

# Sustainable Tourism?

#UNWTO



SUSTAINABLE TOURISM  
IS POSSIBLE

MEASURING TOURISM SUSTAINABILITY  
5to Encuentro Nacional e Internacional de Observatorios Turísticos  
19 y 20 de Octubre 2017  
Dolores Hidalgo CIN, Guanajuato, México

Any cool idea for **Sustainable Tourism**?  
Send it to us and collaborate to the  
Sustainable Tourism Programme of  
**#UNWTO**

**SUSTAINABLE TOURISM  
IS POSSIBLE**

international ideas for Guanajuato, Mexico



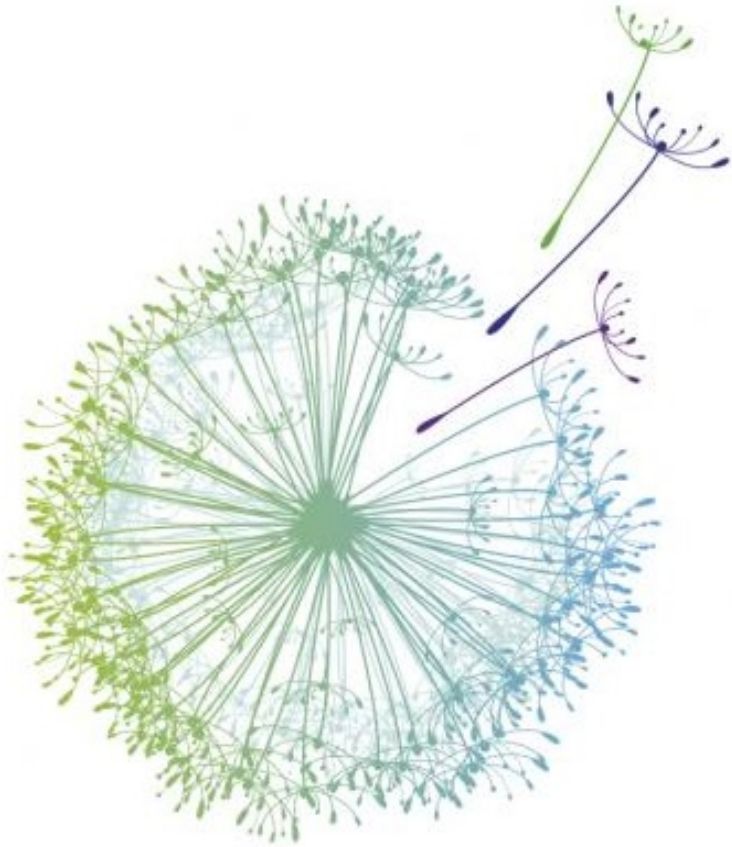
China  
architecture  
urban studies  
lab



Tecnológico  
de Monterrey



**Sustainable Tourism**  
**PROGRAMME**  
Committed to drive the change



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



**Sustainable Tourism**  
PROGRAMME  
Committed to drive the change



**China**  
architecture  
urban studies  
**lab**



**Tecnológico  
de Monterrey**

A large, rugged rock formation in a desert landscape under a warm, golden sky. The rock face is textured and layered, with some vertical fissures. The foreground is filled with dense, dry, yellowish-brown brush and small trees. The overall scene is bathed in the warm light of late afternoon or early morning.

Why speaking about  
Sustainable Tourism today?

How can Sustainable Tourism  
bring to local and global  
benefits?

A vibrant tropical landscape featuring several tall palm trees with lush green fronds. In the foreground, a white building with a terracotta-tiled roof and blue arched doorways is partially visible. The background is filled with dense, green foliage. Overlaid on the image is white text that reads: "which is YOUR strategy for the SUSTAINABLE TOURISM in GUANAJUATO?".

which is YOUR  
strategy for  
the SUSTAINABLE TOURISM  
in  
GUANAJUATO?

# The 3 contests

3 different realities >>> 3 possible topics



contest 1  
**Yuriria**



contest 2  
**Parque Bicentenario**



contest 3  
**Observatorio**

# International Jury

GER

## Fernando Olivera Rocha

Tourism Secretary Guanajuato State Guanajuato, Mexico

ESP

## Gloria Cano

Tourism Secretary Municipality of Leon Guanajuato, Mexico

## Roberto Iñiguez

National Dean Architecture and Design of Tecnologico de Monterrey, Mexico

PRC

## Francesca Galeazzi

Associate ARUP, Germany

ITA

## Jeffrey Johnson

Director School of Architecture, University of Kentucky, USA

## Yongqi Lou

Dean Design and Innovation Tongji University, Shanghai, China

## Jennifer Perron

MIT Climate CoLab, Community and Partnership Manager, Cambridge, USA

## Federico Parolotto

Founder of Mobility In Chain, Milan, Italy

USA

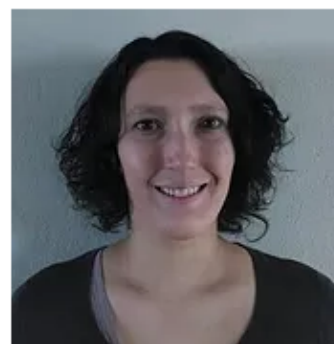
## Margherita Turvani

Profesor of Politic Economy IUAV, Venice, Italy

MX

## Angel Herrero Crespo

Director Escuela Univ. de Turismo Altamira, Universidad de Cantabria, España



# Results

**11**  
countries

SUSTAINABILITY

**25**  
finalists

**112**  
participants

DEVELOPMENT

TOURISM



# Exhibitions

## SUSTAINABLE TOURISM IS POSSIBLE

International ideas for Guanajuato

**MX**

León  
Festival  
Internacional  
del Globo

17 - 20  
November '17

SUSTAINABILITY

**PRC**  
Shanghai

15 December '17  
20 January '18

Tongji  
University

DEVELOPMENT

**ITA**

Milan  
Milano  
Design  
Week

17 - 22  
Abril '18

**TOURISM**

## Exhibitions



# SUSTAINABLE TOURISM IS POSSIBLE

International ideas for Guanajuato

15 December '17

15 March '18

**León, Guanajuato**  
Forum Cultural

venue of the  
**COLLATERAL  
EVENT**

Tec de Monterrey | Escuela de  
Campus León | Arquitectura +  
MX | Arte + Diseño



**Emanuele Giorgi, PhD**  
*Profesor Extranjero Visitante*  
*Departamento de Arquitectura Región Centro*  
*Escuela de Arquitectura, Arte y Diseño EAAD*  
*Campus León*



**egiorgi@itesm.mx**



**SUSTAINABLE TOURISM  
IS POSSIBLE**

**WWW.SUSTAINABLETOURISM.SPACE**