



isto

A fair and sustainable
tourism for all



ISTO

INTERNATIONAL SOCIAL TOURISM ORGANISATION

ACTIVITY REPORT

2019-2020

SEPTEMBER 2020

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A word from the Presidency

PATRICK BRAULT, VICE-PRESIDENT



Dear members of ISTO,

Just like most organisations and millions of people around the world, ISTO has had to face and cope with the consequences of the global health crisis related to the COVID-19 pandemic.

The tourism industry, in all its components and following the example of other sectors such as air transport or culture, has been severely affected. It will probably remain so for many months to come.

In this already very challenging situation, ISTO experienced another significant development last March when our former President, Ms. Inés AYALA-SENDER, suddenly resigned for personal reasons.

It was against this backdrop, which was completely unprecedented for ISTO, that in the spring of 2020, the Executive Committee had to take three urgent interim measures to enable our Organisation to pursue its project and its mandate:

- The first measure was to set up a transitional governance and, at the request of the Executive Committee, I agreed to act as interim President. With the constant dedication and support of Secretary General Yves GODIN, Director Charles-Étienne BELANGER and the whole staff, this arrangement enabled us to take rapid operational decisions suited to the situation.
- The second measure was to "update" the 2020 budget by freezing all the expenses that we deemed non-essential to the pursuit of ISTO's mandate (some cuts were compulsory, due to the impossibility to travel). However, we purposefully chose to preserve the jobs and therefore the income of the 3 employees of the Organisation.
- The third measure was to convene a Board of Directors on 8 July 2020, - the first Board meeting in the history of ISTO to be held by video-conference. The main highlight was the election of our new President - Ms Isabel NOVOA representing the NOVOJET organisation in CHILE - whom I congratulate.



Beyond these first essential measures, we were able to continue our work according to the decisions taken last October in Paris by the General Assembly and the Board of Directors. You will find a detailed summary in this activity report.

But in spite of all the challenges that we have faced since the beginning of the year 2020, we must now consolidate and strengthen our project and our actions to better promote our vision of a different kind of tourism, one that is more respectful of People and Territories.

As Bob Dylan wrote in his song, emblematic of the 60s, "The times, they are a-changin'". Tourism must also change its paradigm and, in the years to come, it will have to integrate its activity in a much broader societal vision than the one we have today. We can no longer be content with unregulated tourism, which over time has become the norm.

A new tourism must be set in motion! Together we must develop and promote tomorrow a "sensible" form of tourism.

ISABEL NOVOA PRESIDENT



Dear Patrick, dear members of ISTO

It is an honour for me to address you as President of ISTO, and it is also a privilege to chair this organisation for the next two years.

As Patrick Brault has already noted, these are difficult and uncertain times. We have great challenges ahead of us as an organisation, and I am confident that we will emerge stronger if we all work together and learn from each other.

A Fair and Sustainable Tourism for all is more important than ever in this global crisis, so I invite you to explore a common path within ISTO.

**This is a time for unity, this is a time to be strong together within ISTO!
¡Es el tiempo para la unidad, es el tiempo de ser fuertes reunidos en la ISTO!**

C'est l'heure de l'unité, c'est l'heure d'être forts ensemble à ISTO!

Questo è un momento per l'unità, questo è un momento per essere forti insieme all'interno di ISTO!



161

member organisations



41

countries represented



3

regional chapters



22

members of the Alliance
for Training and
Research



3

projects including
2 in Europe
and 1 in the Americas



28

Board members
from 13 countries

OPERATION of the association

THE SECRETARIAT

The permanent staff working at the organisation's headquarters in Brussels, under the supervision of ISTO Secretary General Yves Godin, includes 4 people:

- The Director of ISTO, Charles-E. Bélanger
- The Director of the Europe chapter, Luc Gobin
- A project and administration manager, Jacques Rayet
- A communication officer, Marine Delacroix



Yves Godin,
ISTO Secretary
General

During the year 2020, ISTO welcomed three university interns who contributed to the implementation of various actions:

- Sabrina S. Urrutia for a 6-month period as part of an Erasmus Mundus Master's programme via the Katholieke Universiteit Leuven (Belgium).
- Lucia Hinojosa Paz for a 3 month period as part of a Master's degree via the University of Angers (France)
- Mathilde Lefebvre for a 2-month period as part of a Master's degree at the Université Libre de Bruxelles (Belgium)

Funding to enable the organisation to operate relies on membership fees from the member organisations, which account for the association's main revenue. They are supplemented by projects co-financed by the European institutions, such as the INTERREG PROFIT project which was completed this year.

But beyond the revenue, the contribution of Belgian institutions and organisations is particularly noteworthy, in the form of employment subsidies (Brussels Regional Office for Employment-ACTIRIS), the provision of an employee (Visit Flanders), the sponsorship of actions in the field of accessible tourism (General Commission for Tourism of the Walloon Region) and the significant support of the FGTB's central office and the FLOREAL Group in providing office space, IT equipment and additional services.

In addition to the Belgian organizations, the French Ministry of Economy and Finance in charge of tourism (DGE) makes an additional contribution for specific actions or projects as well as the Conseil québécois du loisir (CQL) which hosts the Secretariat of the Americas chapter.

It should also be noted that ISTO received significant external support for the development of the new website.

ISTO's operations also rely on the work carried out by its regional chapters: the Europe chapter based at ISTO headquarters in Brussels, the Americas chapter located in Montreal and headed by Veronica Gomez and the Africa chapter located in Cotonou and led by Gautier Amoussou.

Last but not least, it is worth mentioning the voluntary contribution of the members of the Executive Committee who are involved, depending on their expertise, in a number of actions, be it administrative, financial or representational.

THE GENERAL ASSEMBLY 2019

Some 80 representatives of ISTO member organisations met at FIAP Jean Monnet in Paris for the General Assembly session and other meetings on 15 and 16 October 2019.

The new communication tools and the new strategic orientation of ISTO around its DNA and the Sustainable Development Goals (SDGs) were presented on this occasion.

Among the highlights of these meetings - beyond budgetary matters - were the workshop led by an expert on the implementation of SDGs, the presentation of the proceedings of the Commission on Social Policies of Tourism and the presentation of the objectives and activities planned for the 1st International Week of Sustainable and Fair Tourism for All, as well as a presentation of the next World Congress scheduled to take place in Peru in 2020.

