

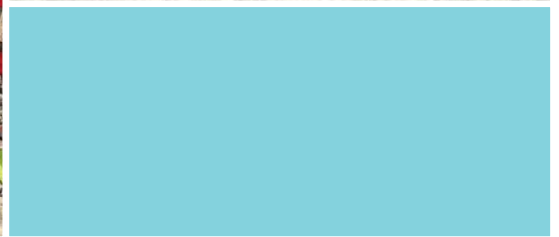


CBT Standard Handbook

The Thailand Community Based Tourism Institute (CBT-I)



CBT-IRDC
Tourism, Sustainable Development and Community Benefits



CBT Standard Handbook



COMMUNITY BASED TOURISM (CBT) STANDARD HANDBOOK

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INTRODUCTION

Community Based Tourism (CBT) in Thailand has received significant domestic and international recognition as a tool for capacity building and community development: improving quality of life, contributing to sustainable natural resource management, supporting local economies and stimulating pride in local culture and community development achievements. Working together to develop and manage CBT, community members have shared their knowledge and perspectives. In many cases, this has led to improved cooperation between elders, community leaders, men, women and youth.

CBT has also helped to revive local cultural practice, leading to the recording, disseminating and passing down of culture to future generations. CBT also creates new opportunities for cross-cultural exchange between hosts and guests. While enjoying their stay, visitors learn about the fascinating relationships between local communities, cultures and the environment. Moreover, through community funds and contributions, CBT has provided direct funding for grassroots environmental and community initiatives.

As CBT became better known and recognised, CBT projects began to attract more support from the Thai government and other organisations. The number of CBT destinations began to increase. Since the early 1990's, multiple research papers have communicated the trend that growing numbers of tourists are demanding authentic, local experiences. However, in Thailand, the systematic growth in supply of CBT has not matched with a rapid growth in the number of tourists or tour operators demanding CBT. Or, at least, while supply increased, demand was not systematically managed. As a small NGO, CBT-I implemented pilot initiatives to support market access. However, while the Tourism Authority of Thailand (TAT) supported some promotion and individual events, there has been no systematic program of market-access support for Thai CBT.

Other countries in ASEAN have also experienced challenges marketing CBT, with CBT projects finding it difficult to compete and differentiate against comparable experiences.

To increase competitiveness and market access, product quality is a key success factor. CBT-I research (2010) showed that guests who visit CBT communities and partner tour operators expect ‘quality’ to cover service and sustainability performance. In the tourism industry, using standards as a tool to raise quality is common practice. A range of standards now also assess sustainability performance as a key element of product quality. European tourism associations, such as the Netherlands Association of Tour Operators and Travel Agents (ANVR) are even insisting that their members are certified by the Travelife Sustainability Tourism system, and that they proactively motivate their business partners in tourism destinations, in particular hotels, to apply for Travelife certification.

Another notable initiative is the long-term effort by the Sustainable Tourism Stewardship Council (STSC) to develop the Global Sustainable Tourism Criteria (GSTC). This is envisioned as a global minimum standard for sustainable tourism. The UNWTO support this initiative and have encouraged member countries to take the criteria on board. In Thailand, the GSTC made an important contribution to the 7 Greens campaign, initiated by the Tourism Authority of Thailand, and the GSTC was also used as a key resource for developing the criteria used to judge the 8th and 9th Thailand Tourism Awards.

CBT-I believe that raising service and sustainability standards is an important strategy to ensure long term sustainability, increase the competitiveness of CBT and raise the credibility of CBT among tour operators. A standard should also help to increase the confidence of independent travellers, as they search for information about tourism destinations and activities. Overall, a standard should be useful for anyone who wants to know whether a CBT project is having minimum negative impacts on local society and the environment, while making a concrete positive contribution to the community.

The Community Based Tourism Standard Handbook is one output of a current research project to develop best practice Community Based Tourism standards for ASEAN. This project is funded by The National Research Council of Thailand, and the Thailand Research Fund. Looking outside Thailand, the research team hope that a CBT standard will be a useful resource at grassroots level for communities in ASEAN to raise their service and sustainability standards and improve market access in the Responsible Tourism sector.

Potjana Suansri

CBT-I Director



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Chapter 1

BACKGROUND



1.1

Why does community based tourism need a standard?

In this handbook, a CBT standard is not considered to be a set of rules for the community to follow. On the contrary, providing that community members understand the goals of the standard and participate actively in the process of using the standard, a CBT standard should actually serve to clarify and protect community rights. Before considering the content of the standard, it is useful to consider how communities can benefit. Three important benefits which a CBT standard can bring communities are:

1.1.1 An integrated frame and direction for community development. A CBT standard, based on a sustainable development framework, will encourage community members to consider a range of important issues when planning, and to collect concrete evidence to be able to monitor and assess their own progress and achievements, as well as to inform outside stakeholders. This process will contribute towards transparency and good governance by helping to prevent CBT from being hijacked by individual leaders or small, private-interest cliques.

1.1.2 By including service and sustainability criteria, a CBT standard can raise quality and sustainability across the entire destination. The CBT standards process should emphasise the difference between a community and a regular tourism business, such as a hotel. If resources are severely impacted by tourism, there is no option for the community, en masse, to relocate. Implementing the CBT standard (including self-monitoring and evaluation, and planning to raise standards) will require community members to consider the impacts of tourism across the whole community. It will improve analysis, planning and management capacity. With sufficient participation and input, implementing a CBT standard can promote a sense of community ownership and shared responsibility.

1.1.3 Supporting market confidence and access. A CBT standard will help to increase the confidence of tourists and business partners. It will be particularly useful when targeting some specific, high-value market segments, such as international educational programs, and high-end tour operators which place high value on prior assessment and management of safety, hygiene and other issues.

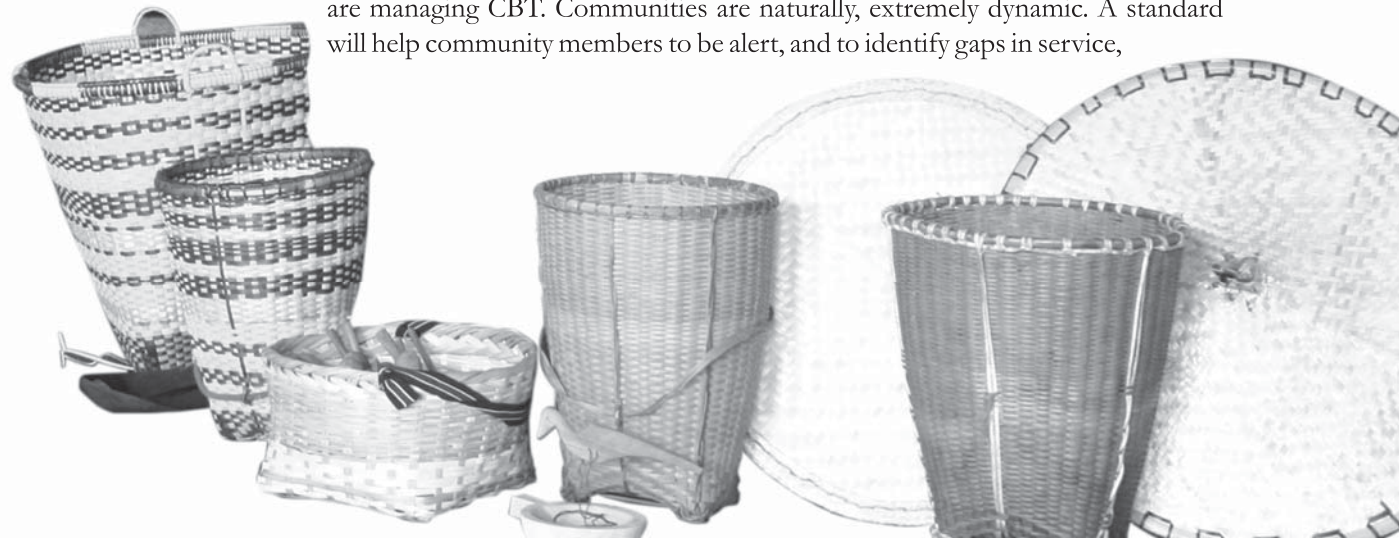
1.2 **Choosing tourism means choosing to take an active, not a passive role**

Knowledge is essential if local communities are to negotiate the opportunities and challenges of rapid change occurring around them, with maturity and creativity. Choosing to develop tourism is choosing to be ‘proactive,’ not ‘passive.’ Communities must be able to analyse and assess the positive and negative impacts of tourism, to understand the perspectives of outsiders, and work towards win-win agreements which are broadly beneficial for themselves, partners, the overall community and environment.

The CBT standard integrates local and international perspectives. It draws on global and national standards, with input from 240+ Thai tourism stakeholders, including tour operators, tour guides, and hotels, and detailed feedback by over 40 CBT communities. It is not intended to ‘change life’ in the community but rather to strengthen and empower communities to realise maximum benefits from CBT, by communicating and cooperating with stakeholders on common terms, towards common goals, with mutual respect.

