



# *Nature-based Tourism*

ASEAN SUSTAINABLE TOURISM  
AWARDS



Southeast Asia  
*feel the warmth*

ASEAN



# Explore

ASEAN SUSTAINABLE TOURISM AWARDEES



# Preface

Tourism plays a crucial role in transforming ASEAN economies and in achieving economic growth. It has the potential to create large numbers of employment opportunities, not only in urban centers, but also in remote areas. Primary tourism destinations in ASEAN have benefitted from rapid growth of visitors in recent years. However, the protection of natural and cultural heritage is becoming an increasing challenge.

At the same time, around the world, the awareness for sustainable tourism increases. More and more people want to travel, discover other countries, learn more about foreign cultures, meet other people, enjoy great nature with a positive feeling that they contribute to a sustainable development of their host country.

The ASEAN Sustainable Tourism Awards (ASTA) seeks to promote responsible, inclusive and sustainable tourism destinations, products and behaviours across ASEAN. Thus, it aims to enhance the competitiveness of ASEAN as a global tourism destination by increasing the offer and visibility of unique tourist experiences that protect the natural and cultural heritage and contribute to the socio-economic development of regions and countries.

In January 2016, the ten ASEAN Tourism Ministers collectively launched the ASEAN Tourism Strategic Plan 2016 – 2025. The ASTA is a tool that directly and indirectly enables the achievement of the strategic actions of the ASEAN Tourism Strategic Plan, for example the implementation and mainstreaming of ASEAN Tourism Standards. In addition, the ASTA aims at rebalancing tourist flows towards non-traditional and little-known destinations and areas, therefore contributing to a more equal distribution of socio-economic benefits.

The ASTA is one of the eight economic priority deliverables, endorsed during the Lao ASEAN Chairmanship 2016 in pursuit of the theme “Turning Vision into Reality for a Dynamic ASEAN Economy”. As Lao PDR’s legacy, the ASTA will benefit the regional economic integration, create more economic opportunities for enterprises, in particular Micro, Small and Medium Enterprises and rural communities, and contribute to the protection of natural resources in ASEAN.

I would like to thank everyone, who contributed to the concept and realization of the ASEAN Sustainable Tourism Awards under the theme “Nature-based Tourism”. I wish the inaugural the 1st ASTA Awarding Ceremony in Chiang Mai (Thailand) in January 2018 great success.



A handwritten signature in black ink, consisting of stylized cursive letters, positioned above the printed name.

**Souh Manivong**  
Director General of Tourism Marketing  
Ministry of Information, Culture and Tourism, Lao PDR



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# ASEAN SUSTAINABLE TOURISM AWARDS

In January 2016, the ten ASEAN tourism ministers collectively launched the ASEAN Tourism Strategic Plan (ATSP) 2016-2025 during the 35th ASEAN Tourism Forum (ATF) held in Manila, the Philippines. The vision of the ATSP is for the ASEAN to become by 2025 a “quality tourism destination offering a unique, diverse ASEAN experience, and being committed to responsible, sustainable, inclusive and balanced tourism development, so as to contribute significantly to the socio-economic well-being of the ASEAN people”.

In order to facilitate and to accelerate the achievement of the next ATSP (2016-2025), the Lao PDR’s Ministry of Information, Culture and Tourism (MICT) has identified two keys deliverables, namely the Pakse Declaration on ASEAN Roadmap for Strategic Development of Ecotourism Clusters and Tourism Corridors and the ASEAN Sustainable Tourism Awards (ASTA), to be implemented during the Lao PDR’s ASEAN Chairmanship 2016.





To get a more precise idea of the concrete perspectives of the ASTA, this document indicates how the ASTA aims at motivating ASEAN tourism destinations and stakeholders (i) to conjointly take responsible actions for an inclusive development of tourism and (ii) to decrease environmental, socio-cultural and economic issues induced by a rapid tourism expansion while at the same time providing useful guidance and motivation for public and private stakeholders to adapt their products and services to the recently released standards:

- Facilitating a progressive introduction of the established ASEAN tourism standards amongst all public and private tourism stakeholders;
- Facilitating the diversification of the tourism supply towards emerging, little known destinations and areas;
- Intensifying the marketing and promotion of the most sustainable ASEAN tourism products in both urban and rural destinations.

Tourism plays a crucial role in transforming the ASEAN economies. Whereas, the primary tourism destinations in the ASEAN countries have benefited from the rapid growth of tourism in the recent years, important socio-economic gaps still remain within and between the countries, and increasing challenges can be observed in the protection of the natural and cultural heritage.





The ASEAN countries are at different stages of development in terms of service quality, capacity building and infrastructure development. It is therefore essential to encourage responsible behaviours amongst stakeholders – in mainstreaming the implementation of the ASEAN Tourism Standards

– and to also facilitate the diversification of the tourism offer highlighting emerging destinations and improving existing products.



In supporting, through a rewarding and promotional tool, the implementation of the different ASEAN tourism standards to public and private stakeholders, one expects to help reduce the gaps between and within the different ASEAN countries.

## OBJECTIVES OF THE ASEAN SUSTAINABLE TOURISM AWARDS

In keeping with the vision of the ATSP (2016-2025), there are two main strategic objectives to be accomplished:

- Firstly, to enhance the competitiveness of ASEAN as a coherent global destination composed of a multitude of sustainable products: This will include intensifying the marketing and promotion efforts to present ASEAN as a single destination, while creating unique ASEAN travel experiences and destinations. It is essential that infrastructure requirements be met adequately, which will involve expanding connectivity, upgrading standards for tourist facilities and services, as also enhancing travel facilitation and safety and security. A key factor in achieving this objective will be to attract investment in ASEAN tourism.

- The second challenge is to ensure that the ASEAN tourism offer is sustainable. This can come about by reinforcing local community (inclusive tourism) and public-private sector participation in the tourism value chain; improving safety and security; prioritising the protection and maintenance of natural and cultural heritage and increasing the responsiveness of ASEAN tourism to environmental protection and climate change.