**Workshop on the
implementation of SDGs**



THE BOARD OF DIRECTORS

ISTO's Board of Directors met digitally for the first time on 8 July 2020. The main item on the agenda was the election of ISTO's President following the resignation of Inés Ayala Sender in March 2020. Isabel Novoa, representative of the NOVOJET organisation (Chile) was elected as the new president until 2022.

A review of the financial situation as well as the recent activities undertaken by the organisation, including the Digital Week of Sustainable and Fair Tourism for All, were also on the agenda of this Board meeting, which brought together more than 40 participants.

The Board will meet again by videoconference on 22 September 2020 prior to the General Assembly.

THE EXECUTIVE COMMITTEE

The Executive Committee is composed of the **President**, Isabel Novoa (Novojet - Chile), **4 vice-presidents**, Alain Clauwaert (Joie & Vacances - Belgium), Patrick Brault (Vacances Ouvertes - France), Maurizio Davolio (AITR - Italy), Anabela Correia (Inatel Foundation - Portugal), the **Secretary General**, Yves Godin (Joie & Vacances - Belgium), the treasurer, Eric Wolters (Kaleo - Belgium) as well as **representatives of the regional chapters**, Fabrizio Pozzoli (Federcultura - Italy) for Europe, Sergio Rodriguez (CCC Consultores - Mexico) for the Americas and Gautier Amoussou (Eco-Benin) for Africa.

The Executive Committee held its **annual Discussion Seminar** on 13-14 January 2020 at the FLOREAL Group Centre in Blankenberge.

Five main items were on the agenda:

- the sustainability and financial health of the organisation
- the planned creation of an observatory for social and fair tourism
- how to reorganise the work of the governing bodies and the distribution of responsibilities
- how to strengthen networking
- the International Week of Fair and Sustainable Tourism for All and the World Congress in Peru.



Discussion seminar - January 2020

The Executive Committee also **met via videoconference five times** on 9 and 23 April, 14 May, 18 June, and 2 September 2020.

These meetings, which were held digitally as a result of the pandemic, were chaired by Patrick Brault, who took over as interim president following the resignation of Inés Ayala Sender. These digital meetings not only allowed for greater participation by Committee members, but also proved to be effective in terms of operational follow-up.

Promoting “sensible” tourism in the future

ISTO's Executive Committee passed and presented to all its members and partners this statement which challenges tourism against the background of the current crisis and calls for a sensible form of tourism which is reflected in ISTO's strategic positioning around the 5 priority areas: accessibility, solidarity, quality of life, fair business and the environment.

This statement is an invitation to all those who want to act in accordance with these criteria and support the action of ISTO and its members towards **a “sensible” tourism for the benefit of people, communities and local areas.**



REPRESENTATION

activities

- **General Assembly of the European Association Route d'Artagnan (AREA)** —member of ISTO— held in Floreffe, Belgium, on 15 November 2019; the Director of ISTO made a speech to outline the new developments of the organisation.
- **INATEL Foundation's international social economy symposium** on “Local sustainability, heritage and social tourism” on 18-19 November 2019 in Lisbon. The President of ISTO, her Secretary General and other members of the organisation spoke at this conference.
- **1st Tur4all Congress on Accessible Cruise Destinations** held on 3-4 December 2019 in Valencia, Spain. The event at which the President of ISTO gave an opening address was organised by the Spanish Platform for People with Physical Disabilities (PREDIF).
- **12th Italian Fair of Associative and Cooperative Tourism (BITAC)** on 4-5 December 2019 in Trento, Italy. Under the motto “far from mass tourism and close to the people”, this event was organised by the Alliance of Italian Cooperatives, which includes Confcooperative and Legacoop —two ISTO member organisations— in partnership with the Italian Association for Responsible Tourism (AITR). The director of ISTO gave a keynote presentation to the Italian members.



From left to right: Charles-E. Bélanger, Director of ISTO, Irene Bongiovani, President of the Confcooperative- Cultura, Turismo, Sport and Fabrizio Pozzoli, President of the Europe Chapter at BITAC.

- International Tourism Fair - FITUR 2020 and 12th Responsible Tourism Forum, 22-25 January 2020** in Madrid, Spain. It was a unique opportunity for the ISTO delegation to meet various European, American and African organisations that are members of ISTO, and to network with potential members. During the fair, the President of ISTO and the Director for the Americas spoke at the 12th Responsible Tourism Forum hosted by the Spanish Centre for Responsible Tourism (CETR) on the following topic: "Tourism and climate change, what can be done?"



From left to right: Veronica Gomez, Director of ISTO Americas with Tatiana Siercke, Head of Institutional Management and International Relations of the Honduran Tourism Institute, Honduras. FITUR 2020.

- 8th International Forum on Solidarity Tourism (FITS) in Ouarzazate, Morocco, 25-30 January 2020.** It addressed the issues of climate resilience, sustainable development and solidarity tourism in the world. Organised by the International Committee of FITS of which ISTO, ATES and AITR are members, in partnership with the Ministry of Tourism, Handicrafts, Air Transport and Social Economy of Morocco, this event brought together about a hundred foreign delegates and 400+ Moroccan participants.



Participants in the workshop led by ISTO on "Domestic tourism: a response to the climate challenge" at FITS 2020.



Opening of the 8th edition of FITS in Ouarzazate, Morocco.

- Webinar on sustainable tourism organised by the Social Economy Unit of the European Commission** on 7 May 2020. The director of ISTO presented some of the initiatives carried out by ISTO members to cope with the COVID-19 crisis and outlined the statement on "sensible tourism".
- Webinar held in the framework of the Cultural Routes for Sustainable Social and economic Development in the Mediterranean (CROSSDEV) project** on 24 June 2020 featuring a presentation by the Director of ISTO on Sustainable and fair tourism for all as a post-COVID recovery option.



COMMUNICATION

activities

Effective –remote– communication has never been more relevant! This is why ISTO has further developed its communication strategy, in line with the action plan drawn up in 2019.

A new website went live in February 2020. With a modern design and a streamlined layout, it focuses on the five main components of ISTO's DNA, the regional chapters and current events. <https://isto.international> addresses fair and sustainable tourism for all in three languages: English, French and Spanish. A member login provides access to a community forum and allows members to download all the relevant materials made available by ISTO.