1.3 **Standard: tool or trap?**

However, the CBT Standard can be a double-edged sword: a tool or a trap. The standard can be a trap, if a community is not sufficiently prepared and tries to rush into tourism, or if the community is not able to maintain standards. However, if the standard is integrated into the CBT development process, it will provide useful goals, direction and tools to measure how successfully communities are managing CBT. Communities are naturally, extremely dynamic. A standard will help community members to be alert, and to identify gaps in service,



sustainability, capacity etc. They can then concentrate on improving in specific areas, or request assistance from supporting organisations.

Initially, the standard is envisaged to provide direction to prepare the CBT group. It can also be used to prove the community's achievements to partner organisations or other stakeholders. In the author's opinion, *whether the standard is eventually formalized is not as important as whether communities make use of the standard as a tool to manage CBT more sustainably*, considering a full spread of issues and criteria. The standard covers environmental, socio-cultural and economic issues, and is designed to ensure that community members do not only benefit from tourism, but appreciate what they need to prepare and do, in order to manage and operate tourism sustainably.

1.4 Background of the CBT Standard

Many issues have influenced the process of developing a Thai CBT Standard.

1.4.1 “The name CBT is unsellable!” In Thailand, it took years of effort before community based tourism was recognised, and stakeholders in public and private sectors accepted that community members could manage their own tourism programs.¹ In terms of marketing, the somewhat unwieldy acronym “CBT” has been an ongoing focus of debate. Critics assert that CBT does not communicate a selling point. Certainly, few tour operators used the term, preferring to name their product according to activities, e.g., “learn about life in the community”, “experience authentic local life” or “enjoy a hands-on experience with a local family.”

In other cases, the name of the community would be used, combined with more familiar product types, such as “ecotourism”, “agro tourism”, and “homestay.” However, these descriptions do not guarantee broad local participation and benefit assumed by “CBT”.

¹ The first use of the term community based tourism (CBT) in Thailand was in 1994, by the Responsible Ecological, Social Tours Project (REST), under the Thailand Volunteer Service (TVS).

1.5 Real CBT and Fake CBT

Across Thailand, most communities which welcome guests are still passively involved in tourism. Tourism activities taking place in their communities are being developed and managed by outsiders, and local community members have not worked together to develop CBT, consider and set goals related to the environment, natural resources, creating community-wide benefits, etc. This could be described as ‘tourism in communities’ rather than ‘community based tourism.’ However, as more tourists have become interested in CBT, the term has become better known, and government support has also been offered. This is leading an increasing number of communities and tour operators to describe ‘tourism in communities’ as ‘CBT.’ This situation, which is essentially greenwashing at community level, is a threat to real CBT. A standard should be a useful tool to distinguish real and fake CBT, and support the huge amount of time and effort which community members have put into developing genuine CBT programs.

1.6 Global Trends

In addition to national issues, the trends of sustainable tourism and responsible tourism have been an increasingly important part of a global agenda since the Rio Earth Summit in 1992, continuing through the year 2000, with the establishment of the Millennium Development Goals, a global challenge to the whole world to erase poverty.² Both of these initiatives had momentous impacts on the tourism industry, including in Thailand. The establishment of the Sustainable Tourism Stewardship Council (STSC) in 2001³ was a further milestone, leading to the development of the Global

² http://en.wikipedia.org/wiki/Millennium_Development_Goals

³ <http://www.uncsd2012.org/index.php?page=view&type=1002&nr=145&menu=36>



Sustainable Tourism Criteria (GSTC), an effort to establish global minimum standards for sustainable tourism,⁴ presented at the 2008 World Conservation Congress, held in Spain.

The GSTC is a valuable frame and resource for policy makers and practitioners working towards sustainable tourism. The UNWTO is currently encouraging member countries to use the GSTC as a tool to direct tourism development and raise standards. The GSTC was used by the Tourism Authority of Thailand as a foundation for their successful 7 Greens campaign, and also as a frame for assessing the 8th Thailand Tourism Awards in 2010, according to the following 4 key criteria:⁵

- **Criteria 1:** The organization/business can provide evidence of efficient management, for sustainable tourism;
- **Criteria 2:** Creating maximum socio-economic benefits for local communities, while ensuring minimum negative impacts;
- **Criteria 3:** Creating maximum benefits for local cultural heritage, while ensuring minimum negative impacts;
- **Criteria 4:** Environmental protection, while ensuring minimum negative impacts.

1.7 Looking for a local experience? Access to target markets

Since the 1990's, market research has consistently communicated an increasing demand for authentic local experiences, interaction, and participating in hands-on activities, rather than simply seeing destinations.⁶

⁴ <http://www.gstcouncil.org/gstc-objectives/gstc-international-standards.html>

⁵ <http://www.contestwar.com/contest/67?language=th>

⁶ CBI, 'The EU Market for Community-Based Tourism', (2007), The Center for Promotion of Imports from Developing Countries (CBI), Netherlands.

Meanwhile, however, an increasing number of CBT destinations in Thailand and neighbouring countries have experienced challenges reaching these target markets.⁷ A CBT standard will hopefully be a useful tool to build and guarantee quality, supporting CBT projects to access target markets.

1.8 Overcoming suspicion between communities, tour operators and tourists

In the past, communities, tour operators and tourists have had a mixture of positive and negative experiences working and interacting with one another. Negative experiences have a high influence on how stakeholders approach CBT. For example, if a community has been poorly treated or exploited by a tour operator, or a tour operator has been disappointed by irresponsible or greedy community members who have not taken good care of their guest, or a tourist has been disappointed by greenwash and a tour which did not meet their expectations. As a ‘common language’, a CBT standard could help to identify roles and responsibilities, prepare all partners and create common ground.

1.9 The development of a CBT Standard in Thailand

1.9.1 2006: The CHARM-REST Project

The first CBT standard in Thailand was developed in 2006, as part of the EU funded Coastal Habitats and Resources Management Project (CHARM)⁸ in partnership with the Responsible Ecological Social Tours Project (REST), or the CHARM-REST project. An outcome of this project was a ‘self-monitoring and evaluation’ toolkit, based around a simple CBT Standard, with the aim of monitoring progress towards the community’s objectives for CBT. These objectives were i) capacity building for local people, ii) support for natural resource management, iii) additional income, iv) cultural exchange between hosts and guests. Through ‘self-monitoring’, the project hoped to partly overcome the expense of external monitoring, by providing simple tools for community members to monitor and evaluate key success criteria on their own. At the closure of the project, the REST team approached the Office of Tourism Development (OTD - now the Department of Tourism) to discuss developing these tools into a full CBT standard.

However, at that time, the OTD was in the process of developing the Thai Homestay standard. Moreover, they had only very recently taken on responsibilities for tourism development from the

⁷ Report: CBT-I, CBT Forum 2010

⁸ This was a partnership between the EU and Royal Thai Fisheries department, 2002-7

Tourism Authority of Thailand (TAT), following the establishment of the Ministry of Tourism and Sports which limited the role of the TAT to marketing. The OTD considered that the Homestay standard was similar to the proposed CBT standard, and as the OTD was newly established, they preferred to concentrate on developing Homestay, building on the TAT's previous work.

1.9.2 2009: Corporate Social Responsibility Market Access Partnerships

In 2009, the CBT Standard was further developed under the Corporate Social Responsibility and Market Access Partnerships Project for Sustainable Tourism Supply Chains (CSR-MAP), a partnership lead by the Thai Ecotourism and Adventure Travel Association (TEATA), with the Greenleaf Foundation, CBT-I and the European Centre for Eco and Agro Tourism (ECEAT). The project aimed to increase the confidence of the European tourism industry in Thai sustainable tourism, with standards development as a key work package. CBT was one of 5 standards which were developed through participatory processes, including significant input from tourism suppliers in Thailand. Other supplier groups were tour operators, tour guides, SME hotels and restaurants.

The CSR-MAP standards development process included participatory workshops where participants analysed the GSTC, point by point, and drafted new standards; follow up workshops where community members and other suppliers listened to feedback from European experts and adjusted their draft standards, a FAM trip for EU tour operators to give feedback on the new sustainable tourism products and draft standards, and follow up workshops, funded by the Department of Tourism (DOT), to develop indicators and assessment tools for the standards. Unfortunately, however, despite signing an MOU, the DOT did not develop the standard further. No budget had been allocated, and CBT Standard development was not part of the annual plan of the DOT for the following year.

1.9.3 Gaining experience with pilot initiatives

In 2012, the CBT Standard was used as a frame for a CBT destinations awards process, implemented under Thailand's Designated Areas for Sustainable Tourism Administration (DASTA).



The standard was simplified and shortened to 100 criteria,⁹ while maintaining the core content which had been developed through the participatory CSR-MAP process (involving over 40 communities) and follow up work by the DOT. The standard was used as a frame for planning the development of 13 CBT destinations in 6 of DASTA's Designated Areas for Sustainable Tourism Administration. At the time of writing this handbook, this work is still ongoing and the CBT Standard is being used as a key tool to assess improvement of the target communities, for future tourism awards.

