

# Community Based Tourism Standards in Cambodia



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## Content

<b>CBT Definition.....</b>	<b>3</b>
<b>CBT Principles .....</b>	<b>3</b>
<b>CBT Standards.....</b>	<b>3</b>
Principles 1: Involve and empower community.....	3
Principles 2: Establish partnership with relevant stakeholders .....	3
Principles 3: Gain legal recognition from relevant authorities.....	4
Principles 4: Achieve social well-being and human dignity .....	4
Principles 5: Establish linkages to local and regional economy.....	4
Principles 6: Enhance linkages to local and regional economy .....	4
Principles 7: Respect the local culture and tradition .....	4
Principles 8: Contribute to natural resource conservation .....	4
Principles 9: Improve quality of visitor experiences by strengthening meaningful host and guest interaction .....	5
Principles 10: Work towards financial self-sufficiency. ....	5
<b>CBT PRODUCT AND SERVICES STANDARDS .....</b>	<b>6</b>
CBT Guide Standards.....	6
CBT Tour Standards.....	8
CBT Food and Beverage Standards.....	10
CBT Accommodation Standards .....	12
CBT Friendly Tour Operator Standards.....	14
<b>Drafted CBT Checklist .....</b>	<b>17</b>
CBT Standards Checklist.....	17
CBT Guide Checklist .....	21
CBT Tour Checklist.....	23
CBT Food and Beverage Checklist .....	25
CBT Accommodation Checklist .....	27
CBT Friendly Tour Operator Checklist.....	29
Calculating your score .....	32

# FINAL DRAFT OF CBT DEFINITION, PRINCIPLES, STANDARDS AND CBT PRODUCTS AND SERVICE STANDARDS

## CBT DEFINITION

Community Based Tourism (CBT) is a form of tourism owned and managed by community in collaboration with other stakeholders in order to enhance: local well-being; natural and cultural resource conservation; host and guest interaction and education.

## CBT PRINCIPLES

Based on the above definition, the following principles of CBT must:

1. Involve and empower community members to ensure ownership and transparent management
2. Establish partnership with relevant stakeholders
3. Gain legal recognition from relevant authorities
4. Achieve social well-being and human dignity
5. Establish a fair and transparent benefit sharing mechanism
6. Enhance linkages to local and regional economy
7. Respect the local culture and tradition
8. Contribute to natural resource conservation
9. Improve quality of visitor experiences by strengthening meaningful host and guest interaction
10. Work towards financial self-sufficiency.

## CBT STANDARDS

### ***PRINCIPLE 1: Involve and empower community***

#### CBT STANDARDS:

- Is managed by a committee democratically elected by community members every 2-5 years
- Has management that builds the capacity of the community
- Has a management structure that includes clearly defined roles and responsibilities
- Has rules and regulations (by-law) including recruitment criteria and dismissal procedures
- Has long-term goals and objectives
- Has an annual action plan
- Has a clear financial recording system
- Has on-going monitoring and evaluation mechanisms
- Has set up proper rotation system in place for delivery of community services

### ***PRINCIPLE 2: Establish partnership with relevant stakeholders***

#### CBT STANDARDS:

- Related service providers must operate within the guidelines and regulations of the CBT management
- Has identified and documented the relevant stakeholders
- Participates or establish a procedure to regularly consult stakeholders

- Has established guidelines for inbound tour operators, if any

***PRINCIPLE 3: Gain legal recognition***

CBT STANDARDS:

- Has received recognition from the commune council
- Encourages recognition from the provincial and national level authorities

***PRINCIPLE 4: Achieve social well-being and human dignity***

CBT STANDARDS:

- Does not tolerate sex tourism, drug trafficking, child labor, human trafficking
- Identifies to what extend child labor is acceptable and fits into local norms and values
- Supports principles of gender equity and social inclusion
- Improves access to basic services (water, sanitation, energy, education, health, hygiene)

***PRINCIPLE 5: Establish a fair and transparent benefit sharing mechanism***

CBT STANDARDS:

- Has a community development fund that is used for initiatives benefiting the entire community
- Has clear and agreed benefit sharing guidelines
- Has a policy for equal opportunities in income generating activities
- Avoids jealousy and the demonstration effect among the local communities

***PRINCIPLE 6: Enhance linkages to local and regional economy***

CBT STANDARDS:

- Has a commitment to employ local community members
- Has a commitment to local/regional sourcing of products and services
- Encourage the local community to substitute imported products for local ones
- Supports new initiatives to create alternative livelihoods
- Cooperates with other to increase tourism in the region

***PRINCIPLE 7: Respect the local culture and tradition***

CBT STANDARDS:

- Has documented cultural and traditional assets
- Ensures community decides what cultural assets is to be shared with visitors
- Enhances local cultural identity and pride
- Ensures all rules, regulations and laws relevant to protection of culture and heritage is followed
- Avoids cultural staged authenticity

***PRINCIPLE 8: Contribute to natural resource conservation***

CBT STANDARDS

- Has conducted an inventory of natural resources and environmentally sensitive sites
- Has a waste management system that applies – avoids, reduces, reuses, recycles principles
- Has received sufficient study material and education to be aware of environmental sensitivity and understands the value of natural resources and wildlife to pass on to guests
- Ensures resources are allocated for conservation
- Ensures all rules, regulations and laws relevant to protection of the environment and wildlife is followed

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**PRINCIPLE 9: Improve quality of visitor experiences**

CBT STANDARDS:

- Ensures environmental and cultural information is included in the interpretation of the community and its surroundings
- Ensures management of tourist expectations by providing accurate and updated marketing information
- Has policies regarding safety and security for visitors and monitor those policies
- Has an on-going system for visitor feedback and follow up on feedback
- Has established a quality control and improvement system
- Encourages cross-cultural communication and understanding
- Provides opportunities for tourists to participate in local activities alongside community members whenever appropriate
- Has established codes of conduct
- Facilitate western standard facilities such as compost/eco toilets, clean water, washing facilities, proper mattresses, mosquito nets, etc.
- Has proper waste management
- Discourage to use plastic, chemicals and other environmental damaging materials
- Ensure noise control
- Enhance quality by following market trends and movements for future developments

**PRINCIPLE 10: Work towards financial self-sufficiency**

CBT STANDARDS:

- Has identified the right target markets and market segments
- Provides appropriate and unique products and services to the identified markets all operated by the local community
- Attracts identified markets through cost-effective means
- Values environmental and cultural assets, products and services
- Ensures positive returns on investment in terms of social, cultural, environmental and economic outcomes
- Has established transparent and fair pricing for visitors and community

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## CBT PRODUCTS AND SERVICES STANDARDS

### 1. CBT GUIDE STANDARD

A CBT guide must be a community member, has been living in the community and got recognition from other people in the community as a good and reliable person and be able to represent the community properly. He/she must have good knowledge, skills, experience and a positive attitude.

