



GROW TOGETHER WITHIN ISTO!



Since 1963

isto

A fair and sustainable
tourism for all

Board of Directors

Action Plan 2021-2022

December 15th 2020

Since September 2020



Main actions developed since the last Board Meeting



Internal Methodology

- Weekly staff meeting
- Share documents - Google Drive
- Share and follow-up tasks – Monday
- Data Base analysis
- 2 Executive Committees
- 1 new staff part-time + 1 intern full time

Education

- 1st International CafecISTO organized / 02.12
- 3 workshops on implementation of SDGs for ISTO members from accommodation sector (27.10 / 17.11 / 01/12)

Observatory

- Consultation with experts
- Development Concept Note

Communications

- Continuation & reinforcement of digital communications – Monthly newsletter (Fr/En/Es) & Social Networks / Website
- New design of ISTO Documents: “Strategic Positioning of ISTO - DNA / SDGs & “Promote a Sensible Tourism Tomorrow”
- 3 New members: Keroul (Canada), Sardaigne en Liberté (Italy), Garima Voyages (Nepal)

World Congress 2021

- Preliminary Programme
- Advancement on logistics with Mincetur

Main actions developed since the last Board Meeting



Regional Sections

- Design Regional Plans
- ISTO Europe: new Coordination Committee, election President, definition priorities & working groups + 2 meetings
- ISTO Africa: new coordination committee, definition priorities & Working Groups & 1 meeting
- General Assembly ISTO Americas / 09.12

Call for proposals / Financing

- ISTO proposal with 20 partners from Europe, Americas & Asia / Call on Peer Learning Partnerships / OECD Global Action Promoting Social and Solidarity Economy Ecosystems - Challenges and Responses of Social and Solidarity Tourism to the COVID-19 Crisis and Recovery

International Representation

- Participation European Tourism Convention / European Commission 12.10
- Participation UNWTO Meeting – International Code for Protection of Tourist 26.11
- Participation Webinar Incamminno Project involving 3 ISTO Members 14.12

Working Groups

- Accessible Tourism / 2 meetings + Recommendations health measures + Directory Actions ISTO members in A.T.
- Gender Equality & Diversity: contact with key persons
- Development Concept Committee of Honors & Wise

