

# TLAXCALA SUSTAINABLE TOURISM OBSERVATORY



PRELIMINARY STUDY FOR THE INTERNATIONAL  
NETWORK OF SUSTAINABLE TOURIST OBSERVATORIES  
OF THE WORLD TOURISM ORGANIZATION

FEBRUARY, 2023




ESTADO  
DE TLAXCALA



SECRETARÍA  
DE TURISMO





Secretary of Tourism of  
the State of Tlaxcala

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# ACRONYMS

<b>AHMET</b>	Association of Hotels and Motels of the State of Tlaxcala
<b>AMEV</b>	Mexican Association of Travel Agencies
<b>CANACO SERVYTUR</b>	National Chamber of Commerce, Services and Tourism
<b>CANIRAC</b>	National Chamber of the Restaurant and Spiced Food Industry
<b>TCC</b>	Tourist Consultative Council of the State of Tlaxcala
<b>CFE</b>	Federal Electricity Commission
<b>WTTC</b>	World Travel and Tourism Council
<b>CONAFOR</b>	National Forestry Commission
<b>CONAGUA</b>	National Water Commission
<b>COPARMEX</b>	Employer Confederation of the Mexican Republic
<b>INEGI</b>	National Institute of Statistics and Geography
<b>INAH</b>	National Institute of Anthropology and History
<b>IMCO</b>	Mexican Institute for Competitiveness A.C.
<b>IMTA</b>	Mexican Institute of Water Technology
<b>UNWTO</b>	World Tourism Organization
<b>OTST</b>	Tlaxcala Sustainable Tourism Observatory
<b>SECTUR</b>	Federal Tourism Secretariat
<b>SECTURE</b>	Secretary of Tourism of the State of Tlaxcala
<b>SEMARNAT</b>	Secretary of Environment and Natural Resources
<b>SENER</b>	Secretary of Energy
<b>STPS</b>	Secretary of Labor and Social Welfare
<b>UNEP</b>	United Nations Environment Program



# PRESENTATION

Sustainable tourism has ceased to be an option, to become a necessity in the face of climate change problems that affect our planet. It is not possible to have a tourist activity outside the needs of the communities, benefiting a few or preying on the environment.

The government authorities, businessmen and service providers of the State of Tlaxcala are committed to making tourism an effective engine to promote and strengthen the well-being of its inhabitants, through the generation of greater opportunities and better alternatives for employment and professional development for younger people.

One of the lines of action of the State Development Plan 2021-2027 for the strategic management of tourist destinations is to redesign and strengthen the tourist observatory; as well as to generate mechanisms for participation and updating variables, in order to promote correct and timely decision-making in the sector.

Having a Sustainable Tourism Observatory also reaffirms the conviction of working as a team with the active participation of the private sector, the collaboration of the Academy and the effective coordination of the federal, state and municipal governments to seek greater growth in the tourism sector, within a public management framework that is guided by the principles of efficiency, transparency and the pursuit of better conditions for the tlaxcaltecas.

The tourism management model that we are putting into practice takes advantage of our tourist attractions, privileges the social fabric and the life of our communities, respects our culture and traditions, in addition to protecting the environment and our natural resources; these principles are fully consistent with the sustainability guidelines of the World Tourism Organization and with the Sustainable Development Goals of the United Nations.

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Consequently, we have decided to request the incorporation of the Tlaxcala Tourism Observatory into the International Network of Sustainable Tourism Observatories, for which this Preliminary Report has been prepared encompassing the general situation of our state and of tourism in particular, as well as the principles, objective and goals of our Observatory, participating organizations and associations. This report also includes the indicators to be used to monitor the strategic areas and the next steps to make Tlaxcala a tourist destination that stands out for its hospitality, but also for its commitment to preserving its natural resources and its biodiversity, as part of the wealth that we owe inherit to future generations.

**Tlaxcala Sustainable Tourism Observatory**  
**Executive Committee**



**Secretary of Tourism of the State of Tlaxcala**  
Revised 2023

With the collaboration and advice of:

**GEMES Consultants**  
Grupo Empresarial Estrategia, S.A. de C.V  
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01

YES, TLAXCALA  
DOES IT EXISTS



ESTADO  
DE TLAXCALA



SECRETARÍA  
DE TURISMO

## 1.1 Historical background

The state of Tlaxcala is the smallest federal entity in Mexico (excluding Mexico City) in terms of its area, but it has played a very important role in the country's history. Its relevance is of such magnitude that it has justly been called the cradle of the Nation.

In its historical evolution, Tlaxcala has distinguished itself for its struggle for sovereignty and the preservation and defense of its cultural identity, its territory and its rich traditions. Below is a very brief summary of its history.

The first human presence in what is now the state of Tlaxcala dates back to ten thousand years before our era and it is estimated that around the year 1,000 B.C. there were already around 150 settlements that shared the same cultural characteristics, scattered over a space that covered nearly 2,000 km<sup>2</sup> in the center, south, and southwest of the state.<sup>1</sup>

After the decline of Teotihuacan, an important population and ceremonial center near present-day Mexico City, as the great governing center of Mesoamerica, between 700 and 1000 AD, some cities such as Cacaxtla in Tlaxcala gained strength, located in the upper part of a hill, which gave it an important strategic position.<sup>2</sup>

In pre-Hispanic times, Tlaxcala was one of the nations that managed to maintain its independence from the Mexica Empire that dominated the Valley of Mexico and large areas of the center of the country. Tlaxcala was divided into 4 lordships that were: Maxixcatzin, lord of Ocotelulco considered the main lord. Next in importance was Xicoténcatl the elder, chief of Tizatlán; Tlahuexolotzin from Tepeticpac and Citlalpopocatzin from Quiauixtlán.<sup>3</sup>

Between the fourteenth and fifteenth centuries, Tlaxcala experienced a period of prosperity that placed it among the most important towns in Mesoamerica.<sup>4</sup> However, this bonanza was threatened by the expansionism of the Mexica who populated Tenochtitlan in the Valley of Mexico and tried to subjugate them.

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<sup>1</sup> Rendón Garcini, Ricardo. *Tlaxcala, Historia breve*. El Colegio de México. Fondo de Cultura Económica. Primera edición electrónica 2016. Página 19

<sup>2</sup> Matos Moctezuma, Eduardo. *México, 500 years de historia en 500 objetos*. Fundación BBVA. 2020 Página 159

<sup>3</sup> Página web del Gobierno del estado de Tlaxcala <https://www.tlaxcala.gob.mx/index.php/historia-sp-14097>

<sup>4</sup> Rendón Garcini, Ricardo. *Op Cit*. Página 24

In 1519, upon the arrival of the Spanish conquerors under the command of Hernán Cortés, the Tlaxcaltecas held several confrontations, with great human losses; but later both the conquistadors and the Tlaxcalans found it mutually beneficial to establish an alliance against the Mexica.

Two years later, in August 1521, the conquest of Mexico-Tenochtitlán was concluded, which was possible thanks to the great support of the Tlaxcalan warriors. Ricardo Rendón Garcini points out that “the Hispano-Tlaxcalteca alliance that emerged in the stage of military conquest, as well as the sworn loyalty to the King of Spain as the supreme authority of Tlaxcala, was a decisive factor for it to have a privileged political and government administration in comparison with the rest of the viceroyalty. The traditional indigenous organization was largely respected, although it was combined with some Castilian forms of government.”<sup>5</sup>

In 1525, Pope Clement VII ordered the foundation of the New Spain city of Tlaxcala under the following decree; “That Tlaxcala is erected as a city for New Spain and its church as a Cathedral for a bishop to govern and administer”. In the same way, it was privileged to be named the seat of the First Bishopric of New Spain, also granting it a Coat of Arms with the title of “Very Noble and Very Loyal City”<sup>6</sup>

Since the independence of Mexico in 1821, Tlaxcala has fought to defend its sovereignty as part of a free state that is part of the new Nation and has participated in various national deeds to defend the independence of Mexico and its territory.

In 1847, during the war against the invasion of the United States, the Tlaxcalan General Felipe Santiago Xicoténcatl, in command of the San Blas Battalion, heroically defended the Chapultepec Castle in Mexico City, giving his life for the Homeland.

During the War of Reform, Tlaxcala was a stronghold of the liberals<sup>7</sup> and years later it fought on the side of the Republic to defeat the imperial government of Maximilian of Habsburg, who ruled Mexico from 1864 to 1867.

In the Porfiriato, as the government of liberal general Porfirio Díaz is known, who governed the country almost continuously from 1876 to 1911, Tlaxcala was ruled by Próspero Cahuantzi. In this period, the textile industry flourished in Tlaxcala, as well as other industries, and a boost was given to education and communications; however, the recurring agricultural crises caused discontent in the population and among the small rural owners. On the other hand, the increase in the property tax for

<sup>5</sup> Rendón Garcini, Ricardo. *Op Cit*, Página 32

<sup>6</sup> Página web del Gobierno del Estado de Tlaxcala. <https://www.tlaxcala.gob.mx/index.php/historia-sp-14097>

<sup>7</sup> Rendón Garcini, Ricardo. *Op Cit* Página 64



small owners<sup>8</sup> produced a strong malaise. Later, the discontent spread to the factory workers and the first outbreaks of rebellion began to emerge against Governor Cahuantzi:

"In 1907 Juan Cuamatzi heads a movement in Contla and shortly after liberal centers of revolutionary ideas and anti-reelection parties were created, such as Tepehitec under the command of Manuel Sánchez and Contla for Cuamatzi, both in contact with the Serdán brothers, in Puebla."

"On May 26, 1910, Juan Cuamatzi rose up in arms and on September 16, 1910, a demonstration in support of Madero was held in Zacatelco. It also highlights the emergence of women's centers fighting and achieving military promotions such as Paulina Maraver, Calixta Sandoval, Isabel Montiel, Isabel and María Cuamatzi among others."<sup>9</sup>

Like other parts of the country, Tlaxcala experienced the convulsions of the revolutionary movement that began in 1910 and from which, through successive struggles and social demands, contemporary Mexico arose; aiming at the modernization of the economy, political transformation and the consolidation of democracy as a form of government.



## 1.2 Geographical situation and climate <sup>10</sup>

The state of Tlaxcala is located in the central plateau of the country, with the following coordinates: To the north 19°43'44", to the south 19°06'18" north latitude; east 97°37'31", west 98°42'30" west longitude.

To the north borders with the state of Hidalgo, to the northeast and south with the state of Puebla and the west with part of the State of Mexico. Currently, the extension of the state is 3,996.6 km<sup>2</sup>, which represents 0.2% of the country's surface. It is the second smallest state in the country.

On the other hand, the territory is divided into 60 municipalities with 1,794 urban and rural localities.

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<sup>8</sup> Rendón Garcini, Ricardo. *Op Cit* Página 65

<sup>9</sup> Programa Sectorial de Turismo 2021-2027. Antecedentes Históricos Página 21 Gobierno del Estado de Tlaxcala 2022  
<sup>10</sup> The source of the information used for this section is Knowing Tlaxcala. INEGI. 2017

Most of the entity has a sub-humid temperate climate with an average annual temperature of 14° C.

75.4% of the state surface is land for agriculture, urban areas, areas without vegetation and dams or lagoons; the rest is covered by natural vegetation.

Its main elevations are:

- La Malinche volcano, 4,438 meters above sea level (m.a.s.l.)
- Cerro Tlachichihuatzi, 4,098 m.a.s.l.
- Cerro El Huilotepec, 3,520 m.a.s.l.
- Cerro El Tlacoyo Grande, 3,420 m.a.s.l.
- Cerro Tlaxicho, 3,420 m.a.s.l.

Its main watercourse is the Zahuapan River (88.6 kilometers long) and its largest body of water is the Atlangatepec Dam, located in the north-central part of the state.



## 1.3 Population and economy

### Population<sup>11</sup>

The state of Tlaxcala has a population of 1,342,977 inhabitants according to the INEGI 2020 Population and Housing Census, which represents 1.03% of the country's total population. It presents a ratio of 93.5 men for every 100 women (48.4% of the population are men and 51.6% women). In absolute numbers there are 649,894 men and 693,083 women.

Between 2000 and 2020 (census years), the population increased at a compound annual growth rate (CAGR) of 1.97%, which is higher than the national rate of 1.43%. Between 2010 and 2020, the growth rate decreased to 1.39%, higher than the national rate of 1.16%. The population growth rate is among the five highest in the country.

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<sup>11</sup> The information in this section is sourced from the 2020 National Population and Housing Census. INEGI

## POPULATION OF TLAXCALA

YEAR	TOTAL	MEN	WOMEN
2000	962,646	469,948	492,698
2010	1,169,936	565,775	604,161
2020	1,342,977	649,894	693,083
<b>CAGR 2000-2010</b>	<b>1.97%</b>	<b>1.85%</b>	<b>2.06%</b>
<b>TACC 2010-2020</b>	<b>1.39%</b>	<b>1.41%</b>	<b>1.38%</b>

Source: Elaborated based on information from the Population and Housing Censuses. INEGI.

The population is relatively young with a median age of 28 years. The most important five-year age groups are 15 to 19 years old, 10 to 14 years old, and 5 to 9 years old, which add up to 358,663 people and represent 26.7% of the population. The population of 65 years and over totals 99,381 people, which represents 7.4% of the total.

## POPULATION OF TLAXCALA BY FIVE-YEAR AGE GROUP IN 2020

FIVE-YEAR AGE GROUP	TOTAL	MEN	WOMEN
<b>Total</b>	<b>1,342,977</b>	<b>649,894</b>	<b>693,083</b>
0 a 4 years	110,460	55,685	54,775
5 a 9 years	117,738	59,685	58,053
10 a 14 years	119,718	60,747	58,971
15 a 19 years	121,207	61,532	59,675
20 a 24 years	113,937	56,738	57,199
25 a 29 years	104,758	50,890	53,868
30 a 34 years	96,512	45,384	51,128
35 a 39 years	94,896	43,586	51,310
40 a 44 years	89,448	41,550	47,898
45 a 49 years	80,395	37,282	43,113
50 a 54 years	70,782	32,540	38,242
55 a 59 years	56,315	26,186	30,129
60 a 64 years	46,505	21,684	24,821
65 a 69 years	33,958	15,919	18,039
70 a 74 years	24,495	11,325	13,170



FIVE-YEAR AGE GROUP	TOTAL	MEN	WOMEN
75 a 79 years	17,367	8,240	9,127
80 a 84 years	11,591	5,335	6,256
85 a 89 years	7,325	3,225	4,100
90 a 94 years	3,217	1,353	1,864
95 a 99 years	1,231	532	699
100 years and more	197	57	140
Not specified	20,925	10,419	10,506

Source: Population and Housing Censuses 2020. INEGI.

83.4% of the population is urban and 16.6% is rural; nationwide, 79% of the population is urban.<sup>12</sup> The main localities are the city of Tlaxcala with 99,896 inhabitants, Huamantla with 98,764 inhabitants, and San Pablo del Monte with 82,688 inhabitants in 2020.

## Economy and employment

The Gross Domestic Product (GDP) of the state of Tlaxcala is 123,308 million pesos (2020), which represents 0.6% of the national GDP. Tlaxcala's economy is based mainly on services. The tertiary sector (services) is the most important with a participation of 62% of GDP; It is followed by the secondary sector (industry) with 34.6% and the primary sector with 3.4 percent.

### SECTOR STRUCTURE OF STATE GDP 2020

Sectors of activity	Participation Percentage
Primary Sector	3.4%
Secondary Sector	34.6%
Tertiary Sector	62.0%
<b>TOTAL</b>	<b>100.0%</b>

Source: INEGI. National Accounts 2020

<sup>12</sup> Considering as urban population that which lives in localities with more than 2,500 inhabitants

In 2018 and 2019 Tlaxcala registered growth rates of 3.4% and 4.7%, respectively. However, as a consequence of the COVID-19 pandemic, it decreased -12.2% in 2020, showing a recovery in 2021 of 5.2%. In the first quarter of 2022, it registered a growth of 2.8% compared to the same quarter of the previous year.

### STATE GROSS DOMESTIC PRODUCT

Millions of pesos of 2013

YEAR	GDP	Change %
2015	96,459	6.7%
2016	96,860	0.4%
2017	95,585	-1.3%
2018	98,882	3.4%
2019	103,565	4.7%
2020	90,941	-12.2%
<b>CAGR 2015-2019</b>		<b>3.4%</b>

Source: INEGI Quarterly Indicator of State Economic Activity.

People employed in the second quarter of 2022 was 606,693 (59% men and 41% women), which represents an increase of 3.2% compared to the second quarter of 2021, according to the INEGI Occupation and Employment Survey, with an unemployment rate of 3.85%.

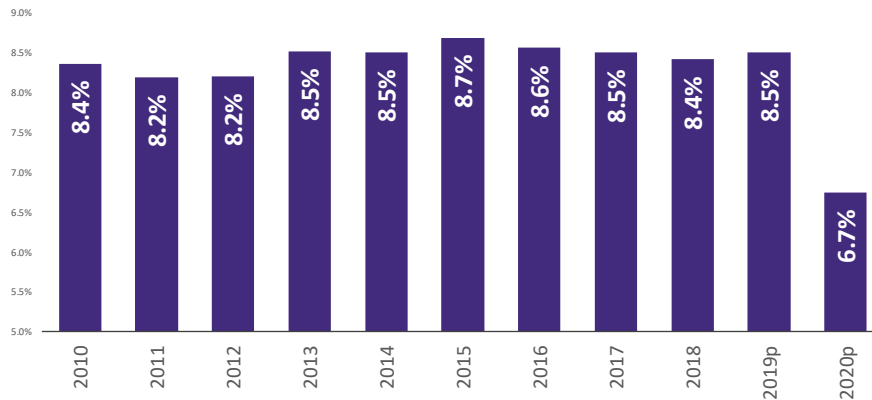
## 1.4 Tourism

Tourism is one of the engines of the México's economy that contributes significantly to the country's Gross Domestic Product. In 2019, the year prior to the impact of the coronavirus pandemic, tourism activity contributed 8.5% of the national GDP and tourism consumption, that is, spending by visitors within the country, reached 3.3 trillion Mexican pesos (171 billion dollars), generated 82.1% by the domestic market and the other 17.9% by foreign visitors.

The share of Tourism GDP is greater than that of other economic activities, such as the agricultural sector, food and beverage production, mining, the construction industry, the automotive industry, and financial and insurance services, among others. However, the health emergency weakened the sector by dramatically

reducing both national and international travel, causing a lower contribution to the country's economy, which in 2020 was 6.7%, the last year available with data from the Tourism Satellite Account.

Share of Tourism in México's GDP  
2010-2020



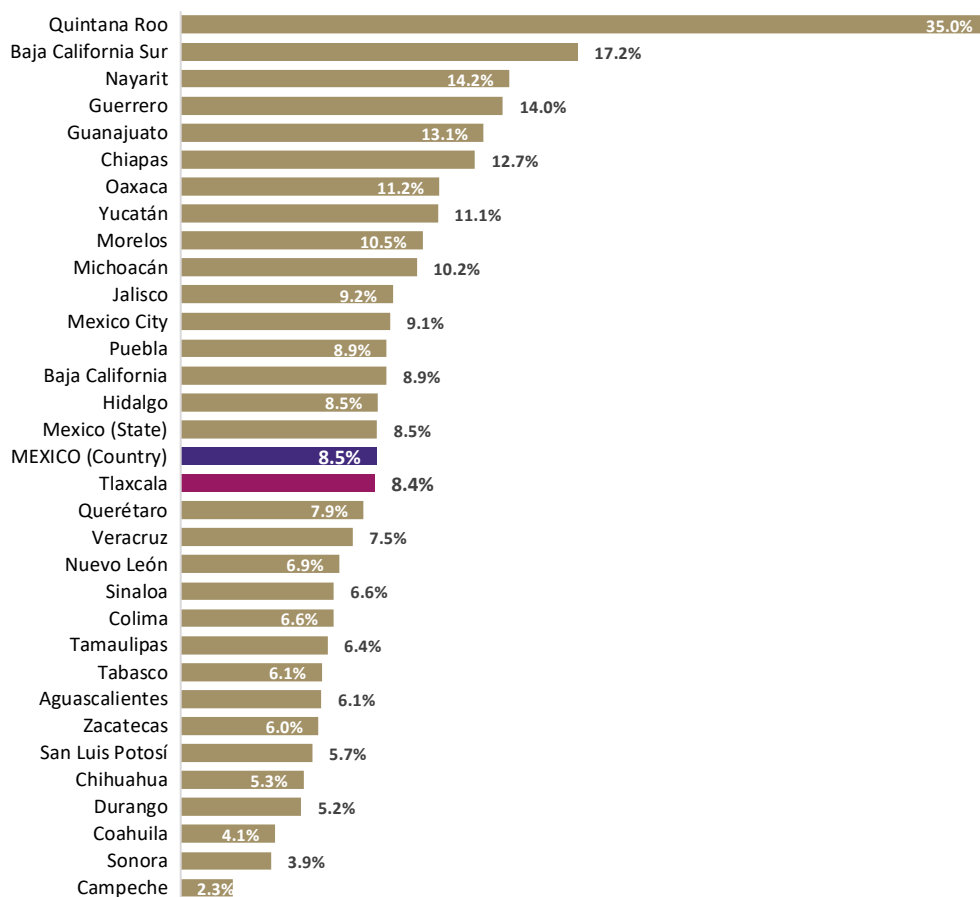
P/ Preliminary

Source: INEGI. Cuenta Satélite de Turismo. Current values.

Although tourism is an important sector of the economy at the national level, its relevance at the state level is variable, according to the economic vocation of the entities and the competitiveness of their tourist destinations. Based on estimates made by the Federal Tourism Secretariat based on information from official sources headed by the National Institute of Statistics and Geography (INEGI), for example, in the state of Quintana Roo, where some of the most visited destinations by national and international tourism worldwide, tourism contributed in 2019 with 35% of the economy; while the state of Campeche, whose main economic activity is oil mining, had a tourism GDP of 2.3%.



### Share of Tourism GDP in 2019 by federal entity



Source: SECTUR. Initial approximation of state and municipal tourism GDP.

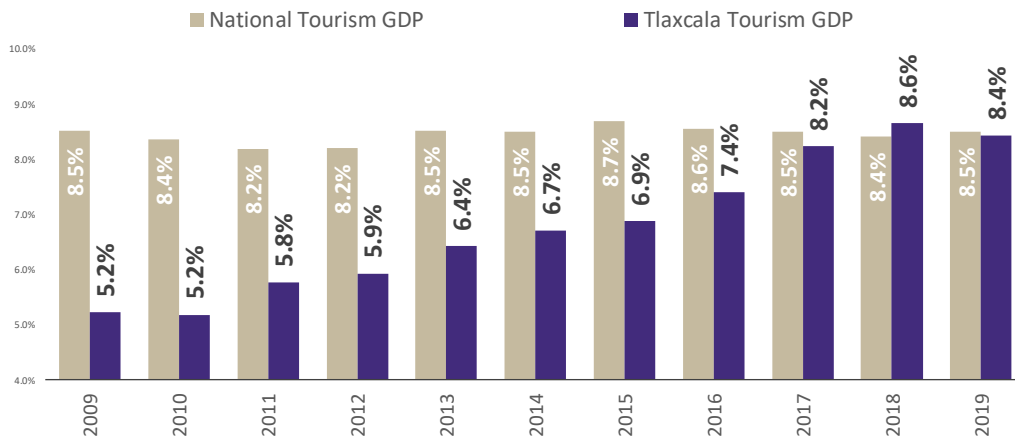
## 1.4.1 Contribution to the economy of Tlaxcala and recent evolution

### Contribution to the economy

The contribution of tourism to the economy of the state of Tlaxcala was increasing until 2019, the year prior to the impact of the coronavirus pandemic and also the last year with information available from the Federal Tourism Secretariat. In that period, the state tourism GDP amounted to 8 thousand 815 million pesos (458 million

dollars), equivalent to 8.4% of the state economy, reaching a share similar to that of the sector at the national level for the same year, but with an evolution clearly on the rise during the last ten years.

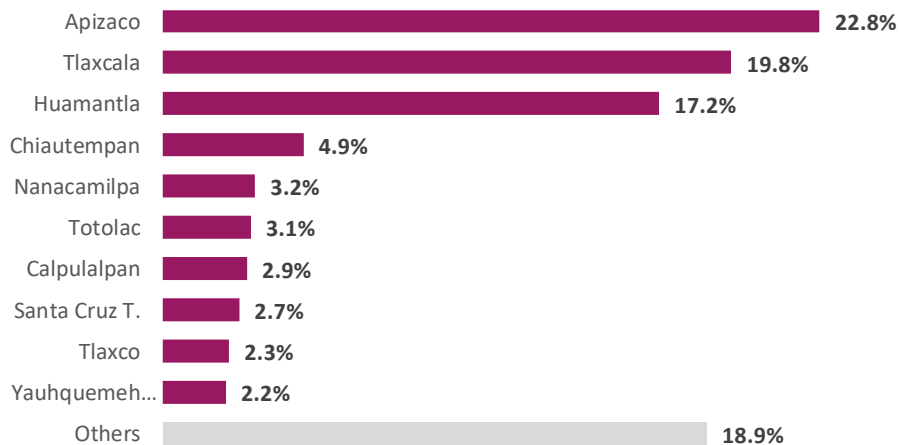
Share of Tourism GDP in the State of Tlaxcala 2009-2019



Source: SECTUR based on INEGI Data. Initial approximation of state and municipal tourism GDP.

The state of Tlaxcala is divided into 60 municipalities, of which ten contributed 81.1% to the state tourism Gross Domestic Product (GDP) in 2019. The municipality of Apizaco is the one with the greatest contribution, with 22.8% of the entity's tourism GDP, followed by Tlaxcala, the state capital, with 19.8%.

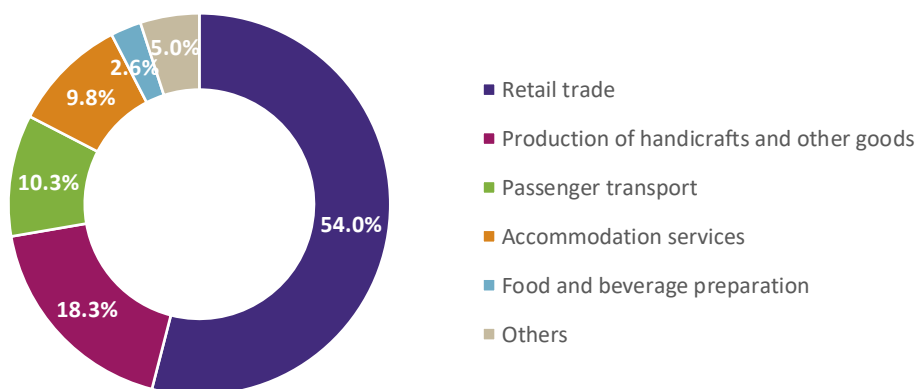
Contribution to Tourism GDP in the State of Tlaxcala by municipality in 2019



Source: SECTUR based on INEGI Data. Initial approximation of state and municipal tourism GDP.

The estimates made by the Federal Government for the state tourism GDP allow the information to be disaggregated at the level of classes of economic activity only for 2018, the year in which retail trade represented 54% of the tourism GDP in the state of Tlaxcala. In accordance with its great cultural richness, the production of handicrafts and other goods contributed 18.3%, followed by passenger transport (10.3%). It is interesting that in the state of Tlaxcala, accommodation services contribute only 9.8% to the tourist GDP in the state, when its contribution at the national level was 29.2% in the same year.

**Distribution of the Tourism GDP of Tlaxcala in 2018**

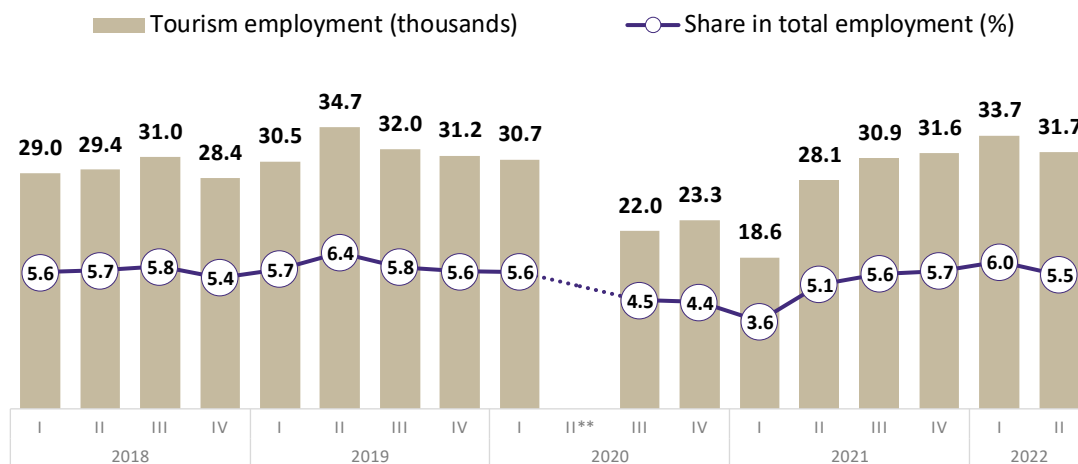


Source: SECTUR based on INEGI Data. Initial approximation of state and municipal tourism GDP.

