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**Social Tourism Qualify –
A New Look for the Social**

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Social Tourism Qualify – A New Look for the Social

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Abstract

Social Tourism is a public policy, involving the government, industry professionals and the society, which deserve special attention due to their particularities. This is a post Industrial Revolution tourist segmentation, where the workers benefit from features such as paid vacation and the right to rest weekly, thing which enables the enjoyment of leisure. The Ministry of Tourism in Brazil defines Social Tourism as "a mode which seeks a way to lead and engage in tourism activities promoting equality of opportunity, fairness, the solidarity and the exercise of citizenship in the context of inclusion". The democratization of access to tourism is an important topic discussed in Brazil, which will soon host two of the most major sporting events on the planet - the World Cup (2014) and the Olympic Games (2016), in addition to this, tourism activity is in full ascension. Within the academic universe it is also important to hold discussions pertinent to the subject, because this subject is not given enough importance at graduation and teacher training, but is present in everyday life in schools and professional environments. In this way tourism training and social innovation was developed with the objective of involving 40 teachers from the hospitality and leisure hub of the Paula Souza Center, for a new market reality that aims to innovation in Social Tourism. Therefore, in this way the teacher becomes a local transformer agent within their educational unit. The methodology used was formative, where during the six thematic meetings throughout the year of 2013, each participant could experience practical experiences on tourism and social innovation. The meetings took place in spaces that develop social tourism, and because the training was published, an e-book featuring articles relating to practical work was developed by teachers in their educational units.

Keywords: Inclusion, Social Innovation, Tourism.

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Introduction

In recent years, tourism has undeniably undergone a progressive expansion process in Brazil and worldwide. Within this growth framework, the key challenge is to promote the equitable distribution of opportunities that result by tourist activity. Economic, social, space, political, cultural and physical issues are some of the barriers that restrict the enjoyment of tourism as a possibility of leisure for the population in general. This way, social tourism has emerged as a proposal to democratize the tourist experience for these individuals or groups with limited or difficult access to it.

Social Tourism is a term post of the Industrial Revolution, where features, such as the holiday period in gainful employment and the right to weekly rest, that allow the enjoyment of leisure, benefit the workers. Movements in Europe have dealt with groups of low-income workers, by organizing tourism in groups. Many of these proposals of leisure were organized currently by associations and trade unions in Brazil and around the rest of the world.

The Ministry of Tourism in Brazil defines Social Tourism as "a modality that seeks a form of conduct and practices the tourist activity promoting equal opportunities, fairness, solidarity and the exercise of citizenship in the context of inclusion". The democratization of access to tourism is an important topic discussed in the country, which will soon host two of the most major sporting mega-events on the planet - the World Cup (2014) and the Olympic Games (2016), and because tourism is in full rise. Within the academic universe, it is also important to place relevant discussions to the subject, since this topic was poorly treated in graduation and in teacher training, but is present in everyday life, in schools and professional environments.

This research seeks to portray the central motivation of "Tourism and social innovation" training that was taught to teachers of the Hospitality, Leisure and Tourism area. It was considered of paramount importance to discuss social tourism, especially in a society so riddled with social inequality, such as the Brazilian and also discuss the recognition and critical look at the history and relevance of initiatives involving such a phenomenon in Brazil. In a general line, the intention was to understand social tourism in line with the historical, political and social elements that marked its path through programs, projects and actions performed.

Brief Notes on Social Tourism

Within the context of Social Tourism is important to understand the historical moment in which the activity happens to be thought out, organized and inserted in public policies through support and encouragement.

Tourism emerged in the nineteenth-century Europe featuring a trip initially nurtured to the wealthy, who sought pleasure, rest, fun, consumer and distinction. Unlike the Grand Tour, young aristocrats travelled in order to individualized education and training, this way tourism has readily a consumer structure, accommodation and restaurants around the experience (Castro 1999).

One of the most important social movements in several countries was held by workers who demanded the reduction of the working day, which they gradually gained through pressures and struggles from the second half of the nineteenth century in Europe. The development of means of transport was crucial to decrease the distances,

facilitating people's access to the more varied leisure choices and intensifying global tourist flow.

The origin of social tourism in European literature is dated between the wars in the twentieth century. From the 20s, countries like Italy, the Soviet Union and Germany have created infrastructure and incentives for low-income workers to have access to tourist groups. We can in these actions, noting the first feature present in social tourism: access for those who cannot afford it, this is something that still causes discussions in the academic field can often be considered its only constitutive element.