Basis of the plan



Capitalize what we have



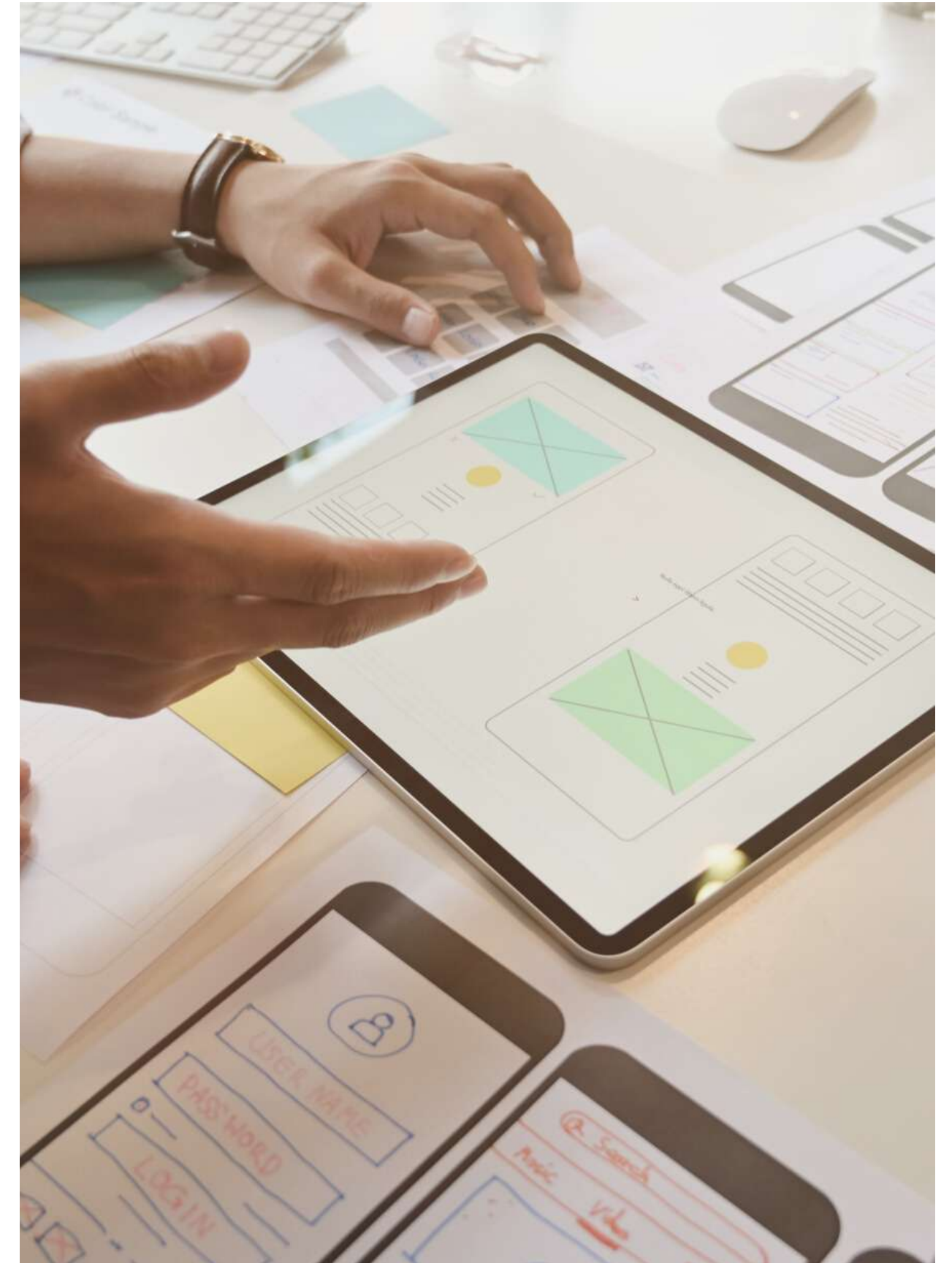
Lean on members to get results

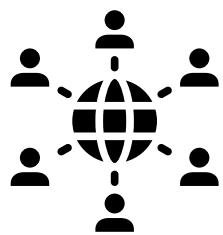


“Simple” actions with high impact



Charm our members again (2021)





NETWORKING

- Make international contacts and benefit from achievements on a bigger scale
- Exchange experiences with other members and build a network of like-minded people



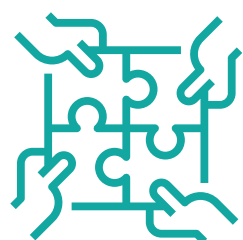
VISIBILITY

- Promote your initiatives, events and successes
- Access to member zone on our website with exclusive content for you
- Have your organization profile on our website



INFORMATION

- All Access to education: + 30 talks/webinars per year
- Information in 3 languages: English, French and Spanish over all our communications network: website, newsletter and social media
- Stay updated globally through our communications network about the Tourism for All sector and other members
- Find successful models and experiences to learn from public, private and public-private
- Be part and access our library and observatory



