

# Profile of Antigua Guatemala



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## Abbreviations and Acronyms

<b>BANGUAT</b>	Banco de Guatemala
<b>BM</b>	Banco Mundial
<b>BID</b>	Banco Interamericano de Desarrollo
<b>DMP</b>	Dirección Municipal de Planificación
<b>IAE</b>	Informe Ambiental del Estado Guatemala 2016
<b>IARNA</b>	Instituto de Investigación y Proyección sobre Ambiente Natural y Sociedad
<b>INE</b>	Instituto Nacional de Estadística
<b>INGUAT</b>	Instituto Guatemalteco de Turismo
<b>MAGA</b>	Ministerio de Agricultura Ganadería y Alimentación
<b>MARN</b>	Ministerio de Ambiente y Recursos Naturales
<b>MINEDUC</b>	Ministerio de Educación
<b>MSPAS</b>	Ministerio de Salud Pública y Asistencia Social
<b>OEI</b>	Organización de Estados Iberoamericanos para la Educación, la Ciencia y la Cultura.
<b>OMT</b>	Organización Mundial del Turismo
<b>PDA</b>	Plan de Desarrollo Antigua Guatemala Sacatepéquez
<b>PDD</b>	Plan de desarrollo departamental
<b>PDM</b>	Plan de desarrollo municipal
<b>PIB</b>	Producto Interno Bruto
<b>POT</b>	Plan de ordenamiento territorial
<b>SEGEPLAN</b>	Secretaría de Planificación y Programación de la Presidencia
<b>UNESCO</b>	Organización de las Naciones Unidas para la Educación, la Ciencia y la Cultura

## I. Introduction

Guatemala has been characterized for being a very diverse country, both for its people, landscapes, traditions; all this exalts the great cultural and tourist wealth of the country. One of the most famous destinations with a great historical legacy is the city of Antigua Guatemala, which was declared a World Heritage Site by UNESCO in 1979.

To address more broadly and be able to contextualize about the main data of the country; in the first part of the profile, you will be able to see a brief profile of Guatemala as a nation, emphasizing on the most important topics such as: population, density, tourism, gross domestic product (GDP), cultural history and the environment.

In the second part of this study, we will address directly the Antigua Guatemala profile, as a key aspect for the development of this project, in which you will find the most important and relevant data, that makes the city the perfect destination for the Sustainable Tourism Observatory.

# 1. Guatemala



## 1.1 General data of Guatemala

Official name: Republic of Guatemala

Population 2017: 16, 924,190 inhabitants

Territorial extension: 108,889 km<sup>2</sup>

Population Density: 155 inhabitants / km<sup>2</sup>

Political Division: 22 Departments and 340 Municipalities

Official Language: Spanish

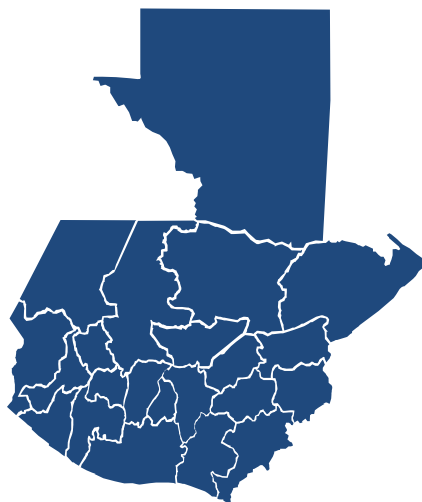
Form of government: Democratic

Currency: Quetzal (GTQ)

Nominal GDP (2017): 75,589.6 Million US Dollars

GDP per capita (2017): 4,466.4 US Dollars

Limits: Guatemala limits to the north and west with Mexico; to the east with Belize, the Caribbean Sea and Honduras; to the southeast with El Salvador; and to the south with the Pacific Ocean (OEI, 2019)



## 1.2 Economy

**Table 1. Gross domestic product at current prices period 2012-2017**  
**Annual variation rate**

	2012	2013	2014	2015	2016 <sup>P/</sup>	2017 <sup>P/</sup>
<b>Gross domestic product</b>	6.4	7.2	7.3	7.5	6.9	6.5
<b>Gross Domestic Product (Million quetzals each year)</b>	394,723.0	423,097.7	454,052.8	488,128.2	521,836.9	555,648.8

Source: Banco de Guatemala

P/ Preliminary

**Table 2. Gross domestic product at constant prices period 2012-2017**  
**(Base 2001)**

**Annual variation rate**

	2012	2013	2014	2015	2016 <sup>P/</sup>	2017 <sup>P/</sup>
<b>Gross domestic product</b>	3.0	3.7	4.2	4.1	3.1	2.8
<b>Gross Domestic Product (Millions of quetzals of 2001)</b>	213,946.6	221,857.5	231,118.2	240,686.6	248,129.8	254,979.0

Source: Banco de Guatemala

P/ Preliminary

**Table 3. Gross domestic product Per capita**  
**Period 2012-2017**

**US Dollars y perceptual variation**

Concept	2012	2013	2014	2015	2016 <sup>P/</sup>	2017 <sup>P/</sup>
<b>Amount</b>	3,343.9	3,488.2	3,715.6	3,941.6	4,148.1	4,466.4
<b>Annual variation rate</b>	3.2	4.3	6.5	6.1	5.2	7.7

Source: Banco de Guatemala

P/ Preliminary

### 1.3 Culture

Guatemala has an extraordinary cultural wealth with 25 languages, being them 22 Mayas, one garífuna, xinca and Spanish. Culture is one of the main strengths of the country. According to the Inter-American Development Bank (IDB), it contributes 7.26% of GDP.

The beauty of its landscapes and the archaeological sites have the recognition of the international community, this has been manifested by inscribing three sites to the UNESCO World Heritage List, two of them cultural such as Antigua Guatemala and the Archaeological Park and Ruins of Quiriguá; and the other considerer as a mixed site which is Tikal National Park.

