

ISTO Europe Forum

4,5 & 6 October 2021

Lyon, France



Preliminary Programme



Auvergne
Rhône-Alpes
Tourisme



isto

A fair and sustainable
tourism for all



La Région
Auvergne-Rhône-Alpes

General Information



Accommodation: Centre International de Séjours de Lyon (CISL) and hotels

Conference venues: Hotel de Région - Lyon

Monday 4 October 2021

- 14h00: Welcome Coffee
- 14h30-16h00: Meeting of the ISTO Europe Coordination Council at the Region
- 16h30-18h30: Meeting with the International Working Group - ISTO Trade Union Task-Force: issues and challenges linked to employment in the Tourism for All sector, its evolution, etc. What is the added value of ISTO's member-employers? Which messages and political lines to take to the European authorities?



Tuesday 5 October 2021



MORNING

- 9h00: Physical reception of participants in the Region
- 9h30 Opening: President of ISTO Europe, President of ISTO International, President of the Regional Tourism Agency, Vice-President in charge of Tourism, Auvergne Rhône Alpes Region
- 10h00-10h30: Speech by Representative of the Transport & Tourism Committee of the European Parliament (tbc)
- 10h40-11h00: Break
- 11h00-12h30: Meetings of the 3 ISTO Europe working groups
 - Youth Tourism
 - Social policies in tourism,
 - Advocacy for tourism for all and European institutions
- 12h45-14h00: Lunch



Tuesday 5 October 2021



AFTERNOON

- 14h30-16h30: Round table "A responsible and sustainable tourist destination: what does it mean, how to embody it and with which tourist stakeholders?"
- 16h30-17h00: Break
- 17h00-18h30: Synthesis of the 3 working groups and exchanges
- In parallel: 11h00-17h00 – Open meeting area: a corner to exchange between members, with partners. Registration for free space/stand.
- 20h00: Dinner and evening at CISL



Wednesday 6 October 2021



- 8h30: Physical reception of participants at the Region
- 9h00 : Welcome address
- 9h15-10h00: Tourism and Health: Representative of the ISTO Alliance for Training and Research in Social Tourism
- 10h00-10h30 : Break
- 10h30-12h30 Session: round table, interviews and testimonies of good practices. Post-crisis: what future for Tourism for All stakeholders and accommodation ? How to reinvent yourself ? The basic trends and which elements to integrate into your marketing strategy
- 12h45-14h00: Lunch
- 14h00-15h30: Meeting with the Tourism Unit of the European Commission: priorities and presentation of the Guide on EU funding for Tourism.
- 15h30: Closing Words - President of ISTO and President of the Union Nationale des Associations du Tourisme (UNAT)

