APEC

Sustainable Tourism Evaluation Tool for Visitors and Destinations (ASTET)

September 2023

APEC Tourism Working Group

**Asia-Pacific
Economic Cooperation**

APEC Sustainable Tourism Evalution Tool for Visitors and Destinations (ASTET)

APEC TOURISM WORKING GROUP

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Linkage between Visitor Management Assessment Tool and LAC Principle/ Tendency of Visitor Management Assessment in Post COVID-19 Era

This handbook is produced in the context of the activity "develop and disseminate best practices on the application of visitor management techniques in APEC Economies" in line with the 4th priority of APEC Tourism Working Group Strategic Plan 2020-2024, "Sustainable Tourism and Economic Growth." It aims to become a comprehensive guideline for the enhancement of sustainable tourism management, contextualized for the Asia-Pacific region, which has never been more needed than this time when tourism is now facing one of the greatest challenges caused by the pandemic called COVID-19.

At the beginning of 2020, the world has been struck by COVID-19 and its impacts on global tourism are so unprecedented that it put international air transportation at halt and almost depleted the world income from tourism-related sectors such as accommodation and travel services, among others.[1] According to the United Nations World Tourism Organization (UNWTO), international tourism in the year 2020 has decreased to almost -74 percent or, approximately, a loss of 1.1 billion USD, surpassing the past major crises, namely, the SARS outbreak and the global financial crisis.[2] Other sources also suggest the negative effects of the COVID-19 pandemic on both occupational and tourism activities.

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[1] "Rebuilding Tourism for the Future: COVID-19 Policy Responses and Recovery," Organisation for Economic Co-operation and Development (OECD), accessed December 21, 2022, https://www.oecd.org/coronavirus/policy-responses/rebuilding-tourism-for-the-future-covid-19-policy-responses-and-recovery-bced9859?fbclid=IwAR11G0tMAtrbelfW1Q3de_XW-eUk4n5_u-ckH_yC-TVFzKALkuJRY7L39Kg.

[2] "2020: A Year in Review," UNWTO, accessed December 20, 2022, https://www.unwto.org/covid-19-and-tourism-2020.

For example, the Joint Research Center of the European Commission predicted that around 6.6 to 11.7 million jobs in tourism-dependent sectors have been facing a reduction of working hours, or worse, permanent losses; and, women, local communities, younger generations and Indigenous Peoples are among the risk groups.[3] Besides, as of the first quarter of 2021, a third of destinations worldwide were still completely closed to visitors, as shown in the survey of UNWTO.[4] A few examples not only tell us how tourism is at the forefront of the adverse consequences of the pandemic but needs to lean towards more inclusive, sustainable and resilient practices in order to prepare for future scenarios alike.

Nonetheless, when we look back to tourism of the pre-pandemic era, the situations were totally different. Data from World Travel and Tourism Council (WTTC) indicate that before COVID-19, tourism sectors coincidently generated 10.3 percent, or 333 millions of all jobs and 10.3 percent, or 9.6 trillion USD, of global GDP, and international visitor spending accumulated up to 1.8 trillion USD by 2019.[5] And, despite an impressive recovery owing to vaccine advancement and relaxation of border restrictions in certain economies, it is unlikely that we merely focus on returning to the years prior to the pandemic should we need to take a huge step to reconsider and prepare tourism for uncertainties that lie ahead. According to UNWTO, it is expected that, by 2023, international tourist arrivals in some regions, like Europe and the Middle East, would bounce back nearly to the pre-pandemic levels.[6] However, as of January 2023, the same source also indicates the recovery in Asia and the Pacific is merely 23 percent lacking behind the other parts of the world.[7] And, we must also bear in mind that tourism management has already been so complicated even before COVID-19. While tourism has to deal with the impacts of COVID-19, it must not disregard the changes in visitor patterns and behaviors. Furthermore, it is also required to underscore some enduring challenges including site management issues, climate change, geopolitical conflicts and issues concerning sociocultural contexts, to name a few.[8] To illustrate, data from UNESCO show that the most frequent

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[3] OECD, "COVID-19 Policy Responses and Recovery."

[4] "Tightened Travel Restrictions Underline Current Challenges for Tourism," UNWTO, accessed December 20, 2022, https://www.unwto.org/news/tightened-travel-restrictions-underline-current-challenges-for-tourism.

[5] "Economic Impact Reports," World Travel & Tourism Council, accessed December 21, 2022, https://wttc.org/research/economic-impact.

[6] "World Tourism Barometer," UNWTO 21, no. 1 (January 2023): 1-4.

[7] Ibid.

[8] "Identifying Threats to tourism," The ASEAN Post, accessed January 8, 2023, https://theaseanpost.com/article/identifying-threats-tourism.

threats to destinations in Asia and the Pacific during 2012-2015 are weathering, societal and cultural activities, urban development and pollution. By putting all these challenges together, it can be suggested that post-pandemic tourism must be transformed to champion both pre-existing emerging trends. For instance, visitors have become aware of better health and security conditions as the virus would persist for quite some time. Hence, safety protocols and certifications would certainly put some weight on visitors' confidence and decision to travel to destinations.[9] Moreover, since tourism is inseparable from environmental elements and local ways of life, the disappearance of tourism activities means to drive people away from places,[10] depriving of means to sustain natural values as well as a sense of community. Therefore, tourism in the post-pandemic era has to consider engaging all stakeholders, whether public, private or civil sectors, to better improve the capacity and preparedness for unforeseen challenges. That is to say, post-pandemic tourism must be geared toward a trend of inclusivity, sustainability and resilience.

At a time when rapid recovery is an ultimate goal for global tourism, nature and culture will continue to play key roles in attracting visitors. And, since the resumptions of both domestic and international travel, destinations will have to adapt and respond to pent-up demand and volume of visitation. In hindsight, tourism, should it follow discriminatory, unsustainable, and vulnerable practices, will put some unfavorable consequences on the quality of biodiversity and local livelihoods leading to an unpleasant tourism experience. On this basis, tourism management should incorporate an effective approach to resolving a contradiction in tourism. The "limits of acceptable change" (LAC) approach originally proposes to mitigate conflicts of visitation in the protected areas.[11] The key principle of LAC is a maximum level for environmental changes that are consensually accepted by all stakeholders to the extent that such changes will not affect, deteriorate, or harm the abundance of biodiversity. Nevertheless, LAC has been widely adopted in other management issues

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[9] "Travel & Tourism Development Index 2021: Rebuilding for a Sustainable and Resilient Future," World Economic Forum, (May 2022): 24, https://www3.weforum.org/docs/WEF_Travel_Tourism_Development_2021.pdf.

[10] Feng Jing, "Sustainable Tourism in the Post-pandemic Era: Lessons Learnt and New Directions from UNESCO," UNESCO Multisectoral Regional Office in Bangkok (UNESCO Bangkok), accessed January 8, 2023, https://bangkok.unesco.org/content/sustainable-tourism-post-pandemic-era-lessons-learnt-new-directions-unesco.