On the other hand, tourism is also an important generator of jobs in the state of Tlaxcala. Based on the quarterly information provided by the INEGI through the National Occupation and Employment Survey, it is estimated that the economic activities related to the sector employed 31.7 thousand people in the second quarter of 2022, a figure that is at similar levels those prior to the crisis due to the coronavirus pandemic, although lower than the previous quarter by -6%, representing 5.5% of state employment.<sup>13</sup>

<sup>13</sup> In state employment, subordinate and paid workers are considered, as well as independent workers.

### Tourism Employment in the State of Tlaxcala\* 2018-2022



\*Tourism employment refers to self-employed workers, subordinates and paid workers in temporary accommodation services, food and beverage preparation, leisure, cultural, sports and recreational services.

\*\*Figures for the second quarter of 2020 not available.

Fuente: Own elaboration, based on INEGI-National Survey of Occupation and Employment (ENOE).



### Recent evolution of tourism in Tlaxcala

As happened throughout Mexico and worldwide, the health contingency due to the spread of COVID-19 impacted tourism in the state of Tlaxcala, whose losses have not yet fully recovered. Until 2019, state tourism activity showed solid growth; however, the coronavirus pandemic forced the federal government to implement containment measures from the end of March 2020, which led to the suspension of non-essential activities, in which tourism was included.

In this way, tourism stopped for several months and by the time it was possible to resume activities, the tourism market underwent changes in its behavior and preferences. The demand, weakened even two years after the start of the crisis, turned to destinations that offered greater confidence, with natural attractions, the ability to carry out activities in the open air, avoiding social gatherings and seeking relaxation in an environment far from the cities.

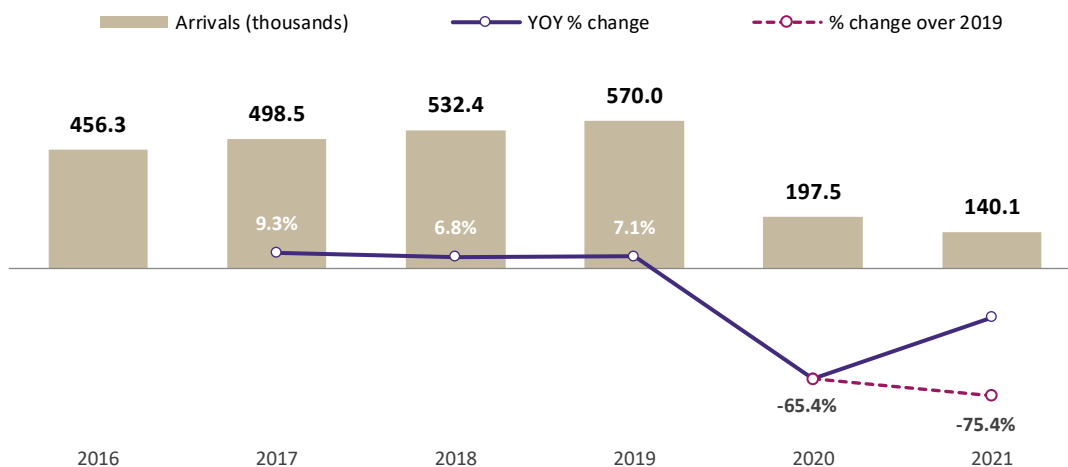
Due to the above, tourists gave greater priority to sun and beach destinations, leaving other destinations with great cultural richness, such as Tlaxcala, in the background. Currently, despite the fact that tourist flows at the national level are close to reaching volumes similar to those prior to the pandemic, both in the



domestic and international markets, the state of Tlaxcala is lagging behind in the recovery of the tourism sector.

The influx of tourists in accommodation establishments in the state of Tlaxcala had an upward trajectory until 2019, when 569 thousand 994 tourists were registered; that is, 7.1% more than the volume of tourists reported the previous year. However, at the end of 2020, the arrival of tourists to hotels in the state decreased -65.4% to 197 thousand 474, which for the following year was further reduced to 140 thousand 71 tourists (decrease of -29.1% compared to the previous year and -75.4% compared to 2019).

**Tourists arrivals to the state of Tlaxcala 2016-2021\***

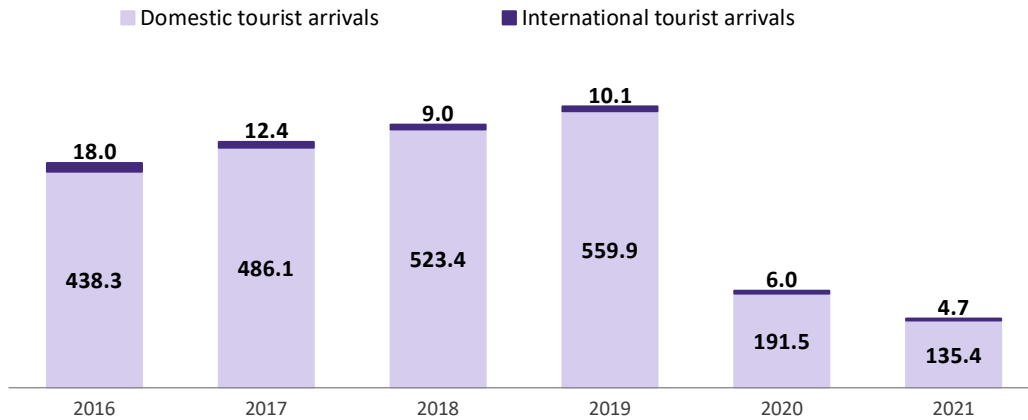


\*Tourist arrivals at accommodation establishments only.  
Source: Tlaxcala Sustainable Tourism Observatory (OTST).

It should be noted that the domestic market represents at least 96% of the total arrival of tourists to lodging establishments in the state of Tlaxcala annually. In 2021, with 135 thousand 380 national tourists, a decrease of -75.8% was registered compared to the end of 2019; while international tourism contracted -53.7% in the same period, although with a considerably lower volume of 4,691 tourists.

In the graph below, it can also be seen that the tourists that Tlaxcala receives are mainly residents of the country and, to a much lesser extent, are international tourists. In fact, the Tlaxcala tourism market is regional in nature, receiving tourists from nearby places such as Mexico City and the states of Puebla, Hidalgo and Veracruz.

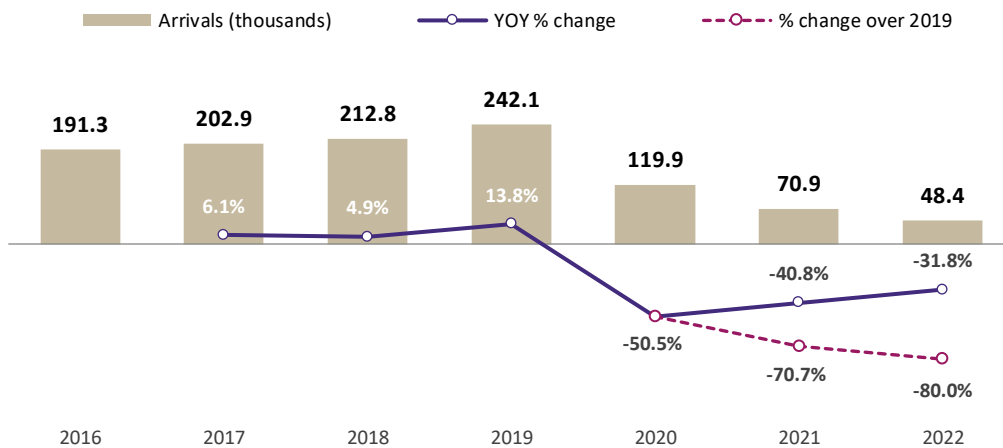
### Tourists arrivals to the state of Tlaxcala 2016-2021\*



\*Tourist arrivals at accommodation establishments only.  
Source: Tlaxcala Sustainable Tourism Observatory (OTST).

During the first half of 2022, the situation has not improved in terms of the influx of tourists to the destinations of the state. The growing demand for trips to beach destinations in the country, especially from the Mexico City market, which is one of the most important for Tlaxcala, has prevented a solid recovery in arrivals, registering contractions both compared to the same period of 2019 (-80%), as compared to the first half of 2020 and 2021 (-40.8% and -31.8%, respectively).

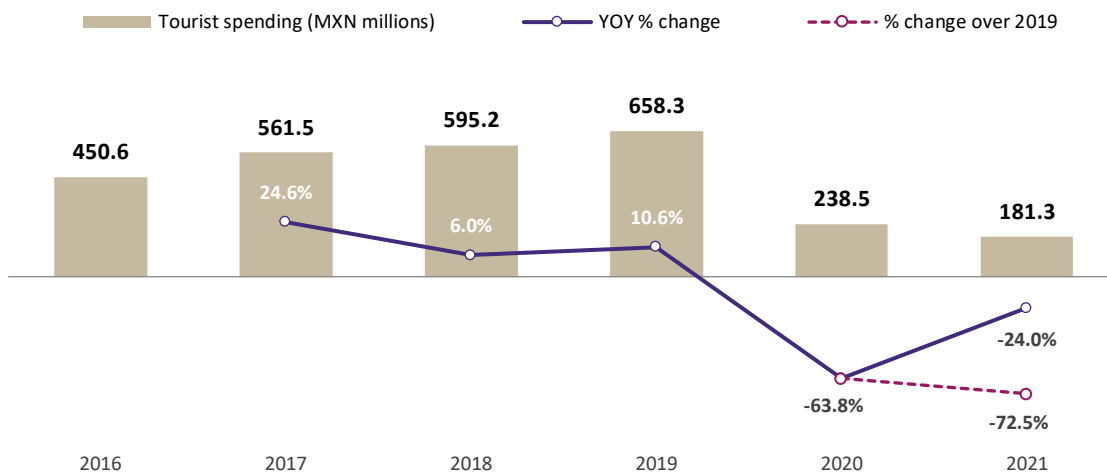
### Tourists arrivals to the state of Tlaxcala 2016-2022\*



\*Tourist arrivals at accommodation establishments only.  
Source: Tlaxcala Sustainable Tourism Observatory (OTST).

As the influx of tourists to the state's destinations has not recovered so far, the economic flow generated by these tourists obviously also shows significant contractions. With data available until the end of 2021, the national and international tourist spending in Tlaxcala totaled 181 million Mexican pesos (9 million dollars), which represents a decrease of -72.5% compared to the spending in 2019, the previous year. to the pandemic, equivalent to 477 million pesos less (23.5 million dollars); this loss is added to the other 420 million (20 million dollars) that were not received in 2020 (-63.8% compared to 2019).

### Tourist spending in the state of Tlaxcala 2016-2021



Source: Tlaxcala Sustainable Tourism Observatory (OTST).

The challenge for this sector is enormous, in terms of recovering the levels of activity that existed before the health contingency; and also reverse the effects that it has had not only on the influx of visitors, but on the entire value chain.


A great opportunity to achieve this is through the execution of the strategies that are formulated in the current Tourism Sector Program, as described below. The importance and recognition that is being given to the cultural and natural wealth that the state of Tlaxcala has from a strategic approach, supported by sustainability, is what is required to strengthen the development of the sector in the entity.

## 1.4.2 Institutional framework

The tourism sector in Tlaxcala is ruled by an institutional framework whose most important components are the State Tourism Law and the Tourism Sector Program. This institutional framework gives legal support to tourism, while indicating the direction and main guidelines to promote the development of the sector in the following years.

The State Tourism Law also contains important guidelines and regulations to promote sustainable tourism in the State of Tlaxcala.

### 1.4.2.1 Tourism Law



The legal and institutional framework for tourism in the state of Tlaxcala is established in the State Tourism Law published on June 2, 2022, through which, among other provisions, the attributions of state and municipal authorities are defined concerning tourism; the activity of individuals and the public, social and private sectors is coordinated to promote the development of the sector; mechanisms are promoted that stimulate the creation, development and protection of tourist resources and attractions, seeking to preserve the ecological balance; as well as promoting tourist activity in the state, in other states and abroad.

The Tourism Law also contains provisions and guidelines to safeguard and strengthen gender equality in the implementation and application of policies to support and promote tourism; to establish the mechanisms for the conservation, improvement, protection, promotion, and use of the resources and tourist attractions of the State, preserving the natural and cultural heritage, and the ecological balance and to establish the guidelines to facilitate people with disabilities and adults greater the opportunities necessary for the use and enjoyment of the facilities for tourist activity.

Likewise, in its article 7, the Tourism Law states that the authorities in matters of tourism are:



- 1) The Head of the Executive Power of the State (that is, the governor of the state) through the Secretary of Tourism;
- 2) The State Tourist Consultative Council and
- 3) The Municipalities, through the municipal tourist councils.

### **Secretary of Tourism of the State of Tlaxcala (SECTURE)**

Article 8 of the Tourism Law states that the person in charge of the State Executive Power, through the Ministry of Tourism, has the following powers:

- I. Promote, conduct, evaluate and execute tourism policy in the State;
- II. Apply the tourism policy instruments provided for in the Law, as well as formulate planning, implement promotion actions and evaluate them and consolidate the sustainable development of tourism activity carried out in the territory of the State, and
- III. Decree the areas of interest and tourist destinations.

In accordance with the same Law, the Secretary of Tourism has, among other powers, those of promoting development and promoting investment in the tourism sector; determine procedures and mechanisms for coordination, collaboration and participation of the social and private sectors; carry out the planning of the tourism sector and the Tourism Sector Program; establish the Tourist Consultative Council and promote the tourist destinations of Tlaxcala.

Likewise, together with the Secretary of the Environment of the State of Tlaxcala, it has powers to implement programs and measures for the preservation of natural resources, pollution prevention, promoting nature tourism and low-impact tourism; as well as for the environmental improvement of tourist activities and facilities.



## Tourist Consultative Council (TCC)

Of particular relevance is the State Tourist Consultative Council, which is a very important body since, in accordance with the Tourism Law, it is the collegiate, inter-institutional and plural body for necessary consultation, advice and technical opinion for the Ministry of Tourism of Tlaxcala, whose objective is to integrate strategies and mechanisms that promote the development of tourism in the entity. Through their participation in the Council, the public, social and private sectors, whose actions directly or indirectly affect tourism, will have active, committed and responsible participation in the development of the tourism sector.

Its composition in accordance with article 15 of the Law is as follows:

- I. A president, who will be the holder of the Executive Power of the State, that is, the Governor of the State or whoever this person designates;
- II. A technical secretary, who will be the head of the Secretary of Tourism;
- III. Six representatives of the municipalities;
- IV. A representative of the providers of tourist services by branch, recognized and registered in the State; that is, representatives of hoteliers, restaurateurs, service providers, tour operators, travel agents, among others.
- V. The Congressman President of the Tourism Commission of the State Congress;
- VI. A representative of an educational institution (University) that has a program in tourism recognized by the Ministry of Public Education;
- VII. A representative of the Secretary of Culture of the State;
- VIII. A representative of the State Environment Secretariat;
- IX. A representative of the Ministry of Economic Development, and
- X. A representative of the Ministry of Finance.

These members will have the right to speak and vote within the State Tourist Consultative Council.

The following people may attend the Consultative Council as guests only with the right to speak:

1. The Delegate of the National Institute of Anthropology and History, in the State;
2. The Director of the Regional Museum, and
3. The head of the Tlaxcalteca Institute for Bullfighting Development.

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The State Tourism Law also contains guidelines on the planning and programming of the sector and indicates that the Ministry of Tourism must integrate a Tourism Sector Program, which will be discussed later.

In accordance with article 33 of the State Tourism Law, the Tourism Sector Program contains, among other elements, a diagnosis and a forecast of the tourism situation in the State, the tourism planning of the territory, and the policies, objectives and short, medium and long term goals of this activity.

Likewise, Article 34 of the aforementioned Law states that the Tourism Sector Program will determine the policies, objectives, priorities, goals, guidelines and actions to promote related to the development and promotion of tourism; infrastructure and tourist attractions in the entity; strategic tourism development projects; the tourist use of the archaeological, historical, cultural and architectural heritage of each region of the entity; and the coordination and participation mechanisms with the public, social and private sectors for the promotion and development of tourism activity.

The State Tourism Law contains specific regulations for the various tourism products such as cultural, religious and archaeological tourism; sports tourism and social tourism; gastronomic, industrial and adventure and nature tourism; business and meeting tourism, sustainable tourism and medical and health tourism.

It also mandates the establishment of a State Tourist Information System, as an instrument organized and operated by the State Secretariat of Tourism, through which all the necessary information and statistical elements will be available, which will allow a diagnosis of the behavior of tourism, in order to have parameters for the preparation of State plans and programs on the matter.

Other chapters of the Law refer to the registration of tourism service providers, as well as their rights and obligations; the rights and obligations of tourists; competitiveness and professionalization in tourism activity; the promotion of tourist destinations and a code of ethics for the sector, among other issues.



## 1.4.2.2 Tourism Sector Program (PST)

In accordance with the provisions of the State Tourism Law, the State Government, through the Ministry of Tourism, integrated the Tourism Sector Program for the period 2021-2027 (PST 2021-2027).

The PST 2021-2027 identifies as the main problem of the sector a poor management model in the public sector that has led to poor results in terms of competitiveness, positioning, low offer of tourism products and citizen participation.

In response to this situation, it is proposed to improve the management of the public sector, making it more efficient to promote tourist destinations in Tlaxcala, through higher quality of services, increased investment and modernization of infrastructure, product innovation, promotion of greater scope and strengthening of tourism planning and development.

The PST 2021-2027 has as its Vision for Tlaxcala *To be a destination consolidated by its innovative and disruptive tourism management and development model that integrates inclusion, equity and justice to highlight the heritage, culture and history of the State as a responsible economic source of income.*

To achieve this Vision, the Secretary of Tourism of the State implements strategies and actions of planning, development, training and promotion of tourism products, with the aim of increasing the number of tourists who visit the Entity to consolidate tourism as one of the main activities in the State that promote economic development and improve the quality of life of the people of Tlaxcala.

Based on the analysis of diagnoses, problems and identification of the challenges that the tourism sector has for Tlaxcala, the following guiding axes and their transversal approaches were determined:

### Guiding axes

1. Tourism Planning and Development
2. Equipment and Infrastructure
3. Tourist Quality Service
4. Promotion and Advertising
5. Marketing



### Transversal approaches:

1. Environmental conservation
2. Indigenous and Afro-Mexican peoples and cultures
3. Substantive gender equality

Each axis has objectives, strategies and lines of action that guide the development of tourist activity for Tlaxcala under the current state administration. It should be noted that both the Guiding Axes and the Transversal Approaches are aligned with the Sustainable Development Goals defined in the 2030 Agenda approved by the General Assembly of the United Nations Organization in 2015, which prioritize the comprehensive development of people and the promotion of economic activity with sustainable environments.

The following table presents a summary of the guiding axes, their objectives and strategy:

GUIDING AXIS	OBJECTIVE	STRATEGY
<b>1. Tourism Planning and Development</b>	Position Tlaxcala as a tourist destination.	Generate mechanisms for the development of tourist activity in the State.
<b>2. Equipment and Infrastructure</b>	Have spaces suitable for tourism development.	Improve the conditions of the infrastructure that the State has for tourist activity.
<b>3. Tourist Quality Service</b>	Offer quality services to visitors	Promote the training of tourism service providers.
<b>4. Promotion and Advertising</b>	Publicize the tourist offer of the State through the enhancement of its attractions.	Disseminate the tourist and cultural attractions that Tlaxcala offers.
<b>5. Marketing</b>	Increase the economic development of the State through tourism.	Publicize the products and services offered by the State.

TRANSVERSAL APPROACHES	OBJECTIVE	STRATEGY
<b>1. Environmental conservation</b>	Strengthen tourism activity with a vision of procurement of natural resources and responsible use of the environment.	Promote the creation of tourism products with environmental conservation measures and generate actions to reduce the carbon footprint created by tourism activity.
<b>2. Indigenous and Afro-Mexican peoples and cultures</b>	Strengthen inclusion to guarantee the rights of indigenous and Afro-Mexican communities with actions that diversify tourism as a means of development.	Promote the recognition of resources and the creation of tourism products based on the enhancement of traditions in the indigenous and Afro-Mexican peoples of the State, strengthen handicrafts and traditional gastronomy.
<b>3. Substantive gender equality</b>	Include the gender perspective and the recognition of women in the tourism sector.	Implement specific programs to strengthen the capacities of women in the tourism sector and promote inclusion and equal opportunities and recognition for women.



### 1.4.3 Main attractions and offer

#### Main attractions

The potential of the state of Tlaxcala to position itself as an important tourist destination in the central region of Mexico is very high, thanks to the numerous and diverse set of attractions it has. It is even more relevant to mention the strong commitment of the state to unleash said potential in a responsible, planned and conscious manner, for the benefit of the communities. According to the type of tourist resource, below are some of the most important attractions in the state.

#### Cultural tourism.

- The state of Tlaxcala is rich in culture and history. Proof of this is the Historic Center located in the state capital, which houses buildings of colonial architecture, as well as various historical monuments and the famous Murals of the Government Palace, whose official name is "Tlaxcala through the ages and its contribution to the Mexican" and in which the history of the Tlaxcalan people, the conquest and the period of independence of Mexico are reflected.
- In the Historic Center of the State there is also the Franciscan Ensemble of the Monastery and Cathedral of Our Lady of the Assumption, approved in 2021 by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as a World Heritage Site , as an extension of the Declaration "First Monasteries of the XVI Century on the slopes of Popocatepetl".
- On the other hand, in the territory of the state there are 5 important archaeological sites with their respective site museums, managed by the National Institute of Anthropology and History (INAH), which in 2019 alone received more than 225 thousand visitors<sup>14</sup>. Cacaxtla is the most important site for the number of visitors it receives, followed by Xochitécatl, Tecoaque, Tizatlán and Ocotelulco.

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<sup>14</sup> INAH. Institutional System of Visitors Statistics.

- Huamantla and Tlaxco are two municipalities of the state and are among the 132 Magical Towns of Mexico. According to the Federal Tourism Secretariat, a Magical Town is "a place with symbols and legends, towns with history that in many cases have been the scene of transcendent events for our country, they are places that show the national identity in each of its corners, with a magic that emanates from its attractions".<sup>15</sup> Magical Towns is a tourism policy program promoted by SECTUR as a distinctive brand for localities in the country with traditional values that cover certain characteristics focused on strengthening the use of its resources.
- The culture of Tlaxcala is also manifested through its intangible elements, such as the gastronomy of origin, which safeguards the native elements of Tlaxcalan cuisine, a mixture of pre-Hispanic food with ingredients brought from Europe from the time of the Conquest.
- The festivities are another intangible sample of the cultural richness of the state. Perhaps the most important is the Tlaxcala Carnival, which lasts three days prior to Holy Week and is one of the most representative and folkloric celebrations in Mexico.
- Tlaxcala shares with the neighboring state of Puebla and two communities in Spain, the declaration of Intangible Cultural Heritage of Humanity by UNESCO, of the Craft Processes of Talavera, with five centuries of tradition.<sup>16</sup>

## Nature tourism

- The state of Tlaxcala also has natural resources that are used to carry out nature tourism activities. One of the most important is La Malinche National Park, which is home to the extinct Malitzin volcano, where it is common for visitors to engage in adventure tourism activities, such as mountaineering, as well as ecotourism, such as hiking, among others.
- One of the biggest tourist attractions in the state of Tlaxcala due to its uniqueness is the Sanctuary of the Fireflies, which takes place in a space of 200 hectares in the forest. Between the months of June and August it is possible to see thousands of fireflies that, during the reproduction process, illuminate the forest.

<sup>15</sup> Secretaría de Turismo Federal website <https://www.gob.mx/sectur/acciones-y-programas/pueblos-magicos-267851>

<sup>16</sup> UNESCO Intangible Cultural Heritage website <https://ich.unesco.org/en/RL/artisanal-talavera-of-puebla-and-tlaxcala-mexico-and-ceramics-of-talavera-de-la-reina-and-el-puente-del-arzobispo-spain-making-process-01462>



## Rural tourism

- As an example of the potential of Tlaxcala as a benchmark destination for the sustainable development of tourism, it is rural tourism, which "aspires to promote the role of tourism in valuing and safeguarding rural towns together with their landscapes, knowledge systems, biological diversity and culture and its local values and activities (agriculture, forestry, livestock and/or inland fishing), including its gastronomy".<sup>17</sup>
- The most representative product of rural tourism in the state is the so-called "Agaveturismo", in which visitors have the opportunity to learn in depth the process of making pulque, a typical drink of the central region of the country; but it also provides an immersion into the biocultural importance of the plant that gives rise to the mentioned drink.

## Other important attractions

- Given that Tlaxcala was one of the first centers of evangelization in the American continent, the state maintains a profound religious relevance today. Some important attractions of the state include the patron saint celebrations, which total more than 200 in the different municipalities of the state, in addition to the nearly 300 Catholic precincts.
- Val'Quirico is a recreation center adapted as an artificial village with a medieval theme, inspired by Italian Tuscany. With lodging services, food and recreational activities, it is a very popular complex mainly among visitors from the entities that border Tlaxcala, mainly residents of Mexico City.
- It should also be noted that the state of Tlaxcala is characterized by maintaining a bullfighting tradition. Due to historical ties with Spain, bullfighting is practiced in the state.

<sup>17</sup> Secretaría de Turismo del estado de Tlaxcala website *Tlaxcala Sí Existe*. <https://www.tlaxcalasixiste.com.mx/catalogo-turistico/>

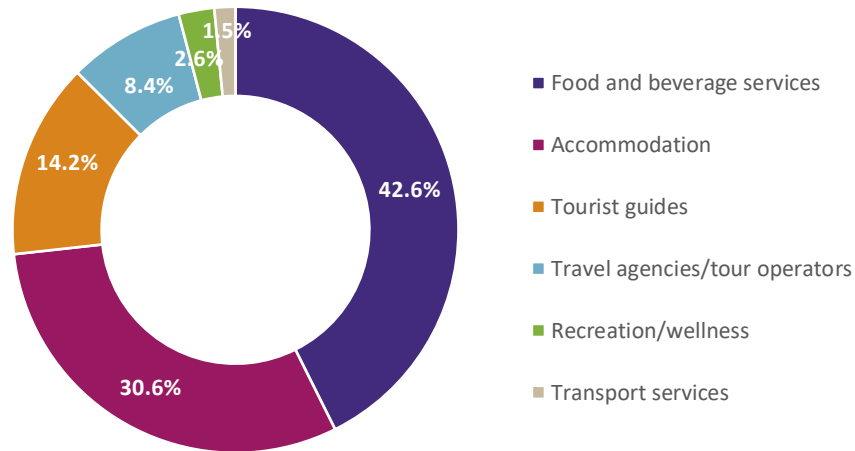
## Tourist offer

The offer of tourist services in the state of Tlaxcala is made up of a total of 1,129 establishments, in addition to 187 tourist guides, all of them registered in the Register of Tourist Service Providers (PST), according to the Sustainable Tourism Observatory of the State

<b>Lodgings</b>	<b>403</b>	<b>Travel agencies/operators</b>	<b>111</b>
• Hotels	163	• Travel agencies	37
• Motels	199	• Service integrators	8
• Cabins	26	• Nature touroperators	38
• Haciendas	15	• Touroperators	28
<b>Food and Beverages</b>	<b>561</b>	<b>Entertainment/Wellness</b>	<b>34</b>
• Restaurants	330	• Water parks	16
• Cafeterías	151	• Balloon flights	4
• Bars	80	• Spas	14
<b>Transport services</b>	<b>20</b>	<b>Tourist guides</b>	<b>187</b>
• Bus transport companies	16	• Tourist guides	187
• Car Rental companies	4		

42.6% of service providers in the state; that is, 561 establishments are food and beverage businesses (restaurants, cafeterias and bars). By volume of providers, they are followed by lodging establishments, with 30.6% of the offer of tourist services in the entity, which include hotels, motels, cabins and haciendas.

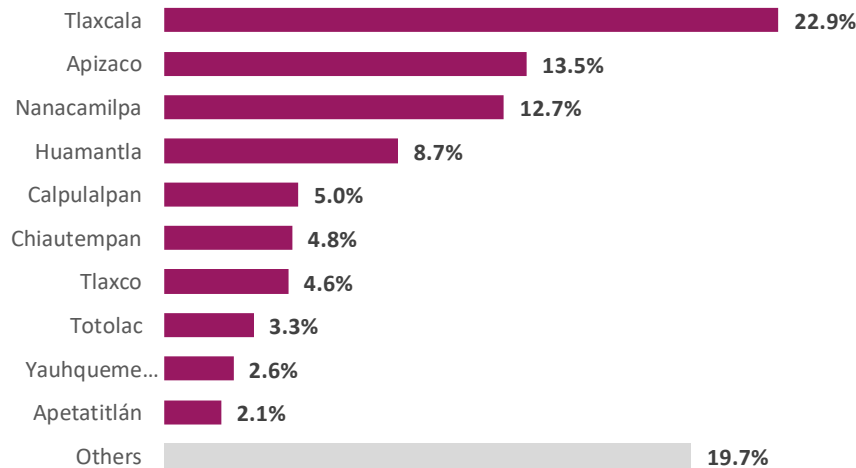
### Tourist Service Providers in Tlaxcala 2022\*



\*Available data as of September 2022.  
Source: Tlaxcala Sustainable Tourism Observatory (OTST).

