Social Tourism Summit
Social Tourism: a Global perspective

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Social Tourism : a Global Perspective

1. Concepts and Definition
2. ISTO : an International Network
3. Best Practices
4. Perspectives for Africa
The denomination and definition of social tourism have always been a debating point since the concept emerged.

ISTO define in its statutes Social Tourism as the connections and phenomena related to the participation of both the host population of the countries of destination and the holidaymakers, of disadvantaged layers of society or of those unable to participate in tourism.

This participation is made possible or facilitated by a combination of policies, clear social measures and the commitment of social players.

In its first point, the text says that social tourism is a high ideal in the face of discrimination and the challenge of integration.

Then is states what are the assets of social tourism for tomorrow:
- shaper of society
- promoter of economic growth
- participation in regional planning and social development
- partner in global development programs
An activity constitutes social tourism whenever 3 conditions are met (European Economic and Social Committee -2006):

- Real life circumstances are such that it is totally or partially impossible to fully exercise the right to tourism.
- Someone – a public or private institution, a company, a trade union or simply an organized group of people – decides to take action to overcome or reduce the obstacle.
- The action is effective and actually helps a group of people to participate in tourism.
ISTO : an International Network

- Founded in 1963 in Belgium by Arthur Haulot
- Goal: promote social tourism at the International level
- Missions:
  - Make aware governments, international institutions and local authorities to social tourism policies and good practices to facilitate holidays for the greatest number of people according to the principles of the Montreal declaration
  - Being a real platform for exchange and services for members by promoting exchanges of experience, expertise, best practices and project development.
ISTO : an International Network

- Headquarters in Brussels
- Regional Sections: Americas, Europe and Africa
- Working Groups
  - Alliance for training and research in Social and Fair tourism
  - Task force for Trade Unions
- Statutory Bodies
  - Executive Committee
  - Board of Directors
ISTO : an International Network

**Membership : 142 organisations in 33 countries**

- Americas : 29 members in 7 countries
- Europe : 95 members in 15 countries
- Africa : 15 members in 10 countries
- Asia : 1 member
- International : 2 members

Active members : 135 members
- Operators in social tourism : 101 members
- Local and regional authorities : 20 members
- States and federated States : 14 members

Associate members : 7 members
ISTO : an International Network

Actions

- **Communications**
  - New Web site – [www.oits-isto.org](http://www.oits-isto.org)
  - Magazine – Social Tourism International
  - Newsletter
  - Press release
  - Annual Report
ISTO : an International Network

- Representation and partnership
  - European Commission (UE)
  - World Tourism Organization (UNWTO)
  - International Cooperative Alliance (ICA)
  - World Youth, Student and Education (WYSE) Travel Confederation
  - Networks on Accessible tourism; Responsible Tourism
  - Trade Unions Organisations
  - International Conferences and Fairs
ISTO : an International Network

- Projects, Studies and Training
ISTO : an International Network

- Regional Forum

October 21th to 23th
ALBUFEIRA - PORTUGAL

World Social Tourism Congress
UNITY IN DIVERSITY

7th to 10th October/2014
Sesc Consolação
São Paulo (Brazil)
Best practices

Holiday Check or Holiday Voucher in France

- National Agency for Holiday Vouchers (ANCV) created in 1982
- Scheme: it involves 4 types of players
  - **Issuer**: (ANCV) issue the vouchers, sell them to clients and refund them to the tourism suppliers.
  - **Clients**: Private companies, public institutions, social partners buy the vouchers to the issuers and distribute them to their employees.
  - **Beneficiaries**: Employees and civil servants receive the vouchers from their employer. In some cases, it is 100% free; in other, a contribution is paid by the beneficiary.
  - **Tourist suppliers**: they accept the vouchers as a means of payment from the beneficiaries. They refund the vouchers to the issuer on a commission-basis.
Best practices

Holiday Voucher mechanism in France

Issuer
One stakeholder issue the vouchers

Clients
Private firms, public institutions, social partners

Beneficiaries
Employees/civil servants, whatever their level of income

Tourism suppliers
National networks of suppliers

Give the voucher according to own attribution and financing conditions

Sell the voucher (commission)

Refund of voucher (commission)