#### RECRUITMENT

- Recruited from the local community
- Recruited in a fair and transparent process to ensure principles of gender equity and social inclusion
- Approved by Community Board and operates within the guidelines and regulations of the CBT project

#### QUALIFICATION & TRAINING

- Has access to ongoing capacity building and training opportunities to increase skills and knowledge of: tourism, interpretative guiding techniques and skills, group management techniques, customer care/service, communication techniques (including cross cultural awareness/communication and verbal and non-verbal communication), First Aid and safety training, and cultural and environmental issues
- Is selected based on appropriate levels of knowledge, ability to adapt and learn, physical health and fitness for the tour and its activities undertaken
- Possesses a knowledge of local environment and culture including history, culture, geography, flora and fauna, wildlife and cultural/heritage sites, and sustainable tourism principles
- Ensures updated and relevant environmental and cultural information is included in the interpretation of the community and its environment
- Works to improve verbal and non-verbal communication skills to improve quality of visitor experiences
- Has shown great interest in the activities undertaken and measurable personal development in terms of skills and knowledge

#### PERSONAL QUALITIES AND ETHICS

- Is friendly, courteous and honest when dealing with the community and its visitors
- Is proud to represent the community and acts as a role model to other community members
- Does not tolerate sex tourism, drug trafficking, child labor or human trafficking and supports principles of gender equity and social inclusion
- Is a professional service provider who is ethical, on time, organized and prepared at all times
- Is not to be under the influence of alcohol or drugs or any other intoxicating substances prior to and/or during the tour
- Does not indulge with potential social, environmental or personal harming activities as requested by its visitors and acts strongly towards such harm
- Initiates and facilitate on-going feedback on visitor experience satisfaction
- Respects all other CBT member's rights to share equal opportunities in income generating activities
- Respects and contributes to the promotion and preservation/conservation of the local culture and natural environment



- Ensures and encourages visitors to observe CBT approved guidelines for interacting with the culture, natural environment and people of the community in order to avoid or minimize negative impacts at all times
- Provides cultural and natural environment awareness raising and education for visitors and host community
- Actively facilitates cross-cultural understanding and opportunities for tourists to participate in local activities alongside host community members as long as these activities are non-harming
- Practices waste management by applying – avoid, reduce, reuse, recycle principles
- Ensures all relevant rules, regulations and law in regard to protection of the environment and wildlife or code of conduct and clear distance limits for determining how close and how obtrusively different species of wildlife is followed

#### **VISITOR CARE**

- Adheres to all CBT project approved policies and codes of conduct regarding safety and security for visitors
- Carries a First Aid kit and certificate at all times when guiding visitors and knows how to use the medical tools included in this kit
- Wears a uniform and ID card at all times when guiding visitors
- Has effective means of communicating with responsible third parties i.e. portable radios, cell phones, flares or other means of attracting attention, in the event of emergencies or accidents
- Puts safety and security of the visitor as a priority

## 2. CBT TOUR STANDARD

A CBT tour is an activity organized by community members for visitors to see and learn about local community, culture and environment

### MANAGEMENT

- Has a clearly defined itinerary with price
- Has clearly defined and documented booking systems for tour operators and visitors
- Has a list of visitors including departure and return times and keeps track of its visitors numbers on a monthly and yearly base
- Has clearly defined and documented agreements with in-bound tour operators if any and respects these agreements
- Can present visitors with positive impacts of CBT in their community

### VISITOR BRIEFING

- Informs all visitors about the level of difficulty and possible hazards of activities undertaken and stresses the prevention of these hazards
- Informs all visitors of any regulations or rules regarding the visitor's conduct on tour
- Informs all visitors about their opportunity to participate in visitor experience satisfaction feedback process
- Recommends visitors to not indulge into activities the guide judges to be too strenuous or too difficult for visitors

### TOUR DESIGN

#### Framework

A CBT tour is designed

- To operate within the objectives, guidelines, regulations and codes of conduct of the CBT
- For identified tourist target markets
- To provide an appropriate and unique tour service to identified tourist target markets
- To attract identified tourist target markets through cost-effective means
- To ensure eventual financial self-sufficiency
- To have a quality control and improvement system
- To have an on-going system for visitor feedback
- To have an interpretative guide with a visitor ratio not greater than 8
- To adhere to all standards stated in the tour guide standards
- To allow outsiders (visitors) into small rural communities in order to experience authentic Cambodian lifestyles and partake in authentic activities

#### Content

- To be enjoyable, educational, participatory, organized, relevant and thematic
- To respect and contribute to the promotion and preservation/conservation of local culture and natural environment
- To ensure visitors observe CBT projects approved guidelines for interacting with the culture, natural environment and people of the community in order to minimize negative impacts at all times
- To ensure current and relevant cultural information is included in the interpretation of the community and its surroundings
- To provide cultural and natural environment awareness raising and education for visitors and host community



- To actively facilitate cross-cultural understanding and opportunities for tourists to participate in local activities alongside host community members
- To not tolerate sex tourism, drug trafficking, child labor or human trafficking and support principles of gender equity and social inclusion
- With a practical waste management system by applying – avoid, reduce, reuse, recycle principles
- To ensure all relevant rules, regulations and law in regard to protection of the environment and wildlife is followed

### 3. CBT FOOD AND BEVERAGE STANDARD

CBT Food and beverage standards are applicable to providers of F&B in the CBT area(s) targeted to the visitors.

#### MANAGEMENT

- Timing: provide meals at agreed times
- Food sufficiency: understand tourist needs (snacks available)
- Decoration: Khmer style
- Menu and prices are updated and available
- Should have permit from commune level
- Delivered friendly, courteous and honest when dealing with visitors
- Is proud to represent their community and provide a role model for other community members
- Does not tolerate child labor and support principles of gender equity and social inclusion
- Is a professional service provider who is ethical at all times and is not to be under the influence of alcohol or drugs or any other intoxicating substances prior to and/or during the tour
- Has a practical waste management system by applying – avoid, reduce, reuse, recycle, compost principles
- Should use natural bio-degradable packaging (Banana leaves)
- Collects special dietary restrictions up front from tour operators or visitors
- Delivers the menu according to agreements and informs on time when (items of the) menu cannot be delivered
- Always provides a back up from the menu

#### HYGIENE

- Clean water and soap in kitchen
- Treated or boiled water available for food preparation including cleaning e.g. raw salad vegetables
- Wash hand before cooking
- Clean and organized kitchen at all times
- Food prepared and cooked on a bench
- Hygiene in food preparation – clean utensils, all local animals and children kept away from cooking area
- Food storage facilities to be kept clean and in a good order on a regular daily basis
- Hygienic storage (containers) of all relevant foodstuffs used on the premises should be ensured
- Pests and vermin to be controlled in food preparation and storage area
- Kitchen area should not be close to washrooms, waste dump sites or bathrooms

#### MEALS

- Local ingredients: fresh meat and vegetable, no bush meats.
- Special cuisine
- Food variety
- Food for vegetarian
- Local ingredients
- Dessert and fruit
- Preferably ingredients used from local farming out of the community's immediate surroundings

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**EXCHANGE EXPERIENCE:**

- Opportunities for tourists to participate in cooking activities alongside host community members if possible community can provide a cooking classes
- Opportunities for tourists and host to participate in food learning exchange

#### 4. CBT ACCOMMODATION STANDARD

A CBT accommodation is a home-stay and/or communal or other guesthouse operating under the guidelines and management of CBT

##### MANAGEMENT FRAMEWORK:

- Clearly defined and documented booking system for tour operators and visitors
- Up-to-date log of departure and return to accommodation
- Family experience – cross culture experiences
- Basic communication materials
- Clearly defined and documented agreements with in-bound tour operator
- Effective means of communicating with a responsible third party i.e. portable radios, cell phones, or other means of attracting attention, in the event of emergencies or accidents

##### BUILDING

- Attractive and suitable for tourist accommodation; satisfies the basic safety standards.
- Accommodation should be clearly and attractively signposted at the location and possibly along nearby routes
- No wild animal decoration,
- Avoid too many natural material for decoration (especially rare and expensive woods)
- Household domestic animals is to be well managed and cared for
- Stock and cattle are kept away from the accommodation
- Building design in harmony with local style
- Adequate lighting inside the building
- Not in natural and cultural sensitive area

##### GUEST SLEEPING:

- Guests should have access to the establishment and sleeping area at all times
- The sleeping area should be able to provide privacy (partition), if the guest desire
- Basic cleanliness and hygiene, sleeping area serviced and cleaned daily
- Fresh and clean pillow, blanket, mat and kramar for each new letting
- Maintained mosquito nets and regular insect spraying based on local conditions
- At least one opening clear window affording adequate lighting and ventilation

##### BATHROOMS:

- Provide a tank or jar of fresh, clean water with cup
- Basic and clean toilet with adequate privacy
- All bathrooms and bathroom facilities to be thoroughly cleaned daily
- Toilet paper and bin should be provided
- Electricity (light) required in and around washroom facilities

##### SAFETY AND SECURITY STANDARDS

- Normal preparedness for fire and emergency procedures
- First aid kit to be available for use of guests and staff alike
- Procedures in place for medical emergencies
- Procedures in place to ensure the security and safety of visitors and their belongings, preferably written in each bedroom/sleeping area

- A contingency plan for unexpected events including a sick or injured guest, missing or lost guest, disruptive or undesirable behavior from a guest, accident or injury to a guest or adverse weather conditions, etc

**HYGIENE STANDARDS:**

- Accommodation must adhere to all appropriate standards of hygiene and cleanliness stated in the food and beverage section of these standards when including meals in the accommodation

## 5. CBT FRIENDLY TOUR OPERATOR STANDARDS

A CBT friendly tour operator is referring to a responsible tour operator whom care about the sustainability of nature, culture of the site and would like to support the local economic to local community.

