



Activity Report 2025-2026

International Social
Tourism Organisation





Activity Report

2025-2026

Writing and content

Yves Godin
Verónica Gómez
Coralie Marti
Rebeka Rosenova
Zoé Bertolin
Thierry Njomgang
Any Diekmann

Design

Rebeka Rosenova
Zoé Bertolin

Content

Introduction

Message from the Secretary General	4
ISTO's Mission	7
Key figures	8

ISTO in Action: Consolidating our Foundations for Socially Sustainable Tourism

Un agenda bien rempli	9
Groupe de travail ISTO « Horizon »	12
Groupe de travail ISTO créé après le 24 novembre	15

Durabilité sociale du tourisme

2026 : 30e anniversaire de la Déclaration de Montréal	18
Consolidation des actions ISTO et progression des indicateurs de durabilité sociale	20

Fonctionnement

Le Secrétariat d'ISTO	23
Les partenaires	24

Statutory Meetings

General Assembly	25
Board of Directors	27
Executive Committee	28

Projects

Active Tourism Coalition	30
Agreement with ATES	31
International Cooperation with SITCA	32

Advocacy

Advocacy with public authorities	33
----------------------------------	----

Strategic partnerships

Agence Nationale pour les Chèques-Vacances (ANCV)	35
---	----

Members' expertise

Working Group: Accessible Tourism	37
Working Group: Community and Fair Tourism	38
Working Group: Public policies for the social sustainability of tourism	39
Alliance for Training and Research	40

Communication and networking

Digital Communication	45
6th International Week of Fair and Sustainable Tourism for All	38

Regional Sections

ISTO Africa	48
ISTO Americas	52
ISTO Europe	56

Organisation's development

Membership evolution	59
List of ISTO 2025-2026 member organisations	60

Introduction

Message from the Secretary General

Dear all,

I am pleased to hereby submit the ISTO Activity Report for the 2025-2026 period, together with the main outlooks for the forthcoming year.

This period marks an important phase of consolidation for our organisation. Following a year in 2025 characterised by several internal developments and at times a complex context, ISTO continues its development with a clear objective: to strengthen its stability, structure its actions, and consolidate its collective dynamic. This evolution is primarily based on the sustained commitment of its members, its governing bodies, and its regional sections.

In line with its mission, ISTO continues to place social sustainability at the core of its action. This orientation guides all our initiatives: projects, positions, and partnerships, and confirms, within an evolving international environment, the continued relevance of our role.

Regional sections continue their efforts towards structuring and implementing their activities. Particular attention is being paid to ISTO Europe, which benefits from reinforced support and renewed momentum, as well as to the Africa section, which continues to develop its initiatives and strengthen its territorial anchoring. The objective is to reinforce coordination between regions and promote greater transversality within the network.



**Yves Godin,
Secrétaire général d'ISTO**

Introduction

Message from the Secretary General

The Secretariat, in close cooperation with the governance bodies, remains fully committed to ensuring continuity of activities, compliance with legal, administrative, and financial obligations, and the proper functioning of the network. Specific efforts are also being made to improve the readability of our actions, streamline information flow, and strengthen internal synergies.

In this perspective, several structuring measures are progressively being implemented in order to enhance collective efficiency. These concern in particular the organisation of governing bodies, support to working groups, as well as the development of internal and external communication. The objective is to make ISTO more legible, more agile, more proactive, and closer to its members.

The year 2026 also constitutes a key milestone in the preparation of the ISTO World Congress scheduled for early 2027. This major event will represent a significant moment for our network and an opportunity to strengthen international cooperation around social and sustainable tourism challenges.



Introduction

Message from the Secretary General

Working groups continue their activities and actively contribute to the organisation's dynamics. They address essential themes such as accessibility, community and fair tourism, inclusion, diversity, and academic approaches to social tourism. These exchange spaces play a determining role in the production of content, recommendations, and concrete projects.

In a global context still marked by geopolitical and economic uncertainties, ISTO firmly reaffirms its mission and values. More than ever, it is essential to promote a vision of tourism grounded in social justice, solidarity, respect, and sustainability.

I thank you for your trust and commitment and wish you an excellent reading of this report.

Yves Godin

Secretary-General of ISTO



Introduction

ISTO's Mission

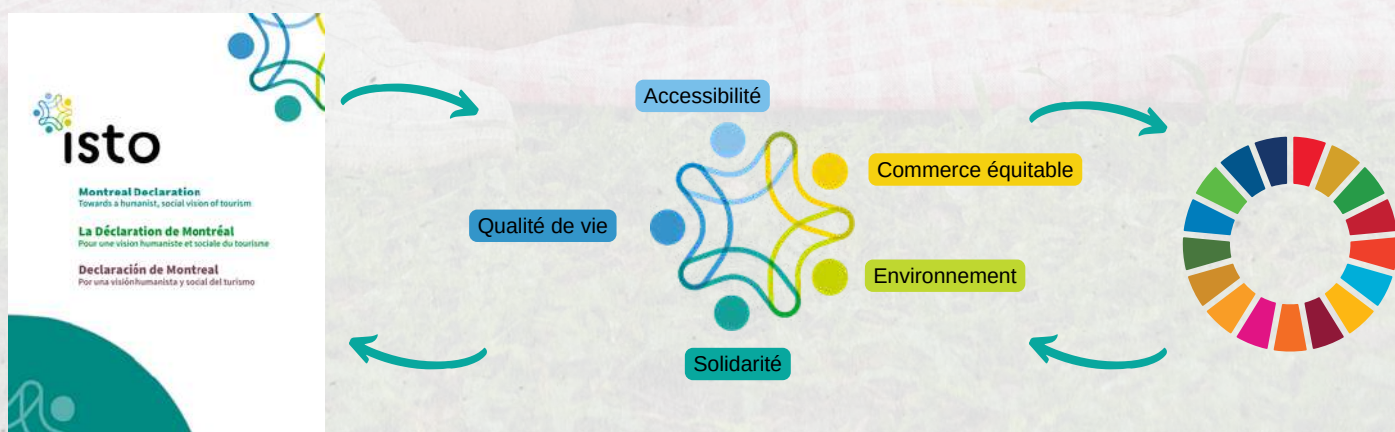
ISTO's primary mission is to make tourism accessible to all, in particular young people, families, seniors, and persons with disabilities.

It also seeks to develop more human-centred forms of tourism, placing people, communities, and territories at the core. This includes responsible, solidarity-based, fair, and community tourism, which promotes exchange and more balanced destination development.

In this approach, ISTO relies on the 1996 Montréal Declaration, its Aubagne Addendum (2006) and its Brussels Addendum (2023) which advocate a more human and sustainable vision of tourism. Its actions are structured around five main pillars: accessibility, fair trade, environment, solidarity, and quality of life.

ISTO also continues to strengthen the role of the social dimension within sustainable tourism development. It works towards the establishment of concrete criteria to better assess practices and ensure their implementation, notably in connection with the Brussels Addendum on the Social Sustainability of Tourism (2023).

Ultimately, ISTO plays an important international role by raising awareness among tourism stakeholders, sharing good practices, and promoting more inclusive, fairer, and more sustainable tourism.



Introduction – Key figures

Africa

16 organisations
in 9 countries

Americas

66 organisations
in 16 countries

Asia

4 organisations
in 3 countries

Europe

93 organisations
in 13 countries

Oceania

1 organisation
in 1 country

International

2 organisations



182

member organisations

31

board members from 16
countries

3

regional sections

44

countries represented

37

Alliance members

100 M

overnight stays within
accommodation structures
of member organisations

ISTO in Action

Consolidating our Foundations for Socially Sustainable Tourism

An intensive agenda: “Following a decisive year in 2025, 2026 marks a renewed momentum for ISTO between consolidation and innovation”

Following a decisive year in 2025, marked by significant transitions and several departures, ISTO enters 2026 with strengthened stability, renewed energy, and clear ambitions. The past year has been crucial: the network has been consolidated, regional sections strengthened, and the mission of promoting a fair and sustainable tourism for all has been pursued despite a complex context. The meetings and initiatives carried out in 2025, such as the Encuentro de las Américas, the ISTO Europe meeting of 21 October, and the official dinner in Mali for the Africa section, strengthened links among members, facilitated exchanges on best practices, and opened the way to new collaborations.

Regional sections remain the driving force of the network. The Americas section continues its progress and actively promotes ISTO’s values; the Africa section pursues its projects with dynamism; and the Europe section, supported by renewed energy and strengthened accompaniment, develops local initiatives. Each section now has its own budget, promoting autonomy and accountability while strengthening member engagement.



ISTO in Action

Consolidating our Foundations for Socially Sustainable Tourism

Throughout 2026, the ISTO network will be animated by working groups and structuring initiatives. The year begins with renewed momentum, symbolised by the ISTO Europe Forum 2026 in Strasbourg. This Forum, under the theme “Towards Tomorrow's Tourism: A Human-Centered and Economically Responsible Tourism”, brought together members, experts, and tourism stakeholders to reflect on contemporary challenges, share innovative initiatives, and strengthen network cohesion.

Despite limited Secretariat resources, this Forum was made possible thanks to the exceptional commitment of volunteers, including M. Antoniotti, F. Léonard, the President of the Europe section, and the entire European collective, who coordinated logistics, interventions, and activities with energy and enthusiasm. Preparations for a Congress in early 2027 are already under discussion to continue this international dynamic.

At international level, ISTO continues its engagements and representation: participation in the Pact for Skills, the Active Tourism Coalition, renewal of participation in the T4T Expert Group, and active presence within decision-making bodies at national, European, and global levels.

The year 2026 is also marked by the 30th anniversary of the Montréal Declaration, a symbolic milestone reaffirming ISTO's principles and the importance of fair, inclusive, and sustainable tourism.



ISTO in Action

Consolidating our Foundations for Socially Sustainable Tourism

All these actions illustrate the continuity and coherence of the network: following the challenges and transitions of 2025, ISTO enters 2026 with solid foundations, renewed collective momentum, and a shared vision. Regional sections, working groups, international meetings, and strategic partnerships contribute to consolidating achievements and mobilising members around a common mission: promoting social, solidarity-based, sustainable, and innovative tourism.

