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A fair and sustainable  
tourism for all

2020-2021

## ACTIVITY REPORT

International  
Social Tourism  
Organisation  
(ISTO)



**JUNE 2021**



A fair and sustainable  
tourism for all

2020-2021

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Social Tourism  
Organisation  
(ISTO)

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**JUNE 2021**



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# INTRODUCTION



## A WORD FROM THE PRESIDENT

Dear members and friends of ISTO,

After almost a year of presidency, I am writing to you to present the work done over the months and to show you how we have progressed in our internal functioning, information generation, training, communication actions as well as the financial sustainability of the organisation.

We have made a special effort to ensure that ISTO, despite the distance imposed by the pandemic, is a meeting place for you. For this, I would like to thank in particular Yves Godin, our Secretary-General, the Executive Committee and the Presidents of the regional sections Joël Capo Chi-chi (Africa), Sergio Rodríguez (Americas) and Muriel Antoniotti (Europe), as well as all those who were able to involve and lead all the participants in the working groups and committees.

I would also like to underline the enthusiasm, commitment, and considerable efforts made by the entire ISTO team to make progress on the ambitious action plan approved. Thank you all.



**ISABEL NOVOA**

**ISTO President**

In these difficult times that have hit the tourism sector hard, ISTO's values in our DNA - quality of life, accessibility, solidarity, fair business, and environment - become more important than ever for the recovery of tourism. We have the opportunity to transform and improve global tourism. ISTO is committed to being part of this reflection and we will present it during our international week, sponsored by our dear friends from MINCETUR, Peru, to whom we extend our thanks.



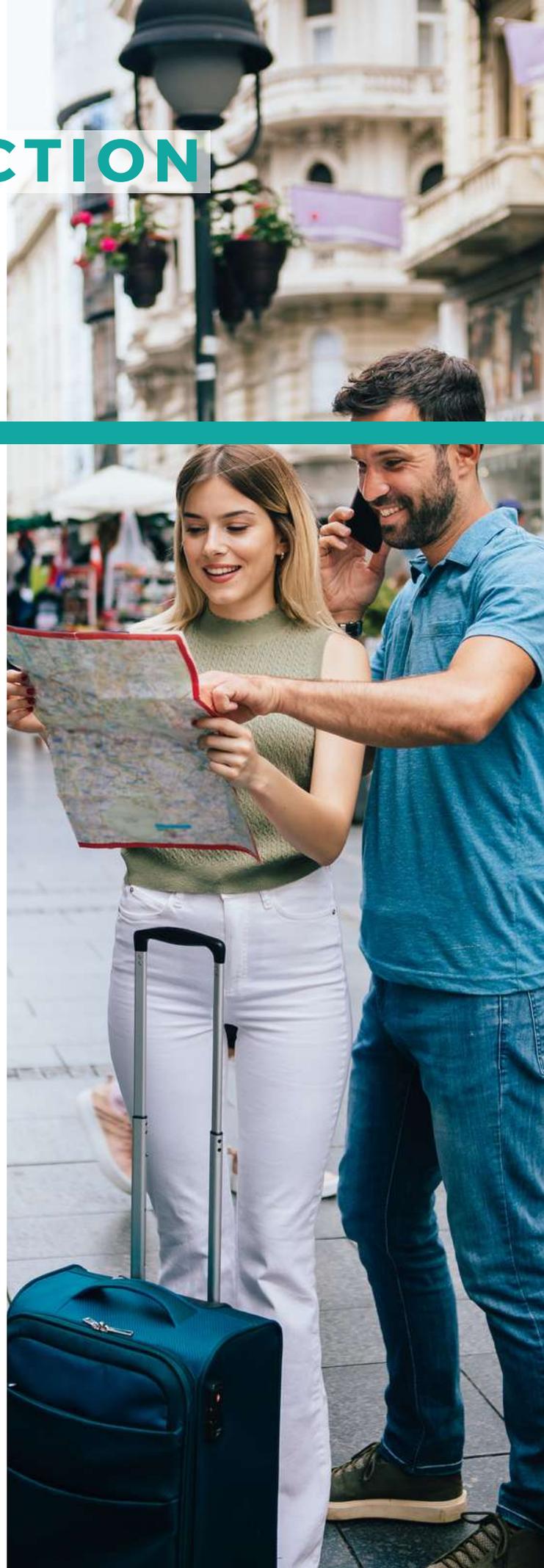
# INTRODUCTION

## A WORD FROM THE PRESIDENT

But without a doubt, I want to thank you, our partners, who, after more than 16 months of pandemic, continue to struggle every day to move forward, to promote a socially responsible, fair, safe, and sustainable perspective of tourism.

This is not an easy task and I hope that you find in ISTO a committed platform, a meeting point for our partners and a place to observe the world's best tourism practices for the well-being of people and the environment. We will continue to work in this direction.

**Because we need to move forward together more than ever, it is time for unity, time for strength within ISTO!**





# INTRODUCTION

## ISTO MISSION

The dual mission of ISTO, created in 1963, is "encouraging the development of tourism for all; and promoting and supporting the different forms of tourism that benefit people, communities and the development of local areas, and relate to responsible, solidarity, fair or community tourism" (ISTO Statutes).

It bases its action on the values and objectives of the social and solidarity economy and those of the Montreal Declaration "Towards a humanist, social vision of tourism" adopted 25 years ago.

ISTO's DNA and the 5 main axes that define it - quality of life, accessibility, solidarity, fair business and environment - are used to support the implementation of the association's actions in line with the Sustainable Development Goals (SDGs).





# INTRODUCTION



## KEY FIGURES



**159**

MEMBER ORGANISATIONS



**30**

DIRECTORS FROM 15 COUNTRIES



**3**

REGIONAL SECTIONS



**40**

COUNTRIES REPRESENTED



**25**

MEMBERS OF THE ALLIANCE  
FOR TRAINING AND RESEARCH



**100**

MILLION OVERNIGHT STAYS IN  
ACCOMMODATION FACILITIES OF  
MEMBER ORGANISATIONS'





# FUNCTIONING



## ISTO SECRETARIAT

The ISTO International Secretariat based in Brussels operates with a team working under the supervision of the Secretary-General, Yves Godin and in close contact with the President, Isabel Novoa.

This team is composed of 3 persons:

- ISTO Director, Charles-E. Bélanger
- Project and Administration Officer, Jacques Rayet
- Communications Officer, Sabrina Urrutia

ISTO International also counted with the very active participation of the Director of ISTO Americas, Verónica Gómez, who participated in the implementation of several activities.

Finally, the Secretariat benefited from the contribution of two university interns who helped in the implementation of many actions:

- Emilie Chapuis, for a period of 7 months in the framework of the Eurodissey program, followed by a 3-month professional immersion agreement
- Léa Stagnetto, for a period of 4 months as part of a Master's degree at the University of Angers in France

On the operational level, the ISTO Secretariat has acquired technological tools to facilitate information sharing (GSuite), task tracking (Mondays) and online meetings (Teams, Zoom).



**YVES GODIN**

**Secretary-General**



# FUNCTIONING

## ISTO SECRETARIAT



Financially, the functioning of ISTO and its secretariat relies on the association's income, mainly composed of members' contributions but also of European projects, such as the INTERREG 2 Seas project "PROFIT" which allowed the contribution of important resources in 2020.

In addition to the income, the commitment and contribution of the Belgian institutions and organisations must be highlighted, as shown by :

- employment subsidies (Brussels Regional Employment Office-ACTIRIS),
- the provision of an employee (Visit Flanders),
- the financing of actions in the field of accessible tourism (Commissariat général au tourisme de la Région Wallonne)
- the provision of offices, computer equipment and the taking over of several services (FGTB's general headquarters and FLOREAL Group).