80.3% of the tourist offer in the state is concentrated in 10 municipalities (1,058 service providers). Tlaxcala, Apizaco and Nanacamilpa together account for nearly half of the registry (49.1%), equivalent to 647 providers, most of them being food and beverage establishments.

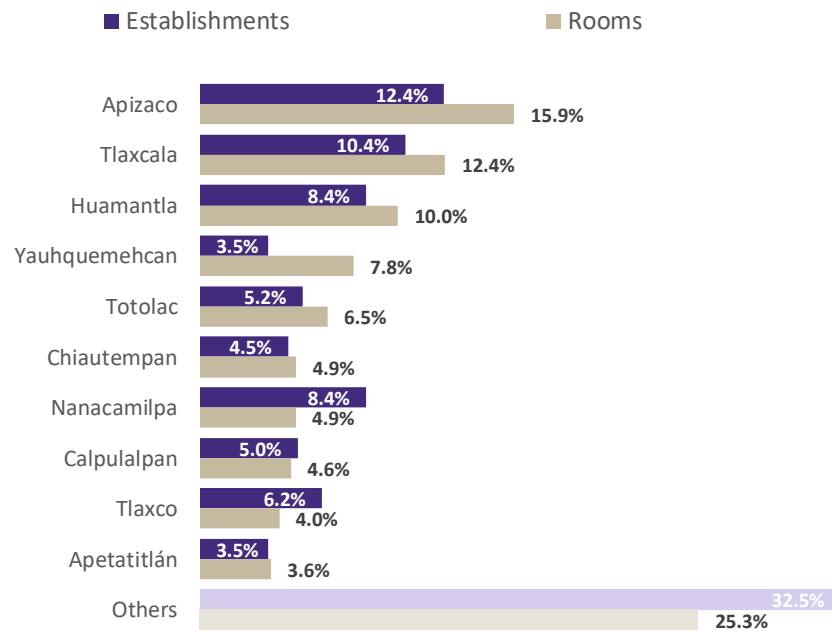
### Tourist Service Providers in Tlaxcala by Municipality\*



\*Available data as of September 2022.  
Source: Tlaxcala Sustainable Tourism Observatory (OTST).

The accommodation capacity in the state of Tlaxcala comprises, as mentioned, 403 establishments that together offer a total of 5,813 rooms, of which 74.7% are located in 10 municipalities. Only the municipality of Apizaco concentrates 12.4% of the establishments and 15.9% of rooms, followed by the state capital, with 12.4% of total rooms in the state.

### Accommodation services in Tlaxcala by municipality in 2022\*



\*Available data as of September 2022.  
Source: Tlaxcala Sustainable Tourism Observatory (OTST).



02

TLAXCALA SUSTAINABLE  
TOURISM OBSERVATORY



ESTADO  
DE TLAXCALA



SECRETARÍA  
DE TURISMO

## 2.1 Background

Currently, Tlaxcala has a Tourism Observatory that mainly measures its economic impact, by monitoring the arrival of tourists, their spending, hotel occupancy and the benefits of the sector for the population of the state, such as its contribution to the economy. and its importance as a generator of employment.

With this purpose, the current Observatory has carried out permanent monitoring since 2016, through which lodging establishments report information on the arrival of tourists, occupation and length of stay in Tlaxcala. With the support of other sources, among which the National Institute of Statistics and Geography and the Federal Tourism Secretariat stand out, the contribution of tourism to the economy and employment in the state is calculated.

The current version of the Tourist Observatory does not measure environmental issues. However, several agencies of the Federal Government of Mexico are in charge of these issues and carry out follow-up work related to the management of wastewater, solid waste, air quality, clean energy generation, among others.

The Secretary of Tourism of the State of Tlaxcala has proposed to follow a strategy to develop tourism in the state and turn it into an important promoter of the economic activity of the entity. The chosen strategy highlights the aspects of sustainability, such as increasing and sharing economic benefits, promoting care for the environment, developing tourism products with low environmental impact that make rational use of natural resources, and increasing the well-being of society, taking into account the inclusion and gender equality.

To this goal, the Ministry of Tourism has been working on redesigning the Tourism Observatory to turn it into an effective tool for the participation of all agents in the sector, as well as a vehicle for better monitoring of progress and results in terms of making the tourism a promoter of the economic and social development of Tlaxcala.

On the other hand, consistent with the objective of achieving sustainable development of the tourism sector, the purpose was established for the tourism observatory to become a sustainable tourism observatory and to be registered in the International Network of Sustainable Tourism Observatories (INSTO network) of the World Tourism Organization.



In this sense, we have been working with the public sector and the sector to meet the registration requirements in the INSTO Network, which, among other aspects, contemplates the formation of an Official Working Group that is responsible for the management and direction of the Sustainable Tourism Observatory. from Tlaxcala.

## 2.2 Mission, vision and objectives

### Our Mission

*To be an effective instrument for the sustainable tourism development of Tlaxcala through the participation of all the agents linked to the tourist activity and the authorities related to it, through having reliable, timely and relevant information that supports decision-making and monitoring of the results of public policies to promote tourism.*



### Our Vision

*To be the most important instrument to guide our public policies on tourism, with an approach that privileges the coordinated participation of economic agents, authorities, universities, non-governmental organizations and society in general, to achieve the vision of what that we want for tourism in our state.*

The Sustainable Tourism Observatory is aligned with the vision of sustainable tourism that has defined Tlaxcala and contributes to its becoming a concrete reality.

In the long term, we intend to make the Sustainable Tourism Observatory an example to be followed by other tourist destinations that aim to take advantage of its natural resources, its biodiversity, its cultural heritage and its gastronomy as a source of prosperity for its population, within a framework of sustainability.

We want our organization, operation, analysis and monitoring mechanisms, as well as our results, to become a benchmark for other tourist observatories in Mexico and Latin America.

For this reason, we want to contribute in a relevant and decisive way so that tourism is an effective promoter of the economic and social development of Tlaxcala, with an inclusive approach that benefits the entire population, through the creation of better jobs and a distribution of its results in all our territory.

We want tourism to develop in a sustainable way, with respect for our history and cultural heritage, as well as our natural endowment and biodiversity, to make Tlaxcala a model to follow in terms of having responsible tourism, which makes rational use of its resources. and preserves and protects its natural environment for future generations.

## Objectives

1. Support the tourism development strategy of Tlaxcala by systematically providing timely, truthful and relevant information on the impact of tourism activity on the economy, the environment and the general well-being of the population.
2. Facilitate the decision-making process by the authorities and agents involved in the tourism sector, through a system of indicators that monitor the main areas of impact and results of tourism activity.
3. Promote the participation of the authorities and economic agents linked to tourism for an effective coordination of policies and actions that promote the full use of the tourist potential of Tlaxcala with sustainability criteria.
4. Disseminate and communicate the progress and results of the sustainable tourism development strategy, promoting that society knows the benefits generated by tourism.

Below is an explanation of the scope of each objective of the Observatory:

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### **Objective 1.**

**Support the tourism development strategy of Tlaxcala by systematically providing timely, truthful and relevant information on the impact of tourism activity on the economy, the environment and the general well-being of the population.**

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The definition and implementation of the tourism development strategy requires having sufficient, timely and reliable information on the main performance variables, which allows monitoring and analyzing the results of the public policies that have been implemented.

The Tourism Observatory favors the establishment of a statistical information system, which systematically integrates the information generated by various sources, both public and private, facilitating its consultation and use by various economic, governmental, academic agents and the general public to know the situation and the impact of tourism on the local economy, the environment and the well-being and standard of living of the population of tourist destinations.

The Tourism Observatory also promotes the identification of missing information to monitor the main economic, environmental and social variables and promotes collaboration and the formation of alliances to generate the necessary information.

Therefore, having sufficient, relevant and timely information becomes a necessary objective to know the situation of tourism, stimulates participation and contributes to the design of public policies with the necessary elements in terms of verifiable and proven facts.

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### **Objective 2.**

**Facilitate the decision-making process by the authorities and agents involved in the tourism sector, through a system of indicators that monitor the main areas of impact and results of tourism activity.**

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The conduction of the tourism development strategy requires that decision-making be carried out in an agile manner and respond quickly to the changing circumstances of the economic and social environment. By having a system of indicators, which feeds on timely and reliable information, a common base of knowledge is available,

from which the diagnosis of the situation can be made, alternatives of action analyzed and decisions made objectively, based on the results recorded by the indicators that have been defined to monitor economic, environmental and social issues.

For this reason, the continuous monitoring of the indicators of the Sustainable Tourism Observatory allows evaluating progress, identifying deviations or insufficiencies and facilitating timely decision-making, with the purpose of adopting the necessary measures to correct the failures in the fulfillment of objectives and goals of turistic development.

Additionally, the Observatory promotes the continuous improvement of the system of indicators, reviewing their pertinence and relevance, proposing improvements to them or the creation of new indicators that allow better measurement and evaluation of the results of public policies.

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### **Objective 3.**

**Promote the participation of the authorities and economic agents linked to tourism for an effective coordination of policies and actions that promote the full use of the tourist potential of Tlaxcala with sustainability criteria.**

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The active participation and collaboration of all the agents involved in tourism is a requirement for the harmonious development of the sector and contributes to the fact that the decisions that are carried out have a broad base of consensus that facilitates their effective and efficient implementation.

By counting on the presence of government authorities, businessmen and tourism service providers, representatives of universities and non-governmental organizations, the Tourism Observatory is a tool that encourages participation, as well as adequate collaboration and coordination of activities for the good performance of the tourism sector, take advantage of the wealth of natural and cultural attractions, as well as promote the protection of the natural environment, the rational use of energy and water and the proper management of wastewater and solid waste.

#### Objective 4.

**Disseminate and communicate the progress and results of the sustainable tourism development strategy, promoting that society knows the benefits generated by tourism.**

The complexity of the problems and challenges that tourism faces makes necessary to have a wide acceptance of the actions to be carried out, both among the different levels and agencies of government, as well as in the interaction with the agents of the private sector and the population of the destination.

For this reason, it is important to disseminate and communicate the progress and benefits that tourism generates among the population so that the promotion and promotion policies for the sector have solid social support

### 2.3 Institutional structure and local working group

In the Institutional Framework section of this study, it was mentioned that the State Law of Tourism indicates the Tourist Consultative Council of the State of Tlaxcala<sup>18</sup>, as the collegiate, inter-institutional and plural body of necessary consultation, advice and technical opinion of the State Tourism Secretariat, whose objective is to integrate strategies and mechanisms that promote the development of tourism in the Entity; through the Council, the public, social and private sectors, whose actions have a direct or indirect impact on tourism, will have active, committed and responsible participation in the development of the tourism sector.

<sup>18</sup> Its integration in accordance with article 15 of the Tourism Law is as follows:

A president, who will be the person in charge of the Executive Power of the State, that is, the Governor of the State or whoever this person designates;

A technical secretary, who will be the head of the Ministry of Tourism;

Six representatives of the municipalities;

A representative of the providers of tourist services by branch, recognized and registered in the State; that is, representatives of hoteliers, restaurateurs, service providers, tour operators, travel agents, among others.

The President of the Tourism Commission of the State Congress;

A representative of an educational institution that has a degree in tourism recognized by the Ministry of Public Education;

A representative of the Secretary of Culture of the State;

A representative of the Secretary of Environment of the State;

A representative of the Ministry of Economic Development, and

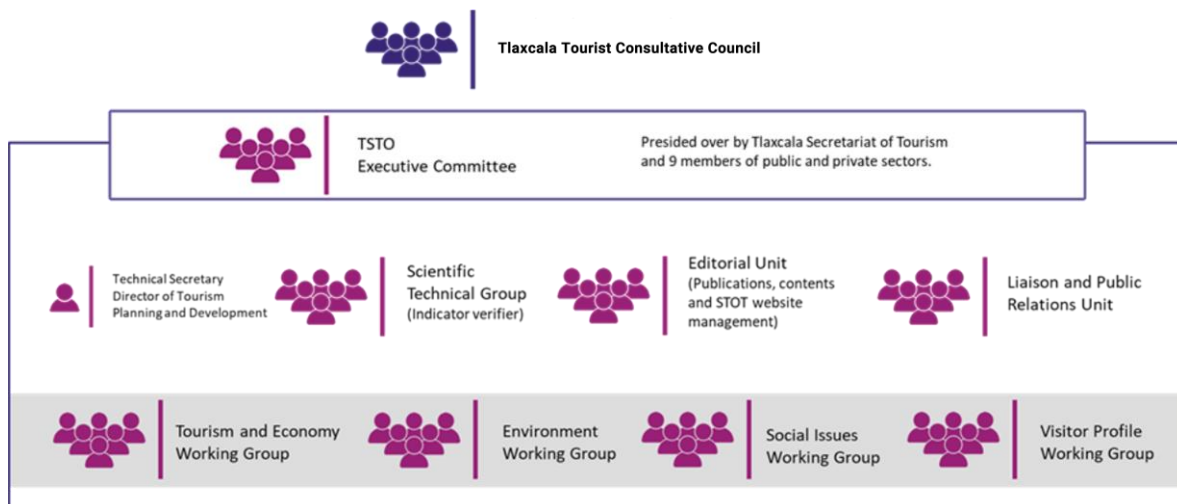
A representative of the Ministry of Finance

See section 1.4.2.1 of Chapter 1 for more information on the Tourist Consultative Council of the State of Tlaxcala.

Considering the integration and attributions of the Tourist Consultative Council and the fact that it is chaired by the Governor of Tlaxcala, it is considered that there are many advantages that the Sustainable Tourism Observatory is within the Tourist Consultative Council.

The Local Working Group of the Tourism Observatory is made up of:

- a) **Executive Committee**
- b) **Technical Secretariat**
- c) **Scientific Technical Group**
- d) **Editorial Unit**
- e) **Liaison and Public Relations Unit**
- f) **Working groups**



The Executive Committee is the governing body of the Sustainable Tourism Observatory of the State of Tlaxcala and is made up of the head of the Ministry of Tourism, who will preside over it, and with the heads of state Ministries and business agencies, the State Coordinator of the Institute National Statistics and Geography. Likewise, the Technical Secretary will participate and people familiar with the issues to be discussed may be invited, who will have a voice, but not a vote.

On September 7, 2022, the Executive Committee was installed, with the following members:



**Chairwoman:**

Josefina Rodríguez Zamora Secretary of Tourism of the State of Tlaxcala

**Members:**

Antonio Martínez Velázquez	Secretary of Culture of the State of Tlaxcala
Luis Ramírez Hernández	Secretary of the Environment of the State of Tlaxcala
Virgilio Medellín Viveros.	President of the Association of Hotels and Motels of the State of Tlaxcala (AHMET)
Javier Zamora Ríos	President of the Tlaxcala Delegation of the National Chamber of the Restaurant and Spiced Food Industry (CANIRAC)
Joseph Rodríguez Ramos	President of the National Chamber of Commerce, Services and Tourism in Tlaxcala (CANACOSERVYTUR)
Carlos Lozano García	State Coordinator of the National Institute of Statistics and Geography (INEGI)
Germán González Grant	President of Citizen Participation A.C.
Serafin Ríos Elorza	President of the College of Tlaxcala
Daniel Herrera Carvajal.	Director of Tourist Operation (SECTURE)
Marte Molina Orozco.	Director of Tourism Planning and Development (SECTURE)

## 2.4 Operating guidelines


For the operation of the Tourist Observatory of Tlaxcala, some operating guidelines have been defined, which indicate that it is constituted within the Tourism Consultative Council, as well as its integration and the functions of the main organs that compose it.

Below is a summary of its main functions and the full document is included in the annex.

**The Executive Committee shall have the following functions, among others:**

1. Direct the Sustainable Tourism Observatory of Tlaxcala and coordinate the activities of its different management bodies.

2. Ensure the alignment of the actions of the Sustainable Tourist Observatory with the objectives and activities of the Tourism Consultative Council and the Tourism Law of the State of Tlaxcala.
3. Report annually to the State Tourist Consultative Council on its activities.
4. Monitor compliance with the requirements of the World Tourism Organization to continue being part of the International Network of Sustainable Tourism Observatories (INSTO).
5. Establish objectives and goals and monitor the indicators of the Sustainable Tourism Observatory in the coverage issues indicated by the INSTO Network.
6. Analyze the results and goals of the indicators and propose the actions considered necessary for their fulfillment.



The position of **Technical Secretary** will fall to the Director of Tourism Planning and Development of the Secretary of Tourism of the State of Tlaxcala. The Technical Secretary will have the following functions:

1. Support the Presidency of the Executive Committee of the OTST in the management of the Observatory.
2. Call the meetings of the Executive Committee.
3. Participate with voice in the Executive Committee.
4. Disseminate the agreements reached at the meetings of the Executive Committee and follow up on them.
5. Prepare the Report and the necessary documentation for the meetings of the Executive Committee of the OTST.
6. Prepare the Annual Report for the UNWTO.
7. Organize the Annual Results Analysis and Monitoring Workshop.

The functions of the **Technical Scientific Group** will be the following:

1. Verify the correct elaboration of the indicators according to the methodology.

2. Analyze the results of the indicators and report them to the Presidency of the Executive Committee through the Technical Secretariat.
3. Analyze the results of the surveys on the knowledge and profile of the tourist and others that are raised regarding this topic.
4. Propose to the Presidency and the Executive Committee new indicators and their methodology or modification to the existing ones or their extinction through the Technical Secretariat, as well as the elaboration of surveys on the profile of the tourist.

The **Editorial Unit** will have the following functions:

1. Prepare the guidelines for the publication of materials and documentation on the website and submit them for the approval of the OTST Executive Committee.
2. Approve the material to be published on the website, adhering to the guidelines approved by the Executive Committee of the Tourism Observatory.

The **Liaison and Public Relations Unit** will have the following functions:

1. Elaborate and distribute the bulletins and official communications of the Tourism Observatory for the approval of the Presidency of the Executive Committee.
2. Manage the social networks of the Tourist Observatory.
3. Establish alliances and other collaboration and cooperation mechanisms with business or service associations and chambers, non-governmental organizations, educational institutions, autonomous bodies, municipal, state and national government entities and agencies, and other similar entities approved by the Executive Committee.

To monitor the issues of the INSTO Network, the profile and knowledge of the tourist and the topics that the President of the Executive Committee deems appropriate, several working groups will be formed, which will be chaired by a person of recognized prestige linked to the subject in question. .

In principle, the Working Groups will be the following:

- 1) Economy and Tourism;
- 2) Environment;
- 3) Social; and
- 4) Knowledge of the tourist.

Covering the following areas of Economy and tourism: Tourist Seasonality, Employment and Economic Benefits for the destination; Environment: Energy Management, Water Management, Wastewater Management, Solid Waste Management and Climate Action; Social: Accessibility, Governance and Local Satisfaction with tourism.

## 2.5 Participants

The Tlaxcala Sustainable Tourism Observatory has the participation of the most important state actors involved directly or indirectly with tourism.

### State and Federal Entities

- Secretary of Tourism of the State of Tlaxcala
- Secretary of the Environment of the State of Tlaxcala
- Secretary of Finance of the State of Tlaxcala
- Secretary of Economic Development of the State of Tlaxcala
- Secretary of Culture
- National Institute of Statistic and Geography
- National Institute of Anthropology and History
- Regional Museum

### Local authorities

- Municipal Tourism Offices of Tlaxcala, Apizaco, Huamantla, Tlaxco, Nanacamilpa and Calpulalpan.

### **Civil associations**

- Participación Ciudadana, A.C.

### **Business associations**

- Association of Hotels and Motels of Tlaxcala
- Mexican Association of Travel Agencies (Subsidiary Tlaxcala)
- National Chamber of the Restaurant and Spiced Food Industry
- CANACO-SERVYTUR
- COPARMEX
- Association of Tourist Restaurants
- Association of Restaurants and Cafeterias
- Association of Haciendas
- Association of Restaurants, Bars and Party Halls
- Mexican Association of Adventure Tourism and Ecotourism
- Val'Quirico



### **Universities**

- Universidad del Valle de Tlaxcala
- Universidad del Altiplano
- Colegio de Tlaxcala

## **2.6 Previous work**

In order to publicize the characteristics of sustainable tourism and the attributes that a Tourism Observatory should have, two workshops have been held with government authorities and main chambers and business associations, hoteliers, service providers, civil organizations and universities.



## Workshop on Planning and Definition of Tourism Indicators

As part of the work required to implement the Tlaxcala Sustainable Tourism Observatory, this workshop was held on April 21 of this year, whose objectives were:

- 1) Start work on the design of a Tourism Indicators System and its integration into the Sustainable Tourism Observatory of Tlaxcala (OTST).
- 2) Make a preliminary diagnosis of the current situation of the tourism sector in Tlaxcala, actions to be carried out and initial definition of the main indicators.
- 3) Present the stages to be developed for the design and construction of the System of Tourist Indicators of Tlaxcala.
- 4) Define work teams that participate and support the realization of this phase.



### Participants

There was the participation of 48 people, registering a plural and diverse representation, since both the tourism sector and other sectors participated. Likewise, federal, state and municipal public officials attended, as well as members of academia, civil society and private entrepreneurs.

### Preliminary Diagnosis

As part of the work agenda, a participatory exercise was carried out in which the profile of the tourist who visits the State of Tlaxcala was defined in a general way, and the following was concluded:

- The main markets are México City, Puebla, Hidalgo Veracruz and Querétaro.
- Among the main reasons for travel, it is identified that it is for work, bullfighting, business, visiting relatives and for cultural reasons.
- Most visitors arrive by road (80% by car and 20% by bus).
- The places that tourists visit are the Historic Center, the Archaeological Zone, the Haciendas, Val'Quirico and the bullring, among others.



- Regarding accommodation, visitors spend the night in Airbnb accommodation, as well as in hotels.
- The high seasons are mainly Easter, as well as October and November for the destination of Huamantla and in summer the sighting of fireflies at Nanacamilpa.
- 

In addition to the definition of the tourist profile, in coordination with the participants, a SWOT analysis of the destination was carried out, whose main findings were the following:

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> <li>-Certified companies in some activities.</li> <li>-Proximity to the markets of Mexico City, Puebla, Veracruz, Hidalgo and Querétaro, among others.</li> <li>-Great natural, cultural and gastronomic heritage (biocultural heritage).</li> <li>-Sites declared World Heritage.</li> <li>-Biocultural heritage</li> <li>- Safe destination.</li> <li>-Religious tourism.</li> <li>-Connectivity with markets.</li> </ul>	<ul style="list-style-type: none"> <li>-Proximity with potential markets that do not yet know the destination.</li> <li>-Emerging destination not yet visited by many people.</li> <li>-Develop greater products linked to bullfighting.</li> <li>-Generation of strategic alliances.</li> </ul>
WEAKNESSES	THREATS
<ul style="list-style-type: none"> <li>-Lack of training and insufficient certification in certain sectors.</li> <li>-The presence of the bark worm that affects trees and threatens fireflies.</li> <li>-Ignorance of the attractions of Tlaxcala by the tourist.</li> <li>-Insufficient involvement of all the actors in the sector, mainly in the area of the environment.</li> <li>-Inadequate bus connectivity with Mexico City.</li> <li>-Inadequate public transportation (taxis) at the destination.</li> <li>-</li> <li>.</li> </ul>	<ul style="list-style-type: none"> <li>-Competition from other destinations with the bullfighting product.</li> <li>-Degradation of tourist attractions due to lack of sustainability; in particular it puts fireflies at risk.</li> <li>-Environmental deterioration of some tourist attractions.</li> <li>-Some people advised to be cautious about promoting bullfighting since some people may react negatively and affect the image of Tlaxcala, as well as the arrival of tourists.</li> <li>.</li> <li>-</li> </ul>

## Identification and presentation of Performance Indicators

Derived from an analysis carried out on the 31 observatories of the Network of International Sustainable Tourism Observatories (INSTO) of the World Tourism Organization (UNWTO), a preliminary list of indicators was presented, by way of example but not limitation, that is proposed to be used to initiate the analysis of the indicators that could be implemented to follow up the 11 issues requested by INSTO.

These indicators were presented to the workshop participants for discussion and analysis.

### TOURISM SEASONALITY

- Arrival of tourists per month and by market of origin.
- Arrival of tourists by month and by destination.
- Arrival of tourists per month to main tourist attractions.
- Hotel occupancy.

### EMPLOYMENT

- Employment generated in the tourism sector.
- Women employed in the tourism sector.
- Employment growth in the tourism sector compared to total employment growth in the destination.

### DESTINATION ECONOMIC BENEFITS

- Tourism GDP of the destination.
- GDP generated by related activities.
- Economic spill generated by visitors to the destination.
- Private investment in the tourist destination.
- Revenue from lodging tax.

### ENERGY MANAGEMENT

- Percentage of energy consumption from renewable sources in tourist establishments.
- Hotels that generate their energy (or part of it) from clean sources.
- Tourist establishments that implement measures to save electricity.

### WATER MANAGEMENT

- Number of tourist establishments that implement best practices to save water.
- Number of hotels that implement water saving policies.

### WASTE WATER (SEWAGE) MANAGEMENT

- Number of hotels that have wastewater treatment and recycling.
- Number of hotels that have wastewater treatment or are connected to water treatment systems.
- Percentage of residual water that is given treatment

### SOLID WASTE MANAGEMENT

- Volume of solid waste generation in tourist establishments.
- Number of hotels that carry out separation and recycling practices.
- Number of restaurants that carry out separation and recycling practices.
- Percentage of recycled garbage in relation to the total garbage generated.
- Hotels and restaurants that have eliminated the use of single-use plastics or have established policies to reduce it.



## CLIMATE ACTION

- Carbon footprint generated by the main tourist events in the destination.
- Percentage of energy from polluting fuels (fossil) in tourist establishments.
- Percentage of non-polluting public transport (electric transport) in the destination.
- Air quality in tourist destinations in the state.
- Number of tourist establishments that have sustainable certifications or labels.
- Number of tourist establishments located in vulnerable areas.

## ACCESSIBILITY

- Tourist establishments that have access facilities for people with different capacities.
- Tourist attractions that have easy access and use of facilities for people with disabilities.
- Number of tour operators that offer adapted tours for people with different physical abilities.
- Hotels and restaurants that have rooms and/or bathrooms for people in wheelchairs.

## LOCAL SATISFACTION

- Degree of satisfaction of the local community with the arrival of tourists.

## GOVERNANCE

- Number of participants from the private and academic sectors in the tourism observatory.
- Participation of the private and academic sector in the working groups of the tourist observatory.
- Percentage of hotels that provide information to the tourist observatory.
- Satisfaction of tourism agents with the state's tourism policy.
- Percentage of citizen proposals on tourism attended.



## Workshop Characteristics of the Sustainable Tourism Observatory and registration process in the UNWTO INSTO Network

This workshop was held on July 14, 2022 and had the following objectives:

- 1) Make known the characteristics of a sustainable tourism observatory
- 2) Present the advantages and benefits of having a Sustainable Tourism Observatory and belonging to INSTO

- 3) Highlight the importance and functions of the local working group
- 4) Analyze the registration process, as well as the steps to follow and the necessary material that must be submitted to the UNWTO.

Both the objectives and the work agenda of the workshop were carried out and satisfactorily specified. Likewise, there was an exchange of opinions and experiences that enriched the discussion.

## **Participants**

There was the participation of 40 people, registering a plural and diverse representation, since both the tourism sector and other sectors participated. Likewise, federal, state and municipal public officials attended, as well as members of academia, civil society and private entrepreneurs.

## **Characteristics of the OTS and the Local Working Group**

After recalling the principles of sustainable tourism, what the INSTO Network is and the main coverage issues, a presentation was made on the characteristics that the Sustainable Tourism Observatory must meet and the benefits of joining the Network.

The importance of the Local Working Group, its responsibilities, functions and objectives, as well as its possible location within the Tourism Consultative Council, was also presented.

## **Perception exercise on INSTO issues**

The presence of a very representative group of the tourism sector of Tlaxcala and of entities and government agencies linked to the sector was used to carry out a perception exercise on the situation of some of the issues of the INSTO Network. Between them:

- **Employment**
  - In general, most participants consider that jobs in the sector are scarce and wages are lower than in other sectors. It was identified that there are not enough trained personnel and most do not appreciate that there is discrimination against the employment of women.

- **Energy management**

- 53% consider that tourist establishments do something to take care of energy and seek to implement saving measures; however, 35% consider that very little is done for this purpose and only 12% said that much is done to save energy.
- Generation of clean energy through instruments such as solar panels is partially practiced by the tourism sector, according to what 44% of respondents answered; 53% indicated that it is a practice that is carried out very little and 3% indicated that it is practiced a lot.