There are many definitions of social tourism in the literature, some authors emphasize that the concept changes from culture to culture. Hunziker (1957: 52) defined social tourism as "a particular type of tourism characterised by the participation of people with a low income, providing them with special services, such recognised as". For Haulot (1982: 208), the term means "the totality of relations and phenomena deriving from the participation of those social groups with modest incomes - participation which is made possible or facilitated by measures of social well-defined character". While Minneart et al. (2009) relate social tourism "to an added moral value, which aims to benefit either the host or the visitor in the tourism exchange", thus social tourism is presented within an ethical position.

Europe, presents the basis of social tourism as a sport that is practiced in most of the world. In France, in 1936, the Convention of Social Labour Organisation was responsible for creating the first of the Recreation Department at a government level. The following year, social tourism was stimulated by the creation of *Tourisme - Vacances pour tous* (entity managed by workers), this move was later followed by Portugal and Belgium.

In these first experiences with social tourism we can see the clear intention of controlling the leisure and vacation pasta made by totalitarian countries with partisan political objectives to ensure the gratitude of the people (Falcão 2006).

We realize, in a longitudinal way, that the effective popularization of tourism in the twentieth century unfolded in two originally distinct cases, but at times had points of contact. Because of the increase in non-considered working time and the need to control this by different States, social tourism was developed from the early twentieth century, remaining - with continuities, ruptures and changes - to the present day. Since mass tourism comes from a process that occurs from the mid-twentieth century.

Logically, social tourism takes advantage of mass tourism, but the two differ in principles relatively, in intentionality. While the so-called mass tourism or business tourism has a logic that is already given, based on the capital and dominated by the idea of profit, social tourism is in a complex political game permeated with ideologies, the result of tensions between capital, labor and struggle classes.

In countries considered neoliberal, as Britain and the United States, social tourism is a less popular phenomenon, and rarely receives support from the public sector. In Portugal, the National Institute for the Free Time Promotion of Workers (Inatel), founded in 1935, under the Ministry of Solidarity and Social Security, was the ideological inspiration for various programs. In countries like France, Belgium, Portugal and Spain, social tourism uses public money. The basis for this offer is the perception of enjoying tourism as a universal right (Minnaert et al. 2009).

In 1963 the BITS - *Bureau International du Tourisme Social* - a non-profit association that aims to promote the access to leisure, holidays and tourism to the greatest number of people possible was created (Falcão 2006). BITS defines social tourism as a "set of relations and phenomena arising from participation in tourism of

less advantaged social groups ... which imply a predominance of the idea of service and not for profit".

In 1972 BITS presented the Letter of Vienna or Social Tourism Charter, noting that tourism is an integral part of social life, and a universal right. In 1996, the Congress of the International Bureau of Social Tourism - BITS - was recorded by the Montreal Declaration, "all humans are entitled to rest, to have leisure time and a limit of hours worked and paid leave". The primary objective of all tourism development initiatives should be the full realization of the potential of each individual, as a person and as a citizen, and tourism accounts for this man-society integration.

Bélanger and Jolin (2011) explain that these social tourism policies tend to focus on two main areas, often referred to as support for the infrastructure (built facilities), and support for the person (initiatives for all).

In 1980, the World Tourism Organization (UNWTO) prepared the *Manila Declaration* on social tourism, signed by 107 states and 91 observers. These ideas are still widely adopted in the international community (Bélanger and Jolin 2011).

In South America, the creation of summer camps and social tourism covers countries like Chile, Uruguay and especially Argentina, as in the 1930s. The precursor country of social tourism was Argentina which started its actions around 1945, being the first to join the OITS.

For Boullón (1990: 80) "social tourism and its development in Latin America have been spreading for the last decades, although it had been based on distinct interpretations that do not present any kind of coherence among themselves".

In Brazil, it was only in the early decades of the twentieth century that organized tourism started functioning, mainly in the center of the city of Rio de Janeiro. The first guides, tourist hotels, official agencies and travel agencies primarily intended to attract and welcome tourists. In the 30s, the president Getúlio Vargas established a series of legal measures for workers and to this day is known as CLT (Consolidation of Labor Laws). Among the main achievements essential for tourism are: weekly rest time (weekend) and annual (vacation) and the idea that leisure should be viewed as a need of the individual.

With regard to Brazil, contextually to guide our research object, we need to understand that with the "New State" in 1937, labor rights were elected as rights of social justice since the political and civil rights were suspended. Among these "new" world rights, leisure plays a crucial role, especially in social services.

Leisure was also included in the Constitution of 1988 and became assured to almost all state constitutions and organic laws of the municipalities of our country" (Marcellino 2008: 7).