Other useful contributions to the functioning of ISTO include

- the French Ministry of Economy and Finance in charge of tourism (DGE), which provides an additional contribution for the implementation of specific actions or projects
- le Conseil québécois du loisir (CQL) which hosts the Secretariat of the Americas Section.

ISTO international also relies on the work of its three regional sections, which are chaired respectively by Joël Capo Chichi (ISTO Africa), Sergio Rodríguez (ISTO Americas) and Muriel Antoniotti (ISTO Europe).

Finally, it is important to mention the voluntary commitment of the members of the Executive Committee - first and foremost its President and Secretary-General, as well as the Working Group leaders and several other people active in ISTO's bodies.



# FUNCTIONING



## STATUTORY MEETINGS

### GENERAL ASSEMBLY

Due to the pandemic, ISTO held the first General Assembly in its history virtually on 23 September 2020. Numerous member organisations took part in this assembly, which allowed the presentation and adoption of the activity and financial reports of the previous year.



General Assembly - 09.2020

It was above all an opportunity for the new president of ISTO, Isabel Novoa, to present the main lines of an operational plan and to renew part of the ISTO Board of Directors.

### BOARD OF DIRECTORS

The ISTO Board of Directors is composed of 30 member organisations from 15 countries, representing both social and solidarity tourism stakeholders (22 members) and national, regional and local authorities (8 members).



Board of Directors - 12.2020

The Council has met twice, virtually, since the last General Assembly. The first time, on 15 December 2020, for the presentation and adoption of the Action Plan 2021-2022 and the budget for the year 2021. A second time on 29 March 2021, to discuss mainly the implementation of the Action Plan and to present new initiatives such as the setting up of the Conseil des Sages.



# FUNCTIONING

## STATUTORY MEETINGS



### EXECUTIVE COMMITTEE

The Executive Committee is composed of the following persons

- the President, Isabel Novoa (Novojet- Chile)
- 3 vice-presidents : Alain Clauwaert (Joie & Vacances - Belgium), Maurizio Davolio (AITR - Italy), Anabela Correia (Inatel Foundation - Portugal)
- the Secretary General, Yves Godin (Joie & Vacances - Belgium)
- the treasurer, Eric Wolters (Kaleo - Belgium)
- the presidents of the regional sections: Joël Capo Chichi (Vision Solidaire - Burkina Faso) for Africa, Sergio Rodríguez (CCC Consultores - Mexico) for the Americas and Muriel Antoniotti (Auvergne Rhône-Alpes Tourisme - France) for Europe

The implementation and follow-up of the 2021-2022 Action Plan have been at the heart of the work of the Executive Committee, which has met 6 times, always virtually, since the last GA. The action plan is based on 5 main areas:

#### FUNCTIONING

Internal methodology, working groups, Conseil des Sages, international partnerships and development

#### INFORMATION

Observatory project, social tourism library, internal data analysis

#### EDUCATION

CafecISTO, cercles d'affaires and training

#### COMMUNICATION

Digital communication, best practice awards, events, ISTO label and recognitions

#### FINANCIAL VIABILITY

Maintaining & enlarging membership, partners & sponsors for the observatory and European and international projects



# FUNCTIONING

## WORKING GROUPS



## ACCESSIBLE TOURISM

For almost a year, the Working Group on Accessible Tourism led by Annette Masson (Association Tourisme et Handicaps - France) and 17 organisations from around ten countries have been meeting on a regular basis every two months. Two important documents have been produced in recent months:

- Recommendations to help tourism providers in welcoming people with disabilities during a health crisis such as COVID-19 translated into 6 languages presents general recommendations as well as specific recommendations by type of disability (motor, visual, hearing or cognitive impairment).



- Accessible Tourism: Actions of ISTO members available in French, English and Spanish presents the actions of 39 ISTO members in the field of accessible tourism. For each member, the type of action is indicated, whether it is at the level of infrastructures, digital tools, etc...





# FUNCTIONING

## WORKING GROUPS



### GENDER EQUALITY AND DIVERSITY

In April 2021, the Gender Equality, Diversity and Inclusion working group was re-launched. It is composed of about ten members, for the moment all women, but also open to men.

The group is primarily committed to "highlighting the place of women in the tourism sector, creating new opportunities through the empowerment of women". Their first action was to contact ISTO members to identify a contact person in each organisation.

This was done to create useful tools, such as a best practice guide based on the experience of all members, collecting data to define the most useful projects. Since April, the group has met three times.

Since 1963  
**isto**  
A fair and sustainable tourism for all

**Tourism & Gender**  
Discussion on current issues

**CafecISTO International**

**Iaia Pedemonte**  
ISTO Working Group on Gender & Italy

**Carla Izcara Conde**  
Alba Sud Spain

**Hannelore Akkermans**  
ViaVia Tourism Academy Belgium

www.isto.international

CafecISTO International - 03.2021



# FUNCTIONING

## WORKING GROUPS

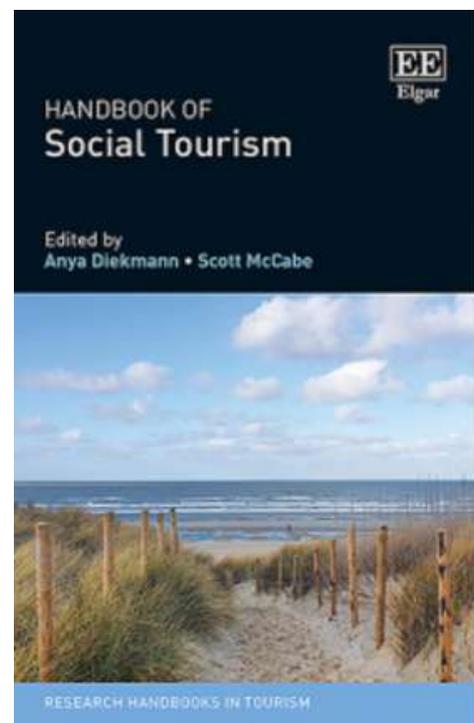


### TRADE UNION TASK FORCE

On the occasion of the Social Summit in Porto on 7 and 8 May, held under the Portuguese Presidency of the EU and aiming at the implementation of the action plan of the European Pillar of Social Rights, the ISTO Trade Union Task Force presented a proposal to recognise participation in leisure, tourism and holiday activities as one of the indicators of the quality of life and well-being of European citizens. Chaired by Alain Clauwaert (Joie & Vacances - Belgium), the Task Force includes representatives from the European Trade Union Confederation (ETUC), the European Federation of Food, Agriculture and Tourism Unions (EFFAT) and the International Union of Food, Agricultural and Hotel and Restaurant Workers (IUF).

### ALLIANCE FOR TRAINING AND RESEARCH

The members of the Alliance met on 18 May to discuss the contributions to be made to the ISTO Action Plan and the activities to be carried out in order to make the research work on social and fair tourism better known to the members. It is in this context that the CafecISTO International organised on 16 June focused on the presentation of an important publication in which several members of the Alliance participated, namely the Handbook of Social Tourism published in 2020 and edited by Anya Diekmann and Scott McCabe. The Alliance, which is coordinated by A. Diekmann of the Université Libre de Bruxelles (ULB), currently has around 25 individual and institutional members from 17 countries.





