

SUSTAINABLE COASTAL DESTINATIONS IN MEXICO TO BE AWARDED



With the effort of three branches of Mexican government, actions will continue in order to take advantage of the sustainability of the coastal destinations in Mexico. The aim of the projects is to boost the tourism potential of the country.

The Ministry of Tourism (SECTUR) reported that there are 37 beaches and two marinas that are candidates for the Blue Flag Awards for the 2017-2018 season. **The awards highlight sustainable coastal destinations in the country.**

The undersecretary of Quality and Regulation, Salvador Sánchez Estrada, said in a statement that the Blue Flag indicates recognition of the quality of the country's tourism product and it is awarded to those beaches that protect the environment and are in optimal hygienic conditions, to make them more attractive to local and international tourists.

Sánchez Estrada said that the list of candidates for the award includes the historic candidature of 12 beaches and a marina, and he acknowledged the work of the members of the national jury who took steps to allow the originally proposed project to continue season after season. The national coordinator of Pronatura Mexico's Blue Flag, Joaquín Díaz, highlighted "the excellent work of the jury to ensure that each of these **candidates meets the relevant criteria and displays commitment to protecting the environment and the coastal destinations in Mexico.**"

In the first session, the members of the national jury signed the relevant protocol for the presentation of the 13 new candidates, whose conditions will be monitored to confirm that they operate under the highest international quality standards. The final decision will be announced by the jury in July.

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