## INTRODUCTION

The ASEAN tourism strategic plan (2016-2025) lists 10 strategic actions which are compiled in the table below. The objective in identifying the ASTA as one of the two key deliverables for the Lao PDR's ASEAN chairmanship is to introduce a tool enabling directly and indirectly the achievement of most of the ASEAN strategic actions.

ASEAN STRATEGIC ACTIONS (2016-2025)	IMPACT of ASTA
Intensify promotion and marketing	Direct
Diversify tourism products	Indirect
Attract tourism investment	Indirect
Raise capacity and capability of human capital	Direct
Implement and expand ASEAN standards for facilities, services and destinations	Direct
Implement and expand connectivity and destination infrastructure	Induced
Enhance travel facilitation	Induced
Upgrade local communities and public-private sector participation in the value chain	Direct
Ensure safety and security, prioritise protection and management of heritage sites	Direct
Increase responsiveness to environmental protection and climate change	Direct



The ASTA allows for the direct realisation of at least six (6) out of the ten (10) ASEAN strategic actions. This is reflected in the more specific objectives of the ASEAN Sustainable Tourism Award (ASTA) which aims to conjointly:

- Enhance the visibility of destinations and products that fulfil key sustainability criteria of ASEAN (good practices);
- Create awareness of ASEAN's diversity and quality;
- Promote all ASEAN countries and regions;
- Help decongestion, combat seasonality, rebalance the tourist flows towards the non-traditional destinations;
- Award sustainable forms of tourism;
- Create a platform for the exchange of good practices at ASEAN level;
- Promote networking between awarded destinations which could persuade other destinations to adopt sustainable tourism development models;
- Trigger a greater support from national tourism organisations at local level and an increase in private sector investment in the destinations;
- Prompt a sense of pride of the local community which will lead to addition enthusiasm for further improvement of their sustainable tourism offer;
- Provide incentives for innovation and efficiency in the field of CSR;
- Enable the implementation of several strategic action and activities from the "General Framework of the ASEAN Tourism Strategic Plan 2016-2025" and the "Five-Year Action Plan 2016-2020";



## METHODOLOGY OF IMPLEMENTATION

*“A destination becomes sustainable when its tourism stakeholders decide to work responsibly together to implement, package and propose sustainable products”*

### General principle

Through, fair and attractive conditions of participation, in accordance with existing national legislations, the ASTA is organised every two years, dedicated to valuing and strengthening the ASEAN tourism experience of all international, regional or domestic visitors. In accelerating the process of diffusion and the adoption of existing ASEAN tourism standards, the ASTA seeks additionally to highlight the ways in which ASEAN urban and rural destinations, and mostly their stakeholders can protect, reflect and enhance their local environment and communities. This can be done only thanks to the empowerment of public and private stakeholders and the implementation of structured partnership between them keeping in mind the need to upgrade the participation of local communities in tourism development. For that purpose, ASTA is designed to encourage public and private stakeholders from ASEAN destinations to join forces in order to propose and to implement sustainable tourism products. In doing so, such partnership will demonstrate the ability of stakeholders to facilitate the transition of their destination through sustainability.



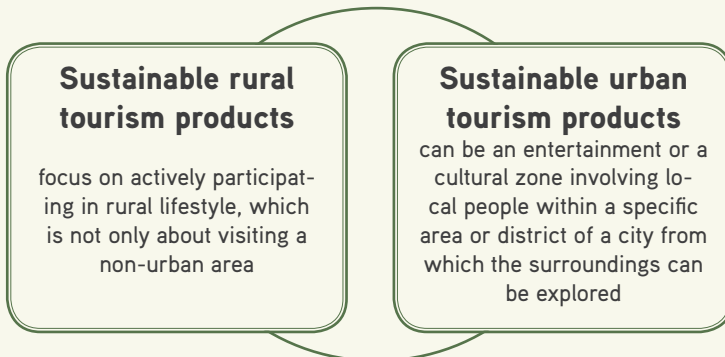
Figure 1: ASTA General Competition Principles



However, the ASEAN countries being at different stages of development in terms of service quality, capacity building and infrastructure development but also the diversity in terms of geography, urbanisation, legislation, etc. called for a number of conditions to be taken into account:

- There is a need for two award categories: Rural and Urban ASEAN sustainable tourism product – This allows (i) to cover a broader scope of ASEAN tourism destinations, (ii) to have applicants from each ASEAN country in at least one of the two categories.

Under the theme “Nature-based Tourism for 2018”



*Figure 2: Definition of Sustainable rural and urban products*

## Rural Tourism Product

A rural tourism product is based in a rural area, which is defined as an open swath of land that has few homes or other buildings, and not very many people. A rural areas population density is very low. It is a geographic area that is located outside towns and cities. Rural tourism focuses on actively participating in rural lifestyle, which is not only about visiting agricultural or non-urban areas. Rural tourism destination includes farm-based holidays, but also comprises special interest nature holidays and eco-tourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism, and in some areas, ethnic tourism.

### Rural area is

- An area outside of cities and towns
- Outside settlements with more than 10,000 resident population.
- Characterized by farms, vegetation, and open spaces
- Sparsely populated with small settlements.
- Mostly providing homestay and B&B to visitors

### Rural area is not

- A location with an integrated public transport network
- A human settlement with high population density and infrastructure of built environment
- A location with an international airport
- Counting more than five (5) hotels
- The product or the activity is not more than one hour drive from the accommodation

## URBAN TOURISM PRODUCT

An urban tourism product is based in an urban area, which is a location characterized by high human population density and vast human-built features in comparison to the areas surrounding it. The team of applicants where the product proposed must be located within a district or a zone which is part of a patchwork of interconnected consumption experiences or sub-systems, spatially dispersed within a tourist city, (defined in the context of ASTA as urban tourism destinations), such as entertainment or cultural zones, with symbols, a unique language and a range of icons to differentiate the experience of place consumption. These districts, zones (part of bigger cities) or small scale cities are also from where the surrounding region can be explored.

