



GROW TOGETHER WITHIN ISTO!



Since 1963

# isto

A fair and sustainable  
tourism for all

## ISTO GENERAL ASSEMBLY 2021

22 June 2021



# Welcome from the President





# Agenda



## 1. Adoption of the agenda

## 2. Adoption of the minutes of the General Assembly 2020

## 3. Activity Report 2020-2021

- Presentation
- Report from the regional Sections
- Adoption of the activity Report

## 4. Financial report 2020 and budget 2021

- Presentation and adoption of the profit & loss accounts, balance sheet for 2020
- Report of the auditors
- Discharge to the directors and to the auditors
- Information about the financial situation for 2021
- Adoption membership fees for 2022

## 5. Upcoming activities for 2021

- 2nd Edition International Week – Fair and Sustainable Tourism for All
- European Forum
- CafecISTO and other activities

## 6. World Congress 2022 – Call for candidates

## 7. Recognitions for ISTO Members



# 1. Adoption of the agenda



## 2. Adoption of the minutes of the General Assembly 2020







# 3.Activity Report 2020-2021







# ISTO International Plan 2021-2022

Functioning	Information	Education	Communication	Financial Viability
Internal Methodology	Observatory - Concept & Viability	CafecISTO, Business Cercles	Digital Communication	Maintain / Enlarge Membership
Committees & Working Groups	Social Tourism Library	Training	ISTO Best Practices Awards	Partners & Sponsors for Observatory
Committee of Honors & Wise	Internal Information		ISTO Events	European & International Projects
International Partnerships & Development	Deep Analysis of members Data Base		ISTO Label & recognitions	



# Key figures



**159**  
MEMBER ORGANISATIONS



**3**  
REGIONAL SECTIONS



**100**  
MILLION OVERNIGHT STAYS IN  
ACCOMMODATION FACILITIES OF MEMBER  
ORGANISATIONS'



**25**  
MEMBERS OF THE ALLIANCE FOR  
TRAINING AND RESEARCH



**30**  
DIRECTORS FROM 15 COUNTRIES



**40**  
COUNTRIES REPRESENTED

# Welcome !



+2 new  
countries



+7 new  
members



**SUSTAINABLE & SOCIAL  
TOURISM SUMMIT®**



**Functioning**

Information

Internal  
Information

Education

Communication

Financial Viability



## The ISTO Team



**Yves Godin**  
Secretary-General



**ISTO Director**  
Charles-E. Bélanger



**ISTO Americas Director**  
Verónica Gómez



**Project and Administration Officer**  
Jacques Rayet



**Communications Officer**  
Sabrina Urrutia



**Project Assistant**  
Emilie Chapuis



**Intern**  
Léa Stagnetto



# ISTO's Partners





Functioning

Information

Internal  
Information



















Education

Communication

Financial Viability



# Technological tools to facilitate information sharing



Plan d'action

Agregar

Filtros

Buscar...

ISTO INTERNATIONAL

ISTO EUROPE

ISTO AFRIQUE

ISTO AMÉRIQUES

ISTO INTERNATIONAL

Agregar descripción del tablero

Predeterminado / 4

Elemento nuevo

Buscar

Persona

Filtro

Ordenar

International Initiatives

	Subele...	Responsable	Priorité	Statut	Temps de tra...	Période
World Congress	6		Important	En cours		ene. 21 - abr. 23
Observatory	4		Important	En cours		feb. 1 - oct. 1
Social Tourism Library	4		Moyen			feb. 15 - ago. 16
CafecISTO	21		Moyen	En cours		ene. 1 - dic. 31
In the Spotlight	24		Moyen	En cours		ene. 1 - dic. 31
Best Practices Awards	7		Moyen			may. 3 - jun. 10
International Week	5		Important			feb. 8 - jun. 30
Label	4		Moyen			may. 3 - 31
Recognitions	3		Important			feb. 3 - dic. 31
European & International Projects	3		Important	En cours		ene. 1 - dic. 31
Asia	5		Important	En cours		ene. 25 - dic. 31
+ Agregar						
					0h Total	ene. 1 - jun. 10

ISTO Functioning

	Subele...	Responsable	Priorité	Statut	Temps de tra...	Période
Alliance Research & Training	1		Important	En attente	2h	-
Accesible Tourism	1		Important	En cours	5h	-

Functioning

Information

Internal  
Information

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## Statutory meetings



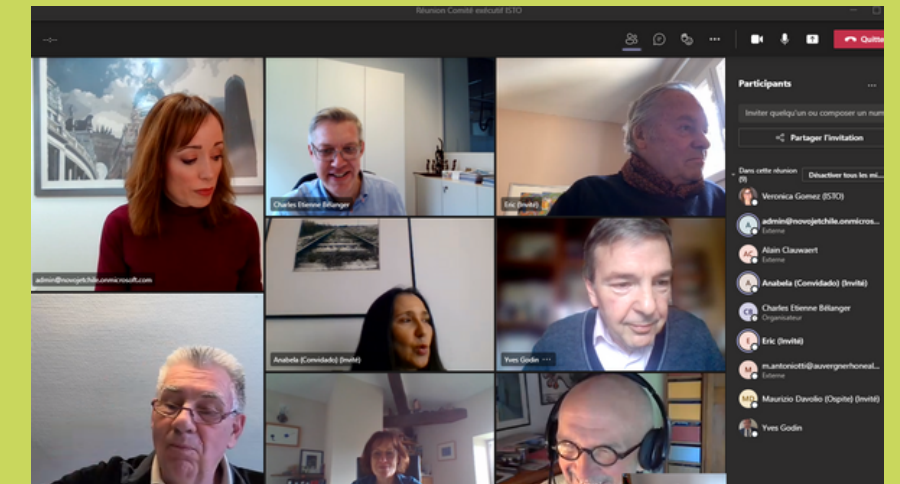
### The 2020 General Assembly

*23 September 2020*



### 2 Board of Directors

*15 December 2020  
29 March 2021*



### 6 Executive Committee

*12 November 2020  
04 Februar 2021  
12 Februar 2021  
26 Februar 2021  
18 March 2021  
26 Mai 2021*





