



# Alliance Internationale de Tourisme International Touring Alliance

## TOURISM POLICY

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### Objective

To meet the requirements of a sustainable international tourism and mobility culture through, and for the benefit of, the network of over 100 million individual tourists which the AIT reaches through its members - automobile, touring and open-air associations - and their travel agencies around the world.

### Channels of Action

- ♦ **Advocacy and defense of issues:** policy-making, action campaigns, international meetings and events;
- ♦ **Information:** information from members to members, computerized tourism information systems;
- ♦ **Publications and documents:** topical brochures, coordination of publishing projects by AIT members, tourism-facilitation and promotion documents such as *Carnet de Passages en Douane*, *Camping Card International*, and *Assistance Booklet*.

### Special Focus

Reciprocity of services in travel, in tourism and in the pursuit of open-air activities such as camping & caravanning, hiking & trekking, nautical tourism and cycle touring is one of the greatest strengths, and a unique feature, of the AIT world network of member associations.

### Guiding Principles

- ♦ **Mobility**  
New mobility markets, technological innovation, changing in-coming and out-going flow patterns, and "combined-purpose" forms of travel, tourism and recreation, must be addressed along with the need for the development of global intermodal infrastructure and systems, including facilitated border passage, for transportation by land, sea and air.
- ♦ **Safe Conditions**  
Support of international efforts to create warning systems and contingency schemes in the event of disaster, better tourist information concerning high-risk areas, and measures to combat the catching or spreading of disease by tourists, goes hand in hand with the traditional AIT commitment towards prevention and reduction of traffic accidents and crime aimed at tourists, and the facilitation of repatriation and vehicle recovery.
- ♦ **Hospitality**  
Reliable rating systems for quality international-standard accommodation, and development of new types of facilities (e.g. hikers' hotels, cycle garages), are a growing requirement in tourism today. The creation and enforcement of international standards for tourism services should be encouraged as pride in cultural identity is maintained.

♦ **Ethics:**

**1. Environmental sustainability**

The preservation of natural heritage from any kind of pollution, sustainable construction, maintenance and disposal practices at hospitality facilities developed with a respect for site, local building traditions and culture, and management of tourism flows to prevent over-crowding are imperative, as are legislation, guidelines and information governing environmentally-correct practices. Environmental impact studies should be conducted alongside assessment studies of social, cultural and economic impact in the development of tourism.

**2. Social and cultural context**

Cultural heritage is defined not only in terms of sites, monuments and artifacts but also language, living arts, philosophy, and so on. The authentic pursuit of traditional crafts not only contributes to positive self-esteem and sense of identity and, in some instances, to the development of self-sustaining communities, but can meaningfully enhance the experience of tourism. Tourists must be sensitized to the fact that certain types of behavior can contribute to the destruction of local social values and structures, and corrupt traditions. The AIT urges absolute respect for individual dignity, and deplores sex tourism in all its forms but especially as involving minors.

**3. Economic importance**

The AIT favors legislation and regulation which acknowledge tourism as an industry and major job creator and hence its vast importance to national economies. It addresses issues of taxation of infrastructure and services which affect the individual tourist as consumer, and supports partial or total re-investment of tourism and transport revenues by governments into the tourism sector.

**The AIT Tourism Policy in Action**

Implementation proposals of the AIT Tourism Policy Principles are periodically presented by the AIT General Secretariat in Geneva to the AIT's governing bodies for approval and carried out by the Secretariat. For more information, contact the address below.



P.O. Box 111 CH - 1215 Geneva 15, Switzerland

Tel.: +41 22 544 45 00

Fax: +41 22 544 45 50

e-mail: [ait@aitgva.ch](mailto:ait@aitgva.ch)

<http://www.aitgva.ch>