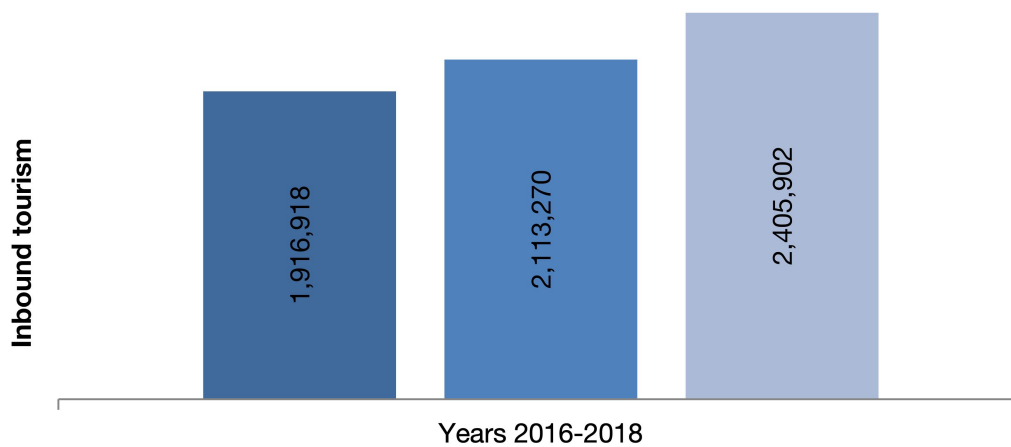


Source: INGUAT



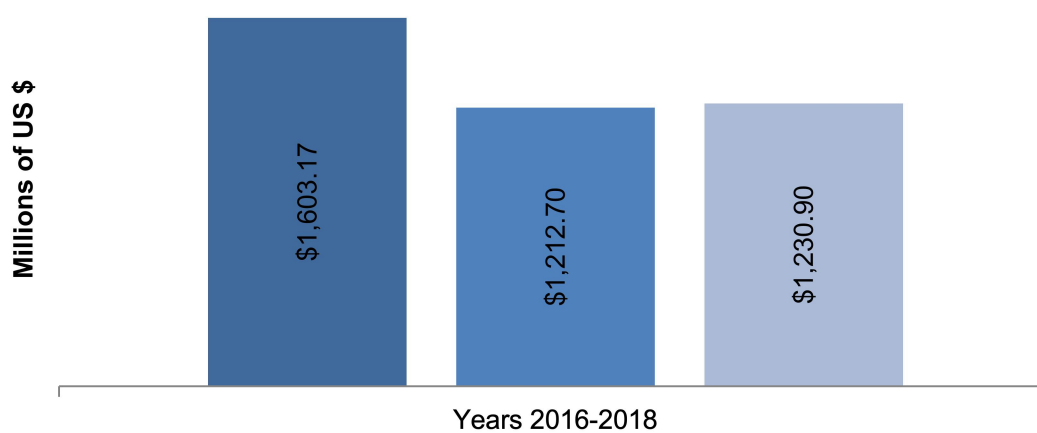
## 1.4 Tourism data of Guatemala as a country

**Graphic 1. Inbound tourism 2016-2018**



Source: INGUAT, 2019.

**Graphic 2. Estimated income of foreign exchange for tourism 2016-2018<sup>1</sup>**



Source: INGUAT, 2019.

<sup>1</sup> Preliminary data, subject to revision from BANGUAT

**Table 4. Inbound tourism by most visited site**

Site	2016	2017	2018
Guatemala City	43%	39%	36%
Sacatepéquez	37%	30%	32%
Sololá	26%	19%	19%
Petén	14%	12%	15%
Chiquimula	10%	12%	10%
Quetzaltenango	12%	7%	6%
Jutiapa	5%	7%	5%
Escuintla	5%	6%	5%
Alta Verapaz	11%	5%	4%
Izabal	8%	5%	3%

Source: INGUAT 2019

## 1.5 Domestic tourism: Comparative 2016-2018

**Table 5. Estimation of trips with overnight stay**

	2016	2017	2018
Number of trips with overnight stay	8,873,081	9,416,340	10,010,177
Incomes from domestic tourism (millions of Q) <sup>2</sup>	Q17,185.12	Q25,361.95	Q25,919.24
Incomes from domestic tourism (millions de US \$) <sup>3</sup>	\$2,284.61	\$3,453.06	\$3,350.06

Source: INGUAT 2019

**Table 6. Most visited sites by domestic tourism with overnight stay in the destination 2016-2018**

Site	2016	2017	2018
Chiquimula	12%	20%	14%
Escuintla	13%	11%	10%
Guatemala	16%	11%	9%
Izabal	9%	8%	9%
Quetzaltenango	6%	9%	8%
Sololá	8%	11%	8%
Santa Rosa	7%	8%	7%
Retalhuleu	12%	10%	7%
Alta Verapaz	6%	7%	7%
Petén	9%	7%	7%
Sacatepéquez	6%	10%	6%

Source: INGUAT 2019

<sup>2</sup> Preliminary data, subject to revision of BANGUAT<sup>3</sup> Note: Exchange rate for US \$ 2016: Q 7.52213; year 2017: Q 7.34477; year 2018 Q 7.73695

**Table 7. Most visited sites by domestic tourism without overnight stay in the destination 2016-2018**

Site	2016	2017	2018
Guatemala	19%	26%	21%
Sacatepéquez	14%	19%	16%
Escuintla	8%	8%	11%
Quetzaltenango	8%	6%	7%
Retalhuleu	8%	6%	7%
Sololá	5%	5%	6%
Chimaltenango	4%	3%	5%
Chiquimula	6%	5%	4%
Santa Rosa	3%	2%	3%
Petén	1%	2%	3%
Jutiapa	2%	1%	2%

Source: INGUAT 2019



## 2. Antigua Guatemala

### 2.1 History of Antigua Guatemala



According to the *Plan de Desarrollo de Antigua Guatemala, Sacatepéquez*, (2010), in 1524 it was established as the first capital of Guatemala by Pedro de Alvarado, being founded as the first city in Iximché called Santiago de los Caballeros.

Due to various events the city had two more transfers, being the last one in the year of 1773 in the Valle de Santa Marta due to the earthquakes which took place in that year.

In 1979, Antigua Guatemala was declared a World Heritage Site by UNESCO as a testimony of human values over a period of time; being a cultural area for the world and an example of architectural ensembles that illustrate important stages of history.

## 2.2 Population

**Table 8. Estimation of Antigua Guatemala population**

Year	Population
2008	44,101
2009	44,455
2010	44,786
2011	45,098
2012	45,393
2013	45,669
2014	45,921
2015	46,148
2016	46,351
2017	46,534
2018	46,693
2019	46,827
2020	46,931

Source: INE, w.d.

## 2.3 Location

The city of Antigua Guatemala is located in the fifth region or central region of Guatemala located in Sacatepéquez. The altitude is 1,530.17 meters above sea level, at a distance of 48 kilometers and an approximate time of 1 hour from Guatemala City. Its territorial extension is 78 square kilometers.

**Image 1: Map of Sacatepéquez**



## 2.4 Distribution

It is integrated by 1 city, 24 villages, 2 neighborhoods, 3 hamlets, 11 colonies, 1 community, 3 condominiums, 29 estates, 2 farms, 5 lots, 18 residential, 3 urbanizations being a total of 102 populated places.

Villages of Antigua Guatemala:

1. San Felipe de Jesús
2. San Juan del Obispo
3. San Pedro Huertas
4. El Hato
5. Santa Ana
6. San Bartolomé Becerra
7. San Mateo Milpas Altas
8. Santa Inés Del Monte Pulciano
9. San Pedro El Panorama
10. San Gaspar Vivar
11. San Cristobal el Bajo
12. Santa Catarina Bobadilla
13. Pueblo Nuevo
14. Guardianía del Hato
15. El Guayabal
16. San Juan Gascón
17. San Pedro El Alto

18. Aguas Coloradas
19. Buena Vista
20. Santa Isabel
21. Vuelta Grande
22. San Cristóbal El Alto
23. Alameda del Virrey
24. La Charca

## **2.5 Health**

The infrastructure is made by one Regional National Hospital called Pedro de Bethancourt National Hospital located in the San Felipe de Jesús, in which they treat patients with different morbidity causes in all specialties. A hospital for the elderly, Fray Rodrigo de la Cruz in charge of patients in the geriatric sector, one type A health center, which coordinates 11 convergence centers. In addition one center of attention of the Guatemalan Social Security Institute that serves the affiliated workers, located at the beginning of the San Felipe de Jesús highway. In the private sphere there are 5 hospitals, 63 private clinics.

## **2.6 Education**

Antigua Guatemala has 166 study centers that cover from the preschool to high school. In the official sector there are 20 preschools, 24 elementary schools, 7 middle schools and 4 high schools. In the private sector there are 34 preschools, 34 elementary schools, 38 middle schools and 4 high schools.

## **2.7 Basic services**

### **2.7.1 Housing Conditions**

The 54.12% of the habitants use block as the main material for the construction of their homes and the remaining 18.64% use wood with a laminated roof.

### **2.7.2 Water service**

The municipal water service is supplied by 15 births of water and 9 mechanical wells. A total of 6,661 homes have water service those represent 72.28%, the other 2,071 households do not have sanitary water and are supplied with piped water without treatment or simply do not have the service.

### **2.7.3 Sanitary Service**

77% of the houses have service of collection and conduction of wastewater of mixed type. 23% do not have this service, which causes high levels of pollution.