Few public policies include the Social Tourism in Brazil, the same basically characterized by private corporations programs for the employees themselves. As stated by Carvalho (2002), public policies are the participatory construction of a community and aim to guarantee the social rights of citizens who make up a society. Public policies appear in this context as an opportunity to meet the needs of social groups by the need for a systematic and action planning, as social development is not linked to economic development in a linear fashion.

In this scenery, initiatives wishing to democratize access opportunities to these particular forms of leisure, such as tourism, should be analyzed critically. Considering leisure as a social right, your settings should not represent any kind of privilege. But unfortunately it is not exactly how things come. Especially if we think that the Brazilian government actions in this sector are scarce and, when available, inefficient from a social point of view.

Social Tourism Qualify

Methodology

Following the concepts of Gil (2002), a survey, depending on someone's goals, can be classified as exploratory and descriptive. From the point of view of the objectives, which sets itself, this article follows a descriptive approach, because it seeks to understand the phenomenon as a whole and has its primary objective the description of the characteristics of a given population or phenomenon or else the establishment of relationships between variables objectively. The research is also exploratory, trying to discover new ideas, perspectives and aspects of reality.

In this research a case-study approach is adopted, the choice for this kind of research is due to the need to know in greater detail the programs related to Social Tourism in São Paulo/Brazil. Following one of the institutional guidelines aimed at humanistic and in line with the Global Code of Ethics for Tourism proposed by the World Tourism Organization (WTO 1999) and the National Tourism Plan 2007-2010 proposed by the Ministry of Tourism (MoT 2006).

The training project of Tourism and Social Innovation took place in the academic year of 2013, with 40 teachers of Hospitality, Leisure and Tourism - the Centro Paula Souza. The training had a total workload of 40 hours, 34 classroom hours and six hours at a distance, being developed in phases.

For each meeting (phase) teachers developed online activities under the supervision of the coordinator (author of the article). According to Cunha (1998) the valuation of the perspective of knowledge production, also has a sense of learning.

The Project - Discussion

The proposed training for Tourism and Innovation, was to awaken the teachers and to make them understand the importance of valuing the man, their culture and their environment by promoting equal access to leisure. It is noted that the main challenge to those responsible for discipline is to enable students to practice and viability of this peculiar segment of tourism. According to Menezes et al. (2010) "the practice of Social Tourism challenges managers of activity." Menezes et al. (2010: 12) suggests that this subject "is yet to be studied" and points out that questions about social tourism in the country "will only be answered with an intense search to those willing to do so". Given the importance of the issue this statement was diagnosed as the need to empower teachers to discuss this issue so pertinent to Brazilian reality.

Therefore, the project sought to reconcile the theoretical reference to the practice of activity in São Paulo/Brazil, with these main objectives:

- Conceptualize the segmentation tourist attractions - Social Tourism.
- Experiencing practical experiences about Tourism and Social Innovation.
- Knowing the SESC institution as a promoter of Social Tourism in Brazil.
- Knowing the tourist itineraries of SESC institution unit Bertioga in segmentation of Social Tourism.
- Learn about the infrastructure of the SESC institution unit Bertioga facing Social Tourism.
- Know the Municipal Tourism Plan and the Project Model of Accessible Tourism the municipality of Socorro/São Paulo - that is reference in Brazil.
- Know the venture Campo dos Sonhos Hotel (Field of Dreams), as referential to accessible tourism.

- Identify the work of the State Secretariat of the Rights of Persons with Disabilities, through technical visits monitored by the Memorial of Inclusion in São Paulo/Brazil.
- Identify the innovations of the segment of Social Tourism and the use of technology.
- Associate all concepts and experiences offered by the project, the teacher's activities carried out in the Center Paula Souza.
- Carry out the assessment of learning.

The benefits of tourism participation have been said to include the following: intercultural interactions, peace and understanding, associated social and personal benefits arising out of economic growth and prosperity for destination societies; and personal benefits to tourists (McCabe et al. 2010).

The first phase was the process of registration of interested in the training. The second phase was characterized as the first meeting, aimed to give a presentation on the conceptual aspects of the theme of Tourism and Innovation and was quite dubious in the literature. A discussion on tourism and its responsibility for man-society integration was initialized causing the teachers to reflect on their practice in the community to which the school unit was inserted. In the third phase the subject matter was Social Tourism. For such a visit was monitored by the SESC Bertioga unit. The SESC institution - Social Service of Commerce - was chosen because it is considered to have the best summer camp workers in Brazil and the best resort, serving as a model for several other projects in the country. The unit was inaugurated in September 1948 - as Cologne holiday Ruy Fonseca - Current Holiday Centre SESC Bertioga, and has a preserved green area of approximately 995,000 meters (SESC 2003). His actions since then, favor the social life, seeking to provide access to cultural assets and the strengthening of human relationships. It offers its guests rest, fun and educational content for all ages.