# ISTO Working Groups

Functioning

Information

Internal  
Information

Education

Communication

Financial Viability



## Accessible Tourism



Anette Masson

Association Tourisme et Handicaps

+ 17 organisations  
from around 10 countries



JOIN US





Functioning

Information

Internal  
Information

Education

Communication

Financial Viability



## Trade Union Task Force



**Alain Clauwaert**

Joie et Vacances

**+ 3 European/ international  
organisations**

JOIN US



Proposal from the International Social Tourism Organisation (ISTO) Trade Union Task Force for the European Pillar of Social Rights (EPSR)

**"A strong Europe is about people and their well-being"** (EPSR Action Plan)

This EPSR, which aims to give citizens new and more effective rights, is based on 3 pillars - Equal Opportunities, Fair Working Conditions, Social Protection and Social Inclusion - which are broken down into 20 key principles.

These principles – especially those related to **Equal Opportunities, Work-Life Balance, Old Age Income and Inclusion of People with disabilities**, and the indicators that serve as a scoreboard for the implementation of the EPSR should include aspects related to **participation in leisure, tourism and holiday activities which play a fundamental role in the quality of life of European citizens**.

- Social progress is the basis for tourism, as it depends on social rights and decent wages. Being able to go on holidays requires means and social conditions, which are the core of the European social rights base.
- Leisure and holidays are an important component of the **work-life balance**.
- In terms of equal opportunities and access to the labour market, social tourism which is part of the social economy ecosystem, has demonstrated, through its good practices, that it can make a sustainable contribution to the **creation and maintenance of jobs, especially for young people and women**.
- With regard to the inclusion of people with disabilities, **policies and initiatives in favour of "Tourism for All"** make an important contribution to ensure that these people can participate in society.
- The same inclusion principle applies to holiday and leisure programmes for **children from disadvantaged backgrounds** to promote their inclusion in society.

**Proposal**

An important topic strongly related to the well-being of European citizens is the access to leisure, tourism and holiday activities. With less than 52 % of EU citizens having been able to go on holidays before the pandemic, and a presumably even stronger decrease of this participation rate due to it, this issue must be taken into account in order to achieve equal opportunities, work-life balance as well as inclusion of old age people, people with disabilities and children coming from disadvantaged backgrounds. Furthermore, the social tourism component of the social economy ecosystem in Europe has proven how social policies and programmes in this field can contribute to the creation and maintenance of jobs, in particular during low season, and especially for young people and women. The whole question should be part of the revised social scoreboard in the secondary indicators, also in lines with SDG 3 (good health and well-being), SDG 8 (Decent Work and Economic Growth) and SDG 10 (reduced inequalities).

Brussels, April 2021

*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.*

Functioning

Information

Internal  
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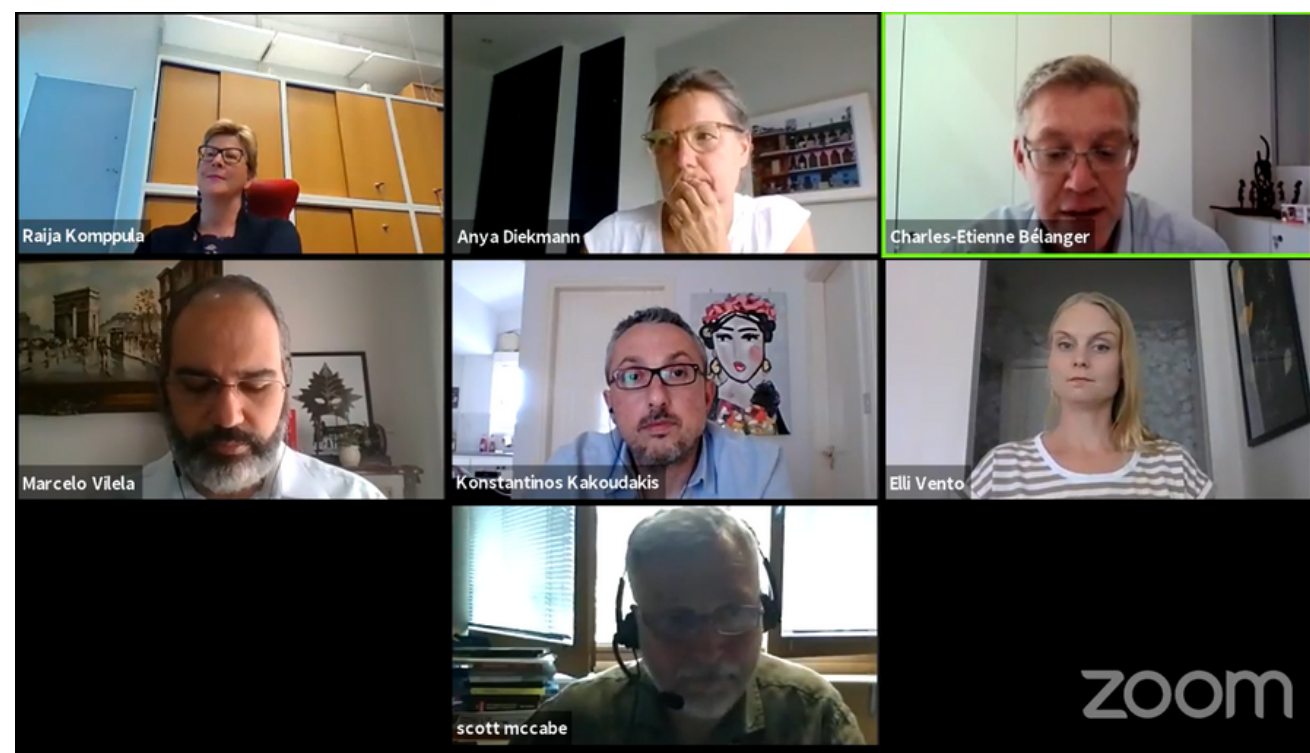
## Alliance for Training and Research



