



Culture and Heritage Tourism

ASEAN Sustainable Tourism

AWARDS



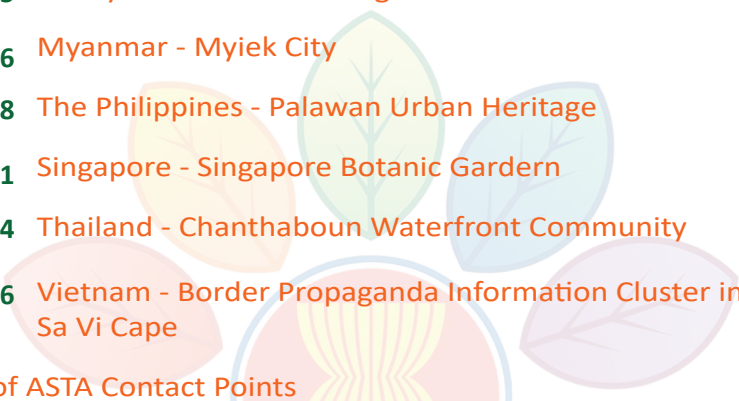
Southeast Asia
feel the warmth



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- The ASEAN logo is centered on the page, featuring a stylized yellow and red emblem with the word 'asean' in blue lowercase letters below it. The logo is surrounded by ten colorful, stylized leaves in shades of green, yellow, orange, and purple, arranged in a circular pattern.
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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 has been increasing. More and more people want to travel, discover other countries, learn more about foreign cultures, meet other people, and enjoy local cuisine 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 Member State. 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 “Culture and Heritage Tourism”. I wish the inaugural the 2nd ASTA Awarding Ceremony in Bandar Seri Begawan, Brunei Darussalam in January 2020 a great success.

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INTRODUCTION



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’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:

- i. Facilitating a progressive introduction of the established ASEAN tourism standards amongst all public and private tourism stakeholders;
- ii. Facilitating the diversification of the tourism supply towards emerging, little known destinations and areas;
- iii. 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 will be 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.

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.

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 Awards (ASTA) which aims to conjointly:



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

- 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 a competition, 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.

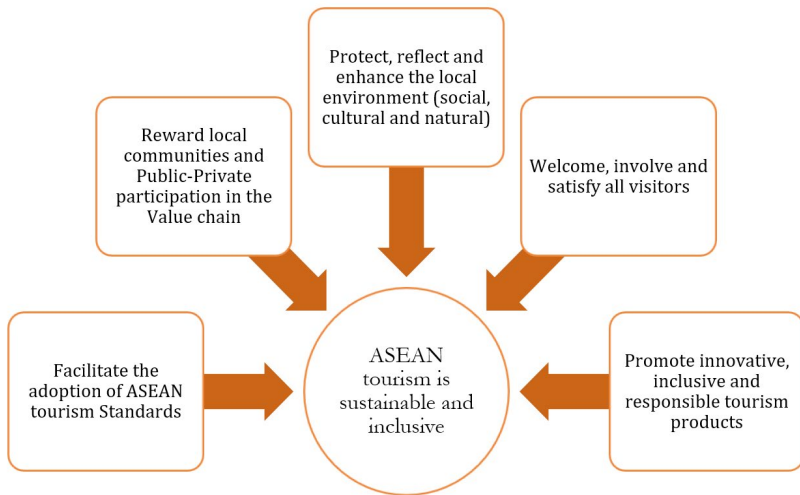


Figure 1: ASTA General Competition Principles



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. calls 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.

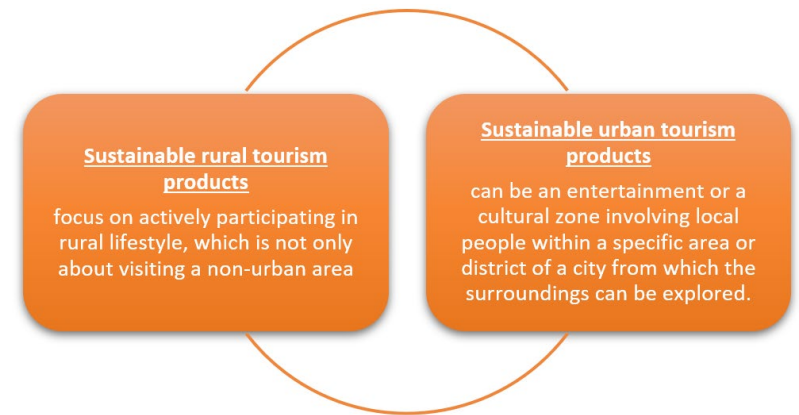


Figure 2: Definition of Sustainable rural and urban products

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 areas is	Rural area is not
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 differ-



entiate the experience of place consumption. These districts, zones (part of bigger cities) or small I-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 receive a prize and a world media coverage through an invitation at the ASEAN Tourism Forum and a highlight on both the ASEAN website (www.aseantourism.travel) and their respective Ministry of Tourism website.

* 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 to the period during which a special space in each ASEAN country's national promotion of tourism in foreign countries will be allocated to the award winners.

RULES FOR SUSTAINABILITY ASSESSMENT OF THE PRODUCT

1. Applicants must calculate the compliance of each service according to a list of criteria (selection of ASEAN Tourism Standards) in percentage.

- In case several services are provided for the same criteria, for example 2 hotels or 3 re-strooms, the each partner in charge must assess its service with the checklist, and the lead applicant calculate the average percentage. (except for local guide)
- Each category is composed of 22 indicators.
- Each indicators is to be answered by YES or NO.

Be aware that each service for each category must reach a minimum percentage to be eligible.

- Minimum 50% for rural products (= 11 "YES")
- Minimum 60% for urban products (=13 "YES")

2. Applicants are advised to tick "no" when either a doubt exists or one of the states of the evaluated item is not completely fulfilling the indicator.

Be aware that in step 3 of the selection procedure, a National Assessor might assess your product on the field. If the application is strongly different from those of the national assessors (at least 30% of answers), it will be automatically excluded from the competition.

3. Applicants are free to send pictures in order to justify the compliance with the ASEAN standard. However, they must ensure that facilities and services must remain in good conditions for the assessment of conformity with the minimum requirements applied.

