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The convergence of social and solidarity economy with sustainable tourism: A Canadian perspective

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Abstract--The research investigates the relationship between sustainable tourism and social and solidarity economy (SSE) specifically in Canada. The research explores how SSE principles align with sustainable tourism practices. The research starts by establishing sustainable development theory and its environmental economic and social pillars to examine SSE principles in sustainable tourism practices. Canada stands as a global leader in social economy employment since SSE entities provide 15% of total employment. The research evaluates Canadian sustainability programs including Sustainable Tourism 2030 and the Business Event Sustainability Plan to show how tourism advances sustainability targets while resolving problems with biodiversity preservation and waste reduction and pollution reduction. The study demonstrates that tourism models based on SSE create sustainable methods to develop regions through economic stability and environmental protection and social justice because collective enterprises lead rural and underserved areas to conquer economic issues while maintaining employment and environmental resources.

Keywords---Sustainable Tourism, Social and Solidarity Economy, Canadian Tourism Development, Collective Enterprises, Environmental Conservation.

Introduction

The global tourism industry has experienced unprecedented growth in recent decades, accompanied by increasing concerns about its environmental, social, and economic impacts. This expansion has prompted critical reflection on existing tourism models and sparked interest in alternative approaches that balance economic benefits with environmental protection and social well-being. Within this context, sustainable tourism has emerged as a compelling framework, while the social and solidarity economy (SSE) offers innovative organizational models that prioritize collective benefit over individual profit. The concept of sustainable development, popularized by the Brundtland Report in 1987, emphasizes development that "meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED. 1987). This principle has been progressively integrated into tourism practices through various international initiatives, including the Global Code of Ethics for Tourism (UNWTO. 1999) and the Sustainable Development Goals (United Nations, 2015). Concurrently, the social and solidarity economy has gained recognition as an alternative economic model characterized by democratic governance, limited profit distribution, and a focus on human well-being rather than capital accumulation. (Defourny & Nyssens. 2017).

This article aims to explore the convergence between sustainable tourism and the social and solidarity economy, with a specific focus on the Canadian context. Canada presents a particularly relevant case study due to its position as a global leader in the social economy sector and its recent advancements in sustainable tourism initiatives. The research addresses three principal questions:

1. How do the principles of the social and solidarity economy align with sustainable tourism objectives?
2. What is the current state of sustainable tourism development in Canada, and what role does the social economy play in this development?
3. How do collective enterprises contribute to sustainable tourism practices, particularly in rural and underserved areas?

Methodologically, this study employs a comprehensive literature review of sustainable development, sustainable tourism, and social economy concepts to establish a theoretical framework. The empirical analysis draws on current data from multiple sources, including Canadian government reports, industry assessments, and organizational documents such as those from Destination Canada, the Tourism Industry Association of Canada, and the Global Destination Sustainability Index. The case study approach allows for an in-depth examination of Canada's sustainable tourism landscape, with particular attention to Quebec's social economy initiatives in the tourism sector.

Due to limitations in standardized statistical frameworks for measuring both tourism sustainability and the social economy, as noted by the UNWTO (2024)

and the International Labour Organization (2023), this research integrates available qualitative and quantitative data to provide a holistic assessment of the synergies between SSE and sustainable tourism in Canada. Through this analysis, the article contributes to the growing body of knowledge on alternative tourism models and provides insights into how social economy principles can enhance the sustainability of tourism development.

1. Sustainable Development: Definition, Evolution, And Challenges

The concept of sustainable development emerged in the 1980s as a response to growing concerns about the environmental, social, and economic consequences of human activities (Barker. 2006). It seeks to balance economic progress, social equity, and environmental protection (Purvis et al., 2019). This development model emphasizes the dynamic interactions and interdependence between economic, social, and environmental factors. The origins of sustainable development can be traced back to the 1970s, a period when critical voices began challenging the prevailing economic growth model. The report "The Limits to Growth" published by the Club of Rome in 1972, warned about the risks associated with excessive resource exploitation (Meadows et al. 1972). Later, in 1987, the Brundtland Report further established the foundation of sustainable development as a global priority. Over the years, international efforts have reinforced this framework through major initiatives such as the 1992 Earth Summit in Rio, the United Nations 2030 Agenda for Sustainable Development, and the adoption of the Sustainable Development Goals (SDGs) in 2015 (United Nations. 2015).