# FUNCTIONING

## WORKING GROUPS



### YOUTH INITIATIVE

On 01 June 2021, the first "Young Tourism Professionals Meeting" was held. This idea was born from ISTO's desire to listen to the next generation but also to ensure that the values and activities we propose are in line with their values.

The objectives of this meeting were to give a voice to young people to know their vision of tourism today and for the future, but also to know their opinion about ISTO (strengths, weaknesses and communication). The meeting was organised in such a way as to have as much interaction as possible, notably by using digital tools such as online quizzes, interactive presentations and "break out rooms".



Youth meeting 06.2021

### CONSEIL DES SAGES

On the initiative of the President of ISTO, the Conseil des Sages was created. The objective of this council is to provide an opinion on any question (philosophy of future positioning, possible alliances or partnerships, major ethical or social questions) which would be submitted to it and also give an opinion on the candidates for the distinctions created by ISTO. This council is composed of former presidents of ISTO and regional sections, but also of persons coming from founding countries of ISTO and whose experience and expertise can be used to achieve the missions of this council.



# FONCTIONNEMENT

## REPRESENTATION & INTERNATIONAL RELATIONS



Most of the representations to international organisations took place via video conferencing due to the pandemic. These included the following:

- Participation in the European Tourism Convention organised by the European Commission on 12.10.20 and intervention in the workshop on greener holidays.
- Meeting with representatives of the **Asia/Pacific Department of the World Tourism Organisation (UNWTO)** on 11.02.21 to identify potential members and partners for a future ISTO regional branch in Asia.
- Participation on 17 and 24.02.21 & 03.03.21 in three workshops organised by the **World Tourism Organisation (WTO) Working Group on Accessible Tourism** on the theme of good practice in rural and natural areas.
- Meeting with representatives of the **World Leisure Organisation (WLO)** on 23.02.21 to strengthen collaboration and ISTO's participation in the **First World Leisure Day** on 16.04.21 with a video message from ISTO and regional chapter presidents.
- Participation in the conference "Promoting social and ecological tourism in Europe" organised by the association "Les Oiseaux de Passage" on 21.04.21 in the framework of the European Year of Rail.





# FONCTIONNEMENT

## REPRESENTATION & INTERNATIONAL RELATIONS



- Organisation of a joint webinar with the International Cooperative Alliance (ICA) Asia-Pacific on 29.04.21 on "Sustainable recovery measures to support the tourism sector in the Asia-Pacific region" with the participation of some 20 organisations from Asian countries.
- ISTO/ISTO Europe meeting on 04.05.21 with the new Head of the Tourism Unit - DG GROW at the European Commission, Mrs. Marie-Hélène Pradines in order to know the new priorities of the Commission in the field of tourism and to establish the basis for a new partnership.



COOPERATIVE TOURISM AND THE COVID-19 CRISIS

## Regenerative Tourism in Asia-Pacific

April 29th 2021





# INFORMATION

## OBSERVATORY PROJECT

The development of an Observatory of Social and Fair Tourism which gathers all the information in this field at the international level is today a priority for ISTO. The objectives of this observatory have been defined as follows:

- To have quantitative and qualitative information that allows us to understand what social and fair tourism represents, its economic weight, as well as the characteristics of demand and supply at the world level.
- To integrate the numerous data, statistics, legislative texts, studies and reports from ISTO members and partners in order to strengthen the network (access to a virtual library of social and fair tourism), but also to valorise each contributing member.
- Make ISTO is a key partner in providing qualified information and services to all entities -including public institutions- that need them to develop tourism that benefits the greatest number of people.
- To be a laboratory to contribute to innovation in the field of social policies of tourism.

ISTO already has information as a result of work carried out in recent years on social policies in tourism and through the members of the Alliance for Training and Research whose work will be used in this project.

In recent months, this observatory project has been presented to various public and private partners, including the Agence nationale du Chèques-Vacances (ANCV), which has confirmed its interest in a partnership in 2021, in order to see the possibilities of collaboration at the technical and/or financial level. Steps are also being taken with the Université Libre de Bruxelles (ULB) to develop a library on social tourism, which will be a component of the Observatory.





# INFORMATION

## INTERNAL ANALYSIS OF MEMBERS

ISTO has equipped itself with new analysis tools (Data Studio, Mailchimp, Monday.com) which, by means of a combination system, have made it possible to analyse the members according to several criteria, but also organisations that share similar spheres of activity with them. The reading of this mass data makes it possible to determine the behaviour of members with regard to the activities proposed by ISTO but also to perfect the communication tools within the network.



The expectations of the members are thus scrutinised more closely and the reasons why they joined the network are analysed. Meeting these expectations in their entirety is a priority for the association.

These data also allow ISTO, in its role of representation, to choose more efficiently the message to deliver to all the actors of tourism, public or private; a message of aspiration to progressive and humanist tourism.





# EDUCATION

## WORKSHOPS ON SUSTAINABLE DEVELOPMENT GOALS (SDGS)



ISTO organized in the second part of 2020, a series of 3 workshops for its members from the accommodation sector.

This allowed them to exchange knowledge with 3 experts of ViaVia Tourism Academy (ISTO member) and Route 30, as well as with the other participants of the workshops. In each session, participants explored the SDGs from different approaches ranging from change to leadership and to storytelling & reporting.

The workshops counted with the participation of organizations coming from Brazil, Canada, France, Kyrgyzstan, Mexico and Portugal.

## CAFECISTO

To move forward with education specifically directed at members and partners but also at the tourism sector in general, ISTO has put forward a series of monthly meetings, in the form of webinars, which started in December 2020: the "CafecISTO"!

These webinars focus on different topics by highlighting our members' actions as well as the international agenda. They are held on the 3rd Wednesday of each month, with a variable schedule to allow members from all regions to participate.



CafecISTO International - 12.2020

Each even month of the year is the occasion of a "CafecISTO International", free and open to all at all times, and broadcast on the ISTO Facebook page. It is possible to check all of these webinars on the ISTO YouTube channel. It is also possible to read a short text on this subject each month in the newsletter of ISTO.



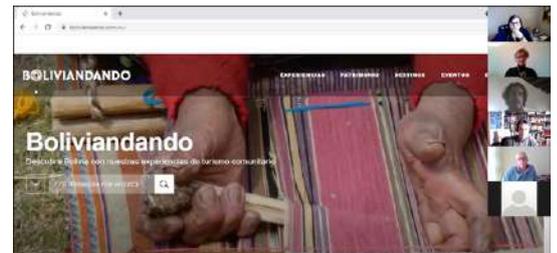
# EDUCATION



## CAFECISTO

So far, the following topics have been covered:

- December 2020: Recommendations to help tourism providers in welcoming people with disabilities (in English)
- February 2021: Tourism & Gender: Dialogue on current issues (in English)
- April 2021: Boliviandando: experiences and best practices of community-based tourism in Bolivia (in Spanish)
- June 2021: Research insights – ‘Handbook of social tourism’ (in English)



CafecISTO International - 04.2021

Alternating every odd month, ISTO offers three regional CafecISTO, specially designed by each regional section for its members:

CafecISTO Africa, CafecISTO Americas and CafecISTO Europe.

Members meet on each occasion via Zoom or Teams to exchange with invited specialists, ISTO members or partners, or to exchange among themselves. Since January 2021, 7 regional CafecISTO have taken place.



CafecISTO Africa - 03.2021



CafecISTO Europe - 03.2021



CafecISTO Americas - 03.2021

In total, 11 webinars have been offered since December 2020 for ISTO members!



# COMMUNICATION

## DIGITAL COMMUNICATION



Digital communication has been one of the principal tools of ISTO to reach its members and the general public. The global trends indicated that digital communication was key and this was further confirmed by the effects of Covid-19 around the world.