Applicants can fill the SUMMARY TABLE OF SCORING SYSTEM in order to know their final scoring





SUMMARY

SUMMARY TABLE OF SCORING SYSTEM

⊕

Indicators	Scoring	<i>For Assessors use only</i>
ASTA restroom Sustainability Criteria	/22	/22
ASTA green hotel Sustainability Criteria	/22	/22
ASTA homestay Sustainability Criteria	/22	/22
ASTA F&B Sustainability Criteria	/22	/22
ASTA local guides – Travel Agency/Tour Operator Sustainability Criteria	/22	/22
ASTA Community <u>Involvement Sustainability</u> Criteria	/22	/22
Total	/132	/132
BONUS		
Destination management	/14	/14
Accessibility	/5	/5
Total	/151	/151

TROPHY, LOGO AND CERTIFICATE OF ASTA

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

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 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.

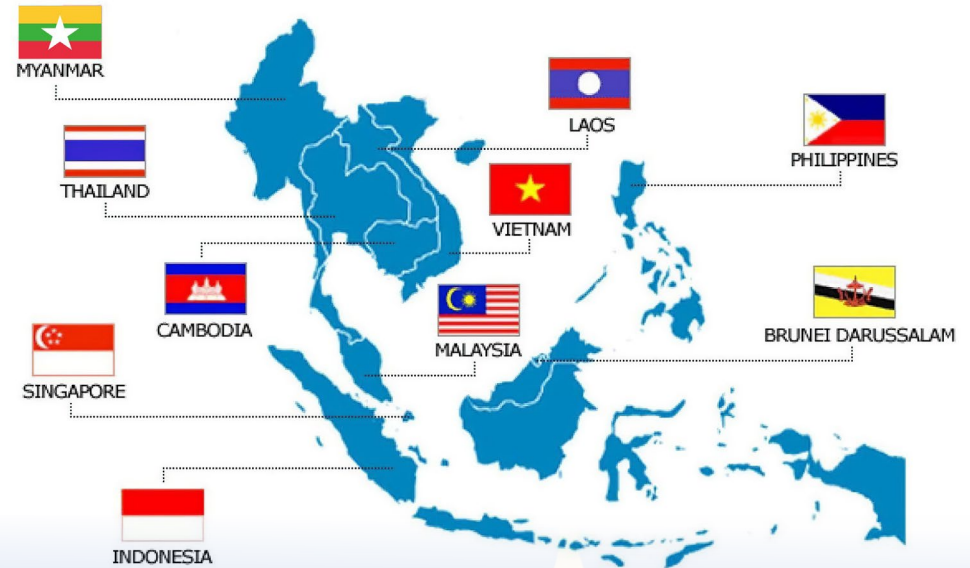
- The ten leaves represent the ten ASEAN member states and refer to cooperation between the ASEAN member states as they work toward one convergent community. A sign of this cooperation and convergence is the ASEAN Sustainable Tourism Awards.



ASTA CERTIFICATE

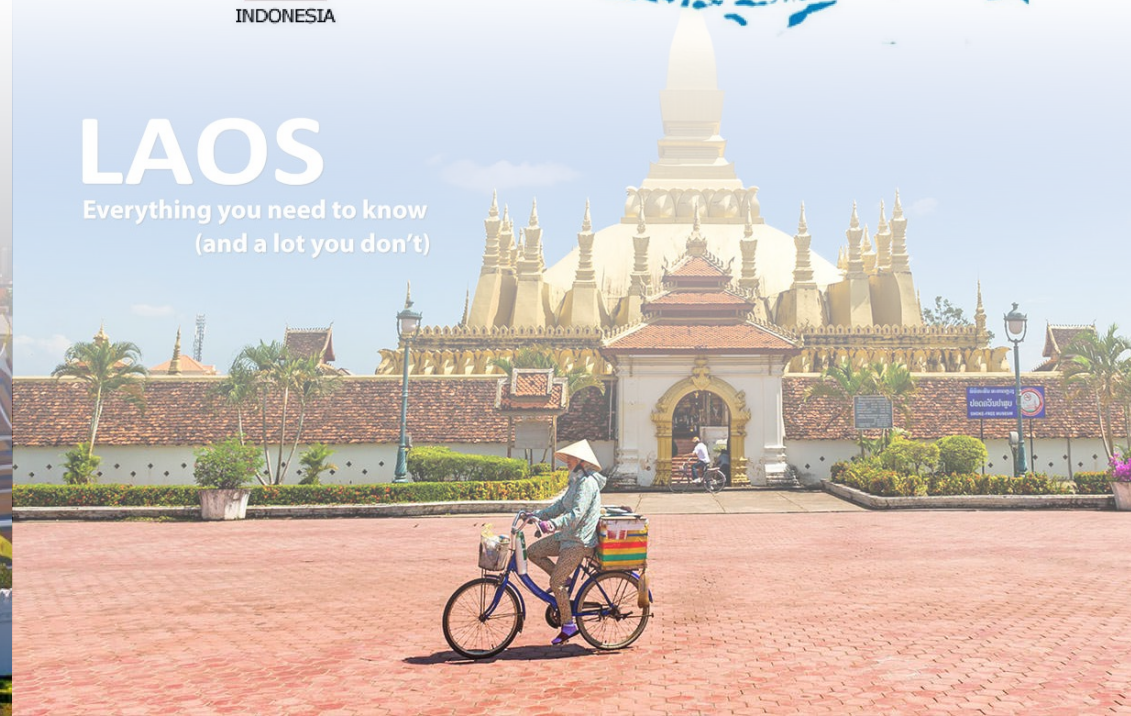


ASEAN Map



LAOS

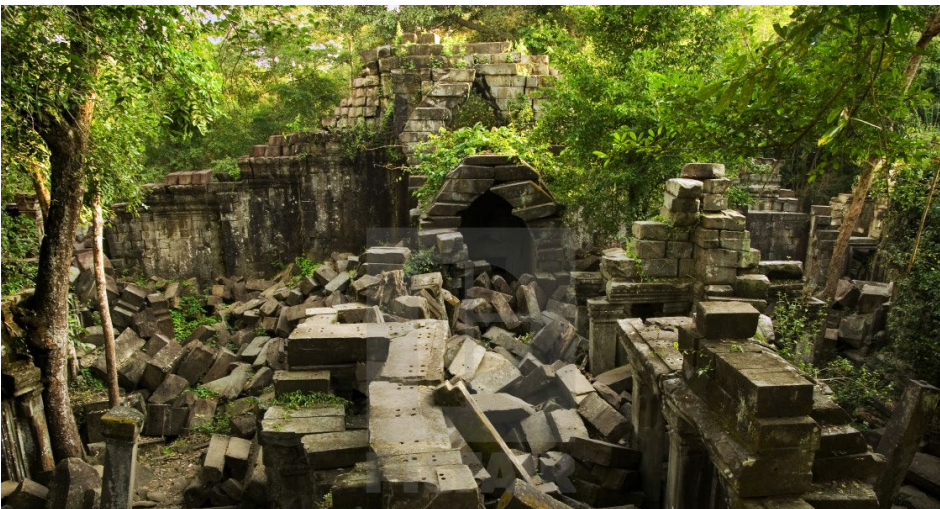
Everything you need to know
(and a lot you don't)



