

# SUSTAINABLE TOURISM IS POSSIBLE

international ideas for  
Guanajuato, Mexico

an initiative contributing to



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

Sustainable Tourism Programme of the  
UNITED NATIONS  
10Year Framework of Programmes  
Global Action for Sustainable Consumption and Production

organized by



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

academic partner of 10 YFP  
sustainable tourism programme



**Tecnológico  
de Monterrey**

organizing partner

with the support of



## The BRIEF

This competition wants to obtain international ideas proposed by students and professionals (architects, designers, engineers, business planners and others) for the future of 5 areas of the Mexican State of Guanajuato.

We are looking for local solution, but with an innovative and global vision about this strong topic of the Sustainable Tourism for Development.

The United Nations have declared the 2017 the year of the Sustainable Tourism for Development and the UN agency UNWTO (United Nation World Tourism Organization) is participating to the 10 YFP with the Sustainable Tourism Programme. But why all this importance to the topic of tourism?

The sector of the Tourism is becoming more and more a driving force for the whole iety and the environment. Referring just to the field of hospitality as sector involved with the tourism is an old and limited vision of this phenomenon.

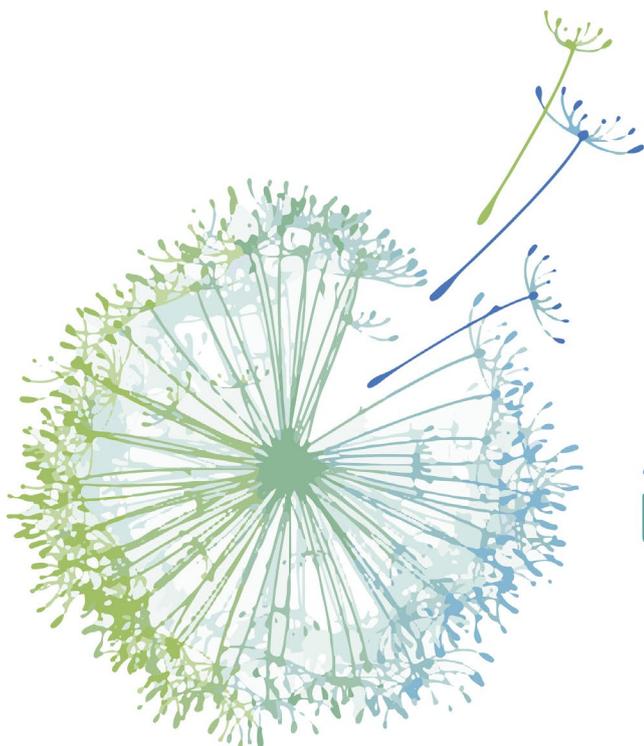
If is not controlled, tourism can ruin the territory and the society.

But, if it is designed, it can bring to life the territory and the society.

But what does it mean design the tourism today? Which forces should be involved in a good design?

We require that all the projects give solutions thinking to this new features that the Tourism propose in the contemporary global society.

The best projects will be those that will consider the new risks and the new potentiality of the tourism, giving the best solutions in terms of environmental, social and economical sustainability.



**2017**  
**AÑO INTERNACIONAL  
DEL TURISMO SOSTENIBLE  
PARA EL DESARROLLO**

## The SCHEDULE

Registration opens May 21, 2017

Registration closes at 11:59 pm EST on October 09, 2017

**All submissions are due by 11:59 pm EST on October 09, 2017**

Results are discussed in October 2017

Announcement is done in the early November 2017

Exhibition of the projects is in November 2017 in Leon, Mexico

## The TEAMS

Is really possible facing the challenges of a Sustainable Tourism without working together? The complexity of the phenomenon requires multidisciplinary groups.

The groups can be composed by:

- undergraduate students
- graduate students
- professional practitioners

belonging at different areas, as:

- design / architecture / urbanism / landscape / civil engineering
- industrial engineering / informatical engineering
- business / finance / management

Please, considere that:

- the winners must provide prooves of their enrolment or degree
- participants may submit multiple projects, but must register each entry
- individual entries are not allowed
- all teams are limited to 5 people maximum



## THE 3 CONTEXTS

**Select 1 context** - among these 3 - where to apply your strategy to promote Sustainable Tourism practices in the State of Guanajuato, Mexico. We don't want to restrict your ideas to a specific context. We want that you can find the best place where apply your idea! So....you are free to choose the area, within these 3!

In addition to the awards of the competition,  
**every area will have 3 awarded projects.**

### YURIRIA

Yuriria Lagoon is an artificial lagoon built on 1548 through a canal because of the deviation of river flows of Lerma River. Is considerate as the first post-Columbian hydraulic work built throughout America. The lagoon is located on the Eco geographical region of the temperate zone within the provinces of Bajío Guanajuato and the Volcanic Sierras or the southeast of Guanajuato which belongs to the Trans Mexican Volcanic Belt.