#### 2.7.4 Solid Waste

There are a total of 14 clandestine garbage dumps and 22 collector vehicles for more than 8,000 houses in the city. There is no technical handling of solid waste that allows visualizing in an objective way the different alternatives for its treatment making the garbage trucks inefficient. Garbage is thrown into the open in the dump of Choconal; In addition, there are multiple garbage dumps around the urban area and villages of the city. From the 2002 census made by INE 8,732 households handle garbage collection as follows, 746 use the municipal service, 5,081 use a private service, 1,743 burn the garbage and 469 throw it away anywhere.

#### 2.7.5 Lighting service

There are a total of 8,261 (81.35%) homes that have electricity service. The rest 1,629 homes do not have this service.

#### 2.7.6 Use of firewood

In a high percentage of the peri-urban and rural areas of the city, wood is still used as fuel for cooking, without any improvement in the stoves that could maximize the use of fuel wood. 70% of the population prepares their food with propane gas; the rest uses firewood and coal as an energy source for their food.

#### 2.7.7 Communications

The technological services available to the city are 11,703 telephones, as well as cell phones, cable and satellite TV, internet of different speeds and prices.

#### 2.7.8 Equipment

Bellow you will find the set of buildings, facilities and furniture used to serve the population of Antigua.

**Table 9. Equipment of Antigua Guatemala**

Equipment of Antigua Guatemala	
Street lighting	Stadium
Trail	City Building
City dumpster	Recreation centers
Toilet train	Health posts
City market	Courts of Peace
Artisan market	Schools
City Hall	Cemeteries
Bus station	Fire brigade

Central plaza	Tourism police
Municipal sport center	Transit police

Source: DMP, 2009 quoted by SEGEPLAN, 2010, a

## 2.8 Environmental Dimension

### 2.8.1 Flora and Fauna

The type of forest cover is important from an ecological and socio-economic point of view. It is composed mainly of species of gravilea, eucalyptus, cypress and ilamo.

The characteristic fauna of the city is associated with the crops that dominate the area: coyotes, squirrel, quail, mountain cat, tacuacin, weasel, collared peccary, wild boar, deer, skunks, tepezcuinte, raccoon, cotuza, rabbits, pigs, armadillos, chickens and pigeons.

The vegetal cover is dominated by the mixed forest constituted by *Quercus* spp and *Pinnus* spp. The secondary forest area comprises the second place of the physical space on the surface of the city which is currently the natural regeneration to take advantage of the primary forest.

**Table 10. Forest coverage of Antigua Guatemala**

Forest Cover	Coverage percentage
Total area without forest cover	39.92%
Total Mixed Association – crops	5.28%
Total mixed forest	49.16%
Total secondary / arbustal forest	5.63%

Source: MAGA, 2002

### 2.8.2 Climate

In the world there are approximately 60 classifications for climate and the most commonly used in Guatemala are Thornwhite and Köppen.

For the city of Antigua Guatemala, the climatic conditions are:

Thornwhite system:

- BB'2: temperate humid forest.
- BB'3: Humid forest semi-fixed

Köppen system:

- Cwbig: temperate sub humid with benign winter, presence of rains in summer, cool summer, isotherm, with a Ganges type temperature.

**Table 11. Minimum and maximum average temperatures recorded during the past years**

Month	Minimum °C	Maximum °C
January	12	22
February	12	24
March	14	26
April	14	28
May	16	30
June	16	28
July	16	26
August	16	26
September	16	26
October	16	22
November	12	20
December	10	18

Source: SEGEPLAN, 2010, a

### 2.8.3 Risk management

The city of Antigua Guatemala, like Sacatepéquez, has a high threat rate of geological type. The city is exposed to several damages at the time of a tremor or earthquake.

In relation to hydro meteorological threats it is indicated that most of the access roads to the villages are prone to landslides and subsidence.

Regarding the threats of a socio-natural type, the following can be mentioned: deforestation, exhaustion of water sources, soil erosion, forest fires and drying of rivers.

### 2.8.4 Environmental sanitation

The coverage of the drainage system is 97.3% in the city, but towards the interior of the city is lower.

**Table 12. Problems of environmental pollution**

Water	Air	Ground
Medium: -Agrochemicals -Wastewater	Medium: -Carbon dioxide -Smoke	Medium: -Erosion - Runoff - Agrochemicals

Source: MARN, 2001.

## 2.9. Economy

### 2.9.1 Employment and Migration

The most important activity of the city and generator of employment is the manufacturing industry followed by communal services and agriculture.

**Table 13. Economically active population**

Category	Population
Economically active population	15,890
Working population	15,751
Unemployed population	139
Economically active male population	10,278
Economically active female population	5,612
Occupancy rate	99.13%
Unemployment rate	0.87%

Source: INE, 2002 quoted by SEGEPLAN, 2010, a.

## 2.10 Traditions and customs

Within the main customs and traditions is the pilgrimage of the first friday of Lent to the Sanctuary of San Felipe de Jesús, the commemoration of Holy Week, where solemn processions can be appreciated, unique in the world what makes this destination a cultural attraction, mainly religious.



INGUAT (2018)

## 2.11 Tourism attractions

According to the tourism inventory held by Instituto Guatemalteco de Turismo – INGUAT- the following attractions are found within the city:

**Table 14. Tourism attractions of Antigua Guatemala**

Name	Type	Subtype
1. Alameda de El Calvario	Cultural	Cultural manifestation
2. Aldea San Felipe de Jesús	Cultural	Community
3. Aldea San Gaspar Vivar	Cultural	Cultural value
4. Antigua Boreal	Socioeconomic	Agrotourism
5. Antigua Exotic	Socioeconomic	Zoo
6. Antiguo Hospital Real de Santiago	Cultural	Monument
7. Arco de Matasanos	Cultural	Monument
8. Arco de Santa Catalina	Cultural	Monument
9. Arte Precolombino y Vidrio Moderno	Cultural	Museum
10. Artes y Artesanías Populares de Sacatepéquez	Cultural	Museum
11. Aviturismo Finca El Pilar	Natural	Birdwatching
12. Calle de Los Pasos	Cultural	Historical site
13. Caoba Farms	Socioeconomic	Agrotourism
14. Capillas de Los Pasos	Cultural	Church
15. Casa de Artes	Cultural	Handicraft exhibition
16. Casa de la Cultura de Antigua Guatemala	Cultural	Cultural manifestation
17. Casa del Tejido Antiguo	Cultural	Museum
18. Casa Luis de León	Cultural	Museum
19. Casa Popenoe	Cultural	Museum
20. Catedral de San José	Cultural	Church
21. Cementerio de San Lázaro	Cultural	Historical site
22. Centro Cultural Colegio Santo Tomás de Aquino	Cultural	Museum
23. Centro Cultural El Sitio	Cultural	Cultural manifestation
24. Centro de Arte Popular	Cultural	Museum
25. Cerro de La Cruz, Antigua Guatemala	Natural	Panoramic Viewpoint
26. Chocolate D Taza	Cultural	Local gastronomy
27. Chocolates Antigua	Cultural	Local gastronomy
28. Chocomuseo	Cultural	Museum
29. Claustro de San Jerónimo	Cultural	Monument
30. Claustro Sor Juana de Maldonado	Cultural	Historical site
31. Compañía de Jesús	Cultural	Monument
32. Convento de Casa Santo Domingo	Cultural	Museum