➤ The Three Pillars of Sustainable Development

Sustainable development is based on three interconnected dimensions: environment, economy, and society (Purvis et al., 2019)

- **The Environmental Pillar** focuses on preserving natural resources, maintaining biodiversity, and addressing climate change. This requires adopting eco-friendly practices, such as promoting renewable energy, reducing greenhouse gas emissions, and implementing sustainable waste management strategies.
- **The Economic Pillar** aims to foster long-term, inclusive, and equitable economic growth. This involves rethinking production and consumption models, encouraging innovation, and generating environmentally friendly jobs. According to the OECD (2001), sustainable development does not hinder economic growth but is instead a prerequisite for it.
- **The Social Pillar** emphasizes fairness, social justice, and human well-being. It prioritizes poverty eradication, equitable access to education and healthcare, and ensuring decent living conditions for all. According to UNESCO (2005), sustainability can only be achieved if economic, social, and environmental factors are integrated into decision-making processes.

➤ Challenges in Implementing Sustainable Development

Despite its widespread recognition, putting sustainable development into practice remains a challenge. Some critics argue that the concept lacks clarity and well-defined guidelines (Giddings et al., 2002; Hopwood et al., 2005). Others highlight potential conflicts between the three pillars, such as the tension between economic growth and environmental protection (Daly, 1996; Redclift, 2005).

Additionally, transitioning to a sustainable development model requires profound systemic changes and coordinated efforts among governments, businesses, and civil society (Meadowcroft, 2013; Adger & Jordan, 2009).

➤ **The Critical Role of Environmental Conservation**

Environmental preservation is at the heart of sustainability. Climate change, biodiversity loss, and ecosystem degradation pose significant threats that demand urgent action. The IPCC Report (2021) (Intergovernmental Panel on Climate Change) stresses the need for rapid and transformative societal changes to mitigate global warming. Key strategies include the expansion of renewable energy (IRENA. 2019) (International Renewable Energy Agency), adopting circular economy principles and sustainable resource management and protecting and restoring ecosystems (Ghisellini et al. 2016)

➤ **Sustainable Development and Social Equity**

Beyond environmental concerns, sustainable development also aims to promote social well-being and equality (United Nations. 2020). The United Nations (2015) has identified poverty eradication in all its forms as one of humanity's greatest challenges. Essential measures include investment in education and training (UNESCO. 2016), ensuring universal access to healthcare (WHO. 2018), and empowering women and marginalized communities (United Nations. 2020).

➤ **Sustainable Tourism**

The concept of sustainable tourism emerged as a response to the rapid growth of tourism both in terms of volume and geographical expansion, during the post-war period. Unlike many other tourism-related ideas, it did not originate in the English-speaking world but rather in Central Europe, particularly among German, Italian, and French speakers. It was not the product of the tourism industry or government policymakers alone, but also of academics and researchers. Ultimately, researchers highlight that the concept of sustainable tourism remains broad and somewhat vague (Liu. 2003; Lansing & De Vries. 2006; Bramwell & Lane. 2008), making its practical application complex and open to interpretation.

Since its official recognition at the World Conference of Lanzarote in 1995, sustainable tourism has been formalized through various frameworks, most notably the Global Code of Ethics for Tourism (UNWTO. 1999). This document outlines the fundamental principles of sustainable tourism and advocates for its development. According to the UNWTO, sustainable tourism must be environmentally sustainable in the long term, economically viable, and ethically and socially fair for local populations (Sustainable Tourism Charter, UNWTO 1995). The Global Code of Ethics for Tourism translates these principles into ten key articles covering various aspects of tourism, including human, ecological, cultural, economic, religious, sociological, and professional dimensions. While the themes addressed are broad and ambitious, they often focus more on ideals than on specific behaviours or concrete organizational models. With the growing emphasis on sustainable development, tour operators have faced significant pressure over the past decade to prioritize environmental protection. This pressure comes from various sectors, including government, the economy, culture, and society. According to Roberts and Tribe (2008), small tourism businesses inherently contribute to the development of sustainable tourism by offering personalized travel experiences. Saarinen (2014) further highlighted that

government regulations play a crucial role in encouraging private businesses to transition from traditional tourism to more sustainable practices.

