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Social Tourism as Post Pandemic Sustainable Recovery Opportunity

CROSSDEV Project - ENI CBC MED Programme

24 June 2020

Outline of the presentation

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- ▶ COVID and Post COVID initiatives
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 - ▶ DNA for Social, Fair and Responsible Tourism - 5 Priority Axes
 - ▶ Integration of Sustainable Development Goals (SDGs)
- ▶ Perspectives for the future
 - ▶ Promote a Sensible Tourism Tomorrow



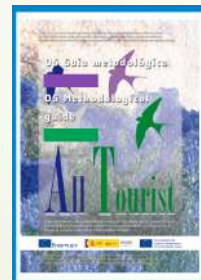
ISTO in brief

- ▶ Non-profit Organisation established in 1963
- ▶ ISTO's main missions are :
 - ▶ Promote the development of tourism for all and make holidays accessible to the greatest number of people – especially for youth and students, low income families, seniors and retired persons as well as people with disabilities
 - ▶ Promote and support forms of tourism that benefit people, communities and local areas – and which include responsible, fair and community-based tourism.



ISTO in brief

- ▶ Main actions are dealing with :
 - ▶ Representation before national and international institutions
 - ▶ EU institutions (CALYPSO Initiative)
 - ▶ UNWTO – Affiliate Member - World Committee on tourism Ethics
 - ▶ Networking its members (events, virtual forum)
 - ▶ E-Week of Fair and Sustainable Tourism for All
 - ▶ World Congress 2021 in Peru
 - ▶ Dissemination of information (news, academic research,..)
 - ▶ Tourism in actions – 20 examples of social policies & programs around the world
 - ▶ Tourism as a development tool – 20 examples of responsible and faire tourism around the world
 - ▶ Support and participation in projects (INTERREG, Erasmus +,..)



ISTO in brief

ISTO Network

- ▶ 160 Members in 40 countries, mainly in Europe, in Latin America and West Africa representing different types of organisations
- ▶ Most of them are non-profit associations, foundations, cooperatives managing holiday accommodations and tourism facilities, organizing cultural and educational trips, providing support for the organizations of holidays or representing networks of these organisations
- ▶ But we also have public authorities at national or regional levels having social policies and programs in tourism
- ▶ As well as academic institutions and researchers doing research and providing training in this field



COVID and Post COVID initiatives

► Initiatives taken during the crisis

- One of the strongest impact in the tourism sector was the closure of most of the tourist accommodations which means in our sector, holiday centers and villages, youth hostels, camping, ..
- In some countries, these accommodations were used for medical purposes or for helping people without a place to stay.
- It was the case in Belgium with the Van Gogh youth hostel based in the center of Brussels. At the end of March, the hostel – which was empty - was asked by local authorities to host homeless during the containment period. Since April 6, the hostel is accommodating 42 persons who can stay there and have meals with the support of the social services provided by the local authorities



COVID and Post COVID initiatives

► Initiatives taken during the crisis

- Another good example happened in Portugal where the INATEL Foundation which owns 15 holiday centers across the countries and has special programs for seniors was asked by the Ministry of Labour, Solidarity and Social Security to keep its centers available for seniors who would need to be in safe place while residential cares register people infected by the virus
- In France; one of the biggest associations managing holiday villages across the country, Village Vacances VVF - they receive more than 400 000 holidaymakers a year in their 90 villages – has welcome in one of their village in the Puy de Dôme some 30 migrant families with children in dignified conditions during the crisis period. This operation was made possible thanks to the support of the Secours Populaire Français which was permanently present at their side to raise awareness on prevention measures and to bring food, hygiene products and games for the children at home



COVID and Post COVID initiatives

► Post crisis initiatives

- Several of our members – private or public organisations - are preparing the future and proposing new ideas in order to rebuilt part – but differently with a new vision - of what will be lost after the crisis. Here are some examples.
- In Italy, the association of the Most Beautiful Villages called Borghi Più Belli – is preparing a communication and marketing plan that will be put in place after the confinement phase. It is a very articulated plan that foresees the creation of messages aimed at promoting the choice of the Most Beautiful Villages in Italy when it will be possible to start travelling again. A campaign that foresees two phases: the first for Italians and the second, later, for the foreign market. The first important initiative will take place in all of their 309 villages at the end of June and will be dedicated to romance in the villages.