Name	Type	Subtype
33. Convento de La Merced, Antigua Guatemala	Cultural	Monument
34. Convento de La Recolectión	Cultural	Monument
35. Convento de Las Capuchinas	Cultural	Monument
36. Convento de Santa Catalina Mártir	Cultural	Monument
37. Convento de Santa Clara	Cultural	Monument
38. Convento de Santa Teresa de Jesús	Cultural	Monument
39. Dulces Típicos Doña Maria Gordillo	Socioeconomic	Gastronomy
40. Dulces Típicos El Sombreron	Socioeconomic	Gastronomy
41. Edificio del Colegio Seminario Tridentino	Cultural	Monument
42. El Mercadito	Socioeconomic	Handicraft Market
43. Ermita de La Santa Cruz	Cultural	Monument
44. Ermita de Nuestra Señora de Los Dolores del Cerro	Cultural	Monument
45. Ermita de Santa Ana	Cultural	Church
46. Ermita de Santa Lucía	Cultural	Church
47. Ermita del Santo Calvario	Cultural	Church
48. Ermita San Cristobal El Bajo	Cultural	Church
49. Ermita Santa Isabel de Hungría	Cultural	Church
50. Finca de Café Colombia	Socioeconomic	Agrotourism
51. Finca El Pilar	Socioeconomic	Spa / Pool
52. Source de las Sirenas	Cultural	Monument
53. Hobbitenango	Socioeconomic	Edification
54. Hospital y Convento Nuestra Señora de Belén	Cultural	Church
55. Iglesia de la Escuela de Cristo	Cultural	Church
56. Iglesia de San Gaspar Vivar	Cultural	Monument
57. Iglesia de San Pedro Apóstol	Cultural	Church
58. Iglesia del Carmen	Cultural	Monument
59. La Antigua Guatemala	Cultural	Patrimonial site
60. La Casa del Algodón	Socioeconomic	Textiles
61. La Merced, Antigua Guatemala	Cultural	Church
62. Mercado de Artesanías de Antigua Guatemala	Socioeconomic	Handicraft Market
63. Mercado de Artesanías El Carmen	Socioeconomic	Handicraft Market
64. Mercado Municipal, Antigua Guatemala	Cultural	Local Market
65. Monseñor José Ramiro Pellecer Samayoa	Cultural	Museum
66. Monumento a Rafael Landívar	Cultural	Monument
67. Museo Arqueológico Casa Santo Domingo	Cultural	Museum
68. Museo Colonial Casa Santo Domingo	Cultural	Museum

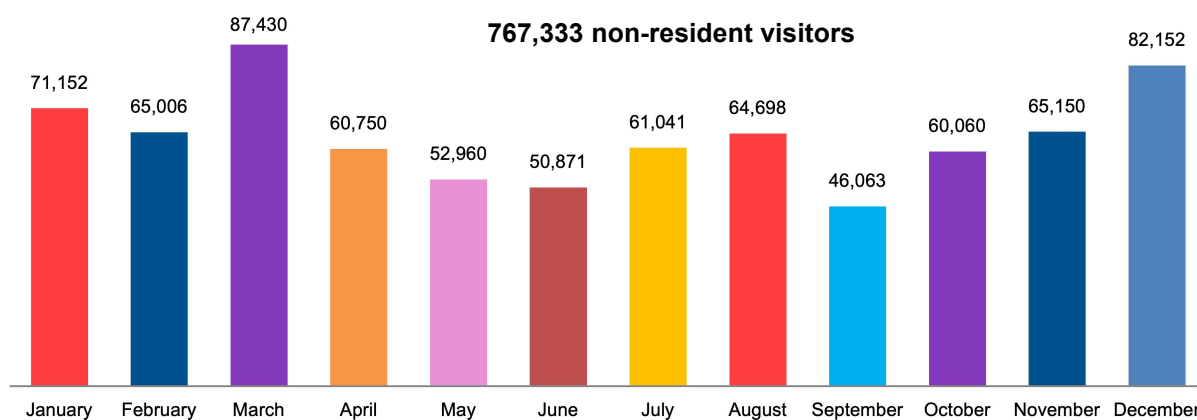
Name	Type	Subtype
69. Museo de Armas de Santiago de los Caballeros	Cultural	Museum
70. Museo de Arte Colonial	Cultural	Museum
71. Museo de Juan Pablo II	Cultural	Museum
72. Museo de La Farmacia	Cultural	Museum
73. Museo de la Platería	Cultural	Museum
74. Museo de la Semana Santa	Cultural	Museum
75. Museo de Las Capuchinas	Cultural	Museum
76. Museo del Jade y Cosmología Maya	Cultural	Local Industry
77. Museo del Libro Antiguo	Cultural	Museum
78. Museo del Obispo Marroquín	Cultural	Museum
79. Museo del Santo Hermano Pedro	Cultural	Museum
80. Museo Maestro Efraín Recinos	Cultural	Museum
81. Museo Mesoamericano del Jade	Cultural	Museum
82. Museo Miguel Ángel Asturias	Cultural	Museum
83. Obras Sociales del Hermano Pedro	Cultural	Monument
84. Palacio de Los Capitanes Generales	Cultural	Monument
85. Palacio del Ayuntamiento	Cultural	Monument
86. Parroquia de Nuestra Señora de la Candelaria	Cultural	Monument
87. Parroquia de Nuestra Señora de Los Remedios	Cultural	Monument
88. Parroquia de San Pedro Las Huertas	Cultural	Church
89. Parroquia San Juan del Obispo	Cultural	Church
90. Parroquia San Sebastián	Cultural	Monument
91. Plaza de Artesanías de San Felipe	Cultural	Handicraft Market
92. Plaza Mayor, Antigua Guatemala	Cultural	Parks and Plazas
93. Plazuela de Belén	Cultural	Parks and Plazas
94. Plazuela Santa Rosa	Cultural	Parks and Plazas
95. Portal de Las Panaderas	Cultural	Monument
96. San Francisco El Grande	Cultural	Church
97. San José El Viejo	Cultural	Monument
98. San Juan del Obispo	Cultural	Cultural value
99. San Miguel Escobar	Cultural	Church
100. Santa Rosa de Lima	Cultural	Monument
101. Santo Domingo del Cerro	Natural	Hill
102. Santuario de Guadalupe	Cultural	Church
103. Santuario de San Felipe	Cultural	Church
104. Senderos del Alto	Cultural	Rural tourism

Name	Type	Subtype
105.Soleil Thai Spa	Socioeconomic	Spa
106.Tanque La Unión	Cultural	Monument
107.Telares de Almengor	Cultural	Historical site
108.Templo de San Bartolomé Becerra	Cultural	Church
109.Templo de San Lázaro	Cultural	Church
110.Templo de Santa Catarina Bobadilla	Cultural	Church
111.Templo San Agustín	Cultural	Monument
112.Templo Santa Inés del Monte Pulciano	Cultural	Church
113.Templo y Convento de Concepción	Cultural	Monument
114.Tumba del Santo Hermano Pedro	Cultural	Religious manifestation
115.Vinos del Abuelo	Socioeconomic	Agrotourism

