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A S E A N



ASEAN HOMESTAY STANDARD



one vision
one identity
one community



ASEAN Homestay Standard

**The ASEAN Secretariat
Jakarta**

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I

ASEAN Homestay Standard

1. Foreword

The objective of this standard is to develop a comprehensive homestay standard that can be adapted by ASEAN Member States as recommended in the ASEAN Tourism Strategic Plan (ATSP): 2011 – 2015 to create quality visitor experience by showcasing their rural resources in a presentable, safe, and attractive manner. The establishment of the standard shall increase the quality of services, facilities and human capital in ASEAN homestay programmes by providing a more organised path to a professional level of management, taking into consideration the needs, capability and cultural diversity of all ASEAN member states.

In developing the standard, existing homestay standards and guidelines used by all ASEAN member states were analysed, where common grounds and gaps were identified. The resulting standard will focus on nine criteria, namely host, accommodation, activities, management, location, hygiene & cleanliness, safety & security, marketing and sustainability principles.

2. Introduction

All over the ASEAN region, the homestay programme is a form of alternative tourism in which tourists are given the opportunity to experience the way of life in a typical village with local community. The experiential nature of this form of tourism is becoming increasingly popular with foreign tourists. In contrast to mass tourism, the homestay programme should preferably be low scale, low density, flexible and spontaneous. More importantly it should be owned and operated by the local communities so that the economic benefits go directly to them.

As a form of Community Based Tourism, the homestay concept is currently well accepted as a rural development tool in many ASEAN countries. The homestay programme can enhance local quality of life through generation of income, support local culture, arts and crafts business, encourages restoration of local and historic sites, and foster nature conservation efforts through community education.

With many of the world's international tourists looking to ASEAN countries for rural tourism, a more systematic development of homestay will be crucial in creating a 'new brand' of tourist experience, showcasing the rural way of life, offering an affordable form of holiday that contains a high degree of cultural and educational elements. The selling point of the homestay programme is not the physical entity of the village but more towards the total village experience, where the community and communal activities are strong influential factors.

The success of the homestay programme in the ASEAN region is highly dependent on a strong understanding of the basic requirements of a quality visitor experience from a homestay perspective. Therefore the establishment of ASEAN Homestay standard is necessary, providing an opportunity to standardize a base level understanding of what a homestay is and to establish a minimum standard

across all ASEAN member states. The standard also facilitates a coordinated approach, encouraging partnership with the relevant stakeholders, creating a positive environment while revitalizing the rural economy as well as poverty reduction.

3. Scope

The standard focuses on the homestay, where guests will stay with the host's family and experience the everyday way of life of the family and community in both a direct and indirect manner. The standard also focuses on the following essential criteria such as host, accommodation, activities, authenticity, management, location, safety and security, marketing and sustainability principles.

4. Terms and Definitions

The terms and definitions applied in the ASEAN Homestay Standards are as follows:

4.1. Attraction

A place of interest and pleasure where guests visit, typically for its inherent or exhibited values especially of cultural and historical significance such as historic sites, performing arts institutions, handicraft centres, local industries and natural areas.

4.2. Authenticity

Genuine, original, unadulterated or the real thing in order to give real experience to the guests especially related to local culture and nature.

4.3. Basic First Aid

The basic of emergency care and treatment of an injured or ill guest before professional medical care is available.

4.4. Biodiversity

The existence of a wide variety of plant and animal species in their natural environment.

4.5. Booking

Making a reservation for homestay services via the appropriate communication medium, such as the internet, fax, phone etc.

4.6. Code of Conduct

A set of rules outlining the responsibilities or proper practices for guests and homestay provider/host. Also known as the dos and don'ts, to instil the appropriate behaviour of guests suitable for the particular environment.

4.7. Communal Activity

Activity emphasizing social cohesion, where villagers get together and conduct activities such as cleaning the village and preparation before an event.

4.8. Community Centre/Area

A place where locals and guests meet with each other. It can be in the form of gathering, a place for cultural performance or a venue to conduct activities.

4.9. Communication Equipment

Tool or equipment used for disseminating information between sender and receiver such as mobile telephones, hand held radio, GPS etc.

4.10. Community to Community Training

Training programme conducted mainly through visiting successful homestay, learning through case studies and best practise. Also able to cultivate mentor-mentee relationship between established homestays and new entrants.

4.11. Culture

Habits, traditions, local practise and beliefs of a society.

4.12. Database

Systematic collection, organization and classification of information.

4.13. Emergency Rescue

A situation or occurrence that happens unexpectedly and demands immediate action for the victim to be evacuated/removed from the area.

4.14. Environmentally Friendly

Also related to eco-friendly, nature friendly, and green, refer to goods and services, laws, guidelines and policies claimed to inflict minimal or no harm to the environment and local community.

4.15. Familiarisation Trip

Organize trips for travel agents, tour operators, tour wholesalers, media or other members of the travel trade for the purpose of educating and “familiarizing” them with tourism destinations. By seeing the destinations themselves, the travel trade is better prepared to answer customer questions and promote travel to the location. Also known “FAM Trip”.

4.16. Guest

A person staying in a homestay, usually participating in community and village based activities.

4.17. Hands on Approach Training

Learning which emphasized the practical aspect, looking at the real situation on the ground rather than theory or class room approach.

4.18. Homestay

An alternative tourism where tourists will stay with the host's family in the same house and will experience the everyday way of life of the family and the local community.

4.19. Homestay Provider

Local family that offer their house as a homestay.

4.20. Host

A person/community that represents the homestay and provide services/hospitality to homestay guests.

4.21. Interpretation Skill

A complex task that combine several abilities beyond language competency in order to deliver an effective presentation in a given setting.

4.22. Management

The process of managing that involves the people in charge of running a committee or an organization such as planning, organizing, staffing, leading, and controlling to achieve the organization objectives.

4.23. Manual

Comprehensive and step-by-step guide to a particular topic, that also serves as a reference book. It details out what is required, explains how to put the presented information into practice, and instructs how to solve problems as they occur.

4.24. Micro Enterprise

Locally owned enterprises producing goods and services utilizing village based resources.

4.25. Nature

Natural resources such as forests, rivers, caves, mountains, etc.

4.26. Package

A fixed price product that makes it easy for guest to buy and enjoy the activities of the homestay. The packages usually offer a mixture of components like transportation, accommodation, meals, activities and sightseeing.

4.27. Reservation System

System that allows access to booking reservations for homestay packages and services such as online booking or through phone.

4.28. Social Media Network

Social networking websites that allow registered users i.e. homestay providers/ homestay management to create profiles, upload photos and video of their homestay, send message and keep in touch with guests, colleagues and business associates.

4.29. Target Market

A specific group of visitors in which marketing communications are directed to.

4.30. Unique Selling Proposition (USP)

The main attraction or uniqueness of the homestay, a main pull factor in attracting guests.

4.31. Village

A rural area where the people live as a community, unique with its own cultural and natural resources.

5. Criteria

5.1. Host

5.1.1. The Village and Community

- 5.1.1.1 There shall be a minimum number of 5 registered homestay providers within the village to reflect community involvement and cohesion.
- 5.1.1.2 The homestay shall be located close to nature-based and cultural tourism attractions in the surrounding areas.
- 5.1.1.3 Priority shall be given to villages with a proven track record in organisation and beautification such as past winners of best village and best landscaping competitions.
- 5.1.1.4 There shall be a community centre/area to be used as a base for the homestay operation and activities such as for welcoming ceremony, cultural performance, etc.

5.1.2. Homestay Provider

- 5.1.2.1 The homestay provider shall be free of criminal record.
- 5.1.2.2 The homestay provider shall be in good general health and not inflicted with communicable diseases.
- 5.1.2.3 A basic homestay course shall be formulated, attended and completed by each and every registered homestay provider.

5.2. Accommodation

5.2.1. The House

- 5.2.1.1 The structure of the house shall be in good, stable and safe condition such as roof, walls, doors, floor, etc.
- 5.2.1.2 The design and building materials shall reflect the vernacular architecture and local identity.
- 5.2.1.3 The homestay provider shall provide a guest bedroom(s) that is separated from the other bedrooms in the house.
- 5.2.1.4 There shall be a minimum of one (1) bathroom/toilet for the guest either inside the guest room or inside the house.
- 5.2.1.5 It is recommended that the house shall have electricity supply.
- 5.2.1.6 The house shall have adequate and clean water supply made available at all times inside the house.

5.2.2. The Bedroom

- 5.2.2.1 Provide basic amenities and furnishing in the guest bedroom(s) such as fan, desk, mini cupboard, mirror, electric socket, mosquito net or coil etc.
- 5.2.2.2 A maximum of four of the total number of bedrooms in the house, which are not being used by any member of the homestay provider/host shall be allocated to homestay guests
- 5.2.2.3 Provide standard and appropriate type of beds such as single beds and double beds with comfortable mattresses and pillows.
- 5.2.2.4 If necessary, windows should be fitted with a mesh frame to keep out mosquitoes and other insects.
- 5.2.2.5 Bed linen shall be changed as needed; and following the departure of each guest, a fresh set of clean bed linen shall be provided to the next guest.

5.2.3. The Toilet/Bathroom

- 5.2.3.1 Provide either sitting or squatting type of toilet inside or outside close to the house.
- 5.2.3.2 Provide basic toilet and bathroom facilities including doors with locks in all toilets and bathrooms
- 5.2.3.3 Adequate and clean water shall be provided at all times

5.3. Activities

5.3.1 Village and Community Based Activities

- 5.3.1.1 The village and community based activities shall optimise and showcase

the local resources such as the following:

5.3.1.1.1 Local culture and heritage

5.3.1.1.2 Local enterprises (Micro enterprises, farms, local industries, handicrafts).

5.3.1.1.3 Natural resources (forests, rivers, caves, lakes, etc.)

5.3.1.2 The design and implementation of the activities shall encourage the interactive participation between local community and guests.

5.3.2. Surrounding Activities

5.3.2.1 Visits to popular tourist attractions in the surrounding areas shall be integrated into the homestay package/itinerary with the homestay functioning as a base.

5.3.2.2 Collaborate with other villages in the adjacent/surrounding areas to add variation to the activities as well as create multiplier effects.

5.3.3. Authenticity

5.3.3.1 The homestay community shall retain its identity, values, and culture, to portray a distinct and authentic experience.

5.3.3.2 Preserve and involve guests in communal activities to showcase the community spirit and social cohesion.

5.3.3.3 Preserve local handicrafts and showcase local performing arts by establishing cultural groups and associations.

5.4. Management

5.4.1. Leadership

5.4.1.1 The homestay organisation shall be led by a local champion with strong leadership qualities and respected by the local community e.g. head of village.

5.4.2. Organisation

5.4.2.1 The homestay organisation shall have a systematic structure with clear roles, responsibilities and line of communication.

5.4.2.2 The organisation shall facilitate the empowerment of the local women and youths.

5.4.2.3 The village management shall give the blessing for the setting up of a homestay organisation that is operated in a commercial manner but answerable to the former.

5.4.3. Database

5.4.3.1 Homestay Operator Database

5.4.3.1.1 Establish a database of the homestay operators containing information such as home address, number of family members and any special talent, knowledge or skills.

- 5.4.3.2 Guest Database
 - 5.4.3.2.1 Create a reservation and registration system to keep record of guest arrivals, country of origin and length of stay, etc.
 - 5.4.3.2.2 The guest database shall also record comments, complaints, and suggestions from guests.
- 5.4.3.3 Product Database
 - 5.4.3.3.1 Carry out and update an inventory of existing tourism resources within the village and in the adjacent/surrounding areas.

5.4.4. Capacity Building and Training

- 5.4.4.1 The homestay organisation shall produce simple manuals and guidelines covering the following aspects:
 - 5.4.4.1.1 Welcoming and guest handling
 - 5.4.4.1.2 Registration, billing and payment
 - 5.4.4.1.3 Hygiene and cleanliness
 - 5.4.4.1.4 Communication skills
 - 5.4.4.1.5 Planning, organising and handling of activities
 - 5.4.4.1.6 Marketing and promotion
 - 5.4.4.1.7 Storytelling and interpretation skills
- 5.4.4.2 The training programmes and modules shall emphasise 'hands on approach' and 'community to community training'.

5.4.5. Collaboration

- 5.4.5.1 The homestay organisation shall establish smart partnerships with:
 - 5.4.5.1.1 Other homestays and private agencies especially tour operators and hoteliers to develop packages and enhance promotional activities.
 - 5.4.5.1.2 Public agencies such as international, national and state tourism organisations to seek assistance in terms of training, funding, marketing and promotion and other technical advice.
 - 5.4.5.1.3 Non-Governmental Organisations (NGOs) to develop joint programmes in environmental conservation and cultural preservation.
 - 5.4.5.1.4 Universities and institutions of higher learning to seek assistance in training and technical advice.

5.5. Location

5.5.1. Accessibility

- 5.5.1.1 The location of the homestay is accessible to any mode of transportation.
- 5.5.1.2 Clear signage shall be provided to guide guests to the homestay.

5.6. Hygiene and Cleanliness

5.6.1. House (Kitchen, Bedroom and Toilet)

- 5.6.1.1 All rooms, kitchen and toilets shall be kept clean and free of malodour, dirt, dust, cobwebs etc.
- 5.6.1.2 The kitchen floor shall be regularly mopped and kept free from stains and spills.
- 5.6.1.3 Toilet(s), shower tray(s), bath tub (s), well and sinks shall be regularly cleaned and kept free from dirt, stains and malodour.
- 5.6.1.4 Disinfectants shall be used to keep toilets clean and free from germs.
- 5.6.1.5 Soap, shampoo, toilet tissue and clean towel shall be provided by the homestay provider.

5.6.2. Surrounding Compound

- 5.6.2.1 The surrounding compound shall be litter free.
- 5.6.2.2 Eradicate breeding ground for mosquitoes (especially Aedes mosquitoes) such as clogged drains, discarded tins, etc.
- 5.6.2.3 It is recommended that the homestay provider and other residents to carry out village beautification and landscaping using local plants that are maintained on a regular basis.

5.6.3. Food Preparation

- 5.6.3.1 Kitchen shall be in good, clean condition and well ventilated
- 5.6.3.2 Kitchen utensils shall be in good condition, clean, and kept in a dry place.
- 5.6.3.3 Chipped plates, glasses and mugs, etc. shall not be used to serve meals for guests.
- 5.6.3.4 Family members involved in food preparation shall have good personal hygiene and be properly attired.
- 5.6.3.5 Meat, chicken, fish and other ingredients used in food preparation shall be fresh and preferably sourced from the local market/suppliers.
- 5.6.3.6 Served food shall be properly covered.
- 5.6.3.7 Guests shall only be served safe drinking water.

5.7. Safety and Security

5.7.1. Safety Training

- 5.7.1.1 Safety personnel shall undergo basic training in first aid and emergency rescue.