- There is a limit of one awardee per category: countries that cover a smaller geographical area must be able to propose new candidates every two years (knowing that non-selected products can always resubmit their application at the following ASTA competition showing their progresses in implementing the ASEAN tourism standards);
- The 20 national award winners will receive trophy and certificate and be recognized at the ASEAN Tourism Forum Award Ceremony attended by meeting delegates, trade and the media.
- On completion of each competition, a certificate of excellence valid for a period of two years, will be issued to all national award winners. This validity corresponds with winner's promotional period to be carried out by respective ASEAN NTOs in their international tourism promotions.





# RULES FOR SUSTAINABILITY ASSESSMENT OF THE PRODUCT

## 1. General principles:

- The competition rules and selection criteria and procedure are the same in each ASEAN country;
- Each ASEAN national tourism organization is in charge of the selection procedure on its own territory.
- For the selection procedure, a registration number is automatically allocated to each applicant.

## 2. Specific principles

The selection procedure has been implemented in four steps:

### Step 1 – Eligibility criteria

- The applicants have to send the application form to their National Tourism Organisation
- Only applications that comply with all eligibility criteria can be accepted.

### Step 2 – Sustainability criteria - ASEAN Tourism Standards

- Each NTO has to check the applications against a selected number of criteria set out in the ASEAN tourism-related standards;
- Applicants must calculate the compliance of each service according to a list of criteria (selection of ASEAN Tourism Standards) in percentage.  
Each category is composed of 22 indicators.  
Each indicators is to be answered by YES or NO.  
Each service for each category must reach a minimum percentage to be eligible.

Minimum 50% for rural products (= 11 “YES”)



## SUMMARY TABLE OF SCORING SYSTEM

Indicators  
Scoring

ASTA restroom Sustainability Criteria	/22
ASTA green hotel Sustainability Criteria	/22
ASTA homestay Sustainability Criteria	/22
ASTA F&B Sustainability Criteria	/22
ASTA local guides – Travel Agency/Tour Operator Sustainability Criteria	/22
ASTA community involvement Sustainability Criteria	/22
<b>Total</b>	<b>/110</b>
<b>BONUS</b>	<b>/110</b>
Destination management	/14
Accessibility	/5
<b>Total</b>	<b>/129</b>
	<b>/129</b>

- According to the total score reached by each application, each NTO has to choose the best applications to visit in step 3

## AWARD

### Step 3 – Field visit by auditors

Each country has to send a team of assessors to pre-selected products for an in-depth check on-site of all aspects of the proposal back to source documents and declaration made including the compliance to appropriate ASEAN Tourism Standards.

- The assessors have to evaluate the services proposed against the checklists filled by the team of applicants in the ASTA Application Form. There shall not be strong differences.

### Step 4 – Final selection

- In each ASEAN country, the team of applicants (one rural and one urban) with the highest score are awarded as being the best rural or urban national sustainable tourism products in compliance with the theme:

**“Nature-based Tourism”.**

### TROPHY, LOGO AND CERTIFICATE OF ASTA

The lead applicant will receive the Trophy and all partners will receive certificate.

#### ASTA TROPHY

The main ideas contained in the design of the Award come from the main principles plan of the ASEAN community, interpreted in accordance with the ASEAN community's vision.



# ASTA CERTIFICATE



## ASTA LOGO

- Diverse colourful leaves represent nature and the environment to promote and emphasize the importance of natural attractions.

- The ASEAN emblem in the middle represents humankind and refers to the center point and the midpoint of living together in peace. This suggests the way that nature and people can live in harmony together.

- The ten leaves represent the ten ASEAN member states and refer to cooperation between the ASEAN member states as they work toward one convergent community. A sign of this cooperation and convergence is the ASEAN Sustainable Tourism Award.



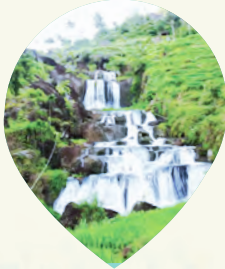
# ASEAN MAP



# Experience

LIST OF ASEAN SUSTAINABLE TOURISM AWARDEES

RURAL SUSTAINABLE PRODUCTS



PHILIPPINES



BRUNEI



# RURAL SUSTAINABLE PRODUCTS



# CAMBODIA

## Sothy's Pepper Farm



**Location** of Product is in Damnak Changeur, Kep Province, Cambodia

Pepper farm, agro-tourism, visit the organic pepper, enjoy the natural products, local products, homemade products, trekking, visit the cave, relax.

Visit the organic pepper, enjoy the natural products, local products, homemade products, sola electricity, trekking, visit the cave, relax.



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# INDONESIA

## Desa Wisata Nglanggeran (Nglanggeran Tourism Village)



**Location** Nglanggeran Village, Patuk District, Gunungkidul Regency, D.I.Yogyakarta, Indonesia

Nglanggeran Tourism Village is a unique rural destination with complete attractions from natural, cultural and manmade attractions. The destination was established purely from the community awareness to take care of their environment by re-planting the forest around the ancient volcano areas. After a while, the village becomes greener, more beautiful and very attractive. Thus, the young residents have decided to manage tourism activities in their village. Currently, the natural attractions is not the only type of attractions they are offering since they are also creatively combined the natural attractions with cultural and man-made attractions. The achievement in tourism sectors has given many benefits, not only in terms of economic benefits but also in socio-cultural and environmental aspects.

✿ The main target of Nglanggeran Tourism Village are shifting from free individuals tourist (FIT) to groups who want to do learning activities with the community:

1. Group tour who have interest in educational activities
2. Schools from outside Jogjakarta which have Live In program for their students.
3. Tourists who are doing comparative study related to the topics of: Tourism Village Management, Environmental Arrangement, Youth Organization, as well as learning the Chocolate processing from upstream to downstream.