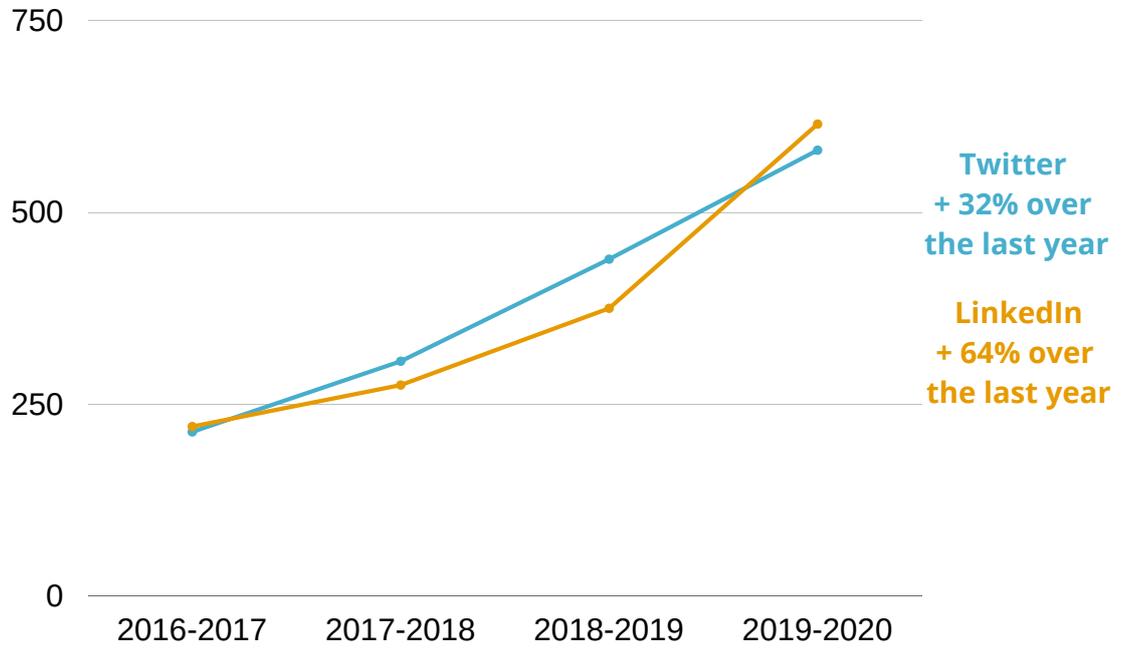
An online application form has also been introduced in order to make it easier for new members to join.

The layout of **the newsletter** was also redesigned, in line with the website's graphic charter. The newsletter continues to be distributed once a month, in the three official languages of ISTO. In addition, the readership has been expanded. In addition to being sent to members, the newsletter is shared with any potential member or person interested in ISTO's actions. In August 2020, it was distributed to 591 people in French, 463 in English and 333 in Spanish.

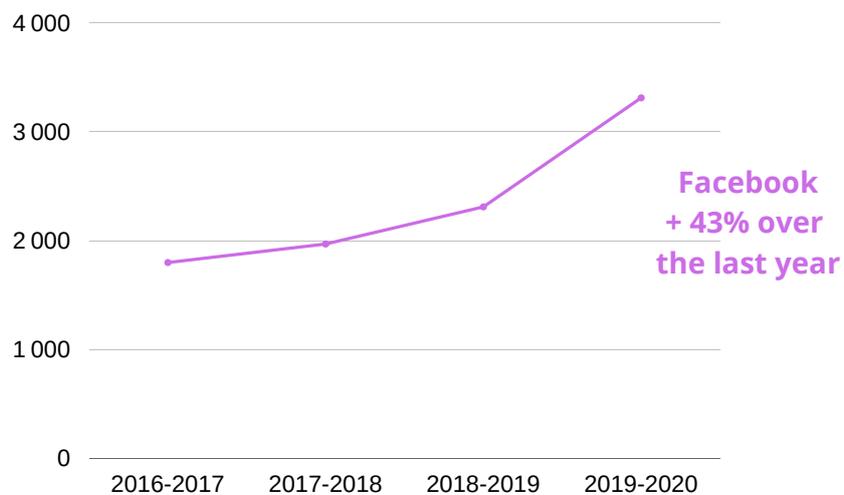
Communication on **social media** remained strong in 2020. The ever growing number of followers on Facebook, Twitter and LinkedIn, was boosted by the launch of the new website and the E-week of Fair and Sustainable Tourism for All.

Years	Facebook	Twitter	LinkedIn
2016-2017	1800	214	221
2017-2018	1970	306	275
2018-2019	2311	439	375
2019-2020	3312	581	615

Number of followers on Twitter and LinkedIn



Number of followers on Facebook



Finally, the digital issue of **this activity report, in French in English and in Spanish**, is a great opportunity to promote ISTO's action to partners, institutions and governments.



While 2020 was supposed to be the year of a first ever international week, the COVID-19 pandemic forced ISTO to change course. The focus turned to innovation and the digital transformation with the **E-Week of Fair and Sustainable Tourism for All!**

From 28 May to 4 June 2020, ISTO organised **25 webinars** bringing together **109 speakers** from **22 different countries**.

During 6 days, **1,735 delegates** from **51 countries** attended these webinars on an alternative form of tourism. Every continent was represented! The delegates came from countries where ISTO has members, of course, but also from Latvia, India, Thailand, the Netherlands, the United States, South Africa, the Philippines, and many others.

It is worth mentioning **the extensive involvement of 64 ISTO members from 22 countries** who contributed to this online event. Some spoke at webinars, others contributed texts and videos that were translated into French, English and Spanish and made available on the ISTO website during the event.

Our organisation was proud to receive a special communication from the World Tourism Organisation (UNWTO) on this occasion.

A special bulletin on domestic tourism (available in the 3 languages on our website) was also introduced by ISTO and the Board of Directors of ISTO Americas celebrated the launch of the E-Week through a video.

Webinars	Contribution of members	Extra content
25 webinars	22 texts or videos	Messages from ISTO Americas and the UNWTO
109 speakers from 22 countries	From 12 countries	ISTO bulletin on domestic tourism

64 ISTO members contributed to the Week from 22 countries



The 1,735 webinar attendees came from 51 countries



An agenda focused on ISTO's DNA

The E-week of Fair and Sustainable Tourism for All was structured around the **five core components of ISTO's DNA**, which were presented at the opening of the event and further developed in several webinars, with a focus on the global health crisis which has been affecting the world since March 2020.

On the subject of **accessibility**, ISTO addressed decision-making in risky and uncertain situations and how this affects tourism. Another topic explored the way in which the new health restrictions are affecting people with disabilities. Finally, the city council of Puebla, Mexico, has set an example by providing access to cultural heritage, even in times of pandemic, through their famous "Museum Night", which went from physical to digital.