2. Social And Solidarity Economy

When considering the means to achieve sustainable tourism development in different regions, the social and solidarity economy (SSE) presents itself as a viable model. Through initiatives led by cooperatives, associations, mutual organizations, and foundations, this economic model fosters job creation and the preservation of existing employment opportunities for instance, through the implementation of fair trade. Although modern social economy structures emerged primarily in the 19th century, their origins can be traced back to the earliest forms of human associations. According to the International Network for the Promotion of Social and Solidarity Economy (UNTFSSSE. 2014), SSE represents an alternative to capitalism and other authoritarian economic systems. Similarly, social and solidarity economy (SSE) is defined as a business approach guided by the general interest, where human well-being is prioritized. This model not only generates material, social, and cultural wealth, but it also favours collective and participatory forms of organization. Profit distribution is strictly regulated, and most of the surplus and reserves must be reinvested to ensure business sustainability. SSE is recognized for its territorial anchoring, potential for social innovation, and diverse funding sources from both public and private sectors (Defourny & Nyssens. 2017).

Defourny (2017) describes SSE as the economic activities driven by third-sector organizations, which either complement the public and private sectors or fill the gaps left by them. Meanwhile, Demoustier (2001) offers a fundamental definition of solidarity-based initiatives, identifying them as collectively organized activities aimed at fostering social ties and solidarity within a given territory. These initiatives take various organizational forms, such as non-profit associations, cooperatives, and social enterprises.

The goal of this research is to analyse the typology of such initiatives and assess their impact on social and territorial cohesion. Pestoff (2013) highlights, the non-profit nature and democratic governance of these associations play a crucial role in encouraging citizen engagement and strengthening social cohesion. Among the different models within SSE, associations are the most prevalent. Salamon & Anheier (1997) define associations as long-term agreements between at least two individuals who pool their skills or efforts to achieve a shared objective, without a profit-seeking motive. These organizations operate across various sectors, including sports, culture, environmental protection, and social action. Their non-profit orientation and democratic governance structure encourage active citizen participation and reinforce social ties, as reaffirmed by Enjolras et al. (2018). For Amin (2009), SSE differentiates itself on three key levels. Firstly, it excels in pioneering new economic activities within local territories due to its entrepreneurial dynamism. Secondly, its goals and values contrast sharply with those of the private and public sectors. Finally, it operates across a wide range of domains, reinforcing its multidimensional nature. According to Monzón and Chaves (2008), organizations within SSE adhere to several fundamental principles:

- Dual relationship between membership and activity: Unlike conventional employment relationships, individuals are not merely seen as production units.
- Democratic governance: These organizations operate as collectives rather than capital-driven entities, ensuring decision-making processes are more inclusive and less influenced by purely economic rationality.
- Non-profit or limited-profit approach: This principle allows for greater flexibility in pursuing social objectives and defending ethical values.

In terms of foundational principles, Scott (2015) argue that SSE organizations are united by a set of core values: human well-being takes precedence over capital, governance is democratic, and profits are reinvested into activities. Academic literature underscores the compatibility of SSE with ethical tourism development, emphasizing its participatory governance, human-centred approach, and strong local integration (Cave & Dredge. 2018). By focusing on limited profitability, democratic governance, and social utility, SSE serves as a solid framework for fair and eco-friendly tourism (Mosedale, 2016) . SSE-driven initiatives in tourism manifest in various organizational forms, including community-based ecotourism cooperatives (Ruiz-Ballesteros, 2017), social enterprises creating sustainable tourism experiences, and fair-trade tourism networks (Scheyvens & Hughes, 2019). Additionally, SSE aligns with emerging tourism trends, such as the growing demand for authentic experiences, intangible cultural heritage promotion, and ethical travel practices (Higgins-Desbiolles, 2018).

However, SSE initiatives in tourism face multiple challenges, such as limited access to funding, competition with traditional market players, regulatory constraints, and governance complexities (Altinay et al., 2016). Studies by Higgins-Desbiolles et al. (2019) and Dolezal & Novelli (2022) emphasize the need for supportive public policies, innovative financing mechanisms, local skill development, and consumer awareness programs to create an enabling environment for SSE-driven sustainable tourism.