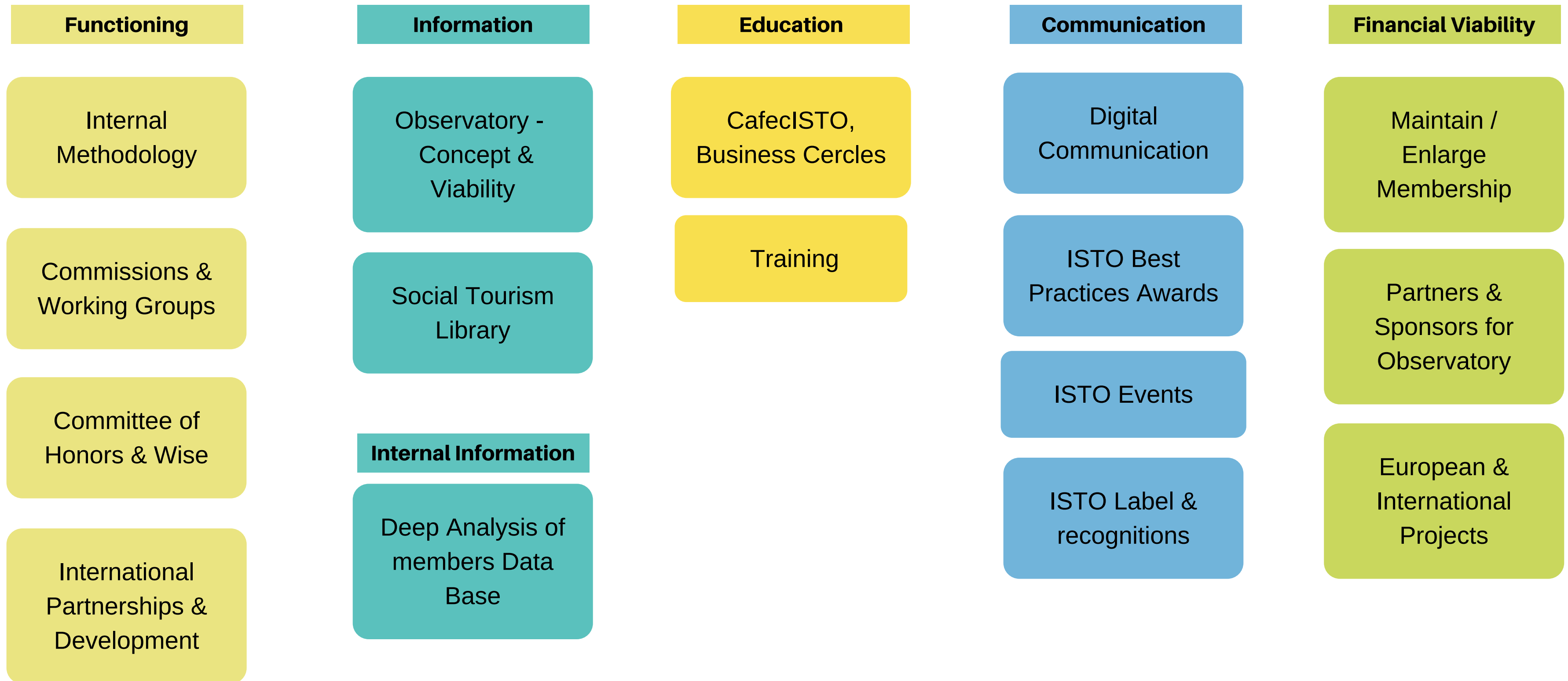
ENGAGEMENT

- Membership certificate
- In 2021 you will be able to better use our logo with certain regulations
- Access to our annual members awards of best practices and initiatives
- International support of ISTO to develop your local initiatives
- Participate on our working groups
- Attend ISTO's forums, congresses and E-Week.



MEMBERSHIP BENEFITS

ISTO International Plan 2021-2022





Internal Methodology

Google Suite

Audiovisual invitations and communication

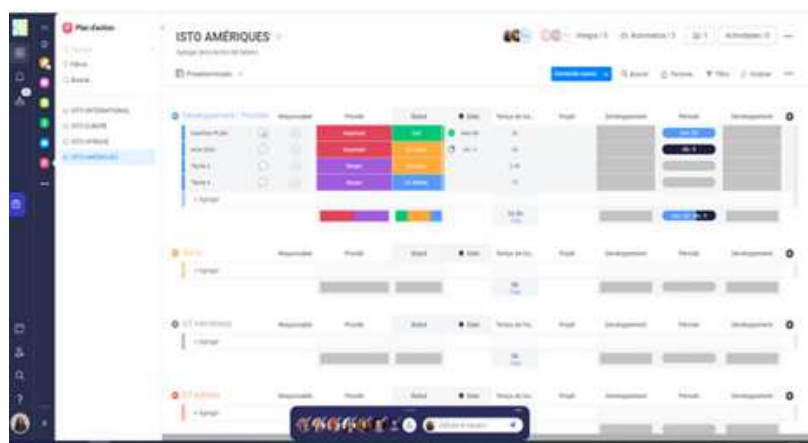
Weekly staff meeting

Monday - Work Operating System

- Everyday planning
- Members database
- Follow-up projects

Internal Communication Tools

- Team image
- Emails with picture





Commission & Working Groups

Alliance for Research & Training

Coordinator: Anya Diekmann, Université Libre de Bruxelles (Belgium)

