

## Guanajuato Tourism Observatory

### Annual Report 2017

Seven years since its creation, the Tourism Observatory of the State of Guanajuato (OTEG) has precise mechanisms to share the results of tourism activity of the State of Guanajuato:

- A management office with a permanent team that carries out activities exclusively for the observatory.
- A website, which offers updated information through an indicators system and a control panel.
- A Tourism Observatories Meeting carried out every year since 2012 on national and international level that allows to share experiences and knowledge with other tourism observatories.
- A documentary center that concentrates researches, market studies, compendiums among other relevant documents.

Furthermore we are an Affiliate Member of the World Tourism Organization and belong to the Sustainable Tourism Observatories Network of the UNWTO.

#### What is OTEG?

The Tourism Observatory of the State of Guanajuato is a space for analysis, technical, intersectoral and interdisciplinary in which a group of people and / or entities are grouped and organized with the purpose of monitor, measure and verify the evolution of the tourism sector in the state of Guanajuato.



#### History

The development of tourism at local, state and national levels has allowed the implementation of new methods of consultation that allow citizens to know the results of tourism activity. The State of Guanajuato joined this effort with the purpose of unify concepts and information on the development of tourism in the entity, seeking to strengthen the decision making of the sector based on statistical data that are available to citizens, considering the tourist planning instruments that were available and this is how the Tourism Observatory of the State of Guanajuato was created in 2010. On August 23, 2013, Governmental Agreement number 52 was published in the Official Gazette of the State of Guanajuato, in this document where the Tourist Observatory of the State of Guanajuato is determined as a permanent entity.

## Objective

The main objective of the OTEG is to generate adequate and consensual information, which allows defining the sector's actions, promoting mechanisms and instruments aimed at knowing the demands of citizens and generating useful knowledge through studies of the tourism sector.



### 2010

- Meetings with the Tourism Sector.
- Definition of the project.
- Development of the Tourism System.

### 2011

- Official establishment of the Multidisciplinary Technical Group.
- Development of Glossary of tourism terms.
- Development of first tourism indicators
- Activation of the website [www.observatoriaturistico.org](http://www.observatoriaturistico.org)

### 2012

- Development and Publication of Electronic Bulletin.
- Integration in social networks Facebook and Twitter @ObservaTur\_GTO
- Tourism Research Congress with Secretary of Tourism and Tourist Training Institute (SECTUR / ICTUR) .

### 2013

- Integration of dynamic graphics.
- Development of Infrastructure indicators.
- Start of membership as UNWTO Members.
- Governmental Decree that gives OTEG permanence.
- 1st National and International Meeting of Tourism Observatories.

## 2014

- 2nd National and International Meeting of Tourism Observatories.
- Member of the UNWTO.
- Request to be considered into the Sustainable Observatories Network sponsored by the UNWTO.
- Start the redesign of the website.
- Development of first sustainability indicators.

