

**THE INFLUENCE OF THE ARGENTINE TOURING CLUB (TCA) AND THE ARGENTINA
AUTOMOBILE CLUB (ACA) IN THE CONSTRUCTION OF TOURISM AS A PUBLIC ISSUE
(1918-1929)**

Melina Piglia
Universidad Nacional de
Mar del Plata - Argentina

This work aims to analyze the way in which during the 1920s, TCA and ACA shaped tourism as a public issue, posing it as an industry, as a source of civilization for back warded regions and as an agent for the encouraging of public health, social harmony and patriotism. These clubs (especially the Touring Club) demanded intervention of the State in promoting and regulating tourism, attempted to partially and temporarily substitute the State that failed to fulfill those demands, and searches to orient public policies.

KEY WORDS: *history of tourism; tourism policy; automobile and touring clubs.*