More than ever, ISTO demonstrates that the strength of its network lies in the commitment of its members, the creativity of its teams, and the relevance of its vision. Together, we will continue to uphold our values on the ground and to convey a clear message: tourism for all, sustainable and solidarity-based, is not merely an ideal, but a reality we are collectively building.



ISTO in Action

ISTO Working Group “Horizon”



The working group “Horizon” was established in a context of organisational transition, following the departure of the Presidency and the General Management. This transitional period, extended until 2026, aimed to support collective reflection on organisational governance and to accompany the evolution of working methods.

Composed of representatives from the various governing bodies, the group was mandated to contribute to the definition of strategic orientations, clarify the functioning between ISTO and its regional sections, and support the restructuring of the Brussels Secretariat. It worked regularly until November 2025, in a spirit of dialogue and consultation.





ISTO Working Group “Horizon”



Over the course of its work, the group achieved several concrete advances. It contributed to the structuring and monitoring of the Brussels Secretariat by clarifying roles and administrative, budgetary, and operational responsibilities. This work improved internal transparency.

A significant contribution also concerns financial matters. The reflections led to an evolution in ISTO’s budgetary approach and paved the way for greater recognition of regional sections in resource allocation. For the first time, budgets were allocated to the Africa and Europe sections, marking an important step towards a more balanced and inclusive functioning.

The group also ensured monitoring of regional sections and thematic working groups, maintaining overall organisational coherence while supporting greater functional autonomy of network components.

ISTO in Action

ISTO Working Group “Horizon”

In continuation of this work, the group examined the “FEDERATIVE - ISTO” model proposed by the Americas section. This review highlighted differing interpretations of the balance between section autonomy and central governance. However, convergences were identified on core principles, including organisational unity, recognition of section roles, and the importance of collaboration and transparency.

Conversely, more marked differences emerged regarding the practical arrangements for governance, the division of responsibilities between central and regional levels, and the legal and financial structure of the proposed model.

Despite discussions and efforts to bridge differences, the group was unable to reach a common position among the various sections on these fundamental issues. These differences, particularly regarding the role of the federal level, the degree of autonomy of the sections, and budgetary organisation, led to the conclusion that the initial framework for discussion needed to be adapted in order to proceed with the work in a more operational manner.

In conclusion, the ‘Horizon’ group played a pivotal role during a key transitional phase. Although it did not reach a consensus on the future of ISTO’s operating model, it nevertheless enabled significant progress to be made, particularly in terms of internal structure and budgetary developments. Above all, it helped lay the foundations for a collective discussion aimed at strengthening both the overall coherence of ISTO and the recognition of its regional sections, without undermining the unity of the organisation.



ISTO in Action

ISTO working group established after 24 November



Following the conclusion of the “Horizon” Working Group, a new working group was established at the end of November 2025 by the Board of Directors of ISTO, bringing together representatives from Africa, the Americas and Europe, as well as from the Alliance and the Conseil des sages. Its mandate was to further the reflections undertaken and to explore strategic directions for the evolution of ISTO.

The work focused on the organisation’s identity, guiding principles, positioning and development prospects, drawing on an analysis of existing structures and regional and international practices. In this context, ISTO’s fundamental objectives were reaffirmed, notably the promotion of tourism that is accessible, socially responsible, sustainable and based on international cooperation. Its role as a platform for dialogue among members was also confirmed.





ISTO working group established after 24 November



The discussions made it possible to identify areas of convergence regarding the principles, while highlighting differences in approach concerning organisational arrangements. Among the avenues explored, the group examined the evolution towards a more federal model, based on strengthened regional entities endowed with greater responsibilities in terms of implementation, membership management and development of activities.

A two-tier structure was thus outlined: on the one hand, autonomous regional entities, with their own governance mechanisms and responsible for operational activities; on the other hand, an international level ensuring coordination, coherence and support, centred around a global presidency, a general secretariat based in Brussels and a coordination mechanism between regions.





ISTO working group established after 24 November



The group also examined several structuring elements, including the creation of a global coordination body, the role of the international headquarters as an interface and support centre, as well as the principle of a rotating global presidency between the regions. Financial aspects were addressed within a framework of solidarity between the regional sections, including in particular contributions to international operations.

Finally, reflections were undertaken on the organisation of the World Congress, envisaged as a space for convergence between regional initiatives and global strategy, as well as on the future integration of new regions, notably Asia and Oceania, according to a structured process.

At the conclusion of its work, the group submitted a reflection report and underlined the need for a structured transition process, including a legal analysis and the establishment of a dedicated group tasked with assessing the feasibility and implementation arrangements of the proposals formulated.



Social Sustainability of Tourism

Social Sustainability of Tourism

Social sustainability in tourism has for many years constituted a structuring axis of ISTO's work. This approach ensures that tourism benefits local populations, workers, and visitors, while strengthening governance and responsible business practices.



2026: 30th Anniversary of the Montréal Declaration

The social sustainability of tourism has for many years constituted a structuring axis of the work of ISTO. It forms part of the direct continuation of the Montreal Declaration (1996), the founding text of social tourism, which proposes a vision of tourism based on the right to rest and leisure, accessibility for all, solidarity and contribution to human and territorial development. More than a historical framework, this declaration remains today a living reference, which continues to guide the reflections and actions of the ISTO network at the international level.

In 2026, the 30th anniversary of the Montreal Declaration serves as a reminder of the strength and continuity of this vision. This anniversary does not mark a rupture, but rather the confirmation of a trajectory pursued over the past three decades: that of tourism conceived as a lever for social cohesion, territorial justice and inclusive development. It highlights the manner in which the principles established in 1996 remain today fully relevant in light of the contemporary challenges facing the tourism sector.



Social Sustainability of Tourism

Social Sustainability of Tourism



Within this continuity, the Brussels Addendum (2023) made it possible to establish the definition of the social sustainability of tourism and to take an important step forward by structuring more precisely the principles of social tourism around five complementary dimensions: resident populations, tourism workers, visitors, the operational sector and public authorities. This framework now provides a more operational reading of social sustainability, enabling a transition from general principles to concrete analytical criteria applicable in different territorial contexts.



Social Sustainability of Tourism

Consolidation of ISTO Actions and Progress of Social Sustainability Indicators



It is on this basis that ISTO has, for several years, been working progressively to structure and operationalise social sustainability indicators. This approach is part of a collective and evolving process, aimed at strengthening the capacity of tourism stakeholders to understand, assess and highlight the social impacts of their activities. The challenge is as much methodological as it is operational: the aim is to produce tools that are robust, accessible and usable in the real-world context of local areas.

However, this work is not limited to a technical approach. It is also part of a broader ecosystem of dialogue and international cooperation. Through regular exchanges with institutions, researchers, experts and public decision-makers, ISTO helps to keep social sustainability at the heart of strategic discussions within the tourism sector. These forums for exchange enable us to enrich our thinking, compare practices and develop analytical frameworks.





Social Sustainability of Tourism

Consolidation of ISTO Actions and Progress of Social Sustainability Indicators

This momentum was particularly evident at the ISTO Europe 2026 Forum, which provided a key opportunity for collective reflection on the challenges associated with assessing and implementing social sustainability. Discussions between destinations, researchers and institutional stakeholders confirmed a shared view: the need for clearer, harmonised and readily applicable tools to support tourism policies.

In the continuation of the work of the Brussels Addendum, the 2025-2026 period also marks a strengthening of actions carried out by the Americas section of ISTO. These are part of a collaboration between the Americas section of ISTO and the Department of Urban and Tourism Studies of the Université du Québec à Montréal (UQAM), through the project “Operationalisation of the criteria for evaluating social sustainability in tourism: development of an applied methodology”.





Social Sustainability of Tourism

Consolidation of ISTO Actions and Progress of Social Sustainability Indicators

This project aims to transform the principles arising from the Brussels Addendum into a fully operational methodology. It seeks to consolidate existing indicators, strengthen their coherence and adapt them for practical use in the field. Particular attention is paid to resident populations, in order to better analyse the effects of tourism on quality of life, local social dynamics and the appropriation of territories. Progressively, the objective is to have an evaluation framework capable of being used in a comparable manner in different contexts, while respecting local specificities.



In this same dynamic, a study is also envisaged with the Université libre de Bruxelles (ULB). It concerns perceptions of tourism for all in several European countries and its current positioning. The aim is to better understand how this model is perceived, why it remains sometimes associated with a restrictive image, and what factors limit its attractiveness. The study also aims to identify levers for action to strengthen its visibility, improve its understanding among the general public and better promote operators engaged in approaches of inclusion and solidarity.

Thus, by articulating historical heritage, international dialogue, applied research and territorial dynamics, ISTO continues to pursue a clear and consistent ambition: to make the social sustainability of tourism a fully operational principle, capable of being understood, measured and integrated at the heart of destination practices.



ISTO Secretariat

Despite the departures that occurred in 2025, the ISTO Secretariat continues to operate effectively, thanks to an adapted organisation and the commitment of its members and partners. This year, the organisation made the choice not to recruit replacements for the departing staff, in order to redirect financial resources towards the regional sections, thereby strengthening their autonomy and capacity to develop local projects.

The Secretariat now relies on one full-time employee, Rebeka Rosenova, responsible for administrative management, member follow-up, and day-to-day operations. She participates in meetings and working groups, monitors finances and memberships, contributes to international events and partnerships, and supports compliance tasks, ensuring the smooth running of operations and projects. Alongside her, Zoé Bertolin, a student, works two days per week, providing valuable support in communication and event organisation.



Rebeka Rosenova
administrative project officer



Zoé Bertolin
communications officer

This streamlined organisation is reinforced by the support of several key actors:



The Secretary-General, **Yves Godin**, who ensures continuity and coherence of Secretariat activities in close cooperation with staff.



Verónica Gómez, Director of ISTO Americas, who actively supports coordination of international projects and the network.



Coralie Marti, Vice-President of the organisation, who also supports the Europe section following the signing of the ATES-ISTO agreement, contributing to strategic orientation and project monitoring.



Frédéric Léonard, President of ISTO Europe and Chief Executive Officer of Floréal, provides direct support to the Secretariat. The proximity of offices facilitates close collaboration and ensures the effective continuity of activities.



