



arbeitskreis tourismus & entwicklung

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The arbeitskreis tourismus & entwicklung – akte (Working Group on Tourism and Development) is concerned with the social, cultural, economic and ecological impacts of tourism on development. It aims to raise public awareness, advocates fair trade in tourism in a critical dialogue with the travel industry, and encourages travellers to be informed consumers.

akte has been founded in 1977 by Swiss development aid agencies, the Swiss Department for Development and Cooperation (SDC) and by committed tourism operators, who still provide the main support for the activities of the association counting actually 130 members. Research and campaigning on special issues are realised on a project basis with additional fundraising.

akte's secretariate is located in Basle where 3 permanent staff are working on a part time basis, supplied by additional experts for work on projects and 1-3 regular trainees from Universities or Tourism Schools.

Main activities

- Monitoring of current trends in international tourism
- Regular reporting by editing newsletters (in german language)
- Campaigning and awareness rising on a wide range of issues related to globalisation, development and tourism
- Political lobbying for fair conditions in tourism at the level of international financial and trade as well as in the tourism business
- Educational programme – publication and sale of “educational kits”, cooperation with schools, tourism institutes and universities for presentations and lectures
- Counselling of journalists, professors/teachers, development aid workers, students and other multipliers
- Research and publication of reports on special tourism issues such as Women/Gender (1996), Child Labour in Tourism (1999) etc.



Focus on Fair Trade in Tourism

1997 **akte** launched its long-term program “fair unterwegs” (Fair Trade on Holiday/Équité en voyage) on the occasion of an international conference about the perspectives and threats of tourism developments in Southern Africa.

Since then, **akte** is continuously sharing and cooperating with network partners in Europe, in particular Tourism Concern U.K., RAM/Associazione del turismo responsabile (AITR) Italy, EED Tourism Watch and KATE/Turismo Vision Stuttgart, and with partners in the tourism receiving countries, in particular in Southern Africa, most recently with Fair Trade in Tourism South Africa (FTTSA), in Palestine, in the Gambia and actually in Kerala/India, with the aim to develop a draft-framework for Fair Trade in Tourism.

1999 Publication of the travellers manual: “Palästina/Israel: Fair reisen” – “Palestine/Israël: Voyager juste” – a common project with Swiss protestant churches

2002 Publication of “Rio+10: Red Card for Tourism?” – project of DANTE – the NGO-Network for Sustainable Tourism Development (Austria, Germany, Switzerland)

2002 Publication of the travellers manual: “fair unterwegs in Südafrika und Namibia” by Marianne Frei, **akte**

2003 First public campaign on Fair Trade in Tourism conducted at Swiss and German Travel Fairs with encouraging feedback of the travellers re. the perspectives of Fair Trade in Tourism

2004 Drafting the “5 Cornerstones for Fair Trade in Tourism” on the basis of existing standards and criteria for Fair Trade in Tourism; the “Cornerstones” are adopted by the Tourism European/Ecumenical Network (TEN) as a minimum requirement for further working and campaigning on “Fair Tourism”

2004 Publication of the Educational Kit: “FAIR HANDELN – auch im Tourismus” edited by: **akte** Basel, Alliance Sud Bern, EED Tourism Watch Bonn, respect Vienna)

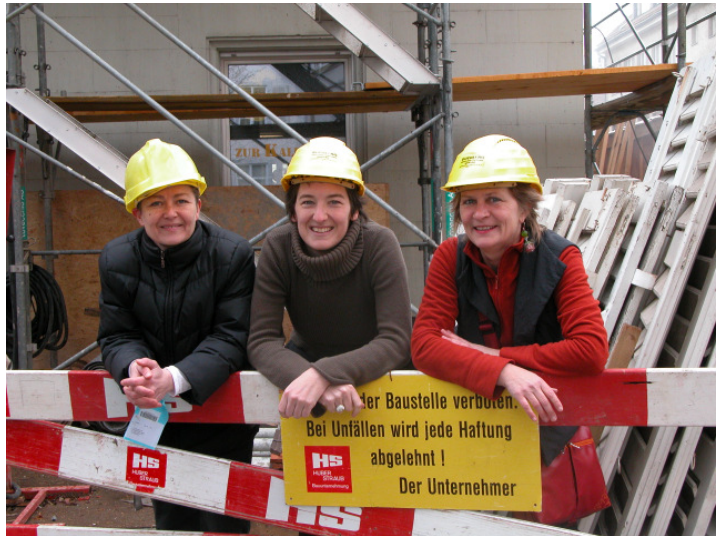
2004/05 Publication of the Position paper: “The WTO General Agreement on Trade in Services (GATS) and Sustainable Tourism in Developing Countries – in Contradiction?” by Marianne Hochuli, Declaration of Berne, and Christine Plüss, **akte**

2004/05 Cooperation with ECPAT-Switzerland and -Germany to support the Swiss tour operator Hotelplan for the implementation of “The Code” against sexual exploitation of children in tourism

2004/05 Participation in the “Corporate Social Responsibility”-project of KATE-Turismo Vision Stuttgart and EED Tourism Watch with seminars and public presentations on the German Travel Fairs

2004/05/06 Strengthening cooperation with Fair Trade in Tourism South Africa (FTTSA) for concrete opportunities and access to the Swiss Travel Market during Indaba Durban 2005, public presentations in Switzerland and at German Travel Fairs as well as visits to Swiss tour operators

2005 Strategical Workshop with major Swiss and German Fair Trade actors on future strategies for achieving fairtrade in the tourism sector (follow-up of a similar smaller workshop held in 2003)



akte-Team 2006:
Ursula Bürki, Ruth Hagen, Christine Plüss



Activities 2005 - 2006

Tsunami:

What means “solidarity” with the people affected in the tourism receiving areas?

- Networking for international “Calls for Action” (January/July 2005)
- Awareness raising in Switzerland and on German Travel Fairs (2005)

Strategies for Fair Trade in Tourism

- **Information**
 - Launching of a new comprehensive information tool for travellers on www.fairunterwegs.ch with a public campaign for Fair Trade in Tourism (October 2006)
- **Education**
 - Consolidate the cooperation with educational institutions, in particular tourism schools on the basis of the recently awarded educational kit “FAIR HANDELN – auch im Tourismus”
- **Building Fair Trade in Tourism**
 - Cooperation with Fair Labelling Organisation (FLO) and partners in Europe and from tourism receiving countries in the South on a first feasibility study on Fair Trade in Tourism (2006)
 - Support of Fairtrade and responsible tourism initiatives in particular in South Africa, Kerala, Palestine (2006/07)
 - Networking for a broad international consultation on standards for CSR and Fair Trade in Tourism