**Anya Diekmann**

Université Libre de Bruxelles (ULB)

+ 25 individual  
from around 17 countries



*CafecISTO international*  
16.06.2021

**JOIN US**



**CafecISTO International**

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

**Research insights –  
'Handbook of  
social tourism'  
by ISTO Alliance**

June 16th 2021  
10h Montreal  
16h Brussels  
English  
Online

**Handbook of  
Social Tourism**  
Edited by  
Anya Diekmann & Scott McCabe

**Presentation of the book  
and its context:**  
Anya Diekmann & Scott McCabe

**Presentation of some chapters and  
their implications for the sector:**  
Erica Schenkel & Marcelo Vilela  
Kostas Kakoudakis  
Martin Vincent  
Elli Vento & Raija Komppula

Free for all. Register at  
[isto.international/events](https://isto.international/events)

[www.isto.international](https://www.isto.international)    



Functioning

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## Gender Equality, Diversity and Inclusion



**Iaia Pedemonte**

AITR-Associazione Italiana Turismo  
Responsabile

**+ 5 organisations**  
from around **5 countries**



*CafecISTO International*  
*17.02.2021*

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# Youth initiative



**Emilie Chapuis**  
Project Assistant ISTO



+ 8 participants  
from around 4 countries





**Functioning**

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## Conseil des Sages



Jean-Marc Mignon



Patrick Brault



Bernard Fauville



Louis Jolin



Franco Ianniello







# **Representation & international relations**



Functioning

Information

Internal  
Information

Education

Communication

Financial Viability



## Representation & international relations



- Meeting with **World Leisure Organisation (WLO)** to reinforce cooperation 23.02.21

### Asia section

- Meeting with **UNWTO Regional Department for Asia** 11.02.21
- Meeting with **ICA Asia Pacific** 17.02.21



ISTO's participation in the  
**First World Leisure Day** on  
16.04.21



Webinar with the  
**International Cooperative Alliance (ICA) Asia-Pacific**  
on 29.04.21



## Observatory Project

To have quantitative and qualitative information that allows us to understand what social and fair tourism represents



International Social Tourism Organisation - ISTO

Key Figures

March 2021

Social policies and programs of tourism



This document presents information about:

- [Belgium - Visit Flanders](#)
- [Brazil - Sesc](#)
- [Chile - Sernatur](#)
- [France - ANCV](#)
- [Spain - Imerso](#)

To make ISTO a key partner in providing qualified information and services to all entities

To integrate the numerous data, statistics, legislative texts, studies and reports from ISTO members and partners in order to strengthen the network

To be a laboratory to contribute to innovation in the field of social policies of tourism





# Internal analysis of members

New analysis tools  
Data Studio  
Mailchimp  
Monday.com



Espace de travail

Members

Organisations

Organisations

Ajouter une description au tableau

Par défaut Cronograma Carga de trabajo Calendario Table Chart + Ajouter une vue

Ajouter Élément Recher... Personne Filtre IT Trier Intégrer Automatiser / 1

	Subite...	Language	Country	Continent	Public	Groups	Type	Since
The Labyrinth		Español	Guatemala	America	All public		Company	2021
Sustainable & Social Tourism Summit A.C.		Español	Mexico	America	All public		Company	2021
Soluciones Turísticas Sostenibles STS CR SA		Español	Panamá	America	All public		Company	2021
Instituto Iberoamericano de Turismo Inclusivo		Español	Mexico	America	Handicap		Company	2021
Book Tourism		English	South Africa	Africa	All public		Association	2021
Instituto Distrital de Turismo de Bogotá		Español	Colombia	America	All public		Regional Authority	2021
VisitBrussels		French	Belgium	Europe	All public		Regional Authority	2020
Sardaigne en Liberté		French	Italy	Europe	All public		Company	2020
Kérourl		French	Canada	America	Handicap	Accessibility	Association	2020
Garima Voyage Travels and Tours		English	Nepal	Asia	All public		Association	2020
ATLED		French	Algeria	Africa	All public	BoD	Association	2013
BundesForum Kinder und Jugendreisen e.V. BUFO		English	Germany	Europe	Youth		Association	2001
TourCert		English	Germany	Europe	All public	BoD	Association	2017
Magical Getaway Foundation		English	Australia	Oceania	Youth		Association	2018
AEP - Centre national de services de vacances		French	Belgium	Europe	Youth		Association	1974
Centre Vincent Van Gogh		French	Belgium	Europe	Youth		Association	2011
Commissariat Général au Tourisme - Région wallonne - CGT		French	Belgium	Europe	All public	BoD Accessibility	Government	1963
Commission Communautaire Française		French	Belgium	Europe	All public		Government	1994



