



Action Plan 2023-2024

GLOBAL LEADER IN SOCIAL SUSTAINABILITY FOR THE TOURISM
SECTOR



Global Strategy Positioning for 2023-2026

*Global leader in Social Sustainability
for the Tourism Sector*

Definition, standardisation of criterias, indicators,
recommendations, practical reports of data and trends.
Generator of social sustainability commitments.

Objectives



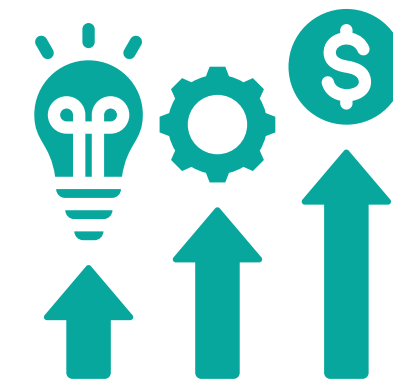
Being the world's reference for social sustainability acting as the main source for consultation, information and trends, in the form of an Observatory.



Gathering as members the world's main public and private entities committed to social sustainability.



Strengthening the financial capacity of ISTO and reinforcing its team, its development and visibility.



Making ISTO a forum of exchanges and a force for positive change within members and international institutions.

Actions



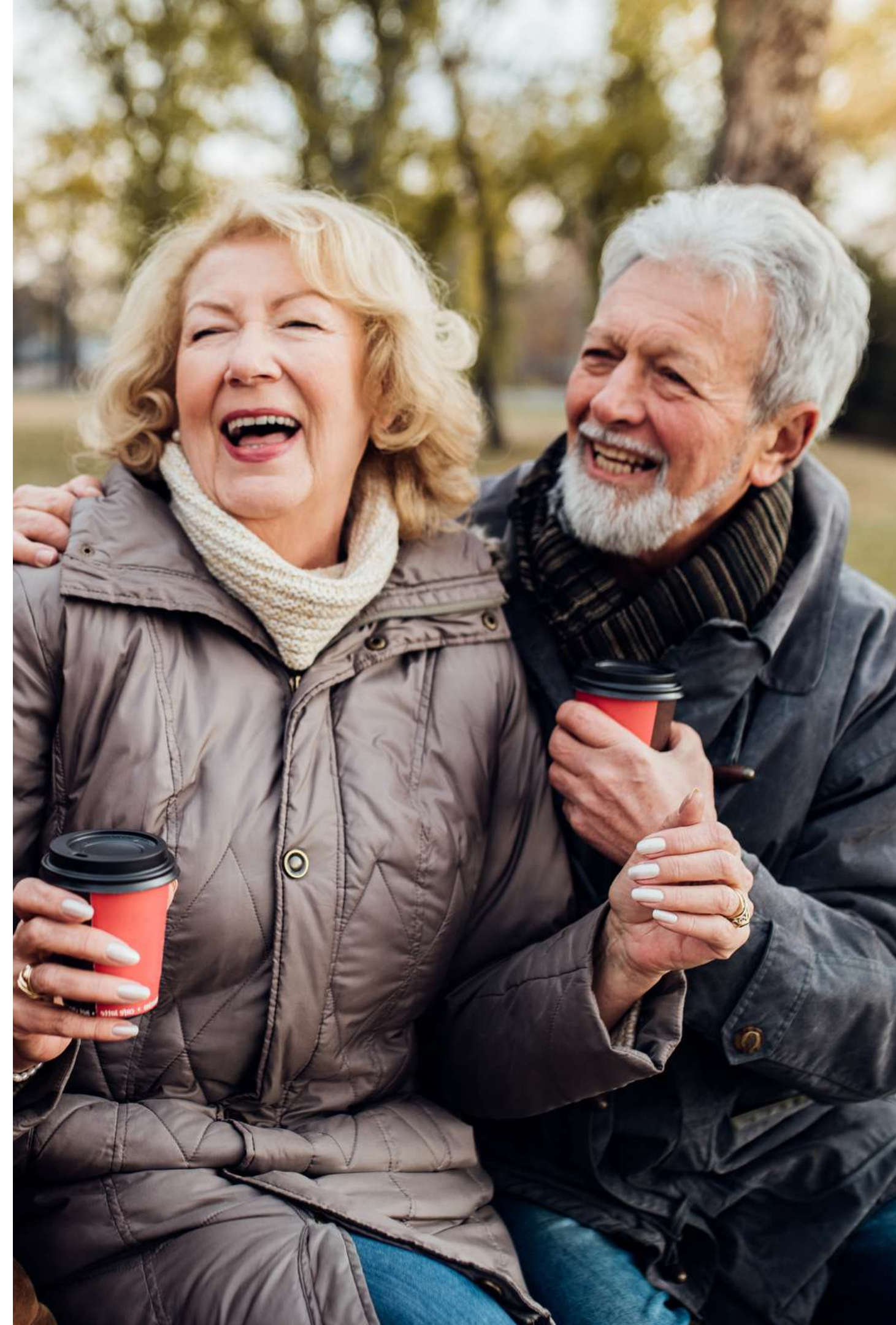
The Observatory in action: develop projects, consulting and training activities that build social sustainability information.