5.7.2. Safety Features for Facilities Activities

- 5.7.2.1 At least 2 safety personnel shall accompany guests and ensure safety and security during homestay activities.
- 5.7.2.2 Any water-based activity (such as river cruise, white water rafting etc.) shall provide guests with appropriate and sufficient safety attire/equipment recognised by the relevant authorities.

- 5.7.2.3 Any physical facility such as jetties shall have safety features such as railings, slip proof flooring, etc.
- 5.7.2.4 Trails and trekking routes shall be well marked and signposted.

5.7.3. Briefing on Safety Aspects

- 5.7.3.1 Guests shall be briefed on safety aspects prior to taking part in any homestay activity.
- 5.7.3.2 Provide leaflets on safety guidelines and tips for guests.
- 5.7.3.3 Guests participating in eco-adventure activities shall be required to register their name and contact number for record/monitoring purposes.
- 5.7.3.4 Formulate a manual for safety procedures and guidelines to be used as a Standard Operating Procedure (SOP).

5.7.4. Emergency Rescue and Evacuation

- 5.7.4.1 Personnel in charge of safety shall be equipped with emergency/first aid kit during activities.
- 5.7.4.2 Safety personnel shall also be equipped with communication equipment to alert authorities of any impending danger or if a guest is sick or injured.
- 5.7.4.3 It is recommended for guests to have insurance coverage as part of the package.
- 5.7.4.4 Adhere to safety requirements of respective country.

5.8. Marketing and Promotion

5.8.1. Promotion Activities

- 5.8.1.1 Identify and approach target markets and design itineraries/packages to suit their needs and expectations.
- 5.8.1.2 Identify the Unique Selling Proposition (USP) of the village to differentiate it from other homestays.
- 5.8.1.3 Create promotional materials e.g. brochure, interpretative boards, panels to relay information about the homestay programme and community.
- 5.8.1.4 Cooperation with local government and tour operators for marketing.

5.8.2. Partnership with Tour Operators

- 5.8.2.1 It is recommended to organize familiarisation trips and invite tour operators and tourism companies to sample the homestay experience.
- 5.8.2.2 It is recommended to work closely with prominent tour operators, possibility of them becoming advisors for the homestay organisation.

5.8.3. Web Marketing

- 5.8.3.1 It is recommended to develop website and utilise social media network to promote the homestay and handle online booking.
- 5.8.3.2 It is recommended to engage the village youth to maintain and update the online promotional mediums.

5.9. Sustainability Principles

5.9.1. Economic Sustainability

5.9.1.1 Employment

5.9.1.1.1 The homestay organisation shall recruit and employ staff from the local community.

5.9.1.1.2 It is recommended to allocate the provision of incentives and bonuses linked to good performance and/or service levels to motivate staff.

5.9.1.1.3 It is recommended to provide micro finance to deserving locals for them to participate in business activities related to the homestay programme.

5.9.1.2 Purchasing

5.9.1.2.1 It is recommended that the homestay organisation buy materials and products from the local micro enterprises.

5.9.1.2.2 It is recommended to request guests to buy locally made goods and set up craft sales area within the homestay centre/common areas to showcase the local products.

5.9.1.3 Local Product/Attraction

5.9.1.3.1 Promote local festivals and visits to nearby markets.

5.9.1.3.2 Offer guests traditional handicraft, food and organise cultural events and performances.

5.9.2. Environmental Sustainability

5.9.2.1 Limit and mitigate the physical impact of tourists particularly on sensitive natural and cultural environments.

5.9.2.2 Discourage the participation of guests in activities, which could exploit local flora and fauna.

5.9.2.3 Adopt nearby beach, forest or river and organise litter clean ups with guests.

5.9.2.4 Develop a code of conduct (or dos and don'ts) for interaction with wildlife and disseminate it to guests.

5.9.2.5 Ensure the local community is educated about the importance of conserving biodiversity.

5.9.2.6 Ensure that the design and construction of tourism facilities and services are environmentally friendly.

5.9.3. Sociocultural Sustainability

5.9.3.1 Set up information corners and cultural displays at the homestay centre and common areas.

5.9.3.2 Inform guests about the need to respect local customs and the appropriate behaviour.

5.9.3.3 Ensure the local community is educated about the importance of preserving their culture.

- 5.9.3.4 Actively ban the participation or endorsement of commercial sexual activities or illegal drug use.





II

ASEAN Homestay Standard
Audit Checklist

1. Foreword

The objective of this ASEAN Homestay Checklist is to measure the performance and achievement of homestays in the ASEAN region in adhering to the quality requirements specified in the ASEAN Homestay Standard. This checklist was developed as a practical tool for homestay organisations, homestay providers, and assessors to evaluate the performance of a homestay in determining its qualification as an ASEAN Standard Homestay. This checklist can also be used by homestay organisations and homestay providers as a self-administered test to identify gaps in their current offerings and take the necessary actions and changes to improve the quality of their homestay.

The criteria, sub criteria and requirements contained within this checklist is based on the approved ASEAN Homestay Standard. The Standard will be adopted by all ASEAN member states as recommended in the ASEAN Tourism Strategic Plan (ATSP): 2011 – 2015 to create quality visitor experience by showcasing their rural resources in a presentable, safe and attractive manner.

2. Introduction

Having formulated an ASEAN Homestay Standard, the development of an ASEAN Homestay Checklist is the necessary step to ensure its successful implementation. A comprehensive checklist shall ensure that the assessment will be carried out in a systematic and consistent manner as to evaluate whether a particular homestay deserves to be accorded the status of an ASEAN standard homestay. Towards this end the checklist shall equip the assessor(s) with the tool to make a scientific and objective judgement in his/her assessment.

In addition to the above, the checklist could also be used to rank the homestays in terms of quality. Homestays that perform well in the assessment shall be awarded the ASEAN Standard Homestay. The assessment could be subsequently used to identify gaps in homestays that have yet to qualify, which will help the key stakeholders in addressing the current shortcomings.

3. Scope

Focus on the development of the method and indicators to be used in the assessment process by refining the guidelines formulated in the ASEAN Homestay Standard (9 criteria and 27 sub criteria). The criteria are: host, accommodation, activities, management, location, hygiene & cleanliness, safety & security, marketing and sustainability principles.

4. Terms and Definitions

The terms and definitions applied in the ASEAN Homestay Checklist are as follows:

4.1. Checklist

A list of items required or points to be considered that is used as a reminder during the assessment.

4.2. Criteria

A set of quality areas/ requirements on which is evaluation and decisions can be based.

4.3. Homestay Provider

Local family that offers their house as a homestay.

4.4. Method of Assessment

The method used to measure the criteria on the homestay checklist.

4.5. Nominal scale

Placing data into categories, without any order or structure.

4.6. Scale

A measuring system used to measure the marks in certain range.

4.7. Weightage

A measurement used to determine the importance or priority of each criteria.

5. Prerequisite Entry Requirement

In order for a homestay in the ASEAN region to qualify for assessment, the homestay provider or homestay organisation will have to fulfil certain requirements which are:

- a. The village shall have a minimum of 5 registered homestay providers
- b. The homestay provider shall be free of a criminal record
- c. The homestay provider shall be in good general health

In the case that a homestay provider or a homestay organisation does not fulfil the related requirements mentioned above, it is immediately disqualified from applying the ASEAN Homestay.

6. Assessment Criteria

In order to measure the quality and performance of the homestays, The ASEAN Homestay Standard uses 9 main criteria and 27 sub-criteria containing 91 requirements. The criteria and sub-criteria are as follows:

Table 6.1. The 9 main criteria and 27 sub criteria

CRITERIA		SUB-CRITERIA		NO OF REQUIREMENT
1.	Host	1.	The village and community	3
		2.	Homestay operator	1
2.	Accommodation	3.	The house	6
		4.	The bedroom	5
		5.	The toilet/bathroom	3
3.	Activities	6.	Village and community based activities	2
		7.	Surrounding activities	2
		8.	Authenticity	3
4.	Management	9.	Leadership	1
		10.	Organisation	3
		11.	Database	3
		12.	Capacity building & training	2
		13.	Collaboration	1
5.	Location	14.	Accessibility	2
6.	Hygiene & Cleanliness	15.	House (kitchen, bedroom & toilet)	5
		16.	Surrounding compound	3
		17.	Food preparation	7
7.	Safety & Security	18.	Safety training	1
		19.	Safety features for facilities/activities	4
		20.	Briefing on safety aspects	4
		21.	Emergency rescue and evacuation	4
8.	Marketing	22.	Promotion activities	4
		23.	Partnership with tour operators	2
		24.	Web marketing	2
9.	Sustainability Principles	25.	Economic sustainability	8
		26.	Environmental sustainability	6
		27.	Sociocultural sustainability	4
TOTAL				91

7. Assessment

Assessment is based on predetermined criteria and requirements. For each requirement that adheres to the standard, a tick mark is given in the 'Yes' column; otherwise, in the 'For' elements that are not relevant to the homestay, a tick mark is put in (not applicable) the 'NA column (see Box 1). Each criteria is also given a weightage (percentage) based on its priority (Table 7.2). The calculation of the full assessment is shown in Table 7.3 and the requirements for ASEAN Homestay Standard are shown in section 7.3.

Box 1: Example of assessment

MAIN CRITERIA		SUB CRITERIA	REQUIREMENT	Yes	No	NA	Formula / Total Point
1.	Host	The village and community	Requirement 1			-	Total 'Yes' Total Requirements –Total NA'
			Requirement 2			-	
			Requirement 3				
	Homestay provider	Requirement 1			-		
Total			4 Requirement	2	1	1	

This assessment is applicable to both the homestay provider and the homestay organization. Depending on the criteria, feedbacks are obtained either from the homestay organization or the homestay provider (Table 7.1).

Table 7.1. Assessment Feedback

ANSWERED BY	CRITERIA	
Homestay organization	1.	Host
	2.	Activities
	3.	Management
	4.	Location
	5.	Safety and Security
	6.	Marketing and Promotion
	7.	Sustainability Principles
Homestay Provider	1.	Accommodation
	2.	Hygiene and Cleanliness

7.1. Weightage

The weightage values will determine the importance or priority of each criteria in allowing a collective and balanced assessment. The weightage values are as follows:

Table 7.2. Criteria and weightage based on importance/priority

MAIN CRITERIA		WEIGHTAGE
1.	Activities	20%
2.	Management	15%
3.	Hygiene and Cleanliness	15%
4.	Accommodation	10%
5.	Safety and Security	10%
6.	Marketing and Promotion	10%
7.	Sustainability Principles	10%
8.	Host	5%
9.	Location	5%
Total		100%

Table 7.3. Example of calculation

MAIN CRITERIA		SUB CRITERIA	NO. OF REQUIREMENT	MAX POINT	WEIGHTAGE (%)	CALCULATING FORMULA
1	Host	The village and community	4	4	5%	-----
		Homestay provider				
2.	Accommodation	The House	14	14	10%	-----
		The Bedroom				
		The Toilet/ Bathroom				
3.	Activities	Village and Community Based Activities	7	7	20%	-----
		Surrounding Activities				
		Authenticity				
4.	Management	Leadership	10	10	15%	-----
		Organisation				
		Database				
		Capacity Building & Training				
		Collaboration				
5.	Location	Accessibility	2	2	5%	-----
6.	Hygiene and Cleanliness	House (Kitchen, Bedroom & Toilet)	15	15	15%	-----
		Surrounding Compound				
		Food Preparation				
7.	Safety and Security	Safety Training	13	13	10%	-----
		Safety Features for Facilities /Activities				
		Briefing on Safety Aspects				
		Emergency Rescue and Evacuation				
8.	Marketing and Promotion	Promotion Activities	8	8	10%	-----
		Partnership with Tour Operators				
		Web Marketing				
9.	Sustainability Principles	Economic Sustainability	18	18	10%	-----
		Environmental Sustainability				
		Sociocultural Sustainability				
		Total	91	91	100%	a+b+c+d+e+f+g+h+i

7.2. Determining ASEAN Homestay Standard

To determine if a homestay is showcasing the quality and prestige of ASEAN, any score above 75% would be categorised as an ASEAN Homestay. The following table shows the scale of scoring to determine the achievement of a homestay.

Table 7.4. Achievement/Quality Scale

LEVEL OF ASSESSMENT	PERCENTAGE
Excellent (Qualify for ASEAN Homestay)	75-100%
Very Good	60-74%
Good	40-59%
Fair	20-39%
Poor	0-19%

7.3 Requirements for ASEAN Homestay Standard

Table 7.5. Prerequisite entry requirements

NO	QUESTION	YES	NO
1.	Minimum of 5 registered homestay providers in the village		
2.	Homestay provider is free of criminal record		
3.	Homestay provider is in good general health		

If a homestay provider or a homestay organisation does not fulfil the related requirements mentioned above, it is immediately disqualified from applying the ASEAN Homestay.

Table 7.6. Standard requirements

MAIN CRITERIA	SUB CRITERIA	REQUIREMENT	YES	NO	NA
1. Host (WEIGHTAGE: 5%)	The village and community	<ul style="list-style-type: none"> Located close to nature and cultural attractions. >>Nearest attraction: _____ km Past winner of village based competitions. >> Name of awards: _____ There is a community centre/area in the village. 			
	Homestay provider	<ul style="list-style-type: none"> Homestay provider have completed homestay course. 			
2. Accommodation (WEIGHTAGE: 10%)	The house	<ul style="list-style-type: none"> Structure of house is in good and safe condition. 			
		<ul style="list-style-type: none"> Design and building materials reflect local architecture and identity. 			
		<ul style="list-style-type: none"> Separate guest bedroom(s) >> Number of separate guest bedrooms: _____ 			
		<ul style="list-style-type: none"> Minimum one (1) bathroom/toilet for the guest. >> Number of bathroom/toilets: _____ 			
		<ul style="list-style-type: none"> Electricity supply in the house. Adequate clean water supply inside the house. 			
	The bedroom	<ul style="list-style-type: none"> Basic amenities such as fan, desk, mini cupboard, mirror, electric socket, mosquito net or coil, etc. >>Amenities available: _____ 			
		<ul style="list-style-type: none"> Maximum of four (4) bedrooms allocated to guests. 			

