

Press Release

Madrid, 20 May 2019

Guatemala Partners with UNWTO to Launch Sustainable Tourism Observatory

Madrid, Spain, 20 May 2019 – The World Tourism Organization (UNWTO) has welcomed Guatemala into its International Network of Sustainable Tourism Observatories (INSTO). The Central American country becomes the 26th member of the global network which is committed to the systematic collection of data on the impacts of tourism at the destination level.

The new Observatory is located in the city of La Antigua Guatemala, a UNESCO World Heritage Site and a leading tourism destination. Led by the Instituto Guatemalteco de Turismo (INGUAT) and supported by the Guatemalan government, the Observatory will periodically collect data and scientific evidence as it monitors the effect tourism has on the historic city. This data will then be used to assess how tourism can best be used to help drive sustainable growth and development.

“We warmly welcome Antigua’s entry into our global network of observatories. This demonstrates Guatemala’s strong commitment to tourism as a force for good,” said UNWTO Secretary-General Zurab Pololikashvili. “The Observatory will generate more and better evidence of the economic, environmental and social impacts that tourism has on Antigua and the surrounding area. This will facilitate decision-making so that tourism can continue to drive sustainable development.”

The establishment of the new Observatory was announced during the 64th meeting of the UNWTO Regional Commission for the Americas, also held in Antigua (15-16 May). Moving ahead, the Observatory will work with an interdisciplinary group of local experts. This commitment to the input of local stakeholders is a key feature of the INSTO Observatories around the world.

Jorge Mario Chajón, Director General of INGUAT, adds: “This project will have a real multiplier effect, maximizing the economic as well as the social benefits that tourism brings. We welcome the opportunity to partner with UNWTO and work together to make tourism a key part of the 2030 Agenda for Sustainable Development.”

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations



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About INSTO

The UNWTO International Network of Sustainable Tourism Observatories (INSTO) was created in 2004 with the main objective of supporting the continuous improvement of sustainability and resilience in the tourism sector through systematic, timely and regular monitoring of tourism performance and impact at the local level. The network connects committed destinations around the world, helping them to exchange and improve knowledge and understanding of the monitoring activities throughout the destination and the responsible management of tourism.

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C/ Poeta Joan Maragall 42, 28020 Madrid, Spain. Tel.: (34) 91 567 81 00 / Fax: (34) 91 571 37 33 – info@unwto.org / unwto.org

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