## 2015

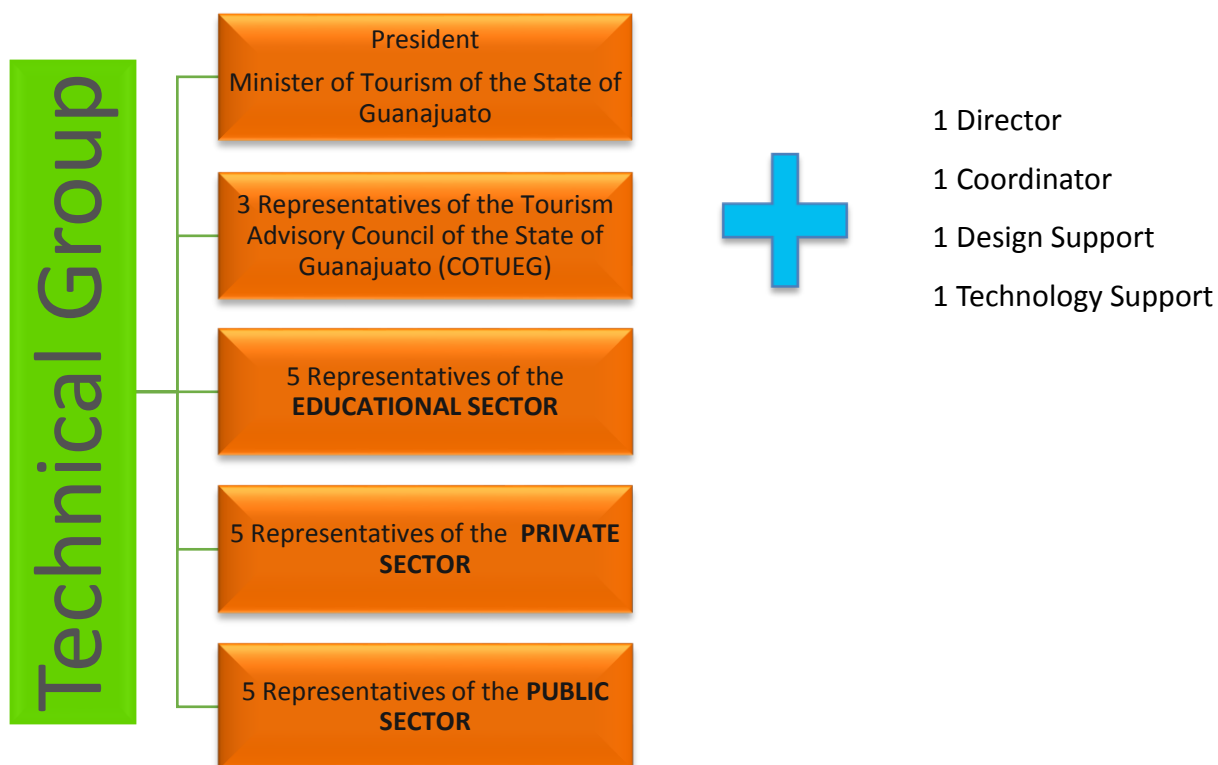
- Integration to the Sustainable Tourism Observatory Network of the UNWTO
- 3rd National and International Meeting of Tourism Observatories
- Relaunching of the new website

## 2016

- Participation in the Public Consultation of the International Network of Observatories of Sustainable Tourism of the UNWTO.
- 4th National and International Meeting of Tourism Observatories.
- OTEG is considered as a model to tourism observatories in America.

## Members

In accordance with Governmental Agreement number 52, for the fulfillment of the objectives of the Tourism Observatory, a Technical Group is constituted that will be the auxiliary multidisciplinary entity of the Ministry in the matter of integration and validation of the information contained in the Electronic Portal and will be made up of:



To guarantee the operation of the Observatory, the Technical Council has determined to work under a mechanism of multidisciplinary participation with different sectors of the educational society, public and private, forming the following work commissions:

- 1. Control Board and Indicator System.**
- 2. Publications and Glossaries**
- 3. Bonding and Institutional Relations**
- 4. Internet Portal**
- 5. Network of Researchers**

### **Commissions Work 2017**

- 15 hours of work
- 45 analyzed indicators
- 26 approved indicators
- 15 Participating organizations
- 28 participants



Following the recommendations of the World Tourism Organization, the criteria of the Global Sustainable Tourism Council and the Sustainable Development Goals, the work of the commissions of the Guanajuato Tourism Observatory had as its main objective the restructuring of the 38 tourism indicators published in the 7 current dimensions on the OTEG website to 4 dimensions with their respective indicators:

#### **1. Destination Management**

##### **Indicators:**

- OTEGGD01. Routes and tourist circuits registered in the Ministry of Tourism of Guanajuato and operating in the state.
- OTEGGD02. Number of information queries of the sector.
- OTEGGD03. Visitors with intention to return to the destination.
- OTEGGD04. Visitor satisfaction index.
- OTEGGD05. Offered rooms in hotels from 1 to 5 stars.
- OTEGGD06. Tourism service providers with quality certification: Distintivo Moderniza, (Distinctive M), Hygienic Handling of Good (Distintivo H), Club de Calidad Tesoros (Club Treasures of Quality), Punto Limpio (Clean Point). State; Gran Anfitrión (Great Host) Empresa Turística Rural (Distinctive Rural Tourism Company and Distintivo en Competitividad Gastronómica y Turística (Distinctive in Gastronomic and Tourist Competitiveness).
- OTEGGD07. Number of passengers at the airport of the State of Guanajuato.

## **2. Inclusive Economy.**

### **Indicators:**

- OTEGEI01. Amount of private investment in the tourism sector.
- OTEGEI02. Number of international visitors arriving in the State of Guanajuato.
- OTEGEI03. Average daily visitor expense.
- OTEGEI04. Monthly tourist arrival.
- OTEGEI05 Occupancy of hotels from 1 to 5 stars.
- OTEGEI06. Average stay.
- OTEGEI07. Public investment for tourism infrastructure.
- OTEGEI08. Contribution of the GDP of the item "Temporary accommodation services and preparation of food and beverages to GDP of the Tertiary Sector of the State of Guanajuato".
- OTEGEI09. Men and women employed in the tourism sector with respect to the total General of the State of Guanajuato.