### a) Minimizes negative impact on culture and nature

#### ***Basic (minimum) standards for tour operator:***

- Has willing to get involved
- Be a member of CCBEN
- Has history in CBT operations and management
- Has basic knowledge and understanding of the CBT site(s) and local conditions
- Supports the community in adhering to CBT definition and principles
- Provides specific guidelines and/or instructions to community of what is expected in regard to delivering the services and products (activities)
- Has set up and signed the agreement or contract between the community and the tour operator on CBT products, prices and procedures (the group size depends on the sensitivity of the area to be visited, on environmental factors and on safety, put (safety) conditions on services and products, etc.)
- Always respects the local regulations and recommendations for environmentally sensitive areas (max 12 people in the package) and lived by
- Will refrain from carrying out the activity – supervising and monitoring roles If there is a risk that the activity might contribute to direct environmental damage,
- All activities are based upon ecologically sustainable and ethically acceptable usage of the resource – monitoring and feedback by TO to CCBEN
- Strives towards using eco-friendly and community accommodations where available
- Other visitors' experience is respected and a minimum disturbance policy is used
- Respects, understands and appreciates local knowledge and capacity of the community

#### ***Bonus standards for tour operator:***

- Provides the travel consultants to community as regular trainings on CBT and ecotourism (e.g. one day a year/paid)
- Has contacts with nature conservation organizations and authorities and other local NGOs involved with (CBT) tourism development
- Uses codes of conduct and clear distance limits for determining how close and how obtrusively different species of wildlife may be observed – for local guide
- Uses energy from local, renewable sources whenever possible
- Separates the waste at the source and recycles it whenever possible
- Composts all organic waste whenever possible
- Encourages using of eco-friendly materials
- Does not include motorized transportation in the local tour/travel product and encourages non motorize exploration whenever possible

### b) Supports the local economy

#### ***Basic standards for tour operator:***

- There is a company policy to give a local touch to all products/activities offered, like food, lodging, transportation and guiding
- Purchases as many as possible products and services of local communities during the tour/activity (accommodation, transport in and out, activities, food, souvenir)
- Encourages visitors to buy locally produced products with non commission based
- Provides feedback for revenue on reinvestment and development



**Bonus standards for tour operator:**

- Contributes to or takes part in some kind of local development work (village projects, education, maintenance of local roads etc)
- Encourages to purchase local products and services to be over than 50% of the total package

**c) Promotes the joy of discovery, knowledge and respect****Basic standards**

- The tour operator and especially its guides and tour leaders have good knowledge about the destination's cultural and natural values and respect and encourage to use local guides
- Truthful and updated information about the destination is readily available in the tour operator's marketing materials and distributed to its clients
- Special care is taken to ensure that the tour operator's guides and tour leaders in cooperation with local guides perform high quality guiding and cultural/natural interpretation
- Full pre-tour information about the tour and the destination, together with a list of suggested reading, a list of equipment and codes of conduct (responsible travel guidelines) are sent to travelers who make reservations in advance
- The tour operator and its staff in close cooperation with local guides strive to actively interpret knowledge about the destination and bring over respect for the destinations' cultural and natural values to the travelers
- Codes of conduct are explained to the participants, which underlines the importance of every single visitor's own responsibility to treat local people in a respectful way and to avoid environmental damage, which are again lived by and monitored by the tour operator
- Group size is limited based on the carrying capacity of the site in consideration of the quality of the customer's travel experience and impact on the community
- Tour operator encourages CBT project to train and recruit local guides among wildlife rangers, indigenous and/or local people and avoid that children are exploited in CBT products and services.

**d) Promotes satisfying and safe experience for the tourists and the community****Basic standards**

- The tour operator is licensed to and by the national authorities
- The company has a related insurances to the activities operated by the TO and covers any potential dangers in their pre-departure information
- The tour operator practices responsible and targeted marketing which creates appropriate customer expectations and the right target markets on and to destinations and activities
- The tour operator continuously works on improving the quality of the entire operation process from booking to delivery
- The tour operator conducts business with honest payment ethics and pays according to contract agreements
- Potential risky activities are guided by specifically trained and skilled guides provided by the community or supported by specialized tour operator guides
- Minimum of one local guide on all guided tours is trained to provide First Aid, CPR and other life saving procedures and activities
- There are routines for receiving and evaluating post-trip customer feed-back forms, proposals and criticism

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- Tour operators refrain from potential life threatening, environmental damaging and cultural disrespectful activities and always consult with local guides/communities before indulging into out of curriculum activities

## Draft CBT Assessment Checklist

### What is Community Based Tourism?

Community Based Tourism (CBT) is a form of tourism that is owned and managed by community in collaboration with other stakeholders in order to enhance: local well-being; natural and cultural resource conservation; host and guest interaction and education.

### Questions to ask yourself .....

Please tick **Yes** (Y) or **No** (N) for the following questions, or where necessary tick **Not Applicable** (NA). For each section, after finishing, total up the number of ticks in each column.

### CBT Standards Checklist

No.	Indicators	Y	N
1	Does your community have democratic elections of the CBT committee?	<input type="checkbox"/>	<input type="checkbox"/>
2	Do you have elections for your CBT committee between 2-5 years?	<input type="checkbox"/>	<input type="checkbox"/>
3	Does your community have clear mandate management structure with roles and responsibilities?	<input type="checkbox"/>	<input type="checkbox"/>
4	Has your community set up the rules and regulation (by-law) including: <input type="checkbox"/> Recruitment criteria, <input type="checkbox"/> dismissal procedures?	<input type="checkbox"/>	<input type="checkbox"/>
5	Has your community set up the rules and regulation (by-law) including: <input type="checkbox"/> Recruitment criteria, <input type="checkbox"/> dismissal procedures?	<input type="checkbox"/>	<input type="checkbox"/>
6	Does your community have an annual action plan?	<input type="checkbox"/>	<input type="checkbox"/>
7	Does your community set up a clear financial recording system?	<input type="checkbox"/>	<input type="checkbox"/>
8	Does your community have on going: <input type="checkbox"/> monitoring mechanism, <input type="checkbox"/> evaluation mechanism?	<input type="checkbox"/>	<input type="checkbox"/>
9	Has your community identified the relevant stakeholders?	<input type="checkbox"/>	<input type="checkbox"/>
10	Has your community documented the relevant stakeholders?	<input type="checkbox"/>	<input type="checkbox"/>
11	Do your community's members participate in setting up procedure to regularly consult the stakeholders?	<input type="checkbox"/>	<input type="checkbox"/>
12	Has your community got recognition from <input type="checkbox"/> commune council, <input type="checkbox"/> provincial level authority, <input type="checkbox"/> national level authority?	<input type="checkbox"/>	<input type="checkbox"/>
13	Does your community act against the following: <input type="checkbox"/> sex tourism, <input type="checkbox"/> drug trafficking, <input type="checkbox"/> child labor, <input type="checkbox"/> human trafficking?	<input type="checkbox"/>	<input type="checkbox"/>
14	Does your community support principles of gender equity and social inclusion?	<input type="checkbox"/>	<input type="checkbox"/>
15	Are as many women as men empowered by CBT services?	<input type="checkbox"/>	<input type="checkbox"/>
16	Does your community has access to the following basic services: <input type="checkbox"/> clean water, <input type="checkbox"/> sanitation, <input type="checkbox"/> energy (no generator), <input type="checkbox"/> education, <input type="checkbox"/> health centre?	<input type="checkbox"/>	<input type="checkbox"/>