RURAL SUSTAINABLE PRODUCTS



CAMBODIA BANTEAY CHHMAR TEMPLE



Location: Banteay Chhmar Commune, Thmor Pourk District, Banteay Meanchey Province

The severely ruined temple of Banteay Chhmar lies 110 kilometres northwest of Angkor, in the Thmar Puok District of Banteay Meanchey Province, Cambodia. The temple was built by Jayavarman VII, supreme king of the Khmer Empire from 1181 to about 1218 CE. His capital was far to the south, at Angkor Thom. This temple was built in the beginning of the 13th century, actually in the year of 1216 CE, dedicated to Jayavarman VII son (Prince Śrīndrakumāra) and Four Heroic Sañjaks VII, supreme king of the Khmer Empire from 1181 to about 1218 CE. His capital was far to the south, at Angkor Thom. This temple was built in the beginning of the 13th century, actually in the year of 1216 CE, dedicated to Jayavarman VII son ((Prince Śrīndrakumāra) and Four Heroic Sañjaks (Śrīdhara, Devapura, Srideva and Srivardhana). According to the one of inscription telling us. Banteay Chhmar temple is in a big ruined state. Because this temple structure was built in a hurry, since the king Jayavarman VII wanted to see this temple finished before he died. We can say that Banteay Chhmar was the last temple in his reign.



Banteay Chhmar temple believed to design with 56 towers originally. And among 56 towers there were 37 towers designed with faces of Lokesvara. Today there are only 19 towers remaining and 5 towers with faces. This temple build divided in 5 Enclosures.

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INDONESIA KAMPUNG NAGA

Kampung Naga is a genuine Sundanese traditional village with traditional farming system. The distribution of village space is based on the values inherited from the ancestors, with no modern necessities (toilet, electricity etc). Customary elder, or Pundih, attends to the community's social system. The village is open for visitors, but some areas are off-limit and not allowed for photography due to being a place of worship.



Location: Neglasari village, Salawu District, Tasikmalaya Regency, West Java Province

Kampung Naga mostly offers cultural attractions. Visitors can learn the traditional spatial pattern (houses, mosque, meeting bale, paddy barn, etc divided into 3 zones of sacred, clean and impure), traditional housing architecture (Tengah Imah, Pangkeng, kitchen and Goah, Kolong Imah), as well as community's activities such as:





- Making handicraft from coconut and bamboo
- Paddy processing
- Fish therapy
- Guided-visit introducing the village history of Pareum Obor refusing outside intervention that specifically threatens the Kampung preservation.



The village also gives traditional welcoming for groups, especially for guests from schools or universities; these later types of visitors are most welcomed to stay because of their education or research purpose.

The area is located downhill on the riverbank surrounded by terraced paddy fields, allowing visitors to be able to go on a trek of more than 400 stairs.

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LAO PDR VAT PHOU CHAMPASAK – WORLD HERITAGE SITE



Location: In southern Laos, on the slope of the sacred mountain (Phou Kao) overlooking the West Valley of the Mekong River, the religious site of Hindu origin, and now Buddhist, is composed of several parts along the ascent to divinity.

The Vat Phou site has been venerated since antiquity, the various religious constructions, first dedicated to the Hindu religion and now Buddhist, but still with strong practices associating natural forces and local spirits.

The particularity of the site is that it is necessary to allow the locals to use and practice their rites, with foreign tourists coming to discover this fabulous place. Yingchokchai Group is mandated by the Laotian government to allow the Vat Phou site to meet the expectations of foreign tourists with high standards of services, while preserving authenticity and local cultural heritage.

Pilgrimages of Laos, but also border countries are daily, from the entrance of the site to the main shrine. The annual festival takes place, associated with the Buddhist Makha Busha, attracting many pilgrims and visitors.

The services set up by Yingchokchai Group are supervised parking lots, high standard toilets, shops selling local and artisan products, rest areas, restaurant and refreshment areas, since the beginning of the site. to the level of the main sanctuary.



Waste collection sites are available throughout the visit. Electric shuttles and silent can bring visitors who want it closer to the beginning of the visit.

The Vat Phou Monuments is on the UNESCO World Heritage since 2001. The annual festival takes place, associated with the Buddhist Makha Busha, during the 3rd full moon of the 3rd lunar month, attracts for many decades, over 100,000 people, for 5 days. This is the second national festival after that of Vat Luang Vientiane. During the 5 days of festival, stands of local and craft products are installed, coming from the districts of the province of Champasak. Shows of traditional dances, songs, music, processions, are




played every night, also according to the neighboring countries invited. Restaurants, games for children, are also installed on the site. Many Buddhist ceremonies, with the presence of more than 300 monks, take place according to ancestral rites and practices.

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It is also a place and a moment of exchange and communication between the different villages and communities of the province of Champasak. There are also other Buddhist religious activities throughout the year, less important in terms of attendance but essential for the exercise of religious practices of the inhabitants.

To bring a new life towards the Conservation of Flora and Fauna as well as the Murut Cultures which are slowly fading away. To protect the environment and culture through a responsible and sustainable approach to address matters such as the depleting forests due to illegal logging activities as well as loss of culture due to the modernization which has resulted to the younger generations migrating to the city for income opportunities. The activities are as following

 Location: Keningau, Sabah

- * Caving @ Pungiton Cave
- * Batu Punggul
- * Rapid Shooting
- * Hidden Waterfalls
- * Cultural Performances
- * Traditional Rice Wine Sampling
- * Pungiton Eco Camp
- * Vangkakon Waterfall Camp
- * Romol Eco-Lodge



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MALAYSIA OROU SAPULOT



MYAMAR ENCHANTING MYAING



What Will Visitors Experience?

2 days 3 nights trip

Day (1)

Arrive community lodge by afternoon and rest at lodge and dinner or visit one village.

Day (2)

07:00 – 08:00 Breakfast at lodge.

08:00- 09:00 visit Myaing Market with bicycles (Mountain bikes (or) Thuk Thuk can be arranged for older people if needed)

10:00 – 16:00 visit villages (cooking with families, lunch, visit families and farming places)

17:00 back to lodge and rest

19:00 Dinner

20:00 culture performance



Location: Myaing Township, Pakokku district, Magway region, Myanmar



Day (3)

07:00 – 07:30 Check out and breakfast at the lodge or load the luggage into bus and then walk to village across hill for breakfast there (25 minute walk).