Strengthening advocacy and increasing participation in major events.



Coordinating an action positive change and commitment within our members through the promotion of the Declaration on Social Sustainability.



ISTO International Action Plan 2023-2024



01



Knowledge Development

Create innovative content

1.1 Observatory

1.2 Projects & Consulting

02



Advocacy

Becoming the reference of
social sustainability

2.1 Advocacy towards
public authorities

2.2 Participation in events

2.3 Strategic partnerships

03



Members' Expertise

Thematic Working Groups
and Research & Advising
entities

3.1 Declaration on Social
Sustainability in Tourism

3.2 Working Groups

3.3 Advising entities

04



Communication & Networking

Enabling exchanges and
connections & informing
ISTO Members

4.1 Digital Communication

4.2 Events

4.3 ISTO Awards &
recognitions

4.4 Brand

01 Knowledge Development

Creative innovative content



1.1 Observatory

- Developing a strategy for eLibrary adoption by members.
- Implementing pilot actions with Public Authorities members of ISTO through the Social Policies Working Group.
- Generating an agreement between members that prioritise the implementation of the main social sustainability KPIs.
- Participating in the EU initiative "Tourism Data Space".
- Partnership with UNWTO through the INSTO Initiatives with a report on good practices on regenerative tourism.
- Report of Social Sustainability Trends - end of 2023.

1.2 Projects & Consulting

- Following current projects (ONAT4ALL/EU WeMED NaTOUR) and ongoing calls.
- Submit at least 1 project specifically aligned with the Observatory objectives to generate in-house information.



02 Advocacy

Becoming the reference of social sustainability



2.1 Advocacy towards public authorities

- Advocating towards international institutions & public authorities, with the support of the Working Group on Social Policies.
- Promote the development of policies and programmes in favour of domestic and proximity tourism.

2.2 Participation in events

- Increasing participation and visibility in tourism fairs & conferences organised by ISTO and its members.
- Partaking in 5 international and 3 regional instances as speakers.

2.3 Strategic partnerships

- Continuing, developing and reinforcing strategic partnerships with organisations such as AU, ANCV, FEDECATUR, ICA, OEA, ONCE Foundation, SITCA, Sustainable Hospitality Alliance, UNWTO, WLO.



03 Members' Expertise

Thematic Working Groups and Research & Advising entities



3.1 Declaration on Social Sustainability in Tourism

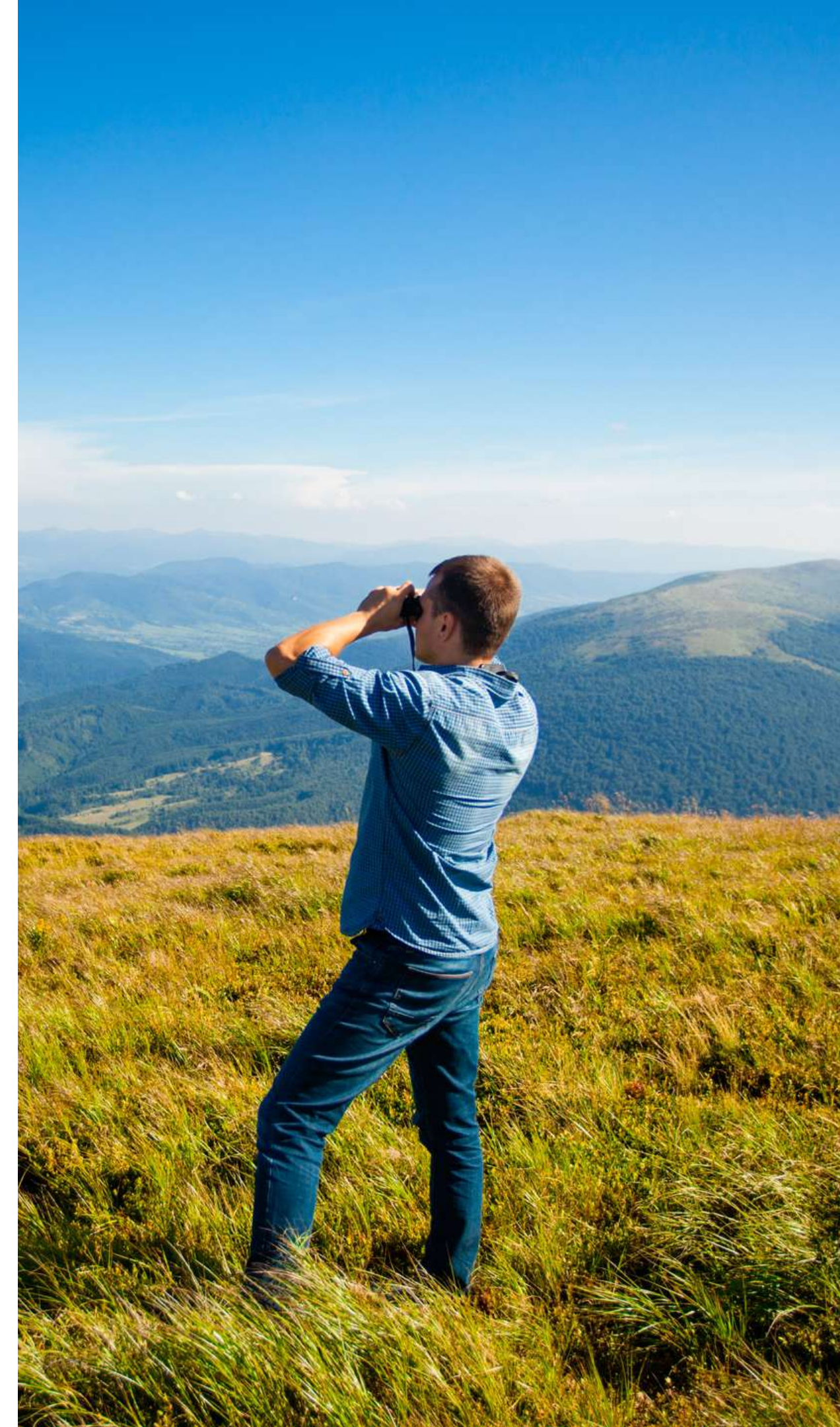
- Preparation led by ISTO International with the support of the Alliance and Conseil des Sages.
- Presentation on the occasion of ISTO's 60th anniversary.
- Signature of the "Social Deal" of members of ISTO during the 60th Anniversary.

