

PRELIMINARY STUDY

ESTABLISHING THE YUCATÁN SUSTAINABLE TOURISM OBSERVATORY



Yucatán
Sustainable
Tourism
Observatory



Juntos transformemos
Yucatán
GOBIERNO ESTATAL 2018 - 2024

SEFOTUR
SECRETARÍA DE FOMENTO
TURÍSTICO



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“The goal of the UNWTO Network of Observatories (INSTO) is to create evidence through regular monitoring, which requires ongoing effort and commitment to understand the impacts of tourism on destinations and ensure sustainable development. While monitoring and reporting is intended to be in full compliance with existing UNWTO recommendations, standards and definitions, the views expressed in this report are those of the authors and do not necessarily reflect the views of the UNWTO. OMT ”.



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Chichén Itza, Yucatán, Source: Ministry of Tourism Development, 2019.

INTRODUCTION

The State of Yucatan has had a sustained growth of visitors in recent decades, its positioning as a safe, attractive destination with a sustainable trend, is being increasingly recognized nationally and internationally. In this regard, Zurab Pololikashvili, current Secretary General of the World Tourism Organization (UNWTO), said in his work tour in Yucatan at the beginning of July 2021, that he considers the State as a pilot example of rural tourism they seek, to which they wish to focus their efforts, and whose knowledge of how to do things will be taken to other destinations in the world¹. UNESCO has also recognized Merida, the state capital city, as a *Critical City in the Gastronomy Category* in the year of 2019².

The vision of the State as a sustainable destination entails the need to measure and quantify what tourism represents for Yucatan, both in its territory and within society and its economy, so that the decisions and actions that are generated for the benefit of the sector, can be based on truthful information, relevant and complete.

In the management of sustainable tourism, an observatory nourishes inputs, both to implement and guide actions that improve conscious and sustained tourist practice, and for the promotion of the destination and the communication of and between the internal and external actors of the industry. Improvement, promotion and communication are essential actions for the life and sustenance of the sector, ultimate objectives of those who promote and practice this growing activity related to temporary migration.

¹ <https://mexico.ladevi.info/yucatan/yucatan-confirmando-intencion-integracion-la-omt-n32015> Copyright © mexico.ladevi.info

² <https://es.unesco.org/news/queretaro-y-merida-ingresan-red-ciudades-creativas-unesco>



Among the contributions to the improvement of tourism practice to make it more sustainable, an observatory provides information about the human, economic, natural and cultural resources that the destination has, also pointing out the shortcomings and challenges that threaten it. Among the ports to the promotion, it provides information that helps to identify market trends and behaviors; support decisions when incorporating new ones; target or redirect the promotions. Among the contributions to the communication, the observatory provides information about the profiles of the demand in terms of: travel motivation; preferred activities; accommodation modalities; loyalty to destiny; destination arrival mode; sociodemographic; media used

Everything indicates the importance and need for an observatory that not only generates and integrates the state's tourist information, but also contributes to the generation of a more sustainable tourism. That is why the world authorities, in their different areas and scopes, promote its creation, through procedures that can be carried out and evaluated for its best implementation.

In 2021, with the endorsement of the Federal Government, the State Government, through the Secretariat of Tourism Development (Sefotur, by its acronym in Spanish), made the official request for affiliation of the Yucatán State Tourism Advisory Council (CCETY, by its acronym in Spanish) to the UNWTO in order to that said Consultative Council can create tourism and knowledge transmission policies in an environment of inclusion and sustainability for the benefit of the Yucatecans, their economy and their territory, with the support, guidance and recognition of the UNWTO; In this sense, the Yucatan Tourism Observatory (OTY), as a body dependent on Sefotur, requests to become the Yucatan Sustainable Tourism Observatory (OTSY) to join the International Network of Sustainable Tourism Observatories (UNWTO INSTO Network) and with This will contribute to the consolidation of Yucatan as one of the main sustainable tourist destinations.

The potential impact of an observatory can be measured in a large proportion for the sector and for destinations, if one considers the depth of a phrase adopted by Earth Check, the largest source of information for sustainable tourism research in the world, which indicates that we cannot manage destinations if we do not know, quantities, figures, reliable situations, updated, relevant. This indicates that the lack of information or disaggregated information that is currently available in many states may be a limitation for its adequate tourism management, which negatively impacts on broad social sectors linked to the activity; without information it is not possible to make assertive decisions, it is necessary to change the perception of the usefulness of information for decision making.

In the OTSY the information will not only work to have a permanent monitoring of tourism activity in the state but will also increase the possibility of investment and the competitiveness of companies and the sector, that is, all actors would benefit, hence the great importance of the Yucatan State having an observatory with a comprehensive and sustainable approach.



Background of the Yucatan Tourist Observatory

The idea of developing the figure of a tourism observatory in Yucatan derives from the demand of the public, private, academic and social sectors to know the data and trends of tourism activity in the state, to have elements that allow decisions to be made related to investment, job creation or the development of new products, to mention some of the most recurrent aspects.

In this sense, the Ministry of Tourism Development of Yucatan (Sefotur), headed by its owner and in its capacity as the body responsible for the design and application of the State Government's tourism policy, detected an area of opportunity to provide the entity with reliable, truthful and timely sources of specialized information for tourism that, based on a solid methodology, provide data that contribute to improving knowledge of the sector.

The aforementioned intentions are based on the State Law for the Promotion and Development of Tourism in Yucatan, which provides for the integration of a state tourism information system for the sector, as the operational mechanism to combine and disseminate information on the state's tourism activity. In this sense, the Governor of the State, through the State Development Plan 2012-2018 identified in Commitment Number 36 the need to "establish a statistical system that allows obtaining information on tourism activity to make better decisions in terms of promotion and marketing".

With this background, in March 2015 a collaboration agreement was signed between Sefotur and the Mixed Fund Conacyt – Government of the State of Yucatan, in which a budget was allocated to carry out the project of "Design of the Tourist Observatory of Yucatan and Implementation of the Tourist Information System", which was contested through a first open call in November 2015. In this first effort, although there was a positive response from some universities and private institutions, the proposals presented did not meet the technical requirements established by the National Council of Science and Technology (Conacyt, by its acronym in Spanish).

Without giving in to the proposed objective, in June 2016 under the same scheme the Specific Demand Call YUC-2016-04 was published, which in September of the same year was awarded to a work team headed by the Autonomous University of Yucatan and composed of representatives of the Metropolitan Technological University, the Technological University of the West and the Marist University of Mérida, with the purpose of developing the comprehensive strategic plan of the first Tourism Observatory of Yucatan.

Through this project, Sefotur established the generation of six specific products, which contribute to the development of the tourism sector in the state: 1) Elaboration of the Integral Strategic Plan of the Tourism Observatory of the State of Yucatan; 2) Creation of the inter-institutional and interdisciplinary work network in support of the Tourism Observatory; 3) Design and creation of the Yucatan Tourist Information System, which disseminates its results through a web portal; 4) Elaboration of the Study of Profile and Degree of Satisfaction of the Visitor in Yucatan; 5) Preparation of the Study for the



Meetings Tourism Segment and 6) Methodological Protocols of the last two studies mentioned.

The work was developed over a period of 21 months, formally concluding in July 2018 and including the scientific and technical contribution of 16 academics from the four higher education institutions involved, to which were added 20 students, 12 fellows and four associated researchers. As additional products of this project, three undergraduate theses were generated, four presentations in national and international forums and the elaboration of a book, the result of the effort and research carried out within the framework of the Project of the Tourism Observatory of Yucatan.

The final intention of the project at this stage was aimed at generating the bases that allow the OTY to continue growing and develop as a benchmark in academic research and in the generation of specialized tourist information in the state. Once the system was implemented on the right digital platform, the OTY was able to start activities that same year, contributing since then to the growth of the sector and the generation of specific products, which meet the growing demand for information of society.

The Observatory of Sustainable Tourism of Yucatan is conceived as:

- An intelligence agency identified as a tourism observatory that generates, condenses and manages real knowledge and information produced and/or concentrated in a cooperative, digital, accessible, agile, current and innovative manner; a producer of awareness of the tourist reality, to build innovative strategies and policies that promote a sustainable practice of tourism.
- A technical body, supporting tourism management, which requires skills and methodologies of high specialization on the part of the professionals who develop them.
- An entity that lasts over time, since statistical information acquires greater relevance and usefulness to guide a tourist practice to sustainable, if it can account for an evolution of the processes and their dynamics in the long term.
- An entity that can be evaluated in its management, results and perspectives to decide the validity of its permanence as an instrument of awareness and support to the regional tourism sector, but always with the perspective of the development of strategies that allow its permanent and sustainable operation in the long term.
- An independent body that considers the wills of all sectors interested in sustainable tourism development region , both public and private and social, the integration of the different visions, perspectives and tourism interests of the region ensuring autonomy and thus the credibility of the organization.
- A Sustainable Tourism Observatory that makes tourism possible and visible as an economic generator, with a low impact on the natural and cultural environment, changing and finite, which needs to be preserved; all using innovative knowledge management strategies.



Monitor, generate, concentrate, process and disseminate pertinent, reliable, updated and continuous information about tourism in the State of Yucatan, to support sustainable tourism management, the design of adequate and innovative strategies and responsible and effective decision-making that enable greater benefit in the destinations of the entity.



To be recognized as the center of reference and strategic intelligence in tourism in the State of Yucatan, through innovative research techniques and responsible knowledge management, promoting international visibility, competitiveness and sustainability of the sector and thus contributing to regional development.



The Tourism Observatory of the State of Yucatan aims at the generation and integration of relevant information that allows the constant monitoring and analysis of reliable, certain, relevant and updated technical indicators, for the development of strategies that contribute to improving the competitiveness of the destinations of the State of Yucatan and contribute to decision-making in both the public and private, academic and social sectors for a more sustainable practice of tourism.

This objective is intended to be achieved with the responsible participation of the public, private, academic and social³ sectors, creating solid alliances and cooperation between them, using strategic management tools, applying innovation and technology instruments and using the sustainable approach as a guiding and transversal axis.

This document provides an insight into the strengths and needs of the destination, by identifying key sustainability issues, the institutional structure, data needs and availability, as well as existing sources and potential gaps, all of which can facilitate UNWTO's better assessment of its viability as an Observatory of Sustainable Tourism of Yucatan.

³ See Annex 3 the participation of the indigenous-Mayan population in tourism activities and their link with the OTY.



1. ANALYSIS OF THE DESTINATION SITUATION

1.1. Location and territory

The State of Yucatan is located in the southeast of the Mexican Republic, in the northern part of the Yucatan Peninsula. It is bordered to the north and west by the Gulf of Mexico, to the southeast by the state of Quintana Roo and to the southwest by the state of Campeche. Most of its territory is a plain, known as the Yucatecan platform and consisting mostly of limestone rock. The Peninsula is considered the youngest territory in Mexico since it has areas that emerged from the sea just a million years ago. The territorial extension of the state is 39,524 km², which is equivalent to 2.0% of the total area of the country. The state is made up of 106 municipalities and its capital is the city of Mérida.

The state of Yucatan has the potential to become a sustainable destination, so the State Public Administration has declared as a mission to generate social development and facilitate the exercise of the economic, social, cultural and environmental rights of people through effective, sustainable, innovative and inclusive public policies, putting at the center of its actions to the population⁴.

