



**NO ROOM
FOR GENOCIDE**

Organizing toolkit for hospitality business owners,
social movements and civil society groups

August 2025



Table of contents

1	Executive summary	2
2	Background	3
3	What does international law say?	6
4	What steps can ethical businesses take?	8
	Restaurants, cultural spaces and others	8
	Hospitality establishments	9

1. Executive summary

Across the world, the demand for ending Israel's genocide in Gaza and holding it accountable for its atrocity crimes are growing. These critical demands have been echoed in [UNGA resolutions](#), International Court of Justice [provisional orders](#) and [advisory opinion](#), ongoing International Criminal Court [investigations](#), and reports/ recommendations by UN human rights experts as well as Palestinian and [international](#) rights organizations pertaining to Israel's ongoing genocide in Gaza, and its illegal regime of military occupation and apartheid. These determinations under international law have given rise to legal obligations of Third States and international organizations, in particular ending all forms of complicity in the commission of Israel's war crimes, crimes against humanity (including apartheid), and "plausible" genocide.

These include the responsibility to ensure war criminals are denied passage or haven by Third States and prosecuted for their crimes. Countering the wilful negligence of states in upholding this responsibility and responding to the Palestinian civil society call to ensure there is No Room for Genocide, small businesses in the hospitality and tourism sector are taking courageous actions.

This toolkit offers a menu of steps that ethical hospitality and tourism-affiliated businesses can take to support the Palestinian call and ensure accountability for Israel's genocide in Gaza. These efforts are also important to defend these businesses' commitment to human rights, peace, justice, openness, inclusivity, safety, and social responsibility. Finally, this document aims to provide a brief legal background in which these efforts are grounded, and hopes to connect business owners, organizations and ethical tourism focused movements so that we can be stronger together.

2. Background

Throughout Israel's ongoing livestreamed genocide against millions of Palestinians in the illegally occupied Gaza Strip, the Palestinian BDS National Committee (BNC), the largest Palestinian civil society coalition leading the global BDS movement, has called on people of conscience around the world to channel their grief and rage into meaningful solidarity, which begins with ending complicity.

Without the military, financial, diplomatic and political complicity of the colonial West, especially the US, Germany and the UK, Israel could not have continued its genocide or maintained its 77-year-old regime of settler colonialism and apartheid against the Indigenous Palestinian people.

Israeli political, cultural, academic, religious and business leaders, some of whom are already wanted by the International Criminal Court for war crimes and crimes against humanity, have explicitly incited to genocide against Palestinians. These statements have been followed by large-scale Israeli atrocities that many Israeli perpetrators have publicly documented and celebrated through social media and in TV interviews. This shameless public incitement to and glorification of genocidal violence are evidence of both a genocidal intent and the impunity granted to Israel by decades of international state, corporate and institutional complicity.

This ongoing International Criminal Court investigation, with more anticipated arrest warrants, has led to increased accountability and scrutiny to the actions of Israeli nationals, particularly officials, responsible for atrocity crimes. In this context, the presence of alleged Israeli war criminals in public and commercial spaces such as hotels, B&Bs, hostels, tours and cruises, as well as cafés, restaurants, museums, stores, among others, raises serious ethical, legal and safety concerns.

Hosting and/or serving such suspected criminals undermines efforts made to uphold international law and confront impunity. It also undermines commitments to human rights, peace, justice, openness, inclusivity, and social responsibility, not to mention safety.

We have seen courageous actions by hotel and restaurant owners across the world who have stood up for Palestinian rights and refused to continue business as usual with Israelis credibly suspected of being war criminals. Many workers and hospitality business owners were among the flood of residents from several Greek islands that protested and successfully prevented Israeli cruise ships, largely carrying Israeli soldiers, from docking at their ports.

There is an urgent need to spread and coordinate these efforts in alignment with the demands of Palestinian civil society in harmony with international law, in order to hold war criminals accountable and foster forms of ethical tourism rooted in justice, social responsibility, and refusal of complicity.

