

Asia and Pacific Alliance of YMCAs

GLOBAL ALTERNATIVE TOURISM NETWORK

1. Introduction:

Tourism is one of the fastest growing industries in the world. Development in transport and communication has increased mobility of the people and it has resulted in the emergence of an unprecedented opportunity for entrepreneurship and resource generation in the tourism sector. At the same time it is a matter of concern that today's trends in tourism are leading towards a consumeristic culture and degradation of the ecological and human values in society. Opportunities are very limited for the visitors to understand the local people and the impact of global on local communities.

YMCA is known for its renowned services in the Hospitality / Tourism Sector and involvement in community development for more than one and a half century. Our mission also calls us to engage in the promotion of the concept of Global Citizenship by enabling the people to appreciate that the global is a part of the local everyday life and YMCA through its global network builds solidarity in action towards peace, social justice and ecological integrity in the globalized world.

YMCA with its strong community base and networks around the world is in an advantageous position to strive for a healthy and meaningful tourism by integrating the community concerns in the tourism activities with a slogan that “ *Go With YMCA Make a Change*”. This effort also can contribute greatly to the resource mobilization and development endeavors of the YMCA movement.



YMCA Global alternative Tourism Network is an Alternative Tourism Network initiated by the Asia and Pacific Alliance of YMCAs. It is a community-based initiative with the concepts of Fair Trade and Global Citizenship.

2. Alternative Tourism – Key Pillars

Any movement of people taking place at local or global levels that is just, equitable, participatory, culturally sensitive, ecologically sustainable and respects human values is regarded as Alternative Tourism. Three key pillars of the Alternative Tourism are:

2.1 LEARNING AND SHARING

Programmes in the YMCA Global Alternative Tourism will provide learning and sharing opportunities for the visitors and host community and it involves many stakeholders in the respective local places.



2.2 CARE FOR PRESENT AND FUTURE

Programmes in the GATN will care for the present and future through protection of the rights of the indigenous people, addressing the challenges of HIV/AIDS and Climate change, empowering youth and women, caring for the elderly and promoting peace and harmony.



Each programs listed in the GATN are developed by the YMCA by prioritizing different issues which are relevant in their context or which should be celebrated, considering the diversity of cultures and environment. Special care has been made for the preservation of the environment, values and cultures.

2.3. BENEFICIAL FOR HOSTS AND TRAVELLERS

Programmes in the GATN take place in communities, natural and cultural heritage sites and environments, where people live and work. YMCA recognizes Global alternative tourism as a tool to conserve and enhance local, natural and cultural heritage as well as strengthening the local economy. YMCA recognize the wholesome trends in community-based tourism and emphasis are made for empowering the local communities to exercise control over the forms of tourism that they wish to see developed in their communities, while developing the programs.



GATN programs provide safe, affordable, meaningful travel and tourism experiences for the participants. Well-established organizational structure of the YMCA ensures quality service through training and certification of alternative tourism programs.

3. Characteristics of YMCA Alternative Tourism – C H A N G E

- Community centered
- Holistic Approach
- Advocating Global Citizenship & Global Networking
- Nature sensitive
- Gender sensitive
- Economically viable

The features of the YMCA Alternative Tourism framework as encapsulated in **CHANGE** are :

3.1 COMMUNITY CENTERED

- Reflecting Community Based Tourism Values
- Addressing the Economic, Political, Social, Cultural needs of the community
- Empowering the community towards sustainability

- Promoting and consuming local products
- Ensuring benefits remain in the community
- Protecting the dignity and rights of the communities
- Pursuing reasonable policies for the benefit of the communities
- Promoting local networking
- Participatory and inclusive

3.2 HOLISTIC APPROACH

- Developing Body, Mind & Spirit
- Values based
- Culture rich and protective
- Safe, secure & caring
- Innovative & learning

3.3 ADVOCATING GLOBAL CITIZENSHIP & GLOBAL NETWORKING

- Multicultural Coexistence
- Global Ethics
- Human Rights
- Interdependence
- Justice and Development
- Concerned with Challenged communities, HIV-AIDS
- Peace and cooperation
- Global solidarity

3.4 NATURE SENSITIVE

- Environmental responsibilities; low environmental impact and ecologically sustainable
- Natural resource conservation

3.5 GENDER SENSITIVE

- Gender just and child protective
- Empowering youth and women

3.6 ECONOMIC VIABILITY

- Affordable & competitive
- Sustainable and income generative
- Develop volunteer & philanthropic resources
- Promote ethical consumption
- Optimize utilization of YMCA facilities and services
- Coordinated promotion
- Sharing of best practices

Our Motto: 'Go with YMCA, Make a Change'