COVID and Post COVID initiatives

► Post crisis initiatives

- In France, the Union Nationale des Associations de Tourisme (UNAT) which represents the biggest number of stakeholders in the field of social and fair tourism has made several proposals on short and long terms to the National Government.
 - There are financial proposals in order to help :
 - The supply side - national guarantee fund, reduction in property taxes; temporary reduction in VAT, aid to operators, guaranteed loans –
 - but also to support holiday departures for French people especially for children and young people (better access to the summer camps and school trips), for families and seniors (extension of the holiday voucher), as well as for people with disabilities (reduce cost for trips and provide better access to the information).

COVID and Post COVID initiatives

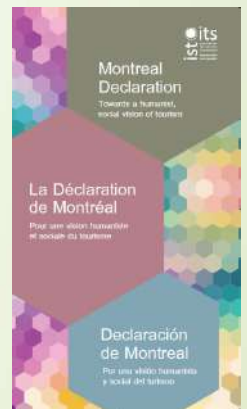
➤ Post crisis initiatives

- Public authorities are also playing an important role. It is the case in Belgium where Visit Flanders has made available a budget of 5 million € for social and youth tourism. Additionally, the agency will no longer collect rent from youth hostels, which adds up to an additional EUR 1 million in support.
- In Latin America where we also have several members, it should be noted that "some countries" such as Guatemala, Costa Rica, Peru and Colombia are working on "reactivation plans".
- One of the most common trend we can observe is that in many cases, there will be strong policies, programs and promotion in favor of domestic tourism. We all know that international tourism will take to restart and that a lot of people will prefer to go on holidays not too far from home.



New Strategic Positioning -DNA

- DNA of social tourism has been first developed within the INTERREG 2 seas project PROFIT managed by ISTO Europe;
- PROFIT : Professional Framework for Innovation in Tourism initiative
 - Survey on the image of Holiday centres & Youth accommodation on the Belgian Coast
 - Analysis of websites, touristic brochures, studies on the way social tourism was presented
 - Define the values and characteristics the operators offer in their promotion
- Results : range of values and goals under 5 themes quality of life, accessibility, solidarity, fair business, environment
- Modern and operational translation of the Montreal Declaration « Towards a humanist and social vision of tourism » (1996)



New Strategic Positioning -DNA



➤ Quality of life

Holiday brings benefits & opportunities for individuals : social, psychological, physical, educational, cultural

➤ Accessibility

Tourism for all : tourism must be accessible in every sense: physical, financial and cultural

➤ Solidarity

Respect for local communities, intercultural exchange between visitors & population, cooperation, peace

➤ Fair Business

Decent work, gender equality, local economic benefits, non economic added values for visitors and populations

➤ Environment

Environmental protection, limit to growth, CO2-emission, sustainable consumption, eco products

New Strategic Positioning – Integration of SDGs



New Strategic Positioning – Integration of SDGs

- Identification by ISTO of key SDGs for each theme

- Ex: Quality of life:



- Survey among ISTO members
 - What actions have you implemented ? / do you plan to implement ?
- Practical exercises at the last ISTO General Assembly
- Future actions for the implementation of SDGs
 - Platform of exchange on new website
 - Information session on each topic
 - Identification of good practices from members



Perspectives or the future

- Promote a Sensible Tourism Tomorrow
 - Need to rethink tourism & reintegrate it into a much broader societal vision
 - We need to rehabilitate this essential “notion of holidays”
 - One that prioritizes the well being of each individual
 - That seeks sustainability in its investments
 - That respects the environment and the territories
 - That encourages encounters between host & guests
 - That strives for a fair and equitable distribution of economic growth
 - That favors local employment



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Thanks for your attention !

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