In this regard, ISTO has continued with its communication strategy set up in 2019. The website of the organisation is kept updated with the latest news and events in relation to fair and sustainable tourism for all. All the content is available in English, Spanish and French.

At the same time, on a monthly basis, a newsletter is sent to more than 1500 subscribers in their preferred language among the official ones used at ISTO.



Furthermore, since the beginning of 2021, ISTO recognized the relevance of original content in terms of tourism for all. Thus, since January 2021 -on a monthly basis- ISTO publishes an editorial -Edito- where different representatives of the organisation provide their point of view and reflections on a variety of topics related to tourism for all.



Edito has been an instance to give voice to the opinions of ISTO's President, the regional ISTO Presidents -Africa, Americas and Europe- and ISTO's International Director. This initiative will continue, as it has proven to be of great interest to our audience.





# COMMUNICATION

## DIGITAL COMMUNICATION

Besides the editorial, two video interviews per month are published on YouTube. The format is called “In the Spotlight” and it gives visibility to our members, their actions in terms of fair and sustainable tourism for all and the relationship with ISTO. Up to date, 10 interviews have been published representing members from Africa, the Americas, Europe, Oceania and international networks. It must be highlighted that each interview has subtitles in English, Spanish and French to broaden its reach at the international level and improve accessibility.



During the last months, ISTO has freshened up its presentation towards current and potential members. In this line, several documents have been prepared. For instance, a new presentation of the benefits of the membership to ISTO, an institutional presentation, and certificates of membership and collaboration have been designed and delivered.

ISTO’s social networks have shown an increase in followers and engagement through the years. In the period 2020-2021 is remarkable the increase in the audience in LinkedIn and Facebook.

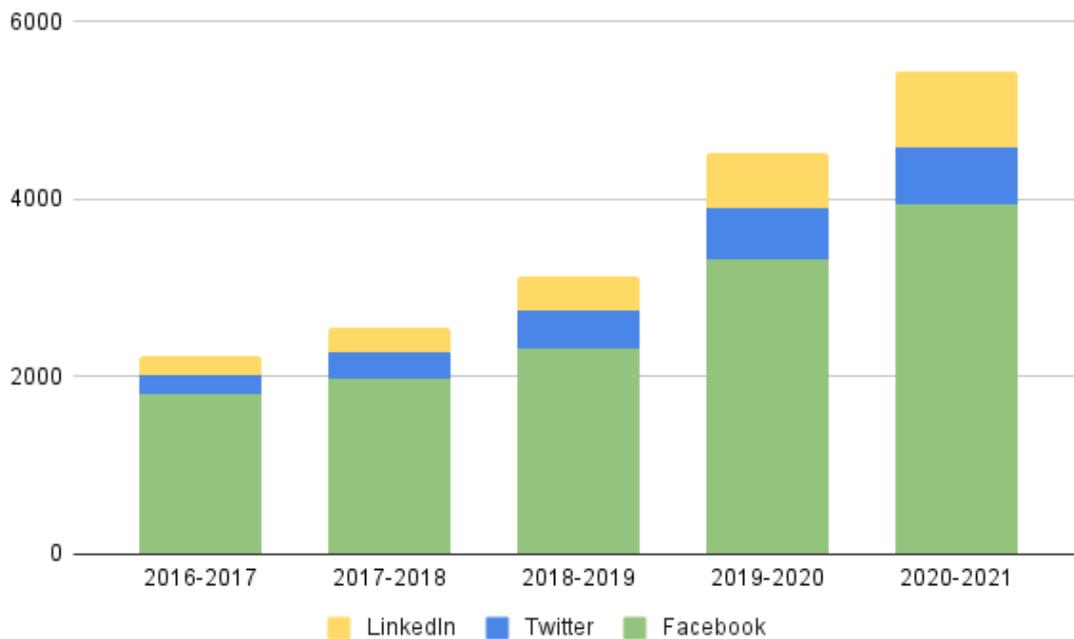


# COMMUNICATION

## DIGITAL COMMUNICATION



As it can be noted, all the communications of ISTO are done in its three official languages. This is also the case for this activity report. Multi-language communication enables to reach a wider audience around the globe.





# COMMUNICATION

## INTERNATIONAL WEEK OF FAIR AND SUSTAINABLE TOURISM FOR ALL



During the last year, ISTO had an ongoing collaboration with the Ministry of Foreign Trade and Tourism of Peru (MINCETUR) to prepare for the ISTO World Congress 2021. However, due to the pandemia, the event has been postponed.

Nevertheless, ISTO and MINCETUR had joined forces to give life to the second edition of the International Week of Fair and Sustainable Tourism for All that will take place virtually between the 22 and 25 of June 2021.

The International Week will include institutional instances as well as sessions and workshops gathered under this year's theme: Transforming and improving world tourism.

In particular, the International Week consists of the General Assembly of ISTO and ISTO Americas, a Coordination Council of ISTO Europe and 14 webinars covering different topics. Following the previous edition of the event, the International Week will be an event open for everyone, giving the possibility to ISTO members to connect among themselves, and at the same time, to increase their visibility regarding the general public and creating new opportunities.

To enable the participation of the vast majority of ISTO members, most activities of the International Week will have simultaneous interpretation in English, French and Spanish.

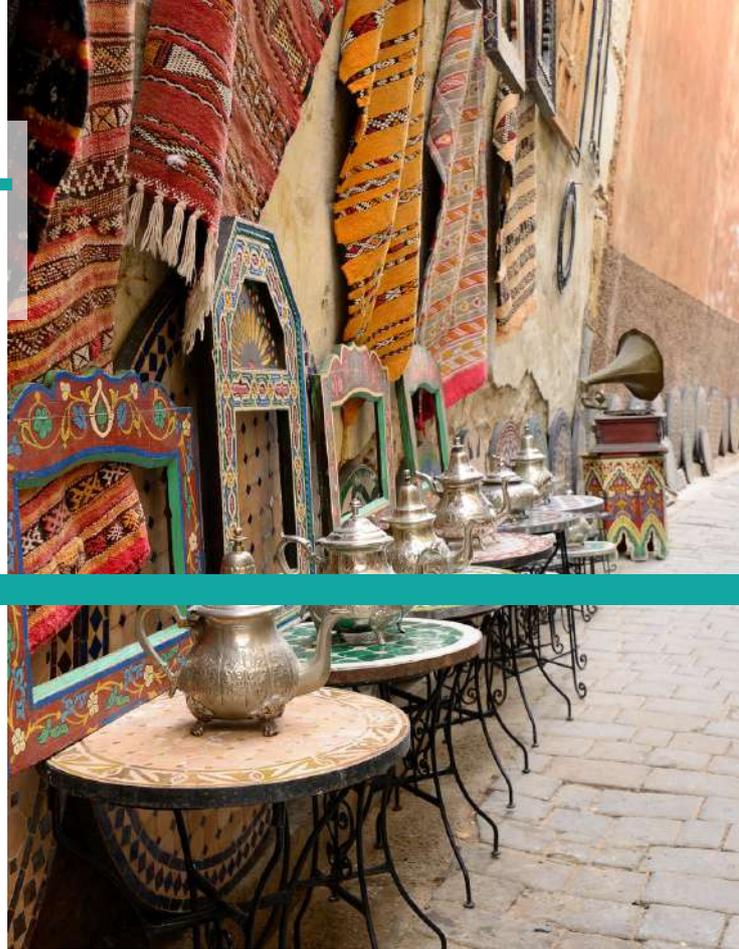




# REGIONAL SECTIONS

## ISTO AFRICA

The Africa section, chaired by Joël Capo-Chichi (Vision Solidaire, Burkina Faso) since January 2021, has been able to carry out and participate in activities that have enabled the members of the section to better understand the issues surrounding ISTO.