[11] David N. Cole and Stephen F. McCool, "Limits of Acceptable Change and Natural Resources Planning: When Is LAC Useful, When Is It Not?," in Proceedings – Limits of Acceptable Change and Related Planning Processes: Progress and Future Directions, composed by David N. Cole and Stephen F. McCool (Utah: Rocky Mountain Research Station, 1997), 69 - 71.

outside the protected areas. The approach can be incorporated with different concepts such as "carrying capacity" (CC) to assess aspects related to tourism, including, physical components, facilities, ecology and psychology. LAC can be well applied to post-pandemic tourism since, on the one hand, destinations must be protected from the spread of the virus coming with visitors, on the other hand, the entry of visitors is also crucial for environmental, economic and community development within tourism-dependent areas. Thus, it would be beneficial for relevant stakeholders to have accredited and effective visitor management tools in developing and strategizing post-pandemic tourism management plans.

Various management techniques are structured around the LAC approach, including Recreation Opportunity Spectrum (ROS), Visitor Experience and Resources Protection (VERP), and Global Sustainable Tourism Criteria (GSTC); but the main tool, used in the activity "develop and disseminate best practices on the application of visitor management techniques in APEC Economies," is UNESCO's Visitor Management, Assessment and Strategy Tool (VMAST). VMAST is developed to become a self-assessment and strategy development tool for site managers and other stakeholders such as local communities. It concerns issues across four areas, namely, effective governance and visitor management protecting heritage values; contribution to environmental sustainability, climate change mitigation and adaptation; contribution to inclusive social development and cultural sustainability; and, contribution to inclusive and sustainable economic development. With 40 management objectives and more than 200 indicators, VMAST seeks to address the impacts of visitation towards destinations, the capacity of destinations to host visitors, community resilience, as well as any other emerging challenges. Aside from VMAST, this project put forward as well a new visitor

development tool for APEC Economies. Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA, as a main proponent of this project, has supported the use of VMAST in 12 destinations in Thailand and four others in APEC economy members, namely, Malaysia and Viet Nam. The implementation of VMAST and the data collection process in the pilot destinations has borne out the APEC Sustainable Tourism Evaluation Tool for Visitors and Destinations (ASTET). This new tool, based on the core management issues of VMAST, correspondingly consists of four objectives, including, efficient visitor management to protect the value of the tourism site; environmental sustainability promotion; inclusive social development and cultural sustainability promotion; and, inclusive and sustainable economic development promotion. Moreover, ASTET comes with a suggested guideline for an effective assessment process. And, as the novel ASTET is now being in the stage of draft model, it requires an input and feedback from APEC destinations to prove its efficiency and applicability, as well as, realize the aim to bridge the gap of the lacking of coherent and comprehensive visitor management tool designed for the destinations in APEC Economies in order to deal with challenges of tourism in the post-pandemic era.

Given the discussions above, this handbook is divided into four parts. Part one explains the limits of acceptable change (LAC) approach. Part two delineates various destination management tools related to the LAC. Part three presents APEC Sustainable Tourism Evaluation Tool for Visitors and Destinations (ASTET) that comes with an assessment guideline. And, part four analyzes the suitability and consistency of the APEC-level visitor management tool within the contexts of Asia and the Pacific region.

2

Limits of Acceptable Change
(LAC)

Definition and Meaning

Limits of Acceptable Change (LAC) developed by USDA Forest Service (Stankey, 1985 as cited in Office Of Natural Resources and Environmental Policy and Planning, and Cultural and Natural Environment Management Bureau, 2014) refers to the maximum level of environmental changes that are commonly accepted by all stakeholders, with the goal of conserving environment for sustainable utilization, while preventing it from degradation or maintaining the level of impact not to affect or harm the ecosystem.

The LAC principle is a process which adopts the concept of Carrying Capacity (CC) for application (Department of National Parks Wildlife and Plant Conservation, 2005). The concept of Carrying Capacity (Office of Natural Resources and Environmental Policy and Planning, and Cultural and Natural Environment Management Bureau, 2014) refers to the maximum level of usage by humans in natural resource areas which can be sustained without exceeding the specified standard value.

Limits of Acceptable Change (LAC) (Emphandhu D., 1999) is a process which adopts the concept of Carrying Capacity (CC) for application by creating a full plan, program, or management strategy which is a result from acceptable indicators and standard values in terms of environment,

society, and economy determined by all stakeholders including site management officers, specialists, visitors and local communities. Its objective is to determine the maximum levels of changes in environmental, economic and social aspects commonly accepted by all parties, while regularly monitoring changes.

Tourism Carrying Capacity (Emphandhu D., 1999) can be categorized as follows:

Physical Carrying Capacity (PCC) The calculation of Physical Carrying Capacity is to assess the level of utilization of tourism or recreation which primarily prioritizes the area used to support tourism activities in a certain period of time. The assessment is based on the available area used for recreation and the standard value of the area required for each activity to be able to perform the activities efficiently.

Managerial or Facility Carrying Capacity (FCC) The calculation of Facility Carrying Capacity is an assessment of the capacity of facilities in the attraction that can be utilized at a specific period. The unit measures the number of facility users per time period.

Bio-physical or Ecological Carrying Capacity (ECC) The Ecological capacity assessment is to study the maximum capacity level that the ecosystem or environmental system can accommodate without any permanent harm or impact on the system, or can maintain its ability to adapt and replace the loss of the system.

Psychological Carrying Capacity (PSCC) or Social-Psychological Carrying Capacity (SPCC) This CC type prioritizes the maximum number of visitors in tourist attractions during a period of time that can still provide a quality experience for tourists. The factors used to measure the impact in order to assess the PCSS are the congestion associated with the number of visitors in the tourist attractions. The congestion is the perception or feeling towards the density of people per area which can be measured both quantitatively and qualitatively. The congestion can be displayed in the unit of people per area to support the qualitative decision on whether the density at a certain level is too uncomfortable.

In addition, carrying capacity can also be considered in social and cultural aspects known as "Social and Cultural Carrying Capacity (SCC)".

The criteria on acceptable impact in tourism destinations can be divided into three levels as follows:

1. Acceptable Impact
2. Approaching or At Acceptable Impact
3. Unacceptable Impact

Carrying Capacity applied from the LAC and CC concepts can be presented as impact levels or Usage levels as follows:

Impact Level	Usage Level
Low or No Concern	Below CC
High Concern	At CC Level
Extreme Concern	Beyond CC

The acceptable change levels following the principles of Stankey can be determined by the following steps:

1. Organize meetings or public hearings for all stakeholders of the community to formulate the ratio between visitors and local people, tourism activity patterns development areas, development levels, policies and related regulations, as well as determine which tourism activities are allowed.

2. Define the negative index of different situations in terms of economic, social, cultural and environmental aspects for stakeholders in order to be used as a benchmark for actual contexts to resolve problems or immediately cope with negative situations.

3. All stakeholders review the activity model and characteristics, as well as the index indicating whether it has achieved the objectives of all parties and prevents the problems.

4. Specify operational choices which will allow local communities or tourist attractions to meet Limits of Acceptable Change while calculating costs which include money, time and social negative consequences that may arise from developing or not developing tourism activities according to each choice.