17	Does your community have a community development fund?	<input type="checkbox"/>	<input type="checkbox"/>
18	Does your community use the community development fund to benefit the entire community?	<input type="checkbox"/>	<input type="checkbox"/>
19	Has your community set up a clear benefit sharing guidelines?	<input type="checkbox"/>	<input type="checkbox"/>
20	Do your community's members agree on the benefit sharing guidelines as set up?	<input type="checkbox"/>	<input type="checkbox"/>
21	Does your community have a policy for equal opportunities in income generating activities?	<input type="checkbox"/>	<input type="checkbox"/>
22	Does your community have a commitment to employ only local community members?	<input type="checkbox"/>	<input type="checkbox"/>
23	Does your community hire people from outside the community to deliver products or services?	<input type="checkbox"/>	<input type="checkbox"/>
24	Does the number of people employed by the CBT services exceed 10% of the total number of villagers?	<input type="checkbox"/>	<input type="checkbox"/>
25	Does the number of people employed by the CBT services exceed 25% of the total number of villagers?	<input type="checkbox"/>	<input type="checkbox"/>
26	Does the number of people employed by the CBT services exceed 50% of the total number of villagers?	<input type="checkbox"/>	<input type="checkbox"/>
27	Does your community commit to use local products?	<input type="checkbox"/>	<input type="checkbox"/>
28	Does your community encourage the local community to substitute imported products for local ones?	<input type="checkbox"/>	<input type="checkbox"/>
29	Does the percentage of local products used in the CBT services exceed 50%?	<input type="checkbox"/>	<input type="checkbox"/>
30	Does your community support new initiatives linking to CBT services to create alternative livelihoods?	<input type="checkbox"/>	<input type="checkbox"/>
31	Does your community cooperate with other CBT initiatives to increase tourism arrivals to the area?	<input type="checkbox"/>	<input type="checkbox"/>
32	Does your community list all the cultural and traditional assets in the community?	<input type="checkbox"/>	<input type="checkbox"/>
33	Does your community decide what cultural assets should be shared with visitors?	<input type="checkbox"/>	<input type="checkbox"/>
34	Does your community enhance the local cultural identity and pride?	<input type="checkbox"/>	<input type="checkbox"/>
35	Does your community avoid staged authenticity?	<input type="checkbox"/>	<input type="checkbox"/>
36	Does your community follow the rules, regulations and law with regards to protection culture and heritage?	<input type="checkbox"/>	<input type="checkbox"/>
37	Does your community conduct an inventory of natural resources including environmental sensitive sites?	<input type="checkbox"/>	<input type="checkbox"/>
38	Does your community use any waste management system including: <input type="checkbox"/> avoid, <input type="checkbox"/> reduce, <input type="checkbox"/> reuse, <input type="checkbox"/> recycle?	<input type="checkbox"/>	<input type="checkbox"/>
39	Does your community provide environmental awareness raising and education for: <input type="checkbox"/> host, <input type="checkbox"/> guest?	<input type="checkbox"/>	<input type="checkbox"/>
40	Does your community allocate resources for conservation?	<input type="checkbox"/>	<input type="checkbox"/>

41	Does your community follow the rules, regulations, and laws with regards to protecting the environment and wildlife of the community?	<input type="checkbox"/>	<input type="checkbox"/>
42	Does your community include environmental and cultural information in the interpretation?	<input type="checkbox"/>	<input type="checkbox"/>
43	Does your community ensure management of tourist expectations by providing accurate marketing information?	<input type="checkbox"/>	<input type="checkbox"/>
44	Does your community have policies regarding to safety and security for visitors?	<input type="checkbox"/>	<input type="checkbox"/>
45	Does your community send out any updates on CBT developments to tour operators?	<input type="checkbox"/>	<input type="checkbox"/>
46	Does your community have on-going system for visitor feedback?	<input type="checkbox"/>	<input type="checkbox"/>
47	Does your community follow up on negative feedback?	<input type="checkbox"/>	<input type="checkbox"/>
48	Does your community set up quality control and improvement systems?	<input type="checkbox"/>	<input type="checkbox"/>
49	Does your community encourage cross-cultural communication and understanding?	<input type="checkbox"/>	<input type="checkbox"/>
50	Does your community provide opportunities for visitors to participate in local activities alongside community members?	<input type="checkbox"/>	<input type="checkbox"/>
51	Does your community have any potentially harming activities in its curriculum?	<input type="checkbox"/>	<input type="checkbox"/>
52	Does your community discourage potentially environmental and personal harming activities requested by visitors?	<input type="checkbox"/>	<input type="checkbox"/>
53	Does your community establish codes of conduct for <input type="checkbox"/> Host, <input type="checkbox"/> guest?	<input type="checkbox"/>	<input type="checkbox"/>
54	Does your community conduct market surveys to identify target market and market segments?	<input type="checkbox"/>	<input type="checkbox"/>
55	Does your community provide appropriate and unique products and services to the identified target markets?	<input type="checkbox"/>	<input type="checkbox"/>
56	Does your community attract the identified target markets through cost-effective means?	<input type="checkbox"/>	<input type="checkbox"/>
57	Does your community value the environmental and cultural assets of the community and products and services offered attached to it?	<input type="checkbox"/>	<input type="checkbox"/>
58	Does your community ensure positive returns on investment in terms of <input type="checkbox"/> social, <input type="checkbox"/> cultural, <input type="checkbox"/> environmental and <input type="checkbox"/> economic outcomes?	<input type="checkbox"/>	<input type="checkbox"/>
59	Does your community set up a transparent fair pricing system for <input type="checkbox"/> Visitors, <input type="checkbox"/> community?	<input type="checkbox"/>	<input type="checkbox"/>