- **Water management**

- 50% of those who responded consider that most tourist establishments do little or nothing to take care of water; 38% indicated that something is being done and only 12% responded that a lot is being done on this topic.

- **Wastewater management**

- 68% indicate that tourist establishments give little or no treatment to the wastewater they generate. 26% consider that they treat it somewhat (less than half) and 6% consider that they treat most of the wastewater generated by tourist establishments.

- **Solid waste management**

- 44% of the responses indicated that tourist establishments do not carry out adequate solid waste management. A similar percentage responded that management was somewhat adequate and 12% responded that solid waste management was very adequate.
- 41% have the perception that the practice of separating garbage is little used, while 53% answered that it was somewhat used and 6% that it was very used.
- 62% indicated that tourists generate a lot of garbage and only 6% consider that they generate little garbage.
- 53% consider that the amount of solid waste that is recycled is little or nothing; 35% consider that some is recycled and the remaining 12% indicated that most of the solid waste from tourist establishments is recycled.



## • Accessibility

- The majority (71%) perceive that the tourism sector in Tlaxcala is poorly prepared to facilitate tourism for people with disabilities; 29% consider it somewhat prepared and no one answered that they were very prepared.
- Accessibility conditions in tourist establishments (hotels, restaurants, etc.) were considered very poor by 56% of those who responded to the survey, while 44% indicated that they partially exist.
- For tourist attractions such as museums, archaeological sites, etc. 50% considered that they have few accessibility conditions, 47% responded that they partially exist and 3% that the conditions to facilitate tourism for people with disabilities are in common use.
- 59% consider that there is some awareness in the tourism sector to manage and facilitate tourism for people with a physical problem, while 41% indicated that there is still little awareness of this issue.



## • Climate action

- As main environmental problems, deforestation and deterioration of forests were mentioned, contamination of bodies of water and garbage in tourist centers.
- 44% consider that there are very few tourist establishments that have sustainability certificates or labels. 50% consider that there are some tourist establishments with these certificates but their number does not exceed half and 6% indicated that the majority of tourist establishments do have these certificates.

## Registration process in the INSTO Network

The process to carry out the registration with the INSTO network was also presented, as well as the materials that need to be prepared. It was highlighted that there are four stages to follow:

1. **Learn and reflect.** It consists of knowing the information about the INSTO Network, its frame of reference and researching the websites of the observatories. This stage has been carried out and the results of the analysis and research have been presented in the workshops.




2. **Discuss and share.** It is about discussing the project with colleagues, sharing ideas and gradually incorporating them into the vision of the Project. In this workshop a very interesting discussion was generated among the participants and ideas were presented to continue with the project.
3. **Prepare the application.** It is required to prepare five elements: Application Form, Destination Profile, Preliminary Study, KML File (georeferencing) and letters of support.
4. **Apply.** Sending the documents and being attentive to the response and possible modifications and adjustments to the request and the materials that were sent.



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## Installation of the Local Working Group



Previously it was pointed out that the establishment of the Local Working Group within the Tlaxcala Tourism Consultative Council has already been carried out.

The Executive Committee was defined and installed on September 7, 2022 and the next working meeting will be held shortly to analyze the documents submitted to the UNWTO.



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## Meeting with the Association of Hotels and Motels of the State of Tlaxcala AHMET

On November 15, 2022, a meeting was held with AHMET with the purpose of informing its members of the progress in the construction of the Tourist Observatory, the participation of the Association in the Observatory both in the Executive Committee and providing the necessary information, for the construction of the monitoring indicators, as well as the characteristics of the process for

collecting it and the measures to guarantee the confidentiality and good use of the information.

It was pointed out that the capture of the information will be very simple and friendly, through digital means to which AHMET members will have access through their cell phones, computers or tablets, thus avoiding sending it by print media or by phone.

In this way, no person will have access to the information that is reported, which will be processed and disclosed in aggregate form; never individually.

It was also pointed out that, due to its importance and relevance within the tourism sector, initially the participation of AHMET in the Tourism Observatory has been considered, as well as the restaurant union, but later progress can be made by incorporating other service providers such as travel agencies or firms of sightings of fireflies, to have a greater coverage of the tourist activities that take place in the state of Tlaxcala.

Likewise, it is feasible to open the Executive Committee to the participation of other organizations from the tourism sector. To this end, the corresponding proposal may be made in the session of the aforementioned Committee.

The importance of motivating the participation of all businessmen was highlighted and it was agreed to carry out an exercise to gather the corresponding information.





# 03

## MAIN ENVIRONMENTAL PROBLEMS OF TLAXCALA



ESTADO  
DE TLAXCALA



SECRETARÍA  
DE TURISMO

The State of Tlaxcala faces large areas of opportunity and constant challenges in terms of caring for the environment and its natural resources. The State Development Plan 2021-2027 (Plan Estatal de Desarrollo 2021-2027; PDE 2021-2027) recognizes that environmental deterioration is a widespread problem in the country and Tlaxcala is no exception, since in the face of the loss of forested areas, soil erosion, water and air contamination, as well as the accumulation of garbage in rivers and ravines. The loss of biodiversity and the gradual deterioration of natural resources have increased in recent years.<sup>19</sup>

The indicator "Sustainable Management of the Environment" of the 2021 State Competitiveness Index carried out by the IMCO<sup>20</sup>, which measures the capacity of states to relate in a sustainable and responsible manner with natural resources and their environment, places the state of Tlaxcala in the position 25 nationally. Within the indicators that make up the sub-index, the indicator places the state in position 23 as one of those that shows the greatest lag associated with the loss of the area covered by trees.<sup>21</sup>

By 2022, the state of Tlaxcala moved to 26th place nationally in the aforementioned indicator<sup>22</sup>. However, in the treated wastewater flow indicator it ranks 17th among the 32 entities in the country, maintaining 23rd place in the indicator associated with the loss of tree-covered area.<sup>23</sup>

Thus, one of the priority issues to address are those related mainly to the availability, treatment and reuse of water.

The PED 2021-2027 points out that the technical and financial problems due to lack of water affect the problems of availability of this element, but also identifies as a problem the poor culture of the population to save, reuse and conserve it. Therefore, the PED 2021-2027 points out that it is necessary to promote the participation of communities and civil society, in actions to care for the vital liquid and to prevent contamination of water bodies.<sup>24</sup>

<sup>19</sup> Plan Estatal de Desarrollo 2021-2027 Gobierno del Estado de Tlaxcala. Periódico Oficial No. Extraordinario, March 28, 2022. Page 343

<sup>20</sup> At the end of the chapter, the characteristics of this indicator are explained in greater detail.

<sup>21</sup> Instituto Mexicano para la Competitividad A.C. (IMCO) cited in the Plan Estatal de Desarrollo de Tlaxcala Ibid. Page 343

<sup>22</sup> Instituto Mexicano para la Competitividad A.C. IMCO. Índice de Competitividad Estatal 2022. Page 17

<sup>23</sup> IMCO *Ibid*, Page 110

<sup>24</sup> Plan Estatal de Desarrollo 2021-2027. *Op. Cit.* Page 347



Regarding the sanitation of wastewater, the PED 2021-2027 recognizes that the effort has been insufficient to stop the contamination of water bodies, for which it is considered as an issue in which it is necessary to act with order and determination to progress gradually.<sup>25</sup>

Due to its importance in terms of water resources, the sub-basin of the Zahuapan River stands out, which belongs to the upper Atoyac basin of Hydrological Region No. 18, which extends over an estimated surface of 39% of the territory. Based on data from INEGI 2020, it is estimated that about 60% of the population of the state of Tlaxcala and a very important industrial zone are settled in the sub-basin. The main current in the sub-basin is the Zahuapan River, which has its origin in the Sierra de Tlaxco, crosses the sub-basin in the central part from north to south, until it flows into the Atoyac River. From the Atlangatepec dam to the confluence with the Atoyac River, it is approximately 66 km long.<sup>26</sup>

The Atoyac River is part of the upper basin in the Balsas hydrological region; It runs through the Atoyac-San Martín Texmelucan river sub-basin, the Zahuapan river, Alseseca river and Valsequillo sub-basins, in the states of Tlaxcala and Puebla. The Atoyac River is one of the four tributaries with the highest degree of contamination in the country.<sup>27</sup> In the water problem of the Alto Atoyac Basin in the interior of the state of Tlaxcala, its location stands out as one of the two most polluted in Mexico, due to the discharges of public-urban and industrial origin that are poured into the waters of the rivers Zahuapan, Atoyac and their effluents, which flow in their channel without or with poor treatment.<sup>28</sup>

Regarding this problem, the PED 2021-2027 indicates that most of the wastewater treatment plants operated by the municipalities do not comply with the conditions established in the Mexican regulations established for the discharge of wastewater to federal effluents.<sup>29</sup>

To face these problems, a strategy is proposed that will not only include treatment and disposal, but will promote the reuse of good quality treated water, in such a way that its use is allowed in the first instance in agricultural irrigation and green areas in all municipalities, eliminating the use of first-use water (from a well) for these activities.<sup>30</sup>

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<sup>25</sup> PED 2021-2027- *Ibíd*, Page 349

<sup>26</sup> PED 2021-2027- *Ibíd*, Page 349

<sup>27</sup> PED 2021-2027 *Ibíd*, Page 350

<sup>28</sup> PED 2021-2027 *Ibíd*, Page 350

<sup>29</sup> PED 2021-2027 *Ibíd*, Page 350

<sup>30</sup> PED 2021-2027 *Ibíd*, Page 351

The State of Tlaxcala has extensive forest areas. The forest area is distributed in 53 municipalities of the 60 municipalities of the state, although Tlaxco, Calpulalpan, Huamantla, Españita and Nanacamilpa de Mariano Arista are the five municipalities with the largest area. The formation of conifers is the main formation of the ecosystem, it is found in 52 of the 60 municipalities, it is represented by three types of vegetation, fir (oyamel) forest, táscate forest and pine forest.<sup>31</sup>

Due to its importance, La Malinche National Park stands out, which is the fifth with the largest extension of the national parks considered in the country, comprising a total area of 46,112.24 hectares; of which about 70% correspond to the state of Tlaxcala. La Malinche is an important source of water supply, especially groundwater, however deforestation has decreased its recharge.<sup>32</sup>

According to the PED 2021-2027, in recent years part of the natural wealth has been lost, due to the presence of deterioration factors such as clandestine logging, forest pests and diseases, fires, overgrazing, management practices inadequate, non-regulated timber forest exploitation in ejidos, as well as the processes of expansion of other land uses, to develop other productive activities, mainly agriculture and livestock. It is estimated that the rate of deforestation in the period 2015-2020 represented a net loss of 132 hectares per year.<sup>33</sup>

On the other hand, forest pests are one of the main causes of degradation and loss of forest ecosystems in Mexico. The PED 2021-2027 reports that in the last ten years, the area affected by pests and diseases reached an average of 141,901 thousand hectares in Mexico, distributed mainly in the states of Durango, Oaxaca, Chihuahua, Guerrero, Jalisco and Nuevo León.<sup>34</sup>

The affectation of coniferous forests by the presence of the bark beetle observed as of 2016, became even more evident during the years 2020 and 2021. According to CONAFOR, the forest areas of Tlaxcala present a very high risk due to the presence of the bark beetle.<sup>35</sup> The Secretary of the Environment of the state of Tlaxcala estimates that currently the area affected in the entity is 2,466 hectares.<sup>36</sup>

The bark worm plague constitutes a serious risk for one of the main tourist attractions of Tlaxcala, which is the sighting of fireflies, which takes place from mid-June to mid-August. Only in the municipality of Nanacamilpa in a forest of ten

<sup>31</sup> PED 2021-2027 *Ibíd*, Page 352

<sup>32</sup> PED 2021-2027 *Ibíd*, Page 354

<sup>33</sup> PED 2021-2027 *Ibíd*, Page 355

<sup>34</sup> PED 2021-2027 *Ibíd*, Page 358

<sup>35</sup> According to CONAFOR, cited in PED 2021-2027 on page 355, bark beetles are small beetles that live under the tree bark and feed on the tissue that conducts nutrients.

<sup>36</sup> PED 2021-2027 *Ibíd*, Page 358

thousand hectares there are 25 sighting centers, which year after year receive around 80 thousand national and international visitors.<sup>37</sup>

According to specialists from the Sanctuary of the Firefly, the persistent drought and the plague of the bark worm have hindered the reproduction of the fireflies in the last two years, despite the fact that there has been no tourism.<sup>38</sup>

Based on information from the PED 2021-2027, in 2016 Tlaxcala presented a total of emissions from different sources of 248 thousand 379 tons. The most prominent compounds were volatile organics, carbon monoxide, nitrogen oxides and ammonium. Regarding their origin, the composition of the emissions was as follows: natural (36.65%), mobile (35.16%), area (25.33%), mobile that do not circulate by road (1.95%) and fixed (1.91%).<sup>39</sup>

The quality of the air is considered good, most of the year, however it is indicated in the PED 2021-2027 that there are operational problems in the monitoring equipment, which prevent compliance with environmental regulations and thus guarantee a reliable measurement to determine the quality of the air to which citizens are exposed.<sup>40</sup>

+ + +

The situation described above leads to the need to reinforce actions to protect and improve the environment and better management of energy, water, solid waste and residual water.

Tourism is particularly affected by the deterioration of the environment and at the same time has an impact on it. According to a recent WTTC report, more than 80% of the value of travel and tourism goods and services depends heavily on nature, from the demand for raw materials to the popularity of nature-based tourism.<sup>41</sup>

This mutual dependence has meant that in both developed and emerging economies, the need to promote the sustainable development of tourism has arisen. In the last decade, the academic, business and government sectors have recognized that clear guidelines are necessary for the sustainability of tourist destinations; At the same time, environmental education must be promoted, which contributes to the

<sup>37</sup> E-consulta.com <https://www.e-tlaxcala.mx/nota/2022-06-08/nanacamilpa/gusano-descortezador-afecto-la-reproduccion-de-luciernagas-en> June 8, 2022

<sup>38</sup> E-consulta.com <https://www.e-tlaxcala.mx/nota/2022-06-08/nanacamilpa/gusano-descortezador-afecto-la-reproduccion-de-luciernagas-en> June 8, 2022

<sup>39</sup> PED 2021-2027 *Op cit* Page 361

<sup>40</sup> PED 2021-2027 *Ibíd*, Page 361

<sup>41</sup> WTTC *Nature Positive Travel and Tourism*. September 2022, Page 4



development of sustainable tourism, causing a change in attitude and behavior of tourists, businessmen, authorities and the population of tourist destinations.

Mexico has a wide biological diversity, however the pressure on natural resources increases every day and the effect on ecosystems is manifested notably in the loss of species, the fragmentation of their habitat and the loss of these. Due to the growth of the population and the increase in investment, in recent years a greater environmental pressure has been detected in the territory of the state of Tlaxcala, which has caused new forms of occupation and use of natural resources.

Real estate tourism development (construction of basic infrastructure, hotels, condominiums and complementary works, among others) cause strong environmental pressure on ecosystems, mainly due to the lack of adequate planning and non-compliance with environmental regulations by some investors and developers.

The main negative environmental impacts generated by tourism development are those considered physical-chemical (on climate, water, soil and atmosphere) and biological-ecological ones (on fauna and flora).



### **The main environmental impacts caused by tourism are:**

- Modification, fragmentation and/or destruction of the natural habitat (loss of biodiversity such as native flora and fauna)
- Changes in land use, mainly forestry
- Increase in the generation of urban solid waste, special handling and hazardous waste.
- Contamination of soils and bodies of water by liquid emissions (discharges of waste water, oils, lubricants and hydrocarbons)
- Increase in electricity consumption
- Introduction of exotic species
- Noise and vibration emissions due to the use of heavy machinery (construction industry), urban environmental noise due to road traffic and fixed sources such as recreation and entertainment areas.
- Obstruction and contamination of surface water bodies and groundwater.
- Illegal trafficking of species
- Alteration of biological corridors

- Emissions into the atmosphere
- Modification of the landscape

In particular, it is necessary to consider the following impacts:

### **Impact caused by transportation**

For this type of impact, it is necessary to consider the construction of the necessary infrastructure so that the proper functioning of tourist transportation is possible, both public and private, which is aimed at tourist occupation and the development of activities. All the processes involved in these constructions and activities cause wear and destruction of the soil, since the damage that occurs is irreparable, such as the alteration of the landscape, and biological corridors, the capacity of the soil to sorb, the delimitation of the flow of water and the decrease in humidity, which also leads to erosion. In addition to causing a high degree of noise pollution when using heavy machinery and to the atmosphere due to the emission of particles.

### **Impact on water**

The consumption and expense of water by tourists is another reason why the environment is affected. Each tourist who comes to Tlaxcala makes use of different facilities and practices activities in which the main use is water, such as the use of saunas, swimming pools, spas, showers, among others. This has repercussions on the uncontrolled use of water and its contamination, increasing the levels of wastewater discharges, which could generate food problems, social and political conflicts, health and affectation of the resources present in the ecosystems.

### **Impact caused by the presence of solid waste**

Agents that participate in the tourist activity and the tourists themselves generate and throw solid waste in their facilities and natural or artificial spaces where their activities are carried out. Some examples of waste are bags, bottles, cans, cigarette butts, plastics, glass, cardboard and paper, among others, which are harmful to the environment, flora and fauna, also causing increased contamination of the soil, bodies of water and overloading of landfills.

## Impacts caused to the atmosphere

The atmosphere also suffers the impact of tourism. In 2008 it was estimated that tourism generated 8% of global CO<sub>2</sub> emissions.<sup>42</sup> A more recent study estimated that by 2018 the contribution of tourism to the emission of greenhouse gases already reached 10%.<sup>43</sup> Some of the direct causes of the production of CO<sub>2</sub> emissions in the atmosphere and therefore in the air are the transport, accommodation and tourist activities subsectors. Transport is a key factor to carry out trips and tourism, since for this to exist, means of displacement must be available.

On the other hand, greenhouse gas emissions related to accommodation, construction and maintenance of tourism infrastructure should also be highlighted, as well as emissions related to the production and acquisition of food and beverages and souvenirs for tourists. The impact of these emissions is not observed in the short term, however in a longer period they constitute a danger, becoming a serious threat to health and the environment, as well as causing changes in the climate, such as waves of heat, increase in forest fires, severe droughts, desertification, acid rain, loss or deterioration of soil, water and air quality, among other effects.

+ + +

### IMCO Sustainable Environmental Management Indicator

This indicator is calculated by the Mexican Institute for Competitiveness (IMCO), which is a private research center on public policies. It calculates various indices, including the State Competitiveness Index, which measures the ability of the states of Mexico to generate, attract, and retain talent and investment.

The State Competitiveness Index is made up of ten Sub-Indices with 72 indicators. The topics it measures are the Rule of Law, the Environment, Society, and the Political System. Government, Factor Market, Economy, Innovation, among others.

In its latest measurement, Tlaxcala is classified as a state of medium-low competitiveness, which means that we have to make a great effort to improve our competitiveness.

<sup>42</sup> UNWTO UNEP *Baseline Report on the Integration of Sustainable Consumption and Production Patterns into Tourism Policies*. May 2009 Página 17

<sup>43</sup> Lenzen, M. et al. (2018) *The carbon footprint of global tourism*. *Nature climateChange*, 1. Online [https://doi.org/10-1038/s41558-018-0145\\*](https://doi.org/10-1038/s41558-018-0145*)

The Environment sub-index measures the ability of states to engage in a sustainable and responsible manner with natural resources and their environment. This is one of the issues that we have to pay more attention to and it is one of the reasons why we have the objective of developing tourism with a focus on sustainability.

The Environment Sub-index has indicators such as wastewater treatment, economic efficiency of water in agriculture, morbidity from respiratory diseases, loss of area covered by trees and energy intensity of the economy.

These indicators are closely aligned with the issue areas of INSTO.



# 04

## CURRENT SITUATION OF THE ISSUE AREAS INSTO



ESTADO  
DE TLAXCALA



SECRETARÍA  
DE TURISMO



## 1. Tourism Seasonality

Seasonality is a phenomenon that occurs in most tourist destinations worldwide, characterized by variations in the flow of visitors to destinations during an annual period. The monitoring of the tourist seasonality of the destinations allows identifying the periods of greatest and least influx in order to plan, forecast and anticipate the demand for services and infrastructure.

Unlike what could be observed in other tourist destinations in Mexico, especially sun and beach destinations, where there is even a saturation of the demand of national and international travelers during the winter, summer and spring break seasons; Seasonality in the State of Tlaxcala is less pronounced during the year, with tourist flows peaking on dates when cultural events and firefly sightings are held, a natural phenomenon that occurs between the months of June and August.

The measurement of tourist seasonality currently conducted by the Tourist Observatory of Tlaxcala consists of a monthly monitoring of the activity from a sample of establishments of the group of Accommodation Service Providers located in some of the most representative municipalities of tourism in the State.

In said monitoring, data serves as input for the generation of the proposed indicators, such as the arrival of tourists by market and destination, and the percentage of occupation. It is intended that this work, which is currently conducted manually through telephone consultation with service providers, be optimized through the development of capture modules within the Observatory platform, which would allow the collection and processing of data, be made systematically and with greater precision.

Additionally, based on information provided by the National Institute of Anthropology and History (INAH), there is a permanent count of the number of visitors to the five archaeological zones located in the state of Tlaxcala. In this way, the monthly influx of visitors to some of the most important cultural attractions of the state can be observed.

In accordance with the above, the following indicators are identified to monitor the phenomenon of tourist seasonality in the state of Tlaxcala:

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**Indicator 1.1 Monthly tourist arrivals by market of origin.**


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**Objective:** To measure the arrival of tourists to the State of Tlaxcala by domestic and international market and identify the seasonality of each market.

**Description:** Shows the number of arrivals per month registered in accommodation establishments, disaggregated by domestic and international market.

**Formula:**

$$TT_t = [TN_t + TI_t]$$

**Where:**

*TTt = Total arrival of tourists in month t.*

*TNt = Arrival of domestic tourists in month t.*

*TI t = = Arrival of international tourists in month t.*

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With monthly data from the monitoring of accommodation establishments conducted by the Observatory, it is known that the national market represents 96% of tourist arrivals at the state's destinations. The following graph presents the information for 2019, the last year prior to the impact of the pandemic, identifying the month of November as the month with the highest arrival of tourists to the state, both by the domestic market (11.8% of annual arrivals in that month), as well as international (14.4% of arrivals in all of 2019 occurred in November); the second month with the highest influx is July (9.6%), whose activity was greater than during November in years prior to 2019.

The data for 2020 and 2021, which are highly atypical due to the crisis caused by the health contingency, indicate changes in the seasonality of visitors, which is expected to resume the course prior to the pandemic in the following years.







### Indicator 1.2 Monthly tourist arrivals by destination.

**Objective:** To identify the seasonality of the arrival of tourists to the destinations of the State of Tlaxcala.

**Description:** Shows the number of tourist arrivals per month to each destination in accommodation establishments, disaggregated by domestic and international market.

**Formula:**

$$TTD_t = [TND_t + TID_t]$$

**Where:**

$TTD_t$  = Total arrival of tourists to the destination in the month  $t$ .

$TND_t$  = Arrival of domestic tourists to the destination in the month  $t$ .

$TID_t$  = Arrival of international tourists to the destination in month  $t$ .

The monitoring of the Tourist Observatory is conducted in the main destinations of the state, but work is being done to optimize the data collection processes to expand the coverage and accuracy of the information at the destination level.

In a preliminary way, the cities of Tlaxcala and Apizaco are identified as the destinations with the highest influx of tourists, since they have important cultural attractions, not only of the state but of the country.

Likewise, the Magical Towns of Tlaxco and Huamantla stand out, as well as the municipality of Nanacamilpa, for hosting the so-called Firefly Sanctuary, a place where this species is sighted, with a high number of visitors between the months of July and August.

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### Indicator 1.3 Monthly visitor arrivals to archaeological sites.

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**Objective:** To measure the influx of domestic and international visitors to the archaeological sites located in the State of Tlaxcala, identifying the months with the highest number of arrivals.

**Description:** Shows the monthly number of visitors registered in the archaeological sites administered by the National Institute of Anthropology and History.

**Formula:**

$$VTZA_t = [VNZA_t + VIZA_t]$$

**Where:**

*VTZA<sub>t</sub>* = Total visitors to archaeological sites during month *t*.

*VNZA<sub>t</sub>* = Domestic visitors to archaeological sites during month *t*.

*VIZA<sub>t</sub>* = International visitors to archaeological sites during month *t*.

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The state of Tlaxcala is an important center of culture and history of the country. As an example of this, five archaeological sites are located in the state: Cacaxtla, Xochitécatl, Tecoaque, Tizatlán and Ocotelulco, which together received 225.7 thousand visitors during 2029 (223.2 thousand were residents of the country and another 2.5 thousand were foreigners).

Due to the pandemic and other reasons associated with maintenance services by the National Institute of Anthropology and History (INAH), since 2020 there has been a significant decrease in the influx of visitors to the archaeological zones.





#### Indicator 1.4 Monthly hotel occupancy.

**Objective:** To measure the percentage of hotel rooms occupied by tourists in the destinations of the state of Tlaxcala.

**Description:** Shows the percentage of tourist category hotel rooms occupied with respect to the total number of rooms available in a given period.

**Formula:**

$$POH_t = [(CO_t)/(CD_t)] * 100$$

**Where:**

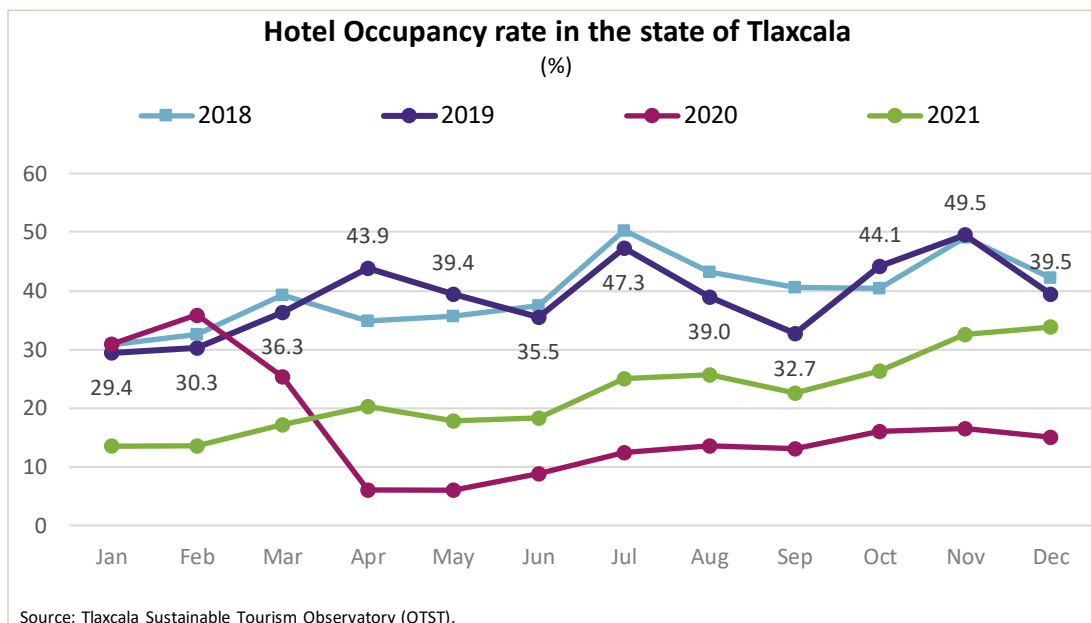
*POH<sub>t</sub>* = Percentage of Hotel Occupancy in the period *t*.

*CD<sub>t</sub>* = Total number of hotel rooms available in period *t*.

*CO<sub>t</sub>* = Number of hotel rooms occupied in period *t*.

From the continuous monitoring conducted by the Tourist Observatory, data is obtained on the evolution of hotel occupancy in the state of Tlaxcala. The following graph shows the behavior of this indicator since 2018, showing higher occupancy levels during the Easter periods (of high demand in the domestic market), summer in the month of July, as well as in the month of November, which coincides with the tourist arrivals indicator.

It can also be seen that in the last quarter of 2021 there began to be a consistent recovery in hotel occupancy levels in the state, which in December was close to reaching the pre-pandemic level (only 5.7 percentage points difference).



## 2. Employment

One of the most relevant aspects to measure the impact of tourism activity on the economic and social development of the state of Tlaxcala is its contribution to job creation. For this reason, it is necessary to have information that allows monitoring the employment generated by the sector, as well as its evolution over time.

The basic source of information to monitor the behavior of employment at the national level is the National Institute of Statistics and Geography (INEGI), which conducts the National Occupation and Employment Survey quarterly, with a solid base and whose results are disaggregated at state level and by sectors of economic activity.

Tourism is not directly indicated in the survey conducted by the INEGI, but the Tourism Observatory has carried out an analysis by economic activities, identifying those that are directly related to the sector.