These guidelines offer concrete tools to pressure states to end selective impunity and begin holding alleged war criminals at borders, rather than allowing them access to spaces and services. This does not mean reinforcing violent and racist immigration regimes, which already target the poor, refugees, migrants, and people of color. Instead, it is a call to confront the double standards that protect those responsible for atrocity crimes. Such discussions on accountability must be rooted in the understanding of tourism as an industry that exploits land, labor and life, reinforcing colonial structures across the global south.

As part of the effort to challenge the impunity that allows war criminals to move across borders, tourism-related establishments and spaces need to take proactive steps to refuse services to such individuals. We call for holding all individuals that are complicit in war crimes and human rights violations accountable, not for targeting individuals based on a specific identity.

The following toolkit offers some suggestions and steps for B&Bs, hotels, tour companies, cruises, restaurants, cafés and other tourism-related establishments to:

- **Create deterrence** against alleged Israeli war criminals booking or visiting tourist establishments that oppose Israel's genocide in Gaza
- **Disincentivize offering products or services** to alleged Israeli war criminals
- **Challenge the complicity of travel aggregators** like Booking, Airbnb etc.
- **Demand states to impose visa obligations** (including an effective screening process) for Israeli nationals and other nationals from states where international crimes are being committed at a large scale.

Following are suggestions for various kinds of tourism and hospitality establishments. We welcome your queries and comments on info@bdsmovement.net.



3. What does international law say?

Jus cogens norms, fundamental principles of international law, impose binding obligations on all states in relation to international crimes, including genocide, war crimes, crimes against humanity, racial segregation, apartheid, and torture. These norms are peremptory, universal and non-derogable in nature, meaning states are required to prevent and punish their violation, including through the exercise of universal jurisdiction. This imposes on states the duty to investigate and prosecute perpetrators of such crimes regardless of where the crime was committed or the nationality of the perpetrators. The obligation to exercise universal jurisdiction is based on the understanding that certain crimes are so egregious they concern all of humanity, and that impunity for such acts must not be facilitated by political immunities or the ability to cross borders without accountability. These crimes must be universally prosecuted and rejected.

In line with these legal obligations under international law and as called for by [Palestinian civil society](#), states must investigate and, where warranted, prosecute individuals — including tourists — who fall into any of the following categories:

1. Anyone who has served in the Israeli military since 7 October 2023, or has previously participated in, or is reasonably suspected of involvement in, atrocity crimes committed by Israel against the Palestinian people*. This includes those who served in logistical and intelligence units.
2. Anyone reasonably suspected of aiding, assisting, or otherwise contributing to the commission of war crimes, crimes against humanity, or genocide, whether during military service or not.
3. Anyone who is reasonably suspected of involvement in public incitement to commit war crimes, crimes against humanity or genocide *anytime*, whether during military service or in a civilian capacity.

* International Court of Justice, January 26th 2024, Provisional Measures in the [192 - Application of the Convention on the Prevention and Punishment of the Crime of Genocide in the Gaza Strip \(South Africa v. Israel\)](#) | [Order of 26 January 2024](#).

Further, any Israeli who resides or works in, and any Israeli or international who provides material support to Israel's illegal occupation, including an illegal Israeli colonial settlement in the occupied Palestinian territory (OPT), including East Jerusalem, or in the occupied Syrian Golan Heights, is knowingly participating in a war crime and must therefore be held accountable. Individuals enforcing the illegal settlements policy as well as settlers proven or suspected of carrying out attacks against Palestinians must also be brought within the ambit of previously listed accountability processes. Also, the role of settlers in maintaining and normalizing this structure must be recognized as part of the broader machinery of oppression.

Read and adapt **the Palestinian BDS National Committee's Policy Briefing on Immigration Policy** to advocate with your government and build pressure to ensure compliance with obligations under international law.

Note: Each establishment and company operates within unique contexts and may face different kinds of challenges. We advise you to consult legal experts supporting this campaign and also seek guidance from lawyers familiar with your jurisdiction to determine the best course of action for your business. Access to legal guidance is especially important in responding to backlash, including pressure from booking platforms on which your business may be listed.