			<ul style="list-style-type: none"> • Standard beds with mattresses and pillows. • Windows are fitted with a mesh frame. • Clean and fresh bed linen for every guest. 			
		The toilet/ bathroom	<ul style="list-style-type: none"> • Sitting or squatting toilet inside or outside, but close the house. • Basic toilet and bathroom facilities. • Adequate clean water provided at all times. 			
3.	Activities (WEIGHTAGE: 20%)	Village and community based activities	<ul style="list-style-type: none"> • Showcases local resources such as local culture and heritage, local enterprises, or natural resources. • Activities encourage interactive participation between the local community and guests. 			
		Surrounding activities	<ul style="list-style-type: none"> • Visits attractions in the surrounding areas. • Collaborates with surrounding villages in carrying out activities. 			
		Authenticity	<ul style="list-style-type: none"> • Community retains its identity, values, and culture (language, lifestyle, etc). • Preserve and involve guests in communal activities. • Preserve local handicrafts and showcase local performing arts. 			
4.	Management (WEIGHTAGE: 15%)	Leadership	<ul style="list-style-type: none"> • Leader has strong leadership qualities and respected by local community. 			
		Organisation	<ul style="list-style-type: none"> • Homestay organisation has systematic structure with clear roles, responsibilities and line of communication. • Homestay organisation facilitates the empowerment of local women and youths. • Homestay organization has support/blessing from village management. 			
		Database	<ul style="list-style-type: none"> • Has homestay operator database e.g. home address, number of family members, special talents, knowledge or skills. • Has guest database e.g. records of guest arrivals, origin, length of stay, comments, complaints and suggestions from guests. • Has updated inventory of tourism resources in the village and surrounding area. 			
		Capacity building and training	<ul style="list-style-type: none"> • Has simple manuals and guidelines covering : <ul style="list-style-type: none"> - Welcoming and guest handling - Registration, billing and payment - Hygiene and cleanliness - Communication skills - Planning, organising and handling of activities - Marketing and promotion - Storytelling and interpretation skills • Training programmes and modules emphasise on 'hands approach' community community to. • Has smart partnerships e.g. with other homestays, private agencies, public agencies, NGOs, institutions of higher learning. 			

5.	Location (WEIGHTAGE: 5%)	Accessibility	<ul style="list-style-type: none"> Location is accessible to any mode of transportation. Clear signage to guide guests to the homestay. 			
6.	Hygiene and cleanliness (WEIGHTAGE: 15%)	House (kitchen, bedroom and toilet	<ul style="list-style-type: none"> All rooms, kitchen and toilets are clean e.g. free of malodour, dirt, dust, and cobwebs. 			
			Kitchen floor is clean.			
			<ul style="list-style-type: none"> Toilet(s), shower tray(s), bath tub(s), well and sinks are clean e.g. free from dirt, stains and malodour. 			
			<ul style="list-style-type: none"> Disinfectants are used in toilets. Soap, shampoo, toilet tissue and clean towels are provided. 			
		Surrounding compound	<ul style="list-style-type: none"> Surrounding compound is litter free. 			
			<ul style="list-style-type: none"> No breeding grounds for mosquitoes. 			
			<ul style="list-style-type: none"> Village beautification and landscaping using local plants. 			
		Food preparation	<ul style="list-style-type: none"> Kitchen is in good, clean condition and well ventilated. 			
			<ul style="list-style-type: none"> Kitchen utensils are in good condition, clean, and kept in a dry place. 			
			<ul style="list-style-type: none"> Presentable plates, glasses, mugs etc. are used in serving meals. 			
			<ul style="list-style-type: none"> Individuals involved in food preparation have good personal hygiene and properly attired. 			
			<ul style="list-style-type: none"> Fresh ingredients used in food preparation are sourced from local suppliers. 			
			<ul style="list-style-type: none"> Served food are properly covered. 			
<ul style="list-style-type: none"> Have safe drinking water. 						
7.	Safety and security (WEIGHTAGE: 10%)	Safety training	<ul style="list-style-type: none"> Safety personnel have undergone basic training in first aid and emergency rescue. 			
		Safety features for facilities / activities	<ul style="list-style-type: none"> At least 2 safety personnel accompanying guests during activities. 			
			<ul style="list-style-type: none"> Water-based activity have safety attire/equipments. 			
			<ul style="list-style-type: none"> Physical facility have safety features e.g. railings and slip proof flooring. 			
			<ul style="list-style-type: none"> Trails and trekking routes are marked and signposted. 			
		Briefing on safety aspects	<ul style="list-style-type: none"> Briefing on safety aspects prior to taking part in any related activity. 			
			<ul style="list-style-type: none"> Leaflets on safety guidelines and tips are provided. 			
<ul style="list-style-type: none"> Registering of guests participating in eco-adventure activities e.g. name and contact number. 						
			<ul style="list-style-type: none"> There is a manual for safety procedures and guidelines as part of the Standard Operating Procedure (SOP). 			

		Emergency rescue and evacuation	<ul style="list-style-type: none"> Safety personnel are equipped with emergency/ first aid kit. Safety personnel is equipped with communication equipment Guests have insurance coverage Adhere to safety requirements of the respective country. 			
8.	Marketing and promotion (WEIGHTAGE: 10%)	Promotion activities	<ul style="list-style-type: none"> Packages are designed according to target markets needs and expectations. Unique Selling Proposition (USP) of village have been identified. Promotional materials e.g. brochure, interpretative boards and panels have been developed Cooperation with local government and tour operators for marketing. 			
		Partnership with tour operators	<ul style="list-style-type: none"> Have familiarisation trips e.g. with tour operators and media. Have partnership with prominent tour operators e.g. including them as advisors. 			
		Web marketing	<ul style="list-style-type: none"> Have website and utilise social media to promote homestay and online booking. Village youth are involved in maintaining and updating online promotional materials. 			
9.	Sustainability principles (WEIGHTAGE: 10%)	Economic sustainability	<ul style="list-style-type: none"> The homestay organisation employs staff from the local community. 			
			<ul style="list-style-type: none"> Allocates incentives to motivate staff. Provide micro finance to deserving locals. Purchasing The homestay organisation purchase materials and products from local micro enterprises. Guests are requested to buy locally made goods. Craft sales area within the homestay centre to showcase local products. Local Product/Attraction Promote local festivals and visits to nearby markets. Offer guests local goods and services e.g. traditional handicraft, food and cultural events 			
		Environmental sustainability	<ul style="list-style-type: none"> Limit physical impact of guests on sensitive natural and cultural environments. Discourage the participation of guests in activities which could exploit local flora and fauna. Guests are involved in environmental programs such as litter clean ups, adopting nearby beach, forest or river. 			
			<ul style="list-style-type: none"> A code of conduct for guests for interaction with wildlife 			

			<ul style="list-style-type: none"> Local community is being educated about the importance of conserving biodiversity. 			
			<ul style="list-style-type: none"> Design and construction of tourism facilities and services are environmentally friendly. 			
		Socio cultural sustainability	<ul style="list-style-type: none"> Availability of information corners and cultural displays at the homestay centre and common areas. 			
			<ul style="list-style-type: none"> Guests are being informed on the appropriate behaviour and the need to respect local customs. 			
			<ul style="list-style-type: none"> Local community is educated about the importance of preserving their culture. 			
			<ul style="list-style-type: none"> Ban the participation of commercial sexual activities and illegal drug use. 			

Table 7.7 below shows an example of calculation based on the assessment done by an assessor

Table 7.7. Summary of Assessment

	MAIN CRITERIA	SUB CRITERIA	NO. OF REQUIREMENT	MAX POINT	WEIGHTAGE (%)	CALCULATING FORMULA
1.	Host	The village and community	4	4	5	-----
		Homestay provider				
2	Accommodation	The House	14	14	10	-----
		The Bedroom				
		The Toilet/Bathroom				
3.	3. Activities	Village and Community Based Activities	7	7	20	-----
		Surrounding Activities				
		Authenticity				
4	Management	Leadership	10	10	15	-----
		Organisation				
		Database				
		Capacity Building & Training				
		Collaboration				
5	Location	Accessibility	2	2	5	-----
6.	Hygiene and Cleanliness	House (Kitchen, Bedroom & Toilet)	15	15	15	-----
		Surrounding Compound				
		Food Preparation				
7.	Safety and Security	Safety Training	13	13	10	-----
		Safety Features for Facilities /Activities				
		Briefing on Safety Aspects				
		Emergency Rescue and Evacuation				
8.	Marketing and Promotion	Promotion Activities	8	8	10	-----
		Partnership with Tour Operators				
		Web Marketing				

9.	Sustainability Principles	Economic Sustainability	18	18	10	-----
		Environmental Sustainability				
		Sociocultural Sustainability				
	Total	91	91	100	81.03%	

Excellent (Qualify for ASEAN Homestay)	75-100%
Very Good	60-74%
Good	40-59%
Fair	20-39%
Poor	0-19%







III

ASEAN Homestay Standard
Audit Process and Certification Body

1. Foreword

The ASEAN Homestay Standard (AHS) is part of the Strategic Direction of the ASEAN Tourism Strategic Plan (ATSP) 2011 – 2015 which aims to increase the quality of tourism services and human resources in the region. The purpose of the ASEAN Homestay Audit Process and Certification Body is to develop a standard assessment procedure as well as determine the agencies responsible for overseeing and managing the implementation of the AHS ASEAN Homestay Checklist.

The bulk of this document is dedicated to the ASEAN Homestay Standard Assessment Guide to be used by the appointed assessors in conducting their assessment of homestays to be elevated and certified as an ASEAN Standard Homestays.

The criteria, sub-criteria and requirements contained within this checklist are based upon the ASEAN Member States (AMS)-approved ASEAN Homestay Standard. The AHS will be adopted by all Member States as recommended in the ATSP to create high quality homestay experiences by showcasing them in an exciting, entertaining, educational, safe and memorable manner.

2. Introduction

The formulation of the ASEAN Homestay Process and Certification Body is essential in ensuring the successful implementation of the ASEAN Homestay Standard. This report provides a comprehensive description of the audit process, the parties responsible for managing and conducting the homestay assessment as well as the benefits that homestay owners can expect to receive when they have been successfully certified as ASEAN Standard Homestays. Towards this end, the report aims to equip assessors with the knowledge and skills in making accurate assessments of homestays as well as the systematic implementation and management of the ASEAN Homestay Standard.

3. Scope

This study encompasses the following scope;

- Develop an audit process for the ASEAN Homestay Standard
- Design the structure and role of the Certification Body responsible for the implementation of the ASEAN Homestay Standard
- Develop a Homestay Assessment Guide as a reference and standard operating procedure for assessors in making homestay assessments

4. Terms and Definitions

The terms and definitions utilised in this report are as follows:

4.1. ASEAN Member States (AMS)

As of 2013, there are 10 ASEAN Member States (Members of the Association of the Southeast Asia Nations or ASEAN) namely Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Viet Nam.

4.2. ASEAN Standard Homestay

A homestay organisation or homestay provider that has been assessed and certified using the ASEAN Homestay Standard.

4.3. Assessment Guide

Guidelines for assessors to assist them in conducting accurate and consistent assessments of potential homestays.

4.4. Audit Process

A systematic and documented process for evaluating objectively and providing evidence to justify the assessment and recommendation given by the panel of assessors.

4.5. Certification Body

An organisation that performs and manages the certification process.

4.6. Checklist

A systematic list of items to be included in the assessment based on the ASEAN Homestay Standard.

4.7. Government Tourism Organisation

A governmental institution that plans and manages tourism development and promotion according to the different levels of government.

4.8. Homestay Organisation

An organisation responsible for the planning and management of homestay programmes and activities within a particular village or locality

4.9. Homestay Provider

Local family that offers their house as a homestay.

5. Proposed Certification Body

The proposed certification body will facilitate the implementation of the ASEAN Homestay Standard in each respective AMS. Five (5) categories of organisations are proposed to form the certification body, which are as follows:

5

Proposed organisation categories for certification body

- Government Tourism Organisation
- Non-Government Tourism Organisation
- Health Organisation
- Safety & Security Organisation
- Environmental & Cultural Organisation

The responsibilities of each organisation in the Certification Body are shown in Table 5.1 below:

Table 5.1. Responsibilities of Organisations within the Certification Body

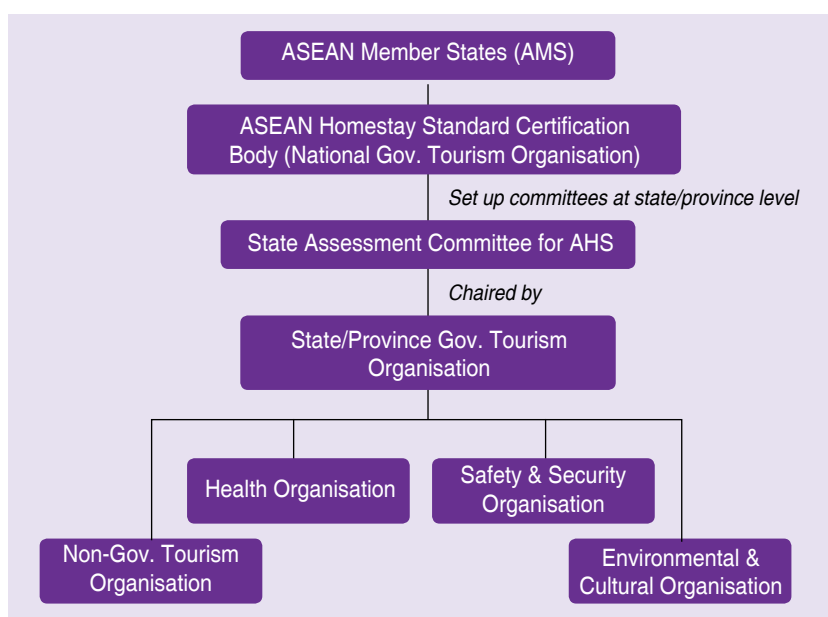
ORGANISATIONS	RESPONSIBILITY
Gov. Tourism Org. (state/province level)	• Chairperson and head of panel of assessors of the State Assessment Committee for the AHS in each AMS
	• Receive and process applications submitted by homestays and conduct screening processes
	• Assess using criteria specified in the ASEAN Homestay Checklist
	• Advise Tourism Org. at the national level of potential homestays that could be certified as ASEAN Standard Homestays
Non-Gov. Tourism Organisation	• Assist government tourism organisations at the state/provincial level in conducting assessment
Health Org.	• Assess and provide professional opinion related to the Hygiene and Cleanliness criteria
Safety & Security Org.	• Assess and provide professional opinion related to the Safety and Security criteria
Environmental & Cultural Org.	• Assess and provide professional opinion related to the Sustainability Principles criteria
Gov. Tourism Org. (National level)	• Set up State Assessment Committee for the AHS
	• Receive assessment reports from the state/provincial level to be brought to the ASEAN Member States meetings
ASEAN Member States	• Approve and endorse assessment reports
	• Issue certification and logo to successful homestays

In order to expedite the audit process, government tourism organisations at the national level in each ASEAN country will need to set up State Assessment Committees for the ASEAN Homestay Standard at the state/provincial level. This committee is responsible for conducting homestay assessments in their respective state/province. Each Committee will be led by the Government Tourism Organisation at the state/provincial level, with its members consisting of Non-governmental

Tourism Organisation, Health Organisation, Safety & Security Organisation, and Environmental & Cultural Organisation. The proposed organisation structure of the State Assessment Committee for ASEAN Homestay Standard is as follows (Figure 5.1).

The State Assessment Committee for ASEAN Homestay Standard will conduct the assessments of homestays within their jurisdiction and submit the assessment reports to the ASEAN Homestay Certification Body (National Government Tourism Organisation) of the respective country. The Certification Body, upon approving the assessment report will bring it to the ASEAN Member States Meeting for endorsement (Figure 5.2).