Quality of life was specifically addressed by ISTO's partners in Costa Rica, who presented their various initiatives that improve the quality of life of many people who are offered the opportunity to go on holiday, including people with disabilities and people who have suffered from cancer, for example. Another highlight was the webinar on tourism as a driver of well-being, mutual respect and peace, which highlighted the value of holidays.

Fair business and local economic development were also highlighted during the E-week. Fair employment practices and decent working conditions are critical components of our DNA, as highlighted by the webinar on vulnerable employment in the tourism sector. Along the same lines, the webinar on the role of women in tourism and their role in the post-COVID era also stood out.

Development is all about innovation. With that in mind, ISTO hosted a webinar on attractive and innovative new products and another webinar on market intelligence, both held in partnership with our member KOAN Consulting.

Another highlight was the release of the book "Innovative tours: Designing tours for social tourism", which can be downloaded in Spanish, Portuguese and English from the ISTO website.

The webinars on the "Americas vision", on domestic tourism and on the role of government authorities highlighted the value of sustainable and fair tourism for all as a means of reviving local economies.



32 of the speakers at E-week webinars

The topic of **solidarity** in tourism was addressed in several webinars, including one on the role of international cooperation organisations and their contribution to tourism. The need for greater collaboration between ISTO partners was also strongly emphasised, both in terms of sharing content and practices and in terms of international projects such as Erasmus+ All Tourist.

Finally, the **environment** and sustainability emerged as key topics for discussion in the workshop on the relevance of the Sustainable Development Goals in changing tourism.

This issue, as well as all the others, resonated strongly in our two “academic” webinars, during which professors and students showed great interest in social, responsible and fair tourism.



Access to content

Tous les webinaires ont été enregistrés et sont disponibles sur la page dédiée du site web d'ISTO.

Les textes et vidéos fournis par les membres sont également à retrouver sur cette même page, dans les trois langues. All webinars were recorded and are available on [the dedicated page of the ISTO website](#).

Texts and videos provided by members can also be found on the same page, in all three languages.

Conclusion

The E-week of Fair and Sustainable Tourism for All was a turning point for ISTO, which managed to stand out during the COVID-19 crisis through a digital format, which had never been offered before.

This event allowed ISTO to gain visibility while demonstrating the great diversity of its members' actions throughout the world. It was also an opportunity to build an even stronger community on social media. From early May to early June, ISTO gained +35% of Facebook subscribers, +10% of Twitter followers and +14% of LinkedIn followers.

Moreover, **97% of the respondents** to the satisfaction survey reported that they were **satisfied or very satisfied** with the event. This positive feedback is also reflected in the numerous requests for information about the Organisation.

COMMITTEES and working groups

- The **Commission on Responsible and Fair Tourism** chaired by Maurizio Davolio (AITR-Italy) focused its efforts in 2020 on promoting and disseminating the guide "Tourism as a Development Tool" presenting 20 best practices in responsible and fair tourism throughout the world. Formally launched on the occasion of FITS in Morocco in January 2020, this eBook, available in French and English, was produced in partnership with ATEs (France) and with the support of the Inatel Foundation (Portugal).



Presentation of the guide on responsible and fair tourism at FITS 2020.

- The **Commission on Social Policies of Tourism** chaired by Marie-Odile Beau (DGE-France) continued the research work on Europe and Latin America and enhanced the ISTO database on this topic. It also led to the publication of three reports drawn up by Sabrina Urrutia during her internship, which were distributed to members:
 1. A special bulletin issued on the occasion of the E-week on "Measures to promote domestic tourism after COVID-19 in the world" (June 2020).
 2. A first bulletin on social policies and the share of people going on holiday in Europe (July 2020).
 3. A second bulletin on social policies in the Americas (September 2020).
- The **Alliance for Training and Research in Social and Fair Tourism**, coordinated by Anya Diekmann (ULB-Belgium) and bringing together over 20 individual and institutional members, has mainly contributed to the work of the Commission on social policies of tourism and on the concepts and issues to be included in the programme of the forthcoming World Congress. Members of the Alliance also participated in the E-week.

- The **Trade Union Task Force**, coordinated by Alain Clauwaert (Joie & Vacances - Belgium) brings together representatives of the European Trade Union Confederation (ETUC), the European Federation of Food, Agriculture and Tourism Trade Unions (EFFAT) and the International Union of Food, Agricultural, Hotel, Restaurant, Catering and Allied Workers' Associations (IUF). In May 2020, it was instrumental in the dissemination of trade union demands for the protection of hotel workers in the context of the COVID-19 crisis.
- Two working groups for the **preparation of the 2021 World Congress** have been set up. A first one composed of representatives of ISTO, ISTO Americas and the Ministry of Foreign Trade and Tourism (MINCETUR) for all practical aspects and a second one including members of the Alliance for Training and Research (Belgium, Brazil, Peru) to develop the programme. The latter group met 4 times and produced a note on the main orientations of the congress and the identification of a number of topics for the workshops.
- The Working Group on **Accessible Tourism**, coordinated by Annette Masson (Association Tourisme et Handicaps-France), got back on track with a first meeting on 10 July and a second meeting on 16 September which brought together a dozen participants from Europe and the Americas. The development of the concept of accessible tourism, which encompasses various segments of the population, the growing interest of several regions and destinations that are looking at the economic benefits and the huge potential, in terms of membership, that these public stakeholders represent for ISTO are key factors.

The first work in progress involves the identification of adequate health measures implemented in relation to accessible tourism and the creation of a draft protocol on tourism for people with disabilities. The second project on which the Group intends to work relates to the financing of accessible tourism. A research project aiming to present an overview of ISTO members' actions in the field of accessible tourism was also conducted by Lucia Hinojosa as part of her internship.





During this period, the ISTO Americas Secretariat pursued its **2019-2021 Action Plan**, adopted at its last General Assembly held in Costa Rica.

These activities, conducted by the Director of ISTO Americas, Verónica Gómez, are under the supervision of the chapter's Board of Directors, made up of representatives of seven ISTO member organisations from Canada, Mexico, Brazil and Chile. The Americas section is chaired by Sergio Rodríguez Abitia, representative of *CCC Consultores* and has two vice-presidents, Francisca Retamal, representative of the *Subsecretaría de Turismo de Chile* and the *Servicio Nacional de Turismo - SERNATUR*, and Alberto d'Aurea, representative of the *Serviço Social do Comércio Departamento Nacional - SESC DN*, as well as Vincent Bérubé, treasurer, representing the *St. Lawrence Youth Hostels*. The following representatives complete the Board of Directors: Flavia Roberta Cortez from the *Serviço Social do Comércio São Paulo - Sesc SP*, Gerardo Pérez for *AltaMex* and Oscar León Trujillo.