1.9.4 Replication, use of the standard by CBT-I, and adaptation to ASEAN

In order to move CBT Standard development forward, CBT-I have facilitated additional field testing and feedback from key user groups and other stakeholders. Practitioners were requested to test the potential of the standard as a tool for self-monitoring and evaluation

⁹ http://www.dasta.or.th/th/News/detail_news.php?ID=1148&Subject=datanews

in the field, and to report results. CBT-I subsequently lead a research project to assess the strengths and obstacles of developing the standard into a credible tool, which could be used by experts to assess CBT, and support further recognition of CBT.

Currently, As a result of these initiatives, the CBT Standard is planned to be developed further in three areas:

- i) A tool for self-monitoring and evaluation. This could also be considered a ‘self-audit’ prior to third party certification. However, irrespective of whether communities are externally audited, the standard and related tools can still help community members to plan CBT using a broad, sustainable frame;
- ii) The standard will be proposed to the DOT again, to request their support in developing the CBT Standard into an official Thai tourism standard;
- iii) The standard will be the base for exchange with other ASEAN member countries, which will be able to study and apply the standard in their own contexts, or engage with the standard to develop an ASEAN CBT Standard.

1.10 The Goal of the CBT Standard

A tool for the development and management of sustainable tourism destinations, with community participation, to build the credibility of CBT among stakeholders

1.11 Elements of the CBT Standard

The CBT Standard is built around 5 main criteria groups, developed through reference to the GSTC, during the CSR-MAP and DASTA project processes. The current draft standard is being tested with community members, tourism operators, and tourists:

- i) Sustainable Tourism Management for Community Based Tourism.
- ii) CBT distributes benefits broadly to the local area and society, and improves quality of life.
- iii) CBT celebrates, conserves and supports cultural heritage.
- iv) Systematic, sustainable natural resource and environmental management
- v) CBT Service and Safety

1.12 The CBT Standard as a tool for participatory community development

The CBT standard can be used to provide direction for sustainable development; as a common base for cooperation between partners who share the goal of sustainable tourism and development; and as a tool which encourages community members to be disciplined and efficient in considering all necessary aspects of sustainable CBT. For this to succeed in practice, the following also needs to happen :

- i)** Outside partners, supporters and assessors must have a clear understanding of the community's goals for CBT: why did they develop CBT?
- ii)** Clarify whether CBT is actually managed by a community group or not, and assess whether the management and operation of CBT addresses a broad spectrum of social, cultural, economic and environmental issues, and how?
- iii)** Community members should participate in the assessment, to ensure that they are aware of the positive and negative impacts which are observed;
- iv)** Outsiders should ideally also participate in the assessment, to check their assessment with the community members, perspective and provide feedback;
- v)** The assessment should be reported in writing, including reasons and evidence as appropriate to validate the findings reported in the assessment.

1.13 Guidelines and best practices for assessing the CBT standard¹⁰

- i)** Identify a target destination for the assessment
- ii)** The assessment form should be easily available for the community, downloadable, and written in simple enough language to be understandable;
- iii)** Assessment process, assessors, and timing are well prepared, in advance. Assessors work as a team, with a common understanding and goals;

¹⁰ Applied from the GSTC Recognition Manual, version 1, 20 October 2011.



- iv)** Assess each criteria group and every individual criteria;
- v)** A clear scoring and weighting system. Assessors should be trained in advance, and ideally will reach a decision through a discussion process;
- vi)** Assessment is undertaken by professionals, according to an agreed frame, using an assessors handbook which supports auditing processes / decisions;
- vii)** The results of assessments should be discussed in detail with communities, so that they can use recommendations to develop CBT more sustainably;
- viii)** The assessment process and results should be transparent and accountable. Stakeholders should be able to request clarification of issues;
- ix)** The results of the assessment are communicated openly;
- x)** Standards should be assessed regularly and integrated into working processes, so that community members regularly engage with the standards.



1.14 Preparing a community to assess CBT using the CBT Standard (self assessment)

- i) Self-evaluation: Study the frame and content of the standard carefully. Use the checklist to assess which criteria should be assessed as “yes” or “no.”
- ii) Identify strengths, weaknesses and gaps. Integrate the criteria into planning, in order to develop specific areas / issues which are part of the standard;
- iii) The CBT group should check progress regularly. They can further refine assessment by considering progress on a scale of 1-4 (e.g. 1=no, 2=poor, 3=fair, 4=good), discussing to reach a consensus and planning forward;
- iv) Diligently prepare evidence and information to present to outside auditors.

1.15 Best practice for external auditing and certifying

- i) Check that CBT is being managed by a community group and that the group has a responsible coordinator, who can support the assessment process;
- ii) There is a certifying organisation for the standard and a process to apply for certification
- iii) The community has voluntarily applied for certification
- iv) The assessment process is credible
- v) Budget is available to cover auditing / assessment costs*

**This may be paid by the CBT group in the future, but, based on experience with the Homestay standard, is likely to be paid by the government initially.*

Chapter 2

DRAFT COMMUNITY BASED TOURISM STANDARD



As discussed in the first chapter, the CBT Standard can be a useful planning, capacity building and self-monitoring tool even without the need to conduct external assessment. However, experience with the Thai Homestay standards suggests that receiving external certification can build the confidence of CBT partners and stakeholders, support market access, and be a source of great pride for community members who earn the standard.

Because one of CBT-I's main roles is providing training for CBT communities, there is an inherent conflict of interest in assessing the communities where we have delivered training. Therefore, although CBT-I have facilitated the standard, and aim to support its implementation, it would not be appropriate for CBT-I to also host auditing and certification.

This leaves the question of “Who is the most appropriate host for the CBT Standard?”

There are different models of organising certification. These include business models where certification is offered as a product to the main user group (e.g. Travelife, Earth check, and the Greenleaf Foundation which certify hotels), and government certification, which is funded by the taxpayer (e.g. the Thai Homestay Standard).

A key limitation of developing a CBT standard is that CBT remains a supplementary activity and income stream in most communities. Community members are unlikely, in most cases, to be able to afford the cost of an independent, external assessment. In this case, it is difficult to consider how it would be possible to cover the costs of an audit.

Overall, the most appropriate host to roll out the Thai CBT standard is probably the Thai government. In the Thai context, the Bureau of Tourism Services Development, which is part of the Department of Tourism, under the Ministry of Tourism and Sports of Thailand is the Thai government body which is officially responsible for tourism standards. Thus, it is an appropriate organisation to take a lead in hosting the CBT Standard.

The DOT also provides training to communities. However, in the past, the DOT has been able to overcome conflict of interest, by employing and training committees of external, independent assessors. This system has worked for the Homestay standard.

DASTA have also established an independent, expert working group for their process to use the adapted, draft CBT Standard to assess CBT communities. The working group combines cross-sector expertise from a range of relevant professions. Assessors make recommendations to award destinations which show significant improvement. DASTA are not the official body responsible for tourism standards. Therefore, they are not able to award a CBT Standard. However, their assessment process is essentially the same as conducting an external audit of the CBT Standard. Considering the history and levels of participation in the CBT Standard, and its potential to strengthen local capacity to raise quality and sustainability performance, the current CBT Standard is proven to be a credible and useful tool, which the DOT could easily further develop into an official standard.

2.1 Thai CBT Standard: An overview of the pillars, criteria and indicators

2.1.1 Sustainable Tourism Management for Community Based Tourism

This pillar has 6 criteria, and a total of 31 indicators:

- 1.1.1.1 Eight core issues are integrated into CBT management:
 - 1) Natural resources; 2) Culture; 3) Health and Hygiene;
 - 4) Safety; 5) People and Society; 6) Economic benefits;
 - 7) Service Quality and 8) Marketing.
- 1.1.1.2 Participation of CBT group members and the community;
- 1.1.1.3 Capacity building for CBT group members and the community;
- 1.1.1.4 Feedback is collected to monitor the satisfaction of tourists, CBT group members and the community, covering all eight issues in 2.1.1.1.
- 1.1.1.5 Community members and tourists follow community rules and regulations;
- 1.1.1.6 Responsible Marketing and Promotion.



2.1.2 CBT distributes benefits broadly to the local area and society, and improves quality of life.

This pillar has 3 criteria, and a total of 12 indicators:

- 2.1.2.1 Support for community development;
- 2.1.2.2 Fair distribution of income and new opportunities for additional income;
- 2.1.2.3 Respect for human rights and human dignity.

2.1.3 CBT celebrates, conserves and supports cultural heritage

This pillar has 4 criteria, and a total of 14 indicators:

- 2.1.3.1 The CBT group has information and is knowledgeable about local culture and way of life;
- 2.1.3.2 Information about the local culture and way of life is shared with visitors and also shared between community members;
- 2.1.3.3 Rules and regulations exist to respect and protect local culture, as well as respect the culture of visitors; The CBT group practices the support, conservation and passing on of culture to the next generation.