## Workshops on Sustainable development Goals (SDGs)

**3 workshops**  
for members of the accommodation  
sector

**+12 organisations** from Brazil,  
Canada, France, Kyrgyzstan, Mexico  
and Portugal.







# CafecISTO

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



[isto.international](http://isto.international)

### CafecISTO International

Recommendations to help tourism providers in welcoming people with a disability

**December 2nd**  
11h Montreal  
17h Bruxelles /Cotonou  
Online

Free for all. Register at [isto.international/events](http://isto.international/events)  
FR - EN - ES

Annette Masson  
Association Tourisme et Handicaps (France)



Catherine Cosby  
Mountains 4 all (Switzerland)



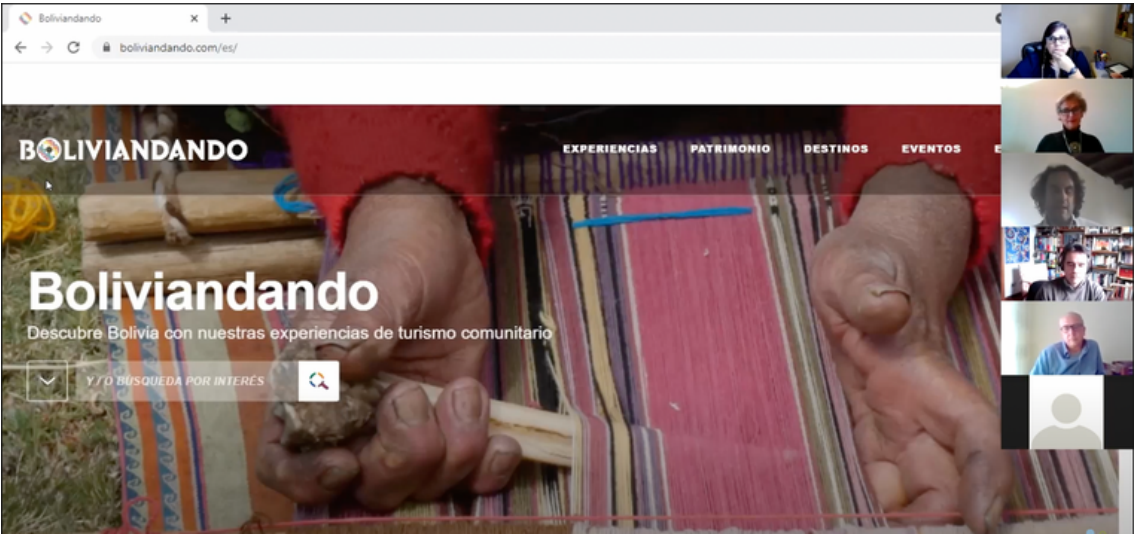
Stephanie Sheehy  
Red Costarricense de Turismo Accesible (Costa Rica)