**In Nglanggeran Tourism Village, there are many tourism attractions to be explored.**

**Nature:** Ancient volcanic floods and rural natural scenery with numerous cocoa farms, rice field terraces and community forests, Flora – fauna such as rare plants, medicinal plants and rare animals such as (tiger, snake, punglor and kepodang birds) and Adventure activities such as: Rock Climbing, Tyrolean, Flying Fox, and Rafting.

**Culture:** Cultural Ceremony called Rasulan and traditional ceremony of Nglanggeran Village; The event called Tingalan at Puncak Kampung Pitu (group of peoples on the peak of the Ancient Ape Mountain which only consists of 7 Families).

**Artificial:** Outbound game playground, Nglanggeran Embung, Agricultur development, package of educational activities with the community.

**Crafts:** Handicraft, wooden culinary masks, and local crafts made from agricultural potential (sticky sweets made from Kakao, cassava brownies, instant ginger, local snacks named: klanthing, manggleng and bledak corn) and the latest is processed Chocolate.

The village has a system for chocolate processing from upstream to downstream in Nglanggeran Tourism Village.

Lead applicant/legal representative



The Management Of Nglanggeran Ancient Volcanoes Ecotourism Region  
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www.facebook.com/Gunung.Api.Purba.Nglanggeran



## Tree Top Explorer



**Location:** Southern Laos. Nongluang village, Paksong district, Champasak province (Dong Huasao National Protected Area)

The Tree Houses are simply romantic, and privacy is guaranteed! These single-room huts, wholly made of indigenous materials high in the crowns of the trees, will give you the feel of being transferred into another world, completely unified with nature. Some of the houses are up to more than 20 m above the ground. Beds, mosquito nets, everything is there for a smooth night. No air-con or fridge, however, but your own toilet! Get up with a hot early morning tea shaker (from a thermos) before you zip – the only way to get in or out - to the restaurant to enjoy a hot or cold shower and usher the dawning day with a hearty breakfast in the jungle. Since the construction materials used for the houses are natural but inflammable (wood, grass roofs), the use of candles is strictly prohibited.

❁ The Jungle Hotel Paksong is actually a tiny village in the midst of dense forest and surrounded by sky-reaching cliffs with thundering waterfalls. It comprises six tree houses, a restaurant and some service facilities.

Learning and Education The project is also open for school trips and kids of all ages – not only for fun but also for learning. The Tree Top Explorer therefore encourages school teachers, particularly from the nearby districts and provinces, to make use of the opportunity to give their pupils an unforgettable outdoor classroom experience and raising their awareness of environmental issues in such an extraordinary location.



**The Tree Houses** are simply romantic, and privacy is guaranteed! These single-room huts, wholly made of indigenous materials high in the crowns of the trees, will give you the feel of being transferred into another world, completely unified with nature

**The zip-line** gives you an exhilarating rush! 'Fly' over deep ravines, in almost touching distance to the roaring water wall or the green roof of the forest. Enjoy the sensation of being weightless. The gorges are as gorgeous as the views are stunning. An unrivalled experience, with adrenaline levels reaching for the high - guaranteed!

**Trek** in pristine forest and through coffee plantations. Discover the hidden world of the forest canopy from a sky-high walkway. Experience our jaw-dropping but safe via ferrata. Still eager for more adventure? Then go for 'abseiling' - even in the waterfall. It's all there!

**Homestay** in the area of Nongluang village also provide additional option for visitors with warm hospitality homestay.



### Lead applicant legal representative

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# MALAYSIA

## KOPEL Kinabatangan Wildlife Corridor Habitat Restoration Program



**Location:** In Sabah, Malaysia

KOPEL Kinabatangan Wildlife Corridor Habitat Restoration Program is fundamentally concerned with protecting the forest habitat, wildlife and biodiversity of the Lower Kinabatangan while preserving the livelihood of the local population. The initiative was founded by the local indigenous people (“Orang Sungai”) of the Batu Puteh community in 1997 who formed a village-based cooperative (KOPEL Ltd) in 2003 to coordinate the villager’s conservation.

This initiative has been carrying out forest habitat restoration in degraded floodplain forests since 1999. The forest habitat restoration work was done in response to unprecedented forest fires that occurred during the widespread droughts of 1983 and 1998. Studies showed almost zero natural regeneration for the proceeding.

KOPEL Kinabatangan Wildlife Corridor Habitat Restoration Program also combines and coordinates the following conservation:

## Floodplain Forest Habitat Rehabilitation; and Wetland Lake Rehabilitation.

Besides the conservation program by the local community with the tourists, the tourists also have an opportunity to have a river cruise experience along the Kinabatangan River for wildlife observation such as Borneo Elephant, Proboscis Monkey etc. As part of the Homestay program here, accommodation in a traditional house would be another great value added to this program. Tourist are encouraged to taste the local dish and explore to the local culture through the cultural performance at night. All the activities are related to the annual theme of ASTA which is 'Nature Based Tourism'.



### Lead applicant legal representative

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[www.mescot.org/forest\\_restoration.htm](http://www.mescot.org/forest_restoration.htm)

FB: [www.facebook.com/KopelBhd/](https://www.facebook.com/KopelBhd/)



# MYANMAR

## Pindaya Region



**Pindaya is a destination perched on the bank of Pone-Ta-Loat Lake. The Pintaya Cave, containing thousands of Buddha images, is the main destination in this destination.**

Shwe U Min Cave sets high on a Lime-Stone ridge above Pone-Ta-Loat Lake. This winding complex of natural caves and tunnels is filled to bursting with Buddha images in an astonishing variety of shapes, sizes and materials. The stairs leading to the cave are about 3.21 km south of town on Shwe U Min Pagoda Rd, about 15 minutes walk from the town. At the latest count, the caves contained more than 8094 statues, some left centuries ago by local pilgrims and others newly installed by Buddhist organizations from as far as Singapore, Netherlands and USA. The collection of alabaster, teak, marble, brick, lacquer and cement images is still growing. Pilgrims arrive in a slow but steady stream, installing new images and meditating in tiny, naturally occurring meditation chambers in the cave walls.