On the other hand, it is worth mentioning that, derived from a series of workshops organized by the Secretary of Tourism of the State of Tlaxcala, the presence of a very representative group of the Tourism sector and entities and government agencies linked to the sector was used to make a perception exercise about the situation of some of the issue areas of the INSTO Network.

The results of the exercise indicated that, in general, most of the participants consider that jobs in the sector are scarce and wages are lower than in other sectors. Likewise, it was identified that there are not enough trained personnel and the majority do not appreciate that there is discrimination against the employment of women.

Based on these analysis and consultation works, the indicators determined to measure the impact of tourism on employment in the State of Tlaxcala are described below.

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### Indicator 2.1 Employment generated in the tourism sector.

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**Objective:** To identify the proportion of jobs in the state that are generated by tourism activity.

**Description:** Shows the percentage of jobs in activities related to tourism with respect to the total number of jobs in the state of Tlaxcala.

**Formula:**

$$PET_t = [(POAT_t) / (POT_t)] * 100$$

**Where:**

*PET<sub>t</sub>* = Share of tourism employment in total employment in period t.

*POAT<sub>t</sub>* = Personnel employed in tourism sector activities in period t.

*POT<sub>t</sub>* = Total employed personnel in the entity in period t.

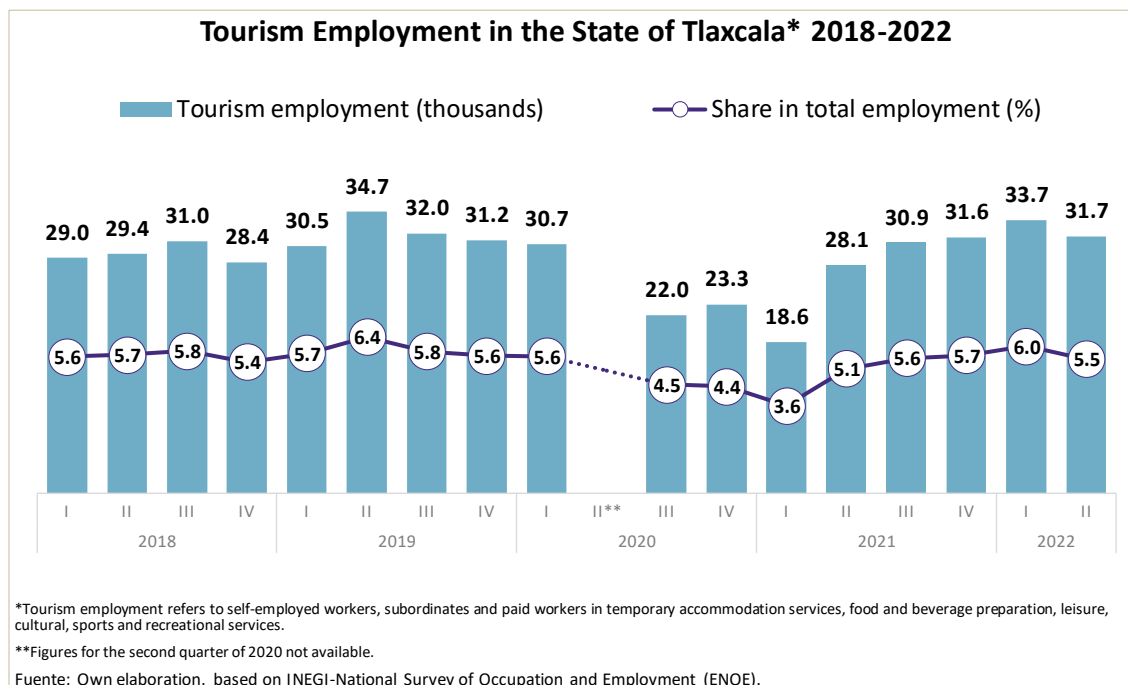
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With data available until the second quarter of 2022, published by the INEGI, in the state of Tlaxcala there are 575 thousand people with employment,<sup>44</sup> of which the Tourism Observatory identifies that approximately thirty-two thousand are employed in activities related to the tourism sector, which represents that tourism contributes with 5.5% of employment in the state.

As a result of the coronavirus pandemic, employment throughout the country was reduced and the tourism sector was affected to a greater extent, since it was not considered an essential economic activity. Tourism employment in the state of Tlaxcala contracted -28.6% between the first and third quarters of 2020. However, during 2021 and 2022, with the resumption of activities, it has recovered to approach pre-pandemic levels.

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<sup>44</sup> To measure state employment, subordinate and paid workers are considered, as well as independent workers.



## Indicator 2.2 Women employed in the tourism sector.

**Objective:** To identify the proportion of women in the number of jobs generated by the tourism sector.

**Description:** Shows the percentage of women with respect to the total number of people employed in activities related to tourism in the state of Tlaxcala.

**Formula:**

$$PMET_t = [(MOAT_t) / (POAT_t)] * 100$$

**Where:**

*PMET<sub>t</sub>* = Participation of women employed in the tourism sector in period *t*.

*MOAT<sub>t</sub>* = Number of women employed in tourism sector activities in period *t*.

*POAT<sub>t</sub>* = Personnel employed in tourism sector activities in period *t*.

It is recognized that at the national level, tourism is one of the sectors with the greatest gender balance in terms of job creation. According to the Labor Observatory, which uses the same National Survey of Occupation and Employment conducted by INEGI as a source, tourism is, after education and health, the economic

sector with the highest participation of women in employment (57.9% during the first quarter of 2022).<sup>45</sup>

In the state of Tlaxcala, more than half of the jobs generated in activities related to the tourism sector are held by women. With data to the second quarter of 2022, of the 32 thousand jobs in tourism activities, women held 17 thousand positions, which is equivalent to 53.2% of tourism employment in the entity.



### Indicator 2.3 Growth of tourism employment compared to the growth of total employment in the State.

**Objective:** To compare the evolution of tourism employment with total employment in the State.

**Description:** Shows the difference in the annual growth of tourism employment and the annual growth of total employment in the State of Tlaxcala. A positive result would indicate that tourism employment grows more than total employment in the entity; while a negative result would indicate the opposite.

**Formula:**

$$DEtEtot_{ta} = [(POAT_{ta}/POAT_{ta-1}) * 100] - [(POT_{ta}/POT_{ta-1}) * 100]$$

<sup>45</sup> STPS Observatorio Laboral (OLA) 2022 [https://www.observatoriolaboral.gob.mx/static/estudios-publicaciones/Ocupacion\\_sectores.html](https://www.observatoriolaboral.gob.mx/static/estudios-publicaciones/Ocupacion_sectores.html)



**Where:**

$DetEtot_{ta}$  = Difference in the growth of tourism employment and total employment in the period  $t$  current year.

$POAT_{ta}$  = Personnel employed in tourism sector activities in period  $t$  of the current year.

$POAT_{ta-1}$  = Personnel employed in tourism sector activities in the same period of the previous year.

$POT_{ta}$  = Total employed personnel in the entity in period  $t$  of the current year.

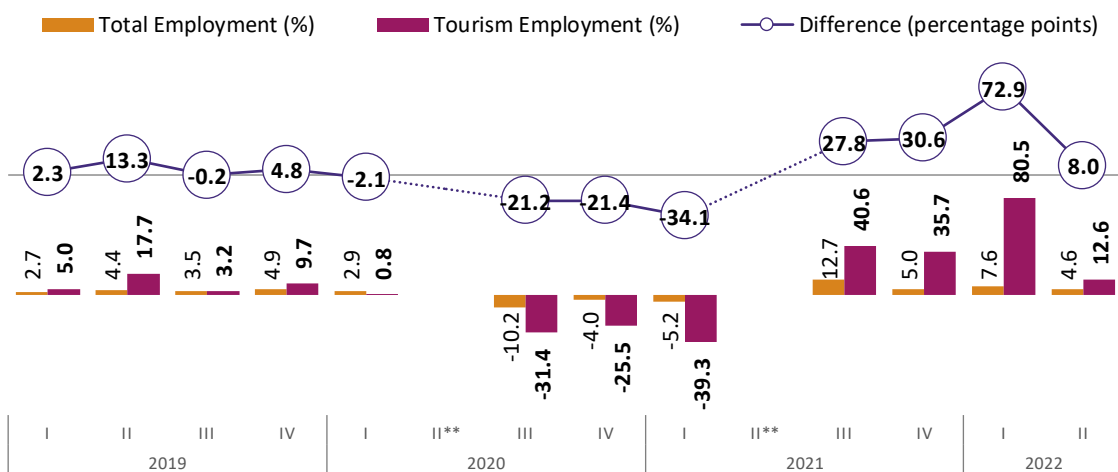
$POT_{ta-1}$  = Total employed personnel in the entity in the same period of the previous year.

According to this indicator, it is evident that during the period of greatest impact of the pandemic, tourism employment decreased in greater proportion than the total employment of the state of Tlaxcala (up to -39.1% in the first quarter of 2021 compared to the same period from the previous year).

Derived from this, the recovery in tourism employment during the rest of 2021 and what is available in 2022, has also been more noticeable. Comparing the results of the second quarter of 2022, while total employment in the state of Tlaxcala grew 4.6% compared to the same period of the previous year, tourism employment grew 12.6%; that is, the increase was greater by eight percentage points.

**Growth of Total and Tourism Employment in Tlaxcala\* 2019-2022**

(Change over same period previous year)



\*Tourism employment refers to self-employed workers, subordinates and paid workers in temporary accommodation services, food and beverage preparation, leisure, cultural, sports and recreational services.

\*\*Figures and comparisons related to the second quarter of 2020 not available.

Fuente: Own elaboration, based on INEGI-National Survey of Occupation and Employment (ENOE).

### 3. Destination economic benefits

The tourism sector contributes directly to the economic development of the State of Tlaxcala. Based on estimates made by the Federal Tourism Secretariat, in 2019 tourism contributed 8.4% of the state's Gross Domestic Product. This data reveals the importance of the sector, which must be monitored for the correct decision making and elaboration of strategies that derive in a greater benefit for the Tlaxcala population.

From the information provided by the National Institute of Statistics and Geography through the calculation of the Gross Domestic Product by Federal Entity (PIBE), a periodic follow-up can be given to the incidence of activities related to tourism in the economy of the state of Tlaxcala.

On the other hand, the own estimates of the Tourist Observatory of Tlaxcala, which are based on the arrival of tourists and the estimated average expenditure per tourist, calculate the economic spill generated by tourists in State destinations.

In order to measure the contribution that the tourism sector makes for the benefit of the economy of the state of Tlaxcala, the following indicators were determined:

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#### Indicator 3.1 Tourism GDP of the State of Tlaxcala.

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**Objective:** To know the contribution of tourism in the state economy.

**Description:** Shows the percentage of participation of tourism in the economy of the state of Tlaxcala.

**Formula:**

$$PTE_t = [(PIBTE_t) / (PIBE_t)] * 100$$

**Where:**

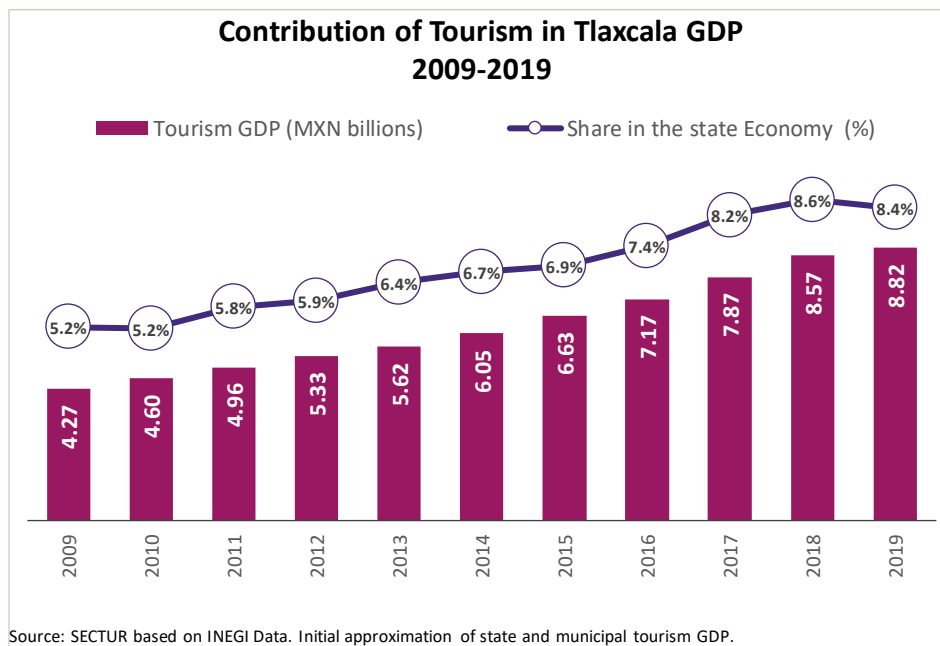
*PETt = Participation of tourism in the state economy in year t.*

*PIBTEt = State tourism gross domestic product in year t.*

*PIBEt = State gross domestic product in year t.*

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Even before the coronavirus pandemic, the participation of tourism in the economy of the state of Tlaxcala showed a slight decrease. Although the tourist GDP in the entity increased by 2.9% between 2018 and 2019, reaching 8.8 billion pesos (equivalent to 458 million dollars), in that last year the state GDP grew 5.6%, hence the reduction in their participation.



### Indicator 3.2 GDP generated by activities related to tourism.

**Objective:** To know the GDP growth of activities related to tourism in the state.

**Description:** Shows the percentage variation rate of the Gross Domestic Product of some activities related to tourism in the state of Tlaxcala. It will be used mainly to observe the behavior of the contribution of tourism for periods in which the state tourism GDP indicator is not available.

**Formula:**

$$CarT_t = [(PIBArT_t) / (PIBArT_{t-1})] * 100$$

**Where:**

*CarT<sub>t</sub>* = Growth of economic activities related to state tourism in period *t*.

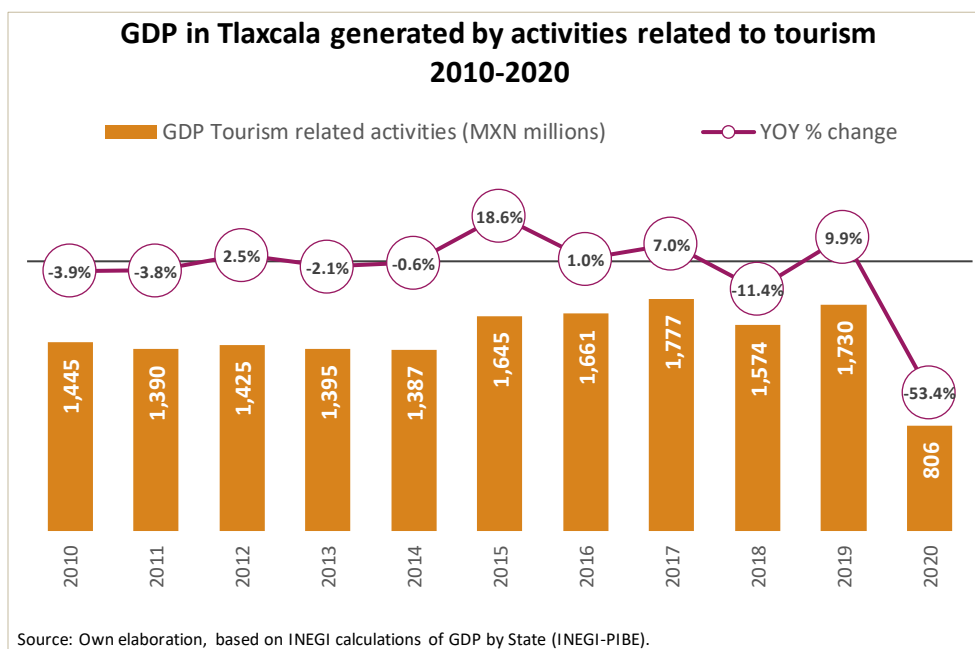
*PIBArT<sub>t</sub>* = Gross domestic product of economic activities related to state tourism in period *t*.

*PIBArT<sub>t-1</sub>* = Gross domestic product of economic activities related to state tourism in period *t-1*.

The objective of this indicator is to give a preliminary overview of how the value of some of the tourist activities has grown in the periods in which the State Tourism GDP indicator is not available.

Based on information from the calculation of the Gross Domestic Product for economic activities in the Federal Entities (PIBE), whose results are published annually by INEGI, it is found that in 2020, the first year of impact of the coronavirus

pandemic, some of the related activities with the tourism sector totaled 806 million pesos, which represents a drop of -53.4% compared to the previous year. Therefore, it is inferred that the tourism GDP in the entity for 2020 should have presented a similar downward trend.



### Indicator 3.3 Tourist spending in the State.

**Objective:** To quantify the volume of economic benefit generated by the spending of tourists in the destinations of the State of Tlaxcala.

**Description:** It shows the amount of money in Mexican pesos that tourists are estimated to have spent during their stay in the State of Tlaxcala.

**Formula:**

$$DeTT_t = [DeTN_t + DeTI_t]$$

**Where:**

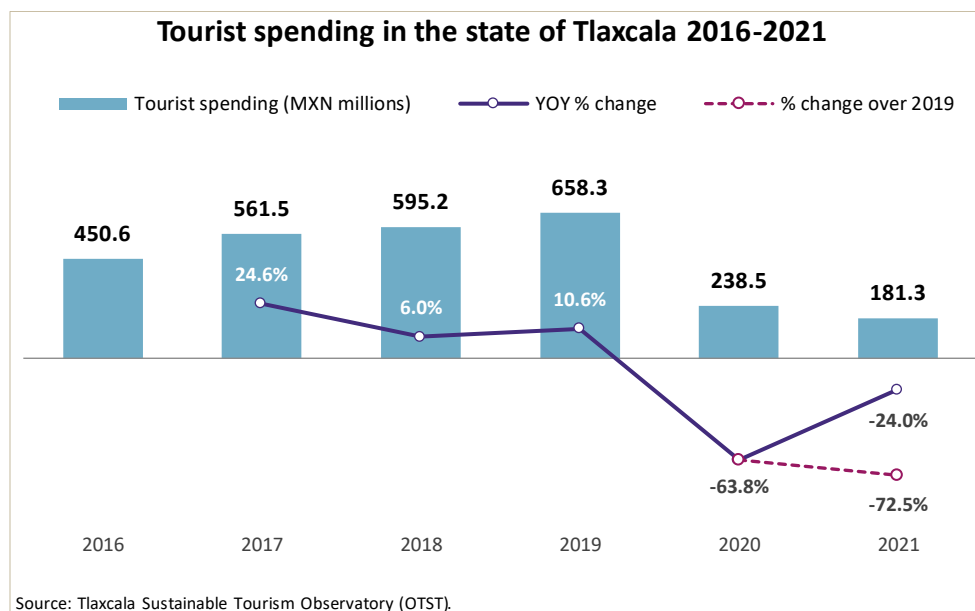
*DeTT<sub>t</sub>* = Economic benefit generated by the total number of tourists in period t.

*DeTN<sub>t</sub>* = Economic spill generated by domestic tourists in period t.

*DeTI<sub>t</sub>* = Economic benefit generated by international tourists in period t.

With data available until the end of 2021, the expenditure of national and international tourists in Tlaxcala totaled 181 million Mexican pesos (9 million dollars), which represents a decrease of -72.5% compared to the spill generated in 2019, the year previous to the pandemic, equivalent to 477 million pesos less (23.5

million dollars); this loss is added to the other 420 million (20 million dollars) that were not received in 2020 (-63.8% compared to 2019).



### Indicator 3.4 Private investment in the tourist destination.

**Objective:** To monitor the evolution of private investment in the tourism sector.

**Description:** Shows the percentage variation rate of private investment in period t of the current year with respect to the same period of the previous year.

**Formula:**

$$CIPT_{ta} = [(IPT_{ta} / (IPT_{ta-1}) * 100]$$

**Where:**

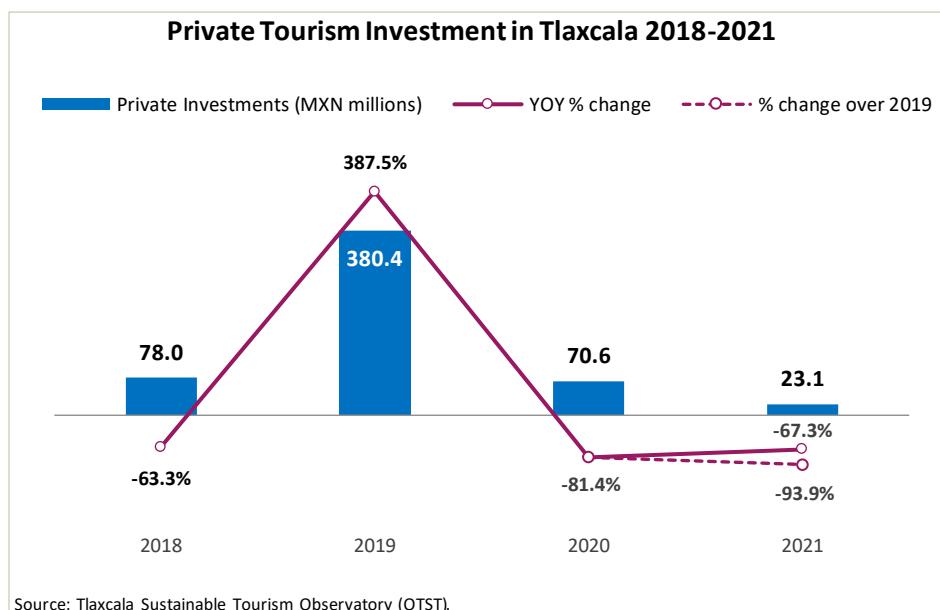
$CIPT_{ta}$  = Growth of Private Tourism Investment in period t of current year

$IPT_{ta}$  = Private tourism investment in period t of the current year.

$IPT_{ta-1}$  = Private tourism investment in the same period of the previous year.

The Sustainable Tourism Observatory currently collects information on annual private investment in the tourism sector based on the updates it makes to the Registry of Tourism Service Providers (PST), which keeps a record of providers with general data, contact information and investment generated. It is estimated that information on private investment in the sector will be obtained on a quarterly basis through a survey with service providers.

Preliminary data available up to 2021 indicate a sharp decrease in the amounts of private investment, related to the impact of the pandemic and the slow recovery in tourist flows to State destinations. In that last year, the private sector invested 23.1 million pesos in businesses related to tourism, which represents a contraction of -93.9% compared to the level prior to the pandemic.



### Indicator 3.5 Revenue collected from lodging tax.

**Objective:** To observe the evolution of revenue collected from lodging tax.

**Description:** Shows the percentage variation rate of revenue collected from lodging tax in a period with respect to the same period of the previous year.

**Formula:**

$$CMIH_{ta} = [(MIH_{ta}) / (MIH_{ta-1})] * 100$$

**Where:**

$CMIH_{ta}$  = Growth of revenue collected from lodging tax in period  $t$  of the current year.

$MIH_{ta}$  = Revenue collected from lodging tax in period  $t$  of the current year.

$MIH_{ta-1}$  = Revenue collected from lodging tax in the same period of the previous year.

For this indicator, the Tourism Observatory does not currently have information, it will be requested from the Secretary of Finance, which is the government agency in charge of collecting taxes.

## 4. Energy Management

The main source of primary energy in Mexico is hydrocarbons, oil with 56.32% and natural gas with 25.67%, according to the Secretary of Energy for 2020<sup>46</sup>, while energy from renewable sources participated with 11.25% and other sources such as coal and nuclear power provided the rest of the total.<sup>47</sup>

Among the energy sources for homes, businesses and services, electricity stands out at the national level, with a net consumption of 322,541Gw in 2021, which represents a growth of 1.2% compared to 2019, the year before the crisis caused by COVID-19. 2019.

The final consumption of electrical energy is divided into six sectors: Residential, Commercial, Services, Agricultural Pumping, Medium-sized Enterprises and Large Industry, without it being possible to identify the consumption of the tourism sector.

The sectoral structure of electricity consumption estimated for 2022 is as follows: Residential 25.9%, Commercial 5.6%, Services 1.5%, Agricultural 5.1%, Medium-sized Enterprises 37.6% and Large Industry 24.3%.<sup>48</sup>

Regarding the generation of clean energy, it is estimated that about a quarter of the electricity generated in the country comes from clean sources.<sup>49</sup>

It was not possible to obtain specific information on electricity consumption for the state of Tlaxcala, nor were statistics on energy consumption in the tourism sector found.

However, based on the statistics that exist at the national level, it is evident that there is an area of opportunity in terms of energy management, mainly in the consumption of electrical energy, by the tourism sector of Tlaxcala, which was corroborated with a perception exercise carried out among an important group of people who represent organizations and tourist companies of the State of Tlaxcala.

In the perception exercise carried out, 53% of the participants considered that tourist establishments carry out some actions or have taken certain measures to take care

<sup>46</sup> SENER. Balance Nacional de Energía 2020. 2021

<sup>47</sup> Ibid.

<sup>48</sup> SENER. Programa de Desarrollo del Sector Eléctrico 2022-2036. 2022

<sup>49</sup> SENER. Informe pormenorizado sobre el desempeño y las tendencias de la industria eléctrica nacional.2020



of energy, for which they seek to implement saving measures; however, 35% of the participants considered that very little is being done for this purpose and only 12% indicated that considerable efforts are being made to save energy.

The main actions implemented are the use of motion sensors to turn lights on or off automatically in rooms and areas for common use; the use of energy-saving light bulbs, and more efficient air conditioners. The generation of clean energy through instruments such as solar panels is partially practiced in the tourism sector, according to what 44% of respondents answered, 53% indicated that it is an action that is rarely carried out and 3% indicated that the use of panels is already a widespread practice in the sector, mainly in hotels.

From the results of the exercise, it can be deduced that some tourist establishments and companies are already implementing policies and programs for a better use of electrical energy and have installed various devices for its saving during operation. Likewise, solar panel technology is beginning to be used to generate electricity from clean sources. However, it is necessary for these good practices to be generalized and to deepen the measures that have already been put into practice.

The prospects are quite favorable since the costs of electrical energy have been rising, so there is a greater awareness regarding the adoption of saving measures and the generation of electricity on their own. The characteristics of the climate of Tlaxcala and the expected decrease in the cost of clean energy generation, derived from the adoption of saving technologies and more competitive prices of solar panels, allow us to foresee that in the coming years considerable progress will be observed in this area.

Therefore, it is considered that the following indicators can be used to monitor energy management:

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#### **Indicator 4.1 Hotels that have adopted measures to save electricity**

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**Objective:** Know the progress in the number and percentage of hotels that are implementing measures to take care of and save electricity, for better energy management and reduce carbon dioxide emissions.

**Description:** Shows the percentage of hotels that have implemented measures to care for and save the energy they consume. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PHEae = [(HEae)/(THct)] * 100$$

**Where:**



*PH<sub>Eae</sub>* = Percentage of hotels with measures or devices to save electricity

*HE<sub>ae</sub>* = Number of hotels with measures or devices to save electricity

*TH<sub>ct</sub>* = Total tourist category hotels

#### **Indicator 4.2 Restaurants that have adopted measures to save electricity**

**Objective:** Know the progress in the number and percentage of restaurants that are implementing measures to take care of and save electricity, for better energy management and reduce carbon dioxide emissions.

**Description:** Shows the percentage of restaurants that have implemented measures to care for and save the energy they consume. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PRE_{ae} = [(RE_{ae}) / (TR_{ct})] * 100$$

**Where:**

*PRE<sub>ae</sub>* = Percentage of restaurants with measures or devices to save electricity

*RE<sub>ae</sub>* = Number of restaurants with measures or devices to save electricity

*TR<sub>ct</sub>* = Total tourist category restaurants

#### **Indicator 4.3 Hotels that generate clean energy**

**Objective:** Know the progress in the number and percentage of hotels that through clean energy sources generate part or all of the electricity they demand, reducing or avoiding the emission of CO<sub>2</sub> from fossil fuels.

**Description:** Shows the percentage of hotels that generate electricity from clean sources (solar cells, wind generators). This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PHGE_{el} = [(HGE_{el}) / (TH_{ct})] * 100$$

**Where:**

*PHGE<sub>el</sub>* = Percentage of hotels that generate their electricity with clean sources

*HGE<sub>el</sub>* = Number of hotels that generate electricity from clean sources

*TH<sub>ct</sub>* = Total tourist category hotels



#### Indicator 4.4 Restaurants that generate clean energy

**Objective:** Know the progress in the number and percentage of restaurants that through clean energy sources generate part or all of the electricity they demand, reducing or avoiding the emission of CO2 from fossil fuels.

**Description:** Shows the percentage of restaurants that generate electricity from clean sources (solar cells, wind generators). This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PRGEel = [(RGEel)/(TRct)]*100$$

**Where:**

*PRGEel = Percentage of restaurants that generate their electricity with clean sources*

*HGEel= Number of restaurants that generate electricity from clean sources*

*THct = Total tourist category restaurants*

It should be noted that these indicators have not yet been developed, since the information for their measurement is not yet available. An agreement has been reached with the main hotel and restaurant associations, in order for them to provide the information required for the calculation of the indicators; especially those considered tourist category, since they are the most important establishments.