Figure 5.1. Organisation Structure of ASEAN Homestay Standard Certification Body



Examples of agencies which could be included in the ASEAN Homestay Certification Body and State Assessment Committee for ASEAN Homestay Standard are shown in Table 5.2. Due to the varying structures of government in each respective ASEAN country, the responsible agencies may differ from country to country.

Table 5.2. Examples of agencies which could be included in the ASEAN Homestay Certification Body and State Assessment Committee for ASEAN Homestay Standard of each country

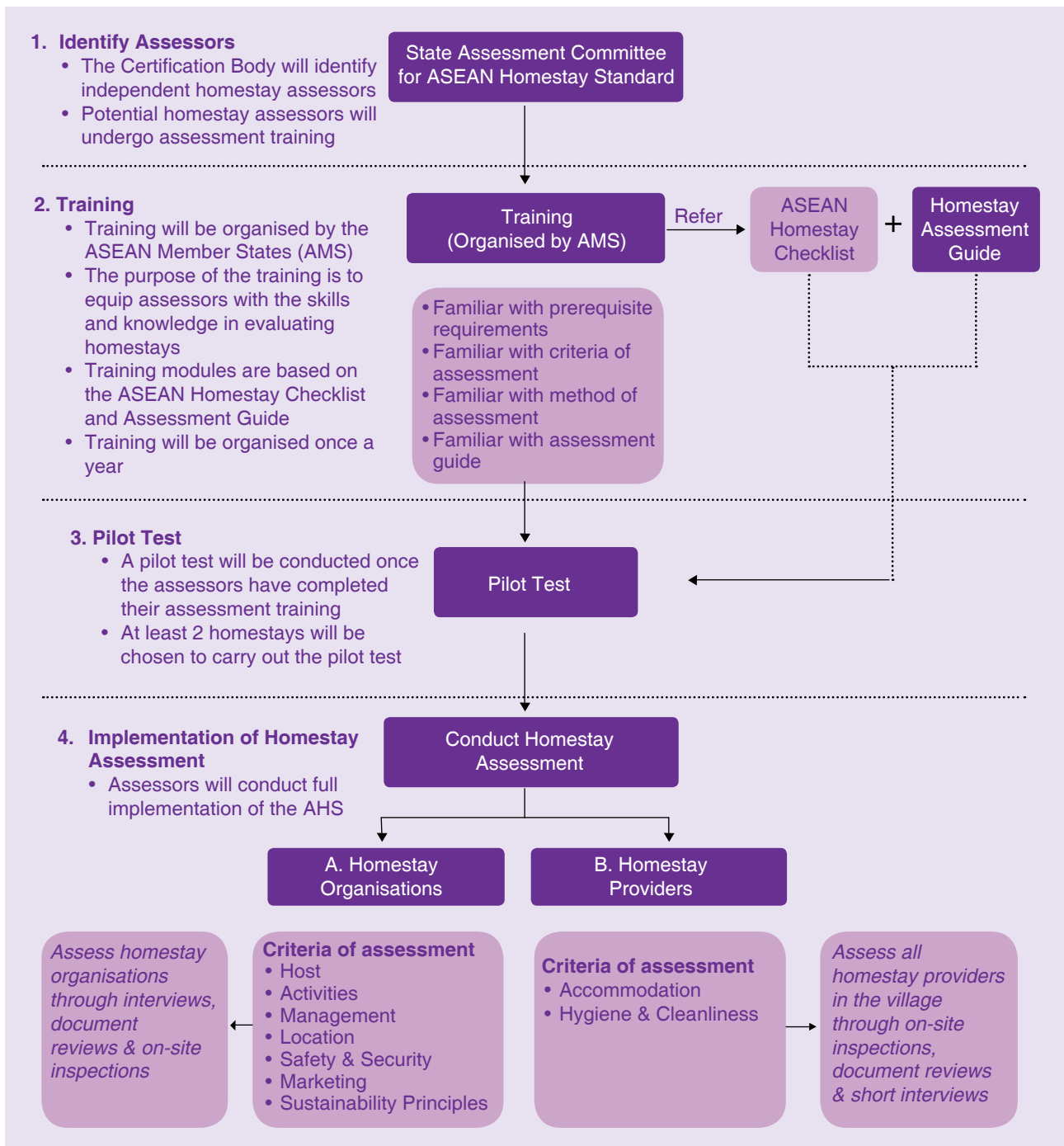
NO.	CRITERIA	PROPOSED ORGANISATION	EXAMPLE AGENCIES
1.	Host	Gov. Tourism Organisation	<ul style="list-style-type: none"> Ministry of Tourism
2.	Accommodation	Non-Gov. Tourism Organisation	<ul style="list-style-type: none"> Hotelier Association
3.	Activities	Non-Gov. Tourism Organisation	<ul style="list-style-type: none"> Tour Operator Association Tourist Guide Association
4.	Management	Gov. Tourism Organisation	<ul style="list-style-type: none"> Ministry of Tourism
6.	Hygiene & Cleanliness	Health Organisation	<ul style="list-style-type: none"> Ministry of Health Society of Environmental Health
7.	Safety & Security	Safety & Security Organisation	<ul style="list-style-type: none"> Fire & Rescue Department Civil Defence Department Police Department

8.	Marketing	Gov. Tourism Organisation	<ul style="list-style-type: none"> Tourism Promotion Board
9.	Sustainability Principles		
	9.1 Socio-cultural Aspects	Environmental & Cultural Organisation	<ul style="list-style-type: none"> Ministry of Culture Community Based Tourism Organisation
	9.2 Environmental Aspects		<ul style="list-style-type: none"> Ministry of Natural Resources and Environment Environmentalist NGOs and associations

5.1. Homestay Audit Process Implementation

The implementation of the AHS will follow the process shown in Figure 5.2 below:

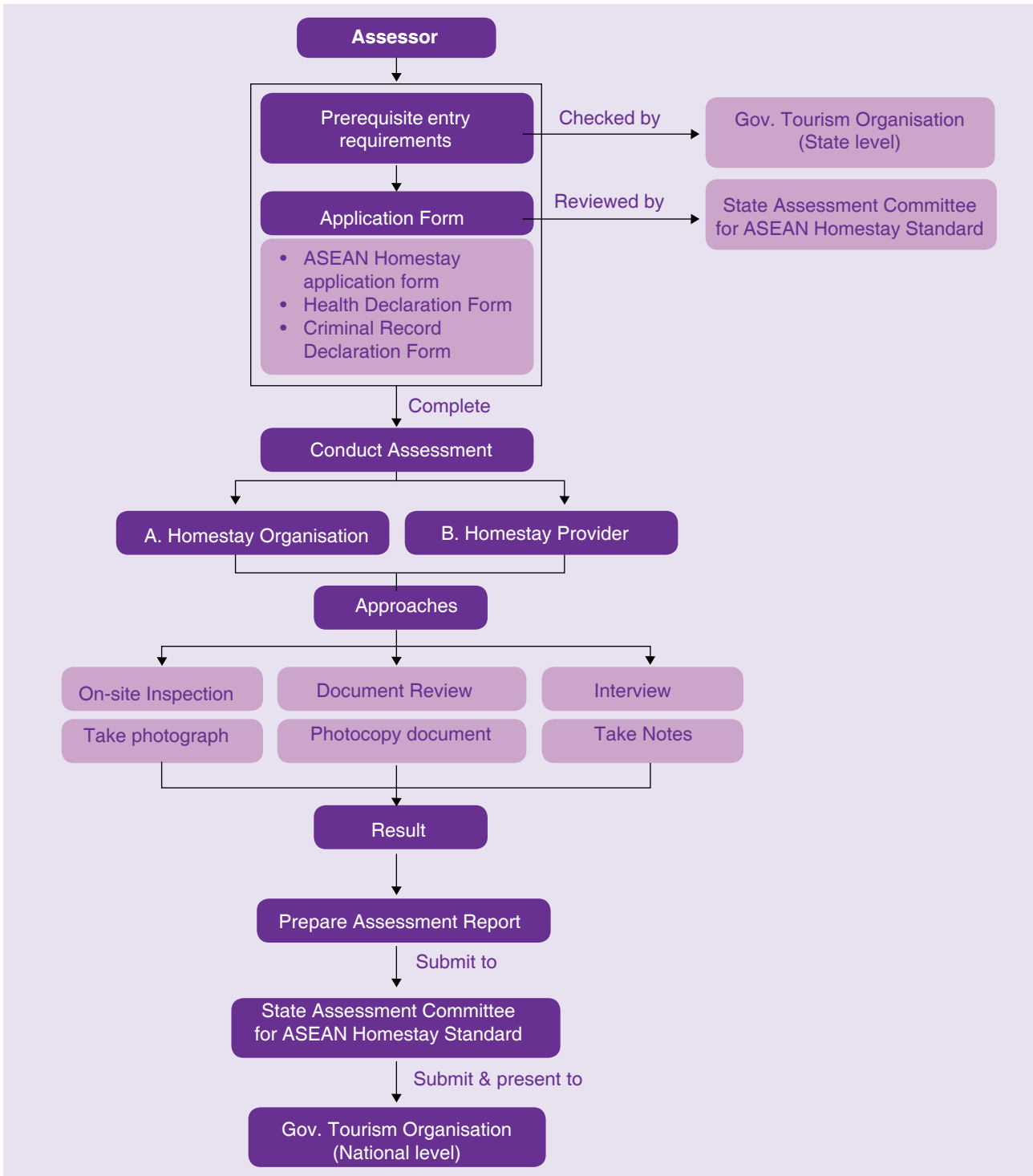
Figure 5.2. Homestay Audit Process Implementation



5.2. Assessment Checklist for Assessor

The homestay assessment checklist for assessors is as described in Figure 5.3 below. The figure shows the steps and actions that need to be carried out by each assessor in the State Assessment Committee for ASEAN Homestay Standard.

Figure 5.3. Assessment Checklist for Assessor



5.3. Prerequisite Entry Requirement

Before an assessment is conducted, the State Assessment Committee for ASEAN Homestay Standard should ensure that all applicants meet the prerequisite entry requirements. If unable to do

so, the homestay organisations/providers are immediately disqualified from applying for the ASEAN Homestay Standard.

A list of prerequisite entry requirements for both homestay organisations and homestay providers is shown in Table 5.3 below.

Table 5.3: Prerequisite Entry Requirements and Actions by Assessor

HOMESTAY	PREREQUISITE	ACTION
Homestay Organisations	<ul style="list-style-type: none"> The village shall have a minimum of 5 registered homestays 	<ul style="list-style-type: none"> Photocopy the certificate and attach it with the application form
	<ul style="list-style-type: none"> The homestay must be in operation for at least 2 years at the time of application 	
Homestay Providers	<ul style="list-style-type: none"> All homestay providers shall be free from criminal record 	<ul style="list-style-type: none"> Submit the original Criminal Record Declaration Form stamped by the respective Police Department
	<ul style="list-style-type: none"> All homestay providers shall be in good general health 	<ul style="list-style-type: none"> Submit the original Health Declaration Form stamped by the respective Health Organisation
		<ul style="list-style-type: none"> Must be fulfilled by all homestay providers that apply for assessment

Examples of the forms are reproduced in the Appendix.

6. Proposed Audit Process

The homestay audit is a key process in identifying potential homestays that qualify for the ASEAN Homestay Standard. The proposed audit process is formulated based on a review of the homestay assessment procedures carried out by several ASEAN countries. Thus, the proposed audit process is generally suited to the ASEAN member countries.

The proposed audit process involves 3 steps, which are as follows:

STEP 1: Awareness Programme & Screening Process

Before implementing the certification programme, the government tourism organisation will organise seminar, forum, meeting, etc. to create awareness and inform homestay organisations and providers about the ASEAN Homestay Standard.

The Government Tourism Organisation at the state/provincial level will then conduct a screening process to identify homestays that qualify for certification based on the ASEAN Homestay Standard.

STEP 2: Assessment

Assessment will be carried out by the State Assessment Committee for ASEAN Homestay Standard. On-site inspections, document reviews and interviews will be conducted during the assessment. Assessments are based on the ASEAN Homestay Checklist and the date of assessment will be

made known to the homestay operator beforehand. Assessors will refer to the Homestay Assessment Guide when evaluating homestays.

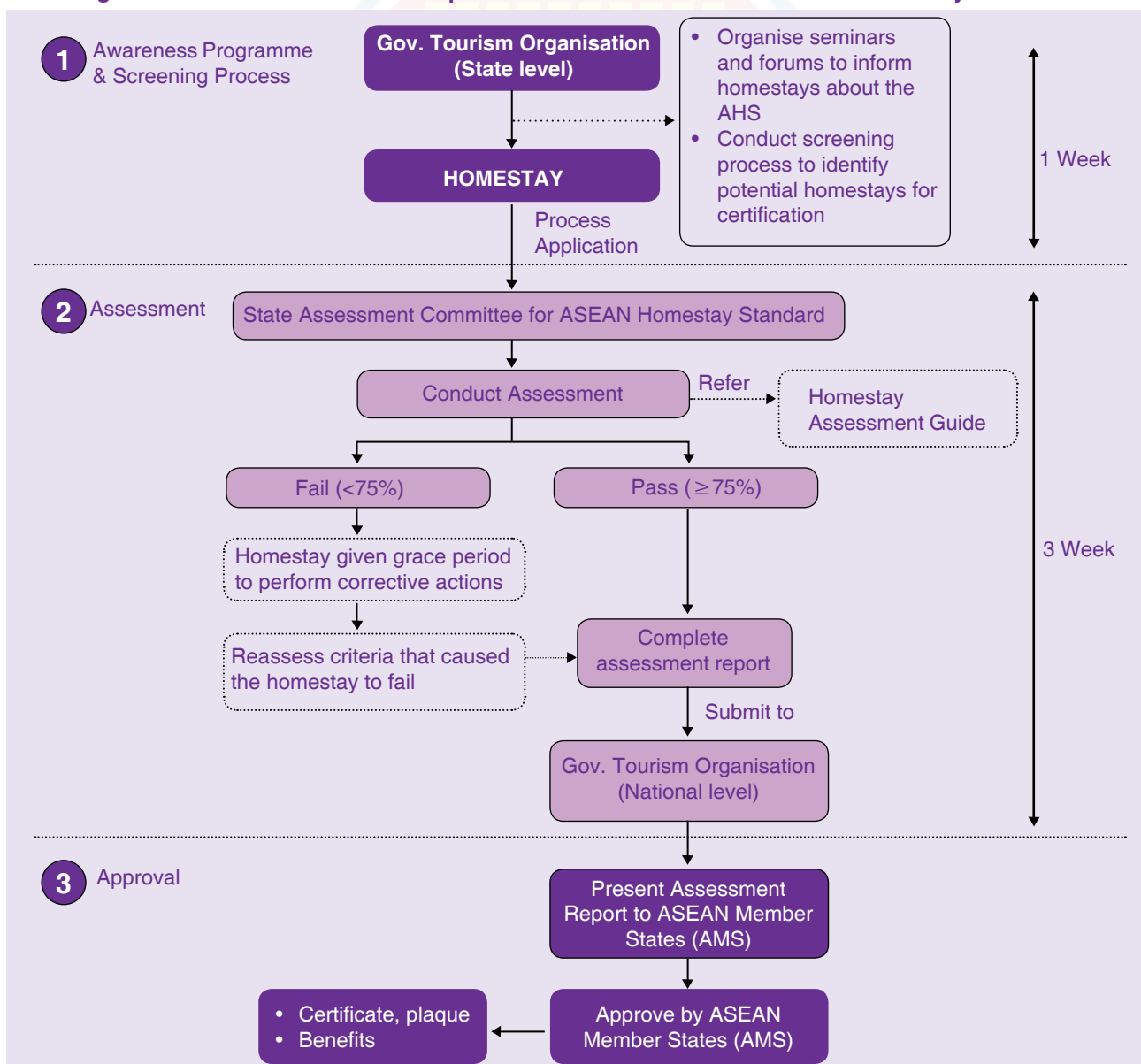
The assessment committee shall then prepare an assessment report which will include a list of successful homestays recommended for certification and submit to the Government Tourism Organisation at the national level. It should take a maximum of 4 weeks for the committee to perform the audit process in steps 1 and 2.