More specifically, the strong commitment is being assumed with the promotion of environmental issues, the promotion of clean energies and the conservation of the natural resources of the State, such as cenotes, priority species and water, among others.

Image 1. Location of the State of Yucatan (in red), within the Mexican Republic.



Source: Open Access Encyclopedia, 2022.
<https://commons.wikimedia.org/w/index.php?curid=159948>

Below are the main issues related to the intentions to achieve sustainability in all actions and policies related to the Yucatecan territory and its inhabitants, all of which are aligned with the UNWTO Sustainable Development Goals⁵.

⁴ Yucatan State Development Plan 2019.

⁵ Yucatan Green and Sustainable Sector Program, 2020. Government of the State of Yucatan 2018-2024.



1.2. Problems or Key Sustainability Aspects

In Yucatan, natural capital is the basis of human well-being, since the ecosystems that integrate it provide environmental, social and economic services that are priorities, as well as food, climate security and ecosystem balance necessary for the long-term sustenance of society.

Based on the above, eight strategic themes have been defined in the environmental axis, which will be focused on addressing problems identified in the government agencies related to the themes. To enhance the strengths and take advantage of the areas of opportunity, these policies are:

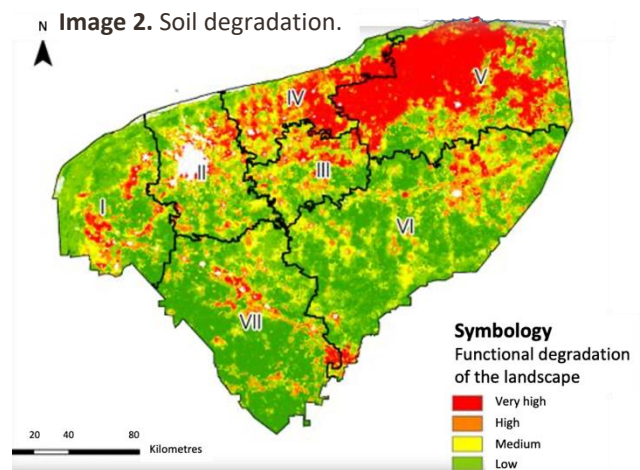
- 1.2.1. Restoration and conservation of ecosystems.
- 1.2.2. Implementation of policies for climate change.
- 1.2.3. Preservation of water quality.
- 1.2.4. Comprehensive management of solid and special waste.
- 1.2.5. Sustainable energy.
- 1.2.6. Conservation and integral management of the coastal zone.
- 1.2.7. Sustainable mobility.
- 1.2.8. Culture for sustainability.

The main data and implications of each topic are explained below and presented in the annexes in specific tabulations.

1.2.1. Restoration and Ecosystem Conservation

In the state of Yucatan, 78.97% of its territory has a forest cover, mainly high and medium forests; to the date in Yucatan there are 18 Protected Natural Areas (ANPs), which represent 17.3% (636,402 ha) of the territory. The state has full competence in 9 ANP's, 6 ANP's are under federal jurisdiction, 1 of municipal competence and 2 ANP's are private. Regarding the flora and fauna existing in them, there is a high degree of endemism.

To date, the State of Yucatan has a geohydrological strip located in the area identified as "Ring of Cenotes" which is cataloged as a State Reserve. This reserve includes 53 municipalities out of 106 existing in the state, which represents 50% of the state's total. There is a registry of 3,002 cenotes and grottoes, namely 89% are cenotes (2,681) and 11% include grottoes (346). Considering only the cenotes, of the total only 31% are potentially suitable for ecotourism use according to their characteristics.



Source: National Institute of Ecology and Climate Change 2015.



Main Challenges:

- 95.61% of the forest is degraded (see Image 1).
- There is a high degree of ecosystem fragmentation.
- 148,089 Ha. of forest has been lost.
- Loss of biodiversity and land use change.
- Illegal hunting.
- Increase in greenhouse gas emissions.

Areas where further progress is needed soon

- Integration and approach to communities.
- Interest in communities to renew their activities, with diversified practices and sustainable uses.
- Absence of Ecological and Territorial Planning Program (POET) in the Municipalities of the State of Yucatan.
- Lack of environmental culture.

Areas in which the destination is currently working

- Strategy "Arborizing Yucatan".
- Production of native plants for social and productive reforestation purposes.
- Conservation projects of priority species (Sea turtles).

1.2.2. Implementation of climate change policies

Yucatan has recorded impacts related to climate change. From 2002 to date, meteorological phenomena such as hurricanes, tropical cyclones and droughts have generated natural disaster zones and emergency declarations that have impacted an average of 78 localities annually, according to reports from the Ministry of the Interior. Most of the effects of natural phenomena have been caused by warm waves, affecting 98 localities in 2018. The breakdown of this information can be seen in Table 1 next.

Table 1. Declaring of emergency published, number of municipalities affected and type of phenomenon in the state of Yucatan.

Year	Number of declarations	Type of phenomenon	Number of localities
2002	1	Tropical cyclones	42
2003	3	Tropical cyclones	13
		Effects of air, water, soil and food pollution	7
		Forest fires	15
2004	1	Tropical cyclones	10
2005	3	Tropical cyclones	179
2007	1	Tropical cyclones	106
2018	1	Warm waves	98

Source: Secretaría de Gobernación. August 2018.



The inclusion of climate change as one of the priority issues of the State Development Plan (PED) 2018-2024, in its Green and Sustainable Yucatan axis, adds to the recent interest and willingness of society to address the problems associated with climate change. The Yucatecan government and society have capacity to establish strategic alliances, to implement actions that reduce vulnerability to climate change and increase local resilience within the framework of the Intersectoral Commission of Climate Change; there is also a potential for the implementation of mitigation and adaptation projects identified in the Special Program of Action on Climate Change.

Main Challenges:

- Limited budget for the implementation of projects in the face of climate change.
- Under knowledge on the subject of climate change from government agencies.
- Yucatan is considered among the 20% of the most vulnerable entities in Mexico.
- High rates of Acute Respiratory Infections (ARI) and Acute Diarrheal Diseases (AED), conditions considered sensitive to climate variability.

Areas where further progress is needed soon

Sufficient resources for climate change mitigation projects and actions.

Greater dissemination of information and knowledge about of climate change among the different sectors of society.

Areas in which the destination is currently working

Policy Strategy for Sustainability

Project for the relocation of settled homes in vulnerable areas

1.2.3. Water preservation

The Yucatan aquifer covers an approximate area of 40,000 km². It has an annual rainfall of 1,056 mm, and an average recharge of 21,813 hm³ per year; considered 100% as renewable water. 11.15% of the water is of good quality and 21.5% is acceptable. 65.6% of households have drinking water and 31.4% of homes use wells or cenotes to supply water. There is a water quality monitoring system.

Main Challenges:

- Lack of information that allows decision-making and the development of public policies.
- Available renewable water has decreased.
- High degree of pressure to the aquifer.
- Filtration of contaminants into the subsoil.
- Agricultural pollution.
- 9.5% of water in a contaminated state and 1% of water is heavily contaminated.
- Yucatan as the last place in wastewater treatment.
- Development of projects that are not compatible with the use of the territory and that are potentially dangerous for the aquifer.



Areas where further progress is needed in the soon

- Orderly population growth, to be able to provide the service punctually.
- Research teams involved in the generation of information that facilitates the understanding of the underground aquifer.
- Municipal authorities willing to work on projects to improve water quality in the state.
- Give greater relevance to water issues.
- That the new subdivisions that have adequate infrastructure.

Areas in which the destination is currently working

Ecological bathrooms.

Projects for the provision of drinking water and sanitation of domestic wastewater.

1.2.4. Integral waste management

According to data from the Secretariat of Sustainable Development of Yucatan (SDS), the generation of waste per capita in Mérida is 1,268 kilograms/inhabitant/day and at the state average it is 0.881 kilograms/inhabitant/day. There is 70% effectiveness of solid waste collection in the municipalities and 90% effectiveness only in the city of Merida. There are 250 healthy clandestine dump sites to date.

Main Challenges:

- Urban solid waste (MSW) that reflects the consumerism of society immersed in the "Use and throw away" structure.
- A waste production of 1,268 kg/inhabitant/day that is above the national production of 0.881 kg/inhabitant/day.
- There are 334 vehicles for the sanitation of waste in the state.
- 335 clandestine dumps have been found.
- Lack of interest of municipal authorities in waste management.
- Lack of knowledge of the population of the law on waste.

Areas where further progress is needed soon

- Industrialization of Mexico that allows the improvement of raw materials.
- Great awareness of society in terms of solid waste.
- Migration to a circular economy.

Areas in which the destination is currently working

- Strategy "Towards a Zero Waste Yucatan".
- Comprehensive solid waste management project.
- Projects for the promotion of a culture for sustainability.



1.2.5. Sustainable energy

Yucatan has 32.52 MW of installed capacity, related to clean energy and recently had the incorporation of 210 MW of clean energy. Private investment in clean energy represents 13.52% of installed capacity; it accounts for 2,058,059 GWhr/year of energy potential related to solar energy and 65,586 GWhr/year of energy potential related to wind energy.

In Yucatan there is an increase in the population to use renewable sources to generate electricity; the academic sector is generating more young people specialized in the energy sector and there has been an increase at international and national level to develop energy generation projects with clean sources in the state.

Main Challenges:

- Increase in energy demand by 3.8%, equivalent to 900 MW.
- The state does not generate enough energy to cover the demand for Energy.
- Yucatan generates 86.4% of its energy and provides from fossil sources.

Areas where further progress is needed soon

- Generate the most energy with clean sources.
- Further development of renewable technologies.
- Reduction of consumption and costs.

Areas in which the destination is currently working

- Projects and support for the implementation of clean energy.
- Projects and support for the implementation of efficiency systems and equipment energy (energy efficiency).
- Projects for the promotion of specialization of the business sector and academics in clean energy.

1.2.6. Conservation and integral management of the coastal zone

The coast of the state of Yucatan extends over the Gulf of Mexico, from Celestún to the east of El Cuyo in Tizimín, with an approximate length of 378 kilometers⁶ which represents 3.8% of the coast of the Mexican Republic. There are 12 municipalities that have a coastal area that represent 11.32% of the municipalities in the state. (Image 3).

In the state it is observed that the main marine species (octopus and *mero* or Epinephelinae-) are becoming increasingly scarce. For this reason, the state implements closed seasons related to the reproductive cycles of these species, established by Consejo Nacional de Pesca, (Conapesca), governing body of the activity.

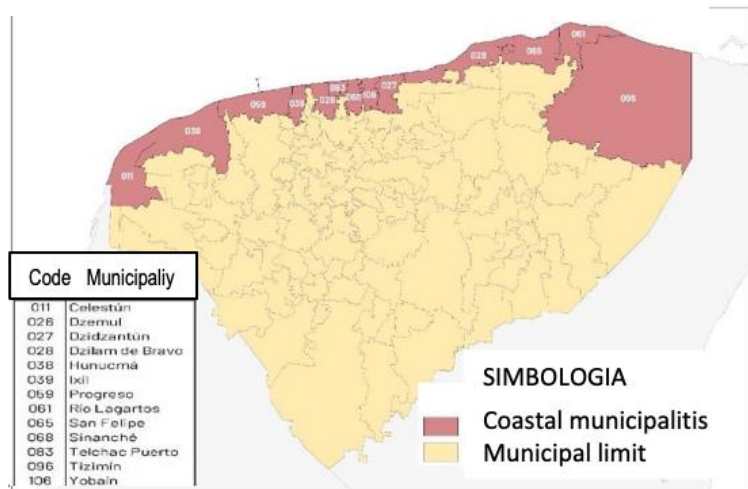
⁶ Source: Government of the State of Yucatan, 2022.



Main Challenges:

- Insufficient ecological criteria in the Ecological Planning Program for the Coastal Territory of the State of Yucatan (POETCY), for the regulation of works that affect coastal dynamics and coastal dunes (Image 3).
- Lack of coordination on issues related to annex Integral of the Coastal Zone (MIZC) between departments.
- Decline in populations of commercially important species.
- Little respect for the times of closure of species.
- Installation of works that modify coastal dynamics without authorization.
- Degradation of coastal areas and wetlands.
- Sea level rise.
- Contamination of soil and subsoil in coastal areas by solid waste and wastewater discharges.

Image 3. Coastal municipalities of the State of Yucatan.



Source: base plane INEGI, 2010

Areas where further progress is needed soon

- Environmental education programs on the coast.
- Greater coordination between departments linked to the MIZC.

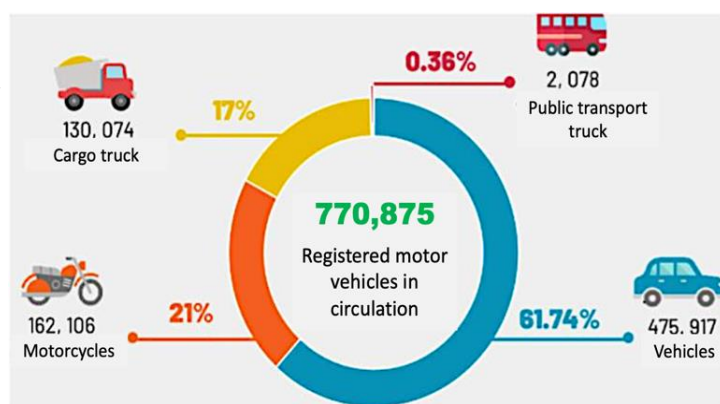
Areas in which the destination is currently working

- Projects for the integral management of the coastal zone.

1.2.7. Sustainable mobility

The current regulations on mobility is not up to date and not consider mobility concepts sustainable. Together, these elements and the little diffusion of a mobility culture more sustainable, have encouraged the use of the private car (Image 4), causing congestion and increase in transfer times.

Image 4. Motor vehicles in Yucatan.



Source: State Government 2018-2020.



In terms of infrastructure, there are currently not enough cycling roads that form networks for the proper movement of non-motorized means. Only 42 municipalities out of 106 have this infrastructure; which represents 39.62% of the municipalities of the state. The design in the interventions of the roads does not contemplate the different modes of mobility, the lack of knowledge of the benefits of sustainable mobility encourages the increase of the vehicle fleet of private cars.

In Yucatan there is a high rate of cyclists and a growing interest in various actors of society in promoting the use of more sustainable mobility alternatives, which is why the Institute of Mobility and Territorial Urban Development has been created that comprehensively board urban development and mobility in the state. There are previous studies and diagnoses of mobility in the Metropolitan Area of Mérida.

The flat conditions of the orography in the peninsula facilitate accessibility and connectivity through road infrastructure and there are variety of options in the market to improve the public transport service.

Main Challenges:

- Scarce cycling infrastructure in the state.
- Inadequate infrastructure for the current public transport service.
- Deficiency of the current public transport system.
- Studies and previous diagnoses of mobility within the state insufficient
- Lack of knowledge of the benefits of sustainable mobility.

Areas where further progress is needed soon

- Modify preferential uses and customs towards the use of the private car.
- Increase investment in non-motorized mobility at the federal level.
- Regulate irregular transport services.

Areas in which the destination is currently working

- Comprehensive mobility plan for the state.
- Improvement of the public passenger transport system.
- Creation of bike paths throughout the city of Mérida.

1.2.8. Culture for sustainability

In Yucatan, it is important to implement actions that contribute to sustainable development, as a measure to mitigate current environmental problems, society must be informed, sensitized and made aware through adequate communication, promotion and adoption of an environmental culture for sustainable development.

The culture for sustainability refers to the actions that a society takes that allow it to secure resources for future generations. In this way, to address environmental issues, the promotion of a culture that establishes an awareness mechanism is sought.



The approach given to this promotion is aimed at the whole society, especially at an early age and in young people, both in schools (Inclusion of environmental issues in school enrollment), and in everyday life. This is how, anyone who wants to improve their actions to focus on a sustainable culture will have the necessary tools to achieve it.

Main Challenges:

- Formal environmental education workshops for the continuous training of non-teachers updated.
- Insufficient activities in the field of environmental education and culture in the state.
- Little coverage of environmental dissemination campaigns in the state of Yucatan.
- Low environmental awareness in institutions and organizations what it can put at risk the continuity of activities implemented by the State Government.
- Lack of sustainability programs in institutions and organizations.

Areas where further progress is needed soon

- Inter-institutional linkage for the implementation of culture programs for the sustainability.
- Interest of the open population in the participation of activities in the field of environmental awareness and culture.

Areas in which the destination is currently working

- Workshops and courses of formal and non-formal education.

1.3. Current Conditions of the Tourism Sector in Yucatan

Yucatan has a great wealth in terms of tourist resources in all its regions: history and traditions, nature, archaeology, gastronomy, beaches, cenotes, caves, typical Mayan populations, in addition to its proximity to Quintana Roo. The entity is recognized for being one of the most important Mesoamerican sites where the Mayan culture was established, one of the most extraordinary of humanity, and that fortunately for Mexicans is preserved as one of the most important living cultures in the world, which is distinguished by its typical Mayan communities that still preserve ancestral customs and traditions, its history, its biodiversity, its gastronomy.

Being a coastal state, with 344 linear km of coastline, Yucatan has maritime, sun and beach resources and a port for receiving cruise ships; likewise, the entity has important tourist resources such as the Archaeological Zone of Uxmal in the Southern Region and Chichen Itza in the East Region, which are World Heritage Sites and the last area, one of the Wonders of the Modern World, which receives more than two million visitors annually.

The state also has four Magical Towns, Izamal, Valladolid, Sisal and Maní, as well as its stately capital Mérida, and a large number of typical towns that together provide it with a ample potential to continue its tourist development.



The tourist resources of the state have been promoted and organized mainly through tourist routes, which can be found on maps published on the official tourism website, as can be seen in Image 5.

Image 5. Tourist Regions of Yucatan, 2019.



Source: Government of the State of Yucatan, Ministry of Tourism Development, 2019.

Some characteristics of the current operation of the tourism system are the following:

- Trips are made in short stays in the resorts.
- Stays in resorts with radial excursions (including those originating in the neighboring state of Quintana Roo) are registered.
- Stopovers are carried out in circuits on the Merida-Cancun corridor.
- Proximity trips are made for recreational purposes for the inhabitants of Mérida.
- Seasonal trips with long stays by both residents and foreigners are registered. Mérida's position is dominant in the entity for travel and mobility: among other aspects, it concentrates 84.4% of arrivals at hotel rooms; the reception of 70.5% of the arrivals of foreign tourists; 70.2% of the 3–5-star rooms, as well as 54.6% of the total tourist establishments in the state.
- It requires generating information that allows to specify the volume of each of the modalities of travel of the visitors in Yucatan.



1.4. About the Secretariat of Tourism Development (Sefotur)⁷

Next, a synthesis of the emergence and evolution of this organism.

The privileged geographical position and the availability of natural, cultural and social resources of the Yucatan Peninsula have historically benefited it by the flow of national and international visitors. This fluency of visitors to Yucatan is associated with the interest that from distant times brought the first explorations made in the Mayan archaeological zones, and the expectation that the discoveries about this civilization have always produced, which reached a degree of development comparable to other great Western cultures.

Around 1960 the flows of visitors to the peninsula were concentrated in the city of Mérida and on the island of Cozumel, due to the marked boost to tourism generated by the administrations of Presidents Miguel Alemán (1946-1952), Adolfo Ruiz Cortines (1952-1958) and Adolfo López Mateos (1958-1964). From that time until the beginning of the nineties, the Delegation of the Secretary of Tourism of the Federal Government worked in the State, which performed functions coordinated with the state tourism office, to implement actions aimed at the tourism development of the Entity.

On September 13, 2001, through the reforms to the Organic Law of the Public Administration of the State, the Ministry of Tourism of Yucatan was created, as a centralized dependency of the Executive Power whose purpose is to promote the development of tourism activity in the Entity and guide public policy in this area. The new agency replaced and expanded the functions maintained during the period 1995-2001 by the Directorate of Tourism Promotion of the former Secretariat of Industrial and Commercial Development (SEDEINCO), currently known as the Secretariat of Economic Development. Previously, this area had functioned under the names of Directorate of Tourism and Department of Tourism, always as part of the aforementioned SEDEINCO.

It is from January 1, 2008, with a new reform to the Organic Law of the Public Administration of the State and its Regulations, that the agency changes its name to the Secretariat of Tourism Promotion of the State (SEFOTUR), strengthening its functions of promotion, development of infrastructure and tourism quality.

Sectoral mission: "To conduct tourism development in consensus with industry actors and with a full insertion of society in the benefits of tourism, actively involving local actors from the public, social and private sectors".

Sectoral vision: "In 2030 tourism is widely recognized as a key sector that benefits Yucatecan society; its development is conducted with a full adherence to the principles of sustainability and the tourism potential has been fully deployed, taking advantage of the uniqueness and authenticity of the experiences that tourists live in the territory of the entity, as well as the competitiveness of companies and tourist destinations".

⁷ Source: Sefotur, <https://sefotur.yucatan.gob.mx/> 2022.



Ecotourism Hotel Xixim, Celestun, Yucatan. Source: Own archive.

2. AVAILABLE INDICATORS RELATED TO TOURISM

In the following pages, the available indicators related to tourism will be presented, which are part of the current monitoring carried out regularly by the authorities of the sector, such as:

- Tourist flows.
- Fuller files of visitors.
- Facts about the structure of the tourism industry.
- Income and employment from tourism.
- Sources of existing data for available data.
- Other information related to the subject.

2.1. Current Monitoring in Tourist Flows

Tourism in the State of Yucatan currently presents an unprecedented dynamism and growth in many aspects, the information that circulates, both in the media, as in the Ministry of the branch and in the federal information agencies, corroborate this. Below are some data to support this claim.



2.1.1. Data about visitor arrivals (domestic / foreign)

The number of tourist arrivals to hotels in the state amounted to 2,045,123 people in 2019, according to the DataTur Program, which represents an increase of 14.5% over 2018 (higher by 259,123 tourists).

In the year of 2020, during which the Covid 19 pandemic spread, travel around the world was restricted to respect hygiene and health care measures, so the main tourist centers of the state, measured through the aforementioned Program, counted in total, the arrival of 782,720 tourists, which represented a drastic decrease of 61.72% of arrivals compared to the same period in 2019. For the year of 2021 the trend of increase in the arrival of tourists has been evident with a total increase of 50.8%

In Table 2 and in images 6 and 7, you can see the number of visitor arrivals per annual period from 2008 to 2021, there you can see how many were national and how many from abroad and finally, how many arrived in Mérida and how many to the State are differentiated.

Table 2. Arrival of Tourists with Overnight Stay 2008-2021

Period	STATE OF YUCATAN			CITY OF MERIDA		
	Arrival of Tourists (in number of people)			Arrival of Tourists (in number of people)		
	Nationals (residents)	Foreigners (non-residents)	Total	Nationals (residents)	Foreigners (non-residents)	Total
2008	969,587	355,380	1,324,967	838,652	254,666	1,093,318
2009	840,902	248,638	1,089,540	746,313	169,901	916,214
2010	893,532	236,502	1,130,034	802,977	150,277	953,254
2011	970,454	248,181	1,218,635	885,549	158,987	1,044,536
2012	970,663	277,587	1,248,250	879,044	183,215	1,062,259
2013	1,095,353	299,500	1,394,853	1,016,889	204,529	1,221,418
2014	1,100,557	326,121	1,426,678	1,012,157	224,450	1,236,607
2015	1,103,396	345,555	1,448,951	1,003,127	249,475	1,252,602
2016	1,106,580	349,377	1,455,957	1,002,896	259,879	1,262,775
2017	1,297,333	335,320	1,652,653	1,113,805	305,055	1,418,860
2018	1,378,792	407,208	1,786,000	1,163,542	343,637	1,507,179
2019	1,513,391	531,732	2,045,123	1,362,443	375,367	1,737,810
2020	579,213	203,507	782,720	523,321	144,180	667,501
2021	994,973	185,303	1,180,276	803,017	149,553	952,570

Source: Tourism Development Ministry, based on the Hotel Monitoring Program Datur. Own elaboration.



Image 6. Comparison of visitor arrivals with overnight stays in the State of Yucatan during the years between 2008 and 2021. Source: Yucatan Tourist Observatory.

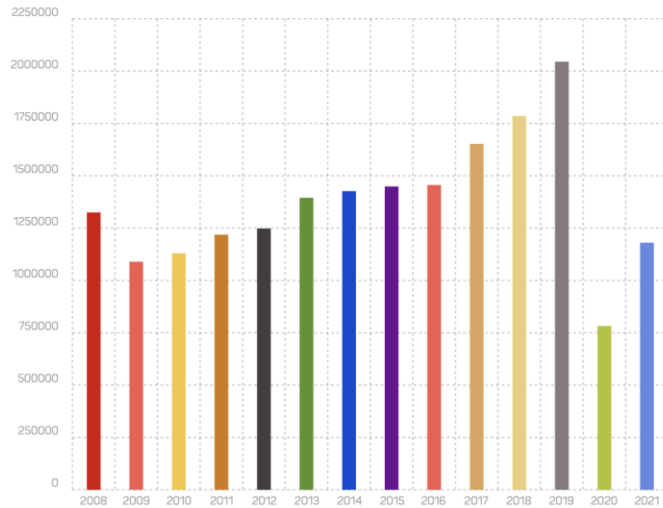
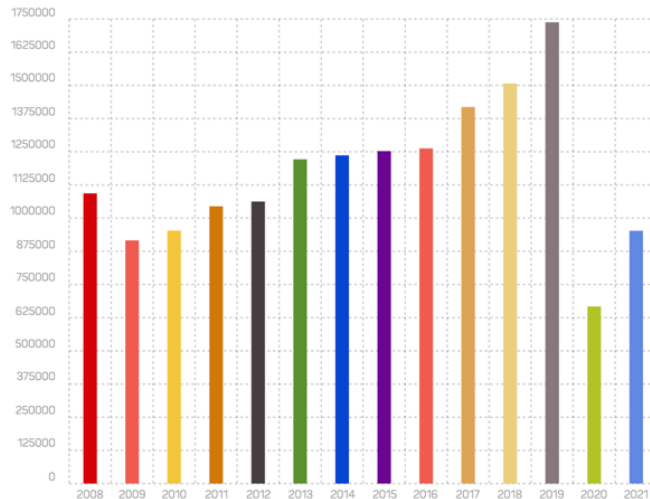


Image 7. Comparison of visitor arrivals with overnight stays in the City of Merida, Yucatan during the years from 2008 to 2021. Source: Yucatan Tourist Observatory.



2.1.2. Tourist demand in Yucatan

2.1.2.1. Average Stay

In relation to the stay of tourists in 2021, it is highlighted that on average they stayed 1.53 nights, tourists residing in the country were 1.54 nights, while non-residents were 1.47 nights (See Image 8).

Image 8. Stay of resident and non-resident tourists in Yucatan, 2021. Source: Tourism Development Ministry, from DataTur Hotel Monitoring Program.





Comparing Yucatan with other states in terms of average stay, it is observed that it is below Quintana Roo, Michoacán and Puebla, and in conditions similar to Querétaro, above Chiapas (See Image 9).

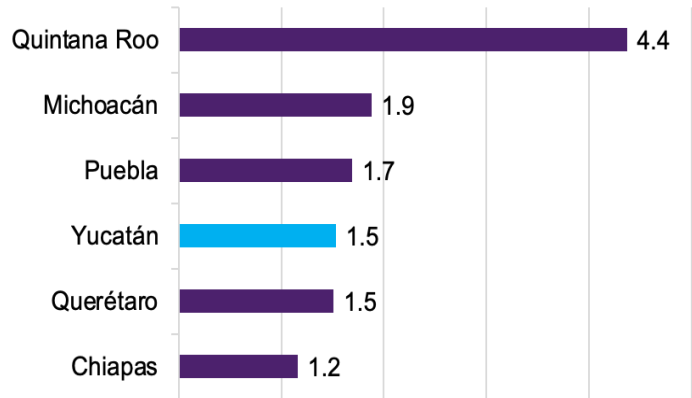


Image 9. Average stay in Yucatan compared to selected states. 2021.
Source: Tourism Development Ministry, from DataTur Hotel Monitoring Program.

In 2021, Mérida maintained the concentrating trend of tourists arriving in the state, since it captured 80.0% of the total number of tourists with overnight stays, while Valladolid was 13.1%, that is, between both tourist centers they concentrated 93%. 1% of tourist arrivals, so they confirm their relevance in attracting tourists to the state.

The participation of domestic tourists has been the majority over the years, although the number of residents abroad increased marginally until 2019, it is important to note that, derived from the effects of the Covid-19 pandemic this proportion decreased radically in the following years (Image 10).

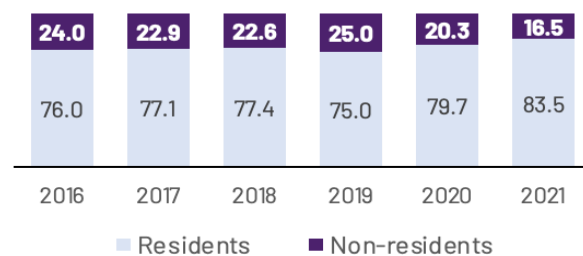


Image 10. Participation of the arrival of resident and non-resident tourists to lodging establishments in Yucatan. 2016-2021.
Source: Tourism Development Ministry, from DataTur Hotel Monitoring Program.

The above information represents the number of tourists who stayed in hotels in the state, however, the total number of tourists who arrived at the destinations and who stayed in the homes of family and friends and other types of lodging is unknown, as well as the records of the total number of visitors who arrived in the state without spending the night are also unknown.

As for seasonality, it stands out that in the summer months (July and August), spring (March and April) and end of the year (November and December) increased influx.



2.1.2.2. Tourist market

The sizing of the tourism market in the state of Yucatan is carried out according to the existing indicators and with the use of parameters of the Ministry of Tourism Development and proportions of the visitor profile survey. The number of total visitors who arrived in the state is divided into the tourists with overnight stays who register in the entity, which amount to a total of 2,812,044 visitors and the hikers in the destination that amount to the total of 4,116,311 visitors to the state in 2019. The structure of the market is shown in Image 11.

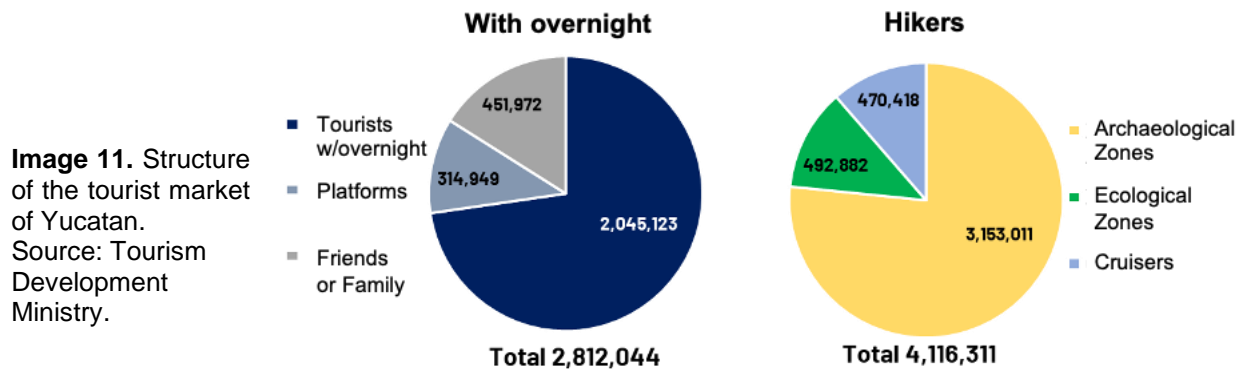
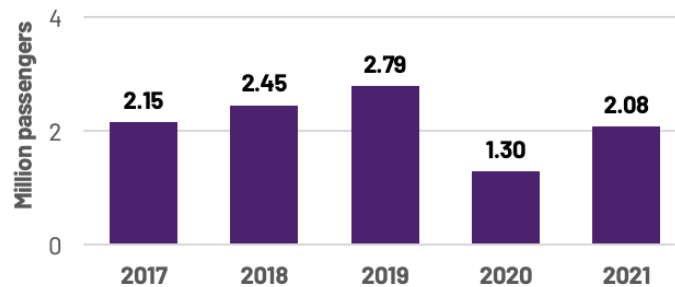


Image 11. Structure of the tourist market of Yucatan. Source: Tourism Development Ministry.

2.1.2.3. Air transport

The International Airport of the City of Mérida "Manuel Crescencio Rejón" experienced in the last 5 years (2017-2021) a significant influx in the number of passengers served and flights operated. As for the total number of passengers, if 2019 is compared with 2017, the increase registered is 29.9%, going from 2,148,484 to 2,790,649 passengers. Despite the impact on global air connectivity as a result of the Covid-19 pandemic, in 2021 2,079,503 passengers were registered, which represents 74.5% of what was recorded in 2019.

Image 12. Total Movement of Air Passengers. 2017-2021. Source: Tourism Development Ministry from ASUR data.



Regarding the profile of passengers served at Merida Airport, it is observed that, in the last five years, more than 90% corresponds to the movement of domestic passengers, while less than 10% are international passengers.

At the end of 2021, Merida Airport ranked within the Top 10 of the country's main airports, occupying ninth place in the movement of domestic passengers with 2,080 -thousand passengers- (Table 3).



Table 3. Table of the Top Ten of the Statistics of Domestic Passengers by Main Airports. Miles, 2017-2021.

Source: Tourism Development Ministry with data from SICT, AFAC, DDE.

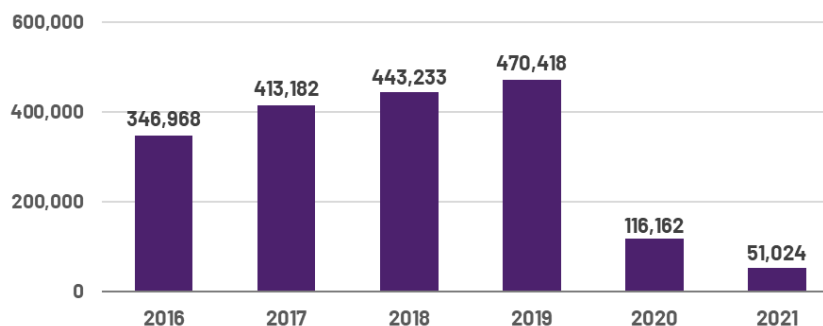
	Top 10	2017	2018	2019	2020	2021
1	Cd. De México	44,520	47,698	50,304	21,977	36,028
2	Cancún	23,602	25,202	25,482	12,259	22,318
3	Guadalajara	12,780	14,340	14,824	8,094	12,209
4	Tijuana	7,089	7,824	8,917	6,311	9,666
5	Monterrey	9,683	10,733	11,177	4,994	8,270
6	San Jose Del Cabo	4,702	5,065	5,339	2,928	5,466
7	Puerto Vallarta	4,433	4,628	4,931	2,490	4,054
8	Bajío	1,940	2,324	2,747	1,378	2,101
9	Mérida	2,148	2,452	2,791	1,297	2,080
10	Culiacán	1,857	2,271	2,459	1,373	1,970

2.1.2.4. Cruise activity

Yucatan has the Port of Progreso for the reception of cruise ships. In the last 4 years the arrival of visitors maintained a growth trend. Between 2017-2019, an average annual growth rate of 10.8% was recorded. Due to the suspension of operations of shipping lines in the North American and Caribbean region due to the health contingency during March 2020 to July 2021, the recovery of the arrival of cruise ships and passengers has been very slow so, at the end of 2021, 51,024 passengers and 22 ships were received (Image 13).

Image 13. Arrival of cruise passengers at the Port of Progreso, Yucatan 2016-2021.

Source: Tourism Development Ministry



Puerto Progreso has been positioned as one of the most important ports in the country in the reception of visitors by cruise, however, in 2021 it ranked seventh nationally (Table 4).

Table 4. List of the most important ports in the reception of cruise visitors. 2021.

Source: Tourism Development Ministry

	PORTS	PASSENGERS	CRUISE
1	COZUMEL	652,007	354
2	MAJAHUAL	337,337	184
3	CABO SAN LUCAS	137,468	82
4	PUERTO VALLARTA	108,124	58
5	MAZATLAN	98,001	50
6	ENSENADA	94,211	73
7	PROGRESO	51,024	22



The importance of improving the urban and tourist infrastructure of the port facilities and the city of Progreso with actions of innovation and diversification of products, services and tourist activities is fundamental to improve the competitiveness of the port and the attraction of ships and visitors.

2.1.3. Visitor Profile

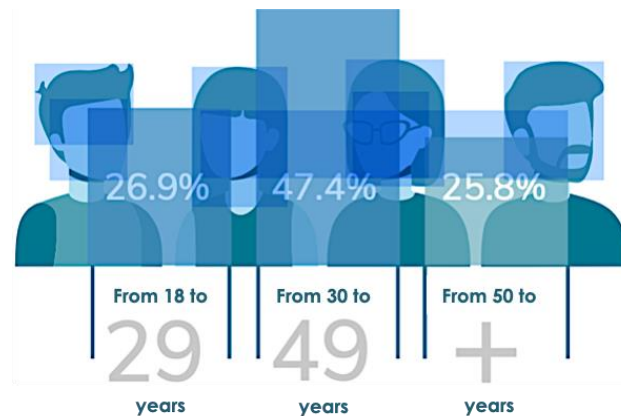
Below is a synthesis of the results obtained in the *Study of profile and degree of tourist satisfaction in Yucatan (EPGSTY, for its acronym in English)*, carried out in seven strategic places in Yucatan, where there a large influx of tourists during the last semester of 2019 and in which 2,234 visitors who arrived in the state, both national and foreign, participated.

The information presented is related to the visitor's activities , the purpose of the visit, the duration of the stay, the mode of transport and other data of his profile as a tourist, which are of interest to the sector (See Image 21). *Indicators of the profile of the tourist of Yucatan*. It also includes the measurement of the degree of satisfaction expressed by the tourist of Yucatan, in relation to the tourist attractions and the most representative services of the tourism sector.

2.1.3.1. Age of visitors

The tourist who opts for Yucatan, reflects who we are and the destination we have built. It tends to be a mature person whose average is 39 years, who seeks experiences of culture for the imaginary associated with Yucatan (See image 14).

Image 14. Frequency distribution by age range.



Source: EPGSTY, 2019.

2.1.3.2. Main markets and segments

The main market is the national tourist with a frequency of origin of 79% (see Image 15), which constitutes the priority, the challenge and the greatest opportunity for our destination and according to the results of the survey, the states of the Republic that contributes the most to tourism, is Ciudad de México, followed by Quintana Roo, Veracruz and Tabasco.



For this type of profile, with 40 and a half years, word of mouth recommendations, visiting family or friends is a very marked motivation and a path of promotion. Domestic tourism could be the best promotion agent (54%).

Image 15. Frequency distribution by origin.



Source: EPGSTY, 2019.

The next niche in importance is tourism from abroad that represents 21%, is a person of 38 years, does not travel alone but with a partner or in a group (80.1%), with good economic potential estimated at 41,964 dollars per year of income. This niche of tourists gives their destinations in advance (8 and 12 weeks), recognizes the destinations of their preference (43%) and books their tourist services online (54%). Seek cultural experiences (69%). Solves their mobility by plane (72%) bus (45%), car rental (35%), taxi (33%).

This segment of the market requires services with an international standard, attention in their own language, remote promotion through internet campaigns. The United States accounts for 26.3% of foreign tourism. And the most frequent states are California, Florida and Texas. The European market adds 34.6% and that of America 28.1%. 72.9% travel as a couple or with friends. Only 27.1% travel alone and 47% of solo travelers have a business purpose.

The market for short-term solo travelers, mostly Mexican (85%), men (65%), who come unaccompanied (27.1%). They hire lodging for one night (16%) or two (22%). They make their reservations a week in advance (39%) or two (17%). It solves their mobility by plane (63%), UBER (59%), bus (39%). 89% make consumption in restaurants. They come mainly to Mérida (81%), for business reasons (47%). This tourist profile represents an opportunity to increase the level of overnight stay, particularly considering the suggestions in the survey.



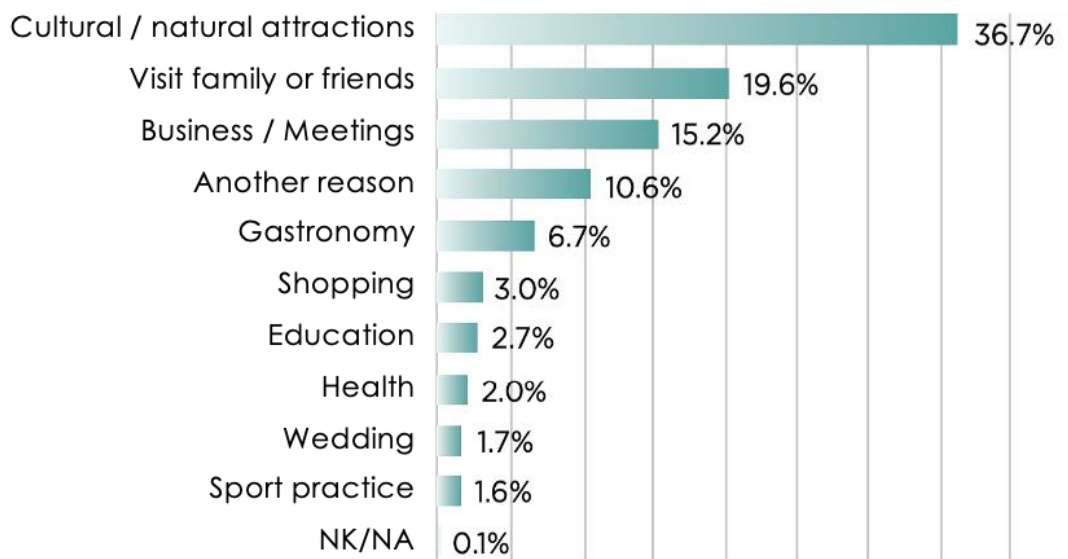
This lonely traveler values the natural attractions of our offer (24%), safety (23%) and gastronomy (21%). Two opportunities are presented with this type of tourist, it can be assumed that his level of spill per day is higher than others, due to the number of services he hires in his short stay. And the other opportunity is to motivate your stay to be extended by offering other attractions appropriate to your profile and preferences.

2.1.3.3. Reason for the visit

Among the concerns of our tourists is reflected sensitivity for the care of resources, the level of quality of services, the care of heritage; that reflects positive values by which greater probabilities of mature behavior and cooperation can be inferred by the care of our tangible and intangible heritage.

In Image 16, it is observed that among the main reasons for the visit to the state, is to know its cultural and natural attractions with 36.7% frequency of responses, this reason exceeds the second frequency chosen -*visit to family and friends*- by 17.1 percentage points.

Image 16. Distribution of frequencies by reason of travel



Source: EPGSTY, 2019.

The most popular destination is Merida, followed by Chichén Itza and Progreso. But Uxmal is striking as a well-valued destination and longed for a next visit.

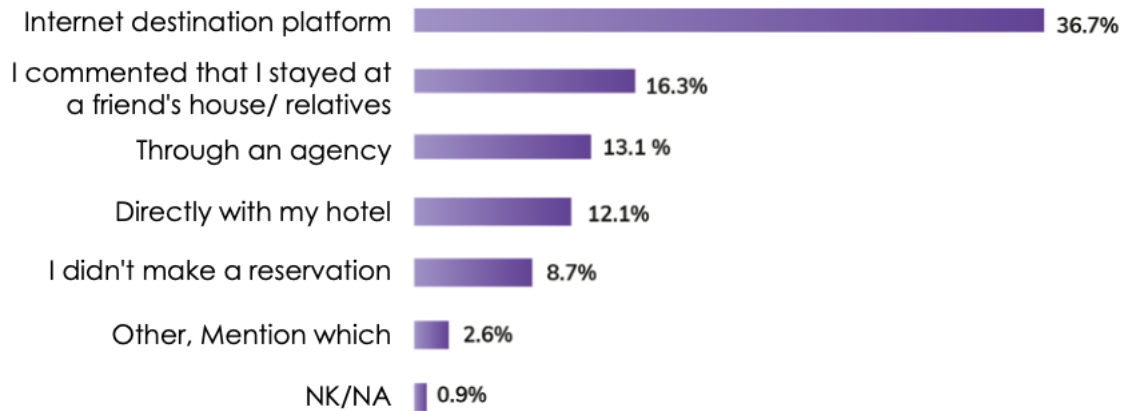
What the tourist who visits Yucatan treasures the most are the natural wonders and cultural attractions. The average number of destinations visited by tourists is 2.67. 66.15% tourists visit more than one destination within Yucatan. 54.6% of our tourists have visited Yucatan in the past.



2.1.3.4. Reservations and Social Networks

The tourist makes travel reservations one week in advance as the most popular response 23.8% and 17.3% for the mention of reservations with four weeks in advance. Nearly 37% make their reservations online (Image 17). 57.4% post photos on social networks.

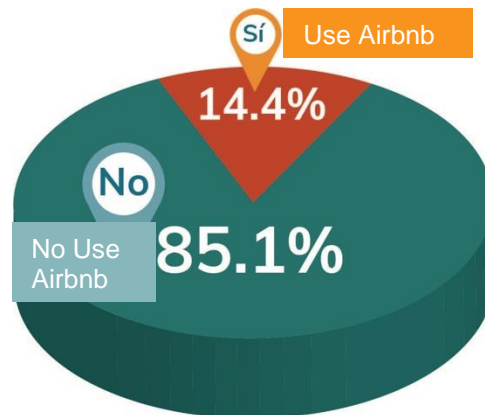
Image 17. Frequency distribution by reservation mode.



Source: EPGSTY, 2019.

14.4% of tourists are using Airbnb (Image 18). 66% of those who hire Airbnb are "very satisfied" compared to 60% of those who feel "very satisfied" by the hotel service. The overall rating of the hosting service is 7.95. 85.1% use another type of hosting.

Image 18. Distribution of frequencies in the habit of contracting the Airbnb service.



Source: EPGSTY, 2019.



2.1.3.5. Most commonly used services

The most used service are road signs, followed by restaurants and lodging services. The least used is the medical service. As for the services with less value, there are "Public Baths", "Parking Lots" and "Taxis". See Image 19.

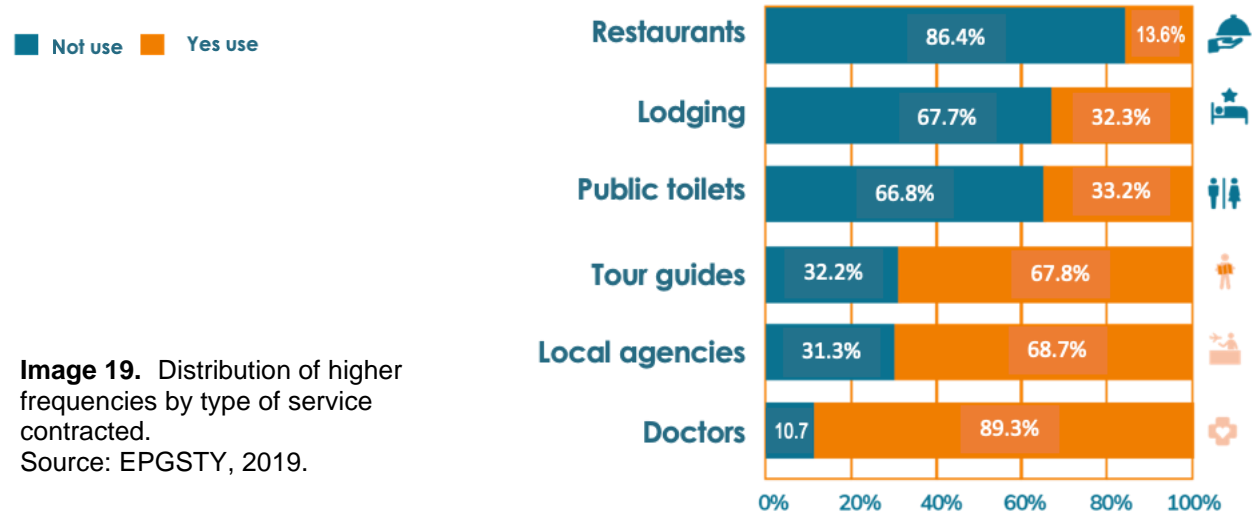
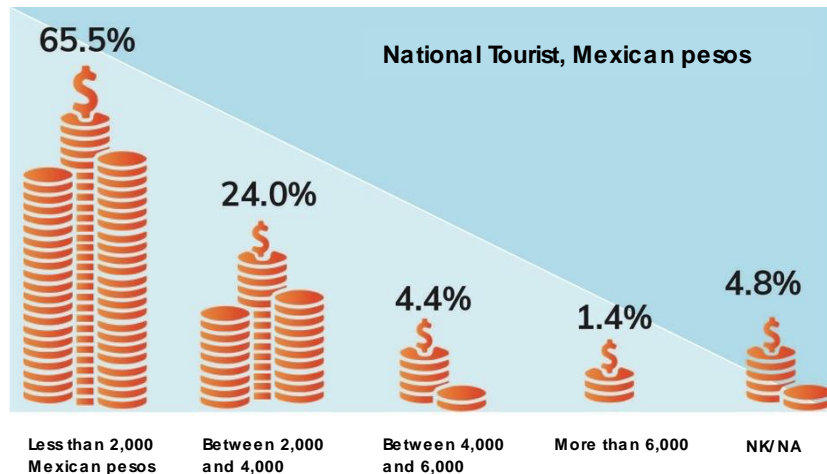


Image 19. Distribution of higher frequencies by type of service contracted.
Source: EPGSTY, 2019.

2.1.3.6. Average Expenditure

As for the economic spillover, 65.5% of our national tourists make a daily expenditure of \$ 2,000 pesos or less. The sample average was \$1,776 pesos per day. 40.2% of foreigners spend less than \$100 per day with an average sample of \$129 per day. See images 20 and 21.

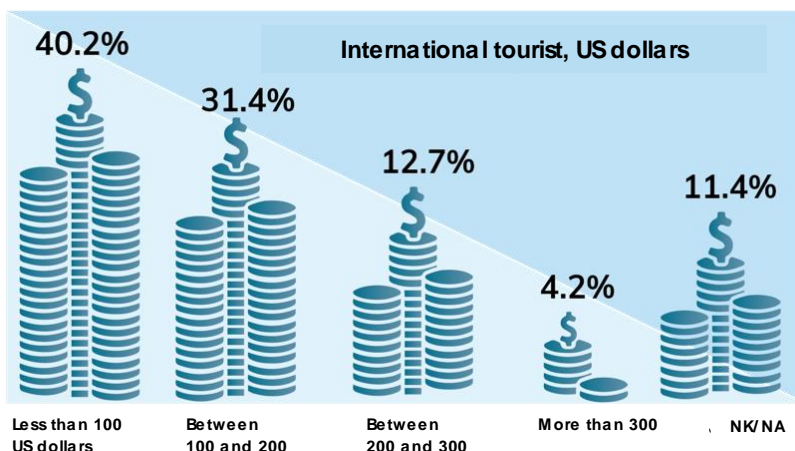
Image 20. Distribution of frequencies by daily expenditure level, national tourists (Mexican pesos).



Source: EPGSTY, 2019.



Image 21. Distribution of frequencies by level of daily expenditure, foreign tourists (US dollars).



Source: EPGSTY, 2019.

2.1.3.7. Summary of the Tourist Profile

Next, in Image 22 a synthesis of the aspects addressed in the previous pages is presented, are the indicators that make up the current profile of the visitor in the State of Yucatan. For a more graphic view, an infographic is included (See Image 23).

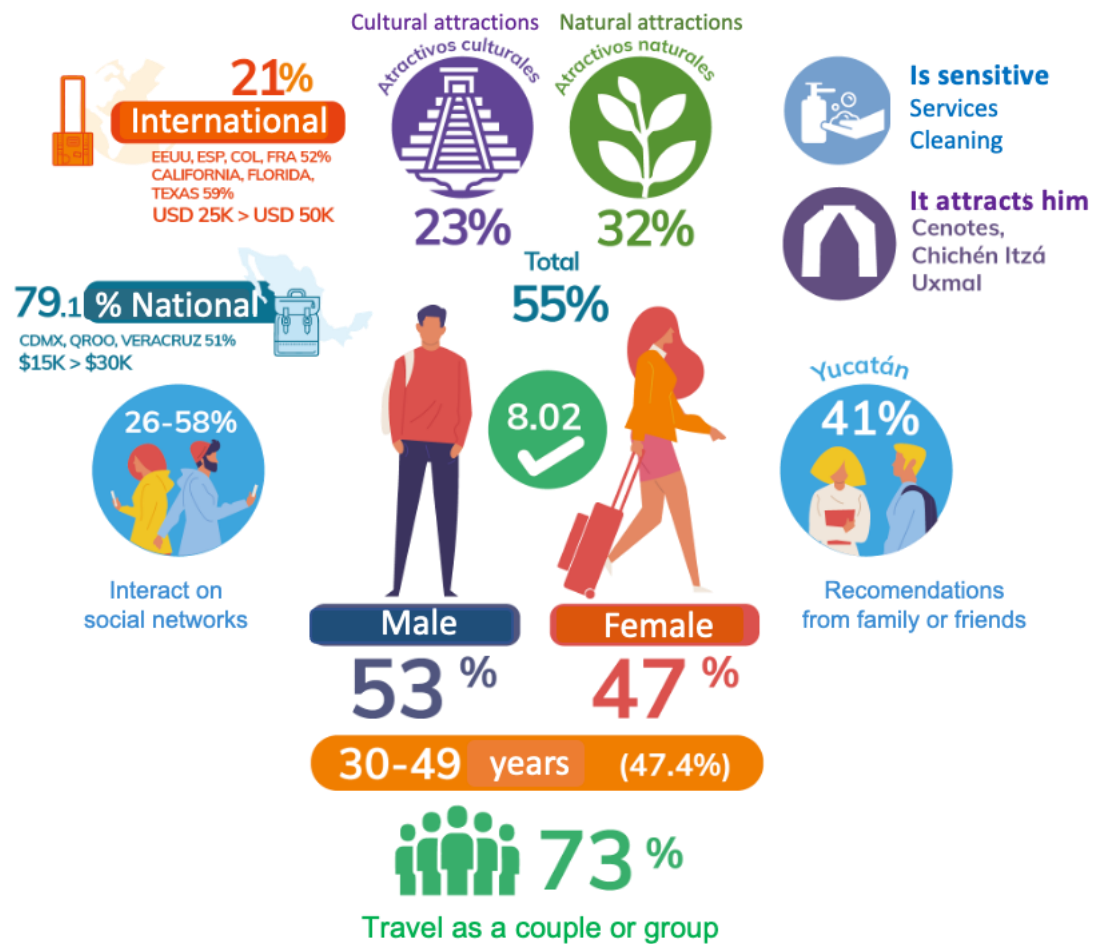
Image 22. Indicators of the profile of the tourist of Yucatan.

Source	National: 79%	Foreigner: 21%
Gender	Male: 53%	Female: 47%
Average age	Male: 39.62 years	Female: 40.38 years
Average income	Foreign Tourist: 41,964 dollars / year	National Tourist: 21,175 pesos / month
Average spending	Foreign Tourist: 129 dollars / day	National Tourist: 1,776 pesos / day
Company	Travel with someone else: 72.1%	Travel alone: 27.7%
Internet use	Reservations: 46%	Publish photos on networks: 57%
Reason for visit	Cultural/natural attractions 36.7%	Family and friends visits 19.7%
Places visited	Visit a place 31.97%	Visit 2 or more places 68.03%
Visit frequency	New visitors 45%	New frequent 55%
Stay	Average general stay: 4.97 nights	In hotels or similar services: 4.15 nights

Source: Tourism Development Ministry, EPGSTY, 2019.



Image 23. Yucatán tourist profile Infographic.



Source: Ministry of Tourism Development, (2019), Study of profile and degree of satisfaction of

2.1.4. Visitor Satisfaction

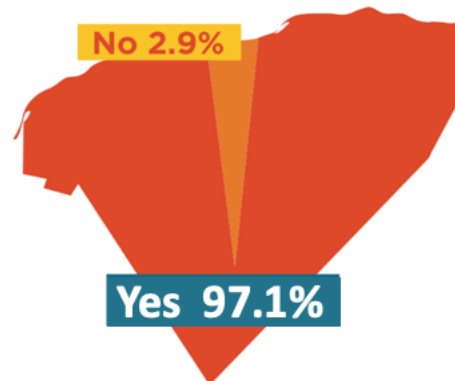
The satisfaction of the tourist is reflected in the positive recommendations and in the loyalty with the destination, all of which is of great interest to be able to focus on the actions that improve the tourist performance. In the study conducted to identify the most significant strength(s) in the mind of the tourist about Yucatan⁸, the following information was determined.

Hay positive indicators of the tourist performance of the Yucatan destination. In general, tourists are very satisfied, willing to return and recommend the destination to their friends and family with rates of more than 97%. See Image 24.

⁸ Tourism Development Ministry, (2019), *Study of profile and degree of satisfaction of the Tourist in Yucatan* (EPGSTY)



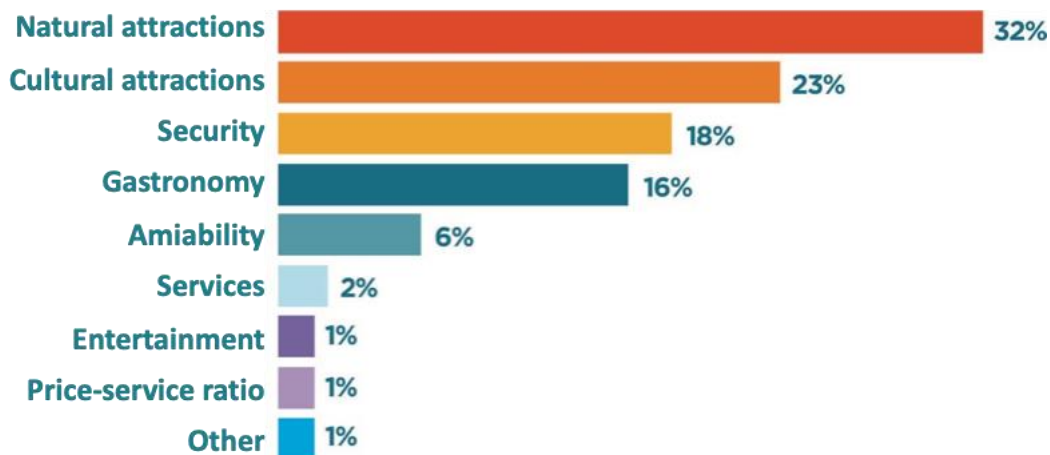
Image 24. Frequency distribution by return desire.
Source: EPGSTY, 2019.



2.1.4.1. Attractions most appreciated by tourists

Natural attractions, followed by cultural attractions, are the elements that most liked tourists with 32% and 23% of mentions respectively, those that represent important areas of opportunity are services and entertainment with 2% and 1% respectively. See Image 25.

Image 25. Frequency distribution in the most appreciated attraction.



Source: EPGSTY, 2019.

2.1.4.2. Satisfaction with the main services

To measure 20 services and/or tourist attractions used, the general results of average rating to the destination, granted by the 2,234 national and foreign visitors surveyed, were the following, tourists manifest an average satisfaction of 7.92 in The Mobility Services, the Tourist Attractions have an 8.32. Restaurants scored 7.97 (See Image 26). The overall rating is 8.02 (See Image 28).



According to the data of the profile and degree of satisfaction study carried out by the Technological University of Poniente in 2018, the overall average satisfaction was registered 7.65. For 2019 there is an increase in the satisfaction of the average tourist.⁹ See Images 26 and 28.

Image 26. Average rating by destinations and services.
Source: EPGSTY, 2019.



2.1.4.3. Desired places for return

There is interest in 68% of respondents to visit a specific destination in Yucatan for a later visit. The places mentioned most frequently are those listed in Figure 27.

Of the 2,234 surveys valid between July and December 2019. Of which 747 wish to return to one of the sites mentioned; cenotes top the list as the most popular mention



Image 27. Frequency distribution by place with promise of visit.
Source: EPGSTY, 2019.

⁹ Study of Profile and Degree of Satisfaction of the National and Foreign Tourist of the main destinations of Yucatan. Universidad Tecnológica del Poniente, Universidad Marista, Universidad Autónoma de Yucatán. Metropolitan Technological University. Page. 123 (2018).



2.1.4.4. Summary of experiences

The average rating obtained by the visitor's travel experience is 8.02. In general, tourist attractions receive better marks than services. Again, it is confirmed that the natural and cultural attractions are a fortress of Yucatan.

Score	Services / Destination
8.45	Cenotes
8.44	Uxmal
8.37	Cultural events
8.36	Parks
8.31	Uber
8.30	Chichén Itzá
8.23	Museums
8.12	Tourist inn
8.11	Tour guides
8.09	Bus
8.06	Airplane
7.97	Restaurant
7.95	Lodging
7.93	Remarks
7.91	Doctors
7.85	Rented car
7.84	Local agencies
7.73	Cab
6.94	Public toilets
8.02	General Average of Services and Tourist Attractions of Yucatan

Image 28.
Average rating by destinations and services (all).
Source: EPGSTY, 2019.

It is necessary to continue measuring the type of tourist who visits us, to give feedback to those who design the products and service strategies that try to attract the market. As mentioned, the level of overnight stay is a goal that requires monitoring, because it means spills for the state. Here a multi-destination indicator is proposed because it reflects the level at which tourists find routes of stay, if the chain of places visited is greater, the levels of overnight stay in the destination will be improved.



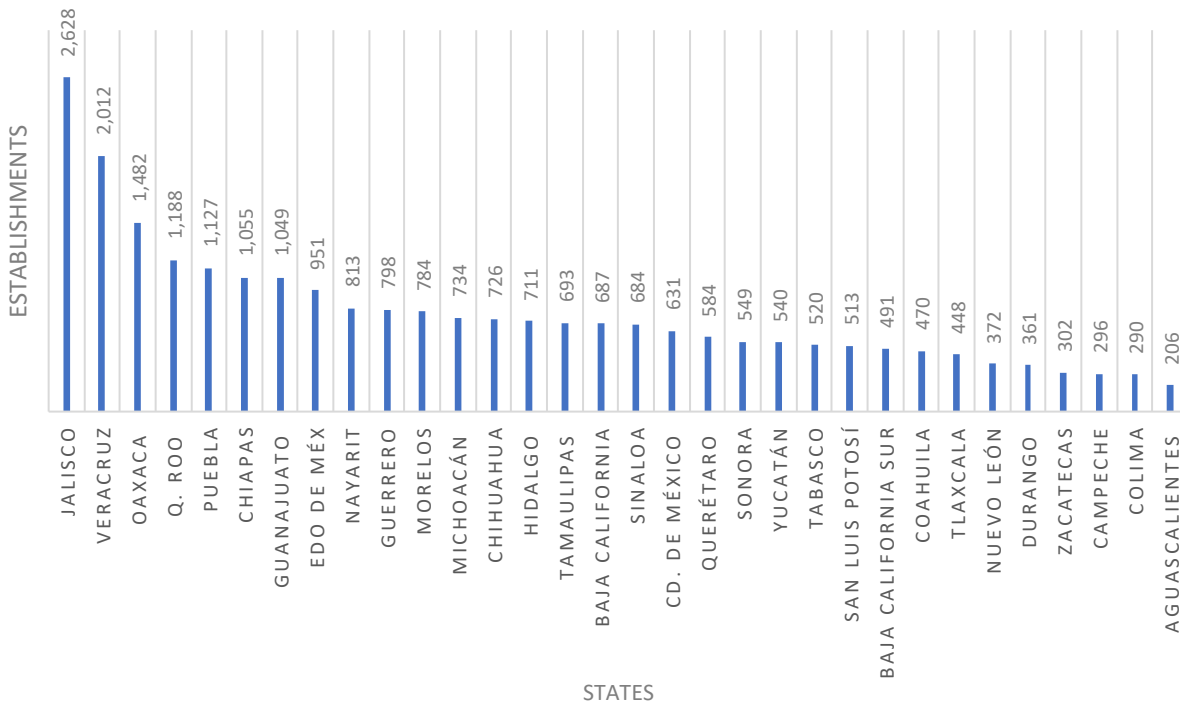
2.2. Tourism industry, income and employment

2.2.1. Tourism industry

According to INEGI, during 2019 tourism in Yucatan accounted for 11.1 percent of the state's economy. Between 2012 and 2019 tourism in Yucatan registered an increase of 55.9% in the arrival of national visitors and 91.6% in the arrival of international visitors. In 2021 alone and surpassing the most critical point of the pandemic in 2020, Yucatan received about 1.2 million tourists. See Table 2, page 18.

To have a vision of the competitiveness of Yucatan in terms of hotel supply at the national level, it is observed in the following graph that, at the end of 2020, the state was ranked number 21 in the number of accommodation establishments (540), 42 establishments more than those registered in 2017, while it ranked 24th by number of rooms with 1,4,658 in the tourist category, the same place it occupied in 2017 with 13,076 rooms (Image 29).

Image 29. Position of Yucatan in the number of establishments of lodging at the national level. 2020.



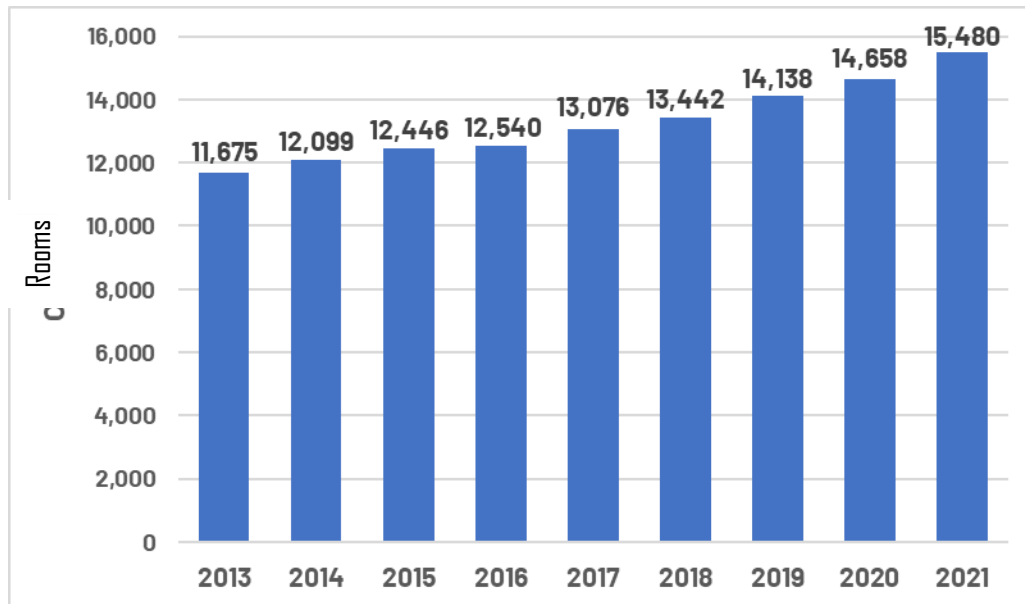
Source: Own elaboration with data from Datatur, 2020.

Yucatan closed on 2021 with 575 accommodation establishments and 15,480 rooms, 5.6% more than the previous year (14,658 rooms) and an increase of 32.6% compared to 2013 with 11,675 rooms (Image 30).



Regarding the offer of rooms of tourist category, se estima que a agosto de 2022 se cuenta con 586 establecimientos de hospedaje con 15,726 cuartos disponibles.

Image 30. Offer of available rooms of tourist category in Yucatan. 2013-2021.



Source: Own elaboration with data from Datur, 2020.

In order to know the situation of Yucatan, it is compared with 5 states of the country (Baja California, Chiapas, Nuevo León, Querétaro and Quintana Roo) in terms of hotel rates and the general profitability of the hotel industry in the state, the basic indicators of the available rooms existing in the entity, the average occupancy, as well as the average hotel rates reported from the collection of the hotel services tax in 2017. In this sense, it was obtained that Yucatan, after Chiapas, presented the lowest average hotel rates among the states studied, which amounted to \$571.00 pesos, well below what was presented by the state of Quintana Roo, which was \$1,475.10 pesos, according to the following Table 5 of hotel profitability:

Table 5. Yucatan Hotel Profitability

2017	Baja California	Chiapas	Nuevo León	Querétaro	Quintana Roo	Yucatán
Rooms available	20,204	20,203	15,884	12,766	93,709	10,412
Percentage of occupation	51.90%	35.40%	64.60%	55.10%	78.20%	57.00%
Average rate	801.17	524	1,117.11	650.6	1,475.10	571
RevPar (revenue per available room)	415.7	150.1	721.56	358.6	1,153.00	325.3

Source: Special Tourism Program (Page 31), Ministry of Tourism Development of Yucatan (Sefotur), with data from the Sector and Income Law of the analyzed states.



2.2.1.1. Complementary tourism infrastructure

The offer of complementary tourist services is mainly concentrated in the city of Mérida, where 51.3% of all existing establishments in the state are located, according to the following Table 6:

Table 6. Complementary tourist infrastructure in Yucatan, December from 2021.

Category	Number of Establishments		
	Mérida	Rest of the State	Total State
Hosting Services	260	315	575
Restaurants	310	262	572
Travel agencies	232	22	254
Clubs and bars	57	8	65
Airlines(branches)	11	0	11
Vehicle lessors	52	1	53
Museums and galleries	33	15	48
Craft shops	80	54	134
Ecotourism Services	3	108	111
Exchange Houses	14	1	15
Marine	0	27	27
Banquet services	30	3	33
Tourism and Language Schools	38	11	49
Land Lines	15	2	17
Tourist Assistance	19	0	19
Consulates	11	0	11
Tourist Hostels	3	18	21
Archaeological Sites	1	18	19
Theatres and Cinemas	21	0	21
Shopping Centers	20	0	20
Hospitals and Clinics	18	2	20
Industry Representatives	25	1	26
Event Services	83	2	85
Tourist Guides	282	636	918
Haciendas*	28	55	83
Total	1,646	1,561	3,207

Source: Inventory of Tourist Services of the State of Yucatan (InvenTur)

Note. (*) As of February 2021, the module of haciendas for tourist use is included, it is not considered privately owned haciendas, agricultural use, for rent, sale or in a state of abandonment.

2.2.1.2. Archaeological sites and tourist inns in the state

There are currently nineteen areas open to the public, which have contributed significantly to position Yucatan nationally and internationally. The Board of Trustee of the Cultural and Tourist Units of the State of Yucatan (Cultur), entity that manages the tourist inns, provides basic facilities and service units for visitors to archaeological zones and areas



that are protected natural reserves. Its purpose has also been to collaborate in the preservation, conservation and restoration of the historical heritage of Yucatan.

In 2019, a total influx of 3.6 million visitors to inns and archaeological sites of the entity was received. Of the areas open to the public, it stands out for the large number of visitors it receives annually, the Parador de Chichén Itzá, since it represented 65.2% (2.4 million visitors) of visits to this system of tourist inns in that year.

2.2.1.3. Infrastructure for nature tourism

A fundamental tourist segment for Yucatan is nature tourism by virtue of the outstanding offer of natural resources existing in practically all its territory. This type of tourism is considered as an alternative to regionalize tourism and benefit communities more directly and immediately, to reduce inequality and poverty, through products mainly ecotourism, adventure tourism, rural and community tourism. Undoubtedly, the natural resources of great value that the state has, as well as its Mayan communities offer the opportunity to position Yucatan as a differentiated, sustainable destination, with respect to other competing destinations, the main offer being activities in contact with nature and communities.

In Yucatan there have been for several years multiple efforts and initiatives of foundations, social organizations and universities, such as the Autonomous University of Yucatan, to create ecotourism companies. The opinion of tourism actors agrees that these initiatives have not been consolidated due to the lack of public or private support, lack of training, awareness of the importance of tourism, land tenure problems, among other aspects.

In 2021, 111 ecotourism establishments have been registered in the state. The municipality of Temozón, in the east of the state, is the one that stands out with the most establishments (seven), the municipalities of Valladolid, Río Lagartos, Hunucmá, Chemax, Abalá and Tecoh register three each and the rest in other municipalities of the state, as reported by Sefotur.

2.2.1.4. Meeting tourism

This segment is becoming relevant for Yucatan due to the economic spillover it generates and the consumption of the production chain. In Mérida there are two convention centers for medium and large events, as well as adequate facilities for the realization of events of this nature, especially in hotels, which contributes to increase the attractiveness of the state in this area.

In 2019, 228 meeting tourism events were held in Mérida, registering the attendance of 122,733 participants, which represents 46.9% more than in 2018, where 83,542 participants attended. According to the 2018 Visitor Profile Study, the profile of participants is national (86%), almost a third came from Mexico City (30%) followed by Quintana Roo, Puebla, Nuevo León and Veracruz. The international visitors came from



countries such as Colombia, the United States and Argentina, according to information from the Secretariat of Tourism Development of the state of Yucatan.

2.2.1.5. Air transport

Yucatan has two airports classified as international: the Airport of the City of Mérida "Manuel Crescencio Rejón" which is the main one of the entity and a minor airport called "Chichén Itzá" located in the municipality of Kaua, in the Eastern Region of the state and close to the archaeological zone of Chichén Itza and the Magical Town of Valladolid, which mainly operates private flights.

The International Airport of the City of Mérida "Manuel Crescencio Rejón" experienced in the last 8 years (2014-2021) an important dynamism in the number of passengers served and flights operated. As for the total number of passengers, if the year 2021 is compared with 2014, the growth registered is 44.7%, going from 1,436,959 to 2,079,503 passengers. In 2021, despite the impact on global air connectivity due to the health contingency of Covid-19, the movement of passengers registered a total increase of 60.3% over the previous year. Likewise, between 2021 and 2020, a growth of 23.8% was obtained, going from 31,731 to 39,273 operations.

It is important to note that, of the Merida airport routes in the domestic market, there is a great dependence on the route to Mexico City, this is already the seventh domestic route in importance nationwide (Image 31).

Image 31. Passenger Transport Routes by air at Mérida International Airport.

National Routes			International Routes		
Route	Weekly Average Flights	Weekly Average Seats	Route	Weekly Average Flights	Weekly Average Seats
Ciudad de México ^{a/}	143	24,541	Houston	7	1,148
Guadalajara	19	3,336	Dallas ^{b/}	-	-
Monterrey	16	3,540	Miami	7	910
Oaxaca	2	348	La Habana	4	656
Tijuana	2	348	Guatemala	4	136
Tuxtla	3	540	Flores	3	102
Veracruz	5	900	Camagüey	1	180
Villahermosa	2	360	Toronto ^{c/}	-	-
Toluca	7	1,260	Accumulated	26	3,132
Accumulated	199	35,173			

Source: ASUR (Effective September 2022).

a/ Includes the route Oakland – Mexico City – Merida which has an average weekly frequency of 3 flights and 522 seats and the route to the new Felipe Angeles International Airport (AIFA) with a weekly average of 18 flights and 2,307 seats.

b/ The flight was suspended during the month of October.

c/ Seasonal flight valid from November to April with a weekly frequency.



2.2.1.6. Air connectivity

At the end of September 2022, the following direct routes to Mérida Airport operated (Table 7). There are 9 national routes: Mexico City, Guadalajara, Monterrey, Tuxtla Gutiérrez, Veracruz, Villahermosa, Tijuana, Oaxaca and Toluca. It also has 8 international routes: Dallas, Houston, Miami, Oakland, Guatemala, Flores, Havana, Toronto (semi direct).

Table 7. Direct routes to Merida International Airport, October 2022.

Airline	Destinations with direct connectivity	Average Weekly Frequency of Arrival of Flights (domestic)	Average Weekly Frequency of Arrival of flights (international)	Average Weekly Available Seats (Arrival Flights)
Aeroméxico	Mexico City and Felipe Angeles International Airport	73	-	10,901
United	Houston (USA)	-	7	1,148
Volaris	Mexico City, Felipe Angeles International Airport, Guadalajara, Monterrey, Oaxaca, Tijuana and Oakland (USA) - Mexico City a/	57	3	10,440
Viva Aerobus	Mexico City, Guadalajara, Monterrey, Toluca, Tuxtla Gutiérrez, Veracruz, Villahermosa, Camagüey b/ and Havana (Cuba)	64	3	14,076
Magnicharters	Mexico City and Havana (Cuba)	2	2	592
American Airlines	Miami (USA)	-	7	910
TAG Airlines	Guatemala and Flores (Guatemala)	-	7	238
AVERAGE WEEKLY OPERATIONS (ARRIVAL)		196	29	38,305

Source: Southeast Airport Group (ASUR).

WestJet's Toronto – Merida flight remains in effect during the winter season, operating during the months of November - April.

a/ According to the itineraries provided by ASUR, the route Oakland – Mexico City – Mérida is counted as a domestic flight, however for the purposes of this table it will be shown as an international flight.

b/ As of October 6, Viva Aerobus begins operations of flights from Camagüey (Cuba) with a weekly arrival flight.

2.2.1.7. Cruise activity

With the