08:30 Leave for Mandalay or Bagan

What Will Local Communities Benefit?

1. Generate supplemental livelihoods income through wage earnings or small business ventures.
2. Promote cultural sharing.
3. Reduce their dependence on aid from other sources.
4. Small-scale tourism initiatives will add significant value to the vision espoused in the “Myanmar Tourism Sector-Wide Impact Assessment”.
5. Experience attaining on Social Business scheme over the existing resources such as agriculture value added products, handicrafts, food providing, services etc.
6. Itinerary for students group (flexible):

CBT site is also used as a community sharing center where development theories are put into real life practice. Visitors can immerse into rural community life, learn from village professors about Myanmar communities' struggles, organization and participatory approaches to combat poverty – and perhaps, change their own understanding of development. In general the itinerary will



include what is mentioned above, adding Participatory Development Tools including the process of Village Book, focus group discussion with community members, observing livelihood activities in communities...etc, depending on the objective of different group and community's calendar.

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THE PHILIPPINES

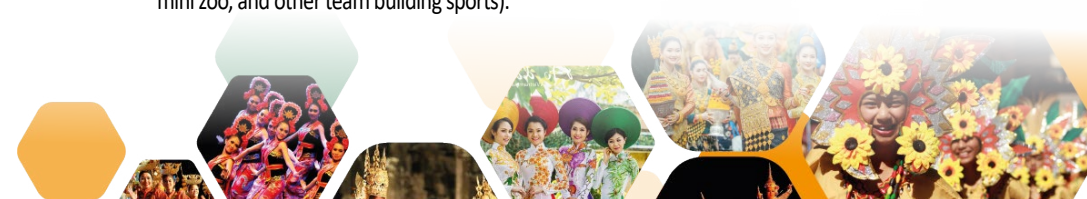
CULTURE AND HERITAGE TOURISM, MUNICIPALITY OF TANAY



Location: Municipality of Tanay, Rizal

DAY 1

Check In at Momarco Forest Cove Resort and Hotel. Enjoy the atmosphere of this resort located at the middle of the forest. You may enjoy bird watching and fruit picking along the way. After a long day walk, enjoy the man-made falls, or a selection of several activities (i.e spa, children's playground, mini zoo, and other team building sports).





DAY 2

07:00 – 08:00

Breakfast (Momarco)

Enjoy the traditional breakfast prepared by local chefs.

08:00 – 10:00

Visit the Herbal Garden Take a walk at the Herbal Garden and appreciate the Rock Balancing exhibit along the way.

10:00 – 12:00

Regina Rica Contemplation Nestled at the foothills of Sitio

Aguho in Brgy. Sampaloc. Regina Rica is a 14-hectare sanctuary for Dominican Sisters of Regina Rosarii. It has three waterfalls, a creek and over 10,000 trees. It is the 71-foot statue of the Queen of the Holy Rosary stands as the main landmark of the place.

12:00 – 13:00

Lunch (JE Camp) Local Cuisine

13:00 - 18:00

JE Camp (Fishing Village / Lagoon / Museum / Theater / Library / Maranao Village)

Experience the fishing village where as part of the heritage advocacy of the resort, a presentation o Dumagat Dances is presented by the IP's of Tanay (the Dumagat). Discover the film museum of the former President of the Philippines (Joseph Estrada), watch the vintage movies of the Philippine Cinema. On the side, enjoy the relic and artefact of Muslim Ethnic musical instruments at Maranaw Village. Amaze your senses by visiting the Mini Zoo in the area. Enhance your knowledge in the film industry in the Heritage Library of JE Camp. Tree Planting is another activity in the camp where you experience nature and be an environmentalist thru tree planting activity to save mother nature.



18:00 -19:00

Dinner (Ten Cents to Heaven Leisure Camp)

19:00 – 21:00

Stargazing (Ten Cents to Heaven)

21:00 – onwards

Return to Momarco Forest Cove (Lights Off)

DAY 3

Check Out Visit at Tanay Church (San Ildefonso de Toledo Parish) Optional

A walk in the forest cove of the property (Momarco). Enjoy birdwatching and fruit picking along the way. At the end of the first day, enjoy swimming at the man-made falls, or a selection of several activities.

On the second day, enjoy the traditional breakfast prepared by local chefs. After breakfast take



a visit at the herbal garden and appreciate the rock balancing exhibit along the way.

Part of the first day is a visit to Regina Rica for contemplation. The Regina Rosarii Institute for Contemplation in Asia (RICA) in Sitio Aguho, Tanay, Rizal, is a 14 -hectare place of sanctity for those who want to have a holy pilgrimage, or just a place for peace and quiet. The area is run by the Dominican Sisters of Regina Rosarii.

In JE Camp, experience the fishing village and the famous Lagoon of the facility, where guests can do angling and fishing, where as part of the heritage advocacy of the resort. During the visit a presentation of Dumagat Dances is presented by the IP's of Tanay.

Discover the film museum of the former President of the Philippines (Joseph Estrada), watch the vintage movies of the Philippines Cinema. On the side, enjoy the relic and artefact of Muslim Ethnic musical instruments at Maranaw Village and El Rey Leisure Place. Enhance your knowledge in the film industry in the Heritage Library of JE Camp. Amaze your senses by visiting the Mini Zoo in the area.



Tree planting of fruit bearing trees is another activity in the camp where one can experience nature and be in an environmentalist thru tree planting activity to save mother earth, generate fruits during the season and mend the negative effects of climate change.

Another part of the heritage tour is located at the quaint and peaceful town of Tanay, Ten Cents to Heaven Leisure Camp in Sitio Mayagay II-Leisure Camp is a resort nestled atop the rolling moun-



tains of Tanay, Rizal. This sprawling 30 hectare mountain resort provides a magnificent 360o view of the magnificent Sierra Madre mountains and Laguna de Bay. The country style designs of rooms will make you wanting to stay longer. Whether staying for a day or planning for a longer vacation, Ten Cents to Heaven Leisure Camp will truly make your stay more memorable with the variety of accommodation options guaranteed to fauil everyone’s travel needs and leisure. The resort offers flexible venues and packages to accommodate guests and make your affair each activity unforgettable. One of the memorable activity is stargazing where a guests can wonder, amaze and be mesmerized of the lovely and enchanting beauty of the galactic experience

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THAILAND
BAAN RAI KONG KHING COMMUNITY TOURISM PROMOTION CLUB



 Location: Baan Rai Kong Khing, Hang Dong District, Chiang Mai Province

Baan Rai Kong Khing is a village located in Nong Khwai Sub district, located at 102 Village No.3, Nong Khwai Sub district, Hang Dong District, Chiang Mai Province with the location, located only 14 kilometres from the city of Chiang Mai Suthep Pui National Park. The area of ??Baan Rai Kong Khing consists of 2 villages, namely Ban Rai Nuea and Ban Kong Khing. Since in the past the road had not yet been cut through people and villagers travelled mainly and contacted on foot and had a career in agriculture. The characteristics of the community are groups of villagers join hands in creating the strength of the community to be a tourist attraction in agriculture and local Lanna culture In which community leaders adhere to the principles of community development according to the sufficiency economy philosophy for sustainable tourism.