Muriel Antoniotti, member of the Board of Directors, has also played a key role by providing essential support to the Secretariat during the organisation of the Europe Forum 2026.



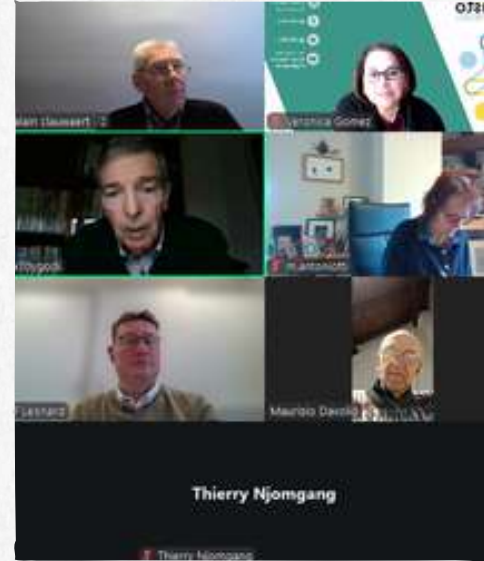
Functioning

ISTO Secretariat

The functioning and success of ISTO also rely on the commitment of the three regional sections, Africa, Americas and Europe, and on the voluntary mobilisation of members.

The Executive Committee plays a central role in monitoring projects and ensuring the coherence of actions, guaranteeing that each initiative aligns with the organisation's global mission.

This streamlined yet effective organisation demonstrates that the Secretariat is fully operational and remains a central pillar, supporting the sections, assisting members, and strengthening the international network dynamic.



Support from Partners and Institutions

Beyond membership fees and projects, ISTO benefits from essential support from several Belgian institutions and organisations. The Brussels Regional Public Employment Service (ACTIRIS) provides employment subsidies, while the Centrale Générale of the FGTB and the Floreal Group provide essential operational support, including office space, IT equipment, and various services. Tourism Wallonia contributes to the financing of accessible tourism projects, promoting inclusive initiatives.

At international level, ISTO also benefits from the support of the Conseil québécois du loisir (CQL), which hosts the ISTO Americas Secretariat, and from the Agence Nationale pour les Chèques-Vacances (ANCV), enabling the implementation of concrete projects and the promotion of social, inclusive and sustainable tourism worldwide.





Statutory Meetings

General Assembly 2025

The ISTO General Assembly was held online on 5 June 2025, bringing together approximately 60 representatives of member organisations.

During this meeting, members:

- approved the 2024-2025 Activity Report, the 2024 Financial Report, and the 2025 Budget;
- took note of the collegial governance established following the departure of the President and Director;
- were informed of the main projects and priorities for 2025-2026.

Among these priorities were:

- the strengthening of social sustainability in tourism through several working groups (accessible tourism, community and fair tourism, gender equality and inclusion);
- the preparation of the ISTO Awards 2025 and upcoming regional and international events;
- the consolidation of governance and regional sections (Europe, Africa, Americas).





Statutory Meetings

General Assembly 2025

Members were also informed of key international and regional events, including:

- the European Forum 2025 in Brussels;
- the Encuentro of the Americas in Florianopolis (Brazil);
- The International Week of Fair and Sustainable Tourism for All;
- partial elections of the Board of Directors scheduled for 2026.

The Assembly also highlighted the importance of advocacy towards public authorities and strategic partnerships, notably with ANCV and SITCA, as well as the continuation of communication and visibility actions, particularly during the International Week of Fair and Sustainable Tourism for All.

The ISTO Horizon 2.0 working group presented progress on governance and organisational strategy.





Statutory Meetings

Board of Directors

The ISTO Board of Directors is composed of 31 member organisations, including 24 from the social and fair tourism sector and 7 representing local, regional and national public authorities. These organisations cover 16 countries.

During 2025-2026, the Board met several times to monitor the evolution of regional sections, plan upcoming events, and define the strategic orientations of the organisation.

Board meetings

- **19 June 2025** : Round table of regional sections (Africa, Americas, Europe), update on ISTO Horizon 2.0 working group, review of the 6th International Week of Tourism for All, presentation of the ISTO Europe Forum programme, and update on upcoming events including the Encuentro of the Americas and future Board meetings.
- **22 September 2025** : Discussion on organisation of the Europe Forum 2025 in Brussels and its postponement to March 2026, update on ISTO Horizon 2.0 group, presentation of convention proposals and section financing mechanisms. In-depth exchanges with the Americas section on its vision and contributions, as well as governance and section autonomy.
- **24 November 2025** : Meeting focused on ISTO governance: presentation of a federative model by the Americas section, creation of a new working group, closure of the “Horizon” group, and organisation of upcoming events.
- **16 March 2026** : Review of actions since the previous meeting, monitoring of regional section projects, preparation of the ISTO World Congress 2026 and ISTO Europe Forum 2026. Review of conventions and ongoing collaborations, and discussion on Board working perspectives.
- **28 May 2026** : Feedback on working group proposal and consultations with Febecoop, presentation of 2025 closure and 2026 budget, admission of new members.





Statutory Meetings

Executive Committee

The ISTO Executive Committee for the 2022-2026 mandate is composed of:

- Secretary-General and Treasurer: **Yves Godin** (Joie & Vacances, Belgium)
- Vice-Presidents: **Alain Clauwaert** (Floréal - Joie & Vacances, Belgium), **Maurizio Davolio** (AITR, Italy), **Coralie Marti** (ATES, France)
- Regional Section Presidents:
 - Africa: **Inocent Nayang Toukam** (Batoufam Culture et Tourisme, Cameroon)
 - Americas: **Alberto López** (Instituto Costarricense de Turismo, Costa Rica)
 - Europe: **Frédéric Léonard** (Floréal - Joie & Vacances, Belgium)
- **Verónica Gómez**, Director of ISTO Americas, non-voting member of the Executive Board



Yves Godin



Alain Clauwaert



Maurizio Davolio



Coralie Marti



Inocent
Nayang
Toukam



Alberto López



Frédéric
Léonard



Verónica Gómez



Statutory Meetings

Since March 2025, the Executive Committee has met every second Thursday of the month in a collegial spirit, in order to ensure monitoring of regional sections' activities, working groups, and strategic files.

Executive Committee Meetings (June 2025 - June 2026)

- **12 June 2025** : preparation of the 2026 World Congress, progress of ISTO/section conventions (Horizon 2.0 group), financial and legal update.
- **10 July 2025** : organisation of the Europe Forum 2025, regional section updates, convention and financing progress.
- **11 September 2025** : follow-up on Europe Forum 2025, regional sections, Horizon 2.0 working group.
- **9 October 2025** : discussion on federative proposal of the Americas section, creation of a transitional working group, preparation of ISTO Europe Forum 2026 in Strasbourg.
- **11 December 2025** : review of sections, organisation of Europe Forum 2026, working group progress, preparation of World Congress.
- **8 January 2026** : monitoring of sections, Europe Forum 2026, international structuring and promotion of the Montréal Declaration.
- **12 February 2026** : 2026 budget and 2025 closure, exploratory collaborations with Airbnb, section projects, World Congress and regional sections.
- **12 March 2026** : Europe Forum 2026, regional projects, international structuring, World Congress.
- **16 April 2026** : monitoring of Europe and Americas sections, working group organisation and World Congress, projects (community engagement, accessibility, social tourism study), review of community tourism working group, preparation of governing bodies.
- **21 May 2026** : monitoring of regional sections, feedback on working group proposal (Febecoop consultations), presentation of 2025 closure.





Projects

In 2025-2026, ISTO continued its strategy of strengthening collaborations and participation in initiatives promoting socially responsible, sustainable and inclusive tourism.



Active Tourism Coalition

In January 2026, ISTO joined the Active Tourism Coalition, launched at the initiative of the European Cyclists' Federation (ECF) and bringing together fifteen organisations from civil society and the tourism industry. This coalition aims to strengthen the recognition of active tourism in European policies, in particular within the framework of the forthcoming European Strategy for Sustainable Tourism announced by the European Commission.

The Coalition defines active tourism as tourism centred on the practice of accessible physical activities, such as cycling, walking, or hiking, for the purposes of mobility, leisure, and discovery. These activities enable visitors to discover destinations at a human scale, while generating a limited environmental impact, creating close links with local communities, and providing strong social value. The Coalition considers active tourism to be a strategic lever for a more sustainable and balanced tourism sector, capable of distributing tourism flows, supporting rural and lesser-known territories, and strengthening the attractiveness and image of Europe as a whole.

Within the Coalition, ISTO contributes its expertise in social, sustainable, and solidarity-based tourism, and highlights several priorities. The organisation works towards inclusive and solidarity-based tourism, ensuring equitable access for all, including persons with disabilities, young people, families, and economically disadvantaged groups. It also supports local and rural economic development by valuing small enterprises, local guides, accommodation providers, and community-based initiatives. ISTO further promotes safe and accessible mobility through the development of adapted itineraries and connections with public transport, and fosters youth engagement and educational tourism in support of school-based, cultural, and territorial discovery programmes.

This participation enables ISTO to actively contribute to the development of a more responsible and inclusive European tourism sector, in connection with public policies, local authorities, tourism stakeholders, and transport operators, while also promoting major European routes such as EuroVelo and greenways. Through this collective dynamic, ISTO affirms its role in the development of a sustainable, socially balanced, and solidarity-based tourism sector, serving Europe and its territories.



Projects

Cooperation Agreement with the Association for Fair and Solidarity Tourism (ATES)

In the same spirit of cooperation, ISTO signed in February 2026 a cooperation agreement with the Association for Fair and Solidarity Tourism (ATES), aimed at strengthening the dynamics of its Europe section. Within the framework of this cooperation, ATES makes available its salaried Director, Coralie Marti, on a half-time basis until the end of the year, to support ISTO in the animation and development of its European activities. This initiative makes it possible to structure and energise a programme of collective online meetings, to relaunch and monitor the working group dedicated to public policies, and to support the organisation of the forthcoming World Congress, including coordination of interventions, round tables, workshops, and communication around the event. This secondment also contributes to the study and implementation of European projects in which ISTO is invited to participate, within a logic of resource pooling and strengthening of collective capacities.