CafecISTO International -  
02.12.2020



CafecISTO International -  
16.06 2021



CafecISTO International - 21.04.2021





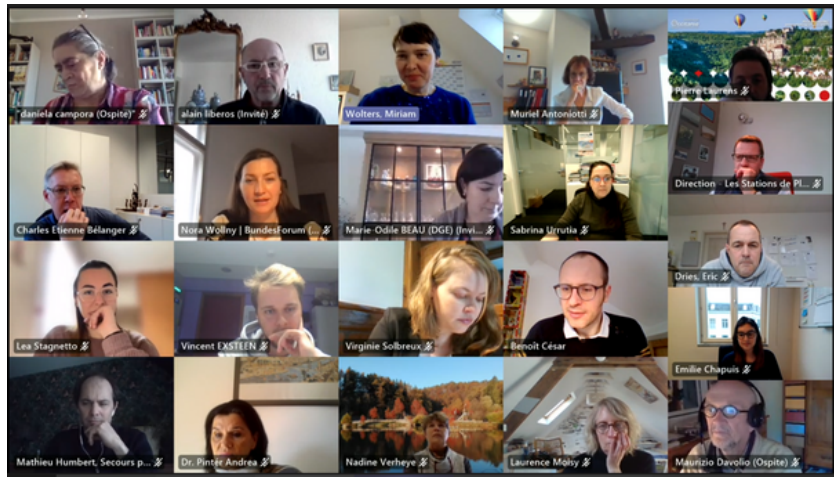
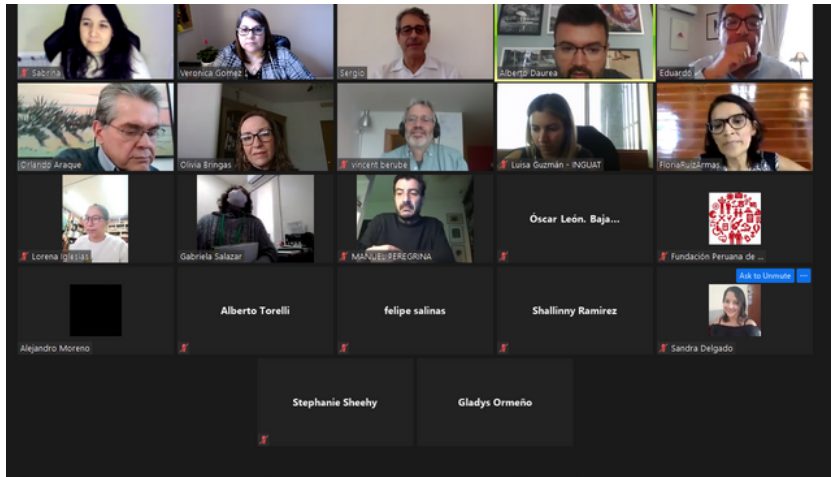
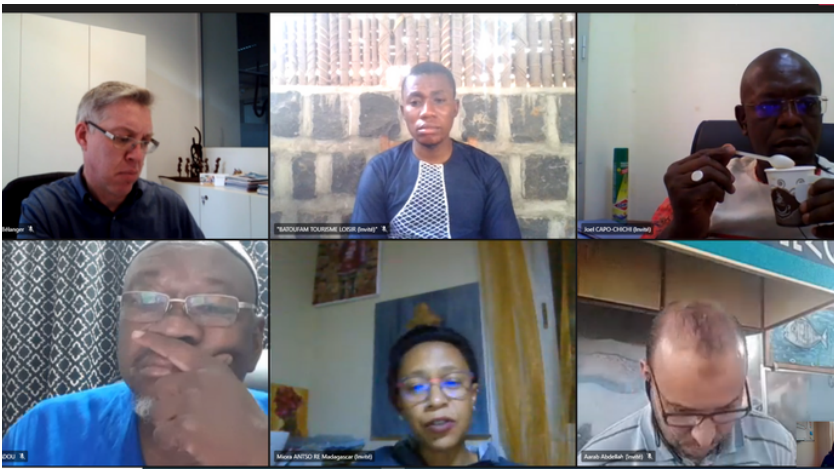


# CafecISTOs Regional

## CafecISTO Africa

## CafecISTO Americas

## CafecISTO Europe





Functioning

Information

Internal  
Information

Education

**Communication**

Financial Viability

# Digital Communication



- 6 Newsletter
- 6 Editorial
- 10 In the Spotlight
- 1 new presentation ISTO benefits of membership
- New certificate membership affiliation
- Team presentation document
- ISTO Institutional Presentation (EN-FR-ES)
- Social networks and website



## Noticias de ISTO.



## Quels sont les **bénéfices** de votre **adhésion à ISTO** ?

### INFORMATION

- Accès aux formations : + 30 conférences/webinaires par an.
- Informations en 3 langues : Anglais, français et espagnol sur l'ensemble de notre réseau de communication : site web, newsletter et médias sociaux.
- Restez informés au niveau mondial grâce à notre réseau de communication sur le secteur du Tourisme pour tous et sur les autres membres.
- Trouvez des modèles et des expériences réussies pour apprendre des acteurs publics, privés et du public-privés.
- Participez et accédez à notre bibliothèque et à notre observatoire.



### VISIBILITÉ

- Promotion de vos initiatives, événements et succès.
- Accès à la zone des membres sur notre site web avec un contenu exclusif pour vous.
- Faites figurer le profil de votre organisation sur notre site web.





