



# Opening speech of Nicolas Daragon

Madam President of ISTO International, Isabel Novoa  
Madam President ISTO Europe, Muriel Antoniotti,  
Ladies and Gentlemen, European States and Regions representatives  
Presidents of the associations,  
Presidents of the regional sections :  
Ladies and Gentlemen, Directors,  
Yves Godin, Secretary-General of ISTO  
Ladies and Gentlemen,

I am pleased to welcome you to France here in Lyon in the Auvergne-Rhône-Alpes Region. This is the second time that the Region has welcomed ISTO (International Organisation of Social Tourism), 2018 it was the World Congress, presided over by Jean Marc Mignon (present in the room, whom I greet) and presided over since 2019 by Isabel Novoa, and today for the Europe Forum. I am particularly proud because Muriel, one of my colleagues, the Director of Auvergne Rhône Alpes Tourisme, is the president.

I salute the commitment and the collective dynamic involved in hosting this congress in Lyon despite health restrictions. I know that it was difficult for some people to get here. First and foremost, thank you to the teams:

- Region: François Boissac, Nadège Riotte Dtour and Emilie Grellet and her team DPMG
- Auvergne-Rhône-Alpes Tourisme : Lionel Flasseur and Céline Coudouel.
- ISTO team : Yves Godin - ISTO Secretary-General, Charles-Etienne Bélanger, Director General and Jacques Rayet.



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In 2018, I remember it was a very good edition, with almost 300 participants and 28 nationalities coming from 4 continents. This year, we are hosting the Europe Congress on the theme "Tourism for all: reinventing ourselves". More than 80 experts from 10 countries over 2 days. Your presence today reflects the strength of your organisation, the universality of the issues it deals with and the rising interest in unifying themes that affect every region of the world.

Since 2018, numerous exchanges and meetings have allowed us to confront the visions of responsible and inclusive benevolent tourism, to enrich and share it. A Manifesto for benevolent tourism has been materialised and signed to meet the needs of activities and destinations redistribution, of a regenerative and no longer predatory economy, of the fair distribution of created value, and to create a link between the visitor and the inhabitant. The ART, which I am still presiding over for some time, and the Aura Region have taken the initiative to implement an offensive action plan to make this a reality.

Due to the challenges we face, such as - climate change, rising inequality and the evolution towards sustainability - we have been thinking about our mission and how we interact with our surroundings, humans and environment. To collectively take responsibility for the environmental, economic and societal impact. Tourism contributing to the fulfilment of a region and its inhabitants must be based on more than just economic growth. Doing things differently, emphasising innovation, strengthening what already exists, supporting professionals towards a necessary transition of their activity to a greater degree of sustainability and responsibility. Responsible tourism also means tourism that is steeped in history and yet open to future development, that offers long-term benefits to all participants and residents, that is a real boost to local economies, and that allows people to take the time to look at, listen to, share and appreciate the different cultures.



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Auvergne-Rhône-Alpes is the leading region in France for Tourism for All with a wide range of holiday villages, holiday centres and collective accommodation. It is vital to develop and promote these tourist accommodations for regional planning, access to holidays for the largest number of people, families, or stays for young people on our territories.

Mobility and Tourism for young people might also be a significant theme for the European Union and the upcoming French Presidency.

I know that the programme is dense and diversified, and all aspects of social tourism will be covered. I wish you all a good congress