Although the past year was not marked by new projects for the Europe section, the organisation remains fully engaged in the development of several initiatives currently under preparation, reflecting its commitment to promoting a fair and sustainable tourism for all. These strategic collaborations and active participation in European networks illustrate ISTO's central position in the European dialogue on social and sustainable tourism, and confirm its role as an engaged actor in the construction of a balanced and responsible tourism sector in Europe.





Projects

International Cooperation with SITCA

With regard to the ISTO Americas section and within the framework of sustained international cooperation with the *Central American Tourism Integration Secretariat (SITCA)*, the period 2025-2026 was marked by the establishment and operational deployment of the *Methodological Guide for the creation of tourism products focused on social, solidarity-based, and sustainable tourism*.

Following its conceptual development, the joint work focused on the implementation of the said Guide through a structured train-the-trainers programme, aimed both at public authorities and private sector stakeholders, in particular micro, small, and medium-sized tourism enterprises (MSMEs) in the SICA region. This process combined virtual and in-person modalities, facilitating the progressive appropriation of the tool and its adaptation to national contexts.

The sessions organised made it possible, in addition to the transfer of methodology, to create spaces for exchange between participants, thereby strengthening capacities to design more inclusive, competitive tourism products aligned with the principles of social tourism. The guide thus establishes itself as a practical instrument serving territories, facilitating the implementation of sustainable approaches in regional tourism offerings.

This progress marks a key stage in this cooperation, moving from conceptual development to concrete implementation on the ground, and reaffirms the shared commitment to capacity building, applied innovation, and the development of tourism with social impact in Central America.





Advocacy

Advocacy with public authorities

In 2025, ISTO carried out a series of advocacy and representation actions with public authorities and within international forums, strengthening its visibility and strategic role.

The Americas section notably participated in several ministerial dialogue platforms, including the Central American Council of Tourism Ministers, within which cooperation established with SITCA was continued and consolidated



In parallel, ISTO Americas reached a structural milestone in Mexico with the establishment of the *Mexican Council for Social Tourism*, an initiative led by the section aimed at strengthening the articulation between public authorities and territorial stakeholders around the issues of social, inclusive, and sustainable tourism. This Council currently brings together nearly ten ISTO member states in Mexico, constituting an unprecedented space for coordination, exchange, and co-construction of policies and actions at national level.



Within this dynamic, ISTO Americas actively supports the structuring and strengthening of this mechanism, which contributes to positioning social tourism as a strategic lever for territorial development. In continuation, the section is currently working on the organisation of the first major national gathering dedicated to social tourism in Mexico, intended to bring together public and private stakeholders, share best practices, and strengthen the visibility of this theme within the national agenda.





Advocacy

Advocacy with public authorities

In the framework of its advocacy towards public authorities, the Europe section was represented during the high-level dialogue with Commissioner Apostolos Tzitzikostas, which provided a direct opportunity to exchange with European decision-makers on public policies related to social and solidarity-based tourism.

ISTO was also represented at several major international events by its Americas regional section, such as the World Accessible Tourism Summit in Turin, the Tianguis Turístico in Mexico, and FITUR in Madrid. These interventions enabled the organisation's voice to be carried to public authorities and institutional partners, to defend its vision, and to consolidate strategic partnerships. ISTO's presence at these events strengthened its position as a key actor for social and inclusive tourism, and enabled exchanges on best practices across continents.





Strategic partnerships

Agence Nationale pour les Chèques-Vacances (ANCV)

Throughout 2025 and for 2026, the partnership with the Agence Nationale pour les Chèques-Vacances (ANCV) has enabled ISTO to finance a set of structuring actions within the Europe section.

In 2025, this support contributed to the establishment of the Public Authorities network through the creation of an Ambassadors network responsible for maintaining contact with ministries and public authorities, relaying the priorities of the Europe section, and supporting members in the development of social and solidarity-based tourism projects.

Funding also made it possible to organise the ISTO Europe meeting day on 25 October 2025, bringing together participating members and constituting the Europe Collective responsible for preparing the ISTO Europe Forum 2026. This day ensured the continuity of the network, strengthened coordination among members, and facilitated monitoring of initiatives despite limited internal resources.



The partnership supported all logistical and organisational actions related to the facilitation of working groups, internal and external communication, and the development of new collaborations with public authorities and institutional partners.

In 2026, ANCV support enabled the launch of the working group “Public policies for the social sustainability of tourism”, which organises monthly thematic sessions combining testimonies and collective discussions, identifies concrete levers to bring social sustainability back to the centre of tourism policies, and promotes inclusion as well as the social impact of tourism on territories.



Strategic partnerships

Agence Nationale pour les Chèques-Vacances (ANCV)

ANCV support also contributes to the organisation of the ISTO Europe Forum 2026, held in Strasbourg from 25 to 27 March under the theme “Towards Tomorrow’s Tourism: A Human-Centered and Economically Responsible Tourism”. This funding enabled the participation of members, experts, and public authorities, the facilitation of working groups, and the addressing of themes such as solidarity-based financing, accessibility, youth, social innovation, and citizen participation. Beyond the Forum, this partnership strengthens the overall network dynamic, consolidates ISTO’s visibility, and ensures regular monitoring of initiatives and collaborations with public authorities, thereby contributing to the sustainable anchoring of social sustainability in European tourism policies.





Members' expertise

Working Group: Accessible Tourism

The working group dedicated to Accessible Tourism has continued its mobilisation by bringing together organisations from different regions, notably from Europe and the Americas, thereby consolidating a space for cooperation and exchange around inclusion issues in tourism.

Under the coordination of Annette Masson (Association Tourisme & Handicaps, France), the group has maintained a dynamic based on collective expertise and the commitment of its members. Its contributions, supported by several European members involved in the group, have been promoted in various international forums, including the European Forum on Social Tourism, thereby contributing to strengthening the integration of accessibility issues into strategic sector discussions.

Within this dynamic, the group also contributed to the animation of the ISTO network through the organisation of the first international CafeciSTO of 2026, held in January and open to all members as well as stakeholders interested in the theme.

This session, organised by coordinator Masson with the support of Verónica Gómez, Director of ISTO Americas, made it possible to share the results of a study conducted by Auvergne-Rhône-Alpes Tourism on the purchasing behaviour of persons with disabilities, as well as to contextualise the conclusions and commitments arising from the Turin Manifesto adopted at the 3rd World Summit on Accessible Tourism, in which Kéroul, co-chair of the Summit, played a leading role. This initiative contributed to disseminating across the entire network the lessons learned from this major international event and to enriching exchanges among participants.

Through these actions, the working group continues to play a structuring role in awareness-raising, knowledge dissemination, and stakeholder networking, contributing to strengthening the integration of accessible tourism within ISTO priorities.



Annette Mason et Verónica Gómez





Members' expertise

Working Group: Community and Fair Tourism

Launched at the beginning of 2025 the working group “Community and Fair Tourism” quickly established itself as a dynamic space for exchange and co-construction among ISTO members. Dedicated to analysing different facets of inhabitant integration to tourism projects through social and community-based entrepreneurship, the group also explores the empowerment of communities in destinations through fair tourism value chains and democratic governance.



Coralie Marti



During 2025, the group, moderated by Coralie Marti, Director of ATEs, organised 9 themed online sessions, with 16 testimonies from speakers across 4 continents. Each online session gathered 20 participants on average, reflecting a growing interest in these issues within the network.

Operating as a space for sharing practices, each session begins with the testimony of one or two volunteer members, followed by a collective discussion. This format encourages practical dialogue on experiences, challenges and solutions developed by members, in a supportive and open environment.

The themes addressed in 2025 reflected the diversity of current sector challenges, including: “Folklorisation, vitrification...: challenges for Community-based tourism organizations”, “Intercultural citizenship through the experience of fair-trade tourism”, “Roles of universities and NGOs in supporting community-based tourism”, “Introduction to the Regenerative approach to tourism”, and “Gender inequalities in fair-trade tourism: visibility, remuneration and decision-making”.

The discussions from these sessions led to the publication of articles on ISTO’s website, contributing to the dissemination of insights and good practices beyond the group itself. This dynamic continues in 2026.



Members' expertise

Working Group: Public policies for the social sustainability of tourism

A new working group on public policies for the social sustainability of tourism was launched in 2026. This new space for exchange aims to analyse the role of public policies in shaping more just, inclusive and sustainable tourism models, by bringing together perspectives from stakeholders across different territories and institutional contexts. Its operation is based on a series of monthly online sessions throughout 2026, designed as participatory webinars encouraging the sharing of practices and reflections among members.



Coralie Marti

Each session begins with the testimony of one or two volunteer members, presenting an experience, an initiative or a question related to the theme of the day, followed by a collective discussion to deepen exchanges and identify shared avenues for action. A first session took place in April 2026, gathering members to co-construct the annual programme and identify the priority themes to be explored during the year.

WORKING GROUP
PUBLIC POLICIES FOR SOCIAL SUSTAINABILITY OF TOURISM
Integrating the social and solidarity economy into destination governance
12 May 2026
16:00 - 17:30 (Brussels time)
Online
info@isto.international

isto
A fair and sustainable tourism for all

ISTO.INTERNATIONAL



Members' expertise

Alliance for Training and Research

In 2025, the work of the Alliance focused on the organisation of the meeting of ISTO European members on 21 October. On the one hand, the Alliance strongly contributed to the organisation of a collaborative reflection session on the very foundations of ISTO and its future, as well as on the redefinition of ISTO values, which had become necessary following a more difficult period linked to governance (departures of Isabel Nova, Charles Etienne Bélanger, and Sabrina Urrutia).



Anya Diekmann

To relaunch a dynamic within ISTO, Martin Ophoven from the University of Brussels (ULB) agreed to facilitate the reflection group. The constructive debate among engaged members allowed exchanges and a reaffirmation of ISTO's strengths and assets.

On the other hand, on the same day, the Alliance proposed a series of presentations concerning practices and research related to social sustainability. The title of the afternoon was: "Social sustainability - A dynamic conversation between theory and practice."