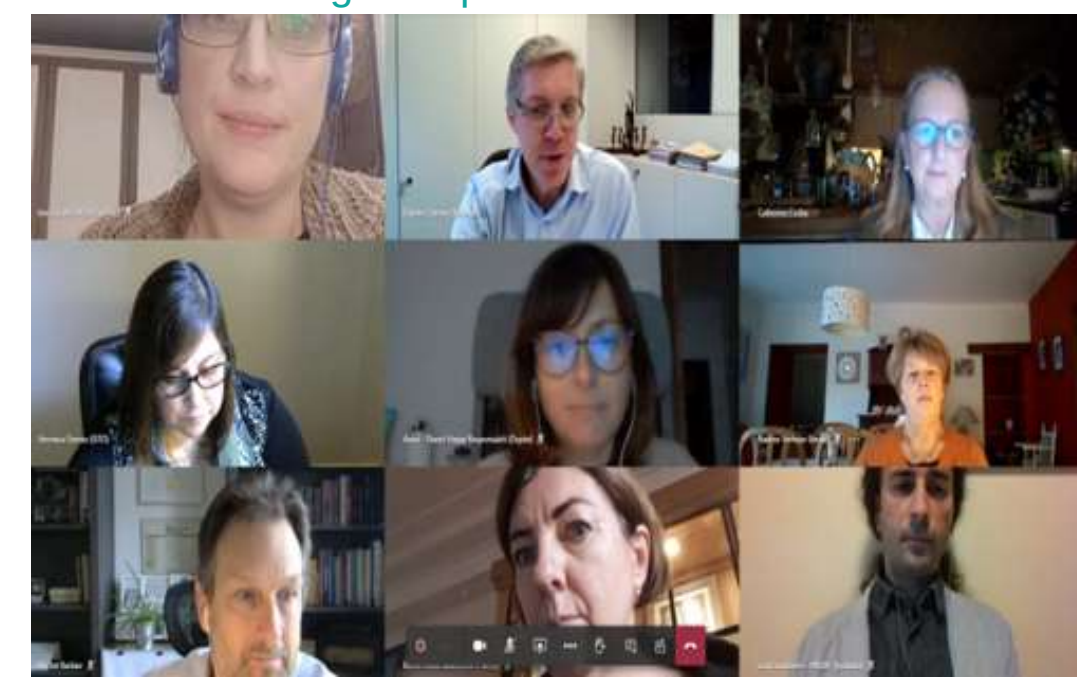
Commissions

- Fair and Responsible Tourism
 - Coordinator: Maurizio Davolio, AITR (Italy)
- Social Policies of Tourism
 - Coordinator: Marie-Odile Beau, Ministère Economie et Finances (France)

Working Groups

- Accessible Tourism
 - Coordinator: Annette Masson, Association Tourisme & Handicaps (France)
- Gender Equality and Diversity in Tourism
 - Coordinator: Iaia Pedemonte, AITR (Italy)
- Trade Union Task-Force
 - Coordinator: Alain Clauwaert, Groupe Floreal/FGTB (Belgium)

Working Group on Accessible Tourism





Committee of Honors & Wise



Leader: Isabel Novoa

Chairman: Jean-Marc Mignon (Former ISTO President)



Honors

- Objectives
 - To distinguish members, institutions or persons who are relevant to what ISTO represents
 - To participate as jury in the Best Practices Awards
- Members : Around 6 men/women
- Recognition Categories:
 - Great badge, granted by ISTO
 - It is the highest distinction we grant; its purpose is to recognize and reward the commitment and trajectory of a person or institution.
 - Regional badge
 - Recognize and reward the commitment and trajectory of a person or institution in each region.
 - Badge
 - It is the distinction that ISTO gives to people, companies or institutions that help promote the aims and objectives of ISTO, or those who protect and finance it.

Wise

- Objectives
 - To ensure the future of ISTO acknowledges its past
 - Advise on strategic matters to the presidency and general secretary and Executive Committee if required.
- Members: Around 5 permanent men/women to be selected, with the possibility to include specialized groups ad hoc.
- Will meet 3 times per year and exceptionally if necessary



International Partnership & Development

Representation and partnerships with:

- ISTO founding countries
- European Union institutions
- UNWTO
- United Nations agencies and regional organizations
- International associations such as WLO, ENAT, NECSTOUR, ATTA



ISTO Asia Section:

- Planning phase- contact with current Asian members
- Opening





Observatory

Global Objectives

- To have an observatory of social, solidarity and sustainable tourism which brings together all the information in this field at the international level.
- Consolidate the works of our Commission on Social tourism policies, our Commission on Fair and Responsible tourism and our Alliance for Training and Research in Social and Fair Tourism

Main steps

- Concept notes in different languages
- Letter of supports
- Timeline
- Development: content and financial plan
- Implementation

Specific Objectives

- Centralize, process and standardize in a coordinated manner available statistical information
- Obtain other data on supply and demand in the field of social, solidarity and sustainable tourism
- Create a documentary fund focusing on social policies in tourism, good practices, legislation, tourism enterprises and clients, as well as academic work
- Promote the carrying out of studies which contribute to the improvement of the tourism sector
- Produce periodical publications of interest to ISTO members and the tourism sector





Social Tourism Library

Executive Summary
Promote a 'sensible' tourism tomorrow
ISTO's Executive Committee

HANDBOOK OF Social Tourism
Edited by Anya Diekmann • Scott McCabe
EE Elgar
RESEARCH HANDBOOKS IN TOURISM

- Goals:**
- Lead the world's widest and updated information on social tourism
 - Collect updated information systematically
 - 1st steps towards the Observatory

Source of information for our own research, papers, interviews, CafecISTO, awards.

What is the share of people going on holidays in Europe?
Information provided by Eurostat January 2020





Deep Analysis of Members / Data Base

Data base update for newsletter & info + determine data acquisition policy.

Specify the member entries for :

- Establishing useful statistics to be argued externally
- Defining the network's needs internally (personalized benefits)

Analyze the needs of members since joining and determine whether the proposed targets have been met.





CafecISTO / Business Cercles

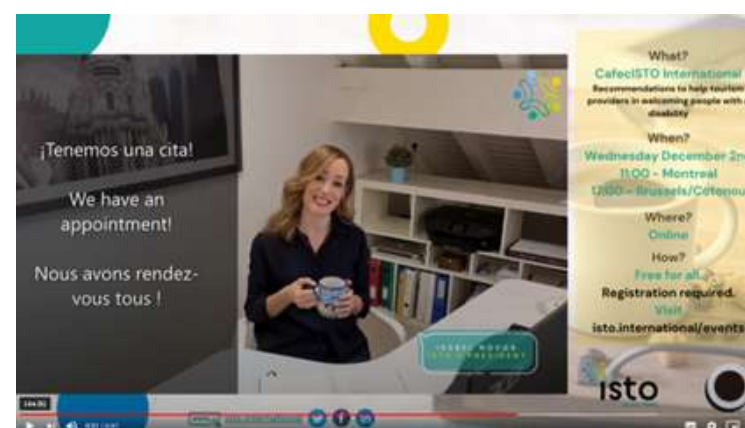
CafecISTO International

- Open to all
- December 2020
- Even months (February - June - August ...)
- General topics
- French, English and Spanish

CafecISTO Regional: Europe / Africa / Americas

- Members only
- January 2021
- Odd months (January - March - May - July ...)
- Specific topics
- Language by topic and speakers

- Webinar
- 1 per month – starting December 2020
- Modalities
- In coordination with all regional sections under the supervision of Veronica with the Presidency and General Secretary.



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Recommendations to help tourism providers in welcoming people with a disability

Annette Masson
Association Tourisme et Handicaps
France

Catherine Cosby
Mountains 4 All
Switzerland

Stephanie Sheehy
Red Costarricense de Turismo Accesible
Costa Rica

CafecISTO International

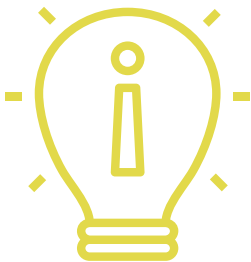
www.isto.international | [Twitter](#) | [Facebook](#) | [LinkedIn](#)



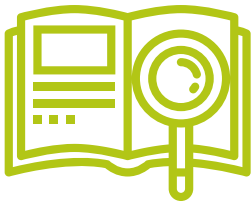
Trainings



Prepare and provide small training sessions for members, external organisations and students upon request



Content should focus on concepts, practices, supply and demand as well as trends in social and fair tourism



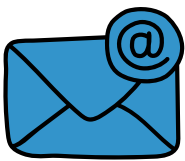
Use mainly the existing material owned by ISTO and know-how of members of the ISTO Alliance



