

Mission

To support sustainable and responsible tourism as well as cultural diversity.

HI Iceland's mission is the foundation of its existence. To what purpose does it exist and what exactly drives our activities? What is it that we must not lose sight of? What is it that all our activities must take into consideration?



Slogan

"Say HI to a better world!"

The slogan should capture the core of our mission and philosophy that have characterised HI Iceland's activities from its inception and will continue to do so to a greater extent.

The slogan can and should be displayed as widely as possible and should send a clear message of what we stand for.



Values

Respect

Broad-mindedness

Hospitality

Our values are the DNA of the organisation and shape the behaviours of our staff, both towards each other and in our external relations with guests and partners.

The values of the organisation are thus the criteria that should shape all our activities and culture. This means that the values should have a strong impact on the way our guests and others experience their relations with HI Iceland.

The values should be ever-present in our activities and inform all our decisions. They are central to developing the practices and culture for which we aim. A rich harmony between the organisation's core values and philosophy is important.

Respect

We respect and care for our colleagues, guests, and the environment. We respect different opinions and viewpoints, and we make an effort to understand people from different cultural backgrounds. We earn trust by behaving respectfully towards our guests and the community in which we operate. We welcome diversity and build on the strengths of having different backgrounds and cultures. We allow everyone's talents to shine.

Broad-mindedness

We are broad-minded, show initiative, and we are ready to learn new things to be more effective in our work. We are ready to try new ways to finish tasks and work together for the benefit of our guests. We share our experience among HI associations around the world, thereby supporting responsible tourism and international cooperation.

Hospitality

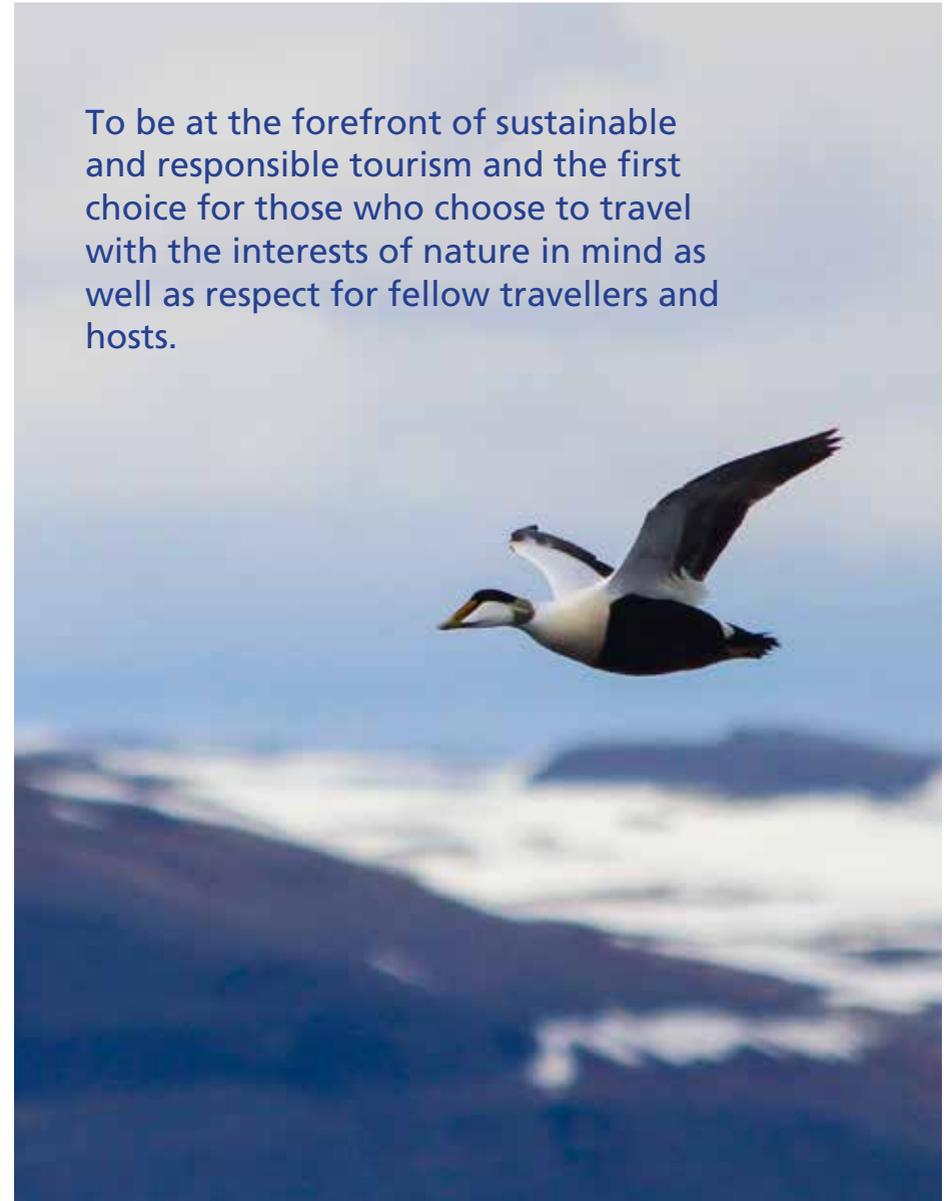
We are welcoming to guests and other people we interact with. We strive to provide correct information. We correct mistakes promptly and fully, and we learn from them. We endeavour to fulfil the requirements made on our work. We are committed to sustainable and responsible operations. We are creative and seek ways of maximising positive impacts from our activities.