## 5. Water management

The availability of water has become one of the most important problems in Mexico. Some regions of the country face severe shortage problems of this element, which has made its proper management one of the country's highest priorities.

In Tlaxcala there is interest in greater care of water and seeking its more efficient use, for which in March 2022 the Mexican Institute of Water Technology (IMTA) and the Government of the State of Tlaxcala, through the Ministry of Environment, signed an agreement in order to promote and enhance mutual cooperation to jointly carry out projects related to the water sector to promote and stimulate sustainable development.

Among other activities that are the subject of this collaboration agreement, we must highlight the conducting of water quality studies in supply sources and surface waters, the development of projects for the purification of water, linked to the implementation of citizen participation processes, as well as generating technical and scientific advisory and training mechanisms.

There is no information on the consumption and treatment of wastewater in the tourism sector, for which a perception exercise was conducted among economic agents and authorities of the tourism sector in Tlaxcala. Some of the findings show that 50% of the participants responded that tourist establishments do little or nothing to take care of water; 38% indicated that something is being done and only 12% responded that a lot is being done on this topic.

Likewise, 68% indicate that tourist establishments give little or no treatment to the wastewater they generate. Twenty-six percent consider that they give some treatment to wastewater, without representing more than 50% of them and 6% consider that they treat most of the wastewater generated by tourist establishments.

It is evident that it is possible and desirable to improve water management by tourist establishments, mainly hotels and restaurants, through measures that take care of the proper use of water and its treatment, as well as its reuse.

For this reason, it is proposed to use the following indicators to monitor water management in the tourism sector:

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#### **Indicator 5.1 Hotels that have adopted measures to save water**

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**Objective:** Know the progress in the number of hotels that are taking measures to save water, which is a vital resource for the sustainability of the tourist destination.

**Description:** Shows the percentage of hotels that have implemented measures to care for and save the water they consume. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PHAa = [(HMAa)/(THct)]*100$$

**Where:**

*PHAa = Percentage of hotels with measures or devices to save water*

*HMAa = Number of hotels with measures or devices to save water*

*THct = Total tourist category hotels*

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#### **Indicator 5.2 Restaurants that have adopted measures to save water**

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**Objective:** Know the progress in the number of restaurants that are taking measures to save water, which is a vital resource for the sustainability of the tourist destination.

**Description:** Shows the percentage of restaurants that have implemented measures to care for and save the water they consume. This indicator is expected to have an upward trajectory over time.

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**Formula:**

$$PRAa = [(RMAa)/(TRct)]*100$$

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**Where:**

*PRAa = Percentage of restaurants with measures or devices to save water*

*RMAa = Number of restaurants with measures or devices to save water*

*TRct = Total tourist category restaurants*

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There is no information available for the calculation of these indicators, therefore, for their elaboration, information will be collected periodically from the hotels and restaurants considered as tourist category, since they are the most important establishments.

## 6. Wastewater (Sewage) Management

Good management of wastewater is of fundamental importance in the sustainable development of a tourist destination, due to the impact that they can have on the deterioration of the environment and the contamination of water bodies, if they are not treated appropriate, prior to downloading.

Hence, one of the issues that needs to be given more follow-up and priority attention is the management and proper treatment of wastewater.<sup>50</sup> According to a CONAGUA report in Mexico in 2020, 279.7 M3 per second of municipal wastewater were generated, of which 215.4 M3 per second were collected. Of the volume of wastewater collected, a treatment coverage of 67.2% was achieved, which is equivalent to a treated flow of 144.7 cubic meters per second.<sup>51</sup> It is important to point out that treatment coverage from 2000 to 2020 increased by 44.2 percentage points, which translates into an additional treated flow of 98.8 cubic meters.

In the particular case of Tlaxcala, according to the same CONAGUA report, the seventy-seven municipal wastewater treatment plants<sup>52</sup> had a capacity to treat 1,650 liters per second and in practice 1,229 liters per second received treatment,

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<sup>50</sup> Wastewater treatment in the country is carried out through various physical, chemical and biological processes that seek to eliminate the main contaminants present, which allows it to be discharged into natural bodies after the process without serious impacts, also taking advantage of the capacity of aquatic ecosystems to absorb, dilute and process them.

<sup>51</sup> CONAGUA. Situación del Subsector Agua Potable, Alcantarillado y Saneamiento. Edition 2021. Page 105

<sup>52</sup> Wastewater of municipal origin comes from water discharges from homes, public buildings and runoff; these residual waters are collected by the drainage.

with coverage of 71.6%, which is higher than the national average. In fact, Tlaxcala ranks 12th. place in terms of percentage of wastewater receiving treatment.

The actions conducted at the state or municipal level in tourist destinations require that they be complemented by actions at the micro level, that is, those carried out by tourist establishments, such as hotels and restaurants, in order to create an environment which privileges the treatment of water and its reuse.

### MUNICIPAL WASTEWATER RECEIVING TREATMENT 2020

	Mexico	Tlaxcala
1. Produced wastewater.	279,754 L/s	2,119 L/s
2. Wastewater collected.	215,408 L/s	1,717 L/s
3. Wastewater flow with treatment.	144,710 L/s	1,229 L/s
4. Wastewater treatment coverage	67.2%	71.6%
5. Wastewater treatment plants.	2,786	77
6. Installed wastewater treatment capacity.	196,750 L/s	1,650 L/s

Source: CONAGUA Situación del Subsector Agua Potable, Alcantarillado y Saneamiento. Edited 2021.

Hence the importance of promoting actions and good practices for the treatment and reuse of wastewater, to initiate a virtuous cycle that prevents wastewater from being discharged into the destination's water bodies, while at the same time ensuring the care and saving a vital resource, which has become increasingly scarce.

Therefore, the following indicators were defined to monitor the issue area of sustainability:

#### Indicator 6.1 Wastewater receiving treatment in the state of Tlaxcala

**Objective:** Know the progress in the treatment of municipal wastewater in Tlaxcala, before being discharged into the bodies of water.

**Description:** Shows the percentage in the volume of wastewater that receives treatment, to avoid contamination of water bodies. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PAR_{tr} = [(AR_{tr}) / (AR_{col})] * 100$$

**Where:**

*PAR<sub>tr</sub>* = Percentage of collected municipal wastewater receiving treatment

*ARtr = Volume of wastewater receiving treatment expressed in liters per second*

*ARcol = Volume of municipal wastewater collected expressed in liters per second*

### **Indicator 6.2 Hotels that have adopted measures to treat water**

**Objective:** Know the progress in the number of hotels that are taking measures to treat wastewater, to avoid contamination of the water resources of the destination.

**Description:** Shows the percentage of hotels that have implemented measures to treat the wastewater they generate. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PHAttr = [(HAttr)/(THct)]*100$$

**Where:**

*PHAttr = Percentage of hotels that carry out wastewater treatment*

*HAttr = Number of hotels that carry out wastewater treatment*

*THct = Total tourist category hotels*

### **Indicator 6.3 Restaurants that have adopted measures to treat water**

**Objective:** Know the progress in the number of restaurants that are taking measures to treat wastewater, to avoid contamination of the water resources of the destination.

**Description:** Shows the percentage of restaurants that have implemented measures to treat the wastewater they generate. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PRAtr = [(RAtr)/(TRct)]*100$$

**Where:**

*PRAtr = Percentage of restaurants that carry out wastewater treatment*

*RAtr = Number of restaurants that carry out wastewater treatment*

*TRct = Total tourist category restaurants*





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#### Indicator 6.4 Hotels that recycle the wastewater they generate

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**Objective:** Know the progress in the number of hotels that are taking measures to recycle wastewater, contributing to better water management

**Description:** Shows the percentage of hotels that have implemented measures to recycle the wastewater they generate. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PHArc = [(HAréc)/(THct)] * 100$$

**Where:**

*PHArc = Percentage of hotels that recycle the wastewater they generate*

*HAréc = Number of hotels that recycle the wastewater they generate*

*THct = Total tourist category hotel*

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#### Indicator 6.5 Restaurants that recycle the wastewater they generate

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**Objective:** Know the progress in the number of restaurants that are taking measures to recycle wastewater, contributing to better water management

**Description:** Shows the percentage of restaurants that have implemented measures to recycle the wastewater they generate. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PRArc = [(RArec)/(TRct)] * 100$$

**Where:**

*PRArc = Percentage of restaurants that recycle the wastewater they generate*

*RArec = Number of restaurants that recycle the wastewater they generate*

*TRct = Total tourist category restaurants*

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The wastewater treatment indicator is monitored annually by CONAGUA, both at the national level and for each of the states of the country, for which it is currently available.

The indicators of treatment and recycling of wastewater by hotels and restaurants are not currently generated and it is necessary to generate information for their annual calculation, for which reason, for their elaboration, a survey of data will be conducted periodically among hotels and restaurants considered tourist.

## 7. Solid waste management

According to the Ministry of the Environment and Natural Resources (SEMARNAT), the amount of solid waste in 2017 (last year for which information was available) approached just over 122 thousand tons per day, which means an annual production of 44.6 million and constitutes an increase of almost 36% with respect to the value of 2003.<sup>53</sup>

Likewise, according to the same source, it is recognized that it is not possible to collect all the waste produced; between 2010 and 2016 the percentage fluctuated between 78% and 87% of the waste generated.<sup>54</sup> In the case of Tlaxcala, its sixty municipalities have solid waste collection and final disposal systems.<sup>55</sup>

Solid waste collection went from 1,147.6 tons in 2018 to 1,199.6 tons in 2020<sup>56</sup> and four municipalities have programs aimed at urban solid waste management.<sup>57</sup> No information was found on the volume of solid waste treatment.

From the above, it is evident that it is necessary to promote solid waste management actions, from collection to treatment.

Therefore, it is important to increase the number of municipalities with a program for the management of urban solid waste.

To monitor this issue, the following indicators have been defined:

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### Indicator 7.1 Collection of municipal urban solid waste

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**Objective:** To know the volume and growth of urban solid waste collected in municipalities of Tlaxcala

**Description:** Shows the volume and growth of urban solid waste collected. This indicator is expected to have an upward trajectory over time.

**Formula:**

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<sup>53</sup> Programa Sectorial de Medio Ambiente y Recursos Naturales 2020-2024. SEMARNAT 2020

<sup>54</sup> The source cited by SEMARNAT is the National Census of Municipal and Delegational Governments (2017). INEGI. Mexico 2017

<sup>55</sup> Censo Nacional de Gobiernos Municipales y Demarcaciones Territoriales de la Ciudad de México 2019. INEGI 2020

<sup>56</sup> Sistema Nacional de Información Ambiental y Recursos Naturales, with data from INEGI

<sup>57</sup> Censo Nacional de Gobiernos Municipales y Demarcaciones Territoriales de la Ciudad de México 2021. INEGI 2021

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$$CRSrec_t = \left[ \frac{RSrec_t}{RSrec_{t-1}} - 1 \right] * 100$$


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**Where:**

*CRSrec<sub>t</sub>* = Annual growth in the volume of solid waste collected  
*RSrec<sub>t</sub>* = Daily average of urban solid waste collected expressed in tons in year t  
*RSrec<sub>t-1</sub>* = Daily average of urban solid waste collected expressed in tons in year t-1

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### Indicator 7.2 Hotels that carry out solid waste recycling

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**Objective:** To know the progress in the number of hotels that carry out solid waste recycling practices, for a better management of their handling and use.

**Description:** Shows the percentage of hotels that carry out solid waste recycling. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PHRSrec = \left[ \frac{HRSrec}{THct} \right] * 100$$


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**Where:**

*PHRSrec* = Percentage of hotels that recycle solid waste  
*HRSrec* = Number of hotels that carry out solid waste recycling  
*THct* = Total tourist category hotels

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### Indicator 7.3 Restaurants that carry out solid waste recycling

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**Objective:** To know the progress in the number of restaurants that carry out solid waste recycling practices, for a better management of their handling and use.

**Description:** Shows the percentage of restaurants that carry out solid waste recycling. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PRRSrec = \left[ \frac{RRSrec}{TRct} \right] * 100$$


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**Where:**

*PRRSrec* = Percentage of restaurants that recycle solid waste  
*RRSrec* = Number of restaurants that carry out solid waste recycling  
*TRct* = Total tourist category restaurants

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### Indicator 7.4 Hotels that carry out solid waste separation

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**Objective:** To know the progress in the number of hotels that carry out solid waste separation practices, for a better management of their handling.

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**Description:** Shows the percentage of hotels that carry out solid waste separation practices. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PHRSsb = [(HRSsb)/(THct)]*100$$

**Where:**

*PHRSsb = Percentage of hotels that separate solid waste*

*HRSsb= Number of hotels that separate solid waste*

*THct = Total tourist category hotels*

### Indicator 7.5 Restaurants that carry out solid waste separation

**Objective:** To know the progress in the number of restaurants that carry out solid waste separation practices, for a better management of their handling.

**Description:** Shows the percentage of restaurants that carry out solid waste separation practices. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PRRSsb = [(RRSsb)/(TRct)]*100$$

**Where:**

*PRRSsb = Percentage of restaurants that separate solid waste*

*RRSsb= Number of restaurants that separate solid waste*

*TRct = Total tourist category restaurants*

The urban solid waste collection indicator is calculated annually through a census carried out by INEGI in the country's municipalities. The indicators for hotels and restaurants on the separation and recycling of solid waste are new and the information will have to be generated through a sample of the group of hotels and restaurants of tourist category.

## 8. Climate action

One of the greatest challenges facing the planet is climate change as a result of the disproportionate growth of greenhouse gases that are generated mainly by fossil fuels.

Tourism, like many other sectors, leaves a carbon footprint, which needs to be reduced and mitigated, in order to contribute towards the transition to a low-carbon economy, compatible with a more environmentally friendly ecological environment.

In Tlaxcala, through the Ministry of the Environment, air quality is monitored through two stations incorporated into the National Air Quality System located in the city of Tlaxcala and Apizaco. These stations measure the levels of the following pollutants: PM10 and PM2.5 suspended particles, Ozone (O<sub>3</sub>), Sulfur Dioxide (SO<sub>2</sub>), Nitrogen Dioxide (NO<sub>2</sub>) and Carbon Monoxide (CO). The decrease in the emissions of these pollutants contributes to a better environment and the control of climate change, with important repercussions for the tourism destinations of Tlaxcala.

On the other hand, awareness is being created among the actors of the tourism sector on the importance of reducing the emission of greenhouse gases, moving towards non-polluting energy sources, improving solid waste management, combating deforestation and, in general, take care of the entity's environment.

In a perception exercise carried out with a group of agents from the tourism sector, participants identified that among the main environmental problems, deforestation and deterioration of forests; contamination of bodies of water; and garbage in tourist centers stand out.

In the same perception exercise, 44% of those who participated considered that very few tourism establishments have sustainability certificates or labels. Fifty percent of the participants consider that there are some tourism establishments with these certificates and 6% indicated that the majority of tourist establishments do have these certificates.

They pointed out that among the reasons why they do not have these certificates, the most mentioned is that they do not know how to get certified (50%), followed by It is very expensive (44%), It requires many procedures (42%) and 38% He pointed out that there is no interest or that it is not very useful to be certified.

Hence, it is necessary to promote the sustainability certification of tourist establishments, promote the use of clean energy, responsible management of solid waste and measures to save energy and good water management.

Therefore, to monitor this area related to climate action, the following indicators have been identified:



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### Indicator 8.1 Air quality in the city of Tlaxcala

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**Objective:** Measure air quality in the city of Tlaxcala

**Description:** Measures the percentage of days that air quality was good in the city of Tlaxcala.

**Formula:**

$$PDbcaT = [(DbcaT/(DM)]*100$$

**Where:**

*PDbcaT = Percentage of days that good air quality was recorded in the city of Tlaxcala during a month*

*DbcaT = Days of good air quality per month in the city of Tlaxcala*

*DM = Days of the month in which the measurement is made*

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### Indicator 8.2 Air quality in the city of Apizaco

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**Objective:** Measure air quality in the city of Apizaco

**Description:** Measures the percentage of days that air quality was good in the city of Apizaco

**Formula:**

$$PDbcaA = [(DbcaA/(DM)]*100$$

**Where:**

*PDbcaA = Percentage of days that good air quality was recorded in the city of Apizaco during a month*

*DbcaT = Days of good air quality per month in the city of Apizaco*

*DM = Days of the month in which the measurement is made*

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### Indicator 8.3 Hotels that have some kind of environmental protection certification or equivalent

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**Objective:** Know the progress in the number of hotels that have been certified in conservation or protection of the environment, contributing to its protection and the dissemination of a culture of sustainability

**Description:** Shows the percentage of hotels that have been certified in environmental protection and conservation practices. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PHPAcer = [(HPAcer)/(THct)]*100$$

**Where:**

*PHPAcer = Percentage of hotels that have a certification of protection and/or conservation of the environment*

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$HPAcer = \text{Number of hotels that have a certificate or badge of environmental protection or conservation}$   
 $THct = \text{Total tourist category hotels}$

#### Indicator 8.4 Restaurants that have some kind of environmental protection certification or equivalent

**Objective:** Know the progress in the number of restaurants that have been certified in conservation or protection of the environment, contributing to its protection and the dissemination of a culture of sustainability

**Description:** Shows the percentage of restaurants that have been certified in environmental protection and conservation practices. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PRPAcer = [(RPAcer)/(TRct)] * 100$$

**Where:**

$PRPAcer = \text{Percentage of restaurants that have a certification of protection and/or conservation of the environment}$

$RPAcer = \text{Number of restaurants that have a certificate of environmental protection or conservation}$

$TRct = \text{Total tourist category restaurants}$

The air quality indicators come from the National Air Quality System that can be consulted on the website of the Tlaxcala Secretary of the Environment. The indicators for hotels and restaurants on sustainability certification are new and the information will have to be generated through a sample of all hotels and restaurants of tourist category.

## 9. Accessibility

Promoting accessibility has become a priority in the development of Tlaxcala as a sustainable tourist destination and has issued legal provisions for compliance and promotion.

The Tlaxcala Tourism Law defines accessibility as *the combination of constructive and operational elements that allow any person with a disability to enter, move, leave, find their way around, be cared for and communicate in a safe, autonomous, and comfortable way in the spaces for public use, with or without the help of any form of human or animal assistance or any other technical or electronic means that science provides.*



In this regard, the same Law establishes specific provisions on this subject:

*Article 51. The Ministry of Tourism, with the support and in coordination of state and municipal agencies and entities, will promote the provision of tourist services with accessibility, which are intended to include and benefit people with disabilities and older adults.*

*Article 52. Tourist service providers must provide what is necessary so that people with disabilities and older adults have access to services in adequate conditions.*

*Article 109, section XIII states that service providers must have what is necessary so that real estate, buildings and tourist services include the specifications that allow accessibility to all people with disabilities and older adults; as well as with the sanitary standards, established by the state and federal governments.*

However, despite this regulation, the majority (71%) of the economic agents in the tourism sector who participated in a perception exercise indicated that Tlaxcala is poorly prepared to facilitate tourism for people with disabilities; 29% consider it somewhat prepared and no one answered that they were very prepared.

In the same perception exercise, it was found that the accessibility conditions in tourist establishments (hotels, restaurants, etc.) were considered very scarce by 56% of those who answered the survey, while 44% indicated that they partially exist.

For tourist attractions such as museums, archaeological sites, etc. 50% considered that they have few accessibility conditions, 47% answered that they exist partially and 3% that the conditions to facilitate tourism for people with disabilities are in common use.

Fifty-nine percent consider that there is some awareness in the tourism sector to manage and facilitate tourism for people with a physical problem, while 41% indicated that there is still little awareness of this issue.

It is evident that there is the will and the purpose on the part of the tourist authorities to improve the conditions of accessibility in the attractions and tourist establishments of Tlaxcala, but that it is necessary to reinforce the actions so that these objectives become a reality.

To follow up on those indicated in the Tourism Law and in the regulations, and promote accessibility, the following indicators have been defined:



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### Indicator 9.1 Hotels that have facilities for people with disabilities

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**Objective:** To know the progress in the number of hotels that have facilities adapted to the needs of people with disabilities.

**Description:** Shows the percentage of hotels that have appropriate facilities to serve people with some physical disability. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PHAccs = [(HAccs)/(THct)]*100$$

**Where:**

*PHAccs = Percentage of hotels that have adequate facilities to serve people with a physical disability*

*HAccs = Hotels that have adequate facilities to serve people with a physical disability*

*THct = Total tourist category hotels*

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### Indicator 9.2 Restaurants that have facilities for people with disabilities

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**Objective:** To know the progress in the number of restaurants that have facilities adapted to the needs of people with disabilities.

**Description:** Shows the percentage of restaurants that have appropriate facilities to serve people with some physical disability. This indicator is expected to have an upward trajectory over time.

**Formula:**

$$PRAccs = [(RAccs)/(TRct)]*100$$

**Where:**

*PRAccs = Percentage of restaurants that have adequate facilities to serve people with a physical disability*

*RAccs = Restaurants that have adequate facilities to serve people with a physical disability*

*TRct = Total tourist category restaurants*

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Indicators for hotels and restaurants on accessibility conditions are new and the information will have to be generated through a sample of all hotels and restaurants of tourist category.



## 10. Governance

The Tourism Law of the State of Tlaxcala indicates in article 14 the creation of the Tourist Consultative Council, as a collegiate, inter-institutional and plural body of necessary consultation, advice and technical opinion of the Ministry of Tourism, whose objective is to integrate strategies and mechanisms that promote the development of tourism in the Entity; Through this entity, the public, social and private sectors, whose actions directly or indirectly affect tourism, will have active, committed and responsible participation.

The integration and functions of the Tourist Consultative Council is a major step for a greater participation of all the agents that make up the tourism sector, thus contributing to greater governance.

The Tourist Consultative Council is chaired by the head of the State Executive Power, with the participation of the Secretary of Tourism, representatives of the municipalities, providers of tourist services such as hoteliers, restaurateurs, tourist guides, travel agents, among others; the congressman president of the Tourism Commission of the State Congress, of higher education institutions that have study programs in tourism, representatives of the local authorities of Culture, Environment, Economic Development, Finance, among others.

The Council meets quarterly and performs a wide range of functions, the most important of which are advising and supporting the Ministry of Tourism in the preparation of programs and actions in tourism matters; issue an opinion on the development and fulfillment of the Tourism Sector Plan; Participate in the collection of statistical information, state and municipal consultation in tourism matters; request the collaboration of the dependencies of the State Executive, decentralized state and municipal bodies, including the various sectors of the population, for the promotion and development of tourism, among others.

Likewise, with the purpose of integrating strategies and mechanisms that promote the tourism development of the municipalities, the Tourism Law contemplates the creation of Municipal Tourist Consultative Councils, with integration and functions similar to the State Council.



On the other hand, it is important to consolidate the Tourism Observatory and its governance, as well as the participation in it of the economic agents that make up the tourism sector, both by forming part of its Working Groups and other management bodies, and by providing the necessary information to the calculation of the indicators.

Based on the above, the following indicators are identified to monitor the Governance of the tourist destination and the Sustainable Tourism Observatory:

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### Indicator 10.1 Meetings of the Tourist Consultative Council

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**Objective:** To know the number of meetings of the Tourist Consultative Council during the year.

**Description:** Shows the number of times the Consultative Council meets during the year, which contributes to the governance of the tourist destination.

**Formula:**  
 $CCTsa = SO + SE$

**Where:**  
 $CCTsa$  = Number of times the Tourist Consultative Council met during the year  
 $SO$  = Number of ordinary meetings  
 $SE$  = number of extraordinary meetings

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### Indicator 10.2 Meetings of the Executive Committee of the Sustainable Tourism Observatory

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**Objective:** To know the number of meetings of the Executive Committee of the Sustainable Tourism Observatory during the year.

**Description:** Shows the number of times the Executive Committee meets during the year, which contributes to the governance of the tourist destination.

**Formula:**  
 $CEOTSsa = SO + SE$

**Where:**  
 $CEOTSsa$  = Number of times the Executive Committee meets during the year  
 $SO$  = Number of ordinary meetings  
 $SE$  = number of extraordinary meetings

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The Tourist Consultative Council is already working and has met regularly, in accordance with its regulations. The meetings of the Executive Committee of the Sustainable Tourism Observatory will begin to be held regularly from 2023.

## 11. Local satisfaction

Tourism has been growing in the state of Tlaxcala, but its importance within economic activity and employment is still relatively modest.

Unlike other regions of Mexico and the world where tourist flows reach considerable volumes that come to cause disruptions in the quality of life of the population, such as an increase in the price of housing and the cost of living in general, pressure on the availability of public services, such as water and energy, environmental pollution, vehicular congestion, crowds and excessive generation of solid waste, in Tlaxcala these problems are kept at controlled levels, which is why it does not have yet a great effect on the population of the destinations tourist.

In some cases, on the occasion of some special celebrations or patron saint festivities, certain affectations may temporarily occur in the daily life of the communities, without becoming a permanent problem.

However, it is foreseeable that as the tourist destinations of Tlaxcala develop and consolidate, receiving a greater number of visitors, the aforementioned problems may occur with greater frequency and intensity.

For this reason, it is necessary to anticipate them, making the necessary investments in infrastructure that allow receiving a greater number of tourists, as well as issuing regulations that promote a healthy coexistence between visitors and the local population, as well as respectful behavior towards the environment and local customs and culture.

Monitoring the satisfaction of the inhabitants of the destinations with tourism is particularly important to detect the problems and distortions caused by the presence of visitors, as well as to address the cause of them, mitigate their effects and promote a conducive and favorable environment for the growth of tourist activity.

Hence, it is necessary to periodically carry out surveys or polls among the population of the destinations to find out the degree of satisfaction with tourism and address the problems that may arise due to the presence of tourists.



Therefore, the following indicator is proposed:

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**Indicator 11.1 Satisfaction of the inhabitants of the tourist destination**

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**Objective:** To know the degree of satisfaction of the inhabitants of a destination with tourism

**Description:** Percentage of people who respond to being somewhat or very satisfied with tourism in their locality

**Formula:**  
$$PSL = (SLt/Npe)*100$$

**Where:**  
*PSL = Percentage of people who are satisfied with tourism*  
*SL = Number of people who are satisfied with tourism*  
*Npe = number of people surveyed*

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To do this, it is planned to carry out an annual survey in the most important tourist destinations to measure the degree of satisfaction of the local inhabitants, as well as to detect the main problems that the arrival of tourists causes in the community.

The first measurement of this indicator is scheduled for early 2024. During 2023, work will be done on the methodology of the survey to be carried out in 2024 and on the calculation of the indicator. Knowing the experience of other Tourism Observatories to measure local satisfaction with tourism will be very useful, in order to have a survey that is highly representative and covers the most important issues in the relationship between tourism and the population of the tourist destination.







# 05

## SUMMARY OF INDICATORS



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From the research and analysis about tourism and its main economic, environmental and social impacts, as well as the availability of current information and that which is expected to be generated within a period of two to three years, a set of indicators has been defined about the performance for INSTO mandatory issue areas.

These indicators are the ones that have been considered most relevant to initiate the follow-up of the INSTO issue areas and are of a preliminary nature; therefore, they will be modified as more information becomes available for the construction of new indicators, which, although relevant, do not have sufficient information for their elaboration.

Likewise, to the extent that issues that are of particular relevance to tourist destinations in Tlaxcala are detected or a problem is identified that requires attention or follow-up, the corresponding indicator will be defined, based on an analysis of the information required and what is available.

In addition to the mandatory issue areas, which for purposes of the system of tourism indicators of the State of Tlaxcala, have been grouped in 3 topics (Tourism and Economy areas, Environment areas and Social areas), there is a fourth topic named Knowledge on the Tourist, whose objective is to define the tourist profile who visits the destinations of this Mexican State.

Based on the foregoing considerations, the set of indicators presented is a work in progress, that is, it is not a fixed set, but will be subject to continuous evaluation and analysis by the group in charge of managing the Tlaxcala Sustainable Tourism Observatory.

The initial set comprises 44 indicators, of which 12 are from the economic areas, 20 from the environmental areas, 5 from the social areas and 7 from the tourist profile.



TOPIC	ISSUE AREA	No. OF INDICATORS
Tourism and Economy	Turism Seasonality	4
	Employment	3
	Destination Economic Benefits	5
Environment	Energy Management	4
	Water Management	2
	Waste Water Management	5
	Solid Waste Management	5
	Climate Action	4
Social	Accessibility	2
	Governance	2
	Local Satisfaction	1
Knowledge on the Tourist	Tourist Profile	7

Some of the indicators for the issues of seasonality of tourism, employment and economic benefits of the destination are currently prepared and the necessary information is available for their calculation. As expected, the information for some of the environmental indicators is dispersed in different dependencies and agencies of the federal and state governments, for which it will be necessary to systematically integrate it into the OTST; For several indicators, the information will have to be requested from hotels and restaurants of a tourist nature for its elaboration.