Representation to members was as intense as usual, especially between October 2019 and February 2020. Highlights included a training course on "*Social and Responsible Tourism in Today's Society*" given to tourism operators in the city of Puebla, Mexico, as well as an extensive two-week visit to Colombia by the director, which involved participation in several meetings and conferences, and the preparation of a subsequent visit by the president of ISTO Americas to confirm the upcoming *Meeting of the Americas on Social Tourism*.



Sergio Rodríguez Abitia, President of ISTO Americas, during his conference in the Encuentro Nacional Académico de Turismo competitivo, sostenible e innovación within the framework of the Colombia Travel Expo 2019.

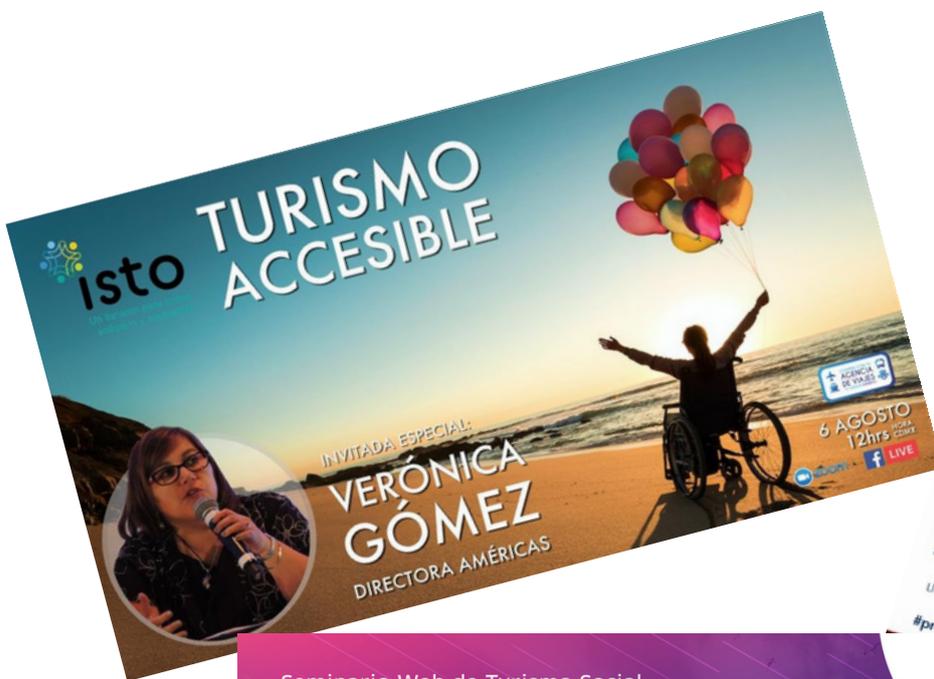
Veronica Gomez participates in the 4th edition of the International Congress on Accessible Tourism - CITA 2019, in the department of Quindío in Colombia.



ISTO Americas participated in the **International Tourism Fair - FITUR 2020**, a major event that brought together the top tourism leaders from several member countries and partners in the Americas. These discussions and meetings help to identify and confirm which activities and services should be carried out during the current year. The event was also an opportunity to share initial announcements on the forthcoming World Congress on Social Tourism with the delegates of the **12th FORUM ON RESPONSIBLE TOURISM** at the invitation of the *Centro Español de Turismo Responsable* and the *Asociación Española de Profesionales del Turismo*.

As mentioned above, the implementation of the 2019-2021 Action Plan, co-developed with ISTO members in the Americas, took centre stage in the various coordination and follow-up meetings of the four working groups that had been identified: **membership** development; **training** in social, fair and sustainable tourism; identification of and participation in **events**, fairs and congresses; and the preparation and collection of social tourism **metrics**. These digital working meetings have been put on hold for a few months because of the Covid-19 pandemic, which forced to shift the chapter's activities according to the new needs of the members.

As a result, support missions to members went on throughout lockdown and subsequently, during the reopening, in digital mode! Much effort was put into preparing, delivering and participating in a large number of conferences, held remotely via a number of digital platforms. ISTO Americas met every request from members by arranging various webinars for an audience predominantly from the Americas, but also from Europe, particularly Spain. More than 25 conferences, including participation in expert workshops, were offered by this chapter of ISTO, for such diverse countries as Chile, Mexico, Guatemala, Colombia, Peru, Brazil, etc.



Seminario Web de Turismo Social

Accesibilidad en Turismo, factor de mejora de la competitividad

Verónica Gómez
Directora ISTO Américas

Conzuelo Contreras
Encargada Nacional de Accesibilidad - SERNATUR

María José Navas
Responsable del Proyecto de Turismo Accesible - Ministerio de Turismo de Ecuador.

MODERADOR: Jorge Alejandro Reyes Hurtado,
Director General de Estrategia Turística del MINCETUR.

Turismo social

PLATAFORMA WEBINAR JAM

Jueves 25 de junio

10:00 a.m. Perú y Ecuador
11:00 a.m. Canadá y Chile

Inscripciones en link de la descripción.

These conferences complemented the programme offered during the E-week of Fair and Sustainable Tourism for All, which not only showcased the best practices of ISTO members, but also allowed to reach a large audience of industry professionals from the Americas. It was also an opportunity to highlight various partnerships between members, one of the purposes of this chapter. These included, for example, the publication of the book inspired by Sergio Rodriguez Abitia's lectures in Brazil by SESC Nacional "*Innovative tours: designing tours for social tourism*" or the release of the Spanish and Portuguese versions of the "*Leisure Accessibility Reference Framework*" and the "*Leisure Accessibility Analysis Guide*", produced in **partnership between the Conseil québécois du loisir and SESC Nacional** to make these major diagnostic resources available in these languages. Also worth mentioning is the **partnership agreement signed with "The Phoenicians' Route - Cultural Route of the Council of Europe"**, which aims to bring the two organisations closer together while promoting inclusive tourism with "cultural content and social purpose".

