Incorporation of the Tourism Observatories into the Public Policy of México

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¿What is an Observatory?

Is an institution from which objects, events and situations of a natural or social nature are investigated and recorded.

The first observatories were created to observe astronomical or atmospheric phenomena, but in recent decades there have been multiple institutions dedicated for some social areas that have adopted the name of observatories.
¿What is a Tourism Observatory?

The Tourism Observatory is a tool that serves to manage both scientific information about the city’s tourism and to provide an objective analysis for public and private organizations working in this sector, so that they can make DECISIONS concerning planned activities based upon solid scientific foundation.
### Examples

<table>
<thead>
<tr>
<th>The Croatian Sustainable Tourism Observatory</th>
<th>Tourism Observatory in Bogota, Colombia</th>
<th>The Regional Tourism Observatory of Umbria, Italia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global <em>commitment</em> to act responsibly in the country</td>
<td>Development of studies related to tourism activity for <em>decision making</em></td>
<td>Analysis of <em>information</em> on tourist flows</td>
</tr>
<tr>
<td>Evaluation of the results of the application of <em>public policies</em></td>
<td>Bogotá Tourist Information System: a <em>compilation and analysis tool</em></td>
<td><em>Planning</em> capacity thanks to the availability of updated and analyzed <em>data</em></td>
</tr>
<tr>
<td>Improved decision <em>making and planning</em></td>
<td>Exchange of <em>information</em> between public and private entities</td>
<td><em>Communication</em> between public and private entities</td>
</tr>
</tbody>
</table>
Sustainable Tourism Observatory of Guanajuato

*It is a space of technical, intersectoral and interdisciplinary analysis, in which a group of people and/or entities are grouped and organized with the purpose of monitoring, measuring and verifying the evolution of the tourism sector in the State of Guanajuato.*
Since its creation in 2004, 18 observatories have joined the UNWTO INSTO.

- 8 China
- 1 Greece
- 1 Mexico
- 1 Brazil
- 3 Indonesia
- 1 Croatia
- 2 USA
- 1 New Zealand
International Network of Sustainable Tourism Observatories

http://insto.unwto.org/observatories/
Support the continuous improvement of sustainability and resilience in the tourism sector through **systematic, timely and regular monitoring of tourism performance and impact** and to connect dedicated destinations in order to better understand destination-wide resource use and foster the responsible management of tourism.

Through the **systematic application of monitoring, evaluation and information management techniques**, the initiative provides policy makers, planners, tourism managers and other relevant stakeholders with key tools to strengthen institutional capacities to support the formulation and implementation of sustainable tourism policies, strategies, plans and management processes.
Yet, despite the progress made so far, the lack of reliable data at the destination level continues to be one of the major challenges the sector needs to address. In order to support destination stakeholders we need to focused and take coherent action to accelerate the shift towards Sustainable Consumption and Production patterns, thus turning the goals proposed by the international community into reality.
¿Observatories?

http://www.atlasturistico.sectur.gob.mx

http://www.datatur.beta.sectur.gob.mx
DataTur

1. Data

We get the data directly by different sources

2. Information

The information is organized and prepared for its used in the tourism sector

3. Knowledge

It is uploaded to our web page for the information user
Aquí puedes encontrar información estadística sobre las actividades económicas vinculadas al turismo en México, como visitantes internacionales, flujos aéreos, flujos de cruceros, flujos carreteros, actividades culturales y actividades de alojamiento, entre otras.

Nuevos productos, secciones y/o publicaciones

>> Resultados de la Actividad Turística

Resultados de la Actividad Turística, se reúne información estadística de las principales variables como flujo de visitantes internacionales, turismo doméstico, flujos aéreos y marítimos, actividades de alojamiento, entre otras.

>> Ciudades Mexicanas Patrimonio Mundial

Los sitios que son considerados Patrimonio de la Humanidad en México, son lugares que han cumplido los requisitos necesarios marcados por la UNESCO y que han sido nominados para el programa internacional por el comité de la de debido a su importancia excepcional cultural o natural.

>> Documentos de Investigación Estadística y Económica

Aquí encontrarás las últimas ediciones de los documentos de investigación estadística y económica en el sector turismo, en los cuales se presentan resultados preliminares de investigaciones realizadas en la Secretaría de Turismo.

>> Pueblos Mágicos

En esta sección podrás encontrar información sobre las características y atractivos turísticos, además de otras particularidades de los destinos incluidos dentro del programa de Pueblos Mágicos.
¿Observatories?

http://www.atlasturistico.sectur.gob.mx

http://www.datatur.beta.sectur.gob.mx
National System of Statistical and Geographical Information
System members

National Subsystem of Information

SNIEG

National Consultative Council

INEGI
National Statistics and Geography Institute
National System of Statistical and Geographical Tourism Information

National Statistics and Geography Institute
Operation of the SNIEGT

- Tourism Law aligned with the SNIEG Law with a Consultative Council for its governance
- Leading technology for efficient management of information
- Trained personnel at the federal and state level
- Stablished procedures for the generation, processing, analysis and spreading of statistical and geographical information

Key Components:
- Maps & Reports
- Cartographic generalization
- Analysis
- Data
- OGC Services, citizen portal
- Navigation
- Visualization
- Field research

先进技术用于有效管理信息
培训人员在国家和州两级
建立程序以生成、处理、分析和传播统计和地理信息
The chicken or the egg?
Strengthening the SNIEG through the Tourism Observatories
Strengthening the SNIEG through the Tourism Observatories

- Technology
- Methodologic Guidelines
- Formal Communication Channels
- Procedures
- Legal Basis
Thanks for your attention

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