### NEW ISTO AFRICA COORDINATION COMMITTEE

A new ISTO Africa Coordination Committee was established in early 2021. This committee is composed of the following members:



- Joël Capo Chichi, Vision Solidaire (Burkina Faso)
- Gautier Amoussou, FBO-TRS (Benin)
- Kone Mahamadou, Association Dunanba (Mali)
- Abdellatif Hedibi, ATLEB (Algeria)
- Inocent N. Toukam, Batoufam Tourisme et Loisirs (Cameroon)
- Miora Rapatsalahy, ANTSOE (Madagascar)

### PARTICIPATION IN ISTO BODIES

ISTO Africa, through its president, took an active part in the meetings of the ISTO bodies, whether by participating in the meetings of the Executive Committee and the Board of Directors or the meeting of the section presidents with the president and the secretary-general of ISTO.



# REGIONAL SECTIONS

## ISTO AFRICA

### PARTICIPATION IN ISTO'S COMMUNICATION AND TRAINING ACTIVITIES

- An interview with the President of ISTO Africa in March 2021 as part of the "In the Spotlight".
- First CafecISTO Africa meeting 17 March 2021 with a reflection on the advantage of social tourism in times of economic crisis in Africa.
- Second CafecISTO Africa 19 May 2021 on the theme of organisational resilience as a tool for the revival of social and solidarity tourism in a post health crisis period.
- Joining the Young Professionals in Tourism action to give a voice to younger people working in ISTO member organisations.

### DISSEMINATION OF INFORMATION AND EXCHANGE OF BEST PRACTICES

It is mainly via the ISTO Africa Whatsapp group that the members of the section continuously exchange information about the activities of the members, more specific calls for projects for African countries as well as recognised good practices in the sector. In this regard, the following examples are worth mentioning, which have been widely disseminated on social networks:

- activities developed in favor of national tourism by the association Batoufam Tourisme et Loisirs (Cameroon);
- training activities for biodiversity conservation organised by Eco-Benin (Benin).





# REGIONAL SECTIONS

## ISTO AFRICA



### PARTICIPATION IN WORKSHOPS AND WEBINARS

- Representatives of the section participated in workshops on the Sustainable Development Goals (SDGs) offered by ISTO in October 2020, which contributed to the capacity building of some members.
- The ISTO Africa section was able to participate on 13 April 2021 in the World Tourism Organisation (UNWTO) Webinar on the theme: Regional integration and tourism investment dynamics: how to create new opportunities for the emergence of the sector in Africa?
- As part of his participation in the Arabian Travel Market from 16 to 21 May 2021, K. Mahamadou (Dunanba) established new contacts for the section.

It is useful to recall that the Africa section is working to strengthen its membership. Thus, communication actions have been initiated to encourage new African organisations and associations to join the ISTO dynamic and to put into practice the principles and objectives of ISTO.

**"The whole team of the ISTO General Secretariat and the remarkable work carried out over the last few months, despite this situation of COVID 19, has strongly contributed to give a new dynamic to ISTO Africa, to better integrate the section in the activities of the organisation and to open new perspectives of actions on the African continent".**



**JOËL CAPO-CHICHI**  
ISTO Africa President



# REGIONAL SECTIONS

## ISTO AMERICAS

The Americas section of the International Social Tourism Organisation (ISTO) is chaired by Sergio Rodríguez Abitia, representative of CCC Consultores in Mexico. This section also counts on two vice-presidents, Alberto d'Aurea, representative of the Serviço Social do Comércio Departamento Nacional - SESC DN and Francisca Retamal, representative of the Subsecretaría de Turismo de Chile and of the Servicio Nacional de Turismo - SERNATUR, and also with the important support of Vincent Bérubé, treasurer, representative of the Auberges de Jeunesse du St-Laurent.



ISTO Americas Board of Directors

The following representatives complete the Board of Directors: Flavia Roberta Costa from Serviço Social do Comércio São Paulo - Sesc SP, Gerardo Pérez for AltaMex and Oscar León Trujillo. The representatives of these seven ISTO member organisations, from Canada, Mexico, Brazil and Chile, oversee the actions and activities developed in the Americas by the Director, Verónica Gómez.

During this period, the ISTO Secretariat for the Americas continued with its 2019-2021 Action Plan, as well as supporting the implementation of the ISTO Action Plan 2021-2022 at the international level. However, this section was especially keen to support and accompany the members of the continent in this important global health crisis that still affects them today. This support was concretely translated into individual telephone or electronic meetings or training, webinars and collective exchange meetings.



# REGIONAL SECTIONS



## ISTO AMERICAS

Both the President and the Director of the Americas took turns responding to all requests for webinar support from members. In addition to this, there were other webinars organised by potential partners or members from across the continent. In all, during the period from September 2020 to May 2021, ISTO Americas was present in almost 25 webinars conducted mainly in Mexico, Guatemala, Chile, Colombia, Ecuador, Costa Rica, Argentina, Peru, etc.

We also highlight the co-organisation of the "2nd Congress on Leisure and Inclusive Tourism", held virtually, in collaboration with the Instituto Iberoamericano de Turismo Inclusivo (Mexico, ISTO member) in the framework of the realisation of the World Leisure Day 2021, an initiative of the World Leisure Organisation with the support of Sesc Sao Paulo (Brazil, ISTO member).



Participation at the 2nd Congress on Leisure and Inclusive Tourism

This support to members is complemented by the publication and dissemination to the general public of a monthly article on social, fair and sustainable tourism in the Americas, featuring one of the members of this section in the prestigious Spanish magazine "Revista Aire Libre", which has over 300,000 subscribers. A leader in the sector since 1993, this magazine specialises in travel, culture, sports, nature, adventure, alternative tourism, rural and domestic tourism and health.



# REGIONAL SECTIONS

## ISTO AMERICAS

With regard to support for the implementation of the ISTO Action Plan at the international level, ISTO Americas coordinated and set up monthly webinars: International CafecISTO and Regional CafecISTO, with a rich and diversified offer for all ISTO members as announced in the previous pages.

For CafecISTO Americas held last January, March and May, members of this section had access to meetings on specific topics allowing exchanges among members and partners. This offer has been enhanced with the "Cercles d'affaires" cycle of meetings, which started last April and which brings together members of ISTO travel agencies and tour operators in the Americas to create business opportunities between them.



CafecISTO Americas - 03.2021



In terms of international projects, ISTO Americas participates, as an expert and advisory service, in the project on the consolidation of a regional agenda for sustainable and social tourism in the countries sharing the Mesoamerican Reef ecoregion and having as its lead organisation the Sustainable & Social Tourism Summit (Mexico, ISTO member).



# REGIONAL SECTIONS

## ISTO AMERICAS

This action is part of a much larger and ambitious project on "Integrated Watershed Management of the Mesoamerican Reef Ecoregion - MAR2R" led by the Comisión Centroamericana de Ambiente y Desarrollo (CCAD), the Secretaría del Medio Ambiente y Recursos Naturales of Mexico, the Fondo Ambiental Mundial (GEF) - World Wide Fund for Nature (WWF) and the Sistema de Integración Turística Centroamericana (SITCA).