STEP 3: Approval

The Government Tourism Organisation at the national level will present the assessment report and list of successful homestays at the ASEAN Member States (AMS) meeting for approval. Once endorsed, the ASEAN Member States will issue the ASEAN Homestay Standard certificate and plaque to the successful homestays.

The flowchart of the audit process can be referred in Figure 6.1.

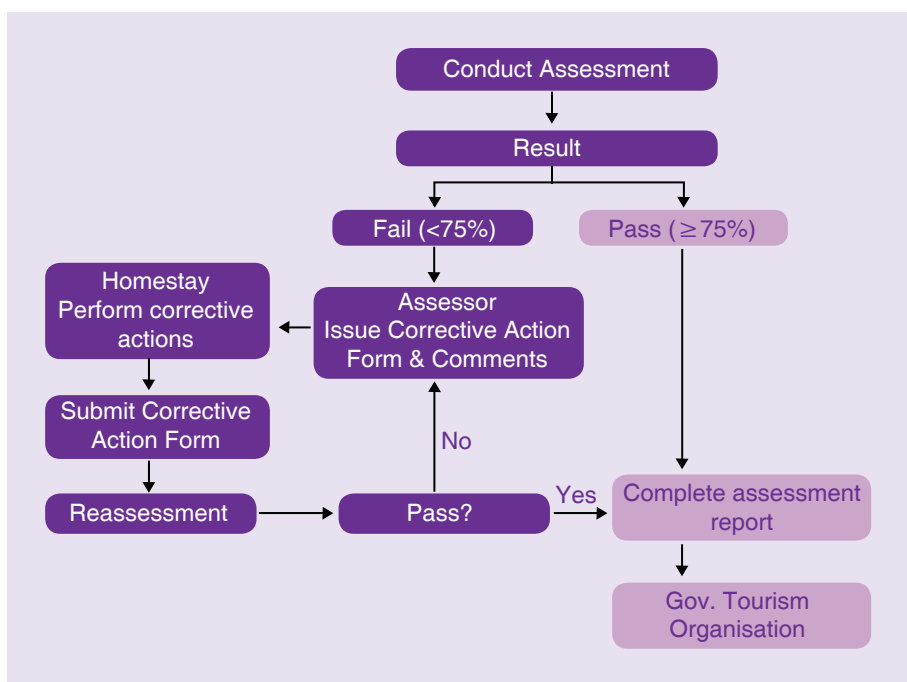
Figure 6.1. A Flowchart of the Proposed Audit Process for the ASEAN Homestay Standard



6.1. Unsuccessful Homestay in Assessment

For homestays that fail the assessment, the assessors will issue a corrective action form and comments to the affected homestay which specifies the corrective measures required to be carried out. Homestays are given 1 to 6 months depending on the time needed to perform corrective actions. Upon completion of the required corrective measures, the applicant is required to resubmit the Corrective Action Form to the State Assessment Committee for ASEAN Homestay Standard to conduct reassessment. Reassessment will then be conducted ONLY on the criteria that did not meet the Standard during the initial assessment. Figure 6.2 below shows the reassessment process.

Figure 6.2. Reassessment Process for Unsuccessful Homestays



6.2. Successful Homestay

For homestays that successfully pass the assessment, both the Homestay Organisation and Homestay Providers will receive the ASEAN Homestay Standard certificate and plaque issued by the ASEAN Member States. Examples of the certificate and plaque are shown below.

Example of ASEAN Homestay certificate



Example of ASEAN Homestay plaque



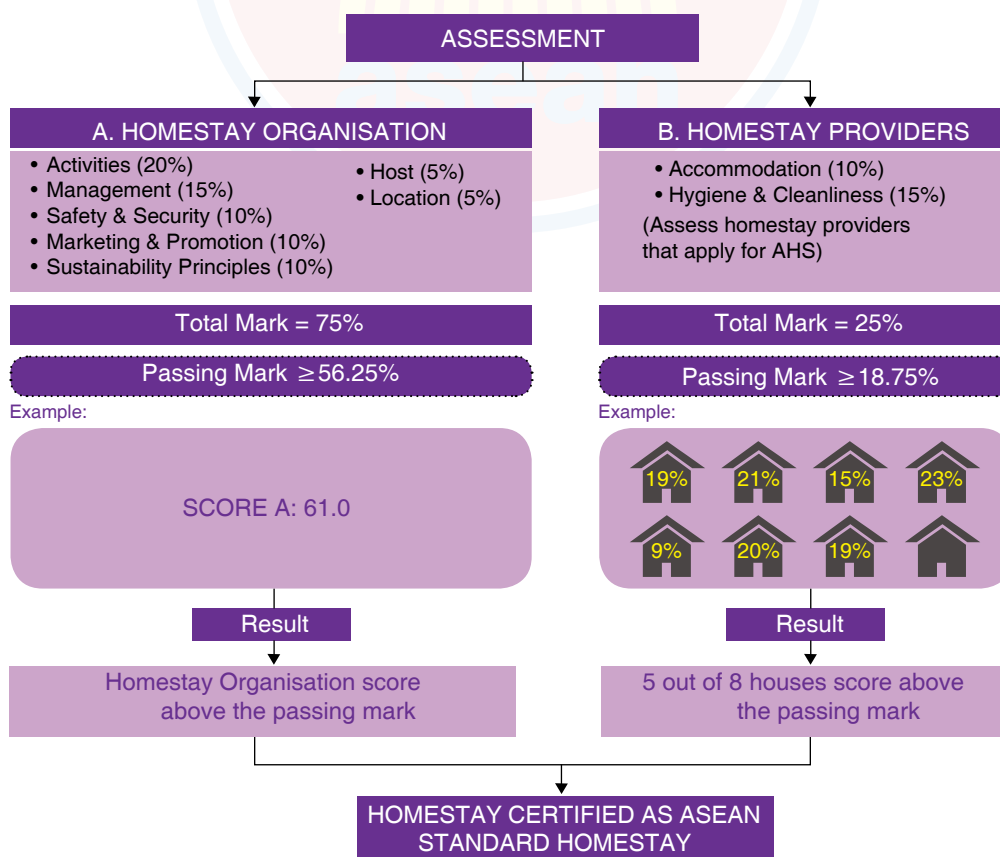
7. Assessment Method

The ASEAN Homestay Standard aims to create higher quality homestays to appeal to discerning tourists. In return, the certified homestays could charge higher rates to commensurate with the higher quality tourist experience being offered. Towards this end both the Homestay Organisation and Homestay Providers are separately assessed as ASEAN Homestay with each having their individual passing marks. The assessors will assess all homestay providers in the village and both will have to score above the passing mark in order to be certified as an ASEAN Homestay.

In order to receive the ASEAN Homestay Standard, the homestay organisation and homestay provider must meet the following requirements:

- 1) The homestay organisation must score above the passing mark (56.25%) to qualify for the AHS.
- 2) Homestay providers must score above the passing mark (18.75%) in order to qualify for the ASEAN Homestay Standard (AHS).
- 3) A minimum of five (5) homestay providers must score above the passing mark for the homestay to qualify for the AHS.
- 4) Both the homestay organisation and at least 5 homestay providers must qualify for the homestay to be certified as an ASEAN Standard Homestay. If either the homestay organisation or less than 5 homestay providers fail the assessment (below 75% of their score), the homestay automatically fails.

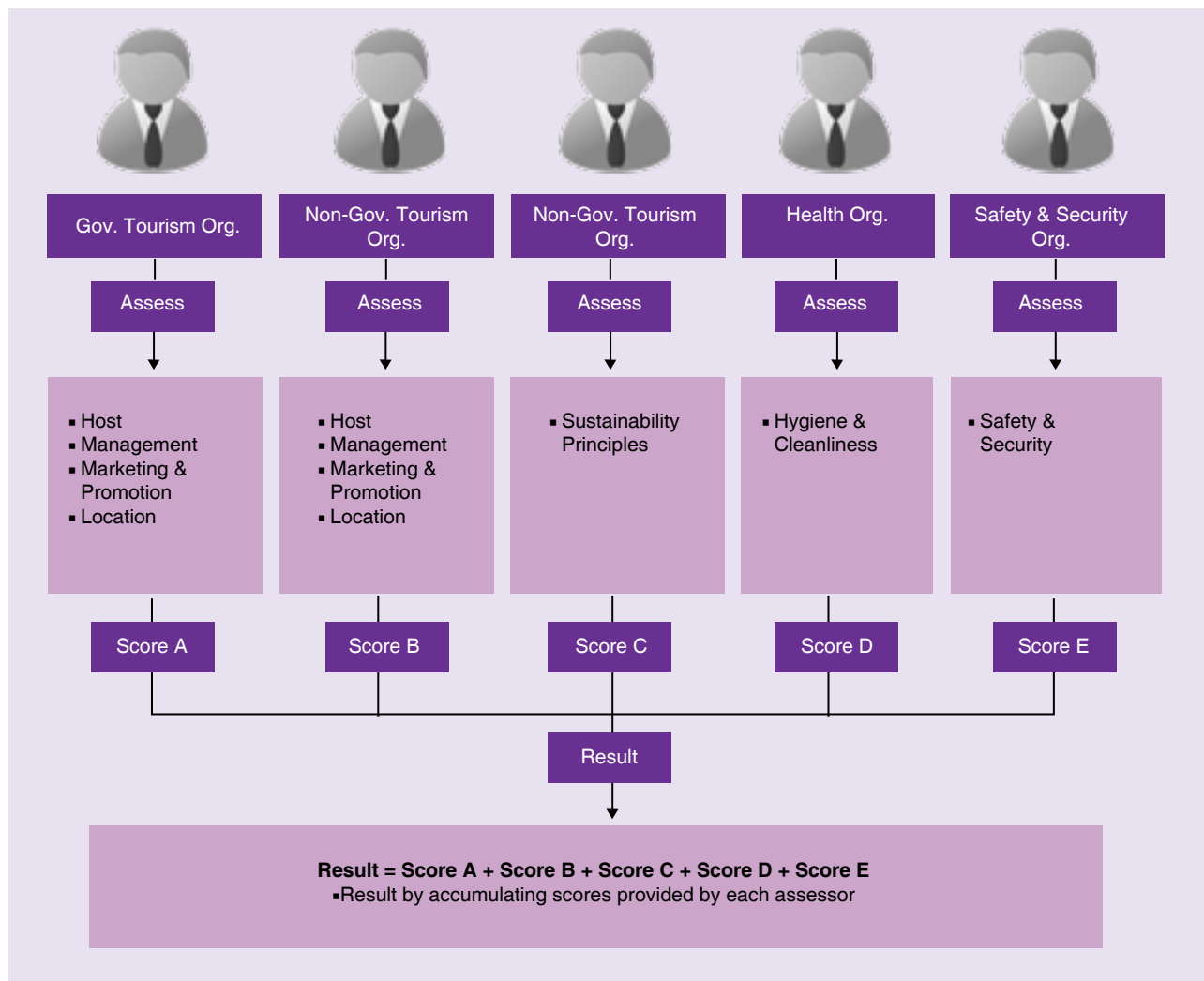
Figure 7.1. The assessment method for AHS



8. Assessment Approach

As mentioned earlier, 5 categories of organisations have been proposed to make up the ASEAN Homestay certification body. Each category of organisation will assess the criteria which they specialise in to ensure consistency and credibility. The approach is shown in a graphical manner in Figure 8.1 below.

Figure 8.1: Assessment Approach for ASEAN Homestay Standard



9. Validity Period

The proposed validity period for the ASEAN Homestay Standard is 3 years. Certified homestays will be reassessed every 3 years to renew their certificates. This will enable the government tourism organisation to update and monitor the performance of certified homestays to ensure that they maintain their quality and standard as ASEAN Standard Homestays.

10. Benefits and Privileges

The proposed benefits and privileges of being certified as an ASEAN Homestay are mostly related to better access to marketing and promotional programmes carried out by the related government agencies. Essentially, certified homestays will benefit from the branding of ASEAN Standard Homestay which is an international recognition. The detailed benefits of certification are as follows;

*Benefits and Privileges

- Issued with an ASEAN Homestay Standard certificate, logo and plaque to be displayed on the homestay premises
- Will be promoted in the ASEAN Organisation Official website (<http://www.asean.org>)
- Will be promoted at ASEAN and international tourism events, festivals and forums
- Priority listing on National Tourism Organisation's websites and brochures
- Priority given to participate in national and international tourism fairs organised by National Tourism Organisations.
- Priority given to participate in free training programmes (tourist guide courses, etc.)

* Benefits offered may vary between ASEAN countries

11. Certification Logo

The certification logo for the ASEAN Homestay Standard is as below:



**ASEAN Homestay Standard
2013 - 2015**

(Source: ASEAN Tourism Standards Book, 2007)

The ASEAN Homestay Standard logo uses the standard ASEAN Tourism Standards logo for all certifications. The connotation of the logo are as below:

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.

12. ASEAN Homestay Certificate and Plaque

All certified homestays will receive the ASEAN Homestay Certificate and plaque. The template of the ASEAN Homestay Certificate is as below:



This certificate will be signed by the chairman of the ASEAN Member States and the respective ASEAN Tourism Ministers of each member state.

The ASEAN Homestay plaque is crafted from gold-coloured metal, attached to a piece of beige-coloured wood. The plaque measures 20.5 cm x 15.5 cm



13. Assessment Form

Two assessment forms are used in the audit, which are the homestay provider assessment form and the homestay organisation assessment form. The assessors will need to fill in one assessment form for the homestay organisation and a variable number of assessment forms for the homestay providers (depending on the number of providers). An example of how to fill in the assessment forms is shown in Figure 13.1 while the guidelines for assessors to conduct assessments can be referred to in chapter 14, the Homestay Assessment Guide.






