

# Asia and Pacific Alliance of YMCAs



## Guidelines for YMCA Global Alternative Tourism Network (GATN)

*Designed and Conceived*

Workshop on YMCA Global Alternative Tourism  
27-30 June 2009, Chiangmai, Thailand

## **YMCA Global Alternative Tourism Network (GATN)**

### ***Preamble***

**We**, the 29 participants from 9 Countries attended the APAY Workshop on YMCA Global Alternative Tourism held on 27-30 June 2009 at the YMCA of Chiangmai. We came with a broad range of experiences on various engagements in the YMCA. Together with the resource persons we have undergone a cross-fertilization of concepts, ideas and experiences in Alternative Tourism. A study field trip was made to the Mae Wang district in Chiangmai and a broad framework was presented on Community Based Tourism. We have looked at Alternative Tourism in the perspectives of Global Citizenship and Social Responsibility also exploring the possibilities of using it as a tool for resource mobilization and mission accomplishment. We have used the framework of 'see, assess, and act' in this experiential journey towards envisaging strategies that could fit in well in the context of the YMCA.

### **Alternative Tourism in Context**

We recognize that any movement of people taking place at local or global levels which is just, equitable, participatory, culturally sensitive, ecologically sustainable and respects human values can be regarded as Alternative Tourism.

We recognize that the YMCA movement with its large membership/participants and clientele across the world has tremendous potential for facilitating/promoting Alternative Tourism activities along with mobilizing/preparing people to take part in such activities.

### **LEARNING AND SHARING**

We recognize that Alternative Tourism is an approach that can be used by YMCA as Global Citizens. Alternative Tourism involves many stakeholders in their local place. The YMCA should develop beneficial, innovative community based activities, which provide learning experiences for the participants.

### **CARE FOR PRESENT AND FUTURE**

We recognize that Alternative Tourism initiatives should lead towards development and 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.

We recognize that each YMCA should identify and prioritize different issues which are relevant in their context or which should be celebrated, considering the diversity of cultures and environment.

We recognize the need for the preservation of the environment, values and cultures.

### **BENEFICIAL FOR HOSTS AND TRAVELLERS**

We recognize that Alternative Tourism takes place in communities, natural and cultural heritage sites and environments, where people live and work.

We recognize that Alternative Tourism can be a tool to conserve and enhance local, natural and cultural heritage as well as strengthening the local economy.

We recognize the wholesome trends in community-based tourism. The local communities need to be empowered to exercise control over the forms of tourism that they wish to see developed in their communities.

We recognize that the YMCA is able to provide safe, affordable, meaningful travel and tourism experiences.

We recognize that the YMCA has the potential to develop an organizational structure to deliver professionalism in Alternative Tourism activities and ensure quality service through training and certification.

### **Frame Work for YMCA Alternative Tourism – C H A N G E**

The characteristics of the YMCA Alternative Tourism shall be

- **C**ommunity centered
- **H**olistic Approach
- **A**dvocating Global Citizenship & Global Networking
- **N**ature sensitive
- **G**ender sensitive
- **E**conomically viable

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

#### **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

#### **HOLISTIC APPROACH**

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

#### **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
- “That they all may be One”

#### NATURE SENSITIVE

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

#### GENDER SENSITIVE

- Gender just and child protective
- Empowering youth and women

#### 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

### ***‘Go with YMCA, Make a Change’***

#### **YMCA Global Alternative Tourism Network**

The GATN will involve the Local/National YMCAs and the APAY.

Local/National YMCAs to

- Develop the programmes in line with the characteristics of **CHANGE**
- Seek certification from APAY
- Provide necessary information for the GATN website
- Contribute towards APAY for website costs (per page)
- Annual Voluntary contribution towards GATN expenses

APAY to

- Seek funding/resources for the initial setup of GATN
- Arrange a specific task force to develop the criteria and procedures for the certification/awards of programmes
- Arrange to develop the GATN website platform; may be outsourced
- Communicate with member movements on GATN matters (information sharing, best practices, updates, training etc)



## **Guidelines for the functioning/Working Mechanism of GATN**

### **Advocacy and Campaigning**

- Local movements and APAY to raise awareness on Alternative Tourism, its positive impact on the community, environment and how a difference can be made
- Raise awareness locally and globally of the branding of "Go with YMCA, Make a CHANGE"
- Promote the programmes through the media, awareness campaigns, inviting VIPs/media personnel for programme launch and/or even to participate in the programmes
- Programme marketing at the National meetings/APAY regional meetings/World Council meetings

### **Setting up of Governance Structure**

- Information on GATN will be disseminated by APAY through the National movements
- National movements to encourage member movements to be part of the network
- APAY to set up a watchdog committee to monitor and update the YMCA on the trends, impact and growth of Alternative Tourism
- Local YMCAs to develop Programmes as per the criteria laid down by GATN (Use *Web format (editable) with details of the programme, specifications / category, Pictures, location contact details, Product price, Links to website to get more information's etc*)
- National Council to endorse programmes of the local movements for certification into the GATN

### **Training for product development**

- APAY and local movements are responsible for relevant product/services training
- Workshops on best practices to be organized
- Standard operating procedures to be developed by local/national movements

### **Certification**

- APAY to arrange for a specific task force to develop the criteria and procedures for the certification of programmes
- Certification will be made compulsory for the programmes to be listed on the GATN website
- Certification will be reviewed annually

### **Monitoring and Evaluation**

- Peer to peer (local/global level) evaluation can be organized
- APAY to develop the criteria for monitoring and evaluation
- Programme impact assessments to be done at local/national levels
- An awards scheme may be considered
- Local/national movements should provide half yearly feedback to APAY on the programmes



### **Implementation Plan and Tentative Time Frame**

<b>Item</b>	<b>Activity</b>	<b>Deadline / Time Frame</b>	<b>Responsibility</b>
Advocacy and Campaigning	Designing of the common GATN Poster with the theme: <b>'Go with YMCA Make a Change'</b> and send to all NMs for printing at National level.	September 2009	APAY Secretariat
	Local Awareness campaign	November 2010 Onwards	Local YMCAs
	Promotional Expo at APAY	March 2010	National YMCAs
	Promotional Expo with WAY	July 2010	APAY/NMs
Setting up of Governance structure	Information's on GATN guidelines to NMs	July 2009	APAY Secretariat
	Developing Alternative Tourism programme at local level	August – October 2009	Local YMCAs
	Receiving of Alternative Tourism programme with relevant details for certification and uploading in the GATN website	October 2009	National YMCAs
	Creation of Website for GATN	August – November 2009	APAY (Out sourcing)
	Launching of GATN Website and uploading of Certified programmes	December 2010	APAY
Training for Product Development	Developing standard operating procedures, product/ service training	January – February 2010	Local YMCAs
	Sharing of best practices- (Workshop)	October/ November 2010	APAY
Certification	Developing standards for Certification	September 2009	APAY – TF
	Certification of Programme from Local YMCAs	November 2009	APAY – TF
Monitoring and Evaluation	Peer to Peer Evaluation	January 2010 onwards	Local
	Criteria for Evaluation of GATN	June 2010	APAY - TF
	Development of Award Scheme	December 2010	APAY
	Feed backs from National / local Movements to APAY	Every 6 Months from June 2010	Local / National

