



12 October 2016

## MEMORANDUM

FOR : **ALL REGIONAL DIRECTORS AND OFFICERS-IN-CHARGE**

FROM : **THE UNDERSECRETARY**  
Tourism Regulation, Coordination and Resource Generation

SUBJECT : **ASEAN TOURISM STANDARDS AWARDS 2017**

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The ten (10) ASEAN Member Countries, including the Philippines, have undertaken the delicate task of standardizing of tourism services which are essential for ASEAN to be a Quality Single Destination. In order to achieve this goal, a Task Force on ASEAN Tourism Standards was instituted. Since then, there have been important achievements by the Task Force in setting specific requirements for tourism standards developed and agreed upon by the ASEAN National Tourism Officers including those for Green Hotels, Homestays, Spa Services, Public Toilets, Clean Tourist Cities, Tourism Security and Safety, and Community – Based Tourism.

During the past years, an ASEAN Tourism Standards Awarding Ceremony is held on the occasion of the annual ASEAN Tourism Forum (ATF). Last year, the Philippines hosted the awarding of the Green Hotel and Homestay Awards where 10 Philippine Green Hotels and 5 Homestays were among the awardees. In January 2017, Singapore will host the Awarding Ceremony for the ASEAN Homestay and Community – Based Tourism. Hence, the ASEAN Secretariat is requesting the DOT to submit three (3) nominations for the Community Based Tourism and five (5) nominations for the ASEAN Homestay Awards.

The ASEAN Homestay 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. Its essential criteria include the host, accommodation, activities, authenticity, management, location, safety and security, and marketing and sustainability principles.

On the other hand, the Community – Based Tourism (CBT) is a form of tourism that seeks to empower communities to manage tourism growth and achieve community aspirations relating to their well-being, and includes economic, social and environmental sustainable development. The CBT Standard involves and empowers the community to ensure ownership and transparent management, establishes partnerships with relevant

stakeholders, respects local culture and tradition, contributes to natural resource conservation and works toward financial self-sufficiency.

In In this regard, we would like to invite the Regional Offices to submit nominations for both awards based on the attached documents i.e., ASEAN Homestay and CBT Standards. Submissions will be evaluated by the Office of Tourism Standards and Regulation for validation and inspection before submission to the ASEAN Secretariat. **Deadline of submission is on October 21, 2016.**

Should you have questions or clarification, your office may contact Ms. Sarah Gemanil at tel. no. 459-5200 loc. 206 or e-mail address [dot.otstr@gmail.com](mailto:dot.otstr@gmail.com).

For your kind attention and appropriate action, please.

Thank you.

  
**ALMA RITA R. JIMENEZ**