 <p>ASEAN Homestay Standard</p> <p>ASEAN HOMESTAY STANDARD ASSESSMENT FORM - Homestay Provider -</p>	<p>CONTENTS</p> <ul style="list-style-type: none"> • Assessor Profile • Homestay Profile • Prerequisite Entry Requirement • Criteria of Assessment • Assessment Score Card • Appendix (document attachment) 	 <p>ASEAN Homestay Standard</p> <p>ASEAN HOMESTAY STANDARD ASSESSMENT FORM - Homestay Provider -</p>
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Figure 13.1. Example of assessment form

1.0. ACCOMMODATION

No.	REQUIREMENTS	YES	NO	*NA
1.1	The House			
	1.1.1. Structure of house is in good and safe condition	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		REMARKS : <ul style="list-style-type: none"> • The Structure is in good condition • No Major damage was found during the house inspection 		
	1.1.2. Design and building materials reflect local architecture and identity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
		REMARKS : <ul style="list-style-type: none"> • The house was not designed according to traditional architectural styles. • The house has a modern design 		
	1.1.3. Minimum one (1) bathroom /toilet for the guest	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	<ul style="list-style-type: none"> • Number of bathroom /toilets 	REMARKS : <ul style="list-style-type: none"> • One Bathroom is provided exclusively for guest 		
				

14. Homestay Assessment Guidelines

This Assessment Guide translates the criteria contained in the ASEAN Homestay Standard into a user friendly standard operating procedure. This Assessment Guide describes the process that the assessor will have to go through when assessing a Homestay Organisation or Homestay Provider for the ASEAN Homestay Standard. The assessors will be required to utilise several methods of assessment, which are:

- i) IV – interview
- ii) DR – document review
- iii) SI – site inspection

Table 14.1 shows the assessment criteria according to respondents, the homestay organization and the homestay provider respectively. Assessors will be required to photocopy documents or photograph certain elements of the homestay as proof of assessment (refer Table 14.2 for a list of documents and Table 14.3 for a list of photographs needed during assessment). All photocopies and photographs must be attached with the assessment report.

Table 14.1. Assessment criteria according to respondent

CRITERIA		RESPONDENT
1.	Host	Homestay organization
2.	Activities	
3.	Management	
4.	Location	
5.	Safety and Security	
6.	Marketing and Promotion	
7.	Sustainability Principles	
1.	Accommodation	Homestay Provider
2.	Hygiene and Cleanliness	

Not Applicable

Certain requirements may contain elements that do not exist or are not available in the particular country or region. These requirements have been marked with NA (Not Applicable) in the Assessment Form. Assessors will be required to present evidence that relevant requirements cannot be met by the particular homestay if NA is marked in the Form.

Table 14.2. Lists of Document and Requirements

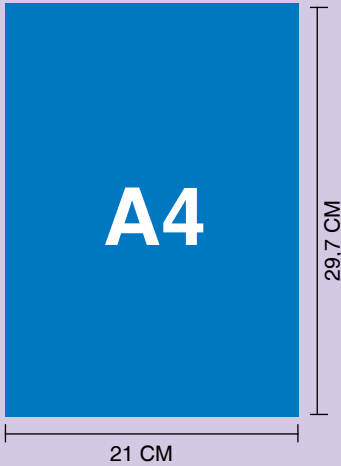
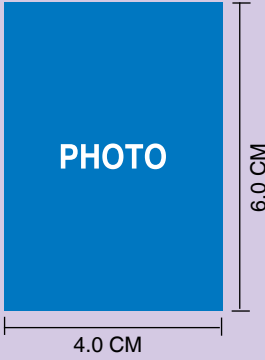
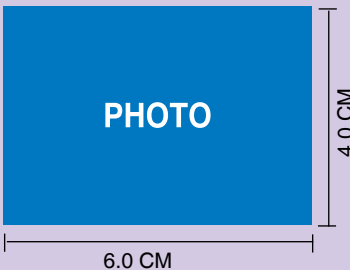
LISTS OF DOCUMENTS	SIZE OF DOCUMENTS	REMARKS
<ol style="list-style-type: none"> 1. Homestay registration certificate 2. Certificate of achievement (award winning) 3. Certificate of participation for homestay training courses 4. Chart of homestay organisation structure 5. Record system on homestay providers profile and tourist profile 6. Inventory form of tourism resources in the homestay village 7. Homestay operation manual or guideline for homestay provider 8. Manual or guidelines for safety procedure 9. Certificate of participate on first aid training and emergency rescue for safety personnel 10. Leaflets on safety guideline for tourist 11. List of environmental program offered to tourists and local community 		<ul style="list-style-type: none"> • One (1) copy of each document must be provided to the assessors during assessment • Size of document photocopy: A4 • Original copy also must be prepared for assessor’s reference during assessment

Table 14.3. Lists of Photographs

LISTS OF DOCUMENTS	SIZE OF DOCUMENTS	REMARKS
<p>A. ACCOMMODATION</p> <ol style="list-style-type: none"> Condition of the house Bedroom and amenities Toilet and amenities <p>B ACTIVITIES</p> <ol style="list-style-type: none"> Activities offered Tourism attraction at homestay <p>C. LOCATION</p> <ol style="list-style-type: none"> Road condition leading to homestay Condition of signposting <p>D HYGIENE & CLEANLINESS</p> <ol style="list-style-type: none"> Condition of the house (kitchen, room, toilet, surrounding compound) Food preparation and utensils used <p>E SAFETY & SECURITY</p> <ol style="list-style-type: none"> Safety features available (railing, emergency kits, etc.) Signposting along the trail Safety personnel involved in the activities <p>F. MARKETING & PROMOTION</p> <ol style="list-style-type: none"> Promotion materials e.g. brochure <p>G SUSTAINABILITY PRINCIPLES</p> <ol style="list-style-type: none"> Green facilities available in the homestay Local-made-handicraft 	<p style="text-align: center;">PORTRAIT</p>  <p style="text-align: center;">LANDSCAPE</p> 	<ul style="list-style-type: none"> Minimum photo dimension: 6.0cm x 4.0cm Photograph is in colour Minimum two photographs must be attached in the assessment form for each criteria

14.1. Prerequisite Entry Requirements

NO	HOMESTAY	PREREQUISITE	GUIDELINES
1.	HOMESTAY ORGANISATIONS	a. Minimum of 5 registered homestay providers in the village (DR)	a. Refer to the photocopy of the homestay registration certificate attached with the application form.
		b. The homestay must be in operation for at least 2 years at the time of application	b. Make sure the photocopy has been verified by the state/province tourism organization.
2.	HOMESTAY ORGANISATIONS	a. Homestay provider is free of criminal record (DR)	a. Refer to the Criminal Record Declaration Form attached with the application form.
			b. Make sure the form has been certified by a district police department.
		b. Homestay provider is in good general health (DR)	a. Refer to the Declaration of Good General Health Form attached with the application form.
			b. Make sure the form has been certified by a government health department.

In the case that a Homestay Organisation is unable to fulfil the above requirements, it is immediately disqualified from applying for the ASEAN Homestay Standard. **If the Homestay Organisation passes this stage of evaluation, the State Assessment Committee for ASEAN Homestay Standard may proceed with the assessment.**

The application form, health declaration form and free criminal declaration form can be referred in the appendix. Homestay providers can submit either the endorsed health declaration form or Criminal Record declaration form according to the format provided in the appendix or in the specific format prepared by their respective health organisation and police department.

14.2. Assessment Criteria for Homestay Organisation

1. Main Criteria 1 – Host (Weightage: 5%)

SUB CRITERIA		REQUIREMENT	GUIDELINES
1.1.	The village and community	1.1.1. Located close to nature and cultural attractions. (DR, IV) >>Nearest attraction: ___ km	a. Interview the Homestay Organisation to identify the nearest nature or cultural tourism attraction, the distance to the attraction, as well as the best way of reaching the attraction (by foot, land vehicle, water or air).
			b. Write down the names of several nearby attractions.
			c. Use a map to verify the distance stated by the Homestay Organisation.
			d. Write the distance in kilometres (km) in the space provided.
		1.1.2. Past winner of village based competitions. (DR) >> Name of awards: _____	a. Ask the Homestay Organisation to show evidence of awards, certificates and/or trophies showing that the village had won competitions in the past.
			b. List the name of the awards in the space provided.
			c. Photocopy the certificates and photograph the trophies or awards.
			d. Note the type of award won.
			e. Attach the photocopies and/or photographs with the report.
1.1.3. There is a community centre/area in the village. (SI)	a. Visit the community centre/area in the village.		
	b. Take a photograph (s) of the community centre/area.		
	c. Attach the photograph (s) of the community centre/area with the report.		

1.2.	Homestay provider	Homestay provider has completed homestay course. (DR)	a. Review any certificate(s) proving that the Homestay Provider had undergone and completed a homestay course.
			b. Note which organisation conducted the homestay course.
			c. Photocopy the certificate(s).
			d. Attach the photocopies of the certificate(s) with the report.

2. Main Criteria 2 – Activities (Weightage: 20%)

SUB CRITERIA		REQUIREMENT	ACTIONS
2.1.	Village and community based activities	2.1.1 Showcases local resources such as local culture and heritage, local enterprises, or natural resources. (IV)	a. Interview the Homestay Organisation and ask about local cultural, heritage and natural resources in the village.
			b. Ask for a brief background and history of each local culture and heritage, enterprises, and natural resources
			c. Ask for the homestay activities itinerary, brochure, package etc.
			d. Photocopy and attach it with the report.
			e. Take photos if necessary.
			f. Write down the key responses to the interview in the report.
2.1.2.	Activities encourage interactive participation between the local community and guests. (IV, DR)	2.1.2. Activities encourage interactive participation between the local community and guests. (IV, DR)	a. Interview the Homestay Organisation and ask about activities that are offered to guests.
			b. List of activities and details on each activity.
			c. Evaluate the interactivity of each activity to determine if it encourages participation between the local community and guests.
			d. Write a brief evaluation report in the assessment.
2.2.	Surrounding activities	2.2.1. Visits attractions in the surrounding areas. (DR)	a. Check the list of activities and note the location of each activity.
			b. Make a note of each activity that involves visiting an attraction in the surrounding area.
		2.2.2. Collaborates with surrounding villages in carrying out activities. (IV)	a. Ask the Homestay Organisation if there are any collaborations with nearby villages in carrying out homestay activities.
			b. Note the types of collaboration made.
			c. Note which villages the Homestay Organisation has collaborations with.

2.3.	Authenticity	<p>2.3.1. Community retains its identity, values, and culture (language, lifestyle, etc.). (IV)</p> <p>2.3.2. Preserve and involve guests in communal activities. (IV)</p> <p>2.3.3. 2.3.3 Preserve local handicrafts and showcase local performing arts. (IV, SI)</p>	<p>a. Interview the Homestay Organisation and ask about their history and culture.</p> <p>b. Ask about lifestyle changes from before and the knowledge and use of their original languages</p> <p>c. Ask the opinion of the Homestay Organisation whether the community has retained its identity, values and culture.</p> <p>d. Ensure the elements of identity and culture are clearly and easily seen.</p> <p>e. Write the response of the interview in the report.</p> <p>a. Interview the Homestay Organisation regarding communal activities that the village organises.</p> <p>b. List down the communal activities carried out at the village.</p> <p>c. Ask for a list of activities.</p> <p>d. Ask for photographs of the communal activities (if any).</p> <p>e. Ask tourists if they have participated in any communal activities.</p> <p>a. Interview the Homestay Organisation and ask about the local handicrafts and performing arts.</p> <p>b. List down the handicrafts and performances.</p> <p>c. Note the cultural origins of the handicrafts and performing arts.</p> <p>d. Photograph the handicrafts and performances.</p>
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3. Main Criteria 3 – Management (Weightage: 15%)

SUB CRITERIA		REQUIREMENT	ACTIONS
3.1.	Leadership	3.1.1 Leader has strong leadership qualities and respected by local community. (IV)	a. Interview the Homestay Organisation leader about his or her vision and aspirations for the homestay and observe the character and qualities of the leader.
			b. Ask the leader about his methods of leadership and how to develop his homestay toward competitiveness.
			c. Write down his or her key response (vision) in the report.
			d. List down the awards that the leader has won for leadership.
			e. Ask Homestay Providers what they think about the Homestay Organisation leader.
3.2.	Organisation	3.2.1 Homestay organisation has systematic structure with clear roles, responsibilities and line of communication. (DR)	a. Review the structure of the Homestay Organisation and note the roles and responsibilities of each member.
			b. Note the lines of communication between the various roles.
			c. Photocopy the organisation chart and attach with the report.
		3.2.2 Homestay organisation facilitates the empowerment of local women and youths. (IV)	a. Interview Homestay Organisation and ask about the involvement of women and youths from the community in the homestay programme.
			b. List establishment of women and youths association.
			c. Ask if women and youths are given the opportunity to take on important roles and responsibilities in the Homestay Programme.
		3.2.3 Homestay organisation has support/blessing from village management. (IV)	d. Note the roles and responsibilities given to women and youths.
			a. Interview the village management committee and ask about their opinions of the Homestay Organisation.
			b. Note if the village management supports the work of the Homestay Organisation.
3.3	Database	3.3.1 Has homestay operator database e.g. home address, number of family members, special talents, knowledge or skills. (DR)	a. Review the database of Homestay Providers kept by the Homestay Organisation.

		<p>3.3.2. Has guest database e.g. records of guest arrivals, origin, length of stay, comments, complaints and suggestions from guests. (DR)</p> <p>3.3.3. Has updated inventory of tourism resources in the village and surrounding area. (DR)</p>	<p>b. Note the types of information recorded in the database (family name, address, number of guest bedrooms, occupation, skills, etc.)</p> <p>c. Make a photocopy/print of the database and attach with the report.</p> <p>a. Review the database of guest arrivals, as well as any details such as length of stay, comments, complaints, etc. kept by the Homestay Organisation (or Homestay Provider).</p> <p>b. Make a photocopy/print of the guest database and attach with the report.</p> <p>a. Review the inventory of tourism resources kept by the Homestay Organisation.</p> <p>b. Note if the information is kept up to date.</p> <p>c. Make a photocopy/print of the inventory and attach with the report.</p>
3.4.	Capacity building and training	<p>3.4.1. Has simple manuals and guidelines covering: (DR)</p> <ul style="list-style-type: none"> • Welcoming and guest handling • Registration, billing and payment • Hygiene and cleanliness • Communication skills • Planning, organising and handling of activities • Marketing and promotion • Storytelling and interpretation skills <p>3.4.2. Training programmes and modules emphasise 'hands on approach' and 'community to community training'. (DR)</p>	<p>a. Review all the training manuals and guidelines used by the Homestay Organisation and Homestay Providers to operate the Homestay Programme.</p> <p>b. List down the manual that they use for training.</p> <p>c. Note whether the manuals and guidelines are easy or difficult to comprehend.</p> <p>d. Photocopy the manuals and guidelines and attach with the report.</p> <p>a. Review the programmes used to train the Homestay Providers.</p> <p>b. Note if the participants of the training were given hands on examples and visits to other homestays to learn from them.</p> <p>c. If any, please note the date, frequency and place of training.</p> <p>d. Make a photocopy of the training programme and modules and attach with the report.</p>

		3.4.3	Has smart partnerships e.g. with other homestays, private agencies, public agencies, NGOs, institutions of higher learning.	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask if they have developed any partnerships with other organisations, agencies or institutions. b. Ask about the types of partnerships that have been developed. c. List all existing partnerships in the report. d. Photocopy of MoU/documents of partnership (if any)
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4. Main Criteria 4 – Location (Weightage: 5%)

4.1.	Accessibility	4.1.1.	Location is accessible to any mode of transportation. (SI)	<ul style="list-style-type: none"> a. Visit the homestay and note the mode of transportation used to access the homestay. b. Record the travel time as well as any changes in transportation mode along the way.
		4.1.2.	Clear signage to guide guests to the homestay. (SI)	<ul style="list-style-type: none"> a. Experience yourself: If the homestay is accessed by land, make a trip to the village and make note of road signage leading the way to the homestay, as well as the information contained on these signs (distance, direction, etc.). b. Photograph the signage at key locations along the way (major junctions, towns, etc.).