## CBT Guide Checklist

No.	Indicators	Y	N
1	Does your community have local community guides?	<input type="checkbox"/>	<input type="checkbox"/>
2	Does your community have a transparent process for recruiting local guides?	<input type="checkbox"/>	<input type="checkbox"/>
3	Does the guide recruitment process follow <input type="checkbox"/> Gender equity <input type="checkbox"/> social inclusion?	<input type="checkbox"/>	<input type="checkbox"/>
4	Has the guide recruitment been approved by the guideline and regulations of the CBT enterprise?	<input type="checkbox"/>	<input type="checkbox"/>
5	Are guides receiving capacity building to increase their skills and knowledge in the following: <input type="checkbox"/> Tourism <input type="checkbox"/> interpretive guiding techniques and skills <input type="checkbox"/> group management techniques <input type="checkbox"/> communication techniques <input type="checkbox"/> First Aid and Safety <input type="checkbox"/> Cultural and environmental issues	<input type="checkbox"/>	<input type="checkbox"/>
6	Have the local guides been selected based on <input type="checkbox"/> appropriate level of knowledge <input type="checkbox"/> physical health and fitness for the tour undertaken	<input type="checkbox"/>	<input type="checkbox"/>
7	Do the local guides possess the knowledge on <input type="checkbox"/> local environment <input type="checkbox"/> local culture <input type="checkbox"/> local geography <input type="checkbox"/> flora and fauna <input type="checkbox"/> wildlife sites <input type="checkbox"/> cultural heritage site <input type="checkbox"/> sustainable tourism principles	<input type="checkbox"/>	<input type="checkbox"/>
8	Does the local guide include: <input type="checkbox"/> Environmental interpretation <input type="checkbox"/> Cultural interpretation in their community interpretation?	<input type="checkbox"/>	<input type="checkbox"/>
9	Are guides improving their skills in communication compared to when they first started?	<input type="checkbox"/>	<input type="checkbox"/>
10	Are guides: <input type="checkbox"/> Friendly <input type="checkbox"/> courteous <input type="checkbox"/> honest?	<input type="checkbox"/>	<input type="checkbox"/>
11	Does the local have guide pride to represent their community?	<input type="checkbox"/>	<input type="checkbox"/>
12	Does the local guide want to become a role model for other community members?	<input type="checkbox"/>	<input type="checkbox"/>
13	Does the local guide tolerate <input type="checkbox"/> Sex tourism, <input type="checkbox"/> drug trafficking, <input type="checkbox"/> child labor, <input type="checkbox"/> human trafficking?	<input type="checkbox"/>	<input type="checkbox"/>
14	Does the guide support the principals of <input type="checkbox"/> Gender equity <input type="checkbox"/> social inclusion	<input type="checkbox"/>	<input type="checkbox"/>
15	Does the local guide respect: <input type="checkbox"/> ethics <input type="checkbox"/> being on time <input type="checkbox"/> organization <input type="checkbox"/> prepared at all times	<input type="checkbox"/>	<input type="checkbox"/>
16	Prior to/ during the tour, does the guide use <input type="checkbox"/> Alcohol <input type="checkbox"/> drugs <input type="checkbox"/> other intoxicating substances please clarify...	<input type="checkbox"/>	<input type="checkbox"/>
17	Does the local guide usually report the feedback of visitor experience satisfaction, especially when negative?	<input type="checkbox"/>	<input type="checkbox"/>



18	Does the local guide share income with other community members?	<input type="checkbox"/>	<input type="checkbox"/>
19	Does the guide respect and contribute to the promotion and conservation of <input type="checkbox"/> local culture <input type="checkbox"/> natural environment <input type="checkbox"/> wildlife	<input type="checkbox"/>	<input type="checkbox"/>
20	Does the guide ensure the visitor to follow the guideline?	<input type="checkbox"/>	<input type="checkbox"/>
21	Does the guide actively facilitate the cross cultural understanding between tourists and host community?	<input type="checkbox"/>	<input type="checkbox"/>
22	Does the guide actively facilitate the opportunities for tourist to participate in local activities?	<input type="checkbox"/>	<input type="checkbox"/>
23	Does the guide practice the waste management principals- <input type="checkbox"/> Avoid <input type="checkbox"/> reduce <input type="checkbox"/> reuse <input type="checkbox"/> recycle?	<input type="checkbox"/>	<input type="checkbox"/>
24	Does the guide enforce the rules and regulations with regards to <input type="checkbox"/> protection of environment <input type="checkbox"/> wildlife?	<input type="checkbox"/>	<input type="checkbox"/>
25	Does the guide adhere to the policies and codes of conduct regarding safety and security for visitors?	<input type="checkbox"/>	<input type="checkbox"/>
26	Does the guide carry a first Aid kit at all times when on duty?	<input type="checkbox"/>	<input type="checkbox"/>
27	Does your guide have uniform?	<input type="checkbox"/>	<input type="checkbox"/>
28	When guiding visitors, does the guide wear a uniform? <input type="checkbox"/> never <input type="checkbox"/> rarely <input type="checkbox"/> often <input type="checkbox"/> usually <input type="checkbox"/> always	<input type="checkbox"/>	<input type="checkbox"/>
29	Does your guide have ID card?	<input type="checkbox"/>	<input type="checkbox"/>
30	When guiding visitors, does the guide have his ID card? <input type="checkbox"/> never <input type="checkbox"/> rarely <input type="checkbox"/> often <input type="checkbox"/> usually <input type="checkbox"/> always	<input type="checkbox"/>	<input type="checkbox"/>
31	Does the guide the guide carry any of the following in order to attract attention in case of emergencies or accidents? <input type="checkbox"/> portable radio <input type="checkbox"/> cell phone <input type="checkbox"/> flare <input type="checkbox"/> Other please specify...	<input type="checkbox"/>	<input type="checkbox"/>

## CBT Tour Checklist

No.	Indicators	Y	N
1	Does your community have a clear defined itinerary with price?	<input type="checkbox"/>	<input type="checkbox"/>
2	Do all partners from the private sector have a copy of this itinerary and price (contract)?	<input type="checkbox"/>	<input type="checkbox"/>
3	Does your community have a clear defined and documented booking system for visitors?	<input type="checkbox"/>	<input type="checkbox"/>
4	Does your community have visitor records at the time of <input type="checkbox"/> Departure <input type="checkbox"/> arrival	<input type="checkbox"/>	<input type="checkbox"/>
5	Does your community have clear defined and documented agreements with inbound tour operators?	<input type="checkbox"/>	<input type="checkbox"/>
6	Does your community inform the visitors of any changes in the itinerary?	<input type="checkbox"/>	<input type="checkbox"/>
7	Does your community inform the visitors about level of <input type="checkbox"/> Difficulty <input type="checkbox"/> possible hazards <input type="checkbox"/> prevention measure?	<input type="checkbox"/>	<input type="checkbox"/>
8	Does your community inform the visitors about the rules and regulations of visitor conducts?	<input type="checkbox"/>	<input type="checkbox"/>
9	Does your community inform the visitors about their opportunities to participate in satisfaction feedback process?	<input type="checkbox"/>	<input type="checkbox"/>
10	Is your community tour designed to operate within <input type="checkbox"/> Objectives <input type="checkbox"/> guidelines <input type="checkbox"/> regulations <input type="checkbox"/> code of conduct of the CBT?	<input type="checkbox"/>	<input type="checkbox"/>
11	Is your community tour designed for identified target markets?	<input type="checkbox"/>	<input type="checkbox"/>
12	Do you urge Tour operators to stick with these identified target markets?	<input type="checkbox"/>	<input type="checkbox"/>
13	Is your community tour designed to provide an appropriate and unique tour service to the identified markets?	<input type="checkbox"/>	<input type="checkbox"/>
14	Is your community tour designed to attract identified tourist markets through cost effective means?	<input type="checkbox"/>	<input type="checkbox"/>
15	Is your community tour designed to ensure eventual financial self-sufficiency?	<input type="checkbox"/>	<input type="checkbox"/>
16	Does your community tour have <input type="checkbox"/> A quality control <input type="checkbox"/> improvement system?	<input type="checkbox"/>	<input type="checkbox"/>
17	Does your community tour have an on-going system for visitor feedback?	<input type="checkbox"/>	<input type="checkbox"/>
18	Does the community follow up on negative itinerary feedback?	<input type="checkbox"/>	<input type="checkbox"/>
19	What is the average ratio of interpretive guide to tourist in your community tour? <input type="checkbox"/> 1/1 <input type="checkbox"/> 1/2 <input type="checkbox"/> 1/3 <input type="checkbox"/> 1/4 <input type="checkbox"/> 1/5 <input type="checkbox"/> 1/6 <input type="checkbox"/> Other. Please specify...	<input type="checkbox"/>	<input type="checkbox"/>
20	Does the tour guide adhere to the standards the local guide sets?	<input type="checkbox"/>	<input type="checkbox"/>
21	What is the content of your community tour? <input type="checkbox"/> Enjoyable <input type="checkbox"/> educational <input type="checkbox"/> participatory <input type="checkbox"/> organized <input type="checkbox"/> relevant <input type="checkbox"/> thematic	<input type="checkbox"/>	<input type="checkbox"/>