2.1.4 Systematic, sustainable natural resource and environmental management

This pillar has 9 criteria, and a total of 37 indicators:

- 2.1.4.1 The CBT group has a database of information about natural resources, which is used to educate visitors;
- 2.1.4.2 Product design takes into account sustainable natural and environmental management
- 2.1.4.3 Sustainable natural resource and environmental management and biodiversity conservation;
- 2.1.4.4 Waste management in the community and tourism destinations
- 2.1.4.5 Water and waste water management;
- 2.1.4.6 Noise pollution management;
- 2.1.4.7 Energy and power management;
- 2.1.4.8 Environmentally friendly products
- 2.1.4.9 Construction



2.1.5 CBT Service and Safety

This pillar has 7 criteria, and a total of 82 indicators:

- 2.1.5.1 Clear, safe tourism activities which are appropriate for the community, target markets and timing (season, time of day, etc.);
- 2.1.5.2 Accommodation;
- 2.1.5.3 Transport;
- 2.1.5.4 Local community guides;
- 2.1.5.5 Homestay hosts;
- 2.1.5.6 Communication and coordination;
- 2.1.5.7 Safety

A total of 5 pillars, 29 criteria and 176 indicators

2.2 **Step 1: Self-assessment, using the CBT Standard Checklist (yes / no)**

Initially, if communities would like to use the CBT standard as a development tool, but are not sure where to begin, they can study the 5 pillars, criteria and indicators of the CBT standard. They can also use the standard to help clarify their own goals for CBT.

The CBT Standard, designed based on international standards, combined with extensive feedback from communities and tourism industry stakeholders in Thailand and Europe, covers a range important issues. The CBT standard includes criteria on sustainable management, developing the local economy and quality of life, supporting cultural heritage, and sustainable natural resource and environmental management.

Recognising that sustainability is impossible without good service, the CBT standard also gives significant weight to service and safety.

After the CBT group has studied and discussed the various elements of the CBT Standard, they will be able to use it to direct and guide further development of CBT.

First, it is recommended that community members undertake a baseline survey. Using the checklist, the CBT group can conduct a self-evaluation, against the CBT standard. They will then know where

they have reached the standard, and also be able to identify gaps. Subsequently, the community can prioritise which areas that they wish to develop.

A simple checklist (yes / no) can be used by new and experienced communities.

They need to work in a team to consider each criteria and discuss “Are we doing this?” The answer will be “yes” or “no”.

Pillar One: Sustainable Tourism Management for Community Based Tourism

1.1 Eight core issues are integrated into CBT management: 1) Natural resources; 2) Culture; 3) Health and Hygiene; 4) Safety; 5) People and Society; 6) Economic benefits; 7) Service Quality and 8) Marketing.

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	1.1.1	CBT is managed by a group, through a committee
<input type="checkbox"/>	<input type="checkbox"/>	1.1.2	The CBT committee understand the goals and principles of CBT
<input type="checkbox"/>	<input type="checkbox"/>	1.1.3	The CBT committee have knowledge and skills covering the 8 areas in 1.1
<input type="checkbox"/>	<input type="checkbox"/>	1.1.4	The CBT group members are local people who understand the goals of CBT
<input type="checkbox"/>	<input type="checkbox"/>	1.1.5	The CBT group divides roles and regulations and covers all 8 areas above
<input type="checkbox"/>	<input type="checkbox"/>	1.1.6	There is a coordination system and named, clear coordinator
<input type="checkbox"/>	<input type="checkbox"/>	1.1.7	Information about the CBT group is kept systematically, and regularly updated every year
<input type="checkbox"/>	<input type="checkbox"/>	1.1.8	The CBT group has a clear plan which covers all 8 areas
<input type="checkbox"/>	<input type="checkbox"/>	1.1.9	The CBT group has a clear, transparent and accountable financial and accounting system
<input type="checkbox"/>	<input type="checkbox"/>	1.1.10	The CBT group has defined a carrying capacity appropriate to the community

1.2 Participation of CBT group members and the community

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	1.2.1	The CBT group give opportunities for group members to participate in planning and decision making
<input type="checkbox"/>	<input type="checkbox"/>	1.2.2	CBT group members show a sense of ownership for CBT. E.g. attending meetings, consulting, problem solving, fund raising or having shares
<input type="checkbox"/>	<input type="checkbox"/>	1.2.3	Regular meetings or consultations of CBT group members (at least monthly)
<input type="checkbox"/>	<input type="checkbox"/>	1.2.4	The group regularly informs the community of their activities
<input type="checkbox"/>	<input type="checkbox"/>	1.2.5	There are opportunities for the whole community to join CBT group activities (at least one time per year)
<input type="checkbox"/>	<input type="checkbox"/>	1.2.6	There are opportunities for new community members to join the CBT. There are opportunities for new community members to join the CBT group (at least one time per year).

1.3 Capacity building for CBT group members and the community;

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	1.3.1	CBT group members have regular opportunities to develop capacity in areas related to their roles, and are able to apply knowledge effectively.
<input type="checkbox"/>	<input type="checkbox"/>	1.3.2	Leaders and CBT club members are skilled at communicating their knowledge and experience with interested people and organisations
<input type="checkbox"/>	<input type="checkbox"/>	1.3.3	Opportunities for training are shared among CBT group members
<input type="checkbox"/>	<input type="checkbox"/>	1.3.4	Opportunities for training and capacity building are detailed in the CBT club plan.

1.4 Feedback is collected to monitor the satisfaction of tourists, CBT group members and the community, covering all eight issues above.

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	1.4.1	The CBT club collects feedback from visitors (e.g. visitors book, feedback form)
<input type="checkbox"/>	<input type="checkbox"/>	1.4.2	The CBT club collects feedback from community members (e.g. at monthly meetings, interviews)
<input type="checkbox"/>	<input type="checkbox"/>	1.4.3	Public meetings are held at least once per year to report CBT club activities and invite community members to provide input
<input type="checkbox"/>	<input type="checkbox"/>	1.4.4	Feedback from tourists, community members is assessed in order to use results to further develop CBT

1.5 Community members and tourists follow community rules and regulations;

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	1.5.1	The CBT group has rules and regulations which are accepted by the wider community and CBT members follow these rules and regulations
<input type="checkbox"/>	<input type="checkbox"/>	1.5.2	The CBT group has rules and regulations for tourists and informs tourists about these rules and regulations in advance
<input type="checkbox"/>	<input type="checkbox"/>	1.5.3	The CBT group disseminates the rules and regulations in the community (e.g. posters, announcements)

1.6 Responsible Marketing and Promotion.

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	1.6.1	The CBT group targets appropriate markets for the community, and develops appropriate activities for the markets;
<input type="checkbox"/>	<input type="checkbox"/>	1.6.2	The CBT group develop a seasonal calendar of activities and inform tour operators and tourists in advance
<input type="checkbox"/>	<input type="checkbox"/>	1.6.3	CBT activities, products and services are promoted honestly
<input type="checkbox"/>	<input type="checkbox"/>	1.6.4	The CBT group promotes CBT at a provincial or national event at least 1 time per year

Pillar Two: CBT distributes benefits broadly to the local area and society, and improves quality of life.

2.1 Support for community development;

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	2.1.1	Income from CBT is regularly contributed to support social activities which benefit the community
<input type="checkbox"/>	<input type="checkbox"/>	2.1.2	CBT group members join community development activities
<input type="checkbox"/>	<input type="checkbox"/>	2.1.3	The CBT group works with stakeholders inside and outside the community
<input type="checkbox"/>	<input type="checkbox"/>	2.1.4	The CBT club lobbies for inclusion of the CBT plan in the TAO (sub-district administration) plan

2.2 Fair distribution of income and new opportunities for additional income;

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	2.2.1	CBT members have opportunities to earn additional income, with opportunities shared through rotation systems / queues
<input type="checkbox"/>	<input type="checkbox"/>	2.2.2	The CBT group and members are encouraged to use local products
<input type="checkbox"/>	<input type="checkbox"/>	2.2.3	The CBT group create opportunities for local community members and groups to sell products to tourists
<input type="checkbox"/>	<input type="checkbox"/>	2.2.4	CBT members are supported to develop new products based on local materials and wisdom

2.3 Respect for human rights and human dignity.

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	2.3.1	The CBT club does not support the sale of drugs, intoxicants and prostitution
<input type="checkbox"/>	<input type="checkbox"/>	2.3.2	The CBT group creates opportunities for youth, women, elders and disabled people to participate in and benefit from CBT
<input type="checkbox"/>	<input type="checkbox"/>	2.3.3	The CBT group do not use children do not do any work which is dangerous or reduces their opportunities to study;
<input type="checkbox"/>	<input type="checkbox"/>	2.3.4	In the occasion that the community shares resources with neighbours, they avoid conflict and negative impacts on their neighbors