Sustainable Tourism Evaluation Tool
for Visitors and Destinations (ASTET)
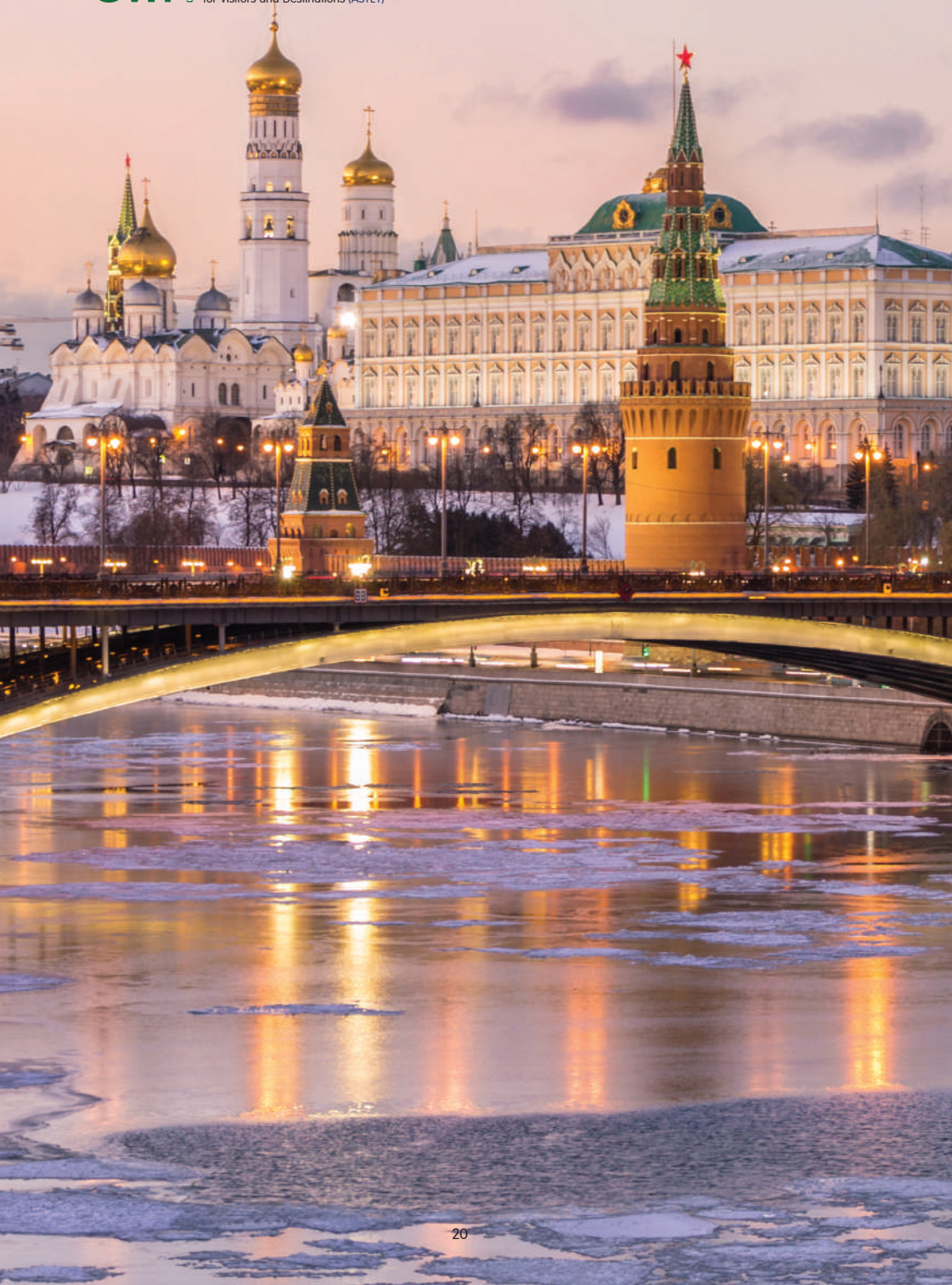
3

Visitor Management
Techniques
and Visitor Management
Assessment Tools

Tourism Optimization Management Model

Tourism Optimization Management Model (TOMM) is the development of a management model which emphasizes the context of local communities, using both resources and social aspect as a base. Developed by Mannidis Robert Consultant, the management model aims to engage stakeholders in tourism development by providing recommendations to determine the impact indicators in different areas from visitors which may affect local communities, as well as coming up with the acceptable capacity for the community. Initially, TOMM was developed and used in Australia before it was applied in Canada.

TOMM is a management model that emphasizes practical approaches in site management and highlights the importance of local communities. The tourism management model consists of the following three implementing methods:

1) Analyzing capacity and community context, including tourism resources.

2) Planning and determining tourism indicators for the tourism environment, and determining the carrying capacity of the area and impact indicators in various fields, which provide stakeholders the opportunity to voice opinions.

3) Implementing and managing by emphasizing on evaluating and improving the indicators to be appropriate for later use.

TOMM is an inclusive management model which covers the management of the main factors in economical, social and environmental aspects. However, the model requires a lot of budgets, human, time and other resources as it must take into account many stakeholders in each stage of management. Apart from tourist destination managers,

all stakeholders in local communities should be included in the process. This model places an importance on the participation of local communities as the owner of the resources. It is an effective management model as it provides a continuous assessment and improvement of the management process from stakeholders.

Recreation Opportunity Spectrum (ROS)

Recreation Opportunity Spectrum (ROS) (Lee, Beard and Thompson, 2002) is a classification tool developed to classify and monitor the existing recreational activities and other activities intended to be conducted. The range of recreation opportunities refers to the characteristics of potential recreation experiences in the areas based on the biological-physical and social factors of the use of tourist areas, and the management of recreation resources by the area managers.

ROS is used to classify tourist and recreational areas aiming at successfully managing tourist destinations which respond to different types of tourism to bring satisfaction and valuable tourism experiences to tourists. ROS also controls a suitable level of development for each type of tourist destination.

According to Clark and Stankey's criteria, ROS is based on the relationships between tourists and local managers. It is believed that the majority of people will choose the area for tourism and recreational activities by considering whether the attraction can respond to their needs. Therefore, the recreation opportunities are directly related to the needs of visitors or tourists. The activities must be appropriate and diverse, depending on the management, possibility and promotion or development of activities in the attractions. It is important to take into account the potential of resources in the area by using six factors to determine the range of recreation opportunities as follows:

Access
Non-recreational resource uses
On site management
Social interaction
Acceptability of visitor impact
Acceptable regimentation

Benefits of ROS towards Tourism Management

1. To be aware of the supply of recreation and tourism in the area, which will introduce an inclusive tourism management approach in terms of land use, environmental management, facilities development, communication and tourism management.

2. To be aware of the impact of other activities on recreational areas, which will help the responsible person to properly manage the site.

3. To analyze the impact of site management decisions on the change of recreation experiences.

4. To be able to link the needs of tourists to the existing recreational supply, which will help develop diverse recreational activities in the area and create opportunities and choices for tourists to visit and join their preferred activities that comply with the environment of the area.

5. To set the standards and guidelines for the area management to achieve the desired recreational experience, so that visitors can get the valuable experiences.

Visitor Impact Management (VIM)

Visitor Impact Management (VIM) is an extension from the ROS principle to evaluate the impact of visitors in terms of resources and recreation experiences. The tool was developed by the United States' park section to use in parks and sanctuaries before it has been widely used in Australia, Mexico and the Netherlands.

Like LAC, VIM is a management model that emphasizes the carrying capacity of each area, but it also prioritizes the impact from tourists' visits. In addition to controlling the impact caused by tourists in an acceptable level, VIM places an importance on the environmental impact and experience as a result of the situation where more visitors are coming to the natural sites while limited usage should be concerned. Visitor Management helps create restrictions for activities which affect visitors' behavior.