Day 1: Tell about the history of Baan Rai Kong Khing community and watch the demonstration of the traditional massage of Lanna “Yum Khang”. Later, there are activities to divide the tourists team to Origami Pandan Flowers. And competing activities guess the herbs ball. After that, have lunch which is local food such as Khao Soi, Kanom Jeen Nam Ngeaw etc. Later in the afternoon, the community landscape improvement activities such as painting the school walls and painted the signpost of the community, etc. The activity later led tourists to explore the community. View the flower plants on the route to the Royal Park Rajapruek. After that, return to the homestay. In order to wait for dinner in Khantoke Lanna while watching the children’s performances in the community before tourists return to stay.



Day 2: Have breakfast. And begin the activity of making local folk snacks “Kanom Pard”. Later, for tourists paint colour the terracotta cup as your imagination and then have a lunch break. And start the afternoon activity is relax the muscles with a herbal massage in the style of the community and travel to buy souvenirs from community products such as herbal balls, Liquid soap, herbs, etc. After that, the community leaders said goodbye with capturing the impression. And bless the tourists to return safely.





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VIETNAM

THANH DONG ORGANIC FARM



Location: Thanh Dong hamlet, Cam Thanh commune, Hoi An City, Quang Nam Province



Thanh Dong Organic Farm was formed by a group of 10 farmers, in 2014 under the support of the local government of Hoi An. The delegation of Cam Thanh commune farmers and officers went to Ha Noi to visit some model farms and then attended the training courses of organic farming with the ambition that they later would establish the first organic farm in Hoi An.

The working group, after the training trip, had worked together to develop the plan for the organic farm. An area of 6.300 m² has been checked for the pollution of the soil, the water; the result of 15% pollution that was able to carry out the project.

Between 2014 and 2015, the farm was basically set up with a lot of support from Hoi An Department of Economics, Cam Thanh People's Committee, ACCD Organization and EMIC Hospitality Company.

In the first years of the project, there were many difficulties as the farmers had to work and conduct new knowledge, while faced a lot of problems of weather such as flood, typhoon, etc. However, they also got the financial support from EMIC Hospitality company to deal with these challenges, giving the motivation to continue the ambition with the farm. The farm steadily overcome the difficulties and gradually stabilized.

Realizing the development of Hoi An tourism and Cam Thanh eco-tourism, in 2016, EMIC Hospitality started bringing tourists to the farm and discussed with the farmers to work as partners

for eco-tours. The company then introduced a microloan program with the farmers lending them 50 million VND to invest 10 basket boats. For each tour, after visiting the farm, tourists can experience the basket boat paddled by the farmers, and each of them can earn about 150,000 VND per trip. Among 150.000 VND, 50.000 VND would be returned to EMIC for paying off the

debt and the farmers could earn 100.000 VND. Within a year, EMIC had brought many tourists to the farm, so that the farmers not only had income from the farm but also earned extra from the boat tour, and they were able to pay off the debt. Since the reputation of the farm increased a lot, the number of tourists visiting the farm also gradually raised about 20-30% each year.



Before participating in this project of the organic farm, these farmers just work on very simple vegetable work or gardening. Therefore, their income was very low, about 5 million to 7 million VND per 1000 m2 per year.

Currently, the EMIC Hospitality Company has introduced a lot of tourism products and services associated with the community and the farmers. The core values of these activities are based on 3 criteria which are: good for users' health, good for farmer's health and help to balance the ecosystem. Also, these factors help the company mark their sustainable tourism products with sustainable agriculture on the market by the slogan of Eco-friendly and cultural experience. Below are some of the products/services :

- * **Program 1:** Experience Cam Thanh village by riding a bicycle, visit Thanh Dong Farm, experience the basket boat with farmers and the stop to enjoy the lunch at The Field restaurant.
- * **Program 2:** Visit Thanh Dong Farm, experience gardening activities, collect vegetables, then take the boats The Filed for cooking class.
- * **Program 3:** Visit Thanh Dong Farm, experience the basket boat and have dinner on the bamboo raft at the Field restaurant.
- * **Program 4:** visit Thanh Dong farm, experience basket boat and have dinner in The Field restaurant.
- * **Program 5:** Visit Thanh Dong farm, foot bath with herbs & learn to craft the lanterns.
- * **Program 6:** Visit Thanh Dong farm, experience countryside by bikes and take the boat to watch the sunset on the Thu Bon River.

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BRUNEI DARUSSALAM KAMPONG AYER



Location: The Capital City of Bandar Seri Begawan on the Brunei River

Kampong Ayer, or water village is a township of multi-coloured houses built on stilts over Brunei River, and this historic settlement has been in continuous occupation for at least 600 years, Today, it's a vibrant community homes to more than 10,000 residents, and the largest and best-preserved water village in Southeast Asia.

Experience life in the water village, enjoy a boat ride from the jetty in the waterfront and travel like how the local residents do or wander along boardwalks and capture real living moments in photos.

- * Kampong Ayer Tour
- * Kampong Ayer Walking Trail
- * Brunei River Heritage Trail



CAMBODIA

BATTAMBANG PROVINCIAL HISTORICAL MUSEUM



Location: Road No.1, Kamakor Village, Sangkat Svay Por, Krong Battambang, Battambang Province

Battambang Provincial Historical Museum is one of Cambodia's best-loved and longest-run provincial museums. The Museum has just re-opened, and today is Cambodia's finest provincial museum, with full of extensive- and exquisite - collection of both pre-Angkorian and Angkorian stone objects. There is also a corner for pre-history, and a few pottery examples and excellent prehistory exhibit. The museum is also with purpose to preserve the longevity of Khmer culture and arts. Well worth a visit!