# Social Networks



Facebook : 3957 followers



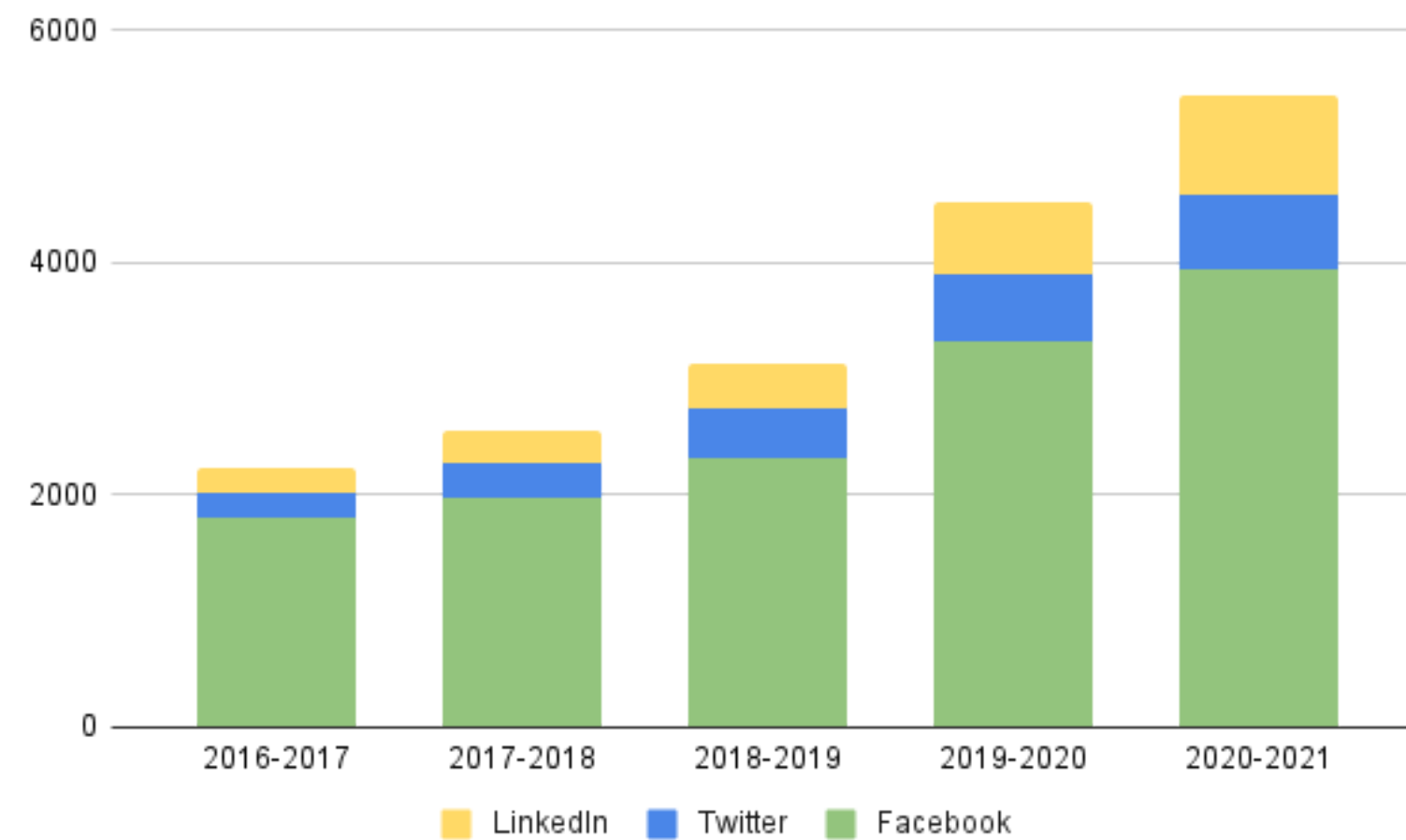
Twitter: 655 followers



Linkedin: 886 followers



Youtube: 114 followers



Français English Español





# International Week

**14 webinars**  
**Simultaneous interpretation** in English,  
 French and Spanish  
**+20 international speakers**

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

Wednesday 23rd June  
 11:30 Lima - 18:30 Brussels

Joël Capo Chichi - ISTO Africa President (Moderator)  
 Gabriella Stowell - Adventure Travel Trade Association  
 Marco Giraldo - TourCert  
 Juan Carlos Heaton - DGAN, National Service of Natural Protected Areas - SERNANP

Register here: <https://www.mincetur.gob.pe/turismoparatodos/EN/>

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

Wednesday 23rd June  
 9:15 Lima - 16:15 Brussels

Simon Thiriot - National Union of Tourism and Outdoor Associations - UNAT  
 Juan Ignacio Pulido - Universidad de Jaén  
 Marie Odile Beau - Ministry of Economy and Finance in France  
 Seppe Dams - Visit Flanders  
 Andrea Wolleter - SERNATUR