Visitor Experience and Resources Protection (VERP)

VERP is a framework for planning and management that emphasizes the impact of visitors and resources of the destinations. The impact includes what is caused by visitors' behavior, level of resource utilization, type of resource used, time in consuming resources and area where resources are utilized. VERP is an implementation plan, guideline and process that interprets the carrying capacity of the desirable ecosystem and society by measuring the appropriate conditions. VERP's process gathers information about the type and level of area utilization so that site managers can make decisions about managing visitors and planning necessary practices.

The framework of VERP is implemented under the guidelines that take into account the concepts of Carrying Capacity (CC), highlighting nine key elements as follows:

1. Integrate team from a multidisciplinary field, as the main team requires people from different backgrounds and expertise as advisors to help support the team, including those who will develop the plan and who will pledge the plan.

2. Develop strategies to engage the public by not only preparing to create participation from the beginning, but ensuring that the public must participate in the planning of participation with all people involved in the management of the area.

3. Develop a standpoint aligned with the objectives, essence and guidelines of the area as planning and implementing strategies should also be in line with these elements. Showing a clear standpoint also creates a better understanding to support the implementation of each stage.

4. Analyze data regarding the resources of the area and the consumption of resources by visitors to understand the overview of available resources, and visitors' experiences and needs to be reported in documents, which may be combined with the use of maps and environmental analysis.

5. Describe the possible scope of the visitors' experience with the resource conditions. This potential scope must also be complied with the objectives and priorities of the area as providing explanation of the potential scope will affect the determination of appropriate activities, development and management.

6. Allocate potential areas in accordance with conditions.

7. Select specific indicators and standards for each area to develop appropriate tracking plans. While the indicators must be specific, measurable, and traceable, the standard refers to the minimum acceptable conditions of each area. In order to monitor the process, the relevant methods and strategies must be determined, including the importance, procedures, budgets and responsibilities, as well as the analysis guidelines.

8. Regularly monitor resources and social indicators by responsible person in each area. If there are restrictions on staff and budgets, it is necessary to prioritize them by tracking in areas of importance.

9. Managing and monitoring, as well as timely handling when the social situation or resource conditions are beyond the standard or are deteriorating from the indicated point.

Visitor Management Assessment Tools

• Global Sustainable Tourism Criteria (GSTC)

GSTC or GSTC-D (GSTC-Destination) is a criteria for tourism destinations developed by Global Sustainable Tourism Council (GSTC) as the targets to achieve for tourist attractions which are divided into four aspects as follows:

A. Sustainable management
B. Socio-economic sustainability
C. Cultural sustainability
D. Environmental sustainability

The objective of the GSTC criteria is to define "what to do" as an effective fulfillment. The GSTC criteria are set as the baseline to ensure sustainability of the destinations. This criteria can be used to monitor and communicate the image of destinations in the aspect of sustainability with consumers and tourists.

GSTC-D can be applied to a wide range of destinations including cities, regions, or small areas, such as parks, local communities, or agencies like museums, public buildings, monuments and private attractions.

At present, the GSTC criteria has been developed to version 2.0 which has been published since 2013. Later in 2019, the criteria was revised by including the UN's Sustainable Development Goals (SDGs) as the target value of the tool and setting assessment goals to be aligned with some SDGs indicators.

• The Visitor Management, Assessment and Strategy Tool (VMAST)

The Visitor Management, Assessment and Strategy Tool (VMAST) was developed to support agencies responsible for World Heritage sites management by providing guidelines for responsible and sustainable tourism management. VMAST can also be used as guidelines and handbooks for communities to strengthen flexible operations, adaptability skills and enhance performance of communities, as well as those who operate in heritage and tourism.

VMAST is designed to be a voluntary self-assessment tool which aims at developing strategies to support tourism planning and visitor management to be ready for adapting to changes. VMAST supports strategic and proactive management guidelines, which consider not only what can be done, but also its priority to prioritize the implementation and create an effective resource-oriented approach. Therefore, VMAST is an action-oriented tool which helps organize possible activities within the management system on the basis that VMAST is used to classify and review what is done and turns them into inspiration for their continuing efforts and support.

VMAST assessment helps identify and review various actions in order to support good visitor management by establishing the baseline for visitor management and evaluating the level of visitor management based on regulatory indicators to protect the value of heritage (Outstanding Universal Value). Furthermore, VMAST can be applied to consider whether the actions achieve the UN's SDGs. However, VMAST is not designed only to store data and report results as users can use VMAST to track modifications and track progress at any time.

The VMAST assessment is structured under four main goals:

A. Effective governance and visitor management protecting heritage values

B. Contribution to environmental sustainability, climate change mitigation and adaptation

C. Contribution to inclusive social development and cultural sustainability

D. Contribution to inclusive and sustainable economic development

Goal A focuses on the governance and efficient visitor management of the area, which is crucial for the implementation to help protect the value of heritage sites in the area. Meanwhile Goal B, C and D focus on visitor management in various aspects as a tool to achieve sustainable development goals and objectives of management to protect the value of the site.

In VMAST, 40 strategic objectives are set in accordance with heritage sites and visitor management. These objectives relate to critical issues which indicate what to accomplish to ensure the conservation of Outstanding Universal Value (OUV) and contribution to sustainable development. The strategic objectives include a wide range of visitor management, including area management. Some parts of the visitor management may be directly related or partly associated with the area while some may be more relevant than others. VMAST can be used as a tool to help those who assume responsibility in their destinations to identify appropriate strategic objectives and prioritize them.

• Summary Table of Visitor Management Techniques and Visitor Management Assessment Tools

Tourism Management Tools	Develop and (can) use in		Carrying Capacity concerned	Community contexts concerned	Stakeholder Engagements concerned	SDGs Concerned
	Natural Site	Cultural Site				
LAC	✓		✓	✓		
TOMM	✓		✓	✓	✓	
ROS	✓		✓	✓	✓	
VIM	✓		✓	✓	✓	
VERP	✓		✓	✓	✓	
GSTC	✓	✓	✓	✓	✓	✓
VMAST	✓	✓	✓	✓	✓	✓
ASTET	✓	✓	✓	✓	✓	✓

4

Guidelines for Implementing
the Visitor Management
Assessment Tool

Operational Guidelines to Optimize the Use of the Visitor Management Assessment Tool in the Context of Asia-Pacific Region

1. Forming the Joint Working Group, stakeholders in the area should be identified with a clear and complete direction in accordance with the PPP Partnership guidelines which consist of the following sectors:

P- Public Sector
P- Private Sector
P- People / Civil Society
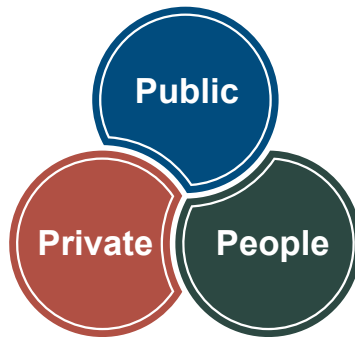
In addition, the role of the local coordinator or Destination Management Organization must be clearly defined in order to create cooperation and open space for exchange, leading to discussion between the relevant sectors in various stages.

2. Optimizing the use of tools, data management and data processing of stakeholders as follows:

The process of getting to know the tool: In addition to lectures by experts, training sessions and workshops should be considered in order to be able to test the tool while analyzing necessary and relevant data simultaneously. More importantly, the target audience selection must be complete in accordance with the PPP Partnership guidelines.