Members' expertise

Alliance for Training and Research

Following an introduction by Anya Diekmann (ULB), Raquel Huete from the University of Alicante presented a keynote on “Tourism for all? Rethinking Social Sustainability in a Smart Tourism Destination: the case of Benidorm.” Subsequently, Daphnée Baekelmans & Patrick Struelens from VisitBrussels shared concrete experiences from Brussels on “How to integrate local stakeholders and residents into tourism?” Laure Pourcin presented research results from Vacances Ouvertes on “Holiday projects as a lever for well-being and social inclusion.” The final presentation by Jonathan Lesceux from Tourism Wallonia concerned “Implementation of social sustainability indicators: the example of social tourism accommodation in Wallonia.” The presentations were followed by a lively discussion between speakers and the audience.

It should be noted that Master's students in Tourism Sciences and Management (ULB) attended the afternoon seminar, which they greatly appreciated for its interaction between tourism professionals and researchers.

The Alliance also participated in the working group (created on 24.11) aiming to propose a revised structure for ISTO that balances the different sections. The work continues in 2026.

Furthermore, several members of the Alliance have continued research and publications, including the following examples:





Members' expertise

Alliance for Training and Research

- **Mantecón, A., Milano, C., & Huete, R. (2025). Precarious work and tourism labour regimes: Insights from Benidorm. *Tourist Studies*, 1-21. <https://doi.org/10.1177/14687976251338442>.**

This article examines social sustainability in the tourism sector through working conditions in a mass tourism destination. Using Benidorm as an example, it shows that job creation alone is insufficient if jobs remain precarious, exhausting, and unattractive to younger generations. The study argues that decent work must be recognised as an essential condition for a more socially sustainable and inclusive tourism model.

- **Huete, R., Mantecón, A., & Simancas, M. (2025). El turismo en España : desequilibrios y conflictividad de un crecimiento sin límites. In A. Blanco, S. Mora, & J. A. López-Ruiz (Eds.), *Informe España 2025* (pp. 305-358). Universidad Pontificia Comillas, Cátedra José María Martín Patino de la Cultura del Encuentro.**

This chapter analyses tourism in Spain from the perspective of social sustainability, highlighting how current growth models generate tensions around housing, working conditions, territorial pressure, and residents' well-being. It argues that tourism policy should place local communities at the centre of decision-making and that a more sustainable and inclusive model requires a fairer distribution of benefits and stronger social justice principles.

- **Diekmann, A. (2025). Les non-départs : une problématique sociale oubliée. *Revue Partances*, (8), pp. 10-13, <https://doi.org/10.3917/parta.008.0010>**

The article presents a summary of "Tourism non-participation - A persistent social welfare issue" published in 2024 in *Annals of Tourism Research* by Diekmann and Haukeland. The objective is to examine the current situation and assess changes in holiday participation over recent decades. The summary is complemented by reflections and the latest figures on access to holidays in France in 2024.



Members' expertise

Alliance for Training and Research

- **Rimaud, M.N. (2026) Cas pédagogique intitulé « Le modèle associatif traditionnel des auberges de jeunesse au coeur de la tourmente »**

The judicial liquidation of the Fédération unie des auberges de jeunesse, operating around thirty establishments in France and employing 317 people, was pronounced on 2 March 2026. The teaching case raises the question of the challenges for network members. The objective is to examine who holds greater legitimacy: a traditional youth hostel, or hybrid hospitality increasingly aligned with hotel models. The central question concerns ethics and meaning in hospitality. Younger generations appear increasingly attached to a different world, which may be the basis for reframing the debate.

- **Mira, M. D. R., Costa, V., Pereira, R., & Moura, A. A. (2025). Employment in Portugal's Tourism Sector: Structural Transformation and Working Conditions from 2012 to 2022. Sustainability, 17(19), 8839.**

This study analyses employment evolution in Portugal's tourism sector between 2012 and 2022, focusing on worker profiles, qualifications, and working conditions. Based on statistical data, it reveals strong employment growth, regional disparities, high turnover, increased temporary contracts, and inequalities linked to gender, education, nationality, and professional status.



Members' expertise

Alliance for Training and Research

Additional publications in social tourism and social sustainability (non-exhaustive):

- Arici, H. E., Saydam, M. B., Sökmen, A., & Cakmakoglu Arici, N. (2025). Corporate social responsibility in hospitality and tourism: A systematic review. *The Service Industries Journal*, 45(7-8), 721-750.
- Cadot, M. (2025). Vacances et mixité sociale: l'engagement de l'association Accoord à Nantes. *Partances*, 8(1), 48-56.
- Camilleri, M. A. (2026). Environmental, Social and Governance (ESG) Factors for Sustainable Tourism Development: The Way Forward Toward Destination Resilience and Growth. *Business Strategy and the Environment*, 35(3), 4057-4082.
- da Costa, R. A., Almeida, L. F., Chim-Miki, A. F., & Brandao, F. (2025). Identifying social value in tourism: The role of sociocultural indicators. *Journal of Hospitality and Tourism Management*, 62, 148-162.
- Elbelehy, C., & Crispim, J. (2025). Social sustainability in the hospitality and tourism supply chains: what can we learn from existing research and what remains unexplored?. *Journal of Hospitality and Tourism Insights*, 8(5), 1688-1716
- Laurent, P. (2025). Vacances & Familles: vecteur de cohésion sociale et territoriale. *Partances*, 8(1), 37-47.
- Minnaert, L. (2025). Social tourism. In *Encyclopedia of Tourism* (pp. 968-970). Cham: Springer Nature Switzerland.
- Périer, P. (2025). Vacances, lien social, cohésion territoriale: un enjeu majeur à l'épreuve des inégalités. *Partances*, 8(1), 6-8.
- Schmitt, A. (2025). Le tourisme social en 2025: faits et enjeux. In *Annales des Mines-Responsabilité & environnement* (Vol. 119, No. 3, pp. 64-66). Institut Mines-Télécom.

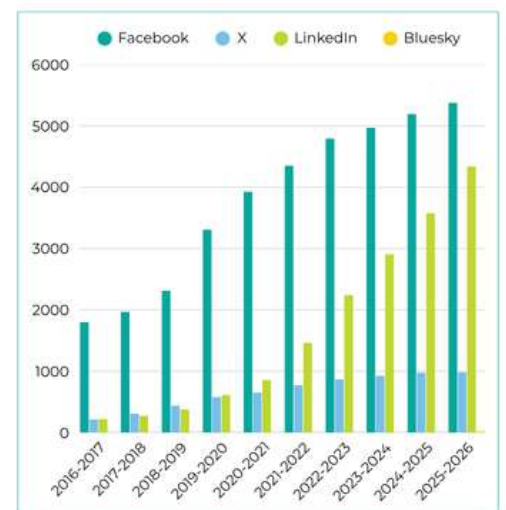


Communication and networking

Digital Communication



ISTO continues to pursue a communication strategy prioritising digital media. In addition to an active presence on social networks (Facebook, LinkedIn, X, formerly Twitter, and Bluesky) totalling a combined audience of 10,712 people, this approach also includes targeted email campaigns to members, updates of the ISTO website and YouTube channel. All content is disseminated in English, Spanish, and French, in a consistent effort to ensure balance among the organisation's three official languages.



The use of varied media enables ISTO to reach a maximum number of member organisations, while strengthening its visibility within the global tourism ecosystem and promoting the work carried out by ISTO and its members.

This year, adjustments were made regarding social networks. As X no longer aligns with ISTO's values and engagement on the platform has significantly decreased in recent years, particularly due to numerous account closures, ISTO decided to close its account at the end of the 2025-2026 financial year. In addition, a Bluesky account, presented as a more ethical alternative to X, was launched on an exploratory basis. However, as results were not conclusive in terms of engagement, it was also discontinued at the end of the 2025-2026 financial year. Conversely, activity on Facebook and LinkedIn continues to grow strongly. ISTO will therefore continue to strengthen communication on these platforms where its members are most active and engaged.



Communication and networking

Digital Communication



Regarding internal communication, ISTO strategically chooses to send newsletters only when appropriate or necessary to provide relevant content for members. During the 2025-2026 period, a total of 20 newsletters were sent to all members. These covered, among others, the progress of working groups, CafecISTO sessions, the ISTO Europe Forum, and other activities. Each communication is adapted to recipients' language preferences in English, French, or Spanish.

Looking ahead, ISTO remains attentive to developments in digital communication trends and is committed to exploring new platforms and tools that may improve communication with its members and the wider tourism sector.





Communication and networking

6th International Week of Fair and Sustainable Tourism for All



6th edition
International Week for
Fair and Sustainable
Tourism for All

From 3 to 10 June 2025, ISTO organised the 6th International Week of Fair and Sustainable Tourism for All. During this week, approximately thirty initiatives were organised by ISTO members and partners across 9 different countries worldwide. The initiatives took various forms, ranging from thematic webinars, participatory workshops, awareness campaigns, forums on tourism for all, and publications. Some activities were locally anchored, while others adopted an international dimension through online formats that facilitated the sharing of best practices and knowledge.



The main objective of the International Week is to provide ISTO members with a platform to reaffirm their commitment and promote the social sustainability of tourism. In order to pursue this objective, ISTO highlights during the International Week initiatives that have a lasting positive impact on local communities, tourism workers, visitors, as well as on the environment and the territorial economy.

The 7th edition of the International Week will take place from 2 to 9 June 2026. At the time of drafting this report, an open call has been launched to invite members and partners to participate by proposing initiatives focused on the social sustainability of tourism.



Regional Sections

ISTO Africa – A Dynamic of Growth and Commitment to Sustainable and Inclusive Tourism

During the 2025-2026 exercise, the ISTO Africa Section recorded a significant increase in membership, reflecting a growing interest in sustainable and inclusive tourism issues across the continent.

This expansion dynamic was materialised through the integration of new organisations from various African countries, strengthening both the geographical representativeness of the Section and its capacity for action. Indeed, the Section comprised 12 members at the time of the publication of the 2024-2025 report. At the time of this edition, it totals 16 members, spread across 9 countries, representing 5 new members and 1 withdrawal.

This growth demonstrates the relevance of the Africa Section's strategic positioning, which is progressively establishing itself as a structuring hub within ISTO's international network.

The Africa Section is chaired by His Majesty Inocent Nayang Toukam, King of Batoufam (Cameroon) and President of Batoufam Culture and Tourism (BCT).