Source: INGUAT, 2019

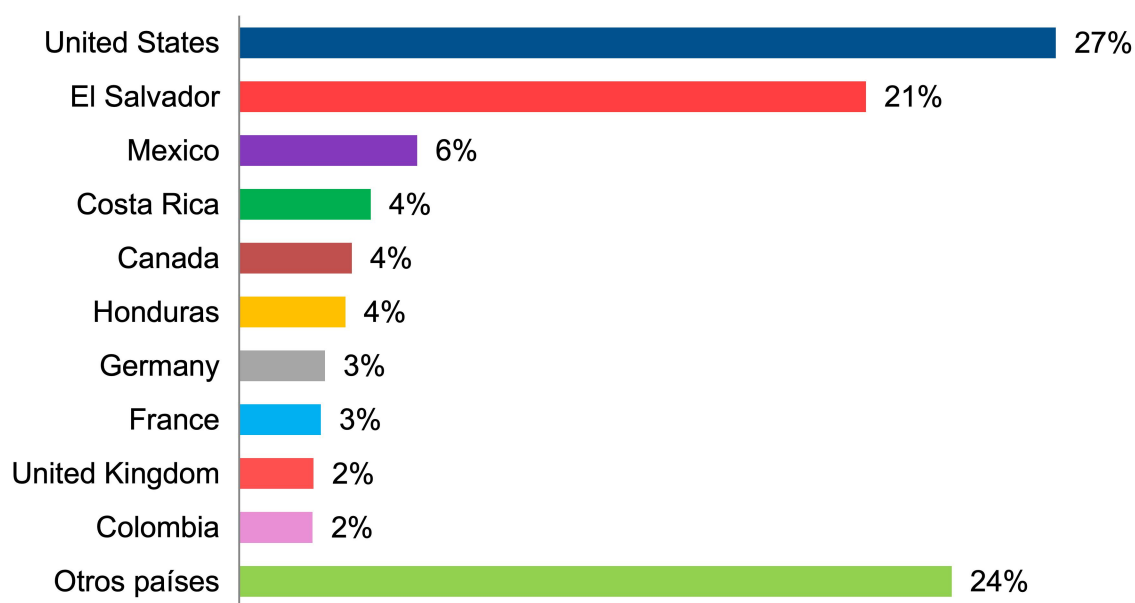
## 2.12 Profile of the inbound tourism of Antigua Guatemala 2018

**Graphic 3. Inbound tourism of Antigua Guatemala per month**



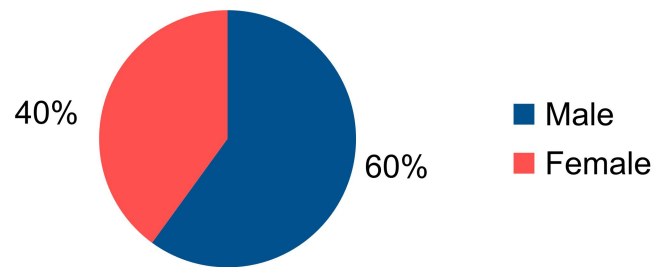
Source: Inbound tourism survey 2018, INGUAT

**Graphic 4. Inbound tourism of Antigua Guatemala by country of residence**



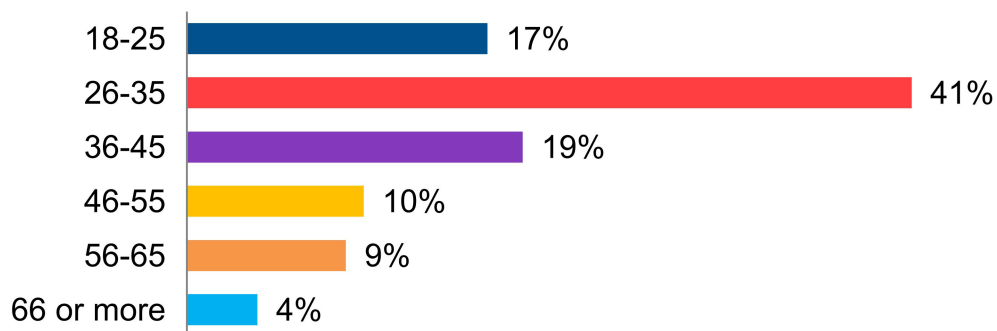
Source: Inbound tourism survey 2018, INGUAT

**Graphic 5. Inbound tourism of Antigua Guatemala by gender**



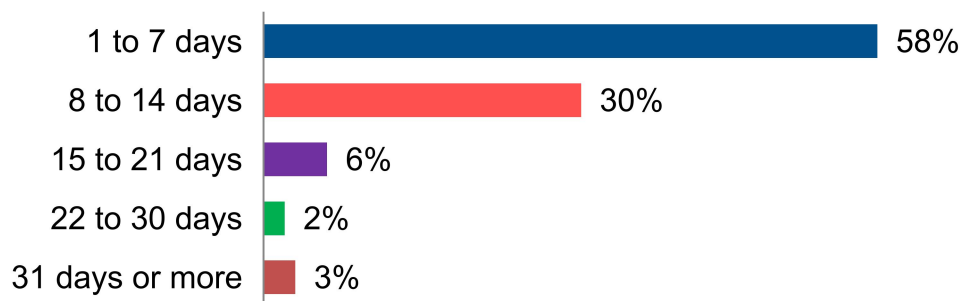
Source: Inbound tourism survey 2018, INGUAT

**Graphic 6. Inbound tourism of Antigua Guatemala by age**



Source: Inbound tourism survey 2018, INGUAT

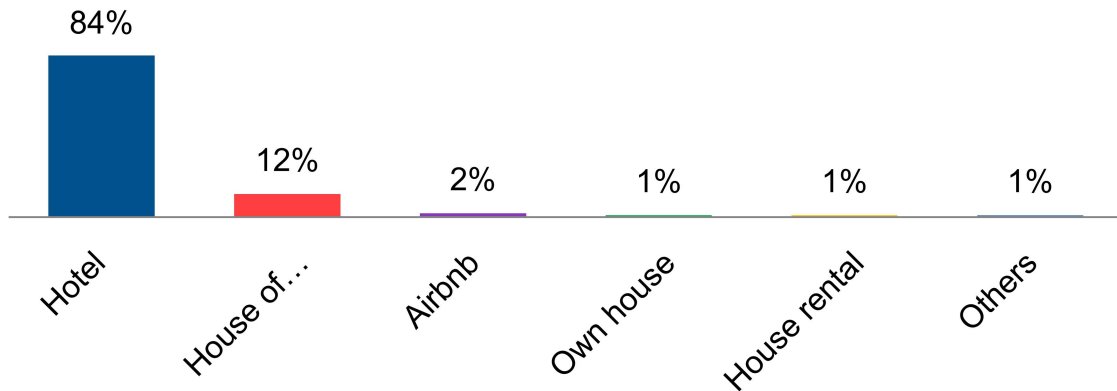
**Graphic 7. Inbound tourism of Antigua Guatemala by average stay**



Source: Inbound tourism survey 2018, INGUAT

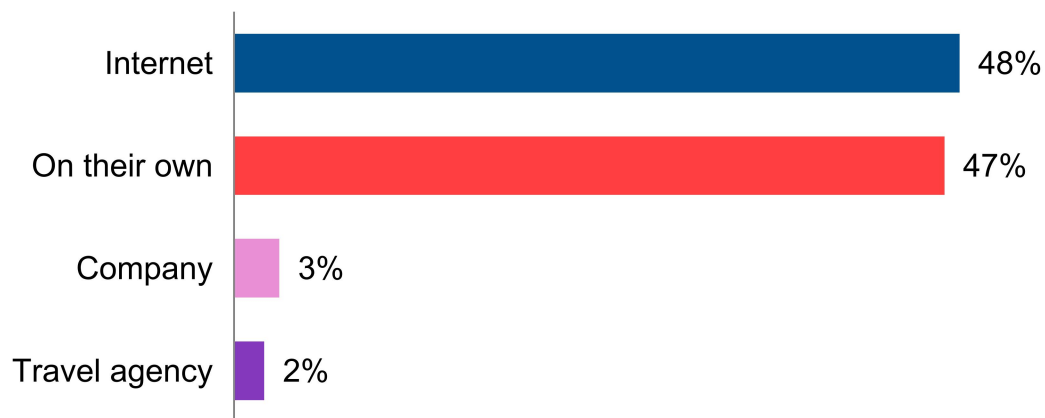
According to the inbound tourism report, the visitor from the Antigua Guatemala has an average stay of 8.96 days in the Guatemala (country) and 3.92 days in this city.

