

## P R O G R A M M E 2 0 2 1

# Transforming and improving world tourism

TUESDAY JUNE 22

ISTO General Assembly - 8:30 Lima / 15:30 Brussels

ISTO Americas General Assembly - 14:00 Lima / 15:00 Montreal

WEDNESDAY JUNE 23

Opening session - 8:30 Lima / 15:30 Brussels

- **Official opening speeches**
  - Ministry of Foreign Trade and Tourism of Peru (MINCETUR)
  - Presidency of ISTO
- **The importance of fair and sustainable tourism for all: a central ally for reconstruction and recovery**

25 years after its adoption, the Montreal Declaration "Towards a humanist, social vision of tourism" is still relevant to today's tourism challenges and it is the basis of ISTO's DNA which proposes a model for the transformation and recovery of tourism.



WEDNESDAY JUNE 23

## Session 1 - 9:15 Lima / 16:15 Brussels

- **New public policies of tourism for all that mitigate the economic and social impact of the pandemic**

The pandemic is affecting many sectors of the economy and various population groups worldwide. Increased inequalities and, in many countries, the halting of several years of development are among the most immediate consequences, in addition to the psycho-emotional impact of this crisis. Therefore, governments almost everywhere around the world adopted public policies to support hard-hit sectors such as tourism. It is in this context that the new policies of Tourism for All adopted by governments at national or regional level represent concrete examples that can inspire many.

## Workshop 1 - 10:30 Lima / 17:30 Brussels

- **Risk management and confidence restoration**

Many destinations and communities face risks and uncertainties due to the Covid-19 crisis and recovering tourism requires learning to manage risks through data management, reinventing the offer and restoring confidence of host communities as well as of tourists.





WEDNESDAY JUNE 23

## Workshop 2 - 11:30 Lima / 18:30 Brussels

- **Healthy, safe and natural destinations: options for tourism recovery**

Highlight the importance of safety, health and nature for recovering after the health crisis, seeking to build a tourism that values and generates knowledge of these destinations and that allows environmental education in relation to climate change.

THURSDAY JUNE 24

## ISTO Europe Coordination Council - 9:30-10:45 Brussels

### Webinar ISTO Europe - 11:00-12:30 Brussels

- **Tourism in 2021: Trends and contradictions. What will we keep in 2022?**

Identify the possible contradictions generated by the demands and changes in the practices of the tourism customers of 2021, as well as the responses to be provided. For instance, how to manage these apparent contradictions: the demand for health security/need for freedom, local outlets/need for escape, visits to tourism gems/mass effect and hyper-frequentation, changes in employment - in particular of seasonal workers, sustainable and controlled development/investment and the ecological model, benefits for visitors/inhabitants, etc.



THURSDAY JUNE 24

**Session 2 - 8:30 Lima / 15:30 Brussels**

- **Immediate challenges of fair and sustainable tourism for all to ensure the future**

World tourism sector is facing challenges that have existed since before the pandemic, but which have become even more pressing with the current crisis. For all actors in the tourism ecosystem, but in particular for those involved in tourism for all and fair tourism, these challenges also represent real opportunities that can contribute in a sustainable way to transform world tourism. Analysis of these challenges from an academic and professional perspective.

**Workshop 3 - 10:15 Lima / 17:15 Brussels**

- **Community-based, competitive and sustainable tourism - Marketing strategy**

Understand the need for adaptation of rural communities working on community-based tourism and contribute with marketing models and strategies for the sustainability of these communities.

**Workshop 4 - 11:15 Lima / 18:15 Brussels**

- **Tourism accessibility, inclusion and tackling inequality**

To seek answers to the socio-economic, cultural and physical barriers to accessibility and inclusion for all and to see how tourism participation levels have evolved.





FRIDAY JUNE 25

### Workshop 5 - 8:30 Lima / 15:30 Brussels

- **New tourist profiles and trends - The new tourist wants to belong, not to see**

Exchange experiences on current trends in demand: new consumer behaviours, changes in tourist consumption, factors influencing decision making - Post COVID tourist.

### Workshop 6 - 09:30 Lima / 16:30 Brussels

- **Design of innovative tourism products and routes - Tourists are looking to engage with and understand the place they are visiting**

Define the content, planning and methodology as well as the implementation of itineraries for social tourism customers, considering the element of accessibility.

### Workshop 7 - 10:45 Lima / 17:45 Brussels

- **Innovative marketing: digital strategies and tools - The new way of communicating, more emotional and less rational**

Use and maximise new tools to market your products, services or destinations to tourists in this era of great change.



FRIDAY JUNE 25

## Closing session - 11:45 Lima / 18:45 Brussels

- **ISTO, Towards the future**

ISTO, through its Working Groups - on social policies of tourism, responsible and fair tourism, accessibility for all, gender equality, trade union movement and its academic Alliance - and its project for the construction of an Observatory, will continue working to strengthen its vision of tourism and open up towards the future.

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- Presidency of ISTO