3.2 Working Groups

- Working Groups – Accessibility, DEI (Diversity, Equity and Inclusion), Responsible Tourism & Social Policies - defining & implementing strategic actions in accordance with ISTO's positioning on Social Sustainability.

3.3 Advising entities

- Alliance members & Trade Union Task Force bring inputs for achievements of the working groups such as KPI's on talent attraction and retention of tourism.



04 Communication & Networking

Enabling exchanges and connections & informing ISTO Members



4.1 Digital Communication

- Dissemination of information through digital channels (2/week) and newsletters (4/year).
- Updating the website with a focus on Working Groups & Regional sections.
- Media outreach – Developing contacts with media with an average of 1 publication per month.

4.2 Events

- Redefining CafecISTO: International & Regional only for Members.
- Organise open webinars to attract new members from public authorities (2/year).
- Coordinating ISTO's International Weeks for 2023-2024 with a target of 60 activities from at least 15 countries.
- Launching calls for hosting the next World Congress and coordinating its organisation.
- Supporting the preparation, promoting and participating in Regional Forums.
- Coordinating, organising and celebrating ISTO's 60th anniversary.

4.3 ISTO Awards & recognitions

- Improving methodology & selection process.
- Organising Awards Ceremony.
- Devising a communication plan on awarded initiatives and inspiring practices.
- Recognising members & persons based on their commitments with ISTO and its values.

4.4 Brand

- Designing and promoting the special logo for the 60th anniversary.



ISTO Africa



ISTO Americas



ISTO Europe

ISTO Regional Sections

ISTO Africa



Restructuration with new Coordination Committee based on two contact points for French speaking and English speaking countries.

ISTO Africa Conference on Social Tourism 2023 (South Africa).

Devising and implementing a road map with priorities and budget.

ISTO Americas



Enlarging membership - focus authorities: 5 new NTA & members in 2 new countries.

Developing new international projects.

Reach regional recognition.

Encounter of the Americas 2023 (Mexico).

ISTO Europe



Reinforcing current working groups.

Providing more information about EU policies & projects.

Enlarging membership - focus authorities : 3 new NTA & members in 7 new EU countries.

Finding in-kind support for ISTO Europe Coordinator.

Regional Forum 2023 (Belgium).



Additional Actions necessary for the Action Plan

Statutory activities

Internal Methodology

Updated & New Tools

Financial viability

Administrative tasks for the Secretariat Management



Statutory activities

- Meetings: General Assembly, Board of Directors, Executive Committee.
- Annual Activity Report.
- Abidance with Belgium law requirements.
- Modification of ISTO's Statutes (before end of 2023).



Internal Methodology

- Migrating the documents on Google Drive and classifying them.
- Reducing administrative tasks.
- Updating continuously the ISTO members Database with a weekly follow-up on Monday.
- Surveying ISTO members about their needs and expectations.
- New frequency & methodology for staff meetings.
- Hosting & following interns according to the activities defined hereabove.



Updated & New Tools

- Updating ISTO's Presentation PPT.
- Upgrading ISTO's presentation and promotion videos.
- Updating ISTO's Observatory Presentation PPT.
- Updating Members Benefits / Specific Benefits for Public Authorities.
- Devising a document on Social Sustainability - Definition & Scope.
- Developing additional key figures about ISTO's Network.
- Monitoring regularly the implementation of the Action Plan.



Financial viability

- Maintaining current members & bringing new ones.
- Identifying the needs of structural support & one-time support.
- Finding partners & sponsors for financing actions.





Administrative tasks for the Secretariat Management

- Creating a list of regular and non-regular tasks of the staff.
- Reorganising the accounting management.



THANK YOU!

Action Plan 2023-2024

**GLOBAL LEADER IN SOCIAL SUSTAINABILITY
FOR THE TOURISM SECTOR**