### Lead applicant legal representative

Shan State Government

Mr. Soe Nyunt Lwin

State for Ministry of Planning, Finance and Hotels and Tourism, Shan State

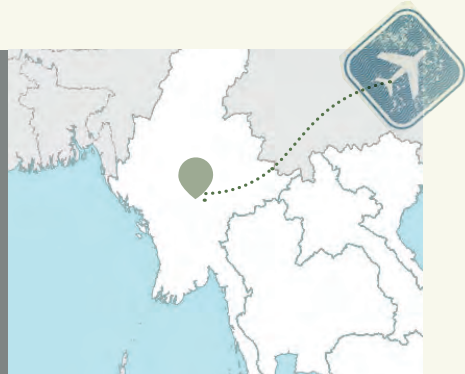
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Xe Bang Fai Cave  
Hin Nam No National Protected Area  
Khammouane Province

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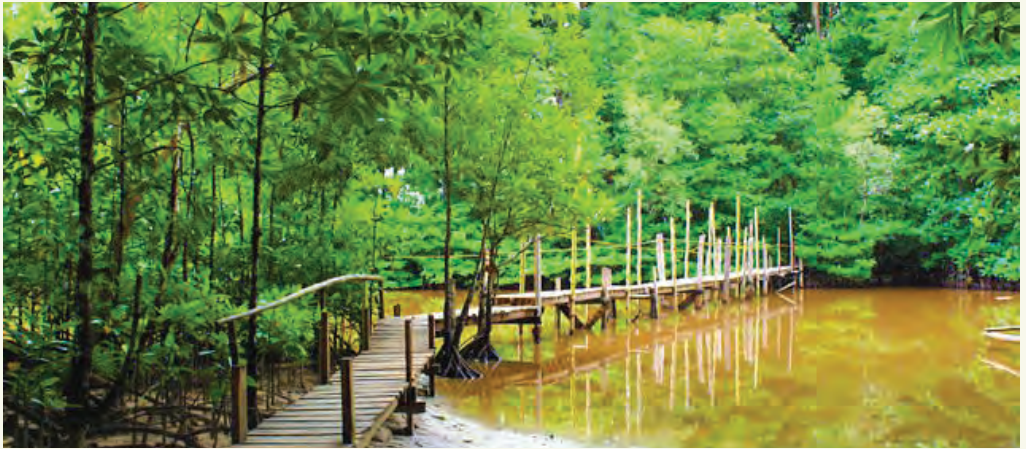
[www.ecotourismlaos.com](http://www.ecotourismlaos.com)

[www.hinnamno.org](http://www.hinnamno.org)

[www.khammouanetourism.com](http://www.khammouanetourism.com)

# PHILIPPINES

## Walk on the Wild Side



**Location:** At Sitio Sabang, Barangay Cabayugan, Puerto Princesa, Palawan

Refresh your body and mind in Palawan's leading green resort, Daluyon Beach and Mountain Resort.

Walk on the Wild Side is a jungle trekking adventure inside the lush rainforest of Sabang, Puerto Princesa.

Encounters with the wildlife, such as the Monitor Lizards, White-vented Shama, Tabon Birds and the endemic Palawan Peacock Pheasant and Philippine Long-tailed Macaque, will give participants an exhilarating experience like no other.

Get ready to channel, your wild side and become one with the jungle. Be surrounded in green foliage of hardwood Apitong, Ipil and Kamagong trees and limestone formations in the very heart of the World's Best Island and experience the breathtaking UNESCO World Heritage Site – the Puerto Princesa Underground River.

### Tour Inclusions:

- Three (3) days and two nights stay at Daluyon Beach and Mountain Resort
- Two breakfast at Pawikan Restaurant
- One (1) three-course meal at the Pawikan Restaurant for lunch
- Free use of resort and beach facilities
- Walk on The Wild Side Tour (Jungle Trekking Tour)
- Underground River Tour Permits
- Environmental Fees
- Motorized Boat
- Shared Paddle Boat with Boatman
- Community Guide
- One (1) Bottled Water
- Travel Insurance
- Audio Guide (headset for running UR tour translation)
- Appropriate Government Taxes



## Nothing beats walking with indigenous people and experiencing the natural world's sceneries and wildlife.

Experience an exhilarating nature adventure in Sabang, Puerto Princesa, Palawan. The Daluyon Beach and Mountain Resort, Community Park Warden Association, Puerto Princesa Subterranean River National Park and Sabang Sea Ferry Multi-Purpose Cooperative have all teamed up to offer an invigorating and exciting project of exploring the jungle and the underground river with interaction with the local community. The underground river with interaction with the local community. Through this project, participants will be able to garner more knowledge on the flora and fauna, wildlife, local tribe and green practices in Palawan. Not only does the involvement of local community showcase Puerto Princesa, Palawan's attractions and sceneries, it also provides a unique experience to participants to interact with locals and know more about their culture. Tours in the rainforest will be led by members of the Community Park Warden Association (Jungle Trail Community Guides) belonging to the indigenous Tagbanua Tribe to provide a more ethnic experience. Furthermore, public restrooms at the wharf and the entrance of the UNESCO World Heritage Site are available to give convenience to all visitors.



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[www.daluyonbeachandmountainresort.com](http://www.daluyonbeachandmountainresort.com)

# SINGAPORE

## Kranji Countryside – Kranji Countryside Association (KCA)



**Located** conveniently in the rustic Kranji Countryside, visitors will be able to enjoy the various tourism offerings in the vicinity. For accommodation, visitors may also stay at D’Kranji Farm Resort or Nyee Phoe Flower Garden (Gardenasia) which offers a unique overnight experience for anyone who would like to get away from the hustle and bustle of city life.

The Kranji Countryside Association (KCA) oversees an area bound by the Kranji Reservoir and home to the ‘Keranjii’ tree (*dialium indicum*) where visitors can visit a new breed of farms catering to vegetable production, nurseries, restaurants, farm stays and potteries. Visitors can tour farms, and buy farm-fresh produce during opening hours. Farms are also open for school, corporate and other group visits.