4. What steps can ethical businesses take?

- **Restaurants/Cafés & Bars/ Cultural Spaces (Theatres, Concert Halls, Museums, Archeological Sites, etc.)**

Join the Apartheid Free Zones (AFZ) campaign!

We invite you to join hundreds of cafés, restaurants, cultural spaces and other establishments that have declared themselves to be Apartheid Free Zones (AFZs). These spaces commit not to procure from or sell products/services to Israeli or international companies implicated in violations of Palestinian human rights. The priority corporate targets identified by the Palestinian BDS National Committee (BNC), the largest Palestinian civil society coalition and leadership of the global BDS movement, can be your starting point.

AFZs commit to respecting the Palestinian picket line and foster the creation of progressive, intersectional spaces across the world that reject Israel's system of genocide, apartheid and settler colonialism and bring together multiple struggles for justice and equality.

[Find out more about how to join this growing campaign here.](#)



● Hospitality Establishments (Homestays, B&Bs, Hotels, Hostels, Tour Agencies Or Cruises)

Join the No Room for Genocide campaign!

Here is a set of steps you can take to get your business to [join this campaign](#). You can take one or more of them.

1. Be a part of the Sanctuaries of Peace initiative.

As part of the No Room for Genocide campaign, hospitality establishments, including private flats/houses, B&B, hotels, hostels, tour agencies or cruises, **are invited to endorse the declaration below**. While currently private, the declaration will be made public once a critical number of signatories is reached.

We, at (enter business name, city and country), strive to create and nurture a welcoming, safe and inclusive space for all our guests. Our business is open to people from all backgrounds, and diversity is an integral part of our identity.

As part of the Sanctuaries of Peace initiative, we commit to:

- *Respecting human rights*
- *Practising and promoting sustainable and eco-friendly tourism*
- *Not tolerating racism, sexism or any other form of discrimination*
- *Not doing business with credibly suspected war criminals, racist bullies, etc.*
- *Ensuring respect for our staff, our premises, our local community and its culture*

We believe in the value of ethical tourism as foregrounding the interests of local communities and enabling meaningful cultural exchanges and personal experiences. To realise these values, peace and respect for our shared humanity and for universal human rights, including Palestinian rights, are non-negotiable.

To be a part of this initiative, please send your business's endorsement to info@bdsmovement.net with the subject 'Sanctuaries of Peace'. We will alert you when we plan to publish the endorsements to confirm your commitment and give you tools for participation in the global launch.

2. If your business is registered with monopolistic online corporate aggregators and platforms:

If your business is registered with Booking.com and you cannot viably switch to a more ethical platform any time soon, we recommend using your post-booking confirmation email to express your pro-Palestinian solidarity. This email, which usually explains logistical information and house rules, can include a short message affirming your position, which would welcome guests from diverse backgrounds while deterring alleged war criminals.

Here is a suggested text you can use in the email:

This property endorses the No Room for Genocide campaign and respects freedom and human rights of communities suffering racist, ethnic, social and other forms of harm and discrimination. We warmly welcome Palestinians, refugees and all those peacefully resisting oppression and struggling to attain their internationally recognised rights.

You may also choose to donate a percentage of the revenue earned through these bookings to UNRWA, the UN Relief and Works Agency for Palestine Refugees, or other recognized charitable or human rights organizations supporting Palestinian rights and dignity, and inform your guests of this in your message.

Background on Booking.com complicity: Booking.com is notorious for its complicity in Israel's gross violations of Palestinian human rights. The platform enables illegal Israeli settlers to list accommodations on stolen Palestinian land, in direct violation of international law and the fundamental rights of the Palestinian people. Activists and employees of the company have repeatedly demanded an end to this complicity in Israel's illegal settlement enterprise, which enables the ethnic cleansing of Indigenous Palestinian communities. You can find out more about this campaign [here](#). Civil society groups in the Netherlands, where the company is headquartered, have also filed a criminal complaint against the company for profiting from Israel's war crimes. Booking.com strictly controls the text provided for each property listing and, through its Tel Aviv office especially, actively censors overt expression of support for human rights, especially Palestinian rights, in the online descriptions and images of the properties.