As part of its participation in this large project, ISTO Americas facilitated and guided a validation workshop on the "2030 vision of sustainable tourism" in the Mesoamerican Reef. Subsequently, ISTO Americas developed the content of a 96-hour distance learning course on social and sustainable tourism, aimed at the most representative tourism, social and environmental management stakeholders in the Mesoamerican region, from public authorities and the private and associative sector. From April and until September 2021, the Americas Section is also providing this training to some 50 participants from the region and to representatives of public authorities from the eight countries that make up the SICA region (Central America and the Dominican Republic).

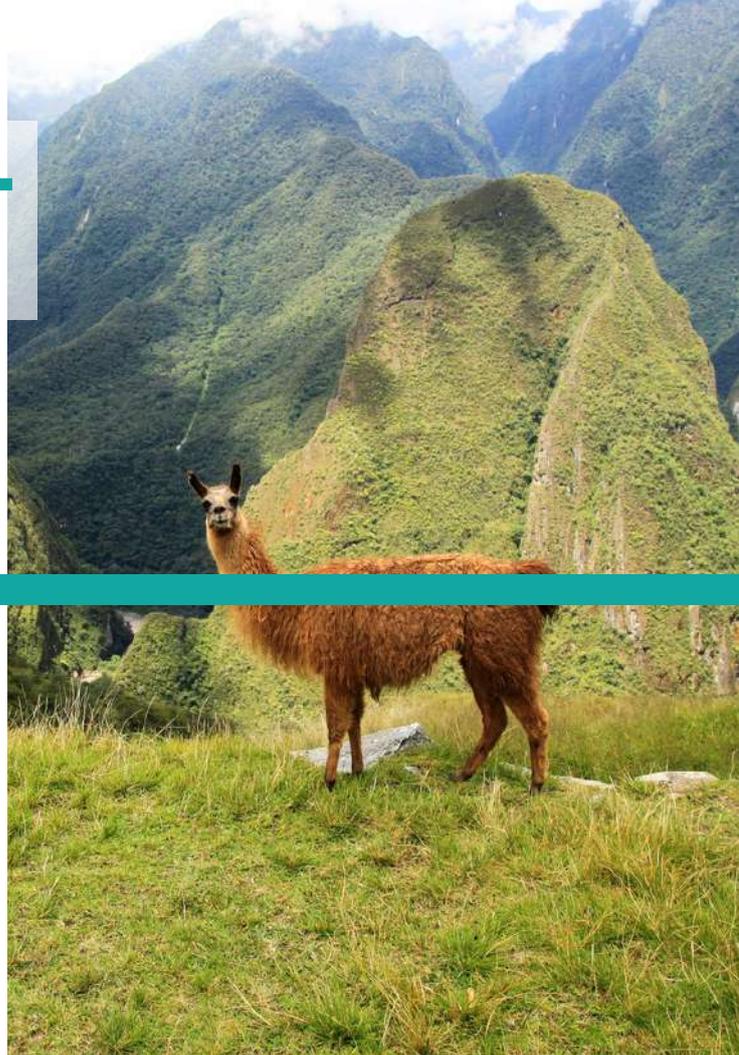
In order to follow up on the international collaboration agreement with the Sistema de Integración Turística Centroamericana (SITCA), which aims to support and encourage the development of social tourism in Central America through the coordination and articulation of the various actors in the region, a research paper was submitted to the Ministries of Tourism of Belize, Guatemala, Honduras, Nicaragua, El Salvador, Costa Rica, Panama and the Dominican Republic, and was presented in March.



# REGIONAL SECTIONS

## ISTO AMERICAS

A training workshop on social tourism was also held in April for representatives of the region's public, private and associative authorities. Between January and May 2021, more than 8 follow-up meetings were held with SITCA in order to continue the collaboration started in 2019. The next step will be the identification of good practices in the region, a phase that is currently underway.



To complete the support to the development of ISTO's actions and activities at the international level, it should also be mentioned the participation of ISTO Americas in the statutory meetings and/or the various working groups of ISTO, such as the Executive Committee and the Board of Directors meetings and an important collaboration in the working group on Accessible Tourism. It should also be mentioned that Léa Stagnetto's distance learning internship with ISTO is under the supervision of ISTO Americas. In addition, the ISTO Secretariat was supported in the various meetings and follow-ups of the Programme Committee and the Organising Committee prior to the preparation of the World Congress of Social Tourism, which was transformed into the International Week of Fair and Sustainable Tourism for All with the support of the Ministry of Foreign Trade and Tourism of Peru.



**SERGIO RODRÍGUEZ**  
ISTO Americas President



# REGIONAL SECTIONS

## ISTO EUROPE

**THE EUROPEAN REGIONAL SECTION :  
100 MEMBERS, 89 ORGANISATIONS AND  
11 INDIVIDUAL MEMBERS OF THE  
ALLIANCE, REPRESENTING A TOTAL OF  
14 NATIONALITIES.**

From 2014 to 2020 the Europe section was led with real commitment at all times by Luc Gobin who has retired. We would like first of all to salute all the work accomplished by Luc, his investment in leading the ISTO Europe network, which under the Presidency of Fabrizio Pozzoli, constitutes a solid foundation for the new dynamic that the team appointed in November 2020 wishes to instil. A very big thank you also to Visit Flanders and its General Manager, Peter De Wilde. Visit Flanders has financed Luc's post for several years and through its support has enabled the European section of ISTO to be structured.

### INTRODUCTION

The major health and economic crisis that we have been experiencing since the beginning of 2020 is affecting every one of us and our organisations. As a result, the 2020 action plan for the European section of ISTO has also been strongly impacted. The activity has mainly consisted of keeping in touch with the members, establishing an effective watch and providing them with information on health protocols, the economic consequences of the crisis, etc. The meetings planned in person were cancelled. At the end of 2020, as foreseen in the electoral calendar, the governance of the ISTO Europe regional section was renewed.



ISTO Europe Coordination Council -  
03.2021



# REGIONAL SECTIONS

## ISTO EUROPE

### RESULTS

On 4 November 2020, the 16 representatives of the Coordination Council Europe were elected. On 9 November, they voted for a smaller board of 4 members, chaired by Muriel Antoniotti (Auvergne Rhône Alpes Tourisme) and composed of 2 vice presidents, Benoit Cesar (KALEO) and Luca Pastorelli (DIESIS) and a secretary, Anabela Correia (INATEL).

*"We are firmly convinced that benevolent tourism, contributing to the emergence of a world citizen, an actor of a strong local economy, source of investments and sustainable jobs, is possible. Encouraging tourism for all, promoting the mobility of children and young people, education and training through travel, are some of our priorities. We want ISTO Europe to be the reference organisation on the subject of tourism for all, promoting exchanges and debates on very pragmatic actions, and the essential partner of the European institutions and public policies".*

### PRIORITY OBJECTIVES:

- To regain budgetary serenity and an operating budget that allows for the recruitment of a European Director. Implement one or two fundable projects from 2021.
- To strengthen the links between ISTO Europe and each of its members, to consolidate the facilitation among the network, to define the expected services and to bring concrete answers.
- Rely on the active participation and commitment of all members.





# REGIONAL SECTIONS

## ISTO EUROPE

### **ACTION PLAN AGREED ON 17 DECEMBER 2020**

#### **CREATION OF 3 WORKING GROUPS**

- Call for applications from members in December 2020
- First meeting on 17 December 2020, the definition of objectives and expectations for each group



#### **SOCIAL POLICIES OF TOURISM GROUP: LED BY ANABELA CORREIA**

- Strengthen and increase the European network around social policies of tourism and its action levers, including domestic tourism
- Two meetings: February and April 2021
- 31 March: submission of good practices and scientific articles

#### **YOUTH TOURISM GROUP: LED BY BENOIT CÉSAR**

- To build a case for Youth Tourism linked to the issues of mobility, leisure and training, to be brought to the attention of European authorities. To propose joint projects between members, a source of potential funding
- 3 meetings: January, March and April
- April/May: writing the advocacy (working document). Objective: delivery of the final document in June.
- May: drafting of a first "Discover Europe" statement with a view to extending the existing scheme.



