

Speech to be given by the Minister of Tourism at the 68th Meeting of the Commission for the Americas (CAM) to be held in Quito, Ecuador, on 27-28 June 2023

Your Excellency Mr. Zurab Pololikashvili, Secretary-General of the World Tourism Organization (UNWTO),

Colleagues, Ministers and Authorities of the Ministries of Tourism of the Americas,

On behalf of my country, the Republic of Paraguay, I express my gratitude for the honour of serving as Chair of the UNWTO Regional Commission of the Americas for the period 2021-2023.

As we all know, Tourism was affected by a great global challenge between 2020 and 2021. The tourism industry was one of the hardest hit.

Nevertheless, we have managed to gradually and successfully overcome the adverse circumstances that affected the member countries of the CAM.

Indeed, in 2022 the number of tourists entering the 27 member countries of the Commission, according to the UNWTO Barometer, was more than 50 million, approaching the pre-pandemic figures of 2019.

With the firm intention of addressing issues of common interest to the Members of this Commission, I proposed to carry out several activities of regional interest.

One was the creation of a web page to allow the visualization and centralization of information on the health protocols for entry to the member countries of the CAM. This proposal was swiftly implemented by the UNWTO Secretary-General, Mr. Zurab Pololikashvili.

Another of the activities within the Innovation and Technology Committee carried out by SENATUR jointly with the World Tourism Organization was the Seminar on “Rural Tourism and Technological Innovation” held in hybrid format in Asunción on 22 June 2022.

The main themes of this Seminar were “Rural tourism: A more inclusive future” and “The innovation and tourism ecosystem:

Paraguay's engine of economic development". The Seminar was also attended by the Ministers of Tourism of several countries of the Southern Cone, along with more than 500 Paraguayan tourism professionals.

A meeting was also held with the members of the "Red Activa Paraguay" communicators' association, with the presence of Ms. Natalia Bayona.

With respect to the activities of the Environmental Sustainability Committee and with the firm conviction that Tourism is closely related to the Sustainable Development Goals, we carried out together with the World Tourism Organization the Seminar on "Renewable Energy and Sustainable Tourism," which was held in hybrid format at the viewpoint of the Itaipú Binational Dam on 25 July 2022. It was attended by the Secretary-General of the World Tourism Organization Zurab Pololikashvili and UNWTO Special Adviser Ms. Isabel Oliver. More than 850 people participated in the event, mainly young people from successful SENATUR programmes.

I have strong reasons to affirm that we are truly resilient in the face of the crisis and that we must diversify the source markets of visitors to our countries.

We must explore new ways to use technologies to market our tourism products and obtain greater economic benefits in an inclusive manner.

To conclude, I would like to express my sincere gratitude for the support of the World Tourism Organization (UNWTO), in the person of its Secretary-General, Mr. Zurab Pololikashvili—along with his team—who with much effort and despite his busy schedule was able to visit Paraguay, highlighting to our national authorities the importance of Tourism as an industry that generates employment and foreign exchange.

I thank the Regional Director for the Americas, Mr. Gustavo Santos, and his team, for their dedication and support to the countries of the Americas starting from the first moment he assumed his duties as Regional Director, which is why I am sure that together we will realize great achievements.

From wherever we may be, let us be agents of change.



TETÁPY
JEHECHAUKA
Sambýhyta

Secretaría
NACIONAL DE
TURISMO

 TETÃ REKUÁI
 GOBIERNO NACIONAL

*Paraguay
de la gente*

Our societies, our natural resources and our economies need us to keep up with the dynamic pace that surrounds us, and demand us to ensure a sustainable, responsible and globally harmonious future.

Thank you very much!