For the indicators that will be applied to hotels and restaurants in the issue areas of Energy Management, Water Disposal, Wastewater Management, Solid Waste Management and Climate Action, it is proposed that the calculation of the indicators will begin in the first semester of this year for hotels and in the second semester for restaurants. Meetings have already been held with the hoteliers and they have been presented with the questionnaire and type of questions, as well as the survey process. Regarding the indicators to be applied to restaurants, there has already been an approach with the president of the Chamber of Restaurants, who is part of the Executive Committee of the Observatory and has already sent the letter of support, but the meeting with its partners is pending.

A timeline is attached for the collection of information and construction of environmental indicators, which also applies to the Accessibility indicator for hotels and restaurants.

ACTIVITY	First Quarter			Second Quarter			Third Quarter			Fourth Quarter		
	J	F	M	A	M	J	J	A	S	O	N	D
Select a representative sample of <b>HOTELS</b>												
Motivation and training sessions												
First test of gathering and processing of information												
Learnings and adjustments to the survey process												
Gathering information												
Processing and publication of the indicator												
Select a representative sample of <b>RESTAURANTS</b>												
Motivation and training sessions												
First test of gathering and processing of information												
Learnings and adjustments to the survey process												
Gathering information												
Processing and publication of the indicator												

For the Climate Action Indicator regarding whether hotels and restaurants have some type of environmental protection certificate, the Tlaxcala Sustainable Tourism Observatory does not plan to implement any certification system, but rather the objective is to know if said establishments have any existing certificate in Mexico such as Socially Responsible Company (ESR), Distintivo S, Industria Limpia; or an international certificate such as EarthCheck, UN Global Compact, Carbon Disclosure Project (CDP) or equivalent. The purpose is for establishments to indicate if they already have one of these certificates, without having to report the actions carried out to obtain it.

For the indicators of social issues, the situation that arises is very similar to the indicators of environmental issues and the one that currently exists in a dispersed way will have to be integrated and the one that is not currently available will have to be generated.

The first measurement of the Local Satisfaction indicator is scheduled for early 2024. During 2023, work will be done on the methodology of the survey to be carried out in 2024 and on the calculation of the indicator. Knowing the experience of other Tourism Observatories to measure local satisfaction with tourism will be very useful, in order to have a survey that is highly representative and covers the most important issues in the relationship between tourism and the population of the tourist destination.

Regarding *Knowledge on the Tourist*, the data collection will have market research as the main source; then a set of 7 indicators would be generated, whose main objective would be to define the tourist profile and the modifications in his behavior over time. The calculation of these indicators will depend entirely on the availability of information resulting from the market research.

The set of indicators to be used is presented below, specifying whether it is currently being monitored and whether the necessary information is available for its preparation.

## 1. TOURISM AND ECONOMY

No.	Indicator	Currently monitored	Source	Information available	Frequency	Actions to follow
<b>1.1</b>	<b>TOURISM SEASONALITY</b>					
1.1.1	Arrival of tourists by market	Yes	SECTURE	Yes	Monthly	Optimize data collection through the OTST platform.
1.1.2	Arrival of tourists by destination	Yes	SECTURE	Yes	Monthly	Optimize data collection through the OTST platform.
1.1.3	Arrival of visitors to archaeological zones	Yes	INAH	Yes	Monthly	Obtain data from the INAH to integrate them into the OTST.
1.1.4	Hotel occupancy rate	Yes	SECTURE	Yes	Monthly	Optimize data collection through the OTST platform.

No.	Indicator	Currently monitored	Source	Information available	Frequency	Actions to follow
<b>1.2 EMPLOYMENT</b>						
1.2.1	Employment in the tourism sector	No	SECTURE/INEGI	Yes INEGI-ENOE	Quarterly	Obtain information from the results of the ENOE, carried out by the INEGI.
1.2.2	Women employed in the tourism sector	No	SECTURE/INEGI	Yes INEGI-ENOE	Quarterly	Obtain information from the results of the ENOE, carried out by the INEGI.
1.2.3	Tourism employment growth compared to total employment growth	No	SECTURE/INEGI	Yes INEGI-ENOE	Quarterly	Obtain information from the results of the ENOE, carried out by the INEGI.
<b>1.3 BENEFICIOS ECONÓMICOS DEL DESTINO</b>						
1.3.1	Tourism GDP of the destination (GDPE)	Yes	SECTUR/INEGI	Yes	Yearly	Include in the OTST the data available on the SECTUR DataTur platform.
1.3.2	GDP of activities related to tourism	Yes	INEGI-PIBE	Yes	Yearly	Obtain information from the GDPE, on the INEGI portal.
1.3.3	Economic spill generated by tourists in the destination	Yes	SECTURE	Yes	Monthly	Optimize data collection through the OTST platform.
1.3.4	Tourism private investment in the destination	Yes	SECTURE	Yes	Quarterly	Optimize data collection through the OTST platform.
1.3.5	Revenue from Tax on Lodging Services	Yes	Secretary of Finance	Yes	Quarterly	Request information to the Secretary of Finance of the State of Tlaxcala.

## 2. ENVIRONMENT

No.	Indicator	Currently monitored	Source	Information available	Frequency	Actions to follow
<b>2.4 ENERGY MANAGEMENT</b>						
2.4.1	Hotels that generate clean energy	No	SECTURE	No	Quarterly	Establish an agreement with the hoteliers to provide the necessary information.
2.4.1.1	Hotels that have adopted measures to save electricity	No	SECTURE	No	Quarterly	Establish an agreement with the hoteliers to provide the necessary information.
2.4.2	Restaurants that generate clean energy	No	SECTURE	No	Quarterly	Establish an agreement with the restaurateurs to provide the necessary information.
2.4.2.1	Restaurants that have adopted measures to save electricity	No	SECTURE	No	Quarterly	Establish an agreement with the restaurateurs to provide the necessary information.
<b>2.5 WATER MANAGEMENT</b>						
2.5.1	Hotels that have adopted measures to save water	No	SECTURE	No	Quarterly	Establish an agreement with the hoteliers to provide the necessary information.
2.5.2	Restaurants that are implementing measures to save water	No	SECTURE	No	Quarterly	Establish an agreement with the restaurateurs to provide the necessary information.
<b>2.6 WASTE WATER (SEWAGE) MANAGEMENT</b>						
2.6.1	Hotels that recycle the wastewater they generate	No	SECTURE	No	Quarterly	Establish an agreement with the hoteliers to provide the necessary information.

No.	Indicator	Currently monitored	Source	Information available	Frequency	Actions to follow
2.6.1.1	Hotels that have adopted measures to treat water	No	SECTURE	No	Quarterly	Establish an agreement with the hoteliers to provide the necessary information.
2.6.2	Restaurants that recycle the wastewater they generate	No	SECTURE	No	Quarterly	Establish an agreement with the restaurateurs to provide the necessary information.
2.6.2.1	Restaurants that have adopted measures to treat water	No	SECTURE	No	Quarterly	Establish an agreement with the restaurateurs to provide the necessary information.
2.6.3	Wastewater treatment in the state of Tlaxcala	Yes	CONAGUA	Yes	Yearly	Include CONAGUA monitoring in the OTST.
<b>2.7</b>	<b>SOLID WASTE MANAGEMENT</b>					
2.7.1	Hotels that carry out solid waste recycling	No	SECTURE	No	Quarterly	Establish an agreement with the hoteliers to provide the necessary information.
2.7.1.1	Hotels that carry out solid waste separation	No	SECTURE	No	Quarterly	Establish an agreement with the hoteliers to provide the necessary information.
2.7.2	Restaurants that carry out solid waste recycling	No	SECTURE	No	Quarterly	Establish an agreement with the restaurateurs to provide the necessary information.
2.7.2.1	Restaurants that carry out solid waste separation	No	SECTURE	No	Quarterly	Establish an agreement with the restaurateurs to provide the necessary information.



No.	Indicator	Currently monitored	Source	Information available	Frequency	Actions to follow
2.7.3	Municipal urban solid waste collection	Yes	INEGI-Municipal census	Yes	Yearly	Include INEGI monitoring in the OTST.
<b>2.8</b>	<b>CLIMATE ACTION</b>					
2.8.1	Hotels that have some environmental protection certification or equivalent	No	SECTURE	No	Quarterly	Establish an agreement with the hoteliers to provide the necessary information.
2.8.2	Restaurants that have some environmental protection certification or equivalent	No	SECTURE	No	Quarterly	Establish an agreement with the restaurateurs to provide the necessary information.
2.8.3.1	Air quality in the city of Tlaxcala	Yes	Secretary of the Environment of Tlaxcala	Yes	Monthly	Include information from the Secretary of the Environment to the OTST.
2.8.3.2	Air quality in the city of Apizaco	Yes	Secretary of the Environment of Tlaxcala	Yes	Monthly	Include information from the Secretary of the Environment to the OTST.



### 3. SOCIAL ISSUES

No.	Indicator	Currently monitored	Source	Information available	Frequency	Actions to follow
<b>3.9</b>	<b>ACCESSIBILITY</b>					
3.9.1	Hotels with facilities for people with disabilities	No	SECTURE	No	Quarterly	Establish an agreement with the hoteliers to provide the necessary information.
3.9.2	Restaurants with facilities for people with disabilities	No	SECTURE	No	Quarterly	Establish an agreement with the restaurateurs to provide the necessary information.
<b>3.10</b>	<b>GOVERNANCE</b>					
3.10.1	Meetings of the Tourist Consultative Council	Yes	SECTURE	Yes	Quarterly	Include the information to the OTST.
3.10.2	Meetings of the Executive Committee of the Sustainable Tourism Observatory	Yes	SECTURE	Yes	Quarterly	Include the information to the OTST.
<b>3.11</b>	<b>LOCAL SATISFACTION</b>					
3.11.1	Satisfaction of the inhabitants of the tourist destination	No	SECTURE	No	Quarterly	Carry out a satisfaction survey.



## 4. KNOWLEDGE ON THE TOURIST

No.	Indicator	Currently monitored	Source	Information available	Frequency	Actions to follow
<b>4.12</b>	<b>TOURIST PROFILE</b>					
4.12.1	Nationality or origin of the tourist	No	SECTURE	No	Yearly	Carry out a study of the tourist profile, through the application of a survey.
4.12.2	Tourist's reason for travel	No	SECTURE	No	Yearly	Carry out a study of the tourist profile, through the application of a survey.
4.12.3	Tourist's sociodemographic profile	No	SECTURE	No	Yearly	Carry out a study of the tourist profile, through the application of a survey.
4.12.4	Main activities in the destination	No	SECTURE	No	Yearly	Carry out a study of the tourist profile, through the application of a survey.
4.12.5	Average stay	Yes	SECTURE	Yes	Monthly	Optimize data collection through the OTST platform.
4.12.6	Average spending	No	SECTURE	No	Yearly	Carry out a study of the tourist profile, through the application of a survey.
4.12.7	Tourist satisfaction	No	SECTURE	No	Yearly	Carry out a study of the tourist profile, through the application of a survey.



06

CONCLUSIONS  
AND NEXT STEPS



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The Tlaxcala Sustainable Tourism Observatory complements the tourism development strategy that the State Government has been carrying out with the participation of the private sector and other economic agents. It is proposed to make tourism an effective engine of economic growth and an active promoter of greater opportunities and benefits for the inhabitants of the state.

Tlaxcala is a relatively small state of the Mexican Republic and although it is not among the main tourist destinations in Mexico, it has the potential to develop a strong and dynamic tourism sector that takes advantage of its multiple cultural and natural attractions, its gastronomy and traditions, its Magical Towns and archaeological sites.

The first steps have already been taken for the installation and operation of the Observatory, as can be seen in this Study, with the active participation of the private sector, the Academy and the official agencies that participate directly or indirectly in tourism.

Two training workshops were held on the topics of performance indicators and characteristics of a Sustainable Tourism Observatory with very good attendance from the agents of the sector who have expressed their support for this project.

The local working group headed by an Executive Committee with members of the highest level from the public, private and educational sectors was installed. As mentioned in this Study, the local working group is within the Tourist Consultative Council, which is chaired by the Governor of the State of Tlaxcala. This Council meets regularly every three months.

The indicators that have been defined are considered relevant, pertinent and adequate to follow up on the main economic, environmental and social issues that affect the performance of tourist destinations in Tlaxcala and contribute to timely addressing the challenges that lie ahead for the future.

In conclusion, the actions that have been carried out to date are aligned to fulfill the Observatory's Mission:

*To be an effective instrument for the sustainable tourism development of Tlaxcala through the participation of all the agents linked to the tourist activity and the authorities related to it, through having reliable, timely and relevant information that supports decision-making and monitoring of the results of public policies to promote tourism.*

However, we are aware that the task is just beginning and that we must maintain the effort and encourage participation to consolidate the Observatory. The challenge is its efficient operation and timely generation of indicators, maintaining the high degree of participation that has been achieved so far.

For this purpose, the following steps have been identified, necessary to take advantage of all the benefits that the Observatory offers:

**1. Conclude the integration of the management bodies of the local work group and monitor its correct operation.**

Even though there is already a significant participation of the agents and members of the tourism sector in the OTST, work will be done immediately to seek a greater number of chambers, associations and universities to actively join the Observatory and form part of its management bodies and working groups.

At the same time, the correct operation of the different management bodies will be monitored, in accordance with the *Operating Guidelines of the OTST*, with the purpose of fulfilling the objectives for which it was created.

**2. Prepare the already defined indicators, which require generating information that is currently not available.**

One of the actions to be carried out is the calculation of the indicators, mainly environmental and social impact, which have already been defined as relevant to follow up on the issues of energy management, water management, wastewater management. and solid waste, climate action, accessibility, governance and local satisfaction with tourism.

For this, the information required for its calculation has been identified, which is not yet available, but its source is known and the questionnaires and tools for its survey are already available.

The task to be carried out in the coming months is the generation of this information which, among other actions, will require a rapprochement with associations of hotels, restaurants and tourism service providers.



### **3. Consolidate alliances with associations of hotels, restaurants and service providers that provide information for the construction of the indicators.**

Throughout the formation processes of the Tlaxcala Sustainable Tourism Observatory, the directors of the main chambers and business associations have participated. The most important are part of the Executive Committee of the Observatory and have committed themselves to the success of this project.

The next step is to consolidate and formalize the participation of the chambers and associations and to convince their members to provide the necessary information to follow up on the INSTO issues and the indicators. Having quality information from a significant and representative sample of entrepreneurs and service providers is essential to have indicators that faithfully reflect the performance of the sector.

To this end, meetings have been held with partners to expose the benefits of having timely, sufficient and truthful information on the performance of tourism and the mechanism for reporting the information required for the construction of the indicators has been disseminated.

This work will be carried out continuously, maintaining communication with the chambers and associations, as well as their membership, to clear up doubts and guarantee the reliability of the information reported and thus gain the trust and credibility of tourism entrepreneurs.

### **4. Establish collaboration agreements with government entities and agencies that provide information to the Observatory.**

State and federal government entities and dependencies are a very important source of information, while some of them have a very strong link with tourism in the areas of their competence.

It is important to establish collaboration agreements to formalize the provision of information to the Observatory, as well as to promote the necessary coordination of actions and policies that contribute to the good performance of the tourism sector, mainly in environmental issues.





In terms of information, it is essential to sign an agreement with INEGI, as well as with the Secretary of the Environment of Tlaxcala, CONAGUA, SEMARNAT, CONAFOR, INAH, Secretary of Energy, among others, both for the provision of information and for the implementation of actions for the benefit of tourist destination.

### **5. Timely calculate the results of the indicators.**

The indicators will be estimated continuously and in a timely manner, taking care of the veracity and completeness of the information used to calculate them. The Technical Secretariat and the Technical-Scientific Group of the Observatory, with the support of the State Tourism Secretariat, will ensure that the established methodology is followed and that the quality and representativeness of the results are guaranteed.

To this end, ongoing training will be offered to companies that provide information to clarify their doubts about how to load information into the system and ensure that a greater number of companies report information on a recurring basis.

### **6. Analysis and dissemination of the results of the indicators.**

The Technical Secretariat and the Scientific Technical Group will carry out an analysis of the results to identify the degree of progress in each of the topics and issue, if necessary, the recommendations that are considered necessary to the Executive Committee of the Observatory.

Likewise, the results of the indicators will be published and disseminated in a timely manner on the Observatory's website, so that they are easy to consult by the economic agents of the sector, the Academy and the general public.

### **7. Improve the knowledge about the tourist who visits Tlaxcala.**

The information on the tourist who visits Tlaxcala is scarce and what exists is not complete, nor is it generated systematically. One of the tasks the Observatory must undertake is to improve the knowledge of tourists who visit Tlaxcala in order to have a socioeconomic profile of it; their interests and motivations; travel habits and customs; modes of purchase, forms of accommodation and means of transportation; satisfaction with their trip and

probability that they will recommend the destination, among other variables that allow a better knowledge of the client and facilitate planning and a more focused promotion that meets their travel interests.

For this, mechanisms must be designed that contribute to the customer's knowledge of the state's tourist establishments and attractions. In particular, if budgetary resources are available, the purpose is to carry out a customer knowledge survey, in order to have a profile that is closer to the reality of the tourist who visits Tlaxcala, as well as their motivations and interests.

## **8. Disseminate the benefits of tourism among the population.**

The implementation of a strategy to promote tourism requires broad popular support and the sympathy of the population in general. It is also important that the population receives the visitor with hospitality and warmth and that they take away good memories that encourage them to recommend the destination.

The arrival of tourists has an impact on communities and affects the social and economic life of its inhabitants. It is very important to assess the benefits that tourism generates for the inhabitants of a destination, both those who directly receive an income for being employed in establishments that serve tourists, and those who indirectly offer goods and services to tourists. tourist establishments.

It is transcendental to spread the contributions of tourism to the welfare of the community by generating direct, indirect and related jobs, the purchase of local goods and services, the acquisition of handicrafts, among other benefits.

Likewise, it is necessary to know the attitude and feeling of the inhabitants of a destination regarding tourism, in order to be able to identify in a timely manner if there are any problems or situations that harm the population and that it is essential to attend to promptly. For this purpose, it is intended to periodically conduct a survey of the satisfaction of the inhabitants with tourism.



## 9. Conduct OTST Member Workshop

In accordance with the guidelines of the INSTO Network, the first workshop will be held with the members of the OTST (first Stakeholder's Workshop) in accordance with the proposed guide for it (*Guidance for the first Stakeholders' Workshop*).

It should be noted that two workshops have already been held on the characteristics of sustainable tourism, the INSTO network, the monitoring areas, the system of performance indicators, among other topics.

## 10. Prepare the Annual Progress Report on coverage issues and monitoring results.

Prepare and send the annual report containing the monitoring and follow-up activities of the coverage issues, as well as the results of the indicators and the actions carried out in the first year of operation of the OTST and the lessons learned from the analysis of the results.



# 07

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# APPENDIX

**01** TLAXCALA ECONOMIC AND TOURISM  
STATISTICS

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**02** MAIN PARTICIPANTS

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**03** OPERATING GUIDELINES OF THE  
TLAXCALA SUSTAINABLE TOURISM  
OBSERVATORY (OTST)





# APPENDIX 01

## TLAXCALA ECONOMIC AND TOURISM STATISTICS

### TLAXCALA: GROSS DOMESTIC PRODUCT BY ECONOMIC SECTOR

MXN Millions of 2013

	2015	2016	2017	2018	2019	2020
<b>TOTAL</b>	<b>96,459</b>	<b>96,860</b>	<b>95,585</b>	<b>98,882</b>	<b>103,565</b>	<b>90,941</b>
Primary Sector	3,373	3,297	3,241	3,282	3,428	3,071
Secondary Sector	34,681	34,327	32,312	35,028	39,609	31,484
Tertiary Sector	58,405	59,236	60,032	60,571	60,529	56,386

Source: INEGI. GDP by State (PIBE).

### TLAXCALA: TOURISM GDP

MXN Millions of 2013

	2014	2015	2016	2017	2018	2019
<b>TOTAL</b>	<b>6,053</b>	<b>6,630</b>	<b>7,168</b>	<b>7,868</b>	<b>8,569</b>	<b>8,815</b>
Goods	1,454	1,463	1,415	1,512	1,568	1,504
Production of handicrafts	609	637	642	651	647	631
Other goods	845	825	773	862	921	872
Services	4,598	5,168	5,753	6,355	7,001	7,311
Characteristic activities	652	750	854	965	1,087	1,144
Connected activities	3,946	4,418	4,899	5,390	5,914	6,168
<b>Contribution to the state GDP</b>	<b>6.7%</b>	<b>6.9%</b>	<b>7.4%</b>	<b>8.2%</b>	<b>8.6%</b>	<b>8.4%</b>

Source: SECTUR based on INEGI Data. Initial approximation of state and municipal tourism GDP.

## TLAXCALA: TOURISM GDP BY MUNICIPALITY

MXN Millions of 2013

Tourism GDM by Municipality	2018	Share	2019	Share
Apizaco	2,404	28.1%	2,012	22.8%
Tlaxcala	1,773	20.7%	1,742	19.8%
Huamantla	1,610	18.8%	1,520	17.2%
Chiautempan	214	2.5%	431	4.9%
Nanacamilpa	233	2.7%	283	3.2%
Totolac	254	3.0%	270	3.1%
Calpulalpan	261	3.0%	258	2.9%
Santa Cruz Tlaxcala	249	2.9%	234	2.7%
Tlaxco	182	2.1%	204	2.3%
Yauhquemehcan	205	2.4%	193	2.2%
Others	1,184	13.8%	1,666	18.9%
<b>TOTAL</b>	<b>8,569</b>	<b>100.0%</b>	<b>8,815</b>	<b>100.0%</b>

Source: SECTUR based on INEGI Data. Initial approximation of state and municipal tourism GDP.

## TLAXCALA: TOTAL AND TOURISM EMPLOYMENT

	2016	2017	2018	2019	2020	2021
<b>Total Employment</b>	<b>507,226</b>	<b>516,813</b>	<b>527,565</b>	<b>553,589</b>	<b>531,255</b>	<b>558,031</b>
Subordinate and paid workers	367,051	370,499	374,857	392,444	367,699	395,220
Self-employed workers	140,175	146,314	152,708	161,145	163,556	162,811
<b>Tourism Employment*</b>	<b>29,964</b>	<b>27,983</b>	<b>28,446</b>	<b>31,201</b>	<b>23,255</b>	<b>31,550</b>
Subordinate and paid workers	15,812	14,233	14,515	18,486	12,486	18,145
Self-employed workers	14,152	13,750	13,931	12,715	10,769	13,405

\*Tourism employment refers to temporary accommodation services, food and beverage preparation, leisure, cultural, sports and recreational services.

Source: Own elaboration, based on INEGI-National Survey of Occupation and Employment (ENOE).

## TLAXCALA: TOURISM EMPLOYMENT BY GENDER

	2016	2017	2018	2019	2020	2021
<b>Tourism Employment*</b>	<b>29,964</b>	<b>27,983</b>	<b>28,446</b>	<b>31,201</b>	<b>23,255</b>	<b>31,550</b>
Men	13,636	12,915	13,421	13,681	9,362	15,066
Women	16,328	15,068	15,025	17,520	13,893	16,484

\*Tourism employment refers to temporary accommodation services, food and beverage preparation, leisure, cultural, sports and recreational services.

Source: Own elaboration, based on INEGI-National Survey of Occupation and Employment (ENOE).

### TLAXCALA: TOURISM SPENDING

MXN Millions

	2016	2017	2018	2019	2020	2021
<b>Total Tourism Spending</b>	<b>451</b>	<b>562</b>	<b>595</b>	<b>595</b>	<b>239</b>	<b>181</b>
Domestic tourist spending	421	521	574	639	228	172
International tourist spending	30	40	21	19	11	9

Source: Tlaxcala Sustainable Tourism Observatory (OTST).

### TLAXCALA: PRIVATE TOURISM INVESTMENT

MXN Millions

	2016	2017	2018	2019	2020	2021
<b>Private Investments</b>	<b>9</b>	<b>212</b>	<b>78</b>	<b>380</b>	<b>71</b>	<b>23</b>
Accommodation	6	102	41	315	28	8
Food and beverage	0	97	32	44	38	14
Complementary services	3	13	5	21	5	1

Source: Tlaxcala Sustainable Tourism Observatory (OTST).



### TLAXCALA: TOURIST ARRIVALS

YEAR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2016	35,650	27,949	31,917	32,142	34,870	33,444	59,748	41,119	36,875	37,312	41,384	43,842	456,252
2017	35,763	28,643	37,163	33,875	34,227	40,827	60,095	47,387	41,347	45,464	47,207	46,463	498,461
2018	32,108	29,309	39,894	35,944	38,277	40,894	63,201	50,918	44,408	46,719	57,942	52,758	532,372
2019	36,389	30,840	38,716	52,437	46,802	40,962	54,937	52,459	38,292	56,178	67,360	54,622	569,994
2020	38,069	38,992	28,108	5,630	4,806	7,356	9,992	11,273	12,501	14,541	13,113	13,093	197,474
2021	10,284	9,228	13,157	10,943	13,775	16,246	22,372	11,603	5,454	8,266	7,360	11,383	140,071

Source: Tlaxcala Sustainable Tourism Observatory (OTST). Tourist arrivals at accommodation establishments only.

### TLAXCALA: DOMESTIC TOURIST ARRIVALS

YEAR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2016	34,564	26,442	31,265	31,754	34,387	32,881	57,932	38,927	34,565	35,070	38,890	41,609	438,286
2017	33,253	27,445	36,113	33,009	33,109	39,948	59,082	46,473	40,653	44,745	46,546	45,710	486,086
2018	31,673	28,699	39,383	35,388	37,732	39,877	62,125	50,301	43,806	45,748	56,960	51,720	523,412
2019	35,913	30,356	38,050	51,657	45,945	40,192	53,877	51,668	37,708	55,354	65,900	53,241	559,861
2020	37,367	38,006	27,265	5,468	4,616	7,130	9,281	10,734	12,335	14,309	12,473	12,506	191,490
2021	9,753	8,635	12,345	10,686	13,564	15,949	21,826	11,181	5,337	7,955	6,838	11,311	135,380

Source: Tlaxcala Sustainable Tourism Observatory (OTST). Tourist arrivals at accommodation establishments only.

### TLAXCALA: INTERNATIONAL TOURIST ARRIVALS

YEAR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2016	1,086	1,507	652	388	483	563	1,816	2,192	2,310	2,242	2,494	2,233	17,966
2017	2,510	1,198	1,050	866	1,118	879	1,013	914	694	719	661	753	12,375
2018	435	610	511	556	545	1,017	1,076	617	602	971	982	1,038	8,960
2019	476	484	666	780	857	770	1,060	791	584	824	1,460	1,381	10,133
2020	702	986	843	162	190	226	711	539	166	232	640	587	5,984
2021	531	593	812	257	211	297	546	422	117	311	522	72	4,691

Source: Tlaxcala Sustainable Tourism Observatory (OTST). Tourist arrivals at accommodation establishments only.

### TLAXCALA: HOTEL OCCUPANCY RATE

YEAR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	ANNUAL
2016	36.4%	35.4%	39.5%	38.0%	41.2%	39.4%	50.5%	40.4%	42.0%	37.8%	46.0%	40.9%	40.6%
2017	34.6%	33.8%	41.1%	43.3%	36.0%	41.1%	48.8%	42.6%	40.2%	42.8%	47.5%	43.8%	41.5%
2018	30.8%	32.5%	39.3%	34.8%	35.7%	37.4%	50.3%	43.2%	40.5%	40.4%	49.1%	42.2%	39.8%
2019	29.4%	30.3%	36.3%	43.9%	39.4%	35.5%	47.3%	39.0%	32.7%	44.1%	49.5%	39.5%	38.9%
2020	31.0%	35.9%	25.3%	6.1%	6.0%	8.9%	12.4%	13.5%	13.1%	16.0%	16.6%	15.1%	17.0%
2021	13.5%	13.6%	17.1%	20.3%	17.9%	18.4%	25.0%	25.7%	22.6%	26.4%	32.6%	33.8%	20.6%

Source: Tlaxcala Sustainable Tourism Observatory (OTST).

### TLAXCALA: HOTEL OCCUPANCY RATE BY DOMESTIC TOURISTS

YEAR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	ANNUAL
2016	33.6%	31.5%	37.6%	36.3%	39.8%	38.0%	48.3%	38.0%	38.9%	35.0%	38.1%	37.7%	37.7%
2017	30.5%	30.9%	38.5%	39.6%	32.6%	38.1%	43.1%	39%	36.5%	37.9%	42.0%	40.1%	37.6%
2018	29.1%	30.2%	37.2%	33.0%	34.1%	35.2%	48.6%	42.0%	39.0%	38.2%	47.3%	40.9%	37.9%
2019	28.1%	29.1%	35.2%	42.7%	38.4%	34.5%	45.9%	37.9%	31.7%	42.6%	47.8%	37.7%	37.6%
2020	29.9%	34.3%	24.0%	5.9%	5.7%	8.4%	11.1%	12.7%	12.7%	15.4%	15.8%	14.3%	16.2%
2021	12.8%	12.8%	15.8%	19.5%	17.4%	17.9%	24.3%	24.1%	21.3%	25.4%	30.5%	31.8%	19.6%

Source: Tlaxcala Sustainable Tourism Observatory (OTST).