# REGIONAL SECTIONS

## ISTO EUROPE

### ADVOCACY AND EUROPEAN RELATIONS GROUP: LED BY GIANLUCA PASTORELLI

- Strengthen the visibility and role of ISTO towards Europe: Institutions and other partners
- Meeting of 09.02.21 - work in progress :
  - List of priority contacts to be made within the EU institutions, identification of indicators to assess the impact of the network, communications
  - Collaboration/networking for the COSME call for projects with 3 submissions
  - Relations with the European Institutions, i.e. :
    - Meeting with Mrs Pradines, DG GROW, Head of the Tourism Unit of the European Commission, on 4 May
    - Invitation by Karima Delli, Chair of the European Parliament's Committee on Transport and Tourism to open the Lyon Forum



### CAFECISTO EUROPE

A bi-monthly meeting, a one-hour webinar, organised around a theme or one or more speakers.

- January 2021: creation and distribution of a video presenting CafecISTO Europe
- 17 March: Youth tourism. Presentation by Myriam Wolters from the BundesForum Kinder und Jugendreisen, a group of German organisations very active in the field of children and youth travel.
- 19 May: two guests presented their organisations, Pierre Jouquan for UNAT, the network leader of Social and Solidarity Tourism in France, and Alain Libéros, founding president of the European Route d'Artagnan project.



CafecISTO Europe - 05.2021



# REGIONAL SECTIONS

## ISTO EUROPE

CafecISTO Europe meetings are planned for 2021 on the themes of "Tourism for Seniors" with a presentation by Dominique Ktorza, Director of Social Policies at the ANCV for the Seniors on Holiday program; "Tourism and Intangible Heritage", co-organised with INATEL; and "Sustainable and responsible tourism".



## FORUM ISTO EUROPE

Initially scheduled for 1 and 2 June, postponed to 4-6 October in Lyon (France). This meeting, intended for the members and partners of ISTO Europe, will also be open to all members of the ISTO network. Two main themes for the 2021 edition: a first one on the notion of sustainable, responsible and virtuous tourism destination and a second one on the expectations of European customers post- COVID. A presentation by the Alliance on Tourism and Health will open the Forum. The invitation has also been sent to representatives of European bodies.



## COMMUNICATION TOOLS

- Edito by Muriel Antoniotti in the February 2021 newsletter
- Graphic update (with support from INATEL) of the ISTO presentation document, March 2021.
- Update of the European section on ISTO's website



# REGIONAL SECTIONS



## ISTO EUROPE

### MEETINGS:

- Active participation in meetings of ISTO International bodies
- Internal meetings
  - European Council: December 2020, April 2021. Next meeting on 24 June
  - Annual meeting of the network on 17 December 2020 by videoconference: presentation of the project, the action plan and the working groups. About fifty organisations present.
- Partnership meetings
  - Valeria Croce of Interrail - Discover Europe project, 20.11.20
  - Alain Schmitt, Director General and Dominique Ktorza of the Agence Nationale des Chèques Vacances (ANCV), 08.01.21
  - Marie-Hélène Pradines, DG GROW, European Commission, 04.05.21



ISTO Europe network meeting - 12.2020



MURIEL ANTONIOTTI  
ISTO Europe President





# DEVELOPMENT OF THE ORGANISATION

## MEMBERS

Today, ISTO has 159 member organisations in 40 countries as follows:

- Europe: 89 - 12 pays
- Americas: 49 - 15 pays
- Africa: 14 – 10 pays
- Asia: 2 – 2 pays
- Oceania: 1 – 1 pays
- International: 4



Since the last General Assembly, ISTO has had 5 withdrawals and 7 new memberships.

### NEW MEMBERSHIPS

- BookTourism (South Africa)
- Instituto Distrital de Turismo de Bogotá (Colombia)
- Instituto Iberoamericano de Turismo Inclusivo (Mexico)
- Sustainable & Social Tourism Summit A.C. (Mexico)
- Soluciones Turísticas Sostenibles STS CR SA (Panama)
- The Labyrinth (Guatemala)
- Visit Brussels (Belgium)

### WITHDRAWALS

- Alliance des Femmes de la Réserve de Campo Ma'an – AFRECAM (Cameroon)
- Association Initiatives Plus (Togo)
- AURIGA Societa Consortile Cooperativa Sociale (Italy)
- Secretaria Nacional de Turismo - SENATUR (Paraguay)
- Serviço Social do Comércio – Rio Grande do Sul (Brazil)



# DEVELOPMENT OF THE ORGANISATION

## PARTNERSHIPS

- A framework agreement between the ANCV and ISTO has been concluded for 2021 and 2022. For 2021, the main lines of work concern the development of the Observatory project, research on the issue of the benefits resulting from going on holiday and the participation and visibility of the ANCV during ISTO activities and events.
- Several meetings initiated by the President of ISTO have been held with public and private tourism stakeholders in Spain, such as the Ministry of Commerce, Industry and Tourism, the agency specialising in the management of innovation and technology in tourism (SEGITTUR) and the Amadeus group. ISTO is currently working on proposals for the inclusion of "Tourism for All" in projects related to the European Recovery Plan.





# DEVELOPMENT OF THE ORGANISATION

## PROJECTS

The ISTO secretariat has submitted, together with other partners, 6 proposals in the framework of international, European or national calls for projects:

- A proposal in the framework of an OECD call for tenders for the implementation of peer-learning partnerships to promote social and solidarity economy ecosystems.
- 3 proposals where ISTO is a partner of consortia in the framework of a call for projects of the European Commission (COSME program) on digitalisation, innovation and new technologies in tourism.
- A proposal as an associate partner in a project entitled "Outdoor activities and nature and adventure tourism for All" submitted through the European Commission's Erasmus + programme.
- A proposal as an associate partner of a project entitled "Borghi del Respiro" funded by the Italian Government.

To date, ISTO is waiting for a response on all proposals except the one funded by the OECD which was not retained.





# LIST OF MEMBER ORGANISATIONS



## ARGELIA

- Association de Tourisme et de Loisirs, Echanges de jeunes et de développement Durable - ATLED

## AUSTRALIA

- Magical Getaway Foundation

## BELGIUM

- AEP - Centre national de services de vacances
- Altervoyages
- AMT Concept
- Centre Vincent Van Gogh - CHAB
- Commissariat Général au Tourisme - Région wallonne - CGT
- Commission Communautaire Française – Direction d'administration des Affaires culturelles et du Tourisme
- JEKA vzw
- Joie et Vacances (Floréal Group)
- Kaleo
- La Rose des Sables ASBL
- Les Auberges de Jeunesse
- NZ Vakanties
- Office national de vacances annuelles - ONVA
- PASAR
- Regierung der Deutschsprachigen Gemeinschaft - Communauté Germanophone de Belgique
- Toerisme Vlaanderen
- VACA vzw

- ViaVia Tourism Academy
- VisitBrussels
- Vlaamse Jeugdherbergcentrale vzw - VJH
- Volkstoerisme vzw

## BENIN

- Fédération Béninoise des Organisations du Tourisme Responsable et Solidaire – FBO-TRS

