

PRESENTATION OF THE PRELIMINARY SCHEDULE

Much more than an *Encuentro*!

Every journey implies a destination, a longing, a search, and an *Encounter (Encuentro)*. To arrive at a place is to inhabit it with discoveries, stories, and meanings capable of creating links between the territory, its residents and those who visit it. This is how participatory, inclusive tourism is built and strengthened, with benefits for all: true **social, solidarity-based, and sustainable tourism**.

We join together to celebrate the journeys that are more than going from one place to another: those that are the opportunity to find, in multiculturalism, the beauty of our roots, of our essence, of that which makes us unique and which we love so much.

The *Encuentro de las Américas de Turismo Social* is an opportunity to exalt the union and diversity that characterise our territory; one that is united by its physiognomy and also by its spirit and warmth; and that although they spread and go in different directions, they share their origin and seek to achieve the same purposes.

The *Encuentro de las Américas de Turismo Social* thus becomes a space **to redefine** tourism as a collective but also intimate and personal experience; **to rediscover** the stories of each territory and its people, **to celebrate** the brotherhood of our continent and to continue promoting scenarios of which **we are all a part**.

Colombia opens its doors for this *Encuentro*. The stage will be set by the human wealth and the exchange generated, the environmental and cultural diversity, the sounds of the guabinas, the bambucos and the gaitas, which go deep into the mountains carved by the three mountain ranges and the two seas.

Bogota and Medellin are waiting for us for this *Encuentro*, only you are missing!

Participants' agenda

SUNDAY 24 APRIL – ARRIVAL TO BOGOTA

Throughout the day - Arrival and reception of international participants. Installation in the host hotel.

MONDAY 25 APRIL – BOGOTA

8:30 am - Departure to the Historic Centre of Bogota.

9:00 am – 12:30 pm - Sightseeing tour of the historic centre of La Candelaria, accompanied by professional tour guides.

(Parallel session of the ISTO Americas Board of Directors: 9:00 am – 12:00 pm – ISTO Americas Board of Directors)

12:30 pm – 2:00 pm – Free lunch at La Concordia market square

2:00 pm – 5:00 pm - ISTO Americas Annual General Assembly (simultaneous interpretation Spanish - French, Zoom broadcasting, face-to-face and/or virtual participation)

5:00 pm – 6:30 pm - Activity offered to ISTO partners and members

6:30 pm - 7:00 pm - Transfer to restaurant for dinner

7 :00 pm – 9:00 pm - Dinner at designated restaurant

9:00 pm – 9:30 pm - Return to the hotel

TUESDAY 26 APRIL - BOGOTA

8:00 pm – 12:30 pm - **Forum on Social, Responsible and Sustainable Tourism**

Face-to-face only, interpretation in LSC (Colombian Sign Language)

8:00 am - 9:00 am - Conference on social tourism facing the challenges of the world

9:00 pm – 10:00 pm – Panel: Responsible Tourism Code

10:00 pm – 11:00 pm - Coffee Break - sample of social provisioning for tourism

11:00 pm – 12:30 pm - Panel "Accessible Tourism Networks"

12:30 pm – 2:00 pm – Lunch on your own

2:00 p.m. - 2:30 p.m - Transfer to activities

2:30 pm – 6:00 pm - Social tourism activities and experiences

7:00 pm – 9:00 pm - Dinner at the close of the Bogotá session of the meeting

MIERCOLES 27 DE ABRIL – MEDELLIN

Desde 7:00 am – 12:00 pm - Arrival at José María Córdova airport and transfers to host hotels.

12:00 pm – 2:00 pm - Lunch

Teatro Metropolitano José Gutierrez Gómez:

Social Tourism Fair - inauguration and visit to stands.

Tourism, pillar of social transformation - day 1 - 2:00 pm to 6:15 pm

Academic conference for the tourism sector, associations, authorities and academic institutions.

Streaming, in-person and/or virtual participation (prior registration).

Simultaneous interpretation Spanish - French and LSC (Colombian Sign Language)

2:00 pm - 2:30 pm - Inauguration of academic session "**Tourism, pillar of social transformation**" and Social Tourism Fair

2:30 pm - 4:00 pm - Main lecture Tourism, pillar of social transformation with interventions in international panel

4:00 pm - 4:15 pm - Coffee Break

4:15 pm - 5:15 pm - Panel: The model of social tourism in Colombia's compensation funds

5:15 pm - 6:15 pm - Panel: Women's leadership in the tourism sector

6:30 pm - 9:00 pm - Welcome

Please note: Participants' luggage will be transported directly from the airport to the host hotels. We recommend keeping a small carry-on bag for those who will be involved in the programme on day 1 and wish to change.

THURSDAY 28 APRIL- MEDELLIN

Tourism as a pillar of social transformation - day 2 - 9:00 to 5:00 pm

Continuation of the academic day for the tourism sector, associations, authorities and academic institutions.

Streaming broadcasting, on-site and/or virtual participation (pre-registration)

Simultaneous interpretation Spanish - French and LSC (Colombian sign language)

9:00 am - 9:30 am - Main Lecture: Smart tourism as a promoter of social tourism

9:30 am - 10:30 am - Panel: Tourism as an Opportunity for Residents

10:30 am - 10:45 am - Coffee Break

10:45 am – 12:00 pm – Panel: Diversity and Inclusion in Tourism

12:00 pm – 2:00 pm – Lunch

2:00 pm – 3:00 pm – Panel: Tourism and new ruralities

3:00 pm – 4:00 pm - Conference: Presentation of the Manual of Good Practices of Social, Solidarity and Sustainable Tourism in the SICA Region

4:00 am – 4:15 am - Coffee Break

4:15 am – 5:00 am - Panel Discussion: Tourism as a response to the Human Welfare Nodes

5:00 pm - 6:00 pm - Closing of the Americas Social Tourism Meeting

6:00 pm - 6:30 pm - Closing of the academic days

FRIDAY 29 AND SATURDAY 30 APRIL - MEDELLIN

Two full days of technical visits - during these two days, the international participants will have the opportunity to get to know various and diverse experiences of social, solidarity and sustainable tourism proposed by the Mayor's Office of Medellín and Comfenalco Antioquia.

At the end of the day on Friday, the international participants will stay at Comfenalco Antioquia's premises, from where they will continue their visits on Saturday throughout the day and will be able to learn about their social tourism programmes.

They are expected to return to their cities of origin on Sunday 1 May.

ADDITIONAL NOTES:

Please note that this agenda is preliminary and will be updated as the Organising Committee progresses with its confirmations.



All the information will be available on the web page dedicated to the **Encuentro**:

<https://istocolombia.com/index.html>

from which you will be able to register, consult the timetable with more precision, know the services made available to participants (hotels, transport and local tours). and meet our national and international speakers (profile) who will accompany us both in Bogotá and in Medellín.

For those participants who wish to extend their stay in Medellín and/or in the rest of the country, a series of post-tours will be proposed soon.

The Encuentro will have all the biosecurity protocols required by the authorities to ensure the best conditions for national and international participants.

For any questions, you can contact Morgane Durand-Cheval, in Spanish or in French by email: encuentro.americas@isto.international Morgane Coordination