**Graphic 8. Inbound tourism of Antigua Guatemala by type of accommodation**



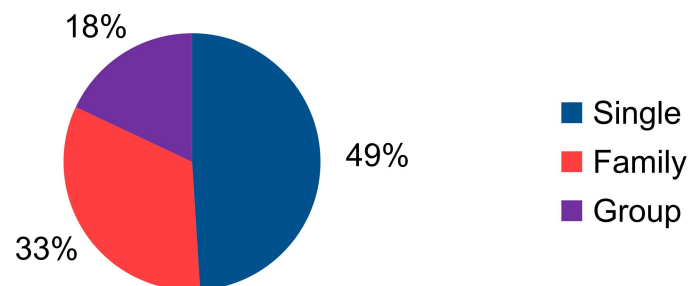
Source: Inbound tourism survey 2018, INGUAT

**Graphic 9. Inbound tourism of Antigua Guatemala by the planning of the trip**



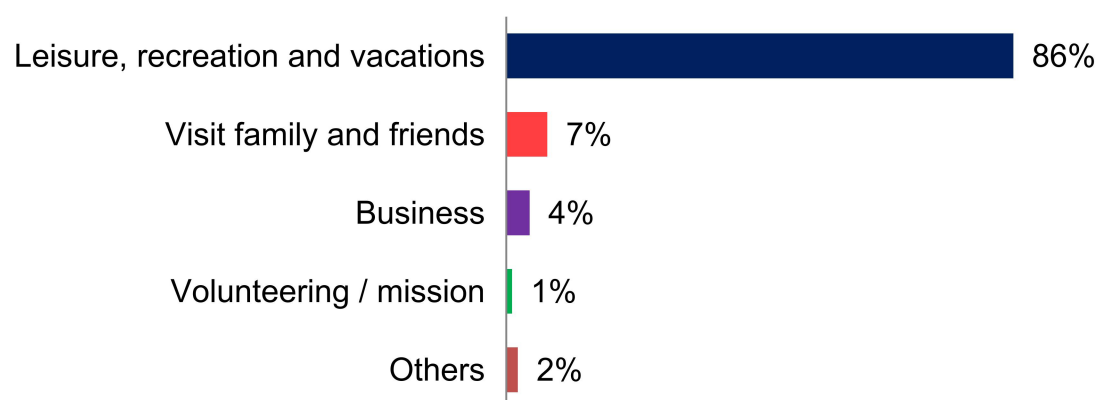
Source: Inbound tourism survey 2018, INGUAT

**Graphic 10. Inbound tourism of Antigua Guatemala by travel group**



Source: Inbound tourism survey 2018, INGUAT

### Graphic 11. Inbound tourism of Antigua Guatemala by main reason of the trip



Source: Inbound tourism survey 2018, INGUAT

So

## 2.13 Profile of domestic tourism of Antigua Guatemala 2018

**Table 15. Inbound and domestic tourism of Antigua Guatemala according to the main festivities of 2018**

Festivities	Visitors	Participation (%)
Holy Week	931,879	46%
Labor Day (May 1)	242,541	12%
Half Year Holidays	268,318	13%
Agostinas (Salvadorans)	17,763	1%
Independence Day	116,879	6%
Long break of October 20	120,659	6%
End of the year vacations	313,282	16%
<b>Total</b>	<b>2,011,321</b>	<b>100%</b>

Source: Inbound count of visitors by Market Research Department of INGUAT

**Table 16. Domestic tourism of Antigua Guatemala**

	2018
Overnight trips to Antigua Guatemala	811,509
Non- overnight trips to Antigua Guatemala	4,766,251
Incomes from domestic tourism (in million Q) <sup>4</sup>	Q 5,139.21
Incomes from domestic tourism (in million US \$) <sup>5</sup>	US \$ 664.24

Source: Domestic tourism survey 2018.

<sup>4</sup> Preliminary data, subject to revision of BANGUAT.

<sup>5</sup> Note: Exchange rate for US \$: Q 7.73695

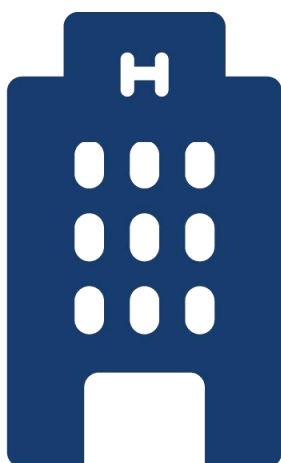
**Table 17. Domestic tourism of Antigua Guatemala by place of residence**

Ranking	Place	Share
1	Guatemala City	43%
2	Escuintla	7%
3	Alta Verapaz	7%
4	Quetzaltenango	5%
5	Suchitepéquez	5%
6	Quiché	5%
7	Petén	4%
8	Baja Verapaz	3%
9	Huehuetenango	2%
10	Sololá	2%

Source:

Domestic tourism survey 2018.

#### Hotel offer establishments (1 to 5 stars) in Antigua Guatemala 2019



100 establishments

Source: INGUAT, 2019

## 2.14 Problems and current potentialities of the municipality

**Table 18. Current problems of the town**

Central problem	Causes
Disrespect for the patrimonial conservation polygon.	- The cost of tickets is low and does not represent an obstacle for offenders.
Low reaction capacity and disaster prevention	- Lack of CONRED participation.
Insufficient coverage of public education	- Insufficient public coverage in three educational levels: Elementary School - 81%, Middle School 80%, High School 51%.
Limited coverage and access to health	- Low coverage of the health system perceived by the population - 53%. - Lack of medicines and medical equipment.
Overload of tourism	- High commercial and tourist development, which generates the loss of cultural identity. - High season of tourism shows an overload in the city.
High ground value	- The powerful tourist attraction has generated a growth in the value of land, which translates into the sale of real estate with residential activity that turn into large brand stores.
Urban centers located in areas with natural and anthropic threats - High vulnerability of the population	- Disordered growth outside the founding hull, and low resources - Risk for lahars due to the proximity to the Agua volcano. - Flood risk due to construction in areas near the Guacalate River and Pensativo. - Slippage risk in buildings on slopes greater than 16%. - Risk due to fires in agricultural areas and open garbage dumps.
Deficit of green spaces	- Little permeability of green spaces in the city, covering only 1% of urbanized land. - The green and recreational space is 2.15 m <sup>2</sup> / habitant
Lack of coverage in the collection of solid waste	- Collection of solid waste through private services, which decreases its effectiveness due to the non-payment of the collection service. - Controlled city wastebasket El Choconal, is in its limit capacity.

Central problem	Causes
Prioritization of motorized transport modes	<ul style="list-style-type: none"> <li>- Progressive increase of the automotive fleet, with emphasis on motorcycles.</li> <li>- Parking deficit does not adsorb demand peaks.</li> <li>- Public transport runs through the streets of the urban center, which generates conflicts between the different modes of transport.</li> <li>- Little consideration of the pedestrian and its necessary infrastructure.</li> <li>- Absence of bicycle lanes for the use of the bicycle as a mode of transport.</li> </ul>
Critical points of connection in the road network	<ul style="list-style-type: none"> <li>- Intersection of Antigua Guatemala with the old RN-14, at the height of the Tetuán bridge on the Guacalate river.</li> <li>- Intersection of the RN-10 with the RD SAC-1 at the eastern entrance of Antigua Guatemala.</li> </ul>

Source: Herramientas PDM-OT, según POT Antigua Guatemala, 2018.