Register here: <https://www.mincetur.gob.pe/turismoparatodos/EN/>



# Regional Sections



# ISTO Africa



**Joël Capo-Chichi**  
**President ISTO Africa**



*Coordination Committee*  
*November 2020*

# ISTO Americas



**Sergio Rodríguez**  
**President ISTO Americas**



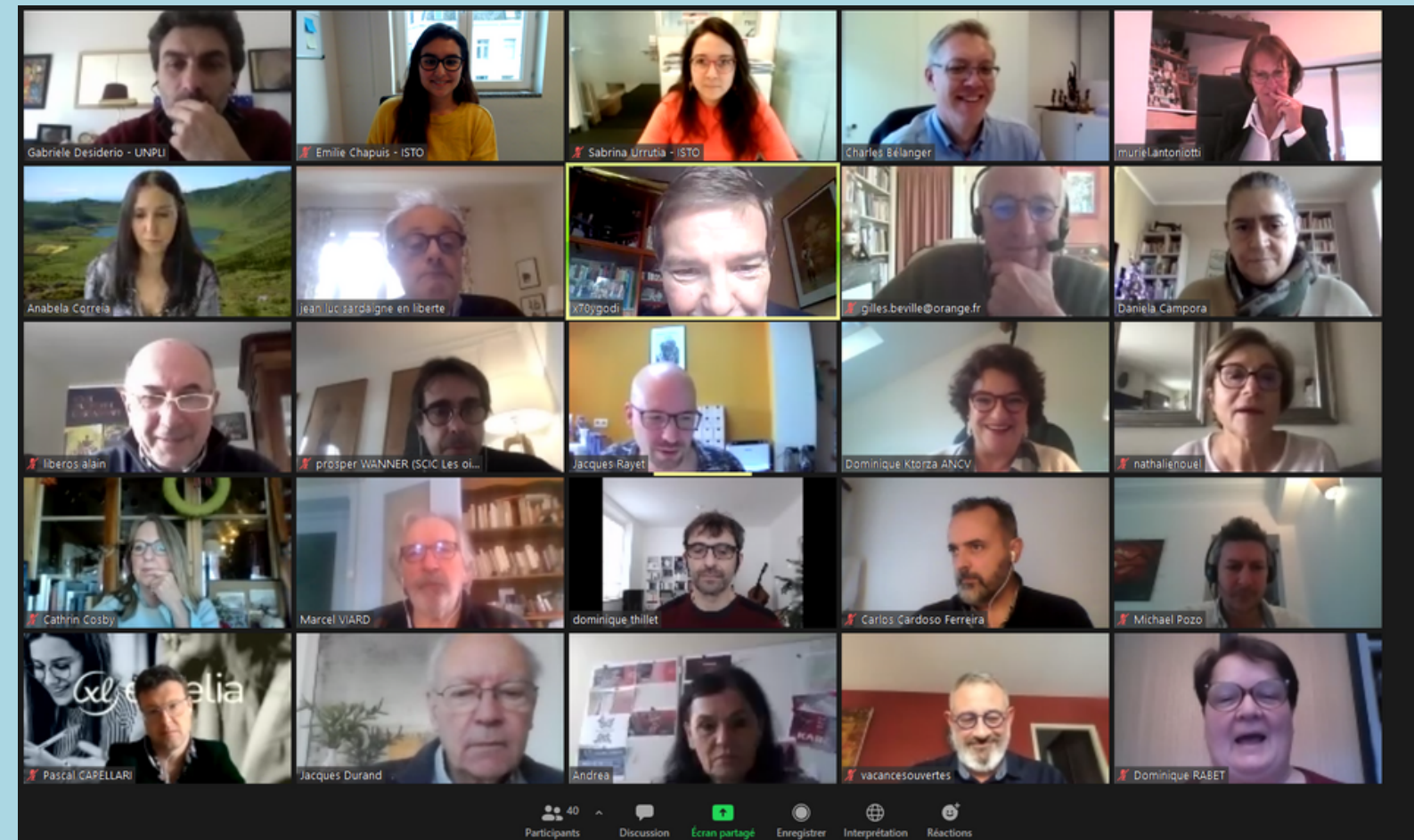
*General Assembly 15  
December 2020*



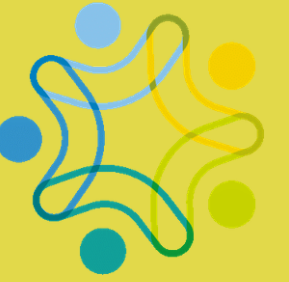
# ISTO Europe



**Muriel Antoniotti**  
**President ISTO Europe**



*Europe Committee 17  
December 2020*



# Development of the organisation



# Development of the organisation



## Members

- Renewal
- New members

## Partnerships



## Projects

- OECD
- COSME
- ERASMUS +



**Comments**

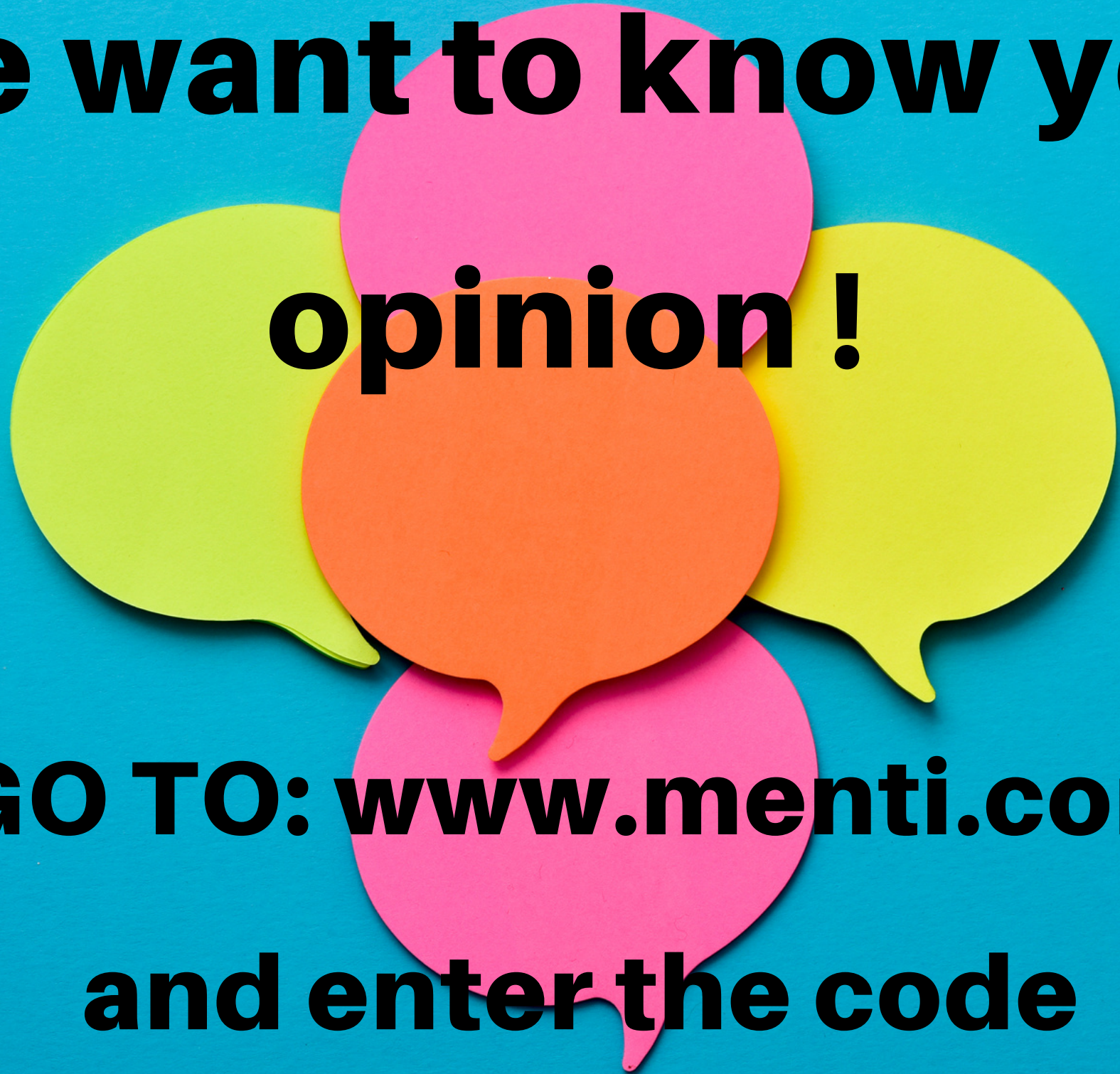
**or**

**Questions**





**We want to know your  
opinion !**

The image features four overlapping speech bubbles on a solid blue background. The bubbles are colored pink, yellow, and orange. The text "We want to know your opinion !" is centered over the bubbles, with "We want to know your" on the top line and "opinion !" on the second line.

**GO TO: [www.menti.com](http://www.menti.com)  
and enter the code**

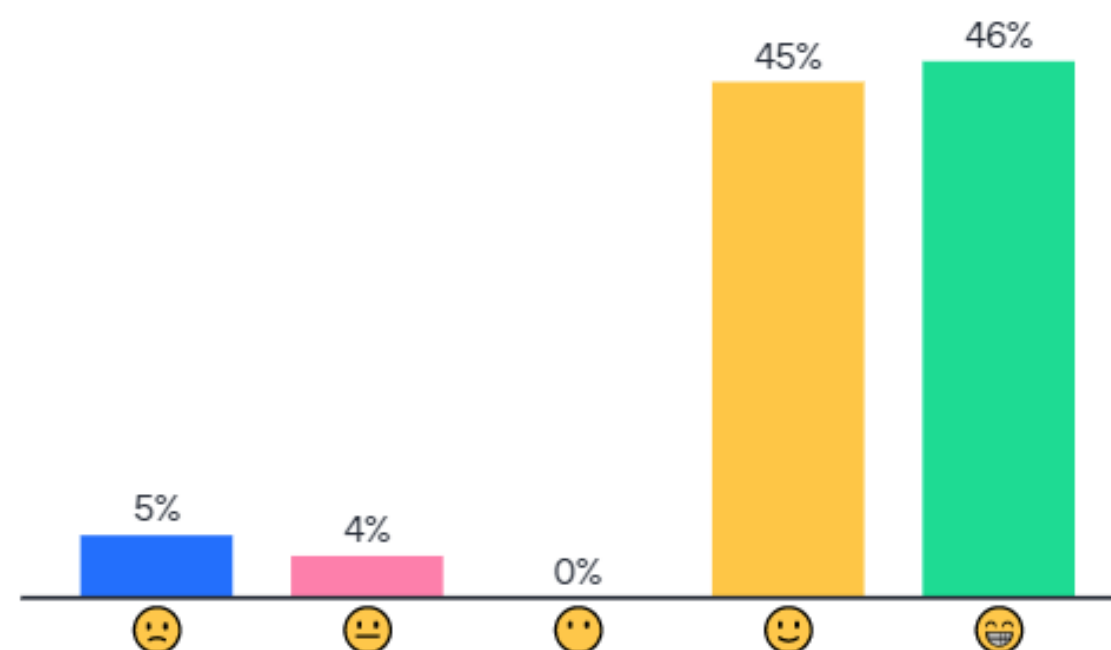


# Your answers



Are you satisfied with the activities presented by ISTO?/  
Êtes-vous satisfait des activités présentées par ISTO?/  
¿Está satisfecho con las actividades

Mentimeter





