Let's talk social
We have members all over the world

Active in more than 40 countries on 5 continents.

+150 members worldwide from public and private organisations.

We bring together more than 25 researchers and educational institutions in the Training and Research Alliance.
**OUR ROLE**

Our double mission

**Tourism for all**

Promote the development of tourism for all and make holidays accessible to the greatest number of people.

**Responsible tourism**

Promote and support forms of tourism that benefit people, communities and local areas. These include responsible, solidarity, fair and community tourism.

**Our values**

Accessibility.  
Fair business.  
Quality of life.  
The environment.  
Solidarity.
Unbalance in existing information

Environmental

Economic

Social
Social Dimension of Sustainability
Social accessibility to tourism
Taux de partence en vacances
Participación social turística

• Due to:
  • Socio-economic variables (income quintile, employment status, educational level), demographic (age, gender).
  • Territorial (locality and province of residence, rural/urban space, region of origin), health rural/urban space, region of origin),
  • Health (people with visual, hearing, motor or cognitive disabilities)
  • Ethnicity (indigenous population).

• Frequency: annually

• Sources:
  • Regional tourism statistics
  • Census

https://www.albasud.org/blog/es/1498/manual-para-la-implementacion-de-indicadores-de-turismo-social
Social accessibility to tourism
Taux de partence en vacances
Participación social turística

• Due to:
  • Socio-economic variables
  • Health (people with visual, hearing, motor or cognitive disabilities)
  • Inclusivity

• Frequency: annually

• Sources:
  • Online survey
Have you been on holiday at home or abroad in the past 3 years?

- Yes: 87%
- No: 13%

Why have you not been on holiday?

- I do not have the necessary financial resources: 41%
- Not interested: 24%
- Unable to go on holiday because of a (physical) limitation/need for care: 17%
- No time: 15%
- I have no one to go on holiday with: 13%
- Other: 12%

Most Flemings who have not been on holiday during the last three years experience a barrier to going on holiday (71%). Only 13% of this group have already heard of the network Iedereen Verdiert Vakantie.

Have you heard of the Everyone Deserves Holidays network? (Filter: if have no financial resources, are unable due to disability or if have no one to go on holiday with; N: 139)

- Yes: 13%
- No: 87%

Filter: if not on holiday at home or abroad in the past 3 years
N: 196 (2020)
I23: Ratio between women's and men's wages in the tourism industry

- Frequency: annual
- Source: Continuous Sample of Working Life and the salaries received by men and women who worked in the activities covered by the indicator.
- Degree of gender equality at the employment level in the Destination

https://www.observatoriturisme.barcelona/es/sostenibilidad-sits-otb-sistema-de-indicadores-de-sostenibilidad-tur%C3%ADstica
I25: Percentage of residents who consider that tourism is rather beneficial for the destination

- Frequency: annual
- Sources: calculated on the basis of the responses of the citizen perception surveys carried out by Barcelona City Council and Barcelona Provincial Council (both part of our Observatory), which at the time unified this question to be able to compare results in both geographical areas (Barcelona city and region).

https://www.observatoriturisme.barcelona/es/sostenibilidad-sits-otb-sistema-de-indicadores-de-sostenibilidad-turisticade
Many more

• Travelers:
  • Social accessibility to tourism
  • Impact on life quality and health (qualitative)
  • % with accessibility needs

• People:
  • Work quality: mental health, work load, working conditions
  • Gender equity
  • Inclusivity

• Community:
  • Accessibility barriers/experience
  • Local diversity of offer
  • Resident’s quality of life
Many more

• Hotels CRS & ESG (Environment, Social and Governance) Reporting/Actions:

  • Sustainable value chain applied to hotel operations-planning & development/personas process:

  • Hotels nearby community involvement & development:

PROFESSORSHIP RIU HOTELS & RESORTS: ESCP AS ACADEMIC PARTNER FOR CSR
https://www.riu.com/riusensible/en/rsc-y-sostenibilidad/
Why implement and share results with us?

• Global need in tourism sector to set new goals.
• Socially responsible decision-making kpis required for better policies.
• Indicators must be compatible, be aggregated and comparable.
• You will achieve new know-how
• Align and contribute to SDG’s measurement and all results will be compiled in a report that will be presented in main international instances
Thank you

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