the more famous and renowned attractions in the world such as the Egyptian Pyramids or Machu Picchu in Peru. In addition to the visual beauty there are also the cultural wonders to experience as many of the ancient temples and pagodas are active and living sites of devotion in this country of colour and warmth where religion is the life blood of society.

PHILIPPINES

PASIG CITY

Pasig City, with 770,000 population continues to maintain her standing as premiere city recognized by local and international award bodies, centered as a peaceful, livable community. Pasig City is excellent in financial management recognized by the Department of Finance, pushing Rainforest Adventure Experience in tourism, eco-friendly environment, disaster-resilient communities and business and industries. Pasig City is living its vision as a Green City, towards a progressive and sustainable eco-city, a way to Good Governance.

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DAVAO CITY

Davao’s topography dazzles with a variety of picturesque landscapes. Fruit plantations and orchid farms, mantle volcano-fed hills and valleys. Virgin forests nurture rare wildlife. Coral islands lie on mirror flat water. And the country’s highest peak, Mt. Apo, magnificently lords over the hinterland.

Just as enchanting is its brilliant tapestry of harmony, woven from the diverse cultural threads of its people. In Davao, the contemporary fuses with the traditional as migrant settlers from all over the country peacefully co-exist with a sizeable expatriate community and numerous ethnic tribes who continue to live as they did centuries ago.

Davao is home to the majestic Philippine Eagle, the country’s national bird and considered the largest eagle in the world. It also boasts of the most priced Philippine orchid species like the Vanda sanderiana and some of the most exotic fruits like Durian and Mangosteen.

Davao is an anchor tourist destination, a natural haven for both sedate and daring pursuits.
SAN CARLOS CITY, NEGROS OCCIDENTAL

San Carlos City, is a second class component city in Negros Occidental. Strategically located at the northeast part of Negros Island, 123 23' 65" longitude and 10 25' 15" latitude, bounded on the north by the municipality of Calatrava, on the west by the municipality of Don Salvador Benedicto and the City of Bago, on the South by the municipality of Vallehermoso (Negros Oriental) and the City of Kanla-on, and the East by Tañon Strait. The City has a total land area of 45,150.00 hectares or 451.50 square kilometers. Composed of 18 Barangays with a population of 132,536. Its Primary mode of transport is the Pedicab, an iconic Japanese era design which is still being used to date. It is home to the first Bioethanol plant in the country as well as numerous solar farms and other renewable energy sources thus it is dubbed as the Renewable Energy Hub of the country. It is also known for its festival, the Pintaflores festival which is commemorated every 5th of November.

Recently, the city received its 4th recognition as ASEAN Sustainable City Awards on September 10, 2017 at Darussalam City, Brunei.

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THAILAND

TRANG CITY

Trang is a district (Amphoe) of Trang Province. Trang Municipality It has become a municipality of Yasothon. From November 11, 1999

Trang is an old port city that has long been an important. There is a move by the city. Last in the reign of the sixth when 2458 has moved to the Tubtiang date. Trang town, this is known as. City Thapthiang In the last hundred years ago. Thapthiang an important trading center on the shores of the Andaman Sea. Today, traces of civilization in the past is still visible everywhere in the city.

Thapthiang offer support for the visit of many tourists. These are but focus on lifestyle, culture, those who are visiting Trang. Not to be missed

MUANG NAYOTHON

Yasothon is a district (Amphoe) of Yasothon Province, Yasothon Province. It was established on 19 December 1944 as Yasothon District, Ubon Ratchathani Province. Up to Yasothon. According to the Announcement of the Revolutionary Council No.10 dated February 6, 1972, Yasothon Municipality It has become a municipality of Yasothon. From March 1, 1972

Attractions and Landmarks
• Bun Bangfai Yasothon (Yasothon Rocket Festival)
• The walking street nearby in the Sing
• Phaya Than
• Wat Maha That (Royal Temple)
• Phayakunkak Museum

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VIET NAM

DA LAT CITY, LAM DONG PROVINCE

Dalat is a city of spring in Vietnam having an area of 393 km² is the capital of Lam Dong province located on the plateau of Lam Vien, at an altitude of 1500 m above the sea level. With many beautiful landscapes, Dalat is one of the most famous sites while travel in Vietnam. Dalat meaning: Water Source of
the Lat people also comes from the Latin name: Dat Aliis Laetitiam Aliis Temperiem meaning “Give joy and happiness to each others.” Thanks to its features, many names as City of Flowers, City of Love, Spring City, City of Fog...are given to Dalat.

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HUE CITY, THUA THIEN HUE PROVINCE

Hue (About this sound listen) is a city in central Vietnam that was the seat of Nguyen Dynasty emperors from 1802 to 1945, and capital of the protectorate of Annam. A major attraction is its vast, 19th-century citadel, surrounded by a moat and thick stone walls. It encompasses the Imperial City, with palaces and shrines; the Forbidden Purple City, once the emperor’s home; and a replica of the Royal Theater. The city was also the battleground for the Battle of Hue which was one of the longest and bloodiest battles of the Vietnam War.

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HOI AN CITY, QUANG NAM PROVINCE

Hoi An formerly known as Fai-Fo or Faifoo, is a city with a population of approximately 120,000 in Vietnam’s Quang Nam Province and noted since 1999 as a UNESCO World Heritage Site.

Old Town Hoi An, the city’s historic district, is recognized as an exceptionally well-preserved example of a South-East Asian trading port dating from the 15th to the 19th century, its buildings and street plan reflecting a unique blend of influences, indigenous and foreign. Prominent in the city’s old town, is its covered “Japanese Bridge,” dating to the 16th–17th century.

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MICE or Meeting, Incentive, Convention and Exhibition is one of growing sectors in ASEAN Countries.

The vision statement of ASEAN Tourism Strategic Plan 2016-2025 is by 2025, ASEAN will be a quality tourism destination offering a unique, diverse ASEAN experience, and will be committed to responsible, sustainable, inclusive and balanced tourism development, so as to contribute significantly to the socioeconomic well-being of ASEAN people. The impact of MICE is more than the number of visitors or an amount of spending by these visitors in ASEAN countries. These visitors are known to be one of high spenders as well as spending more before and/or after the MICE activities. By average, they also stay at a destination longer than many other types of visitors. MICE visitors therefore contribute to significant growth of tourism and relevant sectors as well as the revenue of the country. By introducing ASEAN MICE Venue Standards, this will allow all member states to have guidelines to make their property competitive and are able to join hands in providing quality MICE venues to the visitors, making ASEAN a competitive MICE region.

MICE venues are undoubtedly one of the vital factors for a destination to be selected for MICE activity. The ten ASEAN Member Countries, namely: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Viet Nam, have considered these ASEAN MICE Venue Standards (AMVS) as a reference to develop and enhance the capacity and competitiveness of MICE entrepreneurs in serving both the organizers and visitors in a professional way. The 3 ASEAN MICE Venue Standards (AMVS) are 1. Physical Setting (32 indicators) 2. Technology (10 indicators) and 3. Service (13 indicators). There are altogether 55 indicators and these indicators aim to focus on the standards of a meeting venue within a hotel setting.

SCOPE OF ASEAN MICE VENUE STANDARDS

ASEAN MICE Venue Standards cover 3 categories, namely (1) Meeting/Conference Venue or Room (2) Exhibition Venue, and (3) Event Venue. The standards cover the Meeting/Conference Venue within a Hotel or Resort Setting. The standards include 3 key criteria namely 1. Physical Setting 2. Technology and 3. Service.
LIST OF THE ASEAN MICE VENUE RECOGNITION Awardees

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**CAMBODIA**

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