Examples of Working Groups Following the PPP Partnership Concept	
P- Public	Local government organizations Tourism related organizations Specialized management agencies, such as cultural, natural and environmental aspects
P- Private	Private businesses related to tourism operating in the area, such as accommodation and hotel business, transportation and travel business, tour operators *etc.*
P- People / Civil Society	Public groups in the area that conduct activities related to tourism, such as clubs, associations or networks. The group could either be a registered formal aggregation or an unofficial network with regular gathering for activities.

The process of preparing data entry into the tool: To conduct the assessment of tourist attractions in the target area through the PPP Partnership guidelines, only one data set of answers is required to the analysis system. Therefore, it is necessary to determine the role of the local coordinator or the Destination Management Organization as coordinator to create conversation exchange and to prepare information from multiple relevant sources for further analysis.

The process of data entry for processing according to the design of the tool: This should be the role of the site manager. With the pursuit and preparation mechanism through the PPP Partnership guidelines, the local coordinator or the Destination Management Organization may act like a site manager who links data for analysis which leads to a strategy plan and further policies.

5

5

APEC Sustainable Tourism Evaluation Tool for Visitors and Destinations (ASTET)

User's Handbook for APEC Sustainable Tourism Evaluation Tool for Visitors and Destinations (ASTET) and User's Handbook (Draft Model)

Key Description

1. APEC Sustainable Tourism Evaluation Tool for Visitors and Destinations (ASTET) developed in this study is a self-assessment tool that is specifically designed to review tourist and tourism site management practices. It is not a tool meant for data collection. Thus, primary data collection is not emphasized as much as the review and assessment of work processes related to tourist and tourism site management in different dimensions. Users are encouraged to use related primary as secondary data as necessary.

2. This tool emphasizes limits of acceptable change (LAC) in tourism sites, the implementation that embraces sustainable development and tourism-related SDGs.

3. This tool requires only one data set as input in its assessment process. Thus, users are recommended to consider other alternative practices to complement the tool's efficiency and accuracy, while taking into consideration PPP Partnership Approach, that involves the stakeholders from the following sectors:

P- Public Sector

P- Private Sector

P- People / Civil Society

4. The assessment tool has four objectives as follows:

Objective A: Efficient Visitor Management, consisting of 10 sub-issues with 24 questions that reflect the achievement of respective indicators.

Objective B: Environmental Sustainability Promotion, consisting of five sub-issues with 22 questions that reflect the achievement of respective indicators.

Objective C: Inclusive Social Development and Cultural Sustainability Promotion, consisting of five sub-issues with 16 questions that reflect the achievement of respective indicator.

Objective D: Inclusive and Sustainable Economic Development Promotion, consisting of four sub-issues with 15 questions that reflect the achievement of respective indicator.

5. For each question, users will be presented with four choices that signify different levels of achievement. The choices are represented by different colors as follows:

Choice Description	Level of Achievement	Color Code
Yes/Fully Implemented	51-100%	🟩
Partly/In Progress	31-50%	🟨
No Implementation	0%	🟥
Not Applicable	Not being considered	⬛

In their assessment, users are recommended to identify their level of achievement using the description in the table as reference. Comparison between different users and areas is not recommended. Instead, users should focus on objectively evaluating the implementation in their responsible area under their specific condition and management practices.

Before an answer could be selected, working group process following PPP Partnership Approach should take place. This requires cooperation between stakeholders in data preparation and examination before result analysis.

6. To ensure a standardized assessment, it is important that the analysis is objectively conducted based on real verifiable data. Users are recommended to refer to empirical evidence or documents as follows:

Indicators	Guideline for Empirical Evidence or Reference Document to Verify the Achievement
Objective A: Efficient Visitor Management	
A1 Management and Management System	- Master Plan/agreement/law or regulation related to tourism site management - Policy/local work plan related to tourism

Indicators	Guideline for Empirical Evidence or Reference Document to Verify the Achievement
A2 Existing Resources	- Plan/budget report related to tourism site management - Organizational structure/personnel related to tourism site management
A3 Strategic and Integrated Visitor Management	- Implementation report related to tourism site management - Study, research or assessment on tourism site management
A4 Asset and Attraction	- Survey report/account/information on valuable assets at the tourism site - Agreement/cooperation between partners and stakeholders in tourism site management
A5 Volume of Tourists	- Report on data/statistics on number of tourists (overview and site-specific) - Policy/measures/guidelines/practices related to tourist volume management
A6 Behavior of Tourists	- Study, research, assessment, or analysis on tourist behavior in different dimensions - Guidelines/rules/recommendations for tourists at the tourism site - Measures/guidelines/rules to promote desirable behavior and to prevent undesirable behavior among tourists at the tourism site
A7 Communications and Value Interpretation	- Communication message/media with appropriate content and language for tourists or recipients - Assessment results on the use of media/information distribution

Indicators	Guideline for Empirical Evidence or Reference Document to Verify the Achievement
A8 Capacity Development	- Plans/projects/activities to develop capacity of personnel and stakeholders involved in tourism site management - Training materials/documentation - Assessment/monitoring result on real-life application after the capacity development measure
A9 Cooperation with Tourism Sector	- Agreement/MOU/mutual practices between agencies involving in tourism site management, partners, or stakeholders
A10 Participative Management	- Meetings/implementation reports of community/ network and between agencies involving in tourism site management, partners, or stakeholders

Objective B: Environmental Sustainability Promotion

B1 Protection of Wildlife and Plant as well as Areas with Environmental Vulnerability	- Survey process to assess and record data on wildlife, plant, and environmental vulnerability in the tourism site - Data/register of wildlife, plant, and environmental vulnerability in the tourism site - Activities/projects/implementation of relevant agencies/partners/stakeholders related to wildlife, plant, and environmental vulnerability in the tourism site
B2 Resource and Energy Management	- Survey process to assess and record data on different resource and energy use in the tourism site - Data/statistics on resource and energy use in tourism site - Practices/projects/different modes of cooperation related to energy management and conservation in the tourism site

Indicators	Guideline for Empirical Evidence or Reference Document to Verify the Achievement
B3 Waste and Pollution Management	- Survey process to assess and record data on volume and management of different types of waste and pollution in the tourism site - Data/statistics on volume and management of different types of waste and pollution in the tourism site
B4 Tourism and Transport System with Low Negative Impacts	- Data/statistics on energy use and pollution caused by different transport systems in the tourism site
B5 Environmental Risk	- Process to assess different environmental risks in the tourism site - Data/results of environmental risk assessment in the tourism site - Activities/projects/implementation of related agencies/partners/stakeholders to avoid/reduce environmental risks in the tourism site

Objective C: Inclusive Social Development and Cultural Sustainability Promotion

C1 Awareness on Values of Cultural and Natural Heritage as well as Intangible Cultural Heritage	- Process to asses and record data on cultural and natural heritage as well as intangible cultural heritage in the tourism site - Data/register of cultural and natural heritage as well as intangible cultural heritage in the tourism site - Activities/projects/ implementation of related agencies/partners/stakeholders concerning cultural and natural heritage as well as intangible cultural heritage in the tourism site