Digital Communication



Update of ISTO Website in 3 languages



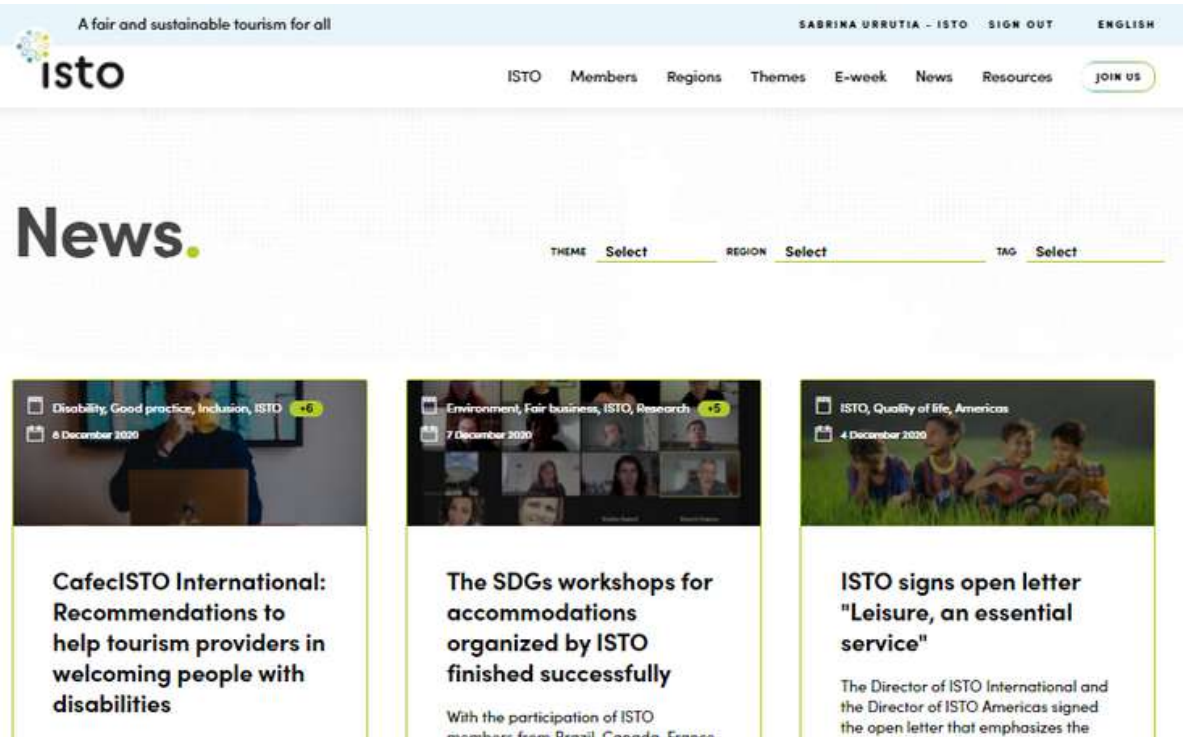
Monthly Newsletter on 3 languages



News on Facebook, Twitter and LinkedIn



Short interviews with ISTO members





ISTO Best Practices Awards

Annual Awards for best practices among ISTO members

Jury:

- President or the Executive Committee, Committee of honors and others to be defined.

Categories:

- Best social tourism policies
- Best policies that promote solidarity and sustainable tourism
- Best private or collective initiatives with ISTO values
- Best studies / community outreach (here we reward academics and researchers)

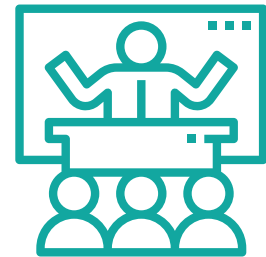
Goals:

- Recognition to members
- Lead the recognition of good practices
- Collect updated information
- Members benefits
- ISTO Visibility strategy