The visit included a lecture with responsibility for social tourism in the unit on the SESC institution and tour itineraries for the practice of Social Tourism, focusing on working with the local community and the principles of sustainability. Subsequently a technical visit to the complex, with the monitor environmental educator was performed, which showed to the group the center of environmental education, environmental and social responsibilities, in addition to the complex unit of rest.

In the fourth phase the topic of Accessible Tourism was addressed and held in the Relief/SP municipality. The choice of this location was made because it was currently a Brazilian landmark destination for accessible tourism. The World Programme of Action for Persons with Disabilities United Nations says:

"The member countries (ONU) should ensure that persons with disabilities have the same opportunities to enjoy recreational activities that the other citizens have. This involves the possibility of attending restaurants, cinemas, theaters, libraries, etc., as well as places of leisure, sports arenas, hotels, beaches and other places of recreation. Member countries should take the initiative by removing all obstacles in this regard. The authorities of tourism, travel agencies, voluntary organizations and others involved in the organization of recreational activities or travel opportunities must offer services to all and does not discriminate against people with disabilities" (MoT 2006).

At this meeting, there was a talk with the president of the COMTUR - Municipal Tourism Council, presenting the planning of the local tourist industry, and the plan of Destination Accessibility Reference adopted as a model by the Ministry of Tourism. The studies of both plans generated a discussion on tourism policies and social inclusion, social tourism, legal frameworks, accessibility and tourism, as we must prepare a local or a destination for accessibility, such as performing a participatory planning, and how to perform searches for partnerships and financing. Subsequently an activity occurred that monitored social life.

According to the topics covered and reflections and debate conducted, the teachers acquired knowledge of good practices for accessibility and tourism.

The fifth meeting had the theme of Tourism and Innovation, and took place in the city of São Paulo, at the Headquarters of the Secretariat of State of the Rights of the Person with Disabilities, in Memorial of Inclusion - the paths of person with disabilities were discussed.

The Memorial of Inclusion was established in 2008 and there are only two in the world. The area presents the trajectory of social struggles for inclusion, through exhibitions and various technological resources, such as the living room of the senses - which provides a ludic activity to all visitors. The visit has fostered the reflection, through surveys and discussions about actions directed to the construction of a society for all.

The visit provided clarifications with regard to the classification of disabilities (physical, hearing, visual, mental, multiple, reduced mobility) and a new look at how to orient and instrumentalize the sector of hospitality, through the promotion of accessibility (buildings, parks, spaces for events, equipment, transport, portals and electronic addresses for the provision of tourist services, proper care, universal design).

This meeting promoted the development of new learnings, as they are directed in the classroom and how to apply them in our daily lives, providing an interesting and enriching dialog between those involved.

The last meeting, was about the Exhibition of Tourism and Innovation, where each teacher orally presented their work on the subject. On this date the launch of the e-book Tourism and Innovation was carried out. This publication was composed the articles produced referring to the work done by the teachers, with the support of the State of São Paulo and the Ministry of Tourism, through the Brazil professionalized program.

The results of the training were surprising, since those involved had the opportunity of practice and developing projects with their school community. Several proposals have been put forward, such as:

- The role of the Tour Guide in the characterization of roadmaps in the segment of social tourism.
- Project for deployment of educational tourism accessible in Etec Best (very interesting project, since the school is in an area that used to be a farm).
- Tourism: Use of alternative transport for tours.
- How to enter the community in profitability of the hotel industry and tourism of the Guarujá city.

The learning evaluation was also performed, through observation of results, measurement of the degree of satisfaction arising from the pedagogical action, evaluative practice and other.

Conclusions

Social tourism is a topic rarely discussed by the Brazilian academy, although it is present in the daily life of the population. Observing the need for discussion on the topic proposed was the teacher training Tourism and Innovation, giving teachers new opportunities for updating and development of educational practices and research, in addition to cultural enrichment.

The curriculum was developed in a satisfactory manner, with social tourism as the main object of the discussions, which in the course of the project enabled an emancipatory evaluation (providing information for others to interact with them) through research, observation and analysis of the reality of the interpretation of available data and the production of texts. Since it allowed the teachers to find gaps on the subject within its institutional and social realities, and thus develop projects that also identify purposes of humane treatment, so that they can humanize the means, through their specific actions, working with tourism and with the Social Innovation.

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