3. Social Economy & Solidarity and Sustainable Tourism In Canada

Pilot studies are currently underway to develop a statistical framework for measuring tourism sustainability in various countries, including Canada (UNWTO. 2024). According to the International Labour Organization, several challenges persist regarding the measurement of Social Economy and Solidarity (ESS) using harmonized statistical standards (ILO. 2023). This suggests that empirical research in both sustainable tourism and ESS is constrained by the lack of standardized measures. Additionally, there are limitations and challenges related to the impact of the COVID-19 pandemic on data from 2020-2021, as well as regional variations in the definition of ESS. This case study examines the synergy between ESS and sustainable tourism within the Canadian context, assessing their joint contribution to economic development, as well as environmental and socio-cultural conservation. The analysis draws on current empirical data to provide a comprehensive review of existing initiatives. In this study, any form of tourism that respects the environment and cultural heritage is considered sustainable.

3.1. Social Economy and Solidarity in Canada

In Canada, the social economy (ESS) plays a significant role within its structure of thirteen provinces and territories, each governed by a parliamentary system at the provincial level and a federal government. These provinces and territories include Yukon, Northwest Territories, Nunavut, British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland and Labrador. In 2021, nearly 2.5 million individuals were employed in non-profit institutions, which accounted for 15.3% of total employment. The economic contribution of the non-profit sector to Canada's GDP was valued at 200.2 billion CAD in 2021, solidifying Canada's position as a global leader in the social economy (OECD. 2024). A formal definition of the social economy exists in Quebec, following the enactment of the Social Economy Act in 2013, marking a significant development at the subnational level (LégisQuébec. 2024)

Key initiatives under this strategy include:

- The Social Finance Fund (SFF), which offers investments amounting to USD 755 million over ten years.
- The Investment Readiness Program (IRP), which provides funding in the form of grants and contributions totalling USD 100 million over five years.
- The Social Innovation Advisory Council (SIAC), which offers strategic advice to advance the IS/FS strategy. At the subnational level, provinces foster the social economy through laws, strategies, action plans, and other supportive mechanisms, such as Quebec's 2015-2020 Social Economy Action Plan (SISF-Strategy Report.2018).

Tax Treatment: According to the Department of Finance Canada, a different tax treatment can be applied to the entire social and solidarity economy or to specific SSE entities at both national and subnational levels. Non-profit organizations and registered charities are exempt from income taxes, including capital gains taxes. In certain provinces, non-profits also benefit from tax exemptions on goods and services (GST/HST).

Stakeholder Engagement: The Canadian Community Economic Development Network (CCEDNet) strives to increase public demand and political action for policies and programs supporting community economic development. It also assists its members in accessing resources and relationships necessary to build more sustainable, equitable, and inclusive local economies. In Quebec, the "Innovative Territories in Social and Solidarity Economy" (TIESS) contribute to regional development through the transfer of knowledge in SSE (Connelly et al. 2011).

Social Impact Measurement Initiatives: Driven by their social mission, SSE entities are increasingly called upon to demonstrate the positive value they generate through their activities. Social impact measurement enables them to assess their contribution to society. A wide range of initiatives is available to governments and practitioners to promote a culture of social impact measurement, including:

- The MARS White Paper Series on Social Entrepreneurship and Social Impact Measurement (2010), funded by the Ontario government.
- Initiatives focused on guidance, such as "Learning Together: Five Key Discussion Questions to Make Evaluation Useful" (2016) from the Ontario Non-profit Network, funded by the Ontario Ministry of Citizenship and Immigration.
- Capacity-building initiatives such as the Common Approach to Impact Measurement (2018) from Carleton University and the Canadian government's Investment Readiness Program (IRP).
- Social Economy Impact Evaluation and Measurement by TIESS (2019), funded by the Ministry of Economy and Innovation of Quebec.
- "Measuring Impact by Design" (2019) from Impact Canada, a unit within the Impact and Innovation division.
- The Mission Online Platform Model for Impact Measurement (2019) under the Canadian government's S4ES project (OECD. 2024).

3.2. Sustainable Tourism in Canada

Tourism plays a pivotal role in Canada's economy, generating an estimated \$300 million in daily revenue, amounting to \$109.5 billion for the year 2023. For several years, tourism has remained the leading export sector in the country, contributing to 2.1% of the GDP in 2019. This sector also represents one of the largest sources of employment, accounting for approximately 10% of all jobs nationwide. Tourism is known for its inclusivity and diversity, playing a significant role in both urban and rural areas. As noted by Destination Canada (2023), "The economic contributions of tourism are numerous, as the sector draws on a wide range of skills and professions, and has a remarkable geographical diversity, with a significant presence in every province and territory of Canada. Tourism is particularly crucial in rural and remote areas, where it generates 10% of employment".