From left to right: Louis Jolin, member of the Board of the CQL, Sonia Vaillancourt, Executive Director of the CQL, Veronica Gomez, Director ISTO Americas, Pierre-Paul Leduc, President of the CQL, during the Special General Assembly of the Conseil québécois du loisir - CQL.



SEMANA VIRTUAL DE TURISMO
PARA TODOS, SOLIDARIO
Y SOSTENIBLE

Itinerarios innovadores:
Planificación de itinerarios
de turismo social

Lunes 1 de junio de 2020
14:00 - 15:00 Hora de Montreal

Anderson Dalbone y Alberto d'Aurea, Sesc Nacional, Brasil
Sergio Rodríguez, Presidente ISTO Américas, México



Following the signing, in 2019, of the **collaboration agreement with SITCA** (Sistema de Integración Turística Centroamericana – Central American Tourism Integration System), which aims to support and foster the development of social tourism in Central America through consultation and coordination between the various players in the region, a survey was carried out in recent months among officials in the Ministries of Tourism of Belize, Guatemala, Honduras, Nicaragua, El Salvador, Costa Rica, Panama and the Dominican Republic to get a detailed picture of the current situation of social tourism and to identify best practices. The collection and analysis of the research results is in progress.

Finally, mention should be made of the participation of ISTO Americas in special meetings and/or in the various ISTO working groups, such as the ISTO Discussion Seminar, Executive Committee and Board of Directors meetings, meetings of the International Commission on Social Policies of Tourism and the Working Group on Accessible Tourism.

On top of this, support was provided to the ISTO Secretariat for the meetings and monitoring of the Programme Committee and the Organising Committee in preparation for the next World Congress on Social Tourism, which will take place in Peru. Another significant contribution of this chapter during this period was the engagement and convening of members from the Americas, as well as an active participation in the planning, preparation and execution of the E-week of Fair and Sustainable Tourism for All. Social.



EUROPE

In 2019-2020, the ISTO Europe chapter has undertaken a series of actions in line with the **2015-2020 strategic plan** adopted in São Paulo by the Europe Coordination Committee under the presidency of Fabrizio Pozzoli and the direction of Luc Gobin.

Highlights include participation in initiatives launched by the European Commission and the European Parliament, as well as several actions in the field of innovation, youth tourism and inclusive tourism.

2020 was the year in which **European projects such as PROFIT and Backpacker Europe came to a close**, which required considerable administrative work.

This year was also characterised by the impact of the COVID-19 pandemic on the tourism sector. The chapter's priority was therefore focused on **managing the crisis** for its members.

Annual meeting

The annual meeting of the Europe chapter was held in October 2019 in conjunction with the General Assembly in Paris, France. The outcomes of the European projects Backpacker and PROFIT were presented.

Unfortunately, the coordination committee was not able to meet in 2020 due to the pandemic.

The committee is composed of Fabrizio Pozzoli (Federcultura Turismo - Italy), Marc Pili (Vacances Ouvertes - France), Michel Vandendriessche (PASAR - Belgium), Benoît César (Kaleo - Belgium), Francisco Madelino (FUNDAÇÃO INATEL - Portugal), Muriel Antoniotti (Tourisme Auvergne Rhône-Alpes - France), Corinne Makowski (Secours Populaire - France), Nathalie Nouel (Secours Catholique), Andrea Pintér (Hungarian National Leisure Foundation - Hungary), Valeria Gherardini (FICTUS - Italy), Pierpaolo Chiumera (Endas - Italy), Gianluca Pastoreli (Diesis).



Luc Gobin,
director ISTO Europe

Representation activities

- September 2019, Bruges (Belgium): meeting on the future of tourism hosted by Visit Flanders, the Belgian Flanders Tourist Office.
- September 2019: several events marking the completion of the PROFIT project with the partner regions in Vlissingen (Netherlands), Dover (Kent, UK), Pas-de-Calais (France) and Koksijde (Belgium) where ISTO presented its outcomes.
- December 2019, Genk (Belgium): The holiday participation centre of Visit Flanders held its annual meeting to discuss the results and future plans of their work.

Innovation – PROFIT project

The PROFIT (PROfessional Framerwork for Innovation in Tourism) project came to an end in late 2019 for the operational and early 2020 for the administrative side. **The results** were presented in the partner regions and the **ISTO white paper “Innovation in social & sustainable tourism”** was distributed. It highlights the project outcomes, with a focus on the design of services for social tourism.

Youth tourism - Backpacker Europe project

The Backpacker Europe project, which started on 1 March 2018, came to an end on 31 December 2019. Partners from Belgium, France, Italy and Germany identified opportunities in their countries and regions and produced a **guidebook** to scale up the project to other locations.

Start to Backpacker Europe



Co-funded by the
Erasmus+ Programme
of the European Union



European Tourism Manifesto Alliance

Together with some 60 other European tourism stakeholders, ISTO has **signed several manifestos** of the European Tourism Manifesto Alliance to highlight the value of tourism in Europe.

In several letters, the focus was put on the COVID-19 crisis and its impact on companies (including social and youth tourism organisations). Particular attention was paid to tourism workers and the need for sustainability in the sector.

ISTO also signed a request for a one-year extension of the deadline for the implementation of the new online payment rules, currently set at 31 December 2020. These rules could hinder the industry's recovery.

Letters to the European Commission

In May 2020, Patrick Brault, Interim President of ISTO, wrote to Ursula von der Leyen, **President of the European Commission** and Thierry Breton, **European Commissioner for the Internal Market**. In these letters, Patrick Brault stressed the great value of the social and solidarity economy and the role of senior citizens in the recovery of the tourism industry. ISTO received positive responses to these letters.



AFRICA

The Benin-based chapter, coordinated by Gautier Amoussou (Eco-bénin), now brings together 14 organisations primarily from the Maghreb, West Africa and Madagascar.

A **chapter meeting** attended by a dozen participants was held in Ouarzazate, Morocco, on 28 January 2020 in conjunction with the latest edition of the *International Forum of Solidarity Tourism (FITS)*. This meeting allowed to outline the new developments of ISTO and to assess the expectations of the members of the chapter.

In terms of communication, the WhatsApp group of the Africa chapter remains the main communication channel between the member organisations.

