

EXECUTIVE SUMMARY

Strategic Positioning of ISTO

The DNA of ISTO and the Sustainable Development Goals



**SUSTAINABLE
DEVELOPMENT
GOALS**



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BACKGROUND

What is ISTO's DNA?



The **DNA of ISTO** is an expression of what ISTO stands for, the realms in which ISTO and its members are active and the operational implications this has when talking about member services, working criteria, target populations (partners, institutions, potential members) and communicative efforts.

The DNA should be conceived as modern and operational translation of the **Montreal Declaration (1996)**, which presents the assets of social tourism and the identification criteria of social Tourism. The Declaration was broadened in perspective and specifications were added in the addendum of Aubagne (2006).



ISTO and the Sustainable Development Goals (SDGs)

For ISTO and its members, who have clearly expressed through the consultation that the **Sustainable Development Goals** and in particular those concerning the tourism sector and the actors of social and fair tourism, are a **useful point of reference** to rely on for ISTO to formulate concrete pathways of action.

The **SDGs can go hand in hand with the DNA of Social Tourism**. This will help us to embed our strategic framework in recognized and esteemed international criteria and programs. Therefore we also made the link with the UNWTO Global Code of Ethics.



THE DNA OF FAIR AND SUSTAINABLE TOURISM FOR ALL

5 axes of ISTO's DNA



QUALITY OF LIFE

Tourism as a vehicle for individual and collective fulfillment



Regardless of the target group: families, youths, children, seniors, the holiday experience is a beneficial **contribution to health and personal development**. Holidays promote social cohesion in the broadest sense and strengthen the family fabric. While holidays are a source of well-being for everyone, they also **offer opportunities** to learn new skills in many areas, whether in sports, culture, social life, etc. In this sense, they contribute to the **strengthening of self-confidence** and **encourage the undertaking of initiative**.



FAIR BUSINESS

Fair local business & sustainable regional economic development



It is about tourism operators playing a **leading role in the development of the local economy** and beyond. To do this, opportunities for the **creation of innovative local products** for tourists must be promoted. Products that will contribute to the **creation of local employment**, while respecting decent and compliant working conditions, thus allowing the reduction of social inequalities. Special attention must also be paid to the **creation of non-economic added value** for visitors, through accurate and complete information on the quality of the products on offer and their various impacts on the environment and on local communities.



ENVIRONMENT

Resource efficiency & environmental protection

There are limits to growth and tourism development must seek to take into account the entire life cycle of a resource with the aim of **protecting the environment** from possible pollution and nuisances and to measure its impacts, particularly CO₂. This is particularly true for: the **preservation of natural resources**, especially water, and the management of waste treatment, and in particular plastics. It also consists in having the objective of **promoting the production and regeneration of food resources**, namely fisheries, and in encouraging the development of renewable energies.



INCLUSION

Holiday Participation for All



Article 24 of the **Universal Declaration of Human Rights** "gives everyone the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay". The aim is to help make **holidays accessible to as many people as possible**. Social and responsible tourism stakeholders take this objective into account in their offers by seeking to **remove the various obstacles to departure**, be them social, cultural, physical, psychological or financial.



SOLIDARITY

**Between guests and hosts,
generations and members of a
global society**

Tourism has a major role to play in **tolerance and peace in the world**. Solidarity is expressed in **respect for local communities and cultures** and must contribute to their development. This is particularly true for developing countries or regions for which the **contribution of tourism** can be a priority for their economic and social development. Tourism must be one of the **driving forces to participate in and facilitate local investments of a non-economic nature**, such as schools, libraries, sports facilities, etc.

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To know more about Isto's positioning, you can [check the full document here.](#)



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