➤ **Promotion of Sustainability in Canada**

In 2009, a project titled "Promoting Innovation in Sustainable Tourism" was initiated through a collaboration of four higher education institutions. The project conducted research with rural tourism operators across the Canadian province of British Columbia, with the aim of understanding operators' behaviours regarding sustainable tourism. The research sought to explore the types and extent of sustainable tourism attitudes adopted by operators, motivations for sustainability solutions, challenges faced, and methods to encourage sustainability practices among tourism operators. The study concluded with a strong pro-sustainability trend among respondents (Font et al. 2016).

➤ **Sustainable Tourism Commitment in Canada**

In 2021, GreenStep, in partnership with the Tourism Industry Association of Canada, launched the Sustainable Tourism 2030 initiative. This program aims to encourage Canadian tourism firms and operators to assess their sustainability performance through a free online evaluation tool based on the standards of the Global Sustainable Tourism Council (GSTC). The goal is for firms to engage in continuous performance improvement each year until 2030 (GreenStep.2025). The initiative involves an extensive evaluation of tourism destinations, with over 100 indicators across four main categories: Management, Socio-economic Impact,

Natural and Cultural Interactions, and Environmental Impact. These categories are further subdivided into 16 sub-categories aligned with the UN's Sustainable Development Goals (SDGs) and GSTC standards (Tourism Industry Association of Canada. 2024)

3.3. Tourism Performance and Progress Evaluation

The sustainability dashboard provides an aggregated, anonymous overview of performance to help stakeholders including tourism operators, political authorities, and other interested parties interpret the performance of tourist destinations at local, provincial, national, and international levels. The table below displays the performance of the Canadian tourism industry based on the overall scores of over 100 businesses included in the preliminary dataset, reflecting the available points in each sub-category (GreenStep. 2025). Examining sustainability performance across the four main categories Management, Social and Economic Impacts, Natural and Cultural Interactions, and Environmental Impacts, it is evident that the industry achieved a score above 50% in all these areas, indicating that despite the need for further improvements, Canada's sustainable tourism is heading in the right direction. However, in the sub-categories where scores were below 50%, it is clear that tourism businesses across Canada require support in six key areas: employee engagement, cultural heritage, biodiversity, solid waste management, sustainability management systems, and pollution minimization.

Table 1. Tourism Industry Status in Canada

Section/ Criteria	Available Points	Average	%
A.Management	55	30.2	55%
1. Sustainability System	20	8	40%
2. Compliance	3	3	100%
3. Employee Engagement	8	3.7	47%
4. Customer Engagement	6	3.4	57%
5. Marketing & Communication	7	3.8	54%
6. Building & Infrastructure	8	6	75%
7. Destination Management	3	2.2	72%
B.Social & Economic Impacts	28	21.2	76%
8. Community Support Projects	8	6.7	83%
9. Local Employment & Labor Rights	6	4.7	79%
10. Ethical, Fair Trade, & Local Products	14	8.2	59%
C.Natural & Cultural Interactions	16	12.1	76%
11. Cultural Heritage	9	3	33%
12. Biodiversity & Ecosystems	7	2	28%
D.Environmental Impacts	54	32.2	60%
13. Energy Conservation	13	7.1	54%
14. Water Conservation	8	5	63%
15. Pollution Minimization	19	7.6	40%

Section/ Criteria	Available Points	Average	%
16. Solid Waste	14	5.2	37%
Total	153	92.7	61%

Source: <https://www.greensteptourism.com/measuring-sustainability-the-state-of-the-canadian-tourism-industry/>

➤ **Government Support for Sustainable Tourism**

Destination Canada, the national organization for tourism in Canada, underscores the government's commitment to fostering a tourism sector that contributes to the economy while adhering to the principles of environmental protection, socio-cultural coherence, socio-economic sustainability, and respect for communities at national and territorial levels. The organization has launched the Sustainability Plan for Business Events in Canada, aiming to organize carbon-neutral events and position the country as a leader in eco-responsibility. Canada has joined the Global Sustainable Tourism Council (GSTC), an international body responsible for establishing and managing global sustainability standards for tourism. Furthermore, Destination Canada has implemented several actions in collaboration with federal, provincial, and municipal bodies to promote exemplary sustainable behaviours. These actions include the creation of an internal environmental sustainability committee, cooperation with independent firms to measure and reduce carbon emissions, and the initiation of measures to optimize socio-economic outcomes. Through these initiatives, Canada's tourism authorities reaffirm their commitment to sustainability, not only within the tourism sector but also in fostering and supporting a sustainable economic activity (Destination Canada. 2024).