Indicators	Guideline for Empirical Evidence or Reference Document to Verify the Achievement
C2 Respect for Rights and Equality of Expression as well as Accessibility of the Tourism Site	- Practices/projects/different mode of cooperation concerning accessibility of the tourism site, equity and equality in different dimensions - Activities/projects/implementation of relevant agencies/partners/concerned stakeholders related to accessibility of the tourism site, equity and equality in different dimensions
C3 Visitor's Experience and Satisfaction	- Study, research, assessment, or analysis on visitor's experience and satisfaction in different dimensions - Guidelines/projects/activities organized to improve visitor's experience and satisfaction in the tourism site
C4 Security, Safety and Emergency and Disaster Risk Management	- Plans/measures/guidelines/practices related to security, safety and response in time of emergency, crisis and disaster by related agencies, partners and stakeholders in the tourism site - Studies and risk assessment on safety management and response to different crises
C5 Food Security	- Study, research, assessment, or analysis on issues concerning food security in the tourism site - Plans/measures/guidelines/practices/ activities/campaigns related to food security in the tourism site

Objective D: Inclusive and Sustainable Economic Development Promotion	
D1 Inclusiveness, Resilience and Economic Sustainability	- Process to assess and record data on different economic issues and income of the tourism site - Plans/measures/guidelines/practices/ activities as well as cooperation with partners and different sectors related to income generation/ distribution, or economic promotion in different aspects in local communities/areas
D2 Investment and Concession	- Policies/plans/measures/guidelines/ practices/assessment/data on invest-ment promotion or concessions in tourism site
D3 Occupations, Employment and Career Prospect in the Area	- Policies/plans/measures/guidelines/ practices/assessment/data on support provided to local people and business operators in the tourism site
D4 Land Tenure, Zoning and Infrastructure	- Process to assess and record data on land management, zoning and infrastructure in the tourism site - Plans/measures/guidelines/practices/ activities, as well as cooperation with partners and different sectors in land management, zoning and infrastructure in the tourism site

7. Overall assessment result could be derived by interpreting the chosen answer choice of each sub-issue into the level of achievement (in percent). Designated color code is then used to mark the overall assessment table, which display the overall result of tourist and tourist site management assessment for further consideration.

APEC Sustainable Tourism Evaluation Tool for Visitors and Destinations (ASTET) (Draft Model)

Objective A: Efficient Visitor Management to Protect the Value of the Tourism Site

Expected Outcomes/Indicators	Achievement
A1 Management and Management System (SDGs 11, 16)	
i. There is clear policy/measure in place for tourism management to safeguard the value of the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. There is a guideline and/or system for the protection of the tourism site in accordance with the defined measures/plans.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
iii. There is a system for assessing/ monitoring tourism site protection operations in accordance with the defined measures/plans.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

A2 Existing Resources (SDG 11)

i. There are sufficient budgetary provisions to support the implementation of tourism site protection.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. There are sufficient human resources available to support the implementation of tourism site protection.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

A3 Strategic and Integrated Visitor Management (SDG 8)

i. There are clear and comprehensive strategy and operational guideline for the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. Relevant stakeholders and sectors participate and play a role in formulating strategies and operational plans in every step.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iii. Sustainability aspect has been integrated in the strategies and operational guidelines for the tourism site to ensure effective implementation.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
A4 Assets and Attractions (SDG 11)	
i. Valuable assets in the tourism site are surveyed, stored and inspected regularly.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. There is a clear guideline for preservation and protection of valuable assets in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iii. Cooperation is established with partners and stakeholders to preserve and protect valuable assets in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
A5 Volume of Tourists	
i. There is a system for tracking and recording the number of tourists in a regular manner.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. There is clear operational guideline for managing the number of tourists while taking into account the capacity of the tourism site to accommodate visitors based on standard principles.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
A6 Behavior of Tourists (SDG 12)	
i. There is a system for surveying and recording tourist behavior data on different aspects.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
ii. Public relations activities are organized to promote desirable tourist behavior.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iii. There is a clear operational guideline for managing tourist with undesirable behavior.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

A7 Communications and Value Interpretation (SDG 16)

i. The value of the tourism site is communicated through various channels/methods to raise awareness of the public and tourists.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. Relevant information is provided in a language that is suitable for tourists.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

A8 Capacity Development (SDG 4)

i. Appropriate training is provided to develop the capacity of people in charge of tourism site management on a regular basis.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. Training is provided to develop the capacity of partners/ stakeholders in the tourism site on a regular basis.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

A9 Cooperation with Tourism Sector (SDG 17)

Expected Outcomes/Indicators	Achievement
i. There is a formal agreement between the agencies responsible for managing the tourism site and relevant partners/stakeholders.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. There is a mechanism in the form of a joint committee/working group between the agencies responsible for managing the tourism site and relevant partners/stakeholders.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

A10 Participatory Management (SDG 17)

Expected Outcomes/Indicators	Achievement
i. The decision-making/strategic management process is based on democratic principles, which opens up clear and transparent opportunities for participation.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. Appropriate dispute and conflict resolution mechanisms are in place to manage conflicts between stakeholders that may arise during the implementation.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Objective B: Environmental sustainability promotion

Expected Outcomes/Indicators	Achievement

B1 Protection of Wildlife and Plants as well as Areas with Environmental Vulnerability (SDGs 12, 14, 15)

Expected Outcomes/Indicators	Achievement
i. There is a register of vulnerable natural and/or cultural environments in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
ii. There is a register of protected wildlife and plants in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iii. Cooperation is established with partners/stakeholders to preserve and protect wildlife, plants and vulnerable environments in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iv. There is clear operational guideline for managing and conserving wildlife, plants, and vulnerable environment in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

B2 Resource and Energy Management (SDGs 6, 7, 12, 13, 14)

Expected Outcomes/Indicators	Achievement
i. There is a system for collecting and recording data regarding accessibility and use of water resources in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. There is clear operational guideline for managing and conserving water resources in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iii. There is a system for collecting and recording data on accessibility of energy and energy consumption in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
iv. There is a clear operational guideline for managing and conserving energy in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

B3 Waste and Pollution Management (SDGs 3, 6, 7, 11, 12, 13, 14)

i. There is a system for collecting and recording data on garbage and waste generation and disposal in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. There is an operational guideline for managing/ controlling the amount of garbage and waste in the tourism site, using various methods according to the standards.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iii. There is a system for collecting and recording data on light, noise and visual pollution in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iv. There is an operational guideline for managing/ controlling light, noise and visual pollution in the tourism site, using various methods according to the standards.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
v. There is a system for collecting and recording data on greenhouse gas emissions generated at the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
vii. Cooperation is established with partners/stakeholders in managing waste and pollution in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
vi. There is an operational guideline for managing/ controlling greenhouse gases in the tourism site, using various methods according to the standards.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

B4 Tourism and Transport System with Low Negative Impacts (SDGs 7, 9, 11, 13)

i. There is a system for collecting and recording energy consumption and pollution data in relevant transport systems used for travel to/from and within the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. Support is provided to low-carbon transport systems that are ready to use and easily accessible in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iii. Cooperation is established with partners/stakeholders to manage low-carbon transport systems in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

B5 Environmental Risk (SDGs 13, 15)

i. There is a system for collecting and recording data as well as assessing risks related to climate change that may affect the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
ii. Cooperation is established with partners/stakeholders to manage risks related to climate change affecting the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iii. There is a system for collecting and recording data as well as assessing environmental risks that may affect the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iv. Cooperation is established with partners/stakeholders to manage risks associated with environmental changes affecting the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Objective C: Inclusive Social Development and Cultural Sustainability Promotion