Imbued with new ideas and a renewed vision of how the Singapore countryside should be, the KCA was recently awarded the Best Association Conference Organiser Award at the prestigious Singapore Tourism Awards (STA) 2017 for delivering outstanding service and demonstrating enterprise excellence while organising the highly-rated 27th Commonwealth Agriculture Conference (CAC) 2016. The event had welcomed 300 delegates from 25 countries, including non-Commonwealth ASEAN representatives. This was also the 1st time CAC was held in Asia since its inception in 1950, and the event was rated highly positively by attendees.



*Photo credit: GardenAsia*

Personalise your tour to the Kranji Countryside according to your interests and schedule. Visitors can visit a new breed of farms catering to vegetable production, nurseries, restaurants, farm stays and potteries. They can tour farms, and buy farm-fresh produce during opening hours. Farms are also open for school, corporate and other group visits.



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# THAILAND

## Koh Yao Noi Community Based Eco Tourism Club



**Location:** Koh Yao Noi is located on a small island, located in Phang Nga Bay, southern Thailand

Koh Yao Noi is an island in the middle of Phang Nga Bay, equidistant to Phuket and the Krabi mainland. The islands remain a quiet refuge that feels far removed from the crowds of city. This island gained worldwide attention after receiving the World Legacy Award for Destination Stewardship from Conservation International and National Geographic Traveler magazine for the eco-friendly homestay programs offered by its local residents. The community has also received many awards from Department of Tourism, Ministry of Tourism and Sports and Tourism Authority of Thailand.

### ❁ The highlights of Koh Yao Noi Community

“Cast a net with a fishing family, and listen to the amazing true stories of local people’s heroic conservation struggles, see a variety of ‘green products’ made from recycled and natural materials; taste delicious, fresh seafood.”

**Conservation of traditional fishing practices without damaging natural habitats and conservation of Coral.**

**Activities for guests:**

Guests are invited to meet the inspiring fisher folk of Koh Yao Noi, and enjoy an insight into their lives, environment and culture. Enjoy homestay with local families, tasty Southern Thai food, and a mixture of discussion and direct experience which will be an unforgettable living and learning experience.

- *Listen to inspiring true stories about conservation:* One of the highlights of a trip to Koh Yao Noi is to spend time with a host family. These vibrant people are happy to share their adventures with guests!

- *Go to sea with a host fisher family:* Cast a net with your host families. Your hosts will show you how they catch fish by judging the rising and falling tides, and use traditional fishing methods to catch only big fish. Baby fish are returned to the sea. While you're waiting for the tide to turn, and the fish to bite, there is time to visit a beautiful island, enjoy a picnic on the beach and go for a swim. It's usually possible to cook whatever you catch with your host family in the evening.



- *Learn about rubber production:* Rubber is another important occupation in Koh Yao Noi. Guests who enjoy an early start can collect rubber sap in the morning, and then help roll huge sheets of rubber, which will eventually be exported and made into tires for cars around the world!

Source: [www.cbt-i.or.th](http://www.cbt-i.or.th)  
Photo Credit: [Tarin\\_pix](#)



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# VIETNAM

## Stay with Tay ethnic village – 2 days trip of experiencing



**Location:** The village is located at My Hao hamlet, Think Duc commune, Thai Nguyen city.

Tourists can enjoy a fresh natural green space, environmental preservation and protection. In the village of ethnic groups, visitors are immersed and feel the real life of the villagers such as daily life. Be told and learn many interesting stories about how people here live in harmony with nature, respect for nature.

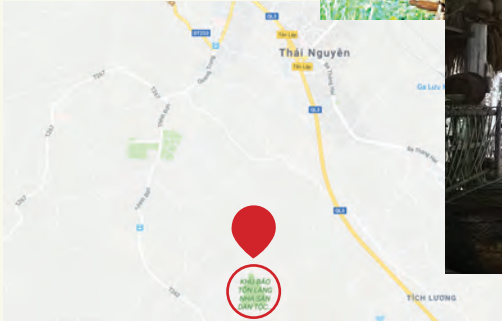
For example, the use of bamboo, wood and leaves to make the house is very good in insulation; cool in summer, warm in winter. Additionally, the use of months food storages for many in the kitchen without refrigerators is a valuable folk experience. These are small demonstrations of energy savings for air conditioning as well as food preservation.



✿ More than a home-stay, Thai Hai village is a working ethnic minority community located in Thai Nguyen City, Viet Nam. Visitors have the opportunity to not only enjoy the Tay's food, but to learn about traditional Tay life first hand. Guests can go out into the fields with the workers to see how the various plants are cultivated (including tea trees) and watch the preparation of foods. Visitors wanting a deeper experience are invited to stay for 1 or more nights in a Nha San (stilt house) – Tay traditional houses - some of which are over



The development of this tourist product is also a way to improve the livelihood of the villagers, through tourism services such as dining, home-staying, playing or selling local, traditional specialties and handicrafts. Then they will not have to feed by invading nature, such as deforestation or hunting wildlife.



**Exploring and experiencing the unique Tay minority ethnic culture and daily life with the local ethnic people at Thai Hai village.**



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# URBAN SUSTAINABLE PRODUCTS



# CAMBODIA

## Wat Phnom Historical and Cultural Tourism Site

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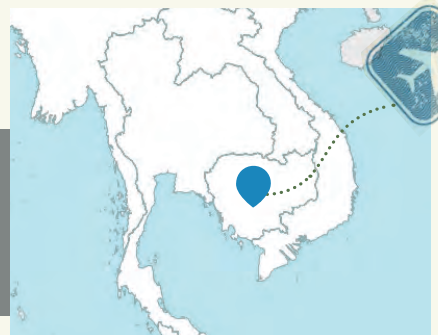


**Located** at the central point of Phnom Penh, visiting the site, tour guide telling tourists about the site details, leisure, enjoy natural and fresh air in the city, jogging, hobby with environment and trees, exercise and sport activities by local people and tourists.