### PARQUE BICENTENARIO

The Ecological Park is located within the premises of Guanajuato Bicentennial Park, is a natural area of about 40 hectares which does need to be reforested to promote regeneration of flora and fauna of the place, to thus rehabilitate the area that may be a lung for the region to purify the air through the capture of CO2. The Ecological Park, has the potential to develop recreational activities for the visitors of Guanajuato Bicentennial Park.



### OBSERVATORIO TURISTICO

The Tourism Observatory of the State of Guanajuato has been working for more than 8 years uninterrupted on the presentation of results of tourism activity through an indicator system related with public policy, transparency and results measurement. Currently there are 38 indicators divided in 7 dimensions. Currently we are searching for the reconfiguration our control panel in order to concentrate all the indicators in only 4 dimensions.



# The REQUIREMENTS

the delivery must be done digitally to the email address  
**deliver@sustainabletourism.co**

- the submission must be done for the October 09, 2017
- no phisical submissions are allowed
- the fee for each group is 75 USD



**1 horizontal board A1**  
(841 x 594) in .jpg  
with 200 dpi

It is a poster that must explain your idea: from the analysis of the problem, to the idea, the strategy and the outcomes, in terms of Architectural, Financial, Informatical, Designing or Engineering solution. The board must show your ID group (number provided after the registration process) in the upper right corner.



**6 horizontal boards A3**  
(420 x 297) in .pdf  
as a single file

It is a report of drawings that will be used to better detailing your idea. All the pages must show your ID group (number provided after the registration process) in the upper right corner.



**1 vertical report A4**  
(210 x 297) in .pdf  
with 1.500 - 2.000 words

It is a report mainly composed by texts to explain your idea and to prove the economic feasibility of the project trough a costs/benefits analysis. All the papers must show your ID group (number provided after the registration process) in the upper right corner.



# The JURY



**Roberto Iñiguez**  
National Dean  
Architecture and Design  
Tecnológico de Monterrey



**Francesca Galeazzi**  
Associate  
ARUP  
Germany



**Fernando Olivera Rocha**  
Tourism Secretary  
Guanajuato State  
Guanajuato, Mexico



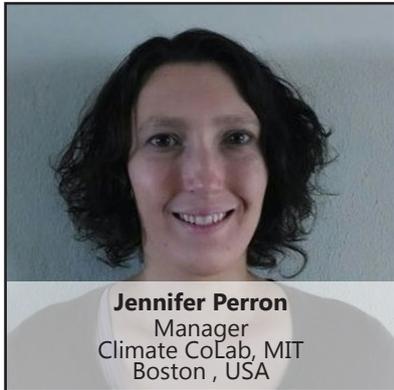
**Gloria Cano**  
Tourism Secretary  
Municipality of Leon  
Guanajuato, Mexico



**Fernando Olivera Rocha**  
Tourism Secretary  
Guanajuato State  
Guanajuato, Mexico



**Yongqi Lou**  
Dean Design and Innovation Tongji  
University  
Shanghai, Cina



**Jennifer Perron**  
Manager  
Climate CoLab, MIT  
Boston , USA



**Federico Parolotto**  
Founder of  
Mobility In Chain  
Milan, Italy



**Margherita Turvani**  
Profesor of Politic Economy  
IUAV  
Venice, Italy



## The EVALUATION

The evaluation of the projects will be based on these criteria and weights:

25% - feasibility and multidisciplinary of the project

20% - innovation of the idea

20% - promotion of the local cultural heritage

20% - coherence with the context

15% - graphical representation

## The AWARDS

**1st place:** 4.000 USD

**2nd place:** 2.000 USD

**3rd place:** 1.000 USD

**20** special mentions

+ **3** honourable mentions for each area

## **UP TO 30 AWARDS + PUBLICATIONS AND EXHIBITIONS OF THE BEST PROJECTS**

the first exhibition will be carried out in November 2017

in Leon, Guanajuato, Mexico

+ Milan, Shanghai, and other occasions



# The RULES

1. The official language of the competition is English and all projects must be submitted in English.
2. The delivered material must follow the assignments of the section "The Requirements".
3. The delivered material must totally anonymize, allowing a correct execution of the Jury's work.
4. Contacting any member of the Jury is prohibited.
5. The group must be multidisciplinary and composed by maximum 10 members.
6. Individual entries are not allowed.
7. In case of selection for any award, the group must demonstrate its multidisciplinary nature providing the documents of enrolment or degree of the members to different faculties, referring at least at two of these three areas:
  - design / architecture / urbanism / landscape / civil engineering
  - industrial engineering / informatical engineering
  - business / finance
8. For unpredictable events, the organizers could take the freedom to change the schedule of the competition.
9. The registration fee is non refundable.
10. Registration Fee is 75USD/project.