The day by day itinerary such as visit the museum, understand Khmer culture and arts, viewing the city scenery, relax with good environment



- * Visit to Kianggeh Market
- * Visit to Kampong Ayer Cultural and Tourism Gallery
- * Visit to Brunei Arts and Handicraft Centre
- * Visit to Maritime Museum
- * Sunset River Safari / Proboscis Monkey Tour
- * Tour to Royal Regalia Museum
- * Local Water Village House Visit
- * Photo Stop at Omar 'Ali Saifuddien Mosque
- * Shopping at Yayasan Shopping Complex
- * Stroll along Taman Mahkota Jubli Emas Park
- * Photo stop at the Brunei Darussalam Frame
- * Proboscis Monkey Tour
- * River Cruise down Brunei River (MV Sentosa)



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- * Visit the museum
- * Architecture of the building
- * Understand Khmer culture and arts
- * Viewing the city scenery
- * Relax with good environment
- * One of the best-loved and longest run provincial museum



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INDONESIA DUSUN BAMBU



Location: Jalan Kolonel Masturi, KM.11, Cisarua District, Bandung Barat Re-gency, West Java Province, Indonesia

Dusun Bambu is a complex of nature-based ecotourism attraction that combines with the charm of Sundanese traditional culture. Located close to the city of Bandung, West Java Province, the area was developed after previously abandoned as an agricultural land, specifically transformed into a bamboo conservation area, terraced rice fields, small lake and river, surrounded by hilly topography. As supporting facilities for visitors, Dusun Bambu provides accommodation with buildings inspired from Kampung Naga traditional houses in Tasikmalaya, West Java province, and several restaurants serving typical Sundanese cuisines.



Tourism activities to be explored are:

1. Nature: Kampung Layung villa/resort for family vacation, company gatherings and honeymoons, offering playful education activities; Camping Ground with premium camp concept and modern facility; Rabbit Wonderland providing fun activities for family.
2. Culture: Dusun Bambu has unique restaurants inspired by famous folktales and classic traditional culinary of West Java; Rongga Budaya (or Culture Space) offers activity of making and playing bamboo musical instruments, and traditional dance; Ngajayak Parade is an entertainment involving local community, children and adults.

Rongga Budaya being the main attraction of Dusun Bambu is the platform of the destination to encourage people, particularly young adults to learn better about the traditional Sundanese culture.

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LAO PDR XIENG THONG TEMPLE



Location: between Souvannakhamphong Road and Sakkaline Road, Xieng Thong village, Luang Prabang City, Luang Prabang Province, Lao PDR

- * Wat Xieng Thong temple is one of the Laos' most beautiful and richly decorated temples.
 - * The wat is best example for Lan Xang's finest art style of wat in Laos (Wat = temple)
 - * On the backward of the temple, there is the famous Picture of the Tree of live painted on the wall which was used glass mosaic in decoration and chapel of the standing Buddha also decorated by glass mosaic to tell about folk stories.
- In the area of the temple, there are also Chariot halls or Royal Funerary Chariot halls, a Ho trai, a Drum tower and other structures including several stupas, a pavilion a seated buddha, the kuti or monks living quarters and a boat shelter.

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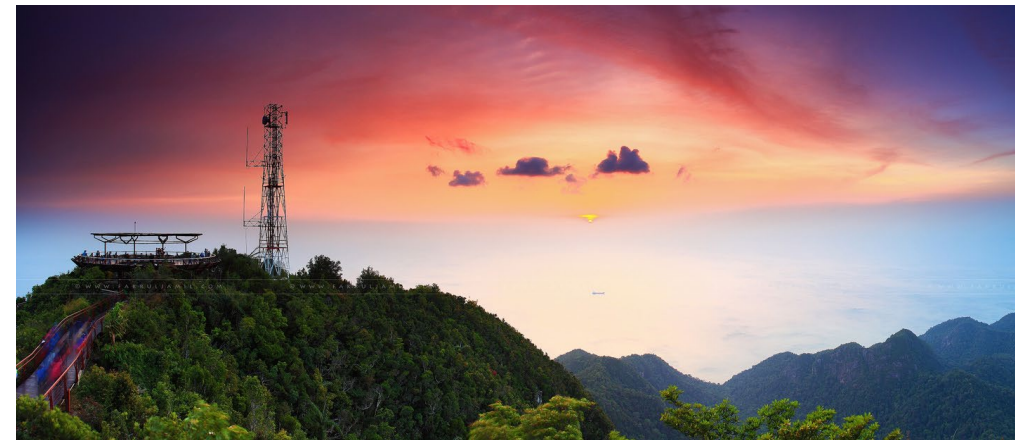


- * People visit the temple to see the beauty of fine art of Lane Xang style. The style has been left still only one in Luang Prabang.
- * To know about history and folk tales of Luang Prabang.
- * Luang Prabang people hold many traditional festivals in this temple for instance Laos New Year festival, fire board festival, and other religious rituals.



In Laos New Year occasion, Luang Prabang people come to pour water on the Buddha images of this temple, it is believed that best luck would come to the life throughout the year.

MALAYSIA PANORAMA LANGKAWI



Location: Langkawi, Kedah

Panorama Langkawi is located on the southwest coast of Langkawi island. The cable car ride will bring you all the way up to about 708 meters above sea level. This journey covers a total distance



of 2.2 km linking the Base Station at the foothill of Machinchang mountain to Top Station at the mountain summit & to the SkyBridge. Langkawi was declared as geopark on 1st June 2007 by Global Geoparks Network, a body that sits under the umbrella of the United Nations Educational, Scientific and Cultural Organization (UNESCO). The Langkawi Geopark Management Plan established guidelines for the management of Langkawi's natural & cultural heritage using a sustainable development approach which is anchored on the principles of social equity, economic efficiency and ecological sustainability.

- * SkyCab
- * SkyDome
- * SkyRex
- * SkyBridge
- * SkyGlide
- * SkyBistro
- * SkyBoutique
- * SkyTrail
- * SkyPos
- * 3D Art Langkawi
- * SkyAdventure Park



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MYANMAR MESMERIZING MYEIK



Location: Myeik City, Tanintharyi Region, Myanmar

Mesmerizing Myeik 2019 is a campaign led by a group of young nature lovers and ambitious entrepreneurs (known as "Myeik District Tourism Association") eager to promote their colonial urban town surrounded with untouched virgin islands. Myeik Tourism emerges along with country's democratization and its open-door policy to the rest of the world. Myeik, formerly known as Mergui, is sitting in Andaman Sea composed of around 800 islands stretching 180 nautical miles to Kawthaung (southernmost city of Myanmar). Tourism activities in Myeik are rich in both on land and sea.



