

Manifesto

FOR FAIR & SOLIDARITY TOURISM

Tourism today is one of the economic sectors most affected, in proportion and duration, by the global public health crisis that has continued to spread since the beginning of 2020. This situation is combined with the numerous questions that have grown in this sector for many years regarding the harmful effects, both human and environmental, that some of its practices have caused in many parts of the world.

Despite discussion regarding improved sustainability in economic activity, especially in tourism, there have been few concrete achievements. The changes and re-orientations necessary in the practice of tourism take time to emerge in a world in which the sole and prevailing indicator is productivity/profitability. While, also, the two biggest challenges facing our world at the beginning of the 21st century are, on the one hand, the reduction of inequalities, and on the other, the need to take into consideration the current and future climate change.

From a post-crisis perspective, mobility is, and will continue to be, a constant for people in the 21st century and the need to travel, to discover, to get to know places and people from different worlds, to be immersed in images and evocative experiences should continue if not grow given the expansion of the middle class in emerging nations, the aging of the global population and the greater ease of connection and communication.

This mobility is combined with the growing desire to move away from the beaten path of industrial tourism and advances, each time more, towards a form of tourism based in the encounter, the exchange of authentic experiences and the discovery of other cultures. The post-Covid trends, as suggested by various polls and analysis, are directed towards tourism that is less concentrated, safer from a public health/sanitary perspective, more concerned with the relationship between host and traveler, lower in carbon emissions and more respectful of the natural environments, marked by the greater need for confidence in the tourism operators.

To accompany this necessary change, **we, the actors and allies of fair and equitable tourism**, ask that the public authorities, professionals and territorial institutions include tourism in the following objectives:

PROMOTE exchanges between people and cultures, a source of mutual understanding and a factor in peace.

CONSTITUTE a lever for development and well-being as much for the hosts as for the travelers.

PRESERVE the cultures, heritages and territories of destinations.

In order to achieve these objectives and have a positive impact, we summon every professional and actor in tourism to :

APPLY the principles of fair trade in the production and sale of the products of tourism (transparency, fair wages, fair prices...).

DIFFUSE as much as possible the burden to avoid pressures linked to the flow of travelers and allow for an equal sharing of the economic benefits.

ASSUME a management guided by the principles of a social and equitable economy (democratic management, limited profitability, social responsibility).

LIMIT the dependence on tourism of areas and populations, encourage the maintenance of other economic activities, agricultural and artisanal, especially in rural areas and in developing countries.

MEASURE the environmental impact of the activities and move towards carbon neutral practices.

CONTINUE to periodically measure the impacts to guarantee continuing improvements in the practices.

In order to guarantee the transparency in the effective implementation of these principles, we ask the public authorities to:

PROMOTE the legal security, training and support of the actors who are committed in this direction.

SUPPORT the process of evaluation and the labels that attest to the seriousness and reality of these practices.



Signatory organizations: : l'Association pour le tourisme équitable et solidaire (ATES) and its members, Acteurs du Tourisme Durable (ATD), CCAS, Commerce Equitable France, ID Territoire, GERES, The International Social Tourism Organisation (ISTO), Tetraktys, Tero.

With the support of Coordination Sud and the Union Nationale des Associations de Tourisme et de plein air (UNAT).