## BOLIVIA

- Red Boliviana de turismo solidario comunitario – RED TUSOCO

## BRAZIL

- Araribá Turismo & Cultura
- Flanar Turismo Pedagógico Técnico e Cultural
- Serviço Social do Comércio - SESC Minas Gerais
- Serviço Social do Comércio - SESC Administração Nacional
- Serviço Social do Comércio - SESC São Paulo



# LIST OF MEMBER ORGANISATIONS



## BURKINA FASO

- Vision Solidaire International

## CAMEROON

- Batoufam Tourisme et Loisirs

## CANADA

- Conseil Québécois du Loisir - CQL
- Global Tourisme
- Hostelling international Canada - Quebec & Ontario Region
- Hostelling International-Canada
- Kéroul

## CHILE

- Asociación de Turismo Rural A.G. ACHITUR
- Grupo Novojet Chile
- Servicio Nacional de Turismo de Chile - SERNATUR

## COLOMBIA

- Caja de Compensación Familiar Comfenalco Antioquia
- Instituto Distrital de Turismo de Bogotá

## COSTA RICA

- BoaPaz
- Fundación Calidad de vida para las Personas con cáncer - FUNCAVIDA
- Instituto Costarricense de Turismo - ICT
- País de Paz
- Red Costarricense de Turismo Accesible

## DOMINICAN REPUBLIC

- Confederación Autónoma Sindical Clasista - CASC

## FRANCE

- Acteurs du Tourisme Durable - ATD
- Agence Nationale pour les Chèques-Vacances - ANCV
- ANCAV-SC
- Association Européenne de la Route d'Artagnan - AERA
- Association pour le tourisme Équitable et Solidaire - ATES
- Association Tourisme & Handicaps - ATH
- Auberges de jeunesse Charente-Maritime
- Auvergne Rhône-Alpes Tourisme
- Comité Régional du Tourisme d'Occitanie
- Conseil Général des Pyrénées-Atlantiques
- Conseil Régional de Bretagne
- Conseil Régional de Nouvelle Aquitaine
- CPCV Île de France - Centre de formations et de rencontres internationales



# LIST OF MEMBER ORGANISATIONS



## FRANCE (CONT.)

- ESCAET
- Ethic Etapes
- FIAP Jean Monnet
- Fondation Villages Clubs du Soleil
- Institut de Recherches et d'Etudes Supérieures du Tourisme - IREST
- Jeunesse au Plein Air - JPA
- La Rochelle Tourism and Hospitality School - Excelia Group
- Les Oiseaux de Passage
- Ligue de l'Enseignement
- Ministère de l'Economie et des Finances, Sous-direction du Tourisme
- Parcours
- Secours Catholique - Caritas France
- Secours Populaire
- Union Loisirs Vacances Familiales - ULVF
- Union Nationale des Associations de Tourisme et de plein air - UNAT
- Université d'Angers
- Vacances et Familles
- Vacances Léo Lagrange
- Vacances Ouvertes
- VVF Villages

## GERMANY

- BundesForum Kinder und Jugendreisen e.V. BUFO
- TourCert

## GHANA

- CEGO

## GUATEMALA

- Instituto Guatemalteco de Turismo - INGUAT
- The Labyrinth

## GUINEA-BISSAU

- Adunatours
- Kassumay Tours

## HAITI

- Queensland University

## HONDURAS

- Instituto Hondureño de Turismo – IHT

## HUNGARY

- Hungarian Tourism Agency - HTA



# LIST OF MEMBER ORGANISATIONS

## ITALY

- Associazione Italiana Cultura e Sport - AICS
- Borghi Autentici d'Italia
- Borghi più Belli d'Italia
- Centro Turistico Giovanile - CTG
- Ente Nazionale Democratico di Azione Sociale - ENDAS
- Ente Nazionale Tempo Libero - ENTEL
- Federazione Italiana Tempo Libero - FITEL
- Federcultura Turismo Sport-Confcooperative
- Happy Age
- Istituto Cooperazione Economica Internazionale - ICEI
- Italian Association for Responsible Tourism - AITR
- La Rosa dei 4 Venti
- Legacoop Turismo
- Legambiente
- Ministero dei Beni e delle Attività Culturali e del Turismo -Direzione Generale Turismo
- Regione Emilia Romagna - Assessorato Turismo e Commercio
- Regione Friuli Venezia - Agenzia Turismo FVG
- Sardegna en Liberté
- Unione nazionale Pro Loco d'Italia - UNPLI



## KYRGYZSTAN

- Uyacha Mountains Nest

## MADAGASCAR

- ANTSO RE
- MahayExpédition

## MALI

- Association Dunanba
- Association Malienne pour la Promotion du Tourisme Social - AMPTS
- Réseau malien pour le tourisme responsable et durable - REMATOURD

## MAURITANIA

- Association El Velah



# LIST OF MEMBER ORGANISATIONS



## MEXICO

- Altamex
- Ayuntamiento de Puebla
- Ayuntamiento de Xalapa
- CCC Consultores
- Centro de Investigación para el Desarrollo Sustentable - CIDES
- Centro Metropolitano de Convenciones Tijuana-Playas de Rosarito-Tecate
- Centro Vacacional IMSS Oaxtepec, "Lic. Adolfo López Mateos"
- Consejo Intermunicipal Pro Turismo Morelos
- Escuela Superior de Turismo – EST
- Instituto Iberoamericano de Turismo Inclusivo
- Municipio de León
- Secretaría de Turismo de México - SECTUR
- Secretaría de Turismo del Gobierno del Estado de Tamaulipas
- Sustainable & Social Tourism Summit A.C.

## NEPAL

- Garima Voyage Travels and Tours

## NICARAGUA

- Instituto Nicaragüense de Turismo – INTUR
- Red Nicaragüense de turismo rural comunitario – RENITURAL

## PANAMA

- Soluciones Turísticas Sostenibles STS CR SA

## PERU

- Alfa Viajes y Servicios Generales EIRL
- Criterio Consultores
- Fundación Peruana de Turismo Social
- Ministerio de Comercio Exterior y Turismo - MINCETUR
- Promotora de Integración y de Turismo Educativo Juvenil

## PORTUGAL

- Fundação INATEL

## PUERTO RICO

- Puerto Rico de Aventura Educa

## ROMANIA

- Romanian Mountain Guides Association AGMR



# LIST OF MEMBER ORGANISATIONS

## RUSSIA

- Russian International Academy for Tourism - RIAT

## SLOVENIA

- NEC Cerknica

## SOUTH AFRICA

- BookTourism

## SPAIN

- Escola Universitària d'Hosteleria i Turisme CETT
- Generalitat de Catalunya - Catalan Tourist Board
- KOAN Consulting, S.L. - Consultores Turísticos
- Ministerio de Derechos Sociales y Agenda 2030 – Instituto de Mayores y Servicios Sociales – IMSERSO
- Plataforma Representativa Estatal de Personas con Discapacidad Física y Orgánica - PREDIF
- Interrías - Viajes Fidterra SLU

## SWITZERLAND

- Mountains for All

## UNITED KINGDOM

- Family Holiday Association FHA
- Visit Scotland



## INTERNATIONAL

- Diesis Coop.
- Fédération Internationale de Camping et de Caravanning - FICC
- International Cooperative Alliance - ACI
- World Youth Student & Educational Travel Confederation – WYSE-TC



# isto

A fair and sustainable  
tourism for all

2020-2021

## ACTIVITY REPORT

International  
Social Tourism  
Organisation  
(ISTO)

**ISTO.INTERNATIONAL**

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1000  
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**JUNE 2021**