Pillar Three: CBT celebrates, conserves and supports cultural heritage**3.1 The CBT group has information and is knowledgeable about local culture and way of life;**

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	3.1.1	Information is collected and recorded about local history, way of life, local wisdom, art, culture, ceremonies (documents, photos, etc.)
<input type="checkbox"/>	<input type="checkbox"/>	3.1.2	Artifacts which reflect local culture and way of life and collected and conserved in order than future generations can learn from them

3.2 Information about the local culture and way of life is shared with visitors and also shared between community members;

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	3.2.1	CBT activities are designed to present art, culture and local way of life
<input type="checkbox"/>	<input type="checkbox"/>	3.2.2	CBT activities enable tourists to experience cultural exchange, learn about local culture and ways of life, through direct experience or hands on activities
<input type="checkbox"/>	<input type="checkbox"/>	3.2.3	Local guides or resource people are skilled at interpreting culture, ways of life and local wisdom in interesting ways
<input type="checkbox"/>	<input type="checkbox"/>	3.2.4	Opportunities are created to build youth capacity in cultural interpretation
<input type="checkbox"/>	<input type="checkbox"/>	3.2.5	The CBT group lobbies to integrate local wisdom, ceremonies, art and culture collected by the CBT group into the local school curriculum

3.3 Rules and regulations exist to respect and protect local culture, as well as respect the culture of visitors; The CBT group practices the support, conservation and passing on of culture to the next generation.

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	3.3.1	There are rules and regulations concerning culture and information is provided to advise tourists how to behave
<input type="checkbox"/>	<input type="checkbox"/>	3.3.2	The CBT group follow the rules and set a good example
<input type="checkbox"/>	<input type="checkbox"/>	3.3.3	The CBT group shares the rules and regulations with the broader community
<input type="checkbox"/>	<input type="checkbox"/>	3.3.4	Tourism does not disrupt or impact historic or sacred sites
<input type="checkbox"/>	<input type="checkbox"/>	3.3.5	CBT group members and homestay families are informed about cultural differences, to better understand their guests

3.4 The CBT group supports, conserves, and passes on culture

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	3.4.1	Local resource people are treated with respect
<input type="checkbox"/>	<input type="checkbox"/>	3.4.2	The CBT group participates in supporting, conserving, and passing on culture

Pillar Four: Systematic, sustainable natural resource and environmental management**4.1 The CBT group has a database of information about natural resources, which is used to educate visitors;**

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	4.1.1	The CBT group has clear information about local natural resources, the environment and relationships between people and the environment
<input type="checkbox"/>	<input type="checkbox"/>	4.1.2	The CBT group are able to present clear information about local natural resources and the environment and the relationships between local people and the environment

- | | | | |
|--------------------------|--------------------------|-------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | 4.1.3 | Community leaders are able to present clear information about local natural resources and the environment and the relationships between local people and the environment to interested people inside and outside the community |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.1.4 | Rules and regulations about how to behave to protect the environment exist and are communicated inside the community and to guests. |

4.2 Product design takes into account sustainable natural and environmental management

- | Yes | No | | |
|--------------------------|--------------------------|-------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | 4.2.1 | Environmentally friendly activities have been developed |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.2.2 | CBT activities give visitors the chance to learn about the environment and relationships between natural resources and local people |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.2.3 | There are guidelines for tourists and CBT group members to reduce impacts on the environment |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.2.4 | Local guides are able to effectively advise tourists about the guidelines. |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.2.5 | Local community guide are able to interpret the environment and relationships between natural resources and local people in an interesting way |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.2.6 | Tourists have opportunities to participate in conservation activities |

4.3 Sustainable natural resource and environmental management and biodiversity conservation;

- | Yes | No | | |
|--------------------------|--------------------------|-------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 4.3.1 | The CBT group systematically managed natural resources in an appropriate manner for area, taking sustainability into account |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.3.2 | The CBT group has a plan for sustainable natural resource management, and biodiversity conservation and is actually implementing the plan |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.3.3 | The CBT group has a representative or working group which are responsible for work related to natural resource management |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.3.4 | The CBT group cooperates with networks / allied organisations etc. in natural resource management |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.3.5 | CBT group members participate in environmental conservation |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.3.6 | The CBT group has an environment fund and concrete examples of using the funds for environmental protection |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.3.7 | The CBT club campaigns to raise awareness in the community about the importance of natural resource management and biodiversity |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.3.8 | Local knowledge in natural resource management is passed on to the next generation |

4.4 Waste management in the community and tourism destinations

- | Yes | No | | |
|--------------------------|--------------------------|-------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 4.4.1 | The CBT group have a system for managing waste at household and group levels (e.g. separating waste, making fertilizer from organic waste, recycling) |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.4.2 | The CBT group participates in waste management in the community and tourism destinations |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.4.3 | Efficient waste management in tourism destinations |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.4.4 | There are guidelines about how to manage waste during CBT activities |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.4.5 | Efforts are made to reduce pollution and manage waste during all tourism activities, (e.g. using cloth bags, lunch boxes, etc.) |

4.5 Water and waste water management;

- | Yes | No | | |
|--------------------------|--------------------------|-------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | 4.5.1 | Homestay homes and activities use water efficiently |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.5.2 | The community has an agreement on use of water |
| <input type="checkbox"/> | <input type="checkbox"/> | 4.5.3 | The CBT group takes action to prevent polluted water |

4.6 Noise pollution management;

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	4.6.1	The CBT group uses equipment which reduces noise pollution
<input type="checkbox"/>	<input type="checkbox"/>	4.6.2	Guidelines for tourists to reduce noise pollution
<input type="checkbox"/>	<input type="checkbox"/>	4.6.3	CBT activities do not disturb the community or wild animals

4.7 Energy and power management;

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	4.7.1	The CBT group advises group members and tourists to use electricity, petrol, gas and other energy efficiently
<input type="checkbox"/>	<input type="checkbox"/>	4.7.2	There are guidelines to use power efficiently, or use renewable or alternative energy

4.8 Environmentally friendly products

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	4.8.1	Support environmentally friendly products made from local materials
<input type="checkbox"/>	<input type="checkbox"/>	4.8.2	Environmentally friendly products are on sale to tourists
<input type="checkbox"/>	<input type="checkbox"/>	4.8.3	Do not support products made from rare flora or fauna
<input type="checkbox"/>	<input type="checkbox"/>	4.8.4	The CBT group supports using environmentally friendly products made from local materials in decoration

4.9 Construction

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	4.9.1	New construction should be designed to blend in with the environment and be long-lasting
<input type="checkbox"/>	<input type="checkbox"/>	4.9.2	Construction is controlled to limit environmental impacts

Pillar Five: CBT service and safety**5.1 Clear, safe tourism activities which are appropriate for the community, target markets and timing (season, time of day, etc.);**

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	5.1.1	Tourism routes are surveyed and safety of guests and community members is assessed
<input type="checkbox"/>	<input type="checkbox"/>	5.1.2	There are safety guidelines, risky points are identified and tourists are orientated
<input type="checkbox"/>	<input type="checkbox"/>	5.1.3	There is sufficient, well maintained equipment
<input type="checkbox"/>	<input type="checkbox"/>	5.1.4	There are warning notices in dangerous places
<input type="checkbox"/>	<input type="checkbox"/>	5.1.5	The activities are appropriate for the community and target markets
<input type="checkbox"/>	<input type="checkbox"/>	5.1.6	Activities are appropriate for the time available, time of day and season
<input type="checkbox"/>	<input type="checkbox"/>	5.1.7	Activities, prices, distances in the program are clear

5.2 Accommodation**5.2.1 Beds**

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	5.2.1.1	Equipment is clean and sufficient for the number of tourists. It is cleaned each time before welcoming guests
<input type="checkbox"/>	<input type="checkbox"/>	5.2.1.2	There is a private area to sleep (if there is no bedroom, a sheet can be used to create a private area)
<input type="checkbox"/>	<input type="checkbox"/>	5.2.1.3	The room is airy and there is no stale odour
<input type="checkbox"/>	<input type="checkbox"/>	5.2.1.4	There is a waste basket and clothes hangers or rail
<input type="checkbox"/>	<input type="checkbox"/>	5.2.1.5	Drinking water is available near the bed

5.2.2 Toilet

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	5.2.2.1	The toilet is clean and hygienic, regularly cleaned, without odours, if toilet and shower is the same room, water which is used for showering and water which is used for washing after using the toilet are separated.
<input type="checkbox"/>	<input type="checkbox"/>	5.2.2.2	The toilet is clean and private, with a lockable door. The floor is not slippery, water can run off easily and there is sufficient light
<input type="checkbox"/>	<input type="checkbox"/>	5.2.2.	There is a waste basket and coat hangers / a rail