ISTO Events



ISTO World Congress – April 21-23, 2021



Regional Forums / Meetings



International Week of Fair and Sustainable Tourism for All

- Fair & Sustainable Tourism Fest





ISTO Label

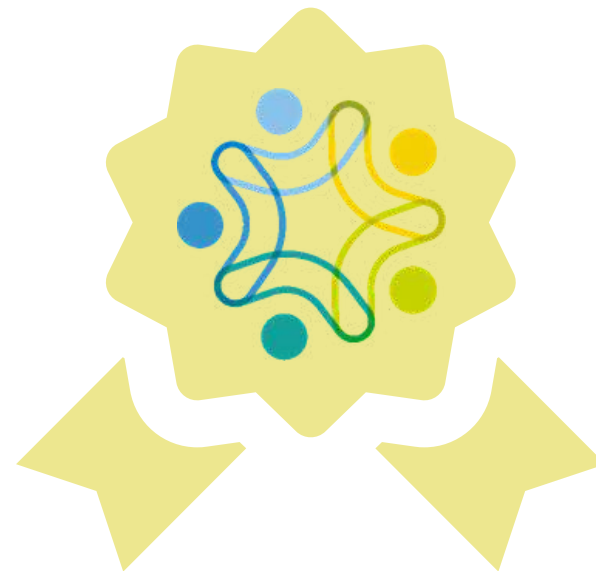
Goals:

- Regulate the use of our logo within our members
- Lead the recognition of good practices
- Collect updated information
- Members benefits
- ISTO Visibility strategy

Same structure as UNWTO Global Code of Ethics: members will sign a commitment letter to our values stated in the Declaration of Montreal that will allow the use of our logo.

They will send a memo of their history and actions/policies regarding social tourism that will nurture our library.

Every year they will update their actions on social, sustainable and fair tourism and that document will be part of our library.





ISTO Recognitions

Part of the Communication plan

Member/associate

- Welcome digital diploma that certifies that member as part of ISTO.

Diplomas

- Specific diplomas for collaborative studies or events (ex. Speakers of the congress)





Maintain / Enlarge Membership



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

Increase level of satisfaction of our members (survey)



Maintain the current members & look for new ones



Focus on national and regional authorities showing ISTO benefits and knowledge we have regarding social and faire tourism with a focus on domestic and accessible tourism



Enlarge geographic membership in new countries so we could reach a global number of 50 countries at the end of 2021, focusing on public authorities





Partners & Sponsors for Observatory

Identify and concretize agreements with international organisations, public authorities and private organisations for a financial support on a 3 years basis

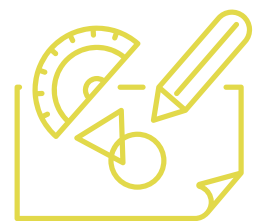




European and International Projects



Look at opportunities to be involved as partner or leader in a project that is in line with ISTO priorities and bring financial benefits



OECD project - Consortia for Peer Learning Partnerships / OECD Global Action "Promoting Social and Solidarity Economy Ecosystems" could be an option if accepted





Regional Working Plans 2021

ISTO Europe

ISTO Americas

ISTO Africa

Regional Working Plan 2021

ISTO Europe

ISTO Americas

ISTO Africa

3 working groups and in collaboration with the other groups of ISTO

Regional

Advocacy and Network Development

Youth Tourism

Social Policies and Domestic
Tourism

International

Commissions

- Responsible Tourism
- Social Policies of Tourism

Working Groups

- Accessible Tourism
- Gender Equality
- Trade Union Task Force

Alliance & Observatory



Muriel Antoniotti

and links with ISTO Americas and ISTO Africa



Regional Working Plan 2021



4 working groups and in collaboration with the other groups of ISTO



Regional

- Membership Development
- Events
- Training
- Social Tourism Indicators Tourism

International

- Commissions**
 - Responsible Tourism
 - Social Policies of Tourism
- Working Groups**
 - Accessible Tourism
 - Gender Equality
 - Trade Union Task Force
- Alliance & Observatory**



Sergio Rodríguez

and links with ISTO Europe and ISTO Africa

Regional Working Plan 2021

ISTO Europe

ISTO Americas

ISTO Africa

3 priorities and in collaboration with the other groups of ISTO



Regional

International

Communication Training Network
Development

Commissions

- Responsible Tourism
- Social Policies of Tourism

Annual Event

Working Groups

- Accessible Tourism
- Gender Equality
- Trade Union Task Force

Project Development

Alliance & Observatory

and links with ISTO Americas and ISTO Europe



Coordination Committee ISTO Africa



Comments

&

Questions





THANK YOU!



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December 15th 2020