Who are we?

The Committee on Social Policies of Tourism (CSPT) is part of the working groups of the International Social Tourism Organisation (ISTO).

It was formed in April 2019 and its purpose is to provide a forum for debate, interaction and proposals with regards to social policies of tourism in order to enable public authorities and other relevant bodies to better understand existing mechanisms, to assess their strengths and weaknesses and to promote their use.

This bulletin is elaborated to provide you with some interesting and updated tourism insights.

For more information about ISTO’s working groups click here.
Introduction

In the previous bulletin of the Committee we have presented you the preliminary results related to the research in Europe and the share of participation in tourism in Europe using Eurostat's most updated information.

In this edition, focus has been set in the Americas. Here you will find the preliminary results of the research done during the last months about policies in the American continent regarding social tourism. This work should continue in order to have a more complete understanding on the existent policies and initiatives of social tourism in the Americas.

The aim of the research has been to identify the policies that allow countries and/or regions to develop social tourism from the public sphere.
Which countries in the Americas have policies related to social tourism?
Countries in the **Americas** that have policies related to social tourism

As the map shows, most countries in the Americas have policies related to social tourism. In particular, 13 out of 23 of the countries researched have them.

It should be highlighted that of the 13 countries that have policies regarding social tourism 12 of them are at the national level; while Canada has a province policy for Quebec related to social tourism and Mexico has a national policy regarding social tourism, as well as 24 out of its 32 States mention social tourism in their State Tourism Laws.
It is interesting that most countries define social tourism in their tourism laws. However, not all of them have available information about programs or actions focus on its implementation or support.

This could be because priority is set in other tourism initiatives, or because the communication of the social tourism ones is done in a local basis aimed directly to target groups.

As an example, countries that have information available online about their social tourism initiatives are: Argentina, Canada, Chile, Guatemala, Mexico, Uruguay and Venezuela.

More than tourism laws...

Beyond tourism laws in themselves, there are 7 countries that include social tourism as part of their tourism strategies and development plans. In particular:

- **Brazil** considers it in the "Tourism National Plan 2018-2022".
- **Chile** includes it in the "Tourism National Policy" and "Tourism National Strategy 2012-2020".
- **Colombia** takes it into consideration in the "Tourism Sectorial Plan 2018-2022" and it even has a specific "Social Tourism Policy".
- **Costa Rica** has developed the "Social Tourism Regulations".
- **Ecuador** has considered social tourism in the "Sustainable Tourism Development Strategic Plan 2020".
- **Guatemala** has included it in the "Sustainable Tourism Development National Policy 2012-2022".
- **Peru** considered it the "Tourism National Strategic Plan 2025".
Conclusions

There is no doubt that in the Americas social tourism is a relevant topic. While some countries have strong policies of social tourism, others are still in the process of developing them. We aspire to see more countries involved in social tourism, implementing more initiatives that will allow access to tourism to those who cannot do it due to different barriers.

As presented previously, in some countries policies include plans and strategies, and some of them should be redesigned soon. We expect that social tourism will continue to be part of them, and that more destinations will also include them in their strategies.

Further research needs to be done to identify more initiatives of social tourism available, particularly thinking in those countries were the communication is done directly to target groups and not necessarily online.
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