Executive Summary

Promote a "sensible" tourism tomorrow

ISTO’s Executive Committee
COVID-19: the enemy of the century that will change the game!

After COVID-19 pandemic returning to a so-called "normal" life is probably going to be a long struggle, which will be marked out and forced by economic or social constraints that will vary from country to country. This is why it is likely that the normality sought will be quite different from the one “before”. This crisis will leave deep and lasting scars on our consciences. But, as is often the case in such unfortunate circumstances, it also brings with it the mobilizing and creative hope of a "rebirth" to invent new models of social, environmental and economic behaviour that are more peaceful and more respectful of Man, Cultures and the Environment.

Before this crisis, the development of tourism activity based solely on a quantitative growth target for the number of tourists welcomed, already showed its own limits. All over the world, the impact of tourism development based solely on this quantitative criterion is indeed proving to be increasingly devastating!

The crisis, will certainly raise even more questions for the world of tourism, it will have to provide an effective response to this issue.

What will the tourist's expectations and behaviour be tomorrow?
We need to master and imagine the tourism of tomorrow, so that it becomes "sensible"

The term "tourism industry" that essentially defines our activity today is not only a reductive term, it conveys every day a little more the harmful image of an activity that has become purely mercantile and out of control!

Actors and operators in the sector are gradually becoming aware of this and can measure the consequences in concrete terms: over-visiting with its corollary of damage to so-called "tourist" places (cities that have become museums!), rejection and conflicts with local populations, heavy pollution of territories and the environment, significant impact on local health services and on common goods, particularly water and energy. There is even doubt locally about a fair distribution of the economic contribution, since it benefits primarily private investors and financers.

In this context, we need to rethink tourism and reintegrate it into a much broader societal vision! We need to rehabilitate this essential notion of "holidays". One that prioritises the well-being of each individual, that seeks sustainability in its investments, that respects the environment and the territories, that encourages encounters between hosts and guests, that strives for a fair and equitable distribution of economic growth and that favours local employment.

For several months now, ISTO has mobilized its members and partners to work on what today is the basis of our positioning and strategy for the future. This new positioning is in line with and fully respects the 2 main objects of our Statutes:

- To promote the development of tourism for all.
- To promote and support the different forms of tourism, giving priority to the service of people, communities and territories and identifying itself in particular under the terms of responsible, solidarity, fair or community-based tourism.
ISTO'S STRATEGIC POSITIONING

**Our DNA for social, solidarity and responsible tourism!**

This positioning respects our own history, but it is fully in line with the perspective of promoting a resolutely modern tourism.

A tourism that is well in tune with the new expectations of all audiences, especially the most fragile.

A tourism that is well in tune with all the societal changes that this crisis will impose on us and with respect for our environment.

It is a question of promoting tomorrow this "sensible" tourism, which must guide all our commitments and all our actions.
ISTO'S DNA

We have translated this "sensible" positioning into 5 priority axes:

- Foster accessibility
- Demonstrate solidarity
- Ensure quality of life
- Promote fair trade
- Protect the environment

To read the full document on sensible tourism, click here.
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