5. Main Criteria 5 – Safety and Security (Weightage: 10%)

5.1.	Safety training	5.1.1	Safety personnel have undergone basic training in first aid and emergency rescue. (DR)	<ul style="list-style-type: none"> a. Ask to look at the certificates proving the participation of safety personnel in basic training courses in first aid and emergency rescue. b. Make photocopies of the certificates and verify with the training institution that the person has undertaken the courses.
5.2.	Safety features for facilities / activities	5.2.1	At least 2 safety personnel accompanying guests during activities. (IV)	<ul style="list-style-type: none"> a. Ask the Homestay Organisation how many trained safety personnel accompany guests during activities. b. Note the number and level of training of the accompanying safety personnel.
		5.2.2.	Water-based activities have safety attire/equipment. (SI)	<ul style="list-style-type: none"> a. Inspect the equipment and attire worn during water-based activities.

5.3.	Briefing on safety aspects	5.2.3.	Physical facilities have safety features e.g. railings and slip-proof flooring. (SI)	<ul style="list-style-type: none"> b. List out equipment c. Take photos of the equipment and attire and attach the photographs with the report.
		5.2.4.	Trails and trekking routes are marked and signposted. (SI)	<ul style="list-style-type: none"> a. Inspect the physical facilities where activities are conducted. b. List down the type of facilities provided at the attraction. c. Take photos of any safety features and attach the photographs with the report.
		5.3.1.	Briefing on safety aspects prior to taking part in any related activity. (IV)	<ul style="list-style-type: none"> a. Visit the trails and trekking routes and check for guiding signposts and marks. b. Take photos of the signposts and marks and attach the photographs with the report.
		5.3.2.	Leaflets on safety guidelines and tips are provided. (DR)	<ul style="list-style-type: none"> a. Ask the Homestay Organisation if briefings on safety are given before any related activity. b. Ask for a copy of the briefing transcript and attach with the report. c. Note if potential associated risks i.e. snakes in the forest, floods, etc. were communicated by the Homestay Organisation to the tourists.
5.3.	Briefing on safety aspects	5.3.3.	Registering of guests participating in eco-adventure activities e.g. name and contact number. (DR)	<ul style="list-style-type: none"> a. Ask the Homestay Organisation if any leaflets on safety guidelines and tips are provided to guests before a related activity is conducted. b. Photocopy the leaflet and attach with the assessment report.
		5.3.4.	There is a manual for safety procedures and guidelines as part of the Standard Operating Procedure (SOP). (DR)	<ul style="list-style-type: none"> a. Ask the Homestay Organisation if the details of guests are registered before participating in eco-adventure activities. b. Ask to see the registration form or book and make a photocopy of a sample page. c. Attach the photocopy of the registration form or book with the report.
5.4.	Emergency rescue and evacuation	5.4.1.	Safety personnel are equipped with emergency/first aid kit. (SI)	<ul style="list-style-type: none"> a. Ask the Homestay Organisation if there is a safety procedures and guidelines manual. b. Photocopy the front page of the document and attach with the report.
				<ul style="list-style-type: none"> a. Inspect the attire of the safety personnel and check for emergency or first aid kits.

		5.4.2. Safety personnel are equipped with communication equipment. (SI)	<ul style="list-style-type: none"> b. Inspect the contents of the emergency/first aid kits to ensure it is properly stocked and equipped. c. Take photos of the emergency or first aid kit and attach the photographs with the report.
		5.4.3. Guests have insurance coverage. (IV, DR)	<ul style="list-style-type: none"> a. Inspect the communication equipment of the safety personnel. b. Test the communication equipment of the safety personnel to ensure it is in working order. c. Take photos of the equipment and attach the photographs with the report.
		5.4.4. Adhere to safety requirements of the respective country. (DR)	<ul style="list-style-type: none"> a. Ask the Homestay Organisation if guests are offered/given insurance coverage during their stay at the homestay as well as during activities. b. Photocopy the front page of the insurance policy and form and attach with the report.
			<ul style="list-style-type: none"> a. Ask the Homestay Organisation for the document stating that the homestay has passed the safety requirements of the country's safety standards. b. Photocopy the front page of the document showing the name of the Homestay Organisation and attach with the report.

6. Main Criteria 6 – Marketing and Promotion (Weightage: 10%)

6.1.	Promotion activities	6.1.1. Packages are designed according to target markets needs and expectations. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation regarding the process of designing the homestay packages. b. Ask about their target market needs and expectations and how their package is able to meet these expectations. c. Ask for a copy of the marketing plan and attach with the report (if any – optional)
		6.1.2. Unique Selling Proposition (USP) of village have been identified. (IV)	<ul style="list-style-type: none"> c. Interview the Homestay Organisation and ask about the USP of the village.

6.2.	Partnership with tour operators	6.1.3	Promotional materials e.g. brochure, interpretative boards and panels have been developed. (DR)	<ul style="list-style-type: none"> d. Ask about how the USP is being marketed to tourists and how it differentiates their village from the other homestays in the country. a. Ask to see the promotional materials used to promote the homestay from the Homestay Organisation. b. Ask how and where the promotional materials are distributed. c. Take photos or photocopy the materials and attach with the report.
		6.1.4	Cooperation with local government and tour operators for marketing. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask if they have any existing cooperation with local governments and/or tour operators for marketing and promotion purposes. b. List down the types of cooperation made. c. Ask the Homestay Organisation about the details of each cooperation including the period of cooperation.
		6.2.1	Have familiarisation trips e.g. with tour operators and media. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask if any familiarisation trips to the homestay have been conducted by media organisations or tour operators. b. List down the tour operators that have a partnership with the Homestay. c. Note how many such trips have been made and ask about its effectiveness in bringing tourists to the homestay.
		6.2.2.	Have partnership with	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask about existing partnerships with prominent tour operators, travel agencies, etc. inside and outside the country. b. Ask about the involvement of the partner(s) in the design of packages, arrangement of tours, etc. c. Write down the name of the partner(s).

6.3.	Web marketing	<p>6.3.1. Have website and utilise social media to promote homestay and online booking. (DR)</p> <p>6.3.2. Village youth are involved in maintaining and updating online promotional materials.</p>	<p>a. Ask the Homestay Organisation for the address to the website and/or social media pages that are used to promote the homestay or for online booking.</p> <p>b. Visit the websites and save a screen shot of the front page and booking page (if any).</p> <p>c. Print out a copy of the pages and attach with the report.</p> <p>a. Interview the Homestay Organisation and ask if the village youth are involved in utilising the internet to promote, maintain and update information about the homestay.</p> <p>b. Note down how many youths are involved.</p> <p>c. Only mark 'No' if the homestay does not have online promotional materials. However, if the homestay does not have a self-developed website but has a partner that promotes the product on their behalf, mark as NA.</p>
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7. Main Criteria 7 – Sustainability Principles (Weightage: 10%)

7.1.	Economic sustainability	<p>7.1.1. The homestay organisation employs staff from the local community. (IV)</p> <p>7.1.2. Allocates incentives to motivate staff. (IV)</p>	<p>a. Interview the Homestay Organisation regarding the employment of staff from the local community.</p> <p>b. Ask about the percentage of staff that are from the local community and make a note of it in the report.</p> <p>a. Interview the Homestay Organisation regarding the incentives given to homestay staff in order to motivate them to perform better.</p> <p>b. Ask what kind of incentives are given by the Homestay Organisation and list out.</p> <p>c. Ask how many staff had received the incentives until now.</p> <p>d. If any, photocopy the front page of the documents/certificates, etc. and attach with this report.</p>
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	7.1.3.	Provide micro finance to deserving locals. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask about the micro financing programmes that they offer to local villagers who are interested in participating in the homestay programme or as a reward to homestays that have performed well. b. Ask how many locals had applied for financing. c. Ask how many applications have been approved. d. If any, photocopy the front page of the documents/certificates, etc. and attach with this report.
		Purchasing	
	7.1.4.	The homestay organisation purchase materials and products from local micro enterprises. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and inquire about the source of materials and products used in the homestay programme. b. Ask about what types of materials and/or products are produced by the village.
	7.1.5.	Guests are requested to buy locally made goods. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask if guests are encouraged to purchase locally-made goods from the micro enterprises in the village.
	7.1.6.	Craft sales area within the homestay centre to showcase local products. (SI)	<ul style="list-style-type: none"> a. Inspect the homestay centre for a sales area where local products and handicrafts are sold. b. List out the types of handicrafts sold in the report. c. Take photos of the sales area and attach the photographs with the report.
		Local Product/Attraction	
	7.1.7	Promote local festivals and visits to nearby markets. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask if they promote local festivals and visits to nearby markets (within the province/state/country). b. List down the numbers and names of the local festivals/markets available in the report. c. Ask about the festivals they promote and the methods of promotion. d. Ask if the promotions are effective in attracting more visitors to the homestay.

7.2.	Environmental sustainability	7.1.8.	Offer guests local goods and services e.g. traditional handicraft, food and cultural events. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask if guests are offered goods and services that are locally sourced. b. Ask what kinds of goods and services are offered to guests of the homestay.
		7.2.1.	Limit physical impact of guests on sensitive natural and cultural environments. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask about the actions and measures taken to limit the potential social impact of homestay guests
		7.2.2.	Discourage the participation of guests in activities which could exploit local flora and fauna. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask if the activities offered to guests could have potential adverse impact on local flora and fauna (i.e. hunting endangered animals). b. Ask about the measures adopted to mitigate such impact
		7.2.3.	Guests are involved in environmental programs such as litter clean ups, adopting nearby beach, forest or river. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask about existing environmental programmes organised by the village or a partner organisation. b. Ask if guests are invited or given the opportunity to participate in these programmes.
		7.2.4.	A code of conduct (or dos and don'ts) for guests for interaction with wildlife. (DR/SI)	<ul style="list-style-type: none"> a. Ask to see the code of conduct for guests when interacting with wildlife. b. Note if the code of conduct is written in a document or placed as a signpost. c. Make a photocopy or take a photo of the code of conduct and attach with the report.
		7.2.5.	Local community is being educated about the importance of conserving biodiversity. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation to inquire about the education given to the local community about the importance of the environment and biodiversity conservation. b. Ask about the methods used to educate the local community as well as the effectiveness of the education.
		7.2.6.	Design and construction of tourism facilities and services are environmentally friendly. (SI)	<ul style="list-style-type: none"> a. Visit the various tourism facilities within the village and make a note of the various features and characteristics that are environmentally friendly.

7.3.	Socio cultural sustainability	7.3.1.	Availability of information corners and cultural displays at the homestay centre and common areas. (SI)	<ul style="list-style-type: none"> b. Take photos of any environmentally-friendly facilities and attach the photographs with the report a. Visit the homestay centre and common areas (village square/centre/etc.) and look for information and cultural displays. b. Note the relevance of the information to tourists as well as the authenticity of cultural displays. c. Take photos of the displays and information and attach the photographs with the report.
		7.3.2	Guests are being informed on the appropriate behaviour and the need to respect local customs. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask if guests are informed about the appropriate behaviour while in the village by the Homestay Organisation or tour operator. b. Ask if cultural briefings are given to homestay guests before or at the start of their visit to the village.
		7.3.3	Local community is educated about the importance of preserving their culture. (IV)	<ul style="list-style-type: none"> a. Interview the Homestay Organisation and ask if the local community has been educated about the importance of preserving their culture. b. Ask if there are programmes or campaigns aimed at increasing the awareness of the local community regarding this matter.
		7.3.4	Ban the participation of commercial sexual activities and illegal drug use. (IV)	<ul style="list-style-type: none"> a. Ask the Homestay Organisation what measures are in place to prevent illegal activities from happening in the village. b. Ask the Homestay Organisation if the banning of illegal weapons and firearms are enforced.

14.3. Assessment Criteria for Homestay Provider

1. Main Criteria 1 – Accommodation (Weightage: 10%)

1.1.	The house	1.1.1.	The structure of the house is in good and safe condition. (SI)	<ul style="list-style-type: none"> a. Visit the Homestay Provider and check for structural defects such as cracks on the walls or ceiling, broken beams or other forms of damage that could potentially cause injury to its guests. b. Take photographs of any physical or structural defects. c. Take photographs of the house exterior to show the overall structural condition of the house.
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		1.1.2. Design and building materials reflect local architecture and identity. (SI)	<ul style="list-style-type: none"> a. Visit the Homestay Provider and observe the architectural style as well as the building materials used. b. Take photos of the overall and detailed architectural elements. c. Check with the local/national culture authority to check the cultural authenticity of the building architecture.
		1.1.3. Separate guest bedroom(s) (SI) >> Number of separate guest bedrooms: _____	<ul style="list-style-type: none"> a. Ask the Homestay Provider to show you the guest bedroom(s). b. Note if the bedrooms are used by the family members or are exclusively for guests. c. Write down the number of rooms for guests in the space provided. d. Take photos of each guest bedroom.
		1.1.4. Minimum one (1) bathroom/toilet for the guest.	<ul style="list-style-type: none"> a. Ask the Homestay Provider to show you the guest bathrooms/toilets. b. Note if the bathrooms/toilets are shared with family members or are exclusively for guests. c. Write down the number of bathrooms/toilets exclusive for guests in the space provided. d. Take a photo of each bathroom/toilet.
		1.1.5. Electricity supply in the house. (IV)	<ul style="list-style-type: none"> a. Ask the Homestay Provider about the supply of electricity to the house. b. Ask the Homestay Provider about the consistency of the electricity supply as well as the time it is available (if applicable). c. Test 1 or 2 electrical sockets to check the supply of electricity to the house. d. Note the availability and consistency of electricity supply to the house.
		1.1.6. Adequate clean water supply inside the house. (SI)	<ul style="list-style-type: none"> a. Visit the Homestay Provider and inspect the water supply inside the house. b. Check the cleanliness (by observation) of the water and ask where it is sourced from. c. Note the source and quality of the water in the report.