22	Does the tour content respect and contribute to the promotion and conservation of <input type="checkbox"/> local culture <input type="checkbox"/> natural environment	<input type="checkbox"/>	<input type="checkbox"/>
23	Does the tour content match the guidelines and marketing material?	<input type="checkbox"/>	<input type="checkbox"/>
24	Does the tour content provide the host awareness on <input type="checkbox"/> Natural environment <input type="checkbox"/> cultural environment?	<input type="checkbox"/>	<input type="checkbox"/>
25	Does the tour content provide the guest awareness on <input type="checkbox"/> Natural environment <input type="checkbox"/> cultural environment?	<input type="checkbox"/>	<input type="checkbox"/>
26	Does the tour content facilitate the cross cultural understanding between tourists and host community?	<input type="checkbox"/>	<input type="checkbox"/>
27	Does the tour content actively facilitate the opportunities for tourist to participate in local activities?	<input type="checkbox"/>	<input type="checkbox"/>
28	Does the tour content practice the waste management principals- <input type="checkbox"/> Avoid <input type="checkbox"/> reduce <input type="checkbox"/> reuse <input type="checkbox"/> recycle?	<input type="checkbox"/>	<input type="checkbox"/>
29	Does the tour content contribute to enforcing rules and regulations with regards to <input type="checkbox"/> protection of environment <input type="checkbox"/> wildlife?	<input type="checkbox"/>	<input type="checkbox"/>

## CBT Food and Beverage Checklist

No.	Indicators	Y	N
1	Do F&B providers involve the community in its business?	<input type="checkbox"/>	<input type="checkbox"/>
2	Are F&B providers all from the local community?	<input type="checkbox"/>	<input type="checkbox"/>
3	Do community F&B providers adhere to social well-being?	<input type="checkbox"/>	<input type="checkbox"/>
4	Do community F&B providers establish a fair and transparent benefit sharing mechanism?	<input type="checkbox"/>	<input type="checkbox"/>
5	Do community F&B providers enhance linkages to local and regional economic?	<input type="checkbox"/>	<input type="checkbox"/>
6	Do community F&B providers contribute to natural resource conservation?	<input type="checkbox"/>	<input type="checkbox"/>
7	Do community F&B providers thrive to improve quality of visitor experiences?	<input type="checkbox"/>	<input type="checkbox"/>
8	Do community F&B providers work towards financial self-sufficiency?	<input type="checkbox"/>	<input type="checkbox"/>
9	Do F&B providers serve meals at agreed time?	<input type="checkbox"/>	<input type="checkbox"/>
10	Do F&B providers prepare meals sufficiently according to tourist needs?	<input type="checkbox"/>	<input type="checkbox"/>
11	Are F&B providers capable of serving meals with dietary restrictions?	<input type="checkbox"/>	<input type="checkbox"/>
12	Do F&B providers offer what is on the menu?	<input type="checkbox"/>	<input type="checkbox"/>
13	Do F&B providers refrain from serving forest animals, even when requested by visitors?	<input type="checkbox"/>	<input type="checkbox"/>
14	Is F&B decorated in Khmer style?	<input type="checkbox"/>	<input type="checkbox"/>
15	Does F&B have a menu with price?	<input type="checkbox"/>	<input type="checkbox"/>
16	Does F&B have permission from commune governance level to serve meals to visitors?	<input type="checkbox"/>	<input type="checkbox"/>
17	When dealing with visitors, are F&B servants <input type="checkbox"/> Friendly <input type="checkbox"/> courteous <input type="checkbox"/> honest?	<input type="checkbox"/>	<input type="checkbox"/>
18	Is the F&B group proud to represent their community?	<input type="checkbox"/>	<input type="checkbox"/>
19	Are F&B providers eager to become role models for other community members?	<input type="checkbox"/>	<input type="checkbox"/>
20	Does F&B group tolerate child labor?	<input type="checkbox"/>	<input type="checkbox"/>
21	Does F&B group support principles of <input type="checkbox"/> Gender equity <input type="checkbox"/> social inclusion?	<input type="checkbox"/>	<input type="checkbox"/>
22	Prior to /during the work, is F&B group allowed to use <input type="checkbox"/> Alcohol <input type="checkbox"/> drugs <input type="checkbox"/> other intoxicating substance? Specify...	<input type="checkbox"/>	<input type="checkbox"/>
23	Does F&B practice the waste management principals- <input type="checkbox"/> Avoid <input type="checkbox"/> reduce <input type="checkbox"/> reuse <input type="checkbox"/> recycle <input type="checkbox"/> composting?	<input type="checkbox"/>	<input type="checkbox"/>
24	Does F&B encourage the use of bio-degradable packaging?	<input type="checkbox"/>	<input type="checkbox"/>
25	Do F&B use purified water to clean vegetables and meat?	<input type="checkbox"/>	<input type="checkbox"/>
26	Is the kitchen of F&B providers situated away from cattle and waste?	<input type="checkbox"/>	<input type="checkbox"/>
27	When cleaning, what do you use?	<input type="checkbox"/>	<input type="checkbox"/>

	<input type="checkbox"/> Soap <input type="checkbox"/> ash <input type="checkbox"/> other...	<input type="checkbox"/>	<input type="checkbox"/>
28	Do you boil water for direct use? ( drinking and food preparation)	<input type="checkbox"/>	<input type="checkbox"/>
29	Do you wash your hands before cooking? <input type="checkbox"/> Never <input type="checkbox"/> rarely <input type="checkbox"/> often <input type="checkbox"/> usually <input type="checkbox"/> always	<input type="checkbox"/>	<input type="checkbox"/>
30	Is your kitchen well-prepared and stocked with proper cooking tools?	<input type="checkbox"/>	<input type="checkbox"/>
31	Is the kitchen cleaned after each meal cooked?	<input type="checkbox"/>	<input type="checkbox"/>
32	Is food prepared and cooked on separated tables and not on the floor?	<input type="checkbox"/>	<input type="checkbox"/>
33	Are F&B utensils clean?	<input type="checkbox"/>	<input type="checkbox"/>
34	Do you have food storage facilities? <input type="checkbox"/> Cooler <input type="checkbox"/> fridge <input type="checkbox"/> other...	<input type="checkbox"/>	<input type="checkbox"/>
35	Do you regularly control the pest and vermin in food preparation and storage area?	<input type="checkbox"/>	<input type="checkbox"/>
36	Do you use local ingredients? <input type="checkbox"/> fresh meat <input type="checkbox"/> vegetable <input type="checkbox"/> bush meat <input type="checkbox"/> bush vegetable <input type="checkbox"/> local grocery	<input type="checkbox"/>	<input type="checkbox"/>
37	Is MSG used in meals and are people notified about this?	<input type="checkbox"/>	<input type="checkbox"/>
38	Do you have any special cuisine? Please specify...	<input type="checkbox"/>	<input type="checkbox"/>
39	Is there variety of types of food available? <input type="checkbox"/> 5 types <input type="checkbox"/> 10 types <input type="checkbox"/> 15 types <input type="checkbox"/> 20 types <input type="checkbox"/> More than 20	<input type="checkbox"/>	<input type="checkbox"/>
40	Besides main dishes, what do you serve to tourists? <input type="checkbox"/> Dessert <input type="checkbox"/> fruit <input type="checkbox"/> soft drink <input type="checkbox"/> local drink <input type="checkbox"/> local biscuit <input type="checkbox"/> nothing <input type="checkbox"/> other...	<input type="checkbox"/>	<input type="checkbox"/>
41	Is Alcohol allowed to be used in the community?	<input type="checkbox"/>	<input type="checkbox"/>
42	Do you allow tourists to participate in cooking activities with community?	<input type="checkbox"/>	<input type="checkbox"/>
43	Is there food learning exchange between tourists and community?	<input type="checkbox"/>	<input type="checkbox"/>