Some of the initiatives undertaken by chapter members include the following:

- Organisation by ATLED - Les Amis de la Nature en Algérie of **“Cross-country sand skiing” hikes** through the sand dunes of south-west Algeria for a group of French visitors in January 2020.
- Submission in May 2020 of an **application form** - including a letter of support from ISTO - by the Batoufam Tourisme et Loisirs association (Cameroon) to the UNESCO International Fund for Cultural Diversity in order to obtain funding for 2021 for its “Lepeughe” socio-economic development programme, which includes the organisation of a Seminar on best practices in cultural and solidarity tourism in Africa.
- **Memorandum of tourism and hotel associations** - including the Fédération béninoise des organisations du tourisme responsable et solidaire (FBO-TRS, Beninese Federation of Responsible and Solidarity Tourism Organisations) - submitted to the public authorities in April 2020 in order to obtain aid for the tourism sector in the light of the COVID-19 crisis.
- **Strategic training and guidance seminar for local stakeholders** in the framework of the initiative “Integrated local tourism entrepreneurship” hosted by Eco-Benin on 16-17 July 2020 under the sponsorship of various organisations including ISTO.



15 new members

- **Vision Solidaire International**
Burkina Faso
- **Batoufam Tourisme et Loisirs**
Cameroon
- **Interrías – Viajes Fidterra**
Spain
- **Plataforma Representativa Estatal de Personas con Discapacidad Física y orgánica – PREDIF**
Spain
- **Parcours**
France
- **Center for Environmental Governance – CEGO**
Ghana
- **Auberges de jeunesse Charente Maritime**
France
- **MahayExpédition**
Madagascar
- **Réseau malien pour le tourisme responsable et durable REMATOURD**
Mali
- **Centro Metropolitano de Convenciones Tijuana-Playas de Rosarito-Tecate**
Mexico
- **Centro Vacacional IMSS Oaxtepec**
Mexico
- **Instituto Nicaragüense de turismo INTUR**
Nicaragua
- **Criterio Consultores E.I.R.L.**
Peru
- **Red Constarricense de Turismo Accessible**
Costa Rica
- **Excelia Group - La Rochelle Tourism and Hospitality School**
France

13 terminations

- **Centrum voor Jeugdtoerisme CJT**
Belgium
- **International Hainaut Tourisme – Teralis**
Belgium
- **GIE Vacances Loisirs Activ**
France
- **Innovative Services**
France
- **VTF**
France
- **Hungarian National Foundation for Recreation**
Hungary
- **Asociación Mexicana de Agencias de Viajes Del DF (AMAV DF)**
Mexico
- **Secretaría de Turismo de la Ciudad de México**
Mexico
- **Secretaría de Turismo del Estado de Guanajuato**
Mexico
- **Secretaría de Turismo del Gobierno del Estado de Morelos**
Mexico
- **Association Amoud pour le développement**
Morocco
- **Association Tadart pour le tourisme responsable et solidaire**
Morocco
- **I Viaggi del GOEL**
Italy

CHARLES-E. BÉLANGER, DIRECTOR



The global situation arising from the COVID-19 crisis is forcing a large number of public and private stakeholders to review their **policies, strategies and development actions** in the field of tourism. And while tourism is considered to be a resilient sector that always ends up recovering from crises and sustaining its growth, a return to the pre-crisis situation is no longer an option. In fact, for many, such a return is not desirable, given the devastating effects of overtourism and the negative impacts on the environment.

The current crisis has exposed the vulnerability of some destinations and territories that are overly dependent on tourism. Their fragility is even greater when they rely mainly on international clients.

Favouring local and regional customers is a prospect that many operators have begun to incorporate in a positive way into their approach. In addition, there is a growing awareness that each player should pay for the footprint it leaves on the climate and that the true price should be paid even if it means downsizing the market.

For ISTO and its members, this crisis provides an opportunity to put forward the **values and actions** they have been advocating for a long time and which should be given more attention by tourism stakeholders.

Such is the case for the implementation of the SDGs in the industry, but also for the development of genuine social policies for tourism that promote accessible and responsible local tourism.

These points should be given prominence at our next World Congress and the International Week of Sustainable and Fair Tourism for All, in the efforts to attract new member organisations as well as in the representation activities that ISTO undertakes.

But, as discussed over the last few months, ISTO needs to embark on a major project in order to consolidate its position. It involves creating an **Observatory of Social and Solidarity Tourism**. This monitoring centre, which is intended to compile statistics, regulations, best practices, specialist bibliographies and produce specialist reports, could include the work carried out within the commissions on social policies, responsible and fair tourism or on the implementation of the SDGs.



This would bring greater consistency and international recognition. It would also be a perfect framework for leveraging the resources of the Alliance for Training and Research. This is undoubtedly a challenging goal, but one that is critical to the sustainability of ISTO.

Consequently, ISTO needs the **full support of all its members** in the months to come in order to promote our common values of sensible tourism in line with its DNA.

We will have to get through the current crisis in the best possible way, and it is critical that all members understand the need to collectively provide ISTO with the political and financial means that will allow it to carry out an international action that benefits all member organisations, whether they are public authorities or stakeholders committed to inclusive, sustainable and fair tourism for all.

ISTO MEMBERS

Algeria

- Association de Tourisme et de Loisirs, Echanges de jeunes et de développement Durable (ATLED)

Australia

- Magical Getaway Foundation

Belarus

- Valoshki Solnechnyj Krug

Belgium

- AEP - Centre national de services de vacances
- AlterBrussels
- Altervoyages
- AMT Concept
- Centre Vincent Van Gogh - CHAB
- Commissariat Général au Tourisme - Région Wallonne - CGT
- Commission Communautaire Française - Direction d'administration des Affaires culturelles et du Tourisme
- Deutschsprachige Gemeinschaft Belgiens- Communauté Germanophone
- JEKA vzw
- Joie et Vacances (Floréal Group)
- Kaleo
- La Rose des Sables ASBL
- Les Auberges de Jeunesse
- NZ Vakantie
- Office National des Vacances Annuelles - ONVA
- PASAR
- Ter Helme vzw
- VACA vzw
- ViaVia Tourism Academy
- VISITFLANDERS
- Vlaamse Jeugdherbergcentrale - VJH
- Volkstoerisme vzw

Benin

- Fédération Béninoise des Organisations du Tourisme Responsable et Solidaire FBO-TRS

Bolivia

- Red Boliviana de Turismo Solidario Comunitario RED TUSOCO

Brazil

- Araribá Turismo & Cultura
- Flanar Turismo
- Serviço Social do Comércio - SESC São Paulo
- Serviço Social do Comércio - SESC/ Administração Nacional
- Serviço Social do Comércio – Administração Regional do Estado de Minas Gerais – SESC MG
- Serviço Social do Comércio – Administração Regional do Rio Grande do Sul - SESC/RS