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# INDONESIA

## The Nusa Dua



**Location:** The Nusa Dua is located at Kawasan Pariwisata Nusa Dua, Nusa Dua Po Box 3 80363 Bali – Indonesia Kelurahan Benoa, Kecamatan Kuta Selatan Kabupaten Badung and it managed by Indonesia Tourism Development Corporation (ITDC)

ITDC is an Integrated Tourism area that provides accommodation facilities and supporting facilities for recreational and business use; Among other facilities such as: Hotel, Villa, Restaurant, Convention Center, Medical Tourism, Theater, Golf, Museum, Shopping Center, Spa, White sandy Beaches, Clubs and Open Stage. Nature Tourism, Culture, Sports, and Romantic Tour Packages.

Visitors will usually spend more time at the outdoor activities such as: Relaxing on the beach, site seeing nature attractions such as Water Blow bird watching and trekking, visiting local fisherman village, doing water sport, experiencing romantic dinner outdoor with cultural dance performance and many others.

✿ Nusa Dua Tourism Area is an area developed since 1972 with an area of 320ha that implements the concept of integrated sustainable development. The concept is implemented in the planning, development and operation of the area and its supporting facilities. In the selection of investors, ITDC selectively conducts and requires the use of international operators who have adopted the principles of sustainability.



The Nusa Dua Tourism Area is one of the world's best tourism destination developments to date. For more than 40 years, the realization of the Nusa Dua development consistently adheres to spatial zoning design, shoreline boundaries, landscaping concept, utilities design and security system as set out in the development master plan prepared in 1972.



Currently in Nusa Dua there are 19 starred hotels which offers 5,000 rooms, shopping center, museum, cultural venues, golf course, hospital and other tourism businesses. With two international MICE facilities, Nusa Dua has become host to various international scale events including UN Climate Change 2007, APEC 2013, Bali Democratic Forum, and Miss World 2013. Consistently managed with environmental friendly concept, Nusa Dua has earned various awards such as Kalpataru of the Government of the Republic of Indonesia and certification of Tri Hita Karana of Tri Hita Karana Bali Foundation. At the global level, in 2004, Nusa Dua obtained the first Certification of Green Globe 21 Asia Pacific in the world for "Community Resort" category awarded by Green Globe Foundation, a global institution supported by the UN.



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## Phousi Mountain



**Location:** Phousi Mountain is located in the centre of Luang Prabang town and is also situated with Vathsean village on the North, Khamyong and Aphaï village on the South, Namkhan River on the East and Pakham village on the West.

Rising 150 metres above the centre of town, Phousi Mountain is a unique of Luang Prabang as a place to watch the sun rise or set over the Mekong river and on religious practices purpose. From its peak you can enjoy a spectacular 360-degree outlook across the city, with the Mekong River and the Khan River, and its many temples, houses and out over the surrounding landscape to the mountains in the distance. Count on spending a couple of hours for the climb and descent, with several stops to see the temples, rest under the shady trees and admire the magical views.

There are Three hundreds twenty eight steps to

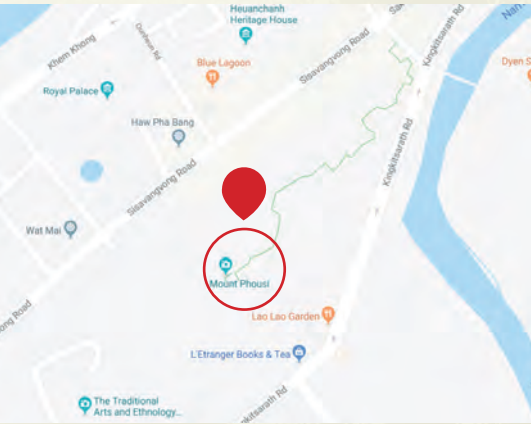
✿ The most popular activities to visit Phousi Mountain is to watch the sunset and sunrise and 360 view of Luang Prabang town.

✿ Religious practices: At the top of Phousi Mountain is the golden stupa (That Chomsi) were Lao people go for Worship, Offering a things and do meditation.



up to the top of Phousi Mountain that zigzag up to the summit, but it is well paved and offers several resting places along the way. The climb is gentle enough for anyone who is in reasonable health. For a complete experience go up to Phousi Mountain on one side and use the other set of steps to make your way down again.

Halfway up the hill is the Wat Tham Phousi shrine, which features a big-bellied Buddha nestled in a grotto and a reclining Buddha.



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# MALAYSIA

## KL Forest Eco Park By KL Tower



**Location:** Kuala Lumpur, Malaysia

KL Forest Eco Park or known as Bukit Nanas Forest Reserve is a popular ecotourism destination and serves as a natural green lung for the surrounding metropolitan area. To preserve the natural surroundings and its habitat, the design and construction of the adjacent KL Tower were carried out with utmost care and consideration.

✿ The most popular activities to visit Phousi Mountain is to watch the sunset and sunrise and 360 view of Luang Prabang town.

✿ Religious practices: At the top of Phousi Mountain is the golden stupa (That Chomsi) were Lao people go for Worship, Offering a things and do meditation.



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# MYANMAR

## Kayin State's Natural Limestone Caves and Its Surroundings



Biking to the cave from one to another through the way that circled the city, Hpa-an. On the way some villages attracted to visitors by almost villagers still wearing Karen traditional costume in usual. So can enjoy the real life style of Karen people through the route. Moreover several caves have its natural pool, lake or natural spring nearby make for the visitors more activities as Kayaking, boating, swimming.

✿ Also some villages available for travelling along the Thanlwin river on both sides. But the visitors who prefer of boating along the river flow the center of the city, Hpa-An, to and from. Some people boating until Mawlamyine, (50)km west of Hpa-An, will take 3 hours on one way trip.