BCT was elected to the presidency of the Africa Section on 30 January 2025, marking the beginning of a mandate focused on institutional consolidation, the development of partnerships - particularly with public authorities - and the promotion of tourism rooted in African cultural realities.

Under this governance, the Section has committed to a proactive approach aimed at positioning African stakeholders as key contributors to international reflections on the social sustainability of tourism.

During the period, African member organisations organised and/or took part in several major events linked to sustainable tourism, both on the African continent and internationally. These participations enabled the promotion of local initiatives, the sharing of best practices, and the strengthening of interregional cooperation.





Regional Sections

ISTO Africa

Below is an overview of the most significant events in chronological order:

- **Cultural Immersion and Exchanges in Ouidah (Benin):** On 28 and 29 November 2025, the Malian Network for Responsible and Sustainable Tourism (REMATOURD) was present in Ouidah, a major site of memory in Benin, through both intellectual and field-based contributions. REMATOURD led an in-depth exchange session on the crucial theme of environment and sustainable tourism, highlighting the importance of ecosystem preservation for the sector's long-term viability. This mission was complemented by an immersive visit to local tourism circuits, including a solemn stop at the historic embarkation site, a major landmark of the African deportation.
- **African Tourism Markets Fair (SMTA):** Held in Dakar from 8 to 11 December 2025, this major gathering, led by the Senegalese Ministry of Culture, Crafts and Tourism in collaboration with ASPT, brought together numerous sector experts. Featuring countries such as Mauritania, Morocco, Gabon, Gambia, China, Türkiye and Slovenia, the event served as a catalyst for aligning international efforts around a robust and eco-responsible African tourism model.
- **Official Launch of the Sangha Responsible and Sustainable Tourism Forum Project (Mali):** REMATOURD is actively involved in a new territorial development dynamic in the Bandiagara region, marked by the successful launch in January 2026 of this Forum project. This large-scale initiative, supported by the network, will culminate in an international forum already scheduled for late November 2026.

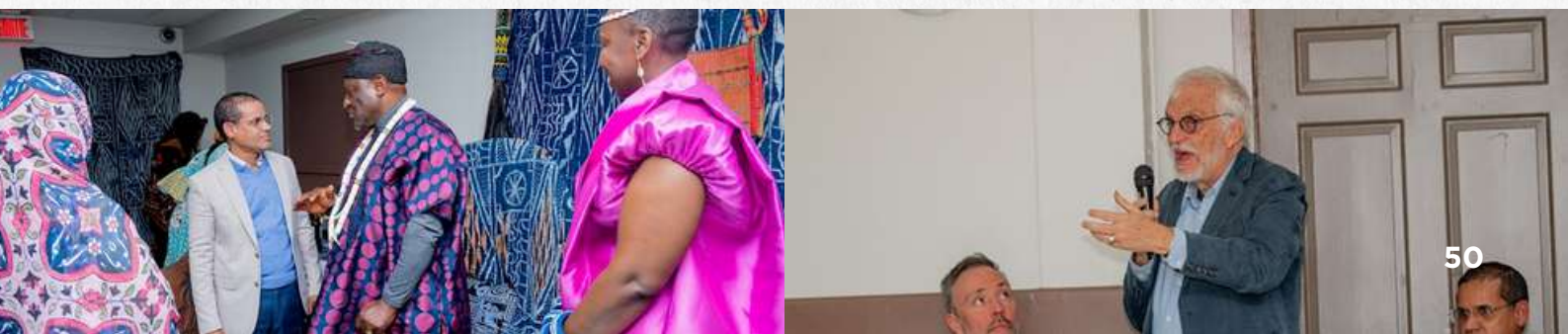




Regional Sections

ISTO Africa

- **Batoufam Cultural Children's Fair (9-12 February 2026):** Organised by Batoufam Culture and Tourism (BCT) at the Royal Palace of Batoufam, this event promoted cultural heritage and mobilised young people through educational, artistic and sporting activities. Leadership and entrepreneurship training (with GIZ) supported the development of sustainable local skills. The promotion of traditions, know-how and intergenerational exchanges strengthened community anchoring. The event stimulated the local economy and illustrated a participatory model of sustainable tourism. It contributes to the cultural influence and attractiveness of the Kingdom of Batoufam.
- **Dinner-Debate organised by BCT:** On 21 February 2026 in Montreal, under the leadership of President Nayang Toukam, BCT hosted two eminent ISTO figures at a reunion dinner with the Batoufam community in Canada. On this occasion, Professor Louis Jolin, former President and founder of the Americas Section, and Mr Mohamed Lemine Sidina, Vice-President of the Africa Section and Deputy Director of the Mauritanian National Tourism Office (ONTM), delivered speeches. Professor Jolin recalled ISTO's historical foundations and social vocation, emphasising in particular the importance of the Brussels Addendum, co-drafted by him, which complements the Montreal Declaration by enshrining social sustainability as a central pillar of tourism development. Mr Sidina, for his part, outlined the key milestones achieved by the Africa Section since the election of 30 January 2025, as well as the ambitious strategic vision jointly developed with the Section President.
- **International Forum of Tourism of Mauritania (FTIM 2026):** Held in Nouakchott from 2 to 5 April 2026 under the auspices of the Mauritanian National Tourism Office (ONTM), this forum served as a strategic platform for rethinking the future of the tourism sector in Mauritania. Particular emphasis was placed on sustainability through several thematic sessions:
 - Heritage & Crafts: analysis of prospects for tourism respectful of local identity.
 - Natural Levers: utilisation of environmental resources as drivers of growth.
 - Future Investment: advocacy for a sustainable development model as a long-term financial foundation.





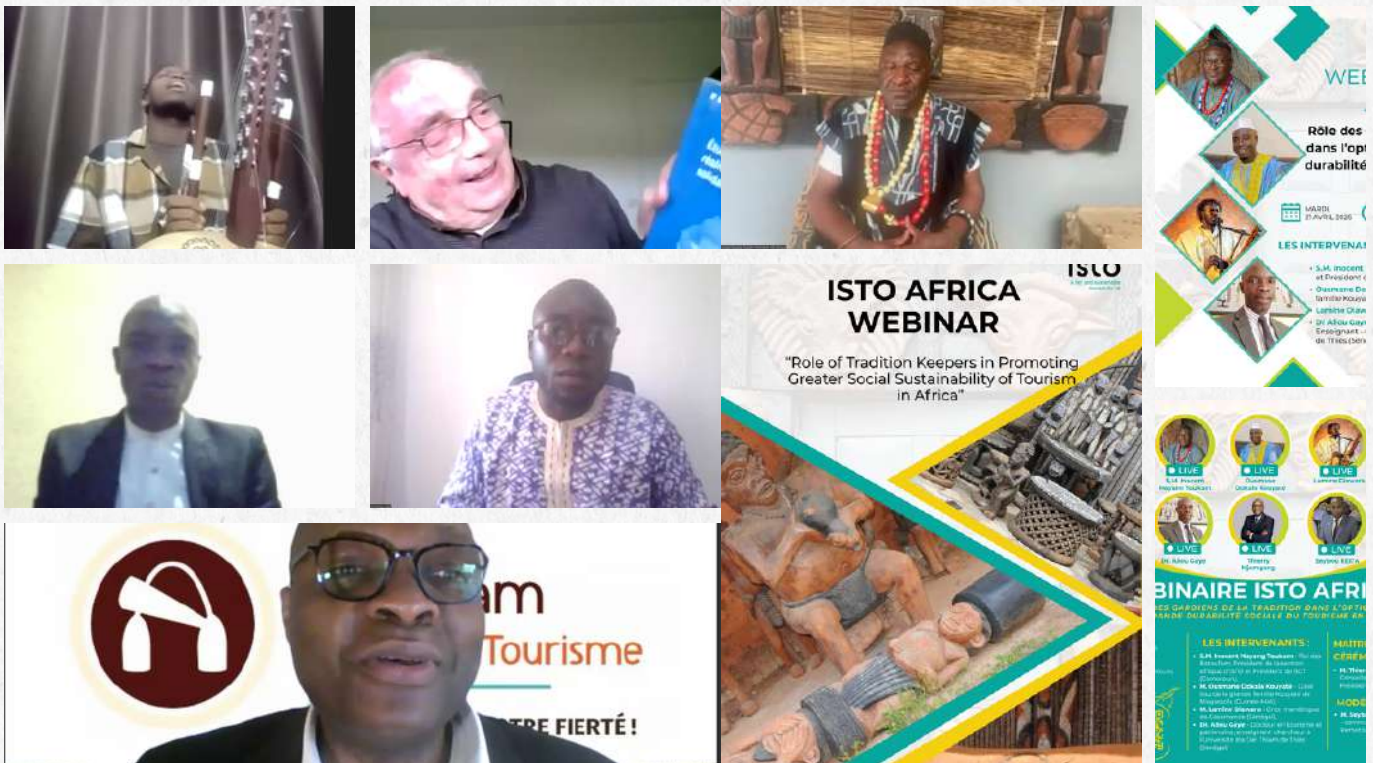
Regional Sections

ISTO Africa

The Africa Section also distinguished itself through the collective organisation, on 21 April 2026, of a webinar entitled “Sustainable Tourism & Traditions: the role of Guardians of Tradition in African sustainable and inclusive tourism”. This event generated strong interest, with 95 Zoom registrations and approximately forty live participants.

The discussions, of a high level, were enriched by contributions from distinguished panellists, including His Majesty Inocent Nayang Toukam (Cameroon), the Griot Ousmane Dokala Kouyaté (Guinea-Mali), the Griot Lamine Diawara (Senegal), and Professor Dr Aliou Gaye (Senegal).

The success of this webinar represents a significant milestone in the deployment of the Africa Section’s activities and opens promising perspectives for the development of future high-impact initiatives.





Regional Sections

ISTO Americas : A diversity that unites, tourism that transforms: a region in action!

The Americas Section of the International Social Tourism Organisation (ISTO) currently brings together a dynamic network of organisations from 16 countries, reflecting the diversity of approaches and realities that characterise social tourism across the continent. This plurality constitutes a strategic asset for promoting a shared vision of tourism as a tool for inclusion, access and social transformation.