Along Mergui Archipelago coastlines, there exists different kinds of ethnic groups and Moken is the most well-known and exceptional beings among them. Some folklore says it that they could stay under water for 45 minutes to 1 hour that it has a lung capacity as large as whales. They are sea loving human beings and they made a living out of diving for pearls and fishing. The most traditional Moken people still stay with birthday suit until present day and some become modernized as they act and dress like others. The virgin islands in Mergui Archipelago consist of white sand lines with turquoise water possessing mesmerizing coral reefs. It has become popular tourist destination for sea lovers in recent years.

Myeik City sightseeing has a lot to offer for historic buildings architects and city local products. Since Myeik had been trading post in the early 1900s, there were a lot properties owned by Chinese, Indians traders and colonial structures imposed by the British. Myeik local products are pearls, fishery products, cashew nuts, rubbers, and betel nuts. The sea, the land, and the islands are Myeik's god given natural resources which could promote Myeik's tourism along with its economy to urbanize the whole city by next few years.

Sea Activity

Currently, there are two main day return island trips running everyday from October 2019 to May 2020.

1st Route

Smart Island – Dome Island – Dome Waterfall (Approximately – 5 hours ride)





2nd Route

Marcus Island – ThaMeeHla Island – Fish Farm (Approximately – 3 hours ride)

*All trips are run by speed boats.

Land Activity

Pagoda

TheinDawGyi Pagoda, MahaTheinDiZaya Pagoda, PawDaw Mu Pagoda

Colonial Building

Residence of Mr. Lim OoGaing, Mingalar Lake, Assumption Catholic Church, Peacock House, Maurice Collis House, Clock Tower, Family Shrines, Stone Script Monastery, Customs House, Custody House, Ahmed Family Residence, Amoul Ye Dwin Well, Balygyi Mosque, Court house, U Dwe Memorial, Benjamin Jubbb Residence, Tan Guan Seng House, E.E Qr Residence

Local Workshops and Products

Shipyard Dock, Softshell Crab Farm, Cashew Nut Factory, Candle Factory

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THE PHILIPPINES
 PALAWAN URBAN HERITAGE



Location: in the western part of the Philippines known as the country’s “Last Frontier” for its rich biodiversity. It has been hailed as one of the world’s best islands for its pristine white sand beaches. Puerto Princesa City is the capital of Palawan which has been recognized several times as the cleanest and greenest city in the country.

Located in Puerto Princesa City, the Palawan Butterfly Eco Garden and Tribal Village showcases Palawan’s rich biodiversity and indigenous culture. Here, visitors can interact with colorful butterflies and see endemic species like the bear cat and bearded pig. More importantly, visitors can get to know the Palaw’an, one of the indigenous people of the province, whose members reside in the tribal village while they are in the city. The Palaw’an people demonstrate how to start a fire without matches, play traditional gongs and cow-hide drum, and show how they use blow darts for hunting in the wild. This cultural sharing serves as a way to preserve their people’s dying culture.



This cultural spot is part of a 3D2N package tour with Puerto Pension Inn as the green hotel partner. An awardee of the Anahaw-Philippine Sustainable Tourism Certification recognized by the Department of Tourism, Puerto Pension offers budget accommodations with a dose of local charm – traditional weaved mats lend bursts of color throughout the property, which are complemented by local art and hand-carved images.



Other activities that are part of the tour include the Palawan Special Battalion World War II Memorial War Museum, which houses a vast collection of war memorabilia collected by Higinio “Buddy” Mendoza, Jr. who built the museum in honor of his father, Dr. Higinio Mendoza, Sr., considered as Palawan’s greatest hero. The Palawan Heritage Center is another place where visitors can know more about Palawan’s history, other indigenous groups, notable cultural places found throughout the province,

and the thriving local art scene. Sunset-watching along the bay walk must not be missed. Trying local flavors is also part of the tour. Chef Joi Oliva of Ka Joel’s restaurant has put together a special ASTA menu that celebrates the bounties of Palawan: the PPUR Salad (named after UN-





ESCO Heritage Site Puerto Princesa Underground River) Kajoel's version of Sashimi; the Chicken Binakol with native chicken stewed in coconut water; the Cococtopus with octopus in coconut cream; Garlic Butter Shrimp and complimentary dessert.

This tour is in partnership with Trio Queen Travel Agency and Rate Holdings, Inc.

Itinerary:

Day 1

Airport pick up and check-in at Puerto Pension Inn
Sunset viewing at bay walk

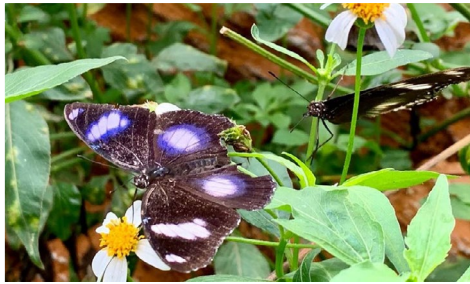
Day 2

Breakfast at Puerto Pension Inn
Visit the Palawan Butterfly Eco Garden and Tribal Village
Lunch at Ka Joel's Restaurant
Tour of the Palawan Special Battalion World War II Memorial War Museum
Palawan Heritage Center

Day 3 Check out and airport transfer

The Palawan Butterfly Eco Garden and Tribal Village

Located in Puerto Princesa City, the Palawan Butterfly Eco Garden and Tribal Village showcases Palawan's rich biodiversity and indigenous culture. Here, visitors can interact with colorful butterflies and see endemic species like the bear cat and bearded pig. More importantly, visitors can get to know the Palaw'an, one of the indigenous people of the province, whose members reside in the tribal village while they are in the city. The Palaw'an people demonstrate how to start a fire without matches, play traditional gongs and cowhide drum, and show how they use blow darts for hunting in the wild. This cultural sharing serves as a way to preserve their people's dying culture.



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guests through the mangrove forest nearby.



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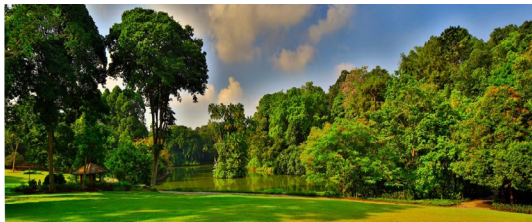


Established in 1859 by the Agri-Horticultural Society, the Singapore Botanic Gardens (SBG) is the legacy of 160 years of human and scientific achievements. The Gardens has a well-defined cultural landscape that demonstrates the different stages of development through its layout, extant historic landscape and built features.