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# PHILIPPINES

## Palina Greenbelt River Cruise Experience



**Location:** Palina River, Cablatan, Cagay, Roxas City

- Start your day with a breakfast at Cafe' Terezza, a restaurant overlooking Roxas City, located in the largest township development area in the Visayas Region, Philippines which is Pueblo de Panay.
- Know interesting facts about the City with the brief visit to an old dome water reservoir turned into a Museum.
- Proceed to refresh, enjoy, learn, and experience nature just 15 minutes from the city proper at Palina Greenbelt Ecopark, adjudged National Grand Winner in Community based Responsible Tourism Enterprise in 2016
- Ride a floating bamboo cabana (choice of units with 15-50 capacity.) for a river cruise upstream to witness a display of a towering fishing gear that spreads its net to scoop fishes; drop by aquaculture farm to see/harvest bunches of oysters and mussels growing in rafts and catch yourself groupers or snappers from eages to cook for lunch.
- Enjoy a sumptuous seafood buffet prepared by trained fishfolks while on board amidst greeneries of mangroves, fresh air, clean water and serene environment.
- Downstream, the cruise will bring you a connecting river which is Panay river, the longest in the island passing

✿ Hotel Veronica is a 2 star rated hotel established in 2011, expanded in 2016 and accredited with the Department of Tourism near the entrance of an emerging commercial district, "a city within a city" where one can just walk across to Robinsons Mall to shop. Touted as one of the best hotels in the region, boasting of luxury and affordability. It is 5 minutes from the integrated Transport Terminal and 10 minutes to the airport.

- Breakfast shall be served at Festa Resto of Hotel Veronica serving palate – teasing local specialities.

- The tour will last 1 day and 1 night. On Day 1, visitors will be picked up from the airport early morning to check-in the Hotel and drive to destinations and bring to the airport again following day by Las Islas Travel and Tours.

thru a lovers' cove where birds during low tide would swarm to celebrate the "yes" to a gentleman's proposal. You will see more varieties of fishing gears and structures indicative of a rich river ecosystem.

- Passing by a kasag (swimming crabs) village, you will be met by fishermen who will share how they use different fishing gears to catch swimming crabs which can be bought live. One can try different local recipes of swimming crabs cooked by their wives (on special arrangement) and pose for a picture with a giant crab.
- During low tide, the cabana will dock at the shore where visitors can step on the sand and learn to gather "sassing" and prepare for cooking with the local folks to taste an exotic cuisine. One can also leave mark by planting mangrove in the locality.
- Boarding the cabana again back to station a group of licensed fishfolks women massage therapist are ready to clean your soiled and tired feet with a footspa and massage (optional) to end your pleasure trip with a smile that in a way you've fed fishfolks families on the day you visited them.
- A quick visit to largest bell in Asia should not be missed which is just 15 minutes from the city proper and drop by a dried fish market or shellcraft factory (optional) on the way before dinner at Cafe` Pueblo located at Plant Farms, minutes away from the hotel.



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# SINGAPORE

## Marine Bay Precinct - Gardens by the Bay



**Location:** The Gardens is located at 18 Marina Garden Drive, Singapore 018953, by the Bay within the Marina Bay Precinct is a horticulture themed leisure destination that showcases the best of garden artistry for the enjoyment of the people. It brings the world of plants to Singapore, and in doing so, presents Singapore as a City in a Garden to the world.

The Gardens is a stunning amalgamation of lush greenery, housing close to 1.5 million plants and a plethora of buzzing activities that promise an all-encompassing experience for the whole family. Among its many highlights are the two cooled conservatories (Flower Dome and Cloud Forest) which showcases plants not commonly seen in this part of the world, and the Super trees which take vertical greening to a whole new level. On a purely aesthetic level, the three waterfront gardens— Bay South, Bay East and Bay Central—spanning a total 101 hectares, are a spectacular sight to behold.

✿ Located conveniently in the Marina Bay Precinct, visitors will be able to enjoy the various tourism offerings in the vicinity. Finally, rest your weary feet in the comfort of your luxurious hotel accommodation which is located just a short distance away, while enjoying the wonderful Singapore skyline from the privacy of your hotel room.





Started as a project by the National Parks Board (NParks), the Gardens by the Bay has since grown to become an independent organisation responsible for developing and managing one of Asia's foremost garden destinations. The Gardens by the Bay has since won numerous awards and accolades such as the World Building of the Year 2012, the President's Design Award (Singapore) 2013, Award for Outstanding Achievement 2014, 2015 Guinness World Record for Largest Glass Greenhouse (Flower Dome), and TripAdvisor Certificate of Excellence 2016.

Personalise your tour at Gardens by the Bay with a Guided Gardens Tour according to your interests and schedule. And learn more about the two cooled conservatories and the outdoor gardens before you relax and enjoy the surrounding nature offerings from within one of recommended dining establishments at Gardens by the Bay.



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# THAILAND

## The Phuket Natural Experience - Tongkah Harbour and Vicinity Delight



**Located** Phuket Province, Thailand

The Phuket Natural Experience - Tongkah Harbour and Vicinity Delight provides the tourist an experience of stunning natural wonder of Tongkah Harbour. This trip will take tourist to see the mangrove forest, fisherman's life and the wonderful viewpoint at Koh Taphao Noi Island.

The tour takes visitors to travel Tongkah harbour or Phuket harbour along Bang Yai canal where tourists will have the opportunity to experience the life along the harbour and then visit Koh Tapao Noi to see an early Sino European House and lighthouse of Phuket with fantastic viewpoint.

✿ This tour is integrated in an innovative initiative to link the Phuket old town community to Tongkah Harbour with an aim to harness the local's entrepreneurial capacities and generate income to the local community.

### Moving from the nature to the Phuket ancient city

The tour will also take visitors to Phuket old town which is lined with colorful 19th century shop house and Sino- Portuguese building. Tourists will meet local vendors, learn about traditional iron work, and taste Phuket delicious local dishes from the Baba Yaya Kitchen.



The 100 years old lighthouse, the first lighthouse, in Phuket at Tapanoi Island is the island's distinctive feature.



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*Experiences  
Laos 2018*





# Explore

ASEAN SUSTAINABLE TOURISM AWARDS