## Your answers







# 5. Upcoming activities for 2021





# ISTO International Week



A fair and sustainable tourism for all

[SIGN IN](#)

[ENGLISH](#)

[ISTO](#)

[Members](#)

[Regions](#)

[Themes](#)

[International Week](#)

[News](#)

[Resources](#)

[JOIN US](#)

## International Week 2021

The International Week of Fair and Sustainable Tourism for All will take place online between 22-25 June 2021

Transforming and improving world tourism

[Check the programme](#)





# ISTO Europe Forum Lyon



**From 4 to 6 October in Lyon**



# CafecISTO



## DATES FOR THE NEXT CAFECISTO'S



**CafecISTO International 4 - August 18, 2021**



**CafecISTO Africa / Americas / Europe - September 22, 2021**



**CafecISTO International 5 - October 20, 2021**



**CafecISTO Africa / Americas / Europe - November 17, 2021**



**CafecISTO International 6 - December 08, 2021**





# 6. World Congress 2022

## Call for candidates







# 7. Recognitions for ISTO Members



# Thank you !



Eric Wolters



Luc Gobin



Caroline Mignon



Marie-Odile Beau



# Membership Anniversary



50 years



30 years



25 years



25 years



35 years



25 years



20 years

# Thank you for your support !

THANK YOU!



PERÚ

Ministerio  
de Comercio Exterior  
y Turismo





## ISTO's Partners

THANK YOU!





**Comments**

**or**

**Questions ?**





**THANK YOU!**



Since 1963

**Isto**

A fair and sustainable  
tourism for all

# **ISTO GENERAL ASSEMBLY 2021**

**22 June 2021**