

Why ASF Tourism

A guest dies of carbon monoxide poisoning at a resort. A guest is scalded in a shower that ran 20 degrees hotter than it should. A guest is electrocuted in a bathroom with no ground-fault protection. None of these are rare. All of them are preventable. And almost nobody is independently checking for any of them.

The gap, stated plainly

Over 200 tourism certification schemes exist worldwide. Nearly all of them certify the same thing: environmental and social sustainability. Green Globe, EarthCheck, GSTC, Travelife, Green Key — real, serious organisations, doing real work. None of them independently verify whether the water is safe to drink, whether the kitchen prevents cross-contamination, whether a carbon monoxide detector sits near the pool heater, or whether staff on the night shift actually know CPR.

GSTC's own Hotel Standard states plainly that health, safety, and security “fall under the responsibility of specialized authorities and are outside the scope of the standard set.” That's an honest admission, not a flaw in GSTC's work — but it leaves exactly the gap this document is about.

This isn't theoretical. Here's what's actually happened.

CARBON MONOXIDE

905 U.S. lodging guests poisoned by CO between 2005–2018, causing 22 deaths — pool and water heaters a leading cause. 2024–2025 alone: a 14-year-old at a Costa Rica resort, three American women in a single Belize hotel. Almost no country requires detectors in guest rooms by law.

SCALDING

A 72-year-old guest died from scalding at a Marriott-branded hotel in California — water measured at 134–136°F against a 120°F legal limit. U.S. data: roughly 3,800 injuries and 34 deaths every year from excessively hot tap water alone. The fix costs about \$30.

ELECTROCUTION

The U.S. Consumer Product Safety Commission found ground-fault protection could prevent over two-thirds of home electrocutions — most commonly a faulty water heater, directly relevant to the electric shower heaters common across ASF Tourism's target markets. This item exists on the standard because someone reported exactly this happening to them.

FALLS

Slip-and-fall is the single highest-frequency guest liability claim at hotels — U.S. settlements of \$30,000–\$250,000 per claim. One specifically documented case: an older guest suffered a traumatic brain injury from a bathroom slip with no grab bar present.

Full sourcing for every item above, and 80 more like them, is at france-asf.fr/tourism/evidence-base/

COVID-19 forced the industry to look. Then everyone looked away.

In 2020, for the first time at scale, tourism had to confront health and safety seriously. Three real responses followed. UN Tourism issued Global Guidelines to Restart Tourism — but the guidelines themselves point operators to WHO's own interim guidance; UN Tourism gives direction, it doesn't independently verify any specific facility follows it. WTTC launched the “Safe Travels” stamp — the most recognised safety mark in travel, and by its own description, self-assessed: an operator fills in a form. Five years on, guidance exists, a self-assessed stamp exists, and the world's leading sustainability standard explicitly declines to cover this ground.

What never arrived is the thing healthcare has had since well before COVID: an independent body, structurally separated from the facilities it checks, verifying real evidence on-site against a published standard.

A model that already works, applied where it's needed

ASF has run exactly this model for healthcare facilities since its founding in Paris in 2020 — real published standards, real on-site verification, real structural separation between the body that sets the standard and the body that decides who passes. In October 2026, ASF began adapting that same proven model to tourism and hospitality.

The result, built out across france-asf.fr, isn't a concept: it's **80 scored criteria across 11 Standards**, each with a real citation, a concrete pass/fail example, and — where a genuine skill is required, not just a document — a named training code already wired into a self-assessment tool anyone can try today, for free, right now.

What ASF Tourism is not

Not a replacement for national classification, star-rating, or any tour operator association's own code of conduct. It sits alongside both.

Not another sustainability label. Over 200 of those already exist. This covers the one thing almost none of them do.

Not a self-declared stamp. Real evidence, reviewed by a real person, not a form an operator fills in about themselves.

Not finished. No local partner is confirmed anywhere yet. This is a serious, evidence-built proposal — stated honestly, not oversold.

See it for yourself: france-asf.fr/tourism/self-assessment/ (free self-assessment) — france-asf.fr/tourism/standard/ (the full standard, every citation attached) — info@accreditation.ge