Burkina Faso

- Vision Solidaire International

Cameroon

- Alliance des Femmes de la Réserve de Campo Ma'an - Afrecam
- Batoufam Tourisme et Loisirs

Canada

- Auberges de jeunesse du Saint Laurent Inc. - HI Canada - région St-Laurent
- Conseil Québécois du Loisir – CQL
- Global Tourisme
- Hostelling International-Canada

Chile

- Asociación de Turismo Rural A.G. ACHITUR
- Grupo Novojet
- Servicio Nacional de Turismo SERNATUR

Colombia

- Caja de Compensacion Familiar Comfenalco Antioquia

Costa Rica

- Coopérative BoaPaz
- Fundación Calidad de Vida para Personas con Cáncer (FUNCAVIDA)
- Instituto Costarricense de Turismo (ICT)
- País de Paz
- Red Costarricense de Turismo Accesible

Dominican Republic

- Confederación Autónoma Sindical Clasista (CASC)

France

- Acteurs du Tourisme Durable - ATD
- Agence Nationale pour les Chèques-Vacances - ANCV
- ANCAV-SC
- Association Européenne de la Route D'Artañan
- Association pour le Tourisme Equitable et Solidaire - ATEs
- Association Tourisme & Handicaps
- Auberges de jeunesse Charente Maritime
- Auvergne Rhône-Alpes Tourisme
- Comité régional de tourisme d'Occitanie
- Conseil général des Pyrénées-Atlantiques
- Conseil Régional d'Aquitaine
- Conseil Régional de Bretagne
- CPCV Île de France-Centre de formations et de rencontres internationales
- Ecole Supérieure de Commerce et d'Administration des Entreprises du Tourisme – ESCAET
- Ethic étapes
- FIAP-Jean Monnet
- Institut de recherche et d'études supérieures du tourisme – IREST
- Jeunesse au Plein Air - JPA
- La ligue de l'enseignement - Vacances pour Tous & Vacances Passion
- La Rochelle Tourism and Hospitality School - Excelia Group
- Les Oiseaux de Passage
- Les Villages Clubs du Soleil
- Ministère de l'économie et des finances- Direction générale des entreprises (DGE) - Sous-direction du tourisme

- Parcours
- Secours catholique
- Secours Populaire
- Union des association de tourisme et de plein air – UNAT
- Université d'Angers - UFR ITBS – ESTHUA
- Vacances et Familles
- Vacances Léo Lagrange
- Vacances Ouvertes - VO
- Vacances ULVF
- VVF Villages

Germany

- BundesForum Kinder und Jugendreisen e.V.
- CareMed
- TourCert

Ghana

- Center for Environmental Governance – CEGO

Guatemala

- Instituto Guatemalteco de Turismo

Guinea-Bissau

- Adunatours
- Kassumay Tours

Haiti

- Université Queensland - UQ

Honduras

- Instituto Hondureño de Turismo

Hungary

- National Tourism Agency

International

- Diesis
- Fédération Internationale de Camping et de Caravanning - FICC
- International Cooperatives Association - ICA
- World Youth Student & Educational Travel Confederation - WYSE-TC

Italy

- Associazione Italiana Cultura e Sport - AICS
- Associazione Italiana Turismo Responsabile - AITR
- AURIGA Società Consortile Cooperativa Sociale
- Borghi Autentici d'Italia
- Centro Turistico Giovanile - CTG
- Ente Nazionale Democratico di Azione Sociale - ENDAS
- Ente Nazionale Tempo Libero - ENTEL MCL
- Federazione Italiana degli Enti Culturali, Turistici e Sportivi- FICTUS
- Federazione Italiana Tempo Libero - FITEL
- Federcultura Turismo Sport Confcooperative
- Happy Age
- I Borghi Più Belli d'Italia
- Istituto Cooperazione Economica Internazionale - ICEI
- La Rosa Dei 4 Venti
- LEGACOOOP TURISMO
- Legambiente
- Ministero dello Sviluppo Economico – Dipartimento Turismo
- PromoTurismoFVG
- Regione Emilia-Romagna
- Unione nazionale Pro Loco d'Italia UNPLI

Kyrgyzstan

- Uyacha Mountains Nest

Madagascar

- Antso Re
- MahayExpédition

Mali

- Association Dunamba
- Association malienne pour la promotion du tourisme social – AMPTS
- Réseau malien pour le tourisme responsable et durable REMATOURD

Mauritania

- NGO El Velah

Mexico

- Altamex
- Ayuntamiento de Puebla
- Ayuntamiento de Xalapa
- CCC Consultores
- Centro de Investigación para el Desarrollo Sustentable CIDES
- Centro Metropolitano de Convenciones Tijuana-Playas de Rosarito-Tecate
- Centro Vacacional IMSS Oaxtepec
- Consejo Intermunicipal Pro Turismo Morelos
- Escuela Superior de Turismo (EST)
- Municipio de León
- Secretaría de Turismo del Estado de Tamaulipas
- Secretaría de Turismo – SECTUR

Nicaragua

- Instituto Nicaragüense de turismo INTUR
- Red Nicaraguense de Turismo Rural Comunitario – RENITURAL

Paraguay

- Secretaría Nacional de Turismo de Paraguay – SENATUR

Peru

- Criterio Consultores E.I.R.L.
- Fundación Peruana de Turismo Social
- Ministerio de Comercio Exterior y Turismo – MINCETUR
- Promotora de integración y de Turismo Educativo Juvenil – INTEJ
- Alfa Viajes y Servicios Generales EIRL

Portugal

- Fundação INATEL

Puerto Rico

- Puerto Rico de Aventura Educa

Romania

- Romanian Mountain Guides Association

Russia

- Russian International Academy for Tourism – RIAT

Slovenia

- NEC Notranjska ecological centre, Cerknica

Spain

- Generalitat de Catalunya
- Fundació Gaspar Espuña – CETT
- Interrias
- KOAN Consulting
- Ministerio de Trabajo y Asuntos Sociales – IMSERSO
- Plataforma Representativa Estatal de Personas con Discapacidad Física y orgánica PREDIF

Switzerland

- Caisse Suisse de voyage Schweizer Reisekasse – REKA

Togo

- Association Initiatives Plus

United Kingdom

- Family Holiday Association - FHA
- Mountains 4 All
- Visit Scotland

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Rue Haute 26-28, 1000 Brussels, Belgium
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