5.2.3 Around and inside the house

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	5.2.3.1	The house is solid and strong, not damaged or dangerous
<input type="checkbox"/>	<input type="checkbox"/>	5.2.3.2	The roof does not leak
<input type="checkbox"/>	<input type="checkbox"/>	5.2.3.3	The home is airy and comfortable without an odour
<input type="checkbox"/>	<input type="checkbox"/>	5.2.3.4	There are no animals which may carry disease in the home
<input type="checkbox"/>	<input type="checkbox"/>	5.2.3.5	There is a corner to relax in the home
<input type="checkbox"/>	<input type="checkbox"/>	5.2.3.6	The number of tourists is appropriately managed, with consideration of the size of the house, the number of toilets and the ability of the hosts to provide good service
<input type="checkbox"/>	<input type="checkbox"/>	5.2.3.7	The host restrains pets before the arrival of tourists
<input type="checkbox"/>	<input type="checkbox"/>	5.2.3.8	The home is clean and orderly
<input type="checkbox"/>	<input type="checkbox"/>	5.2.3.9	The area around the home is clean, pleasant, free of litter, free of weeds and thorns, and planted with trees and flowers

5.2.4 Food and drink

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	5.2.4.1	Food is clean and hygienic, cooked, with a serving spoon, ingredients are always washed before cooking, and cooks wash their hands before preparing food and cooking
<input type="checkbox"/>	<input type="checkbox"/>	5.2.4.2	Food is made from mostly local ingredients
<input type="checkbox"/>	<input type="checkbox"/>	5.2.4.3	Cutlery and equipment are clean, there are lids which can be closed tightly, and equipment is washed before and after cooking
<input type="checkbox"/>	<input type="checkbox"/>	5.2.4.4	Kitchens are clean and airy, with sufficient light, and equipment is stored systematically
<input type="checkbox"/>	<input type="checkbox"/>	5.2.4.5	Food is appropriate for the target group (e.g. Halal for Muslims, vegetarian food)
<input type="checkbox"/>	<input type="checkbox"/>	5.2.4.6	Guests have the chance of cooking with homestay families
<input type="checkbox"/>	<input type="checkbox"/>	5.2.4.7	The amount and quality of food represents good value for money and is sufficient for the number of tourists
<input type="checkbox"/>	<input type="checkbox"/>	5.2.4.8	There are at least 3 dishes per meal, sufficient portions and different from meal to meal
<input type="checkbox"/>	<input type="checkbox"/>	5.2.4.9	Food is served on time
<input type="checkbox"/>	<input type="checkbox"/>	5.2.4.10	There are sufficient plates, cutlery, etc. for the number of tourists
<input type="checkbox"/>	<input type="checkbox"/>	5.2.4.11	The host introduces the food
<input type="checkbox"/>	<input type="checkbox"/>	5.2.4.12	Drinking water is clean, hygienic, kept in clean and sealable containers

5.3 Transport

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	5.3.1	The cost is appropriate for the distance, type of road and time
<input type="checkbox"/>	<input type="checkbox"/>	5.3.2	Transport is cleaned and checked before use
<input type="checkbox"/>	<input type="checkbox"/>	5.3.3	Appointments are made and drivers are on time

- | | | | |
|--------------------------|--------------------------|-------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 5.3.4 | Guidelines for transport providers and a contingency / emergency plan |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.3.5 | Appropriate and sufficient transport for the number of tourists, and clear guidelines for the number of tourists per vehicle. |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.3.6 | Drivers are chosen appropriately: local people with drivers licences, of sound mind, sober, knows the route well |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.3.7 | Safety equipment is available. E.g. life jackets, helmets |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.3.8 | The community have a clear map showing how to reach the community |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.3.9 | Vehicles are insured against accidents |

5.4 Local guides**Yes****No**

- | | | | |
|--------------------------|--------------------------|--------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | 5.4.1 | Local people who are members of the CBT group and respected |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.4.2 | Qualities of a good guide: appropriate for the situation, punctual, able to solve problems, self-controlled, good judgement |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.4.3 | Trained and with good knowledge about the community |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.4.4 | Skilled at interpretation and interesting, clear and correct information |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.4.5 | Well behaved with tourists and not flirtatious |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.4.6 | In good physical condition, sober, healthy, of sound mind |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.4.7 | Has necessary skills to welcome tourists, give information about the community and the CBT group, able to orientate tourists about do's and don'ts and the CBT program |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.4.8 | Has necessary skills to assess the physical and mental condition of tourists, and give appropriate advice |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.4.9 | Has necessary skills to perform first aid |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.4.10 | Has necessary skills to warn tourists of dangers and risks |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.4.11 | Coordinates with CBT team / other partners in advance |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.4.12 | An appropriate number of local guides for the number and type of tourists, and informs tourists of the number of guides in advance |

5.5 Homestay hosts**Yes****No**

- | | | | |
|--------------------------|--------------------------|-------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | 5.5.1 | Hospitality skills: introducing the family, and important places in the house to tourists, warm and friendly welcome, politely dressed, not flirtatious with tourists, quiet at night, taking care of tourists' safety and giving appropriate advice |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.5.2 | Able to facilitate cultural exchange between community and tourists |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.5.3 | Family members are prepared and happy to welcome guests |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.5.4 | The host family knows about CBT and can be knowledgeable about the community |

5.6 Communication and coordination**Yes****No**

- | | | | |
|--------------------------|--------------------------|-------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 5.6.1 | Clear, responsible coordinator who is easily contactable, with an assistant in case the coordinator is out of contact |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.6.2 | Qualities of a coordinator: friendly, communication skills and able to present information clearly |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.6.3 | Clear coordination system |
| <input type="checkbox"/> | <input type="checkbox"/> | 5.6.4 | Communication equipment (which is always available) |

<input type="checkbox"/>	<input type="checkbox"/>	5.6.5	Booking system
<input type="checkbox"/>	<input type="checkbox"/>	5.6.6	Able to give clear information to tourists, concerning CBT activities, services, prices
<input type="checkbox"/>	<input type="checkbox"/>	5.6.7	Able to request basic information from tourists, e.g.: dietary requirements, allergies or illnesses
<input type="checkbox"/>	<input type="checkbox"/>	5.6.8	Communicates information about guests with local guides, homestay families, drivers etc. so that they can prepare, and follows up to check on progress
<input type="checkbox"/>	<input type="checkbox"/>	5.6.9	The CBT group has basic information about the community, CBT group and tourists which is recorded systematically
<input type="checkbox"/>	<input type="checkbox"/>	5.6.10	The community group have a system for making contracts with marketing partners
<input type="checkbox"/>	<input type="checkbox"/>	5.6.11	The CBT group has systematic information about partners (e.g. tour operators, government and NGO partners)
<input type="checkbox"/>	<input type="checkbox"/>	5.6.12	There is a CBT Handbook with information about the community, for sale or distribution to tourists
<input type="checkbox"/>	<input type="checkbox"/>	5.6.13	Feedback from tourists is collected and filed systematically

5.7 Safety

Yes	No		
<input type="checkbox"/>	<input type="checkbox"/>	5.7.1	The CBT group has a safety plan including how to deal with emergencies, covering staff, equipment and transport
<input type="checkbox"/>	<input type="checkbox"/>	5.7.2	Safety is included in planning (e.g. joining safety training)
<input type="checkbox"/>	<input type="checkbox"/>	5.7.3	Insurance (safety / accident) for tourists
<input type="checkbox"/>	<input type="checkbox"/>	5.7.4	The group has a guard to protect tourists safety and security
<input type="checkbox"/>	<input type="checkbox"/>	5.7.5	The CBT group have communication equipment (e.g. phone, radio) which can be used 24 hrs.
<input type="checkbox"/>	<input type="checkbox"/>	5.7.6	The CBT group works as a team with the local government, village clinic, volunteers etc. to make a joint safety plan
<input type="checkbox"/>	<input type="checkbox"/>	5.7.7	Community members reach appropriate agreements to help tourists feel safe in the community
<input type="checkbox"/>	<input type="checkbox"/>	5.7.8	Tourists are advised to keep their valuables safe

2.3 Step 2: Analyse the current situation and identify factors and obstacles

During this step, community members assess the results of their baseline assessment. Community members consider issues which they answered with a “No” and identify the causes and limitations which prevent the community from being able to answer “Yes”.

- What are the factors and obstacles holding back progress in each case?
- How can the community change a “No” assessment into a “Yes” assessment?
- What kinds of new actions / activities are necessary?
- Who (inside and outside the community) can help to develop in this area?

The CBT group can use the results of this analysis for future action-planning.