Within the framework of the Annual General Assembly of the Americas Section held on 11 December 2025, the Board of Directors was renewed, confirming Alberto López (Costa Rican Tourism Institute - ICT, Costa Rica) as President. Alongside representatives from Canada (*Saintlo Youth Hostels*), Costa Rica (*Red Costarricense de Turismo Accessible*), Chile (*Subsecretaría de Turismo - SERNATUR and ACHITUR*) and Mexico (*Tourism Secretariat of Guerrero and CCC Consultores*), and in close coordination with the Director, Verónica Gómez, this body continues to ensure strategic orientation, regional coordination and strengthened collaborative work.



Alberto López



Verónica Gómez

At the same time, the operational team in the Americas was strengthened with the arrival of key new personnel: Gypsy Villacís, supporting membership development and member services, and Corinne Pierre-Louis, responsible for project management.



Gypsy Villacís



Corinne Pierre-Louis

Furthermore, the network continued to expand with the arrival of new members from public institutions, universities and sector stakeholders, confirming a growing interest in integrating the principles of social, solidarity-based and sustainable tourism into national, regional and local agendas.

In this context, the Section's activities were organised around complementary work streams combining member support, representation in advocacy spaces, capacity building and project development. This approach made it possible to respond coherently to territorial needs and to consolidate ISTO's regional presence.





Regional Sections

A landmark event: *Encuentro of the Americas Social Tourism, Brazil*

One of the most significant moments of regional coordination during the year was the holding of the Encuentro Americas Social Tourism, which took place from 25 to 27 June 2025 in Florianópolis, Brazil, in partnership with SESC Santa Catarina and the National SESC Department.

Under the theme “Inspire, act and transform lives”, this edition brought together a wide diversity of stakeholders — public authorities, private sector, academia and civil society organisations — from various countries across the continent, as well as the highest representatives of ISTO’s Europe and Africa Sections, thereby reinforcing its international scope. Slightly more than 200 participants from 13 different countries attended.

The programme combined strategic reflection spaces on themes such as tourism education, inclusion and community tourism, with participatory sessions focused on public policy analysis, accessibility and social sustainability. These were complemented by field experiences linking these approaches to concrete practices, integrating the cultural, environmental and social dimensions of the host territory.

Beyond its programme, the Meeting reaffirmed its value as a space of convergence, strengthening ties, fostering knowledge exchange and positioning social tourism as a tool for transformation in the region.





Regional Sections

ISTO Americas

At the same time, various training actions focused on applied knowledge transfer were implemented. These included the Regional Training on Inclusive Tourism, carried out in collaboration with SITCA, combining virtual and in-person modalities in Central America, as well as sessions aimed at local stakeholders in Mexico focusing on the design of socially oriented tourism products. In 2026, a specialised training on inclusive tourism linked to cultural heritage, aimed at Mexican heritage cities, was added. These initiatives contributed to strengthening technical capacities and promoting more accessible and inclusive tourism models.

Progress also continued in the creation of practical tools for implementing social tourism principles. Among the most important projects were the development of the Methodological Guide for the creation of tourism products based on social tourism, accompanied by a training-of-trainers programme for both public officials and the private sector in collaboration with the Central American Tourism Integration Secretariat (SITCA); the launch of the “Tourism Accessibility Traffic Light” project with the Development Bank of Latin America and the Caribbean (CAF), aimed at developing destination accessibility indicators; and the continuation of the project on social tourism indicators with the University of Quebec in Montreal (UQAM). These projects reflect the Section’s ability to translate concepts into practical and replicable solutions.

These initiatives were complemented by active participation in strategic sector spaces, contributing to the positioning of social tourism in international dialogue. In this context, participation in FITUR 2026 strengthened ties with partners and opened new cooperation opportunities with institutional stakeholders across the Americas.





Regional Sections

ISTO Americas

Field work also continued to be consolidated, notably through national dynamics such as the initiative in Mexico with the creation of the Mexican Council for Social Tourism and participation in the Tianguis Turístico México, helping to structure coordination spaces and generate concrete local impacts.

Finally, active participation in ISTO's associative life was maintained through governance bodies and strategic working groups, contributing to reflections on the organisation's institutional evolution and strengthening coordination between sections.

Driven by the diversity of its members and its strong territorial anchoring, the Americas Section continues to consolidate its role as a key actor in promoting more inclusive, responsible and sustainable tourism. Overall, the actions undertaken reflect its capacity to coordinate diverse stakeholders, generate concrete tools and influence territorial dynamics, thereby reaffirming its contribution to ISTO's global objectives and to the social challenges of tourism in the Americas.

This dynamic was also recognised internationally, notably at FITUR 2026, where ISTO Americas was distinguished for its leadership in sustainability, while Verónica Gómez received recognition for her commitment and career in service of social, sustainable and solidarity-based tourism. These distinctions highlight the scope of the actions undertaken and reinforce the Section's legitimacy in sectoral dialogue and influence spaces.

Beyond recognition, it is the impact on territories and people that gives full meaning to the work carried out by ISTO Americas.





Regional Sections

ISTO Europe : A strengthened dynamic in support of social and sustainable tourism

The year 2025 marked a phase of structuring and revitalisation for ISTO's Europe Section. It began with the appointment of Gianluca Pastorelli (Diesis, Belgium) as Regional President, accompanied by a renewal of governance through the election of the European coordination committee. This committee met several times during the year, encouraging greater member involvement and regular monitoring of ongoing actions.

A key moment of this collective dynamic was the meeting of ISTO Europe members in Brussels at the end of October 2025. This gathering enabled in-depth work on the strategic orientations of the Section for the coming years, strengthening cohesion among members and laying the foundations for a shared roadmap. At the same time, particular attention was given to the preparation of the ISTO European Forum held in March 2026, with strong involvement from Muriel Antoniotti (Vacances Ouvertes, France), whose preparatory work mobilised a European steering committee throughout 2025.

The end of 2025 was marked by a transition in the presidency of the Europe Section, with the appointment of Frédéric Léonard, CEO of the Floréal Group (Belgium), continuing the established momentum. At the beginning of 2026, the Section's facilitation capacity was strengthened through the signing of a partnership agreement with the Association for Fair and Solidarity-Based Tourism (ATES, France), enabling the involvement of its Director, Coralie Marti, in coordinating European activities.

This new momentum is being implemented through a programme of webinars throughout 2026, promoting exchanges of practices among members, as well as the creation of a working group dedicated to public policies for the social sustainability of tourism.

In addition, guidelines were developed to structure ISTO's participation in European projects. In this context, several application dossiers were submitted at the beginning of 2026 and are currently under review, demonstrating the Europe Section's ambition to strengthen its positioning and impact at European level.





Regional Sections

ISTO Europe 2026 Forum: Strasbourg at the heart of discussions on fairer and more sustainable tourism

The organisation of this new edition of the ISTO Europe Forum was the main achievement of the Europe Section during the 2025-2026 period. It took place on 25, 26 and 27 March in Strasbourg. Under the theme “Towards Tomorrow's Tourism: A Human-Centered and Economically Responsible Tourism”, the Forum brought together a total of 75 participants from around ten countries over three days. The first day was dedicated to ISTO Europe institutional meetings, while the following two days aimed to encourage members to exchange and reflect on fundamental issues relating to social, economic and environmental sustainability.

Among the topics addressed were new responsible financing models, digital accessibility as a lever for inclusion, and citizen participation in destination tourism development. Discussions also focused on future European policies on social tourism, the role of social tourism towards 2050, and the links between territorial well-being and attractiveness.

Round tables and plenary sessions provided concrete insights into current challenges of socially oriented tourism in Europe, while fostering experience-sharing among participants. Networking sessions also structured the Forum, facilitating partnership creation among ISTO members.





Regional Sections

ISTO Europe 2026 Forum: Strasbourg at the heart of discussions on fairer and more sustainable tourism

In total, 25 speakers and moderators facilitated the Forum, including representatives from academic institutions, the European Commission, and organisations engaged in developing more sustainable tourism from social, environmental and economic perspectives. The presence of a representative of the European Commission notably enabled the Section, following the Forum, to prepare a recommendation letter for the future European strategy on sustainable tourism addressed to Apostolos Tzitzikostas, Commissioner for Sustainable Transport and Tourism.

The Forum also provided an opportunity to celebrate the 30th anniversary of the Montreal Declaration, recalling the importance of this reference framework for developing tourism for all, sustainable and solidarity-based.

The Forum thus fully achieved its initial objective of strengthening the collective dynamic of ISTO Europe.





Organisation's development

Membership evolution

The composition of the membership by type of organisation is the following:



47 - (26%)

Public authorities



113 - (62%)

College of stakeholders in social, responsible and solidarity tourism



22 - (12%)

Academic institutions

New memberships

- 1.AEC VACANCES , France
- 2.Association pour la Promotion du Tourisme Durable et la protection de l'Environnement - APTDPE, Burkina Faso
- 3.Associazione Italiana Sclerosi Multipla - AISM, Italy
- 4.Ayuntamiento Municipal de Tepoztlán, Mexico
- 5.Centre CIARUS, France
- 6.Diputació de Barcelona, Gerencia de Servicios de Turismo, Spain
- 7.INNTO, France
- 8.Jeunesse Action pour la Recherche et le Développement des Idées Nouvelle - JARDIN, Cameroon
- 9.Les Amis des Arts de la Casamance, Senegal
- 10.Ministerio de Turismo de Uruguay, Uruguay
- 11.ONG TOUS POUR LA RELANCE, Côte d'Ivoire
- 12.Pa'a Cultural and Tourism Association (PA'CTA), Cameroon
- 13.Secretaría de Turismo del Gobierno del Estado de Hidalgo, Mexico

Withdrawals

- 1.Arariba Turismo y Cultura, Brazil
- 2.Association Européenne de la Route d'Artagnan - AERA, France
- 3.Cámara de Comercio Italiana en Barcelona - CCIB, Spain
- 4.Confcooperative Cultura Turismo Sport, Italy
- 5.DIESIS, International
- 6.DT América Latina, Mexico
- 7.Ente Nazionale Democratico di Azione Sociale - ENDAS, Italy
- 8.Federazione Italiana Tempo Libero - FITEL, Italy
- 9.Flanar Turismo Pedagógico Técnico e Cultural, Brazil
- 10.Fundación Educación por la Experiencia, Mexico
- 11.Hostelling International Canada, Canada
- 12.Istituto Cooperazione Economica Internazionale - ICEI, Italy
- 13.Legacoop Turismo, Italy
- 14.Ministerio de Comercio Exterior y Turismo MINCETUR, Peru
- 15.Regione Emilia Romagna - Assessorato Turismo e Commercio, Italy
- 16.Udhetim I Lire - Liberi Di Viaggiare, Albania
- 17.Unione nazionale Pro Loco d'Italia UNPLIUnione Nazionale Pro Loco d'Italia - UNPLI, Italy
- 18.Université Queensland, Haiti
- 19.Vision Solidaire, Burkina Faso