Use the voucher as mean of payment
Best practices

Holiday Voucher in France

- Key figures
  - 4 millions employees and civil servants have been holiday vouchers holders in 2014 which represent (along with families) 10 million people.
  - Total value of holiday vouchers emitted in 2014 amounted to 1.5 billion € which contributed to generate more than 5 billion € of tourist expenses.
  - 17,000 work councils and social action committees in France (60% of the total) have bought holiday vouchers.
  - 170,000 tourist suppliers benefited from holiday vouchers in such fields as accommodation, transport, restaurant, travel agencies, sport, culture...
Best practices

Holiday Voucher in France

- Social mechanisms
  - Benefits coming from the commissions, the surplus of unused holiday vouchers and from the interest of its important cash flow is granted to charities, associations which help families with difficulties, young people, people with disabilities and seniors to go on holidays.

- In 2014, 234,000 individuals benefited from ANCV’s financial support, through associations, for 25 millions €.

- A second aspect of this mechanism is that every year ANCV financially non-profit organisations of social tourism for the renovation of their holiday equipment. It represented 3 millions € in 2014.
Holiday Program for Seniors in Spain

Background
- The first program was launched in 1985 upon a proposal from a trade Union, the Socialist one, UGT
- It is managed by the Institute for the Elderly and Social Services (IMSERSO) which depends on the Ministry of health and Social Services

Main objectives
- Improve the well-being of seniors
- Maintain employment level in tourist area during the low season
Holiday Program for Seniors in Spain

**Target**
- Seniors from the age of 65, and some exceptions such as widows, early retirees, wives or husbands, partners as accompanying persons, disabled sons and daughters are entitled to this program
- Main criteria in order of importance: older age / lower income / not having traveled in the same program

**Type of tourism**
- Holiday stays with all inclusive, cultural trips and nature tourism (1/2 weeks)
- Program of activities with medical services
Best Practices

Holiday Program for Seniors in Spain

- Period of the year
  - Low season (from October to May)

- Stakeholders
  - IMSERSO
  - Private companies organizing the holiday packages, after winning a bid in a public sector
  - Hotels and other tourism sites in destination
Holiday Program for Seniors in Spain

Financing

- IMSERSO (the State) pays 20% of the total cost and the participants 80%.
- Around 1 million people are able to take part in this program. 300 hotels and more than 9,000 travel agencies are also involved.
- The Spanish State will invest for the 2015-2016 season almost 70 million € but, according to an assessments made a few years ago, the program is sustainable from a financial point of view as the savings (in terms of employment and other benefits) and income (VAT, income tax, etc...) generated allowances for more than the investment made; return on investment is estimated at 1,53 € for every € invested.
- By being carried out during the low season, it should generate for this year 92,000 jobs (direct ones and indirect ones) and bring 8,450 000 overnights.
Perspectives for Africa

Study on the concepts and realities of social and solidarity tourism in Africa in partnership with UNWTO in 2007

- Role and activities of public authorities regarding:
  - promotion and development of domestic tourism
  - social tourism
  - solidarity (fair and responsible) tourism

- Survey with answers from 30 NTAs
Main findings of the study regarding social tourism

- More than half of NTAs responding to the survey indicated that social tourism is taken into account in national tourism policy.

- Objectives of social tourism are similar to those of domestic tourism and are linked to the development and diversification of supply and activities directly facilitating holiday travel for the population.

- % of population engaging in holiday travel are virtually unknown although available figures suggest a range of between 15% and 30%.

- Obstacles are clearly identified: lack of financial resources, lack of travel and holiday culture and lack of information.
Perspectives for Africa

Recommendations of the study

- Develop a strong domestic tourism sector less dependant on foreign markets
- Increasingly democratize holidays and tourism according to national development priorities
- Give particular attention to youth and families
- Take the social cultural dimensions of access to tourism into account; the issue goes beyond the economic problems
- Implement a variety of social measures, including strengthening the middle class in many countries
Challenges for the future - A Fair and Sustainable Tourism for All

- Tourism for All
  The ambition to reach more and more people to the reality of tourism and recreation without coming to mass tourism that destroys everything.

- Sustainable Tourism
  The ambition to develop sustainable tourism which is not at two speeds: Sustainable Tourism for the rich and not sustainable for others.

- Fair Tourism
  The ambition that the types of tourism that we recommend and implement have a real development for the host country.
Many thanks for your attention!