## **3. Society and Culture.**

### **Indicators:**

- OTEGSC01. National and foreign visitors in archaeological zones of the State of Guanajuato.
- OTEGSC02. National and foreign visitors in the museums of the state of Guanajuato.
- OTEGSC03. Arrival of tourists to the destinations of the historical-cultural route of the state of Guanajuato to identify the months of lower tourist influx.
- OTEGSC04. Tourism providers in the state of Guanajuato attended with training actions.
- OTEGSC05. Opening of new tourism companies.
- OTEGSC06. Visitors from the state of Guanajuato by tourism segment.
- OTEGSC07. Foreign inhabitants in the state of Guanajuato.
- OTEGSC08. Main issuing markets of the state of Guanajuato.

## **4. Environment and Biodiversity.**

### **Indicators:**

- OTEGMA01. Carbon footprint generated by the number of visitors to events in the Guanajuato state.
- OTEGMA02. Certified companies in sustainability in the State of Guanajuato (Biosphere Responsible Tourism).

The workplan 2018 is considering the construction and monitoring of the new tourism indicators, especially in the Environment and Biodiversity criteria, for this we contacted with the National Institute of Statistics and Geography (INEGI) in its Economic Statistics and Tourism Accounts division, and the Institute of Ecology of the State of Guanajuato to obtain information and training in the Geographical Information System and Environment of the State of Guanajuato (SIGMA) to navigate in its digital platforms with the objective of obtaining variables in environmental matters from the tourist destinations of the State of Guanajuato.

The participation of the State Institute of Culture and the Guanajuato Institute for People with Disabilities (INGUDIS) has strengthened the tourism indicators in the criteria of Society and Culture.

In the criteria of Destination Management and Inclusive Economy, the indicators are obtained by official sources and registered with the Ministry of Tourism of Guanajuato.

[www.observatorioturistico.org](http://www.observatorioturistico.org)

Currently the OTEG is the only tourism observatory in Mexico that remains constantly updated, being a tool for entrepreneurs, investors, academics, students, as well as for Offices and Tourism Councils in the State, as well as being an international reference in management of Tourist Observatories. Since its creation until November 2017, the website registers 415,364 visits in 7 years, has been consulted by 83,425 users of which 63% are new users, 15% are international users mainly from Spain, Colombia, Ecuador, the United States and Brazil.

The OTEG is a reference in the generation of information for the country, more than half of the users of the portal are from another state.

Personalized attention to 70 users through information request.

#### **Documentary center**

One of the most consulted sections on the OTEG website, is a collaborative space in permanent construction and enrichment in which anyone who wishes can submit their research, studies, essays and publications that they want to share with users. Among all publications most consulted in 2017 were:

- Monthly reports on tourism activity
- Visitor's Profile to City
- Visitor Profile to Events
- Tourism Inventory
- Flight Information

In this 2017 the Guanajuato Tourist Observatory has a presence in <http://insto.unwto.org> together with the members of the Network of Observatories of Sustainable Tourism of the UNWTO.

In 2018 the website will be updated in the Control Panel section with the implementation of the 4 criteria and the new indicators.

## Bonding



The Secretary of Tourism of Guanajuato, the Institute of Tourism Competitiveness and the Municipality of Dolores Hidalgo CIN organized the fifth edition of the National and International Meeting of Tourist Observatories from October 18 to 20 at the Wine Museum in the city of Dolores Hidalgo Cuna de la Independencia Nacional, Guanajuato, with the central theme: Measuring Tourism Sustainability.

The development of sustainable indicators, tourism measurement, BIG DATA and the relevance of measuring sustainable tourism in the world were the topics presented during this event, highlighting the use of statistical data for the creation of a reliable and methodical information system that allow the creation and promotion of Tourism Observatories.

Within the program, the Municipality of Dolores Hidalgo CIN presented the cultural activities that made known the history of the historic center through a guided tour culminating with the projection of the videomapping of the Cathedral of Our Lady of Sorrows, and in promoting development sustainable, the community of "El Llanito" was visited, where the work and the food of the traditional cooks was appreciated, as well as the tradition of "ceremonial tortillas".

Two inter-institutional cooperation agreements on tourism were signed with:



- Secretary of Tourism and Culture of Veracruz.
- Guatemalan Tourism Institute of the Republic of Guatemala.

- Objective: Share the expertise in tourism measurement and research of the Guanajuato Tourist Observatory.

Representatives:

- - Lic. Juan Pablo Nieto Cotera, Deputy Minister of Tourism of Guatemala
- - Lic. Leopoldo Domínguez Armengual, Secretary of Tourism and Culture of Veracruz
- - Lic. Roberto Cárdenas Hernández, General Director of Planning of the Secretariat of Tourism of Guanajuato and substitute of the president of the Tourist Observatory of the State of Guanajuato.

- Three days of work.
- **80 participants interested** in the measurement of tourism activity.
- International representatives:**
  - Guatemalan Tourism Institute
  - University Observatory of Sustainable Tourism and Climate Change of Honduras
  - Tourism Observatory of Paraguay
  - **11 participating States:** Guerrero, Sonora, Sinaloa, Querétaro, Aguascalientes, State of Mexico, Oaxaca, Yucatán, Mexico City, Veracruz and Guanajuato.
  - **19 expert speakers** in the measurement of tourism and the development of sustainable tourism
  - **16 traditional cooks** offering tasting of their main dishes
  - **2 workshops:** 1) generation of indicators and 2) ceremonial tortilla

#### **Distinguished personalities:**

- Juan Pablo Nieto, Vice Minister of Tourism of Guatemala.
- Leopoldo Domínguez Armengual, Secretary of Tourism and Culture of Veracruz.
- Juan Rendón López, Municipal President of the city of Dolores Hidalgo.
- Jorge Luna Rico, President of the Magical Town of Dolores Hidalgo.
- José de Jesús Quiñónez Ramírez, Director General of ICTUR.
- Ariel Juárez Morales, General Director of Sectorial Information Integration, SECTUR.
- Ingrid Molas, Tourist Observatory of SENATUR Paraguay.
- Jerónimo Ramos Sáenz Pardo, General Director of Sustainable Tourism Management SECTUR.
- Amalia Karolina Sánchez, University Observatory of Sustainable Tourism and Climate Change of Honduras.
- Dirk Glaesser, Director of Sustainable Development of the UNWTO. (virtual presence in live-streaming conference).



## International Interinstitutional Agreements

In March, efforts were consolidated to formalize the signing of a Memorandum of Understanding between the Ministry of Tourism of Guanajuato and the National Ministry of Tourism of Paraguay with the purpose of sharing information and knowledge with the Tourism Observatory of Paraguay.



Within the framework of the inauguration of the Fifth National and International Meeting of Tourist Observatories, an Interinstitutional Agreement was signed with the Guatemalan Tourism Institute of the Republic of Guatemala with the objective of sharing the model of the Guanajuato Tourist Observatory and supporting the formation of the Observatory Tourism of Guatemala.

In November, the signing of the agreement with the National Autonomous University of Honduras responsible for the University Observatory of Sustainable Tourism and Climate Change of Honduras was finalized to formalize the work carried out during 2017 on advising on the construction of tourism indicators.

## National Interinstitutional Agreements

The national bonding has been narrowed this year with the formalization of the exchange of the Guanajuato Tourist Observatory model with other institutions interested in the measurement of tourism, within the framework of the inauguration of the Fifth National and International Meeting of Tourist Observatories, an agreement was signed Interinstitutional Agreement with the Ministry of Tourism and Culture of Veracruz, and 2 agreements are underway with the Tourism Commission of Sonora and the Intercultural University of the State of Tabasco.

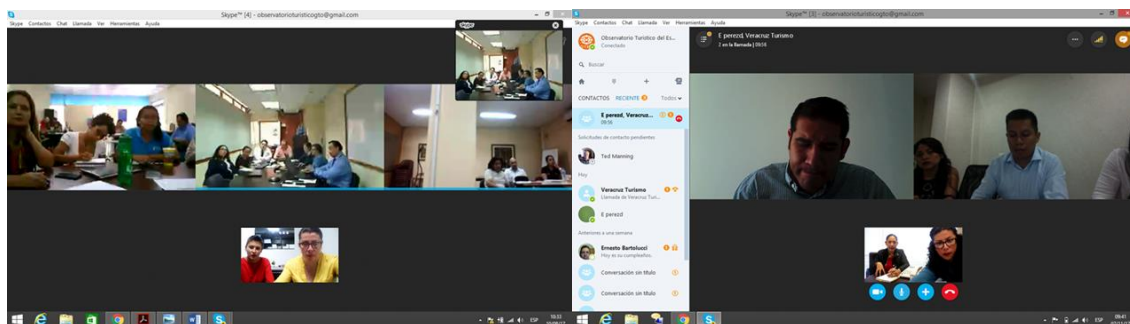
The Secretariat of Tourism of Oaxaca has also shown interest in developing a Tourism Observatory.

## Virtual Workshops 2017

In the follow-up of the inter-institutional agreements signed with the previous institutions and with those interested in developing tourism indicators this year, **5 virtual workshops** were held with the following themes:

- Development of Indicators
- ABC of the Visitor Profile Study
- Guanajuato Sustainability Model

A total of **60 participants** from 6 international and national institutions.



## Development of General Indicators

In the month of November we held the first virtual session to follow up on the initiative to develop tourism indicators that can be measured and compared over time with the various National and International Tourism Institutions and Observatories, reaching agreements to investigate the sources and the information regarding the measures that each institution has in terms of tourism sustainability.

This initiative is shared by the four countries: Mexico, Paraguay, Guatemala and Honduras.





## Bonding OTEG - UNWTO



In January 2017, within the framework of the International Fair of Tourism (FITUR), we won the **Ulysses Prize**, the highest award of the UNWTO in the category of **Public Policies and Governance**, which reinforces the commitment to position Guanajuato as one of the main tourist destinations nationwide. It is the first time that Mexico has obtained this distinction in 13 editions in which it has been carried out.

The Government of the State of Guanajuato includes the development and tourism activity within the axis called "Economy for people" for the competitiveness and sustainability it represents in the sector, this action is recognized with **the UNWTO Prize for Excellence and Innovation in Tourism in its 13th Edition**, in the category of Public Policies and Governance, above the initiatives of Egypt, Spain and Costa Rica who also competed in this distinction. The preparation and management of the Ulysses Award candidacy was the responsibility of the Guanajuato Tourism Observatory.

For the 14th edition, the candidature of "The Alliance for the Sustainable Development of the Guanajuato Tourist Destinations" was also postulated in the category of Innovation in Non-Governmental Organizations.

Also this year, responding to the invitation for affiliated members, OTEG joins the Technology Group Google-OMT with the interest of developing proposals and operating Intelligent Destinations in Guanajuato.

The management of the OTEG to participate in the program of activities of the events and papers convened by the World Tourism Organization, has allowed representation of the State of Guanajuato and Mexico in the highest sphere of world tourism.

Participation in:

- **Third World Forum of Gastronomic Tourism.**  
Donostia, San Sebastián, Spain.  
Panel of the UNWTO Gastronomy Network, good practices.  
Panelist: Fernando Olivera Rocha. President of the OTEG.



➤ **Sixth International Conference on Statistics Measuring Sustainable Tourism.**

Pasay, Manila, Philippines.

Session 1. Understanding Needs and Putting Data to Use.

Panelist: Miriam Adame. Technical Secretary of OTEG



➤ **Official Celebration of World Tourism Day 2017.**

Doha, Qatar.

Session 2 – Tourism and the Planet: committed to a greener future.

Panelist: Fernando Olivera Rocha. President of the OTEG.



➤ **2017 INSTO Global Meeting**

Madrid Spain.

Session I: Local actions supporting the SDGs.

Panelist: Ileana Morales González. OTEG Coordinator.



Management of participation in events:

- International Seminar on New Technologies Applied to Tourism. Roatán, Honduras
- Twenty-second meeting of the UNWTO General Assembly. Chengdu, China
- 2nd UNWTO World Conference on Wine Tourism. Mendoza Argentina.
- Technical Workshop: UNWTO - WTCF Study on Performance of Urban Tourism. Buenos Aires, Argentina.

### Next projects

- Destination carrying capacity study for the city of San Miguel de Allende, Guanajuato.  
Status: management carried out with the specialist in charge studies for the development of the project and follow-up with the various local, state and national actors.
  
- Prototype of Purchases Study for the city of León, Guanajuato.  
Status: The execution of the Prototype is awaiting the release of the contract. Management and linkage between the Tourism and Hospitality Department of the Municipality of León and the UNWTO.
  
- Basque Culinary Center. "Imagine FoodTech Basque Culinary Center, an entrepreneurial hackathon on wheels".  
Status: Link with the Basque Culinary Center to have this initiative within the program of activities of the Gastronomic Summit of Guanajuato. Waiting for the steps required by the Basque Culinary Center.
  
- Sixth National and International Meeting of Tourist Observatories, second half of May 2018. Main theme: Tourism and digital transformation. Use of data for decision making. We wait for you.