In 2022, Canadian authorities introduced the Business Event Sustainability Plan to strengthen sustainable practices during business and economic events. This federal plan aims to improve economic, sociocultural, and environmental behaviours during business events in the country, particularly for international congresses, trade shows, workshops, seminars, and corporate meetings (PD-EA-DC. 2023). The initiative has already engaged 20 Canadian destinations (including 16 cities) in assessing their performance. (Global Destination Sustainability Index (GDS-Index). 2025). This tool helps to measure and compare sustainable development strategies, evaluate action plans of over 100 destination marketing organizations, track municipal authorities' initiatives, and assess the achievement of environmental, socio-cultural, and economic objectives. By the end of 2023, Canada was recognized as the country with the highest concentration of sustainable destinations worldwide.

3.4. Quebec's Social Economy Contributions to Sustainable Tourism

According to the Sustainable Tourism Organization of Quebec (OTDQ. 2023), Quebec stands as the hub of social economy in North America, particularly in tourism. The province boasts around 1200 collective enterprises in the tourism sector, representing 10% of the industry. Despite challenges posed by the Covid-19 pandemic, this momentum has significantly grown. Collectively managed enterprises, such as cooperatives in rural and underserved areas, play a key role in overcoming economic development challenges by ensuring long-term job

retention and contributing to environmental conservation while meeting local economic needs (Chantier de l'économie sociale. 2025).

In rural regions, collective enterprises offer innovative tourism services like camping and outdoor activities throughout the year, which provide opportunities for community engagement and environmental protection. These collective ventures ensure that tourism benefits remain within the local economy while preserving jobs and fostering resilience. Through collaborations, these organizations contribute not only to environmental protection but also to the sustainable development of their communities.

Conclusion

The research investigates the complex relationship between social and solidarity economy (SSE) and sustainable tourism, with a particular focus on Canada's innovative approaches. The analysis reveals several important findings regarding the synergistic potential of these two domains for creating environmentally responsible, socially equitable, and economically viable tourism models.

Canada stands out among OECD nations because SSE entities generate 15% of national employment which represents the highest percentage. The country supports SSE tourism initiatives through its extensive institutional framework which includes Quebec's 2013 Social Economy Act and the Social Finance Fund and the Investment Readiness Program. These policy mechanisms have facilitated the emergence of community-based enterprises that develop tourism offerings while preserving local heritage and environments. The Canadian tourism industry's sustainability performance, as evidenced by the GreenStep assessment, indicates promising progress with overall scores exceeding 50% across all main categories. Particularly notable are the strong performances in the "Social & Economic Impacts" (76%) and "Natural & Cultural Interactions" (76%) categories, which align closely with SSE values. However, challenges remain in areas such as sustainability management systems, biodiversity protection, and pollution minimization, suggesting opportunities for further integration of SSE principles into tourism practices.

Quebec stands out as a compelling case study within this framework. As North America's hub for social economy, the province's approximately 1,200 collective tourism enterprises represent a significant 10% of the industry. These organizations have demonstrated remarkable resilience during economic downturns while continuing to create sustainable employment opportunities and environmental conservation initiatives. Their success illustrates how SSE can address the dual challenge of economic viability and ecological responsibility in tourism development.

Despite these promising developments, several challenges persist in the integration of SSE and sustainable tourism. These include limited access to specialized funding, competitive pressures from traditional market players, regulatory complexities, and the need for enhanced consumer awareness. Furthermore, the lack of standardized measurement frameworks for both sustainable tourism and SSE impacts hampers empirical research and policy

development in this field. In conclusion, the synergy between the social and solidarity economy and sustainable tourism represents a promising pathway toward a more inclusive, equitable, and environmentally responsible tourism model.

Canada's experience demonstrates that with appropriate institutional support and community engagement, SSE organizations can play a pivotal role in transforming tourism into a force for sustainable development. By continuing to strengthen this relationship through research, policy innovation, and practical implementation, we can work toward tourism systems that truly honour the needs of present generations without compromising the ability of future generations to meet their own needs.

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