#### **Other problems to be addressed**

- Waste in the streets
- Damage to the patrimony
- Lack of respect to the rules of transit and parking
- Peddlers
- Use of flying lanterns (Chinese balloons)
- Payment to people who take care of cars in the streets
- Lack of cleaning of pet waste.
- Consumption of alcoholic beverages on public roads

Source: Elaboración propia, Mesa departamental de Sacatepéquez, 2019

**Table 19. Current potentialities of the town**

Topic	Description of the potentialities
Plans and regulations	<ul style="list-style-type: none"> <li>- Existence of land use plans at different scales (K'atun, PDD, POT and PDM) that identify the priority matters of territorial development.</li> <li>- The Green Belt<sup>6</sup> protection area covers most of the municipality.</li> <li>- Heritage conservation polygon covers the urban center of the departmental capital and surrounding villages. In addition to having conservation islands referring to isolated monuments within the municipality.</li> <li>- Delimitation of the definitive closure area of the Agua volcano, since 1956, which protects the area and makes interventions impossible.</li> <li>- Declared a World Heritage Site by UNESCO since 1979.</li> </ul>
Disaster management	<ul style="list-style-type: none"> <li>- Presence of CONRED and disaster training courses are given in schools and companies</li> </ul>
Health	<ul style="list-style-type: none"> <li>- Presence of a Regional National Hospital, a Hospital for the elderly, a Type A Health Center and 11 convergence centers, which together surpass the demographic index of the municipality and therefore have the basic infrastructure</li> </ul>
Economically active population (EAP)	<ul style="list-style-type: none"> <li>-EAP:18,252 people (2016), which represents 13.25% of the department</li> </ul>
Economic activities	<ul style="list-style-type: none"> <li>- Tourism and trade, important sources of employment that occupy 24% of the population</li> <li>- Coffee is the crop with the highest production (74%)</li> <li>- Existence of a market of supplies at regional level, although they lack collection centers</li> <li>- Presence of multiple ancient buildings of cultural heritage value and the Water Volcano, which become a great tourist attraction</li> <li>- Possibility of creating associations / associations by economic branch for its strengthening.</li> </ul>
Urban growth	<ul style="list-style-type: none"> <li>- Territory with possibilities of prolonged growth when owning "vacant" areas with slopes lower than 16% - (Agricultural areas)</li> <li>- Possibility of densification of the existing plot and with new developments</li> </ul>
Topic	Description of the potentialities

<sup>6</sup> A green belt is a policy of soil classification used in urban planning to conserve areas of wild vegetation or agricultural land around urban centers.

Basic services	Progressive increase of the infrastructure network of basic services (water, electricity, wastewater and rainwater)
Connectivity	<ul style="list-style-type: none"> <li>- Strategic location within the Panchoy Valley, which allows a quick connection with Guatemala City, with whom it maintains a strong relationship for higher quality services and specialization</li> <li>- Close connections with the RN-14 and RN-10, highways of the national network; in addition to the RD SAC-1 of the departmental network.</li> </ul>

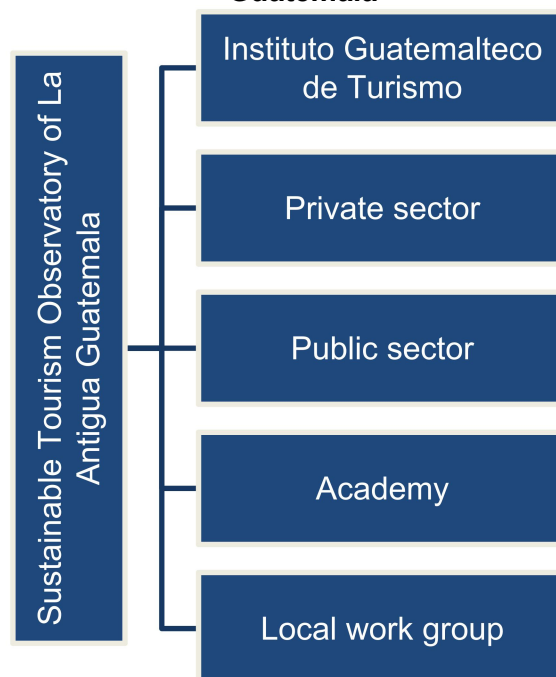
Source: Herramientas PDM-OT, según POT Antigua Guatemala, 2018.

### 3. Sustainable Tourism Observatory of Antigua Guatemala



### 3.1 Structure proposed for the Sustainable Tourism Observatory of Antigua Guatemala

**Image 2: Structure proposed for the Sustainable Tourism Observatory of Antigua Guatemala**



Source: INGUAT, 2019.

### 3.2 Description of the roles

#### 3.2.1 Instituto Guatemalteco de Turismo

The Instituto Guatemalteco de Turismo as the governing entity of tourism in Guatemala has created a Sustainable Tourism Master Plan of Guatemala which has as its purpose to develop tourism activity in Guatemala in sustainable manner promoting the territorial development according to its potential, diversification and value of the touristic offer to position Guatemala as the Heart of the Mayan World with a share vision from the public and private sector that guides the sustainable tourism for each of the destinies including Antigua Guatemala. Below you will find the main roles of INGUAT:

1. It will be the entity in charge of leading and coordinating all the activities jointly with the other organizations involved. The president will be the General Director of the Instituto Guatemalteco de Turismo.
2. Creation and maintenance of the Sustainable Tourism Observatory of Antigua Guatemala website for public access.

3. It will be the responsible to generate statistics of the following indicators to share on the website.
- Visitor satisfaction index
  - Hotel offer and occupation
  - Public investment for the tourism infrastructure
  - Tourism services register with quality certification
  - % of visitors with intention of the return to the destination
  - Annual index of opening of new tourist companies
  - Number of non-resident visitors who visit the destination
  - Average visitor daily expenditure
  - Arrivals at hotels from 1 to 5 stars
  - % of average stay
  - Number of men and women employed in the tourism sector in the relation to the total of the destination.
  - Economic impact generated by the number of visitors arriving at the destination.
  - Register of the affluence of national and international visitors in each historical or tourist attractions of the destination.
  - Register of participants in tourism awareness actions in the destination.
  - Number of visitors per resident country who visit historical and tourist attractions of the destination.

### **3.2.2 Private Sector**

The private sector is responsible of providing tourism services to the residents and non-residents visitors of the destination. They are hotels, restaurants, tourist transport, travel agencies and banks among others. Some of them affiliated to the Cámara de Turismo and the Asociación Guatemalteca de Exportadores.

Among the main responsibilities included, will be information providers to know the following indicators:

- Participate in meetings of the Sustainable Tourism Observatory
- Hotel offer
- Hotel occupation
- Amount of private investment in the tourism sector to be made
- Participate in the programs of “Seal of Quality” promoted by the Instituto Guatemalteco de Turismo.
- Employment generated (amount, gender, local employment)
- Programs and sustainably measures within the service they provide.

### **3.2.3 Public Sector**

Government institutes that directly and indirectly affects the tourism. The following are detailed below:

#### **3.2.3.1 Instituto Nacional de Estadística**

- Among the functions to be fulfilled are the following:
- Participate in meetings of the Sustainable Tourism Observatory.
- Results of the population census of the destination.
- Results of the National Employment Survey.
- Validate the statistics methodology used by various institutes to collected information regarding the Sustainable Tourism Observatory.

#### **3.2.3.2 Banco de Guatemala (Central Bank)**

The functions are based on the economic indicators required by the Sustainable Tourism Observatory:

- Participate in meetings of the Sustainable Tourism Observatory.
- Annual record of the contribution of GDP in the category of temporary accommodation and food and beverage preparation to the GDP of the tertiary sector of the destination.
- Commercial balance
- Tourism balance
- Average exchange rate
- Inflation
- Gross Domestic Product
- Tourism Gross Domestic Product
- Global index of economic activity
- Global total index
- Tertiary activities index
- Aggregate income index for the provision of non-financial private services.
- Aggregate income index
- Internal tourism consumption

#### **3.2.3.3 Dirección General de Migración**

Their function is to provide information about arrival flows of visitors to Guatemala through the different borders of the country, being these La Aurora International

Airport and the land borders with El Salvador, Honduras, Belize and Mexico. They also need to participate in meetings of the Sustainable Tourism Observatory.