1.2.	The bedroom	<p>1.2.1. Basic amenities such as fan, desk, mini cupboard, mirror, electric socket, mosquito net or coil, etc.(SI) >>Amenities available:_____</p> <p>1.2.2. Maximum of four (4) bedrooms allocated to guests.(IV, SI)</p> <p>1.2.3. Standard beds with mattresses and pillows.(SI)</p> <p>1.2.4. Windows are fitted with a mesh frame.(SI)</p> <p>1.2.5. Clean and fresh bed linen for every guest.(SI)</p>	<p>a. Visit the guest bedroom(s) in the Homestay Provider’s house and inspect all available amenities.</p> <p>b. Ensure that all amenities are in good condition.</p> <p>c. List down the amenities provided in the room(s) in the report.</p> <p>d. Take photos of the bedroom amenities and attach the photographs with the report.</p> <p>a. Ask the Homestay Provider about the number of bedrooms allocated to guests.</p> <p>b. Visit each guest bedroom.</p> <p>c. Note the number of rooms allocated to guests.</p> <p>a. Inspect the sleeping area for guests.</p> <p>b. Make sure the mattresses and pillows are placed on the bed.</p> <p>c. Make sure the mattresses and pillows are in good condition (no dust, tears, malodour, etc.)</p> <p>d. Take a photo of the sleeping area.</p> <p>e. Attach the photographs with the report.</p> <p>a. Inspect the windows of the guest bedroom(s) and note if a mesh frame is fitted on each one.</p> <p>b. Take a photo of the windows and mesh frames.</p> <p>c. Attach the photographs of the windows and mesh frames with the report.</p> <p>a. Inspect the bed linen provided for guests in the guest bedroom(s).</p> <p>b. Make sure clean linens are provided.</p> <p>c. Make sure the linens are in good condition (no dust, fungus, malodour, etc.)</p> <p>d. Take a photo of the linen.</p> <p>e. Attach the photograph of the linen with the report.</p>
1.3.	The toilet/ bathroom	1.3.1 Sitting or squatting toilet inside or outside, but close the house.(SI)	a. Inspect the guest toilets/ bathrooms and note whether it is located inside or outside the house.

		1.3.2. Basic toilet and bathroom facilities.(SI)	<ul style="list-style-type: none"> b. If the toilet is located outside the house, note down the distance of the toilet to the house. c. Note whether the toilet is sitting or squatting. d. Take a photo of the toilet. e. Attach the photograph of the toilet with the report.
		1.3.3. Adequate clean water provided at all times.(SI)	<ul style="list-style-type: none"> a. Inspect the facilities provided in the toilet(s) or bathroom(s) (sinks, toilets, showers, etc.). b. List down the facilities provided. c. Make sure the facilities are in good condition and are located at the right places. d. Take photos of the facilities. e. Attach the photographs of the facilities with the report.
			<ul style="list-style-type: none"> a. Check the water supply in the toilet/bathroom and note the water quality. b. Note if a water filter or special water tank is used. c. If a water filter is used, check if the maintenance of the filter is according to the vendor's specifications. d. Take photos of the facilities. e. Ask the Homestay Provider if water is supplied to the toilet/ bathroom at all times.

2. Main Criteria 2 – Hygiene and Cleanliness (Weightage: 15%)

2.1.	House (kitchen, bedroom and toilet)	2.1.1. All rooms, kitchen and toilets are clean e.g. free of malodour, dirt, dust, and cobwebs. (SI)	<ul style="list-style-type: none"> a. Inspect the rooms, kitchens and toilets of the Homestay Providers and observe the cleanliness of the floors, walls and ceilings. b. Check for dirt, dust, mould, cobwebs and unpleasant odours, etc. c. Take photos of the rooms, kitchens and toilets showing the level of cleanliness. d. Attach the photographs with the report.
		2.1.2. Kitchen floor is clean. (SI)	<ul style="list-style-type: none"> a. Inspect the kitchen floor of the Homestay Provider and check for stains, spills, dust, fungus, etc. b. Make sure the floors are dry. c. Take a photo of the kitchen floor in the context of the kitchen. d. Attach the photographs with the report.

2.2.	Surrounding compound	2.1.3.	Toilet(s), shower tray(s), bath tub(s), well and sinks are clean e.g. free from dirt, stains and malodour. (SI)	<ul style="list-style-type: none"> a. Inspect every guest bathroom/ toilet of the Homestay Provider and check the cleanliness of the facilities such as toilets, shower trays, bath tubs, wells, sinks, etc. b. Take photos of the bathroom/ toilet facilities and attach the photographs with the report.
		2.1.4.	Disinfectants are used in toilets. (IV, SI)	<ul style="list-style-type: none"> a. Interview the Homestay Provider and ask if he or she uses disinfectants for the toilets. b. Ask the Homestay Provider to show you the type of disinfectant used and take a photo of it. c. Attach the photograph of the disinfectant used with the report.
		2.1.5	Soap, shampoo, toilet tissue and clean towels are provided. (SI)	<ul style="list-style-type: none"> a. Inspect the guest bathroom of the Homestay Provider and check for the availability of soap, shampoo, toilet tissue and clean towels. b. Make sure all amenities are located at the right place. c. List down the available amenities. d. Take photos of the items above and attach the photographs with the report.
		2.2.1.	Surrounding compound is litter free. (SI)	<ul style="list-style-type: none"> a. Inspect the cleanliness of the compound surrounding the house of the Homestay Provider. b. Ensure that no spots taint the landscape. c. Take photos of the compound from all sides and attach the photographs with the report.
		2.2.2.	No breeding grounds for mosquitoes. (SI)	<ul style="list-style-type: none"> a. Inspect both the outside and inside of the Homestay Provider's house b. Make sure that there are no potential mosquito breeding grounds such as stagnant water in pots, drains, ponds, etc. c. Take photos of any potential breeding grounds for mosquitoes and attach the photographs with the report.
		2.2.3.	Village beautification and landscaping using local plants. (SI)	<ul style="list-style-type: none"> a. Observe the landscaping throughout the village and note if local plants and trees are used for beautification. b. Ask the Homestay Organisation about the landscaping efforts that the village has undergone in beautifying the village.

2.3.	Food preparation	<p>2.3.1. Kitchen is in good, clean condition and well ventilated. (SI)</p> <p>2.3.2. Kitchen utensils are in good condition, clean, and kept in a dry place. (SI)</p> <p>2.3.3. Presentable plates, glasses, mugs etc. are used in serving meals. (SI)</p> <p>2.3.4. Individuals involved in food preparation have good personal hygiene and properly attired. (SI, IV)</p> <p>2.3.5. Fresh ingredients used in food preparation are sourced from local suppliers. (IV)</p>	<p>c. Take photos of the plants and trees used for landscaping purposes and attach the photographs with the report.</p> <p>a. Inspect the Homestay Provider's kitchen and check the condition and cleanliness of the utilities as well as the cooking area.</p> <p>b. Make sure that there is a ventilation system in the kitchen that is operational and suitable.</p> <p>c. Take photos of the condition and ventilation system in the kitchen and attach the photographs with the report.</p> <p>a. Inspect the kitchen utensils used in serving food to guests.</p> <p>b. Make sure all utensils are clean without dust, rust, fungus, etc.</p> <p>c. Take photos of the utensils as well as the place where these are kept during storage and attach the photographs with the report.</p> <p>a. Inspect the quality and condition of plates, glasses, mugs, etc. used in serving meals to guests.</p> <p>b. Make sure all plates, glasses, mugs etc. are clean without dust, rust, fungus, etc.</p> <p>c. Take photos of the items above and attach the photographs with the report.</p> <p>a. Ask the Homestay Provider to show the attire worn during food preparation for guests.</p> <p>b. Check for head covers, gloves, surgical masks, etc. used in food preparation for guests. (Optional)</p> <p>c. Take photos of the items above and attach the photographs with the report.</p> <p>d. Ask or observe the homestay provider whether he or she has a skin disease, etc.</p> <p>e. Ensure that the Homestay provider is free from exposed wounds (uncovered).</p> <p>a. Ask the Homestay Provider about the source of ingredients used in food preparation for guests.</p> <p>b. Ask about where and how ingredients are stored.</p>
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		2.3.6. Served food are properly covered. (SI)	<p>c. Note if the ingredients are sourced from local or external suppliers.</p> <p>a. Inspect food covers used while food is being served.</p> <p>b. Check the condition and cleanliness of the all food covers.</p> <p>c. Take photos of the food covers and attach the photographs with the report.</p>
		2.3.7. Have safe drinking water. (SI, IV)	<p>a. Check the drinking water served to guests and note its colour, purity and smell.</p> <p>b. Ask the Homestay Provider about the source of drinking water and if water is boiled before being served to guests.</p>

14.4. Summary of Homestay Assessment for Homestay Organisation

MAIN CRITERIA	SUB CRITERIA	NO. OF REQUIREMENTS	MAX POINT	WEIGHTAGE (%)	CALCULATING FORMULA
1. Host	The village and community	4	4	5	$\frac{3}{4 - 0} \times 5 = 3.75\%$
	Homestay provider				
	The Bedroom				
	The Toilet/Bathroom				
2. Activities	Village and Community Based Activities	7	7	20	$\frac{6}{7 - 1} \times 20 = 20\%$
	Surrounding Activities				
	Authenticity				
3. Management	Leadership	10	10	15	$\frac{6}{10 - 0} \times 15 = 9\%$
	Organisation				
	Database				
	Capacity Building & Training				
	Collaboration				
4. Location	Accessibility	2	2	5	$\frac{2}{2 - 0} \times 5 = 5\%$
5. Safety and Security	Safety Training	13	13	10	$\frac{8}{13 - 0} \times 10 = 6.15\%$
	Safety Features for Facilities /Activities				
	Briefing on Safety Aspects				
	Emergency Rescue and Evacuation				

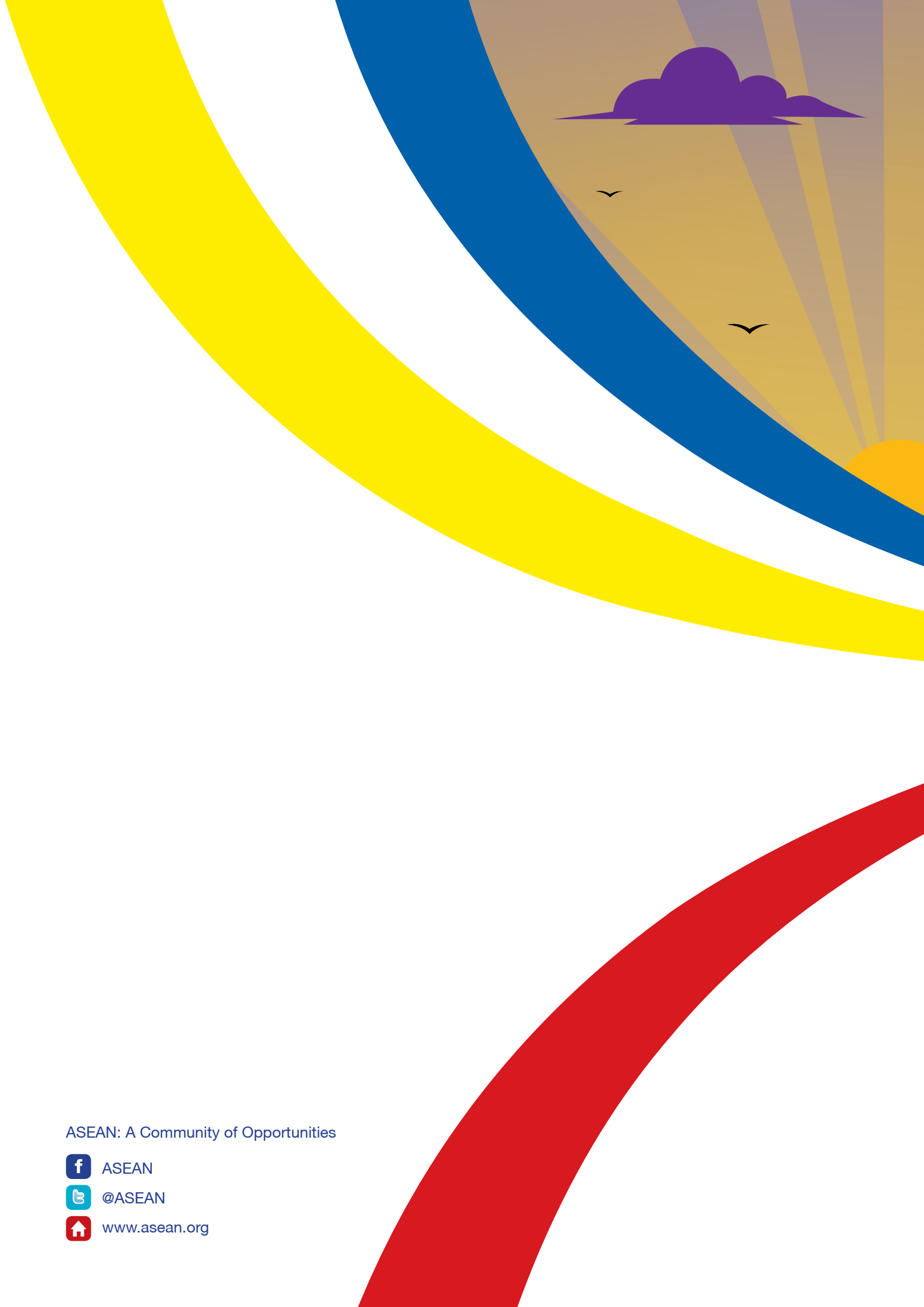
6. Marketing and Promotion	Promotion Activities	8	8	10	$\frac{7}{8-0} \times 10 = 8.75\%$
	Partnership with Tour Operators				
	Web Marketing				
7. Sustainability Principles	Economic Sustainability	18	18	10	$\frac{10}{18-0} \times 10 = 5.88\%$
	Environmental Sustainability				
	Sociocultural Sustainability				
Total		62	62	75	58.53%

14.5. Summary of Homestay Assessment for Homestay Provider

MAIN CRITERIA	SUB CRITERIA	NO. OF REQUIREMENTS	MAX POINT	WEIGHTAGE (%)	CALCULATING FORMULA
1. Accommodation	The House	14	14	10	$\frac{12}{14-0} \times 10 = 7.5\%$
	The Bedroom				
	The Toilet/ Bathroom				
2. Hygiene and Cleanliness	House (Kitchen, Bedroom & Toilet)	15	15	15	$\frac{14}{15-1} \times 15 = 15\%$
	Surrounding Compound				
	Food Preparation				
	Environmental Sustainability				
	Sociocultural Sustainability				
Total		29	29	25	22.5%







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