The Gardens has been a prominent centre for plant research in Southeast Asia since the 19th Century, having played a pivotal role in laying the foundation of the rubber industry and pioneered orchid hybridisation and cultivation in the region. Today, SBG is internationally recognised as a leading institution of tropical botany and horticulture. Its living and preserved collections serve as an important reference centre for research on the region's flora for botanists around the world.

Today, the 82-hectare Gardens is a key civic and community space, and an international tourist destination. Attracting an annual visitor ship of more than 5 million, it is also an important institution for tropical botanical and horticultural research, education and conservation.



The Gardens showcases the best and most spectacular of tropical flora, including more than 9,000 species of plants and the region's most significant living collection of documented palms, orchids, cycads and gingers. Its historic 19th century garden landscape is well preserved and includes the earliest ornamental designed lake in Singapore.

Home to numerous heritage trees and a tract of primary rainforest, the Gardens is less than a 10-minute walk from the shopping belt in Orchard Road. The Gardens was inscribed as Singapore's first UNESCO World Heritage Site in 2015.

The Gardens was ranked the number one park in Asia in TripAdvisor's Travellers' Choice Awards



for attractions in 2014. In 2012, it clinched the inaugural Garden of the Year Award by the Canadian Garden Tourism Council. In 2008, it was awarded the Michelin three-star rating and selected by Time Magazine as Asia's Best Urban Jungle.



Proposed Itinerary:

Day 1

Airport pick up and check-in at Hotel Fort Canning
SBG Heritage Tour
Dinner at Corner House (Nassim Gate)

Day 2

Breakfast at Casa Verde (at SBG Visitor Centre, Nassim Gate)
Tour of Learning Forest and National Orchid Garden
Lunch at Halia Restaurant at Ginger Garden
Tour of Seed Bank & Ethnobotany Garden
Dinner at Botanico at the Garage

Day 3

Check out and airport transfer

This cultural spot is part of a 3D2N tour with Hotel Fort Canning as the hotel partner. One of Singapore's heritage hotels situated within a historic hilltop park (Fort Canning Park), the building was the former British Far East Command Headquarters during World War II. The upper floor windows have wide views of Fort Canning Park and the Downtown Singapore skyline.

Singapore Botanic Gardens

Key highlights within the cultural spot include:

a) **Heritage Tour** - Tour of the SBG Heritage Museum and Gardens' historical landmarks.

b) **Learning Forest** - Comprising the SPH Walk of Giants and Keppel Discovery Wetlands. Walk through the different layers of a tropical rainforest, observe the collection of giants on a network of elevated boardwalks and discover fascinating products of the forests. Learn more about the wetland, a restored freshwater habitat of native flora and fauna, once found in the Gardens back in the 19th century.



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c) **National Orchid Garden** - Showcasing a total of more than 700 species and 3,000 hybrids from tropical regions around the globe.

d) **Seed Bank** - Opened on 13 July 2019, the Seed Bank is a conservation, research and education facility that focuses on conserving plant species by preserving the seeds and germplasm of plants in Southeast Asia. The Seed Bank has an interpretive gallery that introduces the Seed Bank and explains its importance to plant conservation and research in Singapore and the region, as well as a seed dispersal garden with seed sculptures showing the different seed dispersal mechanisms.

e) **Ethnobotany Garden** - Comprises of an outdoor garden showcasing over 300 species of plants that are deeply-seated into traditional cultures of Malay Archipelago, Indochina and South Asia; and a Centre for Ethnobotany. The outdoor garden comprises of 4 zones – Living, Craft and Construction, Symbolism and Medicinal, centered around a water-body. Visitors can learn about the various plants in each zone, and how they are used traditionally by indigenous communities of this region.

THAILAND

CHANTHABOON WATERFRONT COMMUNITY



Location: Chanthaboon Waterfront Community located in Mueang District, Wat Mai Sub-district, Sukhaphiban Road, which is an old community located in Chanthaburi river on the west side. Chanthaboon Waterfront Community is a community in which residents live and sell a variety of products with ancient European architecture and Chinese architecture mixed together. Total walking distance of 1 kilometre, starting from Tha Luang Road.

Morning Tour around the Chanthaboon Riverside Community, an over 300-year-old community with a multiethnic population of Thai, Vietnamese and Chinese. According to historical evidence, the community was established during the reign of King Narai the Great and developed into an economic and trade centre of Chanthaburi in the reign of King Rama V. Nowadays this photogenic 'old town' stretches from Tha Luang Road along both sides of Sukhaphiban Road by the Chanthaburi River for a distance of about 1 km. There are residences, community shops and Sino-European row houses decorated with elaborate woodcarvings, a Catholic cathedral, Buddhist temples, Chinese shrines and a gemstone market. Baan Luang Rajamaitri is a wonderful 150-year-old house that now serves as a museum displaying historical documents, antiques and old photos.

An old residential complex of Luang Rajamaitri - the Father of Para Rubber of the East - there is a golden teakwood building on one side of the road and a Western-style building on the other. It also operates as an inn, offering rooms for those who prefer the ancient and classical ambience of this centuries-old community. The Cathedral of the Immaculate Conception is often described as one of the most beautiful churches in all of Thailand. Imitating Notre-Dame Cathedral in France in terms of its arched windows and fretwork decorations, the Gothic-style building features a jewel-encrusted statue of the Virgin Mary on a golden dais in front of the altar. The cathedral's 20-metre high towers make for one of Chanthaburi's most prominent landmarks, then lunch at Ban Nam Phrik Khao Suay Restaurant.



Afternoon take tourists to Bor Phloi Lek Phet Community Learning Center to learn how to dig for gems in the olden days along with activities for tourists to gems to keep as a souvenir. After returning to the accommodation, have dinner and stay overnight at Maneechan Resort.





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VIETNAM BORDER PROPAGANDA INFORMATION CLUSTER



Location: Cape Sa Vi, Vietnam's northeastern-most point is in Mong Cai city, Quang Ninh Province, is 350 km from Hanoi. The city has a favourable geographic position and plays a crucial strategic role in terms of politics, economics and the culture of Vietnam.

Open hours: From 6.00 AM to 12.00 AM

- Daily traditional games: Bag jumping, Bamboo dancing, Bamboo jacks, Blind man's buff, Tug or war.
- Traditional cuisines.
- Modern activities : Cycling, 5D movie theatre

When you draw the map of Vietnam, your first stroke might well be cape Sa Vi in Mong Cai city, Quang Ninh province. Vietnam's northeastern-most point. « Sa Vi cape border propaganda information cluster » is a symbol of pride, where visitors can come and learn more about culture, education and history of the northeastern border of the country.



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