Table 1: An example table, used to analysing factors, obstacles and directions following a baseline study to develop CBT

# E.g.	Criteria	Factor / obstacle	Direction for development
2.1.1	Income from CBT is regularly used to support social activities and for the benefit of the whole community	Income is not yet sufficient to support social activities	Consider adding a community fund to the pricing of CBT
3.1.2	Artifacts which reflect local culture and way of life and collected and conserved in order than future generations can learn from them	Different families have different artifacts, but there has been no process to learn what kinds of artifacts exist overall in the community	Conduct a survey, collect and document information about artifacts in the community. Build the capacity of local guides to interpret ancient artifacts
4.3.8	Local wisdom in natural resource management is passed on to the next generation	The lifestyle of the new generation is much more removed from nature, and there is a generation gap	Organise activities to get local youth back into nature, and activities which allow elders and youth to share experience together. E.g. survey a nature trail, build a fire break, and perform a ceremony linked to nature, such as a forest ordination



2.4 Step 3: Collecting evidence to back up actions and claims.

Community members are recommended to conduct a self-assessment against the CBT Standard at least 1 time per year, which will help to encourage the development of CBT.

However, when community members have experience conducting a self-assessment, it is recommended to consider each criterion in more detail, by giving a score, rather than simply a “Yes” or “No”. For example, the scoring could be 1) Needs improvement, 2) Fair, 3) Good and 4) Excellent. This assessment will help community members to further improve in areas where they are already taking action, but could do a lot more.

In addition, community members should begin practicing collecting evidence of how they are meeting the criteria. For example, by collecting photographs of events, making reports of meetings, or being to use a visitors’ book to collect feedback from visitors.

This will help communities to collect information systematically. Practicing regular self-assessments and collecting evidence will keep community members aware of progress and up to date with the current situation, regarding various aspects of CBT and community development. They will know how far they are from achieving various goals.

Table 2: Example of a tool to assess the CBT Standard

#	Criteria	Level				Evidence / information available
		Needs improvement	Fair	Good	Excellent	
2.1.1	Income from CBT is regularly used to support social activities and for the benefit of the whole community			✓		Interview community leaders and see the community accounts
3.1.1	History, lifestyle, arts, culture and ceremonies are documented, photographed or otherwise recorded		✓			Look at information which the CBT group has collected
4.3.3	The CBT group has a clearly nominated team member who is responsible for natural resource management	✓				See the management chart of the CBT group
5.2.3.6	Tourists are distributed among homestays, based on the size of homes, number of bathrooms available, and the capacity of the hosts to provide good service.				✓	Interview homestay hosts, and the CBT group. See the rules and regulations for managing homestay.



2.5 Step 4: Working with partners and stakeholders

Some aspects of the CBT Standard can be integrated into a site inspection, in order to share the goals and achievements of CBT with (potential) businesses partners. Many aspects of the CBT Standard are directly related to service, safety and product quality.

The checklist can help to assess if communities are ready for market. Tour partners can also see various documents, photos, etc. which the community has collected.

In the case of problems, the standard can help partners to identify the cause of problems and identify solutions as a team.

Table 3: Example of a tool to assess the CBT Standard, working with partners

	Criteria	Present		Comment
		Yes	No	
1.4.1	The community collects feedback from tourists (e.g. through a visitors book, feedback form)	✓		The CBT group may have a visitors book, and the tour operator can help to design a more detailed feedback form
4.3.6	There is an environment fund, and the CBT group can describe concern examples of using the environment fund		✓	The tour operator could recommend that guests buy a local souvenir, to support the environment fund

More tools are available to download online:

Thai language: www.cbt-i.org/cbtstandard-th.pdf

English language: <http://www.cbt-i.org/cbtstandard-en.pdf>

More information: info@cbt-i.org

Chapter 3

ADVICE FOR USING THE CBT STANDARD AS A TOOL FOR SUSTAINABLE COMMUNITY DEVELOPMENT



3.1 **Worth the time, and saving time**

The CBT standard covers many important areas of service and sustainability. Therefore conducting an evaluation is quite time consuming. However, community members can save time by working in small groups, comprising a cross-section of community members with a range of roles and responsibilities. Group members can take responsibility for a group of criteria. They should study the criteria in advance, and then conduct the assessment together. After each group finishes their assessment, they can present their findings to the community and discuss factors, obstacles, and future plans.

3.2 **A standard for self-assessment and improvement**

Conducting an assessment is of no value if the community does not use the results of the assessment to further develop. They need to follow up the progress of plans which were made as a result of the self-assessment. Monthly meetings are a good time to follow up. To ensure that the standard is working as a tool to build capacity, improve quality and support community development, a serious follow-up should be done at least once per year. Information about how communities have used the standard to guide planning and development will provide useful lessons for other communities.

3.3 Apply and adjust to your own circumstances

Communities have different activities, cultural and natural contexts. It is not possible for every community to meet every criterion. In these circumstances, community members will need to apply and adjust the standard to their circumstances. For example, hill-tribe communities will probably not need to consider noise pollution from long tailed boats, or the need to wear life jackets (except for a mountain rafting trip). These communities may need special equipment to keep trekkers safe in the forest. Other communities may not offer accommodation. In such cases, they should not be assessed on these issues.

3.4 Slowly, one step at a time for new communities

Communities which have just started to develop CBT will find that they are unable to meet many of the criteria in the standard. Communities should keep positive, clarify their goals and make a prioritised plan to gradually improve over 'X' number of years.

3.5 A common frame, an opportunity to work together to overcome challenges

The standard creates a common language for working with tour operators and other partners. When partners know that the community is working according to various elements of the standard, it will increase their confidence and respect for the community. The community will also become better able to identify the causes of problems, and work towards finding a solution in a systematic and responsible way.

For example, if demand from tour operators threatens to exceed the capacity of the community to manage and provide good service, the standard will help the community to explain how many guests per house is manageable in the village. The standard can also help to manage the expectations of tourists, when community members are able to explain clearly what aspects of service they are able or not able to provide.

3.6 Beyond “judging”

In general, when people consider standards, they think of an assessor using a checklist. The value of the checklist is in the hands of the assessor who decides to award, or not award a standard. The CBT Standard has the potential to be more valuable than this, representing a common vision shared by community members, tourists, their partners and supporting organisations. Community members and supporting organisations will be able to identify gaps and weaknesses and prioritise where and how to improve. Business partners can learn in detail about community strengths and weaknesses. They will have realistic expectations and can work together to support CBT to succeed.

3.7 Concrete results are powerful, and will help CBT to be recognised

Assessment is based on evidence, not feelings. Therefore, the CBT group will need to collect concrete evidence in order to be able to meet the various criteria. For example, monthly meetings will need to be documented in order to prove that they have taken place. Assessors can interview community leaders and other community members to discover what role the CBT group is playing in community development. It will be necessary to check homestays to see what kind of facilities (e.g. mosquito nets, blankets, pillows, etc.) are available for visitors; as well as to watch local guides interpret the community and environment in order to assess their levels of knowledge and skills.



Chapter 4

BENEFITS OF THE STANDARD TO STAKEHOLDERS



4.1 Community: 3 key benefits of the CBT Standard

- 4.1.1 An integrated frame and direction for community development.** A CBT standard, based on a sustainable development framework, will encourage community members to consider a range of important issues when planning, and to collect concrete evidence to monitor and assess their progress and achievements, and to inform outside stakeholders. This process will contribute towards transparency and good governance by helping to prevent CBT from being by high jacked by individual leaders or small, private-interest cliques.
- 4.1.3 By including service and sustainability criteria, a CBT standard can raise quality and sustainability across the entire destination.** The CBT standards process should emphasise the difference between a community and a regular tourism business, such as a hotel. If resources are severely impacted by tourism, there is no option for the community, en masse, to relocate. Implementing the CBT standard (including self-monitoring and evaluation, and planning to raise standards) will require community members to consider the impacts of tourism across the whole community. It will improve analysis, planning and management capacity. With sufficient participation and input, implementing a CBT standard can promote a sense of community ownership and shared responsibility.
- 4.1.3 Supporting market confidence and access.** A CBT standard will help to increase the confidence of tourists and business partners. It will be very useful when targeting specific, high-value market segments, such as international educational programs, and high-end tour operators which value assessment and management of safety, hygiene and sustainability.

4.2 Tour operators: 3 key benefits of the CBT Standard

- 4.2.1 Access to high quality, meaningful and sustainable tourism destinations, activities and services, which their guests will enjoy and appreciate;
- 4.2.2 A chance to support local communities to have additional income, and improves quality of life, and participate in the preservation of culture and environment.
- 4.2.3 Can have evidence that TOs are supporting genuine CBT: tourism which supports local community development, and environmental conservation.

4.3 Tourists: 3 key benefits of the CBT Standard

- 4.3.1 Can be confident in high quality services.
- 4.3.3 Good value for money.
- 4.3.4 Your visit is tangibly supporting local people and the environment.

4.4 Local government: 3 key benefits of the CBT Standard

- 4.4.1 The community will have better capacity and more opportunities, which will reduce financial and personal pressure on the government;
- 4.4.2 Contributing towards the government's responsibilities for the sustainable management of the environment and local culture;
- 4.4.3 When communities may become well known for sustainable tourism, it reflects well on the government.