### TLAXCALA: HOTEL OCCUPANCY RATE BY INTERNATIONAL TOURISTS

YEAR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	ANNUAL
2016	2.8%	3.9%	1.9%	1.7%	1.4%	1.5%	2.2%	2.5%	3.1%	2.8%	7.8%	3.2%	2.9%
2017	4.1%	2.9%	2.6%	3.7%	3.4%	3.0%	5.7%	3.6%	3.8%	4.9%	5.5%	3.7%	3.9%
2018	1.7%	2.4%	2.2%	1.9%	1.6%	2.2%	1.8%	1.2%	1.5%	2.2%	1.8%	1.3%	1.9%
2019	1.3%	1.2%	1.1%	1.2%	1.1%	1.0%	1.4%	1.1%	1.0%	1.5%	1.7%	1.7%	1.3%
2020	1.1%	1.6%	1.3%	0.2%	0.3%	0.4%	1.3%	0.8%	0.4%	0.6%	0.8%	0.7%	0.8%
2021	0.6%	0.9%	1.4%	0.8%	0.5%	0.6%	0.7%	1.6%	1.2%	0.9%	2.1%	2.0%	1.0%

Source: Tlaxcala Sustainable Tourism Observatory (OTST).

### TLAXCALA: VISITOR ARRIVALS TO ARCHAEOLOGICAL SITES

YEAR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2016	26,820	14,000	30,114	18,198	14,177	17,167	32,327	31,454	23,141	41,427	19,752	21,953	<b>290,530</b>
2017	19,272	17,748	32,895	31,465	19,827	21,068	26,106	31,132	12,437	12,382	22,284	20,055	<b>266,671</b>
2018	20,074	19,851	20,834	24,582	16,571	12,215	32,568	30,845	16,304	45,334	18,577	15,589	<b>273,344</b>
2019	20,923	16,199	14,703	22,716	13,926	14,470	26,543	23,094	15,932	28,106	16,370	12,741	<b>225,723</b>
2020	21,884	14,612	9,051	0	0	0	0	0	120	1,564	1,548	1,209	<b>49,988</b>
2021	0	0	0	0	0	1,570	4,543	1,543	2,632	1,647	2,336	3,002	<b>17,273</b>

Source: National Institute of Anthropology and History (INAH). There are five archaeological sites in Tlaxcala: Cacaxtla, Xochitécatl, Tecoaque, Tizatlán and Ocotelulco.

### TLAXCALA: DOMESTIC VISITOR ARRIVALS TO ARCHAEOLOGICAL SITES

YEAR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2016	26,505	13,717	29,782	17,916	14,010	16,991	32,073	31,264	23,048	41,219	19,514	21,783	<b>287,822</b>
2017	19,101	17,496	32,519	30,970	19,656	20,963	25,979	30,931	12,385	12,227	21,898	19,879	<b>264,004</b>
2018	19,827	19,585	20,608	24,403	16,440	12,048	32,169	30,639	16,246	45,111	18,094	15,497	<b>270,667</b>
2019	20,638	15,931	14,457	22,483	13,854	14,402	26,286	22,786	15,763	27,744	16,280	12,606	<b>223,230</b>
2020	21,552	14,381	8,782	0	0	0	0	0	120	1,554	1,544	1,171	<b>49,104</b>
2021	0	0	0	0	0	1,545	4,535	1,531	2,626	1,643	2,242	2,984	<b>17,106</b>

Source: National Institute of Anthropology and History (INAH). There are five archaeological sites in Tlaxcala: Cacaxtla, Xochitécatl, Tecoaque, Tizatlán and Ocotelulco.

### TLAXCALA: INTERNATIONAL VISITOR ARRIVALS TO ARCHAEOLOGICAL SITES

YEAR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
2016	315	283	332	282	167	176	254	190	93	208	238	170	<b>2,708</b>
2017	171	252	376	495	171	105	127	201	52	155	386	176	<b>2,667</b>
2018	247	266	226	179	131	167	399	206	58	223	483	92	<b>2,677</b>
2019	285	268	246	233	72	68	257	308	169	362	90	135	<b>2,493</b>
2020	332	231	269	0	0	0	0	0	0	10	4	38	<b>884</b>
2021	0	0	0	0	0	25	8	12	6	4	94	18	<b>167</b>

Source: National Institute of Anthropology and History (INAH). There are five archaeological sites in Tlaxcala: Cacaxtla, Xochitécatl, Tecoaque, Tizatlán and Ocotelulco.

## TLAXCALA: TOURIST SERVICES PROVIDERS

Available information as of September 2022

Accommodation	403
• Hotels	163
• Motels	199
• Cabins	26
• Haciendas	15

Travel agencies/operators	111
• Travel agencies	37
• Service integrators	8
• Nature tour operators	38
• Tour operators	28

Food and Beverages	561
• Restaurants	330
• Cafeterias	151
• Bars	80

Recreation/Wellness	34
• Water parks	16
• Balloon flights	4
• Spas	14

Transport services	20
• Bus transport companies	16
• Car Rental companies	4

Tourist guides	187
• Tourist guides	187

Source: Tlaxcala Sustainable Tourism Observatory (OTST). Tourist Services Providers.

## TLAXCALA: ACCOMMODATION SERVICES BY MUNICIPALITY

Available information as of September 2022

Municipality	Establishments	Share %	Rooms	Share %
Apizaco	50	12.4%	926	15.9%
Tlaxcala	42	10.4%	723	12.4%
Huamantla	34	8.4%	583	10.0%
Yauhquemehcan	14	3.5%	454	7.8%
Totolac	21	5.2%	377	6.5%
Chiautempan	18	4.5%	284	4.9%
Nanacamilpa	34	8.4%	283	4.9%
Calpulalpan	20	5.0%	269	4.6%
Tlaxco	25	6.2%	234	4.0%
Apetatitlán	14	3.5%	210	3.6%
Others	131	32.5%	1,470	25.3%
<b>Total</b>	<b>403</b>	<b>100.0%</b>	<b>5,813</b>	<b>100.0%</b>

Source: Tlaxcala Sustainable Tourism Observatory (OTST). Tourist Services Providers.



# APPENDIX 02

## MAIN PARTICIPANTS

### Asociación de Hoteles y Moteles del Estado de Tlaxcala. (AHMET)

**Dr. Virgilio Medellín Viveros**  
President

#### MISSION:

We are an Association that represents the collective interest of its members, through participation with authorities and organizations in the sector to propose, discuss and, where appropriate, create tourism policies in terms of lodging that give certainty to the operation of affiliated companies, as well as provide tangible benefits for establishments to achieve their objectives: economic, service and social.

#### VISION:

To be a leading Association in the tourism sector of the State in the promotion and professionalization of the sector.

#### OBJECTIVES:

- Represent the common interest of our members.
- Promote the competitiveness of affiliated lodging companies, through training and ongoing training.
- Promote the State and each affiliated company to attract regional, national and international tourism and contribute to the development of the hotel industry and the different sectors related to the provision of services to attend tourism.
- Carry out government procedures before the federal, state or municipal authorities, to propose, manage, negotiate and, where appropriate, agree on mutual support that promotes the development of tourism in Tlaxcala.

- Manage sources of financial leverage, productive projects or subsidies that allow the development and consolidation of the sector.

**VALUES:**

- Teamwork.
- Honesty.
- Confidentiality.
- Communication.
- Sense of belonging.

**Cámara Nacional de Comercio, Servicios y Turismo de Tlaxcala  
(CANACO SERVYTUR)**

**Lic. Joseph Rodríguez Ramos**  
President



The National Chamber of Commerce, Services and Tourism of Tlaxcala (CANACO SERVYTUR) whose constitution approval was issued by the Secretary of Commerce in official letter number 411.2/272 dated September 8, 1937, in accordance with the Law of Business Chambers and its Confederations in force since January 20, 2004, the name of the National Chamber of Commerce, Services and Tourism of Tlaxcala is restructured and preserved, being able to use the abbreviations CANACO TLAXCALA or CANACO SERVYTUR TLAXCALA indistinctly.

The Chamber is an institution of public interest, autonomous, with legal personality and its own patrimony, constituted for the purposes indicated by the Law, it will not be for profit and will refrain from carrying out religious or partisan activities.

**MISSION:**

- Represent, promote and defend the general interests of trade, services and tourism, as general activities of the national economy, putting the general interest above private interest.

- Promote the union and union participation of entrepreneurs in commerce, services and tourism.
- Act as a mediator, arbitrator or expert with respect to acts related to commercial activities, services or tourism arising between businessmen or between them and individuals, when they voluntarily agree to submit their differences to the provisions contained in the mediation regulations and in the arbitration rules of the chamber.

## VISION

Defend the particular interests of the associates, at their express request, under the terms of these statutes.

Promote and encourage the tourist flow to the state of Tlaxcala, in particular, and to the country in general; participating in the design and execution of plans and programs that allow promoting more effectively commercial activities and tourism.

Carry out the necessary steps for the improvement of public or private places or facilities, buildings, museums and in general any other place considered of historical, cultural or tourist importance in the State of Tlaxcala.

Promote among associated businessmen, the culture of exporting national goods and services, for which it may be coordinated with the corresponding authorities.

Sponsor, organize or assist in the organization of exhibitions, congresses, fairs, forums, round tables, conferences, business meetings and trade missions, among other activities to promote national and international trade.

Promote modernization, training, development and productivity of establishments, particularly micro, small and medium enterprises.

## VALUES

- Raise the professional ethics of its associates and their transactions and commercial activities.
- Fight for the prices of the products sold by their associates to be sold at reasonable prices.
- Carry out all acts of representation and management requested by associates.

- Prepare economic and geographical studies, as well as all possible aspects whose fundamental objective is to describe the real situation of the area of its jurisdiction.

## Cámara Nacional de la Industria de Restaurantes y Alimentos Condimentados Tlaxcala (CANIRAC)

**Lic. Javier Zamora Ríos**  
President

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We are a business organization willing to support, educate and represent the restaurateurs of Tlaxcala

### MISSION:

The National Chamber of the Restaurant and Spiced Food Industry is a national business organization that represents, integrates, educates, promotes and defends the interests and rights of establishments that prepare and sell food, to promote the development of the industry, through dialogue with the Government and other sectors, providing various services of general interest.

### VISION:

To be an efficient Chamber, supported by its members, self-financing and capable of responding to the great challenges of the country, the sector and each company in particular, in order to act as a true space for consultation, assistance, training and defense. To be a modern, respectable, respected Chamber, influential in public opinion, made up of committed leaders and collaborators, positioned and recognized nationally and internationally, with access to the highest authorities and leaders, with the recognition of the union and committed to the preservation, research, and dissemination of the gastronomic traditions of Mexico.




**VALUES:**

- Honesty
- Freedom
- Loyalty.
- Union
- Professionalism
- Leadership
- Responsibility

**National Institute of Statistics, Geography and Informatics, Tlaxcala  
Delegation (INEGI)**

**Lic. Manuel Lozano García**  
State Coordinator

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On January 25, 1983, by presidential decree, the National Institute of Statistics, Geography and Informatics (INEGI) was created, combining in a single institution the responsibility of generating statistical and geographic information.

In the reform to articles 26 section B and 73 of the Political Constitution of the United Mexican States, published on April 7, 2006 in the Official Gazette of the Federation, it was established that the State will have a National System of Statistical Information and Geographic.

As a result of the previous reform, the then National Institute of Statistics, Geography and Informatics (INEGI), changed its name to the National Institute of Statistics and Geography, retaining its acronym and becoming a public body with technical and management autonomy, legal personality and assets. own, responsible for regulating and coordinating the National System of Statistical and Geographic Information (SNIEG), having powers to regulate the collection, processing and publication of the information generated, as well as to ensure compliance with it, contributing to national development.

## SNIEG MISSION:

Provide society and the State with quality, pertinent, truthful and timely statistical and geographic information of National Interest, to contribute to national development.

The supply of Information must consider the interrelation of data produced by the different State Units of the three powers and orders of government that are articulated through an institutional arrangement that ensures objectivity, independence, accessibility and transparency, as established by the Law.

One of the main strengths of the SNIEG, which is reflected in the Political Constitution of the United Mexican States, is the linking of statistical and geographic information, which increases the scope of the information and allows users to access a greater number of elements to analyze the national reality.

Article 26 of the Political Constitution of the United Mexican States creates the Democratic Planning System for National Development, the National Statistical and Geographic Information System (SNIEG) and the body in charge of evaluating social development policy. Thus, in the constitutional context, information is linked to State planning and accountability to society. This aspect is reinforced in the SNIEG Law, which establishes that the purpose of the information provided by the SNIEG is to contribute to national development. The way in which the SNIEG contributes to this end is through the provision of quality Information of National Interest that results in better decision-making.

## SNIEG VISION:

*Information of National Interest is the reference for the State and society in decision-making for national development.*

At the center of the vision are the users, that is, the State and society, who need a broad knowledge of reality in order to design policies based on better foundations and thus contribute to national sustainable development. Additionally, the information must be of quality so that it can be used in the design, monitoring and evaluation of public policies, through the indicators established for that purpose. To the extent that the information is more pertinent, complete and solid, better decisions can be made. Therefore, the long-term vision (24 years) is that the SNIEG provides the Information of National Interest necessary for decision-making for national development.

The generation of Information of National Interest and Key Indicators that allow measuring the evolution of national development is a dynamic process where the national and international reality itself marks the need to know new phenomena. Maintaining a constant reflection with national and international users is strategic to improve the analysis and understanding of national development.

In particular, the United Nations Sustainable Development Goals initiative seeks that all countries adopt measures to promote prosperity while protecting the planet and has established goals and indicators in 17 dimensions related to development. Therefore, the measurement of these indicators must be considered within the long-term vision of the SNIEG as part of the relevant indicators to measure the evolution of national development.

## Civil Association “Participación Ciudadana”

**QBF. German González Grant**  
President

### MISSION:

It is a space that integrates the different sectors of society to promote their development through sustainable projects.

### VISION:

By December 2023, Participación Ciudadana Tlaxco A.C., will have implemented a Corporate Governance that guarantees the sufficiency of resources (material, financial, human) to manage, execute and evaluate the projects of the priority sectors.

### VALUES:

- Creativity
- Perseverance
- Service
- Teamwork
- Professionalism
- Integrity



## OBJECT OF THE ASSOCIATION:

- Propose, promote, disseminate and encourage all kinds of artistic, musical, plastic arts, dramatic arts, dance, literature, architecture, cinematography, cultural, scientific, technological, social, economic and sports educational activities related to the development and well-being of community.
- Promote citizen participation in matters of public interest
- Support the defense and promotion of human rights and gender equity.
- **Promote the sustainable use of natural resources and the protection of the environment, flora and fauna, the preservation and restoration of the ecological balance, as well as the promotion of sustainable development at the regional and community levels in urban and rural areas.**
- Organize, promote, sponsor, direct and, in general, directly or indirectly carry out courses, seminars, conferences, study meetings, forums, round tables, congresses, social orientation, education, job training, technical and managerial staff and programs. officials and their dissemination, any other instrument of benefit or organization for the field and all kinds of activities that may be related to the object of the Association.
- Promote, participate and support management for the establishment, expansion and improvement of educational and training institutions at all levels.
- **Promote the constitution of associative figures for sustainable rural production and development, encourage the elevation of the dialogue, management and negotiation capacity of the organizations of the rural and urban sector.**
- Become an organization that receives and promotes productive projects to be managed before the Federal, State and Municipal Governments to obtain support for the benefit of the population in general.
- Create support programs for women for their intellectual, cultural, personal and economic development, signing agreements with other organizations that promote the development and training of women.
- Hire professors, lecturers and researchers to help carry out the purposes of the Association.



- Prepare, edit and publish directly or indirectly, newsletters, magazines, memoirs, notes, books, videos and the like, related to the purposes of the association.
- Establish relationships and collaborate with other similar institutions in the country and abroad.

## Tlaxcala College, A.C.

**Dr. Serafín Ríos Elorza**  
Director

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### Reason to be:

Colegio de Tlaxcala, A.C., is a postgraduate institution fully oriented towards research, teaching and outreach that promotes the development of the state of Tlaxcala and its region of influence.

### MISSION:

Generate, promote, recover, knowledge and scientific knowledge, as well as stimulate creativity, critical spirit and the development of skills of excellence, through research projects that contribute to promoting sustainable development alternatives in the state and the region in general

### VISION:

To be an institution of high academic level with research projects, comprehensive and flexible postgraduate educational programs certified by its quality standards by national evaluation institutions; with consulting and quality service projects recognized and demanded by public, private and social institutions, thus influencing the development of policies, programs and projects to strengthen fair and sustainable regional development, improve administration, and contribute to the consolidation of democracy.

## OBJECTIVES:

- Promote and disseminate scientific knowledge of social, economic, cultural, demographic, political and environmental processes in all sectors of the community, to contribute to the sustainable development of the state of Tlaxcala and the region.
- Obtain, analyze and recreate various initiatives and experiences, located in emancipatory paradigms, with a vocation to achieve development processes with equity and sustainability.
- Transform this knowledge into tools that can be used in municipal, state and regional planning and in decision-making by the public, social and private sectors.
- Identify and define the relevant challenges that are obstacles in the development of the state, to carry out research projects that contribute to overcoming them.
- Train professionals and researchers of a high academic level, capable of interpreting local and regional realities with scientific rigor, in their national and international articulations, as well as committing to their improvement.
- Promote scientific interest and creativity in the various social sectors, with emphasis on the new generations, in such a way that they become detonators of development in the state of Tlaxcala and the region.



# APPENDIX 03

## OPERATING GUIDELINES OF THE TLAXCALA SUSTAINABLE TOURISM OBSERVATORY (OTST)

### Background

The Ministry of Tourism has been working on the redesign of the Tourism Observatory to turn it into an effective tool for the participation of all agents in the sector, as well as a vehicle for better monitoring of progress and results in terms of making tourism a driver of economic and social development of Tlaxcala.

On the other hand, consistent with the objective of achieving sustainable development of the tourism sector, the purpose was established for the tourism observatory to become a sustainable tourism observatory and to be registered in the International Network of Sustainable Tourism Observatories (INSTO network) of the World Tourism Organization.

In this sense, work has been carried out to meet the registration requirements in the INSTO Network, which among other aspects contemplates the formation of an Local Working Group that is responsible for the management and direction of the Sustainable Tourism Observatory of Tlaxcala.

For this reason, these guidelines are issued that regulate the formation and operation of the Tlaxcala Sustainable Tourism Observatory.

### Terms:

**Tourism Observatory or OTST:** Tlaxcala Sustainable Tourism Observatory.

**Executive Committee:** Executive Committee of the Tlaxcala Sustainable Tourism Observatory.

**UNWTO:** World Tourism Organization.

**INSTO Network:** UNWTO International Network of Sustainable Tourism Observatories.

**INSTO Issue Areas:** These are the eleven mandatory issue areas that the INSTO Network requires that the Tourist Observatory monitor. These files: Tourism Seasonality; Employment; Destination Economic Benefits; Energy Management; Water Management; Wastewater (Sewage) Management, Solid Waste Management; Climate Action; Accessibility; Governance and Local Satisfaction with Tourism.

The Tourism Observatory will be formed and will have the functions defined in the following articles:

**First article.** The Tlaxcala Sustainable Tourism Observatory is part of the Tlaxcala State Tourist Consultative Council, for which an Local Work Group is created.

**Second article.** The Local Working Group is made up of:

- a) Executive Committee
- b) Technical Secretariat
- c) Scientific Technical Group
- d) Publishing Unit
- e) Liaison and Public Relations Unit
- f) Work Groups

All the management bodies of the report to the President of the Executive Committee.


## OBJECTIVES OF THE TLAXCALA SUSTAINABLE TOURISM OBSERVATORY

**Third article.** The objectives of the Tlaxcala Sustainable Tourism Observatory are the following:

1. Support the tourism development strategy of Tlaxcala by systematically providing timely, truthful and relevant information on the impact of tourism activity on the economy, the environment and the general well-being of the population.

2. Facilitate the decision-making process by the authorities and agents involved in the tourism sector, through a system of indicators that systematically monitor the main areas of impact and results of tourism activity.
3. Promote the participation of the authorities and economic agents linked to tourism for an effective coordination of policies and actions that promote the full use of the tourist potential of Tlaxcala with sustainability criteria.
4. Disseminate and communicate the progress and results of the sustainable tourism development strategy, promoting that society knows the benefits generated by tourism.

## OTST EXECUTIVE COMMITTEE



**Fourth article.** The Executive Committee is the governing body of the Tlaxcala Sustainable Tourism Observatory and is made up of the head of the Secretary of Tourism, who will chair it, and the heads of the state Secretary of Culture and Secretary of the Environment, the state representatives of the Association of Hotels and Motels, the National Chamber of Commerce, Tourism and Services, the National Chamber of the Restaurant and Spiced Food Industry, the State Coordinator of the National Institute of Statistics and Geography, the president of the College of Tlaxcala; the president of the civil association Participación Ciudadana, A.C.; the Directors of Tourism Operations and Tourism Planning and Development of the State Secretariat of Tourism, who may have a substitute who must be at the level immediately following their position. These members will have voice and vote. Likewise, the Technical Secretary will participate and people familiar with the issues to be discussed may be invited, who will have a voice, but not a vote.

**Fifth article.** It will meet in an ordinary manner at least every quarter or in an extraordinary meeting when the Presidency of the Executive Committee deems it necessary.

**Sixth article.** For ordinary meetings it will be convened one week in advance and for extraordinary ones two business days in advance.

**Seventh article.** Decisions will be made by simple majority of those present, in case of a tie, the president of the Executive Committee will have the casting vote.

**Eighth article.** In order to meet, a quorum is required, which is met by half plus one of the members of the Executive Committee, the presence of the president being necessary to meet.

## FUNCTIONS OF THE OTST EXECUTIVE COMMITTEE

**Ninth article.** The Executive Committee of the Tlaxcala Sustainable Tourism Observatory will have the following functions:

1. Direct the Sustainable Tourism Observatory of Tlaxcala and coordinate the activities of its different management bodies.
2. Ensure the alignment of the actions of the Sustainable Tourism Observatory with the objectives and activities of the Tourism Consultative Council and the Tourism Law of the State of Tlaxcala.
3. Report annually to the State Tourist Consultative Council on its activities.
4. Monitor compliance with the requirements of the World Tourism Organization to continue being part of the International Network of Sustainable Tourism Observatories (INSTO).
5. Establish objectives and goals and monitor the indicators of the Sustainable Tourism Observatory and the issue areas indicated by the INSTO Network.
6. Analyze the results and goals of the indicators and propose the actions considered necessary for their fulfillment.
7. Analyze the results of the surveys that are carried out on the profile of the tourist and topics related to the knowledge of the tourist.
8. Approve the establishment of new indicators and their methodology, as well as the modification, substitution or extinction of existing ones.
9. Approve the surveys on the profile of the tourist or others on topics related to the better knowledge of tourists, verifying that there are budgetary resources.
10. Approve alliances with associations, business chambers, non-governmental organizations, educational institutions, autonomous bodies, municipal, state and national government entities and agencies, and other similar ones that help achieve the objectives and operation of the Sustainable Tourism Observatory.
11. Approve the modifications to the present guidelines of the Tourist Observatory.





12. Approve the annual report of the Tourism Observatory that must be sent to the UNWTO.
13. Approve the integration or dissolution of any Working Group.
14. Carry out the OTST Results and Follow-up Analysis Workshop with the participation of all its members.

## THE CHAIRPERSON OF THE OTST EXECUTIVE COMMITTEE

**Tenth article.** The President of the Executive Committee of the Tlaxcala Sustainable Tourism Observatory will have the following functions:

1. Chair the Executive Committee and direct and coordinate the operation of the management bodies that make up the Tlaxcala Sustainable Tourism Observatory.
2. Preside over the ordinary and extraordinary meetings that are convened.
3. Instruct the Technical Secretariat to convene ordinary and extraordinary meetings as necessary.
4. Monitor compliance with the agreements reached by the Executive Committee.
5. Inform, at least annually, the Tourism Consultative Council of the State of Tlaxcala on the progress in the activities of the Tlaxcala Sustainable Tourism Observatory.
6. Appoint and remove the heads of the management bodies of the Working Group of the Tlaxcala Sustainable Tourism Observatory.
7. The President of the Executive Committee will have a Technical Secretariat that supports her in leading the Working Group of the Tlaxcala Tourism Observatory.



## THE TECHNICAL SECRETARIAT

**Eleventh article.** The position of Technical Secretary will fall to the Director of Tourism Planning and Development of the Secretary of Tourism of the State of Tlaxcala

**Twelfth article.** The Technical Secretary will have the following functions:

1. Support the Presidency of the Executive Committee of the OTST in the management of the Observatory.
2. Call the meetings of the Executive Committee.
3. Participate with voice in the Executive Committee.
4. Disseminate the agreements reached at the meetings of the Executive Committee and follow up on them.
5. Prepare the Report and the necessary documentation for the meetings of the Executive Committee of the OTST.
6. Prepare the Annual Report for the UNWTO.
7. Organize the Annual Results Analysis and Monitoring Workshop.
8. Any other assigned by the President of the Executive Committee in accordance with their function.

## THE SCIENTIFIC TECHNICAL GROUP

**Thirteenth article.** The head of the Technical-Scientific Group will be appointed by the President of the Executive Committee and it will be ensured that the state coordination of the National Institute of Statistics and Geography and one or several higher education institutions that have a study program or research linked to the tourism sector form part of it.

**Fourteenth article.** The Scientific Technical Group must meet at least every two months or when its leader deems it convenient.

**Fifteenth article.** The Scientific Technical Group will have the following functions:

1. Verify the correct elaboration of the indicators according to the methodology.
2. Analyze the results of the indicators and report them to the Presidency of the Executive Committee through the Technical Secretariat.
3. Analyze the results of the surveys on the knowledge and profile of the tourist and others that are raised regarding this topic.
4. Propose to the Presidency and the Executive Committee new indicators and their methodology or modification to the existing ones or their extinction through the Technical Secretariat, as well as the elaboration of surveys on the profile of the tourist.
5. Propose sources of information for the calculation of indicators and modifications to the methodology.
6. Propose alliances with agencies, dependencies and public or private entities that provide information for the construction of indicators and the monitoring of the issue areas indicated by the INSTO Network.
7. Any other assigned by the President of the Executive Committee in accordance with their function.

## THE EDITORIAL UNIT

**Sixteenth article.** The head of the Editorial Unit will be appointed by the President of the Executive Committee.

**Seventeenth article.** The Editorial Unit will have the following functions:

1. Prepare the guidelines for the publication of materials and documentation on the website and submit them for the approval of the OTST Executive Committee.
2. Approve the material to be published on the website, adhering to the guidelines approved by the Executive Committee of the Tourism Observatory.

3. Prepare the redesign of the website, adhering to the guidelines approved by the Executive Committee of the Tourism Observatory.
4. Any other assigned by the President of the Executive Committee in accordance with their function.

## THE LIAISON AND PUBLIC RELATIONS UNIT

**Eighteenth article.** The head of the Liaison and Public Relations Unit will be appointed by the President of the Executive Committee.

**Nineteenth article.** The Liaison and Public Relations Unit will have the following functions:

1. Prepare the bulletins and official communications of the Tourism Observatory for the approval of the Presidency of the Executive Committee and their distribution
2. Manage the social networks of the Tourist Observatory.
3. Establish alliances and other collaboration and cooperation mechanisms with business chambers, service associations, non-governmental organizations, educational institutions, autonomous bodies, municipal, state and national government entities and agencies, and other similar entities approved by the Executive Committee.

## THE WORKING GROUPS

**Twentieth article.** In order to monitor the coverage areas of the INSTO Network and the profile and knowledge of the tourist, the working groups that the President considers appropriate will be formed, which will be chaired by a person of recognized prestige linked to the subject in question.

**Twenty-first article.** In principle, the Working Groups will be the following: Economy and Tourism, Environment; Social; and Knowledge of the tourist. Covering the following areas of Economy and tourism: Tourist Seasonality, Employment and Destination Economic Benefits; Environment: Energy Management, Water Management, Wastewater Management, Solid Waste Management and Climate Action; Social: Accessibility, Governance and Local Satisfaction with Tourism.

**Twenty-second article.** The Working Groups will have the following functions:

1. Follow up on the issue areas of the INSTO that they are in charge of and the studies and surveys on the profile of tourists.
2. Propose new indicators or modification to the existing ones or their extinction to the Scientific Technical Group, as well as the elaboration of surveys on the profile and knowledge of the tourist.
3. Propose new sources of information for monitoring the area issues of the INSTO Network
4. Propose to the Technical Secretariat the incorporation of new participants to the working groups.
5. Participate in the Annual Results Analysis and Monitoring Workshop