Expected Outcomes/Indicators	Achievement
C1 Awareness on Values of Cultural and Natural Heritage as well as Intangible Cultural Heritage (SDG 11)	
i. There is a system for collecting and recording data as well as assessing risks associated with cultural and natural heritage value of the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. Cooperation is established with partners/stakeholders to increase understanding, enhance value appreciation and protect cultural and natural heritage associated with the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
iii. There is a system to collect and record data and assess risks associated with intangible cultural heritage value of the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iv. Cooperation is established with partners/stakeholders to increase understanding, enhance value appreciation and protect cultural and natural heritage associated with the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

C2 Respect for Rights and Equality of Expression as well as Access to the Tourism Site (SDGs 5, 8, 10, 11, 16)

i. There are policy and guideline that consider and emphasize local community's access to the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. There are policy and guideline that consider and emphasize the accessibility of the tourism site for people with disability and people with different limitations.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iii. There is a collaborative process, such as holding public hearings and encouraging villagers and local community members to participate in the joint development of policies/ guidelines/strategies for equitable tourism management of the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
iv. Cooperation is established with partners/stakeholders to promote respect for rights, protection of rights (gender equality), equal opportunity and prevention of exploitation in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

C3 Visitor's Experience and Satisfaction (SDG 3)

i. There is a system for collecting and recording data and evaluating tourists' satisfaction.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. There are clear plans and guidelines for management to improve the experience and satisfaction of visitors at the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

C4 Security, Safety, and Emergency and Disaster Risk Management (SDG 3)

i. There is a system for collecting and recording data, assessing risks, and developing guidelines for the security and safety of visitors at the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. Cooperation is established with partners/stakeholders to manage security and safety at the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
iii. There is a system for collecting and recording data, assessing risks, and developing guidelines for handling emergencies and disasters at the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iv. The tourism site has plans and guidelines in case of emergencies and disasters.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
C5 Food Security (SDG 2)	
i. There is a system for collecting and recording data, assessing risks, and developing guidelines related to food security at the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. There are plans and guidelines for management related to food security at the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Objective D: Inclusive and Sustainable Economic Development Promotion

| Expected Outcomes/Indicators	Achievement
D1 Inclusiveness, Resilience, and Economic Sustainability (SDGs 4, 11, 16)	
i. There is a system for collecting and recording data from businesses and tourism activities at the tourism site in various dimensions.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
ii. Cooperation is established with partners/stakeholders to protect the tourism site as a part of larger destination.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iii. There is a system for collecting and recording data on the income generated by tourism activities that is distributed to the community.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iv. Cooperation is established with partners/stakeholders to distribute income to the community or to promote the purchase of community products and services.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
v. There is a survey and record of data regarding local community's seasonal festivals and activities in the tourism site (including multicultural festivals).	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
vi. There are plans and guidelines to manage visitors during local community's seasonal festivals and activities in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

D2 Investment and Concession (SDGs 8, 11)

i. There is a system for collecting and recording data as well as assessing the risks associated with granting concessions and investing in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
ii. There are plans and guidelines to promote investments or concessions that are beneficial to the tourism site, as well as mechanisms to protect the tourism site from potential risks linked with investment and concessions.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
D3 Occupations, Employment and Career Prospect in the Area (SDGs 1, 8, 12)	
i. There are clear plans and guidelines for employment and opportunities for career progression at the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
ii. There are clear plans and guidelines for promoting high quality products and services that are nature-based and represent local cultures of the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iii. There are clear plans and guidelines to support local entrepreneurs and businesses.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
D4 Land Tenure, Zoning and Infrastructure (SDGs 9, 11)	
i. There is tracking and recording of data on land tenures for tourism infrastructure and tourist-related activities in the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable

Expected Outcomes/Indicators	Achievement
ii. There are clear plans and guidelines for managing tourism infrastructure in the tourism site	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iii. There is tracking and recording of data on facilities and services for visitors at the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
iv. There are clear plans and guidelines for managing facilities and services for visitors at the tourism site.	☐ Yes/Fully Implemented ☐ Partly/In Progress ☐ No Implementation ☐ Not Applicable
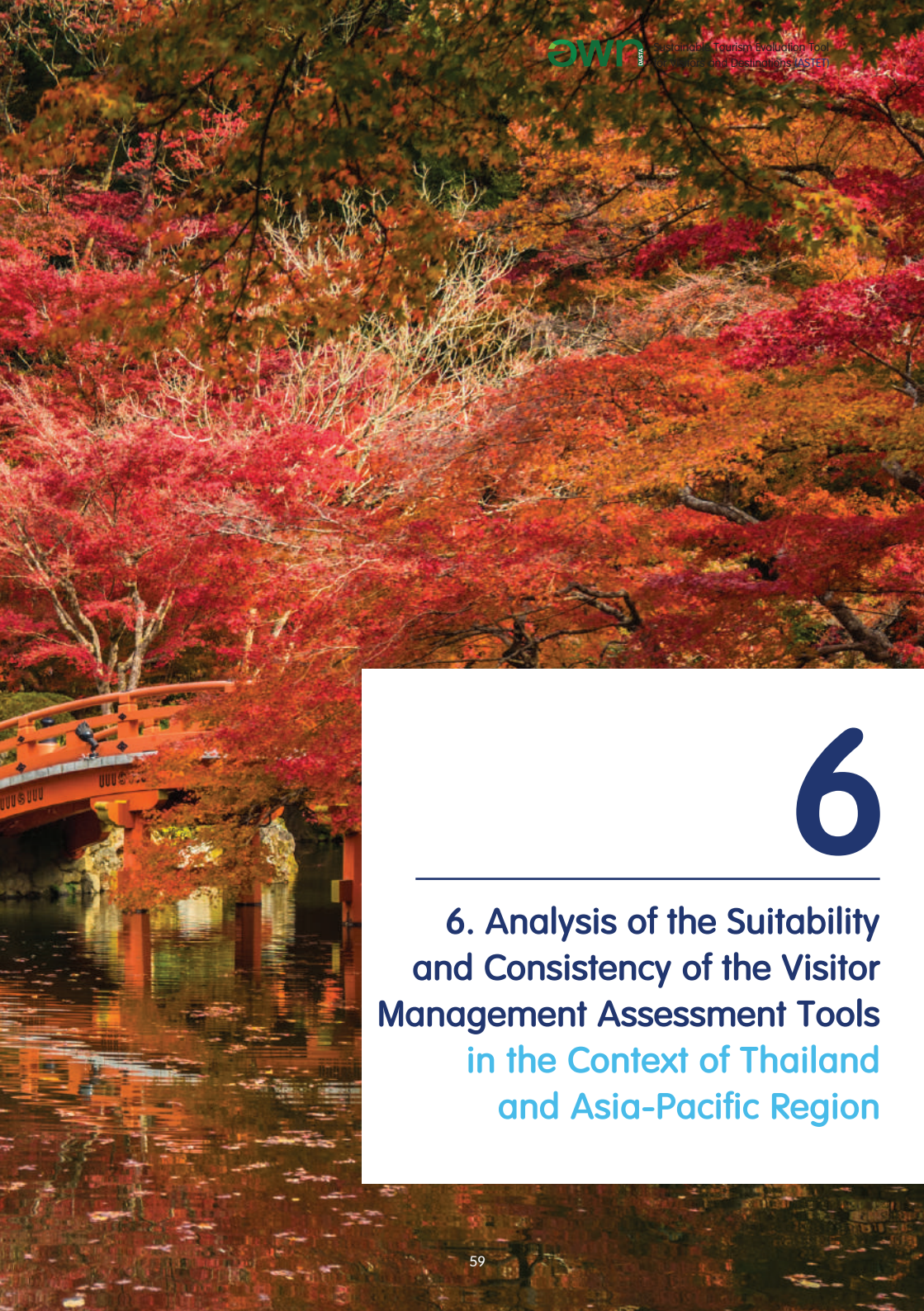
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6. Analysis of the Suitability and Consistency of the Visitor Management Assessment Tools in the Context of Thailand and Asia-Pacific Region