If your business is registered with Airbnb and you cannot viably switch to a more ethical platform, we suggest using similar messaging as for Booking.com.

As a host, you can express your support for human rights, including for Palestinians, in the property description. A message framed around inclusivity is unlikely to be flagged by the company and can serve as a deterrent to alleged war criminals.

Suggested text for communicating your position to guests:

This property endorses the No Room for Genocide campaign and respects freedom and human rights of communities suffering racist, ethnic, social and other forms of harm and discrimination. We warmly welcome Palestinians, refugees and all those peacefully resisting oppression and struggling to attain their internationally recognized rights.

You may also choose to donate a percentage of the revenue earned through these bookings to UNRWA, the UN Relief and Works Agency for Palestine Refugees, or other recognized charitable or human rights organizations supporting Palestinian rights and dignity, and inform your guests of this in your message.

Background on Airbnb complicity: Airbnb has played a significant role in the gentrification of neighborhoods around the world and is also complicit in Israel's illegal settlement enterprise in the occupied Palestinian territory. Like Booking.com, Airbnb allows illegal settlement listings on stolen Palestinian land. Over 190,000 people have signed a petition pressuring the company to stop profiteering from illegal settlements, which constitute a war crime under international law. While Airbnb had initially agreed to delist properties in illegal settlements, it reversed the decision within a year.

What can tourists do?

Ethical tourists who do not want to spend their money on complicit tourism companies such as Booking.com, Airbnb, Expedia and others: boycott their services as much as you can. You can find out more about how Booking.com is complicit in and profiteers from Israel's apartheid here, and support the [campaign demanding it to end its complicity](#).

Practical tip: search for properties through Booking.com, Airbnb, Expedia and other aggregators but make your reservations directly through the business website as a good practice.



3. Request background clarification:

Find in the next page a model form requesting background clarification from guests, to ensure they have not participated in committing war crimes, crimes against humanity or genocide. This has been prepared and made popular by Wind Villa, a hostel in Kyoto, Japan.

We suggest the following criteria for deciding the target of the due diligence process, screening, investigation:

Any person who is:

- A citizen of a state that is convicted or credibly accused in international courts of perpetrating grave human rights violations, in particular atrocity crimes (war crimes, crimes against humanity or genocide), and
- who has served in that state's military during the period in which the state is convicted or credibly accused of perpetrating such crimes.

Pledge of Non-Involvement in War Crimes or other Grave Human Rights Violations*

I hereby pledge the following:

- 1. I have never committed, or aided or assisted in the commission of, any grave human rights violations.*
- 2. I have never participated in committing war crimes, crimes against humanity or acts of genocide including but not limited to:*
 - o Violent attacks on civilians, including murder, extermination, forcible transfer, torture, forced starvation, enslavement, forced disappearance, or persecution.*
 - o Torturing, inhumanely treating, or killing prisoners.*
 - o Looting or wanton destruction of property*
 - o Rape or other forms of sexual violence*
 - o Any other acts that fall under Article 8 (war crimes) of the Rome Statute of the International Criminal Court*
- 3. I have never committed, or aided or assisted in the commission of, any grave human rights violations.*

This pledge is requested from any individual who:

- 1. Holds the passport of a state that is charged in international courts or by major international human rights organizations with grave human rights violations, particularly war crimes, crimes against humanity, or genocide, and*
- 2. Has served in that state's military during a period in which it is charged with committing the above violations, is reasonably suspected of aiding, assisting, or conspiring in the commission of war crimes, crimes against humanity or genocide anytime, whether during military service or not, or is reasonably suspected of involvement in public incitement to commit war crimes, crimes against humanity or genocide anytime, whether during military service or not.*

* The exact language adopted by any hospitality business must be examined by local lawyers to ensure compliance with domestic law.

BDS



FREEDOM
JUSTICE
EQUALITY