#### **3.2.3.4 Ministerio de Cultura**

Their function is the preservation of the cultural heritage of Guatemala and the historical monuments that exist in Antigua Guatemala.

Within its main functions will be:

- Participate in meetings of the Sustainable Tourism Observatory.
- Provide information about the number of visitors to the historical monuments.
- Implement sustainable measures for the preservation of historical monuments.

#### **3.2.3.5 Ministerio de Ambiente y Recursos Naturales**

Among their functions will be to facilitate and promote the recollection of the following information:

- Participate in meetings of the Sustainable Tourism Observatory.
- Carbon footprint registration generated by the number of visitors to the tourist destination.
- Generation of residual waste from the tourist destination.
- Air quality in the tourist destination

#### **3.2.4 Academy**

It's integrated by the universities and economic research associations and their participation will strengthen by the validity of the presented information. Within its main functions will be:

- Participate in meetings of the Sustainable Tourism Observatory.
- Develop scientific research that contributes to make the Sustainable Tourism Observatory more efficient.
- Promote tourism schools focused on the sustainability of the destinations.
- Training and education for people working on tourism from the point of view of sustainability.
- Validate jointly with the Instituto Nacional de Estadística, the methodologies to generate statistic information.
- Contribute with the collection of the information to measure the indicators.
- Make proposals to improve the quality level of the Sustainable Tourism Observatory.

### **3.2.5 Local work group**

It's integrated by the Municipality of Antigua Guatemala, Tourist Self-Management Committee, Community Development Council, Civil Associations, Non-Governmental Organizations. Among their roles are:

- Participate in meetings of the Sustainable Tourism Observatory.
- Promote the economic, social, environmental and cultural development of the destination.
- Promote the effective participation of the population in the identification and solution of the problems.
- Identify and make an inventory of the needs of the destination and determine the priorities for the formulation of programs and projects of sustainability.
- Manage the economic and financial resources they require for the programs and projects of sustainability for the destination.
- Collaborate in the sharing of information that is required for the measurement of the indicators.

### **3.3 Normative of the Sustainable Tourism Observatory of Antigua Guatemala**

- Each one of the involved sectors which are member of the Sustainable Tourism Observatory will have to name a first-team member or captain and a substitute person in case the first-team member is not able to attend.
- Propose the inclusion of topics for the session agenda.
- Provide statistical information of their sector that is necessary for the Sustainable Tourism Observatory development.
- Be part of special work commissions.
- Propose statistical processes that can be standardized.
- Execute the necessary actions in your sectors to achieve compliance with the agreements reached at the meeting.
- Validated statistical and non-statistical information presented by the members of the Sustainable Tourism Observatory.
- The Sustainable Tourism Observatory meetings will be held on a monthly basis in an ordinary and extraordinary manner when determine by one of the team members.
- The Intituto Guatemalteco de Turismo will send the invite for the involved sectors, will be responsible to propose the agenda and prepare the minutes.
- The members of the Sustainable Tourism Observatory must inform to their higher authority about the projects, programs and recommendations that were discussed in the meetings.

### 3.4 Timeline of activities to be established to determine the official local work group

In relation of the local work group of Antigua Guatemala this group has been already established and they've had meetings since February 2019 where various topics related to the Sustainable Tourism Observatory have been discussed. One of first meetings was to present the project, which was fully accepted. The following timeline of activities below includes the activities of the past months and the upcoming periods:

**Table 20. Timeline of activities to be established to determine the official local work group**

Activity	Month /2019
Presentation of the Sustainable Tourism Observatory project to private sector of Antigua Guatemala	February
Presentation of the Sustainable Tourism Observatory project to municipality, Civil Associations, ONG's, Community Development Councils and public sector	February
Meeting with a local representative of the local work group of Antigua Guatemala.	March
Follow-up meeting and presentation of the work plan for the implementation of indicators	March
Work meeting for the development of the plan	June to December

Source: INGUAT, 2019.

### 3.5 Information for the Workshop of the Observatory for involved sectors in the first year of establishment

Is important to make a Workshop with the involved sectors to let them know how the Sustainable Tourism Observatory of Antigua Guatemala will work. This activity will be leading by the Instituto Guatemalteco de Turismo on July, 2019 in Antigua Guatemala. The participants of the Workshop are:

**Table 21. Workshop participants**

Sector	Participants
Private sector	Hotels Restaurants Tour operators Tourist transportation Tourist guide Cámara de Turismo de Guatemala Asociación Guatemalteca de Exportadores - AGEXPORT-

Sector	Participants
Public sector	Instituto Nacional de Estadística –INE– Banco de Guatemala –BANGUAT– Dirección General de Migración –DGM– Ministerio de Cultura y Deportes –MCD– Ministerio de Ambiente y Recursos Naturales –MAGA–
Academic sector	Universities Economic research associations
Local community	Municipality Tourist Self-Management Committee Community Development Council Civil organizations Non-governmental Organizations

Source: INGUAT, 2019.

### 3.6 Topics to discuss in the Workshop with the involved sectors

Is necessary to develop these topics to let the involved sectors know what the meaning of Sustainable Tourist Destination is. The principal subjects are:

1. Definition of the Sustainable Tourism.
2. ¿What is INSTO and how it works?
3. Introduction to the areas with problems and indicators including their role in the destination planning.
4. Identify and discuss the problems, risks and key factors that hindered Antigua Guatemala to be a Sustainable Destination.
5. Verification of the existing efforts and national and local information to discuss data availability.
6. Priority assignment and selection of problematic areas for the destiny in which will be monitored by covering all mandatory areas and any other necessary areas.
7. Identify the potential indicators and methodology to measure the thematic areas that were selected, including official national statistics.
8. Identify and validate the information that is collected by the responsible entities about each area of study and indicator of the problems.
9. Discussing of the interchange mechanism of information.
10. Establish of the main objectives, mission and vision for the long term of the Sustainable Tourism Observatory of Antigua Guatemala.
11. Discussion and agreement over the specific objectives for the first informative year taking into consideration the preliminary objectives presented in the preliminary study.
12. Identify and create a commission with the involved sectors.

At the end of the Workshop all the involved sectors will share their commitment for the implementation plan, monitoring and the responsibilities.

*The Instituto Guatemalteco de Turismo has the ability to request an external consultant from the UNWTO to present the Workshop.*

### 3.7 Timeline of activities with the involved sectors

**Table 22. Timeline of activities with the involved sectors**

Activity	Month / 2019
Socialize the Observatory project with the public, private, academic and local sectors	February
Follow up meeting with the involved sectors of the Observatory	March to May
First Workshop with the involved sectors of the Observatory	July
Follow up meetings of the implementation of the Sustainable Tourism Observatory of Antigua Guatemala	July to December

Source: INGUAT, 2019.

### 3.8 Timeline of activities for the creation and maintenance of a public access website for the Sustainable Tourism Observatory of Antigua Guatemala

**Table 23. Timeline of activities for the creation and maintenance of a public access website**

Activity	Month / 2019
Content Analysis (current indicators) for the development of the website that will share the monitoring process	June
Determination of the requirements for the website development	July
List of the documents required for the website development	July
Development of the website	August to September
Online Testing of the website created according to requirements	September
Implementation of the website of the Observatory	October
Website performance tuning	October to December

Source: INGUAT, 2019.

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