Organisation's development

List of ISTO 2025–2026 member organisations

Algeria

- Association de Tourisme et Loisirs, Echanges de jeunes et de Développement durable - ATLED

Argentina

- Universidad Provincial de Ezeiza

Australia

- Magical Getaway Foundation

Belgium

- AEP - Centre national de services de vacances
- AMT Concept
- Auberges de Jeunesse de Belgique francophone
- Commission Communautaire Française - COCOF
- Cultura contro camorra
- Floréal Group
- JEKA
- Kaleo
- NZ Vakanties
- Office national de vacances annuelles - ONVA
- Pasar
- Regierung der Deutschsprachigen Gemeinschaft - Communauté Germanophone de Belgique
- Toerisme Vlaanderen
- Tourisme Wallonie
- Vaca vzw
- ViaVia Tourism Academy
- VisitBrussels
- Vlaamse Jeugdherbergcentrale vzw - VJH
- Volkstoerisme vzw

Bolivia

- Red Boliviana de Turismo Solidario Comunitario - Red TUSOCO

Brazil

- Serviço Social do Comércio Administração Regional no Estado de Minas Gerais - SESC ARMG
- Serviço Social do Comércio Departamento Nacional - SESC DN
- Serviço Social do Comércio Distrito Federal - SESC DF
- Serviço Social do Comércio Santa Catarina - SESC SC
- Serviço Social do Comércio São Paulo - SESC SP

Burkina Faso

- Association pour la Promotion du Tourisme Durable et la protection de l'Environnement - APTDPE

Cameroon

- Batoufam Culture et Tourisme - BCT
- Jeunesse Action pour la Recherche et le Développement des Idées Nouvelle - JARDIN
- Pa'a Cultural and Tourism Association (PA'CTA)

Canada

- Auberges de Jeunesse du St-Laurent - Saintlo
- Conseil Québécois du Loisir - CQL
- Global Tourisme
- Kéroul
- Tourisme Durable Québec



Organisation's development

List of ISTO 2025–2026 member organisations

Chile

- Asociación de Turismo Rural A.G. ACHITUR
- RealTravel
- Servicio Nacional de Turismo de Chile - SERNATUR
- Turismo Inclusivo Araucanía (Servicios turísticos Calafates del Llaima)

Colombia

- Caja de Compensación Familiar Comfenalco Antioquia
- Consejo Iberoamericano de Diseño, Ciudad y Construcción Accesible - CIDCCA
- Corporación CORSERBA
- Instituto Distrital de Turismo de Bogotá
- Kaizen Travel S.A.S.
- Ministerio de Comercio, Industria, y Turismo de Colombia

Costa Rica

- Fundación Calidad de vida para las Personas con cáncer - FUNCAVIDA
- Il Viaggio Travel
- Instituto Costarricense de Turismo - ICT
- Red Costarricense de Turismo Accesible
- Universidad Estatal a Distancia - UNED

Dominican Republic

- Confederación Autónoma Sindical Clasista - CASC

El Salvador

- Instituto Salvadoreño de Turismo - ISTU

France

- Acteurs du Tourisme Durable - ATD
- AEC VACANCES
- Agence Nationale pour les Chèques-Vacances - ANCV
- ANCAV-SC
- Association pour le tourisme Équitable et Solidaire - ATES
- Association Tourisme & Handicaps - ATH
- Auberges de jeunesse Charente-Maritime
- Auvergne Rhône-Alpes Tourisme
- Centre CIARUS
- CISL Lyon
- Comité Régional du Tourisme d'Occitanie
- Conseil Régional de Bretagne
- Conseil Régional de Nouvelle Aquitaine
- CPCV Île de France - Centre de formations et de rencontres internationales
- Éthic Etapes
- EURAKOM
- Fédération des Offices de Tourisme de Bretagne
- FIAP Jean Monnet
- Fondation Villages Clubs du Soleil
- Hérault Tourisme
- Institut de Recherches et d'Etudes Supérieures du Tourisme - IREST
- INNTO France



Organisation's development

List of ISTO 2025–2026 member organisations

France (cont.)

- Ligue de l'Enseignement
- Ministère de l'Economie et des Finances - DGE-Sous-direction du Tourisme
- Parcours Vacances
- Secours Catholique - Caritas France
- Secours Populaire
- Temps Jeunes
- Union Nationale des Associations de Tourisme et de plein air - UNAT
- Université d'Angers
- Vacances et Familles
- Vacances Léo Lagrange
- Vacances Ouvertes
- VVF Villages
- Jeunesse au Plein Air - JPA
- La Rochelle Tourism and Hospitality School - Excelia Group
- Les Oiseaux de Passage

Germany

- BundesForum Kinder und Jugendreisen e.V.
- KiEZ Prebelow - Prebelower Kinderland e.V.
- Landesverband Brandenburg der Schullandheime e.V. - NGO NPO Brandenburg State Association of School Hostels
- TourCert

Greece

- Promotion Tourism Organisation of Rhodes – PROTOUR
- World of Travel Factory

Guatemala

- Instituto Guatemalteco de Turismo - INGUAT
- The Labyrinth - Viaggi Responsabili

Guinea-Bissau

- Adunatours
- Kassumay Tours

Honduras

- Instituto Hondureño de Turismo - IHT

Hungary

- Hungarian Tourism Agency

Italy

- Associazione Italiana Cultura e Sport - AICS
- Associazione Italiana Sclerosi Multipla - AISM
- Borghi Autentici d'Italia
- Borghi più Belli d'Italia
- Centro Turistico Giovanile - CTG
- Italian Association for Responsible Tourism - AITR
- Ministero del Turismo Italia
- Regione Friuli Venezia - Agenzia Turismo FVG
- Sardaigne en Liberté

Ivory Coast

- ONG TOUS POUR LA RELANCE

Kyrgyzstan

- Uyacha Mountains Nest

Macedonia

- Association New Generations Social Innovators for Inclusion PORAKA NOVA



Organisation's development

List of ISTO 2025–2026 member organisations

Madagascar

- Association Nationale pour le tourisme solidaire et responsable - ANTISO RE

Mali

- Association Dunanba
- Association Malienne pour la Promotion du Tourisme Social - AMPTS
- Réseau d'Experts du Patrimoine Culturel Africain pour le Développement - REPCAD
- Réseau Malien pour le Tourisme responsable et Durable - REMATOURD

Mauritania

- Office National de Tourisme - ONT
- ONG El Velah

Mexico

- Ayuntamiento Municipal de Tepoztlán
- CCC CONSULTORES
- Centro de Investigación para el Desarrollo Sustentable - CIDES
- Centro Vacacional IMSS Oaxtepec, « Lic. Adolfo López Mateos »
- Escuela Nacional de Estudios Superiores (ENES) Unidad León de la Universidad Nacional Autónoma de México (UNAM)
- Escuela Superior de Turismo - EST
- FITUR Morelos / Secretaría de Turismo y Cultura del Estado de Morelos

Mexico (cont.)

- Secretaría de Turismo del Gobierno del Estado de Hidalgo
- H. Ayuntamiento de San Luis Potosí
- Instituto Iberoamericano de Turismo Inclusivo
- Instituto Municipal de Planeación de Los Cabos - IMPLAN
- Municipio de Irapuato
- Municipio de León
- Parque de Aventura Barrancas del Cobre
- Secretaría de Turismo de Baja California
- Secretaría de Turismo de Ciudad de México
- Secretaría de Turismo de Guerrero
- Secretaría de Turismo de México SECTUR
- Secretaría de Turismo de Nayarit
- Secretaría de Turismo de Nuevo León
- Secretaría de Turismo de Sonora
- Secretaría de Turismo del Estado de Guanajuato
- Secretaría de Turismo del Estado de Querétaro
- Secretaría de Turismo del Gobierno del Estado de Hidalgo
- Sustainable & Social Tourism Summit A.C.
- Sustentur S.C.



Organisation's development

List of ISTO 2025–2026 member organisations

Monaco

- Direction du Tourisme et des Congrès

Nepal

- Garima
- Green Chwadi Homestay Pvt. Ltd.

Nicaragua

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

Panama

- Soluciones Turísticas Sostenibles

Peru

- Alfa Viajes y Servicios Generales E.I.R.L.
- Criterio Consultores E.I.R.L.
- Fundación Peruana de Turismo Social
- Promotora de Integración y de Turismo Educativo Juvenil - INTEJ
- Universidad Nacional Autónoma de Huanta

Portugal

- CRESAÇOR
- Fundação INATEL
- Governo dos Açores – Secretaria Regional dos Transportes, Turismo e Energia
- Movijovem
- Turismo de Portugal

Russia

- Russian International Academy for Tourism -RIAT

Senegal

- Les Amis des Arts de la Casamance

Slovenia

- NEC Cerknica

Spain

- Asociación de Turismo Sostenible Étnico - AETHNIC
- Consorci de Turisme de Barcelona
- Diputació de Barcelona, Gerencia de Servicios de Turismo
- Escola Universitària d'Hosteleria i Turisme - CETT
- Generalitat de Catalunya - Catalan Tourist Board
- Ilunion Accesibilidad
- Impulsa Igualdad
- KOAN Consulting, S.L. - Consultores Turísticos
- Ministerio de Sanidad, Consumo y Bienestar Social IMSERSO
- Visit Valencia

Switzerland

- Mountains 4 All

United Kingdom

- Visit Scotland

Uruguay

- Ministerio de Turismo de Uruguay

International

- Fédération Internationale de Camping et de Caravaning - FICC
- World Youth Student & Educational Travel Confederation



Activity Report 2025-2026

International Social
Tourism Organisation