## CBT Accommodation Checklist

No.	Indicators	Y	N
1	What kinds of accommodation does your community provide to tourists? <input type="checkbox"/> Home stay <input type="checkbox"/> community guesthouse <input type="checkbox"/> No accommodation <input type="checkbox"/> other...	<input type="checkbox"/>	<input type="checkbox"/>
2	Do home stay or guesthouse owners involve the community in its business?	<input type="checkbox"/>	<input type="checkbox"/>
3	Do home stay or guesthouse owners adhere to social well-being?	<input type="checkbox"/>	<input type="checkbox"/>
4	Do home stay or guesthouse owners establish a fair and transparent benefit sharing mechanism?	<input type="checkbox"/>	<input type="checkbox"/>
5	Do home stay or guesthouse owners enhance linkages to local and regional economics?	<input type="checkbox"/>	<input type="checkbox"/>
6	Do home stay or guesthouse owners respect local culture and traditions?	<input type="checkbox"/>	<input type="checkbox"/>
7	Do home stay or guesthouse owners contribute to natural resource conservation?	<input type="checkbox"/>	<input type="checkbox"/>
8	Do home stay or guesthouse owners thrive to improve quality of visitor experiences?	<input type="checkbox"/>	<input type="checkbox"/>
9	Do home stay or guesthouse owners work towards financial self-sufficiency?	<input type="checkbox"/>	<input type="checkbox"/>
10	Do home stays or guest houses have documented booking system?	<input type="checkbox"/>	<input type="checkbox"/>
11	Do home stays or guest houses have up-to- date log of departure and arrival of visitors?	<input type="checkbox"/>	<input type="checkbox"/>
12	Do home stay or guest house owners provide family experience?	<input type="checkbox"/>	<input type="checkbox"/>
13	Do home stay or guesthouse owners encourage social interaction between their families and guests?	<input type="checkbox"/>	<input type="checkbox"/>
14	Do home stays or guest houses have basic communication materials in terms of <input type="checkbox"/> Picture/ Sign <input type="checkbox"/> Basic language book	<input type="checkbox"/>	<input type="checkbox"/>
15	Do home stays or guest houses have documented agreements with inbound tour operators?	<input type="checkbox"/>	<input type="checkbox"/>
16	Do home stays or guest houses have effective means of communication especially in case of emergencies? <input type="checkbox"/> Picture/ Sign <input type="checkbox"/> Basic language book	<input type="checkbox"/>	<input type="checkbox"/>
17	Are home stays or guest houses attractive and suitable for tourist accommodation?	<input type="checkbox"/>	<input type="checkbox"/>
18	Do home stays or guest houses meet the basic safety standards?	<input type="checkbox"/>	<input type="checkbox"/>
19	Are home stays or guesthouses decorated according to local style?	<input type="checkbox"/>	<input type="checkbox"/>
20	Do owners of guesthouses and home stays avoid decorating their houses with sensitive decorations like death wildlife?	<input type="checkbox"/>	<input type="checkbox"/>
21	Is the home stay or guest house signposted in the community or along nearby routes?	<input type="checkbox"/>	<input type="checkbox"/>



22	Are the household's domestic animals well taken care of and kept away from the visitors?	<input type="checkbox"/>	<input type="checkbox"/>
23	Is the home stay or guest house building designed in harmony with local style?	<input type="checkbox"/>	<input type="checkbox"/>
24	Is there adequate lighting inside the building?	<input type="checkbox"/>	<input type="checkbox"/>
25	Does the guest have access to the sleeping area all the time?	<input type="checkbox"/>	<input type="checkbox"/>
26	Does the sleeping area provide privacy?	<input type="checkbox"/>	<input type="checkbox"/>
27	Is the sleeping area cleaned daily?	<input type="checkbox"/>	<input type="checkbox"/>
28	Is the material (pillow, blanket, mat, and kramar) fresh and clean?	<input type="checkbox"/>	<input type="checkbox"/>
29	Is there regular insect control in sleeping area?	<input type="checkbox"/>	<input type="checkbox"/>
30	Does the sleeping place have windows, which can open or close?	<input type="checkbox"/>	<input type="checkbox"/>
31	Is there a tub or jar in the bathroom for washing?	<input type="checkbox"/>	<input type="checkbox"/>
32	Is there enough clean water in the bathroom for tourist use?	<input type="checkbox"/>	<input type="checkbox"/>
33	Is there a clean toilet?	<input type="checkbox"/>	<input type="checkbox"/>
34	Does the bathroom provide privacy?	<input type="checkbox"/>	<input type="checkbox"/>
35	Are the bathroom and facilities cleaned daily?	<input type="checkbox"/>	<input type="checkbox"/>
36	Are toilet paper and bin provided in the toilet?	<input type="checkbox"/>	<input type="checkbox"/>
37	Is the toilet accessible at night (is there electricity or light provided)?	<input type="checkbox"/>	<input type="checkbox"/>
38	Is there emergency preparedness for fire in the home stay or guest house?	<input type="checkbox"/>	<input type="checkbox"/>
39	Is there a first aid kit for the use of guests and staff?	<input type="checkbox"/>	<input type="checkbox"/>
40	Is there a medical emergency procedure in place?	<input type="checkbox"/>	<input type="checkbox"/>
41	Is there a procedure in place to ensure the security and safety of visitors and their belongings?	<input type="checkbox"/>	<input type="checkbox"/>
42	Is there a contingency plan for unexpected events?	<input type="checkbox"/>	<input type="checkbox"/>
43	Can meals be served at the accommodation if requested by guests?	<input type="checkbox"/>	<input type="checkbox"/>

## CBT Friendly Tour Operator Checklist

No.	Indicators	Y	N
1	Are you a member of CCBEN?	<input type="checkbox"/>	<input type="checkbox"/>
2	Do your products support CBT enterprises?	<input type="checkbox"/>	<input type="checkbox"/>
3	Is your definition of CBT in line with CCBEN's definition as stated above?	<input type="checkbox"/>	<input type="checkbox"/>
4	Does your company visit CBT sites and inspect these?	<input type="checkbox"/>	<input type="checkbox"/>
5	Does your company integrate CBT products exactly as they are offered by the community?	<input type="checkbox"/>	<input type="checkbox"/>
6	Does your company brief the community about your standards and expectations?	<input type="checkbox"/>	<input type="checkbox"/>
7	Does your company evaluate the CBT tours during and after visits?	<input type="checkbox"/>	<input type="checkbox"/>
8	Does your company have a contract with the community, which stipulates price, services and quality?	<input type="checkbox"/>	<input type="checkbox"/>
9	Does your company respect the sensitive areas as designated by the community?	<input type="checkbox"/>	<input type="checkbox"/>
10	Does your company avoid putting stress on the community?	<input type="checkbox"/>	<input type="checkbox"/>
11	Does your company has eco and environmental guidelines for its guests?	<input type="checkbox"/>	<input type="checkbox"/>
11	Does your company support the use of local resources of any kind (i.e. labor, food, accommodation, snacks, etc)?	<input type="checkbox"/>	<input type="checkbox"/>
12	Does your company deliver groups larger than 12 people to a community?	<input type="checkbox"/>	<input type="checkbox"/>
13	Does your company allow its guests to refrain from community activities?	<input type="checkbox"/>	<input type="checkbox"/>
14	Does your company allow its guests to partake in any out of curriculum activities in the community?	<input type="checkbox"/>	<input type="checkbox"/>
15	Does your company avoid any risk related activities (environmental, personal, cultural)?	<input type="checkbox"/>	<input type="checkbox"/>
16	Do your company guides allow the local guides to run the program completely by themselves?	<input type="checkbox"/>	<input type="checkbox"/>
17	Are the products you run in the community all approved by the community?	<input type="checkbox"/>	<input type="checkbox"/>
18	Are the products the company runs in the community discussed and approved by CCBEN?	<input type="checkbox"/>	<input type="checkbox"/>
19	Does your company prefer to stay overnight in the community for at least one night?	<input type="checkbox"/>	<input type="checkbox"/>
20	Does your company brief its guests before arrival in the community about the codes of conduct?	<input type="checkbox"/>	<input type="checkbox"/>
21	Does your company brief its guests about the environmental significance of the community visited before arrival?	<input type="checkbox"/>	<input type="checkbox"/>
22	Does your company hand out a guideline with these codes of conducts and responsible behavior?	<input type="checkbox"/>	<input type="checkbox"/>
23	Does the company respect the assets and sensitivity of the community also in its marketing strategy?	<input type="checkbox"/>	<input type="checkbox"/>
24	Do company guides address any wrongdoing of guests to the guests immediately?	<input type="checkbox"/>	<input type="checkbox"/>

