

The background of the slide is a dark, atmospheric photograph of a desert landscape at dawn or dusk. Silhouetted mountains are visible on the left, and three hot air balloons are floating in the sky on the right. The overall tone is somber and mysterious.

A GLOBAL INITIATIVE — VERSION 2 (FINAL), SEPTEMBER 2026

Why ASF Tourism

A guest dies of carbon monoxide poisoning. A guest is scalded in a shower. A guest is electrocuted in a bathroom. None of these are rare, none are confined to one country or one continent — and almost nobody, anywhere, is independently checking for any of them.

GSTC Hotel Standard, verbatim: *"Health, safety, and security fall under the responsibility of specialized authorities and are outside the scope of the standard set."*

ELECTROCUTION

CPSC: ground-fault protection prevents two-thirds of home electrocutions.

FALLS

The single highest-frequency guest liability claim at hotels — \$30,000–\$250,000 per settlement.

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Call cleanliness the single most important factor in choosing where to stay

92%

Five years of data (2020–2026) show this demand hardened, it didn't fade. Full research: france-asf.fr/tourism/why

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தமிழ்

80

scored
criteria

11

Standards

17

training
codes

100%

free, always

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Not a self-declared stamp

Real evidence, reviewed by a real person — not a form an operator fills in itself.

Not finished

No local partner confirmed anywhere yet. Honest, not oversold.

A global initiative, not a regional one — currently being looked at across East Africa, the Caucasus, Eastern Europe, and West Asia.

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