Nipatpong Chuanchuen, Trekking Thai Ecotour

"A standard will be useful for tour operators, when they wish to choose a community to work together. A standard reduces risk, and improved sales potential. It will be easier to coordinate and deal with the community. If there is a problem, it will be easier to solve the problem, because the standard can be used to check and clarify.

A CBT standard will assist close coordination between communities and tour operators. It will be a training tool for new members of the CBT group, and for tour operator staff. It will be possible to identify the causes of problems, and move forward with improved management. (Participant in CBT-I CBT Standard Research site visit to assess the opportunities and limitations of a CBT standard 25-26/4/2013).

Chapter 5

CBT STANDARD: DEVELOPMENT PROCESS AND LESSONS LEARNED SO FAR



This chapter will briefly present the history of CBT-I's ongoing efforts over the past 8 years to develop a CBT standard, through a credible participatory process, directly involving CBT communities.

5.1 CHARM-REST (2005)



Under the EU funded Coastal Habitats and Resource Management (CHARM) project in partnership with the Responsible Ecological Social Tours Project (REST¹¹), the CHARM-REST project developed a draft CBT Standard, with the aim that it would be a useful tool to assess the results of CBT development in the Ban Don and Phang Nga Bay areas. Field bases for the design and testing of the draft CBT standard were Koh Yao Noi Island, Phang Nga Bay, and Leeled Community, Surrathani Province.

Important lessons included the importance of assessing i) service, and ii) progress made towards goals which the community had set themselves for CBT. We learned that a standard can improve quality and catalyse human resource development among CBT staff. Moreover, it was clear that cross-cultural exchange was a crucial success factor for CBT (for hosts and guests), and also needed to be included in the standard. Sustainable resource management and support for community development (e.g. community funds) were also given high priority by the community members.

The recommendations of the final report included that if the CBT standard was to be recognised by tour operators, the government and other stakeholders it would need to have clear indicators, and be assessed externally. Initially, however, communities could begin using the standard to benchmark their current performance levels. As community members became familiar and comfortable with the standard, they could prepare for external assessment. An additional lesson was that REST should have involved the responsible government agencies during the development of the CBT Standard. After the project, they were not interested to support the further development of the standard.

¹¹ REST Project is one of the founding partners of Thailand Community Based Tourism Institute (CBT-I)



5.2 **CSR-MAP (2009)**

Tourism is incredibly competitive, in terms of product quality and price. The Corporate Social Responsibility Market Access Partnership project for Thai Sustainable Tourism Supply Chains (CSR-MAP) was led by the Thai Ecotourism and Adventure Travel Association, alongside the Greenleaf Foundation, CBT-I and the European Centre for Eco and Agro Tourism (ECEAT). The project aimed to learn about demand for Thai sustainable tourism, develop new standards to raise product quality across 5 SME supplier groups, and develop new, integrated sustainable tourism routes combining eco-tour operators, CBT, green hotels and restaurants, led by trained eco-tour guides.

The project developed tourism products with each element supported by a sustainability standard. Along each route, tourists could support sustainable suppliers, benefiting society and environment. Partners hoped to improve market access along the supply chain by raising the confidence of EU tour operators in Thai SME tourism suppliers.

The CSR-MAP standards were developed during a series of participatory workshops, in which over 240 Thai SME tourism suppliers (tour operators, SME hotels, restaurants and tour guides) and 40 local Thai communities offering CBT participated and provided detailed input. The suppliers studied the Global Sustainable Tourism Criteria (GSTC) and identified where they could meet the standards, or not. When supplier groups were unable or unwilling to meet criteria in the GSTC, a reason was given (from small-group discussions). In some cases, criteria in the GSTC were adapted or reworded to make them appropriate to the Thai context. Input was also provided by EU experts.

A FAM trip was also organised for EU tour operators to test the new products and standards. The lessons from CHARM-REST were taken into consideration, and the project team signed an MOU with the Office of Tourism Development (OTD), now the Department of Tourism, responsible for Thai tourism standards, early in the project. With TEATA as project leader, the OTD agreed to develop the new standards for restaurants, SME hotels, tour operators, eco-tour guides and CBT. At the end of the project the OTD staff participated in developing the CBT standard, and also contracted an expert to help develop indicators and assessment tools. However, following this there was no further action, due to a rapid change of senior officials, who did not prioritize the CBT standard, or earmark staff or budget to follow up its development.

The project is a good example of partnership in the Thai tourism industry, which helped to form trust between organisations in Thailand, and Europe. MOUs were signed with the Department of Tourism, the Tourism Authority of Thailand, and 3 tourism associations in Europe. However, finally, the standards were not developed further by the Department of Tourism.

Surasith Dongjaipraiwan, Pha Mon Karen Community, Doi Inthanon, Chiang Mai: “CBT is a crossroads of change. A CBT standard is an indicator that communities are managers of tourism and must protect the natural and cultural heritage, which tourism can destroy.” (CSR-MAP National Standards Workshop, 2008).



5.3 DASTA (2012)



Thailand’s Designated Areas for Sustainable Tourism Administration (DASTA) was established to develop tourism which would increase and distribute income to local communities. DASTA is mandated to work with stakeholders to administer and develop the special administrative areas in an integrated way. It is able to coordinate people, budget, tools and equipment, facilitating a common approach to solve problems quickly.

DASTA and CBT-I signed an MOU to work together and develop a common mechanism to support CBT, and enable communities to manage their CBT programs sustainably. The CSR-MAP standard was chosen as an appropriate tool. It was adjusted slightly and shortened to only 100 criteria, while maintaining the frame and important content developed during the CSR-MAP process. The adapted standard was used to direct planning in 13 target communities in DASTA’s 6 designated areas for sustainable tourism administration. These were: i) the area around Chiang Mai night safari, ii) Sukhothai-Sri Satchanalai, iii) Loie, iv) Pataya and v) Trat. Currently, this project is still being implemented, using the CBT Standard as a frame for CBT development and the criteria for assessing and awarding communities which show improvement.

Nevertheless, it is not possible to use the word “standard” officially, without the approval of the DOT. Therefore, DASTA are not able to refer to their process for assessing improvements in CBT performance as passing a CBT standard. The closest phrase which can be used is “a guarantee of CBT destinations.” Communities which show improvement over time will be eligible to receive an award from DASTA, which will reward communities which have shown excellent progress in each of the 5 main criteria groups. DASTA have established a cross-sectorial, expert working group to authenticate CBT destinations, representing public and private sectors and a range of stakeholders. Hopefully, this expert group will help to disseminate lessons learned by the project.



Mr. Suthep Kuasang, Director of the CBT Office, DASTA, “For tourism to be sustainable, a minimum standard is necessary. This will create recognition from outsiders and guarantees sustainability of the tourism destination. The standard should include all criteria groups: management, economy, culture, environment, service and safety”.

5.4 Arriving at the CBT Standard

In the face of many challenges, CBT-I remain sure that a CBT Standard can be a tool for community development. Most recently, CBT-I have moved the CBT standard development process forward through an action research project to identify *factors and obstacles for CBT communities to be able to reach the CBT standard*. In the future, even if the Thai government continues not to develop the CBT Standard, the standard and assessment tools will nevertheless be useful resources for communities and facilitating organisations to plan, develop and assess the quality of CBT, across service and sustainability, and within an internationally accepted frame (the GSTC) informed by the participation of hundreds of Thai stakeholders, community members and experts.

This handbook serves to record the history of the effort to develop a Thai CBT standard from our first efforts, to the present day. This research is helping to collect information and tools, to assist CBT to develop sustainably.

Voices supporting a Thai Community Based Tourism Standard

Duangkamol Chansuriyawong, past president of the Thai Ecotourism and Adventure Travel Association (TEATA)

“Tourism is about teamwork. A standard provides a common direction for tour operators and communities. As a result, tourists will be happy, and receive services according to their expectations. When visitors are happy, and the community participates and received benefits from tourism, then tourism will be successful and sustainable. We will share the goal of sustainable tourism. If the standard is recognized by an outside organization, then it will even more credible.

However, it’s a terrible shame that the government didn’t see the importance of an initiative by the private sector and local communities, and didn’t build on this work. The Department of Tourism did not see the importance of the 5 new standards, despite the fact that with only a small amount of extra work, the standards could have been recognized, and Thai organisations were ready to follow the standards. It would have been easy for the government. Most of the work had already been done, and these were standards which the private sector and community members wanted to implement. Even the TAT stuck to the tools which they had developed and didn’t build on work initiated by the private sector. The government only provided support when the private sector worked hard and coordinated cooperation.”

Patinya Chaloeam, The Leader of Baan Samkha Homestay, Lampang

“The CBT Standard is like a driving license, which all CBT communities should pass, if they want to head out on the main road... the ASEAN road”

(Public hearing on the CBT standard, Northern Thailand)

Samrueng Rakaet, Koh Yao Noi, Phang Nga

“The standard is like a map, to give direction to CBT, ensure quality and sustainability. It’s extremely important to the CBT Network, for the credibility of CBT with outside organisations and tourists.”



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