# The Visitor Management, Assessment and Strategy Tool (VMAST)

Thailand by DASTA, the UNESCO and Thammasat University has applied the visitor management assessment tool in 12 tourist destinations of Thailand which can be divided in the following steps:

1. Arranging video conference meetings to create the correct understanding of the visitor management assessment tool, as well as plan with stakeholders to collect data from the site and use the tool to assess the tourist area.

2. Visiting the site with relevant stakeholders to collect data in 12 tourist destinations to analyze the guidelines for the visitor management assessment in APEC economies.

After the video conference meetings, DASTA submitted the VMAST handbook in Thai language together with explanation and lecture documents from the expert to relevant parties in the tourist destinations to assess themselves for one month prior to the assessment of 12 targeted areas. DASTA visited sites to interview stakeholders and get feedback regarding the application of VMAST in 12 areas respectively:

1) Old Town, Bo Yang sub-district, Mueang district, Songkhla province, on 19-22 April 2022

2) Old Town, Nai Wiang sub-district, Mueang district, Nan province, on 27-29 April 2022

3) Riverside Tourism Community, Chiang Khan sub-district, Chiang Khan district, Loei province, on 10-12 May 2022

4) Phetchaburi Riverside Old Town Community, Tha Rab sub-district, Phetchaburi province, on 17 and 19 May 2022

5) Koh Mak, Koh Mak sub-district, Koh Kood district, Trat province, on 23-26 May 2022

6) Old Town, Talad Nua sub-district, Mueang district, Phuket province, on 7-10 June 2022

7) Khao Yai National Park, Moo Si sub-district, Pak Chong district, Nakhon Ratchasima province, on 13 June 2022

8) Pha Taem National Park, Huai Phai sub-district, Khong Chiam district, Ubon Ratchathani province, on 27-28 June 2022

9) Chiang Saen Ancient City, Wiang Chiang Saen sub-district, Chiang Saen district, Chiang Rai province, on 7-9 July 2022

10) Naklua sub-district (Pattaya), Banglamung district, Chonburi province, on 11-12 July 2022

11) U Thong Ancient City, U Thong sub-district, U Thong district, Suphan Buri province, on 22 July 2022

12) Sukhothai Historical Park, Muang Kao sub-district, Mueang district, Sukhothai province, on 26-27 July 2022
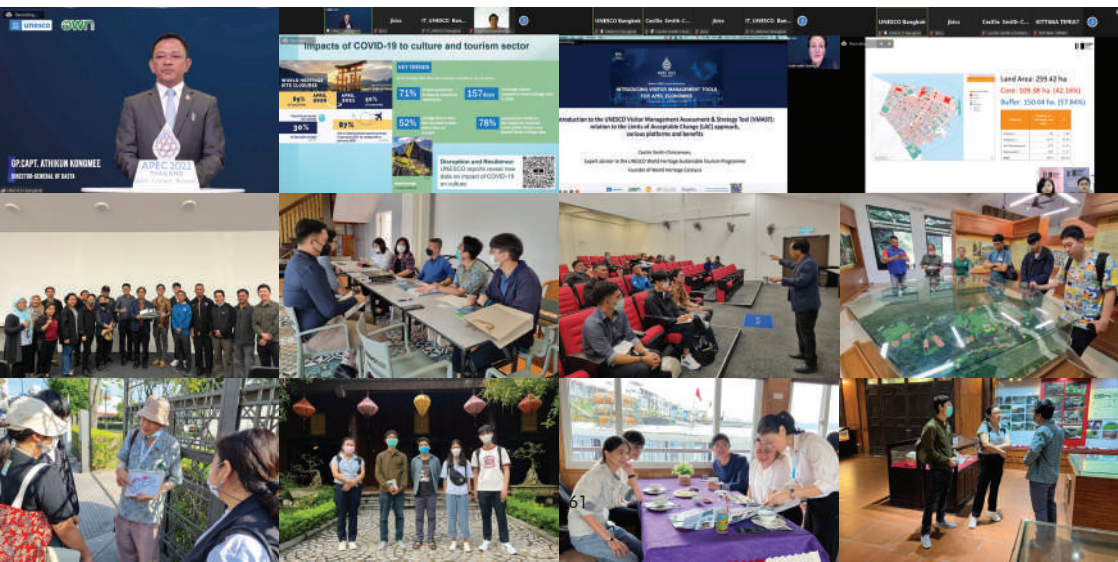
Sustainable Tourism Evaluation Tool for Visitors and Destinations (ASTET)

Analysis of the Suitability and Consistency of the Tool in the Context of Thailand and Asia-Pacific Region

After the site visit to collect data from the VMAST application in 12 areas in Thailand, DASTA and the consultant team perform the analysis on the suitability and consistency of the tool in the context of Thailand. The analysis results will lead to the development of the APEC Visitor Management Assessment Tool as follows:

Agreed to use the Visitor Management, Assessment and Strategy Tool (VMAST) with some adjustment on the sub-contents to be evaluated on each indicator to be less in number, clearer in content, more appropriate for non-World Heritage Sites and more suitable for use in non-World Heritage sites in APEC's context.

Following the findings regarding the limitations of the VMAST tool as indicated above, the consultant team believes that the tool includes all necessary contents in line with LAC principle and SDGs in the tourism aspect. However, to solve the problems caused by the limitations, some parts of the contents are adjusted. Though the language issues are solved by eliminating some complex and misleading terms, operational guidelines are still required to enhance the efficiency when using this improved tool.

Glossary

ASTET	APEC Sustainable Tourism Evaluation Tool for Visitors and Destinations
CC	carrying capacity
DASTA	Designated Areas for Sustainable Tourism Administration (Public Organization)
ECC	Bio-physical or Ecological Carrying Capacity
FCC	Managerial or Facility Carrying Capacity
GSTC	Global Sustainable Tourism Council (GSTC)
GSTC	Global Sustainable Tourism Criteria
LAC	limits of acceptable change
OUV	Outstanding Universal Value
PCC	Physical Carrying Capacity
PSCC	Psychological Carrying Capacity
ROS	Recreation Opportunity Spectrum
SCC	Social and Cultural Carrying Capacity
SDGs	Sustainable Development Goals
SPCC	Social-Psychological Carrying Capacity
TOMM	Tourism Optimization Management Model

UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nation World Tourism Organization
USDA Forest Service	United States Department of Agriculture, Forest Service
VERP	Visitor Experience and Resources Protection
VIM	Visitor Impact Management
VMAST	Visitor Management, Assessment and Strategy Tool
WTTC	World Travel and Tourism Council

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