25	Does your company train its tour operators about CBT and developments at CBT sites?	<input type="checkbox"/>	<input type="checkbox"/>
26	Does your company actively work with environmental NGO's to improve CBT products?	<input type="checkbox"/>	<input type="checkbox"/>
27	Does your company respect all regulations as set up by NGO's, Government and local community when visiting wildlife areas and environmentally sensitive areas?	<input type="checkbox"/>	<input type="checkbox"/>
28	Does your company use local energy sources when on a CBT site?	<input type="checkbox"/>	<input type="checkbox"/>
29	Does your company has its own waste management or waste reducing system for CBT tours?	<input type="checkbox"/>	<input type="checkbox"/>
30	Does your company tries to avoid as much motorized traffic in the community as possible?	<input type="checkbox"/>	<input type="checkbox"/>

### Supports the local economy

No.	Indicators	Y	N
31	Are your itineraries designed based on the products offered at the local community?	<input type="checkbox"/>	<input type="checkbox"/>
32	Do you encourage your guests to purchase goods from the local community?	<input type="checkbox"/>	<input type="checkbox"/>
33	Do you use local products in your marketing material or welcome packages?	<input type="checkbox"/>	<input type="checkbox"/>
34	Are your itineraries designed for guests to choose whether they stay in a hotel or at the local community?	<input type="checkbox"/>	<input type="checkbox"/>
35	Do you allow guests to bring food to the community themselves?	<input type="checkbox"/>	<input type="checkbox"/>
36	Does your company get a commission on all locally produced handicrafts bought by your guests?	<input type="checkbox"/>	<input type="checkbox"/>
37	Is your mark up on community based tourism services over 25%?	<input type="checkbox"/>	<input type="checkbox"/>
38	Do you provide feedback to the community after each tour?	<input type="checkbox"/>	<input type="checkbox"/>
39	Do you consult with the community about possible new developments in the community?	<input type="checkbox"/>	<input type="checkbox"/>
40	Is your company willing to help invest the local community in new tourism products or services?	<input type="checkbox"/>	<input type="checkbox"/>
41	Does your company provide service improving feedback to the community?	<input type="checkbox"/>	<input type="checkbox"/>
42	Does your company report bad feedback to CCBEN or the implementing NGO?	<input type="checkbox"/>	<input type="checkbox"/>
43	The CBT product your company buys from the community consists of over 50% of community delivered products?	<input type="checkbox"/>	<input type="checkbox"/>
44	What percentage of CBT products you sell are delivered by the community itself?	<input type="checkbox"/>	<input type="checkbox"/>

### Promotes the joy of discovery, knowledge and respect

No.	Indicators	Y	N
45	Are company guides trained about the CBT products?	<input type="checkbox"/>	<input type="checkbox"/>
46	Do company guides receive the codes of conduct and community description before they depart each time?	<input type="checkbox"/>	<input type="checkbox"/>
47	Are company guides environmentally aware of the sensitive areas they visit?	<input type="checkbox"/>	<input type="checkbox"/>
48	Do company guides contact local guides beforehand in order to update local guides about special requirements, etc?	<input type="checkbox"/>	<input type="checkbox"/>
49	Do company guides allow local guides to take the lead in the community?	<input type="checkbox"/>	<input type="checkbox"/>
50	Does the company have a record or database on CBT products around Cambodia?	<input type="checkbox"/>	<input type="checkbox"/>
51	Does the company send regularly information to clients overseas about CBT products?	<input type="checkbox"/>	<input type="checkbox"/>
52	Are CBT products included in the newsletter material and other marketing assets?	<input type="checkbox"/>	<input type="checkbox"/>
53	Do you receive updated information from CBT sites in order to update your own marketing material?	<input type="checkbox"/>	<input type="checkbox"/>
54	Are company guides being briefed by knowledgeable office staff before they depart for a community tour?	<input type="checkbox"/>	<input type="checkbox"/>
55	Are company guides bringing back positive and negative feedback	<input type="checkbox"/>	<input type="checkbox"/>
56	Do guides carry a list of reading material, destination information and essential/emergency numbers from the community?	<input type="checkbox"/>	<input type="checkbox"/>
57	Do company guides allow local guides to repeat/introduce the codes of conduct at CBT sites?	<input type="checkbox"/>	<input type="checkbox"/>
58	Do company guides stick to the maximum carrying capacity of a CBT site?	<input type="checkbox"/>	<input type="checkbox"/>
59	Do you disapprove on child labor or any other form of exploitation of children?	<input type="checkbox"/>	<input type="checkbox"/>

### Promotes satisfying and safe experience for the tourists and the community

No.	Indicators	Y	N
60	Is your tour company licensed by the national authorities?	<input type="checkbox"/>	<input type="checkbox"/>
61	Are your clients insured by the company when on tour?	<input type="checkbox"/>	<input type="checkbox"/>
62	Does your company target the markets for CBT products carefully?	<input type="checkbox"/>	<input type="checkbox"/>
63	Does your company address potential dangers and annoyances to the clients?	<input type="checkbox"/>	<input type="checkbox"/>
64	Does the company follow up on pre-bookings?	<input type="checkbox"/>	<input type="checkbox"/>
65	Does the company give the community accurate booking information at least one week before arrival?	<input type="checkbox"/>	<input type="checkbox"/>
66	Does the company respect the contract as set up with the community?	<input type="checkbox"/>	<input type="checkbox"/>
67	Does the company provide specialized guides in case of special activities?	<input type="checkbox"/>	<input type="checkbox"/>
68	Does the company provide specialized guidelines to the community for	<input type="checkbox"/>	<input type="checkbox"/>

	specialized activities?		
69	Are company guides trained in first aid?	<input type="checkbox"/>	<input type="checkbox"/>
70	Do company guides carry first aid kits?	<input type="checkbox"/>	<input type="checkbox"/>
71	Do company guides refrain from any potential both environmentally as personally harming activities?	<input type="checkbox"/>	<input type="checkbox"/>

## **Calculating your Standard Score**

<b>Total Score</b>	<b>Yes</b>	<b>No</b>	<b>Max</b>
1. Response to 10 principles of CBT Standards Total No. of Y Ticks:			
2. Response to CBT Products and Services Standards 2.1 Response to CBT Guide Standard Total No. of Y Ticks:			
2.2 Response to CBT Tour Standard Total No. of Y Ticks:			
2.3 Response to CBT Food and Beverage Standard Total No. of Y Ticks:			
2.4 Response to CBT Accommodation Standard Total No. of Y Ticks:			
3. Response to CBT Friendly Tour Operator Standards Total No. of Y Ticks:			
<b>Total</b>			

### ***So what's next?***

- Filled and return this form to CCBEN – [info@ccben.org](mailto:info@ccben.org)
- Invite CCBEN to visit your project site – this helps us to understand your project better and we're able to share our knowledge, and we can make a thorough assessment of the CBT site with you
- If your project meets our criteria/minimum standards, you will be awarded by CCBEN with a Responsible CBT certificate, which is recognized by UNWTO. You will be included into promotion materials created by CCBEN to the international responsible tour operators and on our website.