Vision for the future

HI Iceland's vision for the future should outline a desirable and interesting position for our organisation to be in after a certain period of time. Our vision for the future is based on our policies and an assessment of the development and impacts of various forces at play in our environment. The vision for the future can be expressed in a simple sentence that captures its core, but also needs to be broken down into its individual components as these drive the actions needed to embed and realise the vision.



To be at the forefront of sustainable and responsible tourism and the first choice for those who choose to travel with the interests of nature in mind as well as respect for fellow travellers and hosts.



Main strategy

1. Emphasis on hospitality to ensure the best experience for guests.
2. Ensure that environmental issues and sustainability are the main focus of the work.
3. All communications are characterised by tolerance, respect, and kindness.
4. Strengthen professionalism and joy as key factors of the work.
5. Share the importance of nature and nature-related experiences.
6. Increase awareness about multiculturalism and diversity being key features of a modern society.



HI Iceland's main strategy should capture its objectives and focus areas whereby it aims to achieve results in accordance with its mission. In effect, it is a plan to achieve our vision for the future. The strategy can manifest itself in many ways and can cover various aspects of our activities. We can discuss the main strategy as a whole or analyse more specific strategy components. This includes marketing strategy, service strategy, and a human resources (HR) strategy. The HR strategy, for example, should support the main strategy. Among the key principles of our HR strategy is to recruit staff who are passionate about HI Iceland's philosophy and core values. An overriding concern is to ensure harmony between the different strands of the main strategy, which should serve as a guiding light for projects and activities moving HI Iceland towards a bright future.

When considering the main strategy, it is useful to connect it directly with the value proposition that it should deliver, the key social groups with whom a dialogue should be built and how success should manifest itself in the hostel network's development.

Value proposition

Guests and partners see HI Iceland's values: respect, broad-mindedness, and hospitality represented in all work.

HI Iceland's value proposition to society reflects very clearly the philosophy, which is the foundation of our work, and the value proposition to guests could consequently be said to be part of the philosophy. The value proposition sets out the value offered by HI Iceland to its guests. A value proposition from the guests' perspective brings out the focus areas that should be interwoven with their experience. At the same time, we have adopted a clear policy to attract guests who appreciate the value promised. This adds clarity to what our distinctiveness is and should be in the market.

The core of HI Iceland's value proposition places certain obligations on all the hostel operators that form the network whilst in no way limiting their individual efforts to make a positive impact and develop ways of making the guests' experience the absolute best it can be. This means that each and every operator has the flexibility to create conditions, develop projects or areas of emphasis in services in an individual way and in the spirit of HI Iceland's philosophy and main strategy.



At the same time, an operator's efforts to enhance the guests' experience within the overall framework should be part of a constant collective pursuit of knowledge whereby we share our experience and individual practices to find out what constitutes a good way of operating.

Meanwhile, our guests will experience openness and positivity in accordance with our mission to promote mutual respect and fellow feeling with life, nature, and culture in their travels around the world.

This clear promise will help HI Iceland's marketing; it will sharpen the focus of our marketing message and make staff training more effective.