



Collaborating for success
public – private engagement mechanisms for tourism development & growth

Guatemala “Heart of the Mayan World”

Montego Bay November 28, 2017





Sustainable
Tourism Master
Plan
(2015)



National Policy
(2016)

Multi-sector
Board of
Sustainable Tourism

Executive
Committee

Marketing
Committee

Public – Private Partnerships – PPPs for product development

Infrastructure

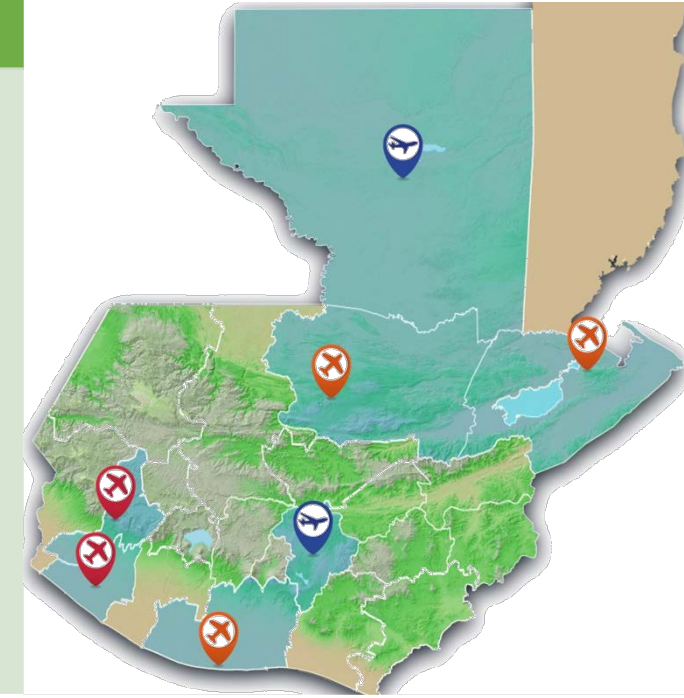
- 3 Domestic airports have been enabled
- +2 domestic airports will be enabled in 2018
- Ground borders have been improved
- Docks for Atitlán lake

Entrepreneurship Impact Investment

- Entrepreneurship program “IMPULSA”
- Mayan Caribbean project
- Urban art and painting projects, “**Pintando Santa Catarina Palopó**”
- Investment in natural - cultural heritage and national parks.

Quality & Sustainable Systems

- Central American Quality & Sustainable Integrated System –SICCS-
- Equipment for adventure tourism and occupational health and safety in rural communities that provide tourism services



La oportunidad para negocios de turismo que fomentan el *desarrollo sostenible*

¡Aplica ya!

www.programaimpulsa.org



PPPs in Marketing

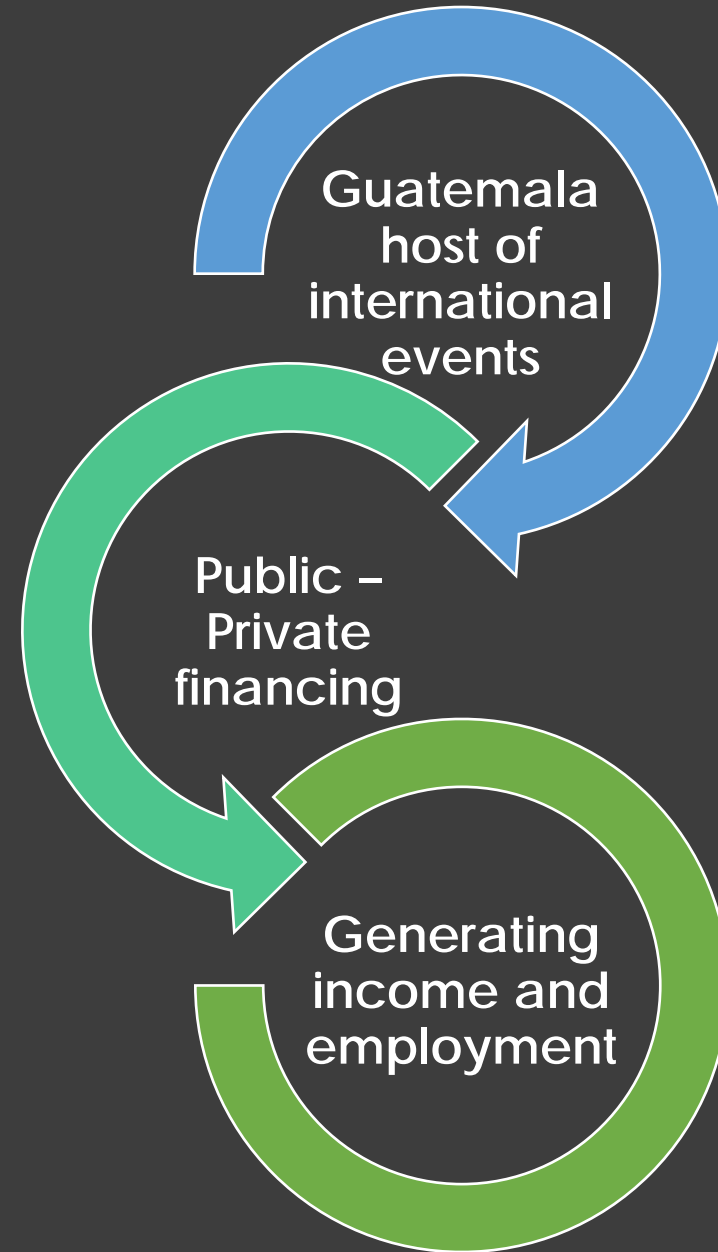


Latin America



**Meeting & Incentive
Travel Exchange**

in partnership with SITE
a one-to-one event



Tourism development model

Public – Private Partnerships

Inclusive

Participative

Sustainable

TURISMO, ES
**INCLUSIÓN SOCIAL,
EMPLEO Y
REDUCCIÓN DE
POBREZA**



Día Mundial del Turismo 27 sep 2017

el Turismo sostenible
como instrumento del desarrollo





INGUAT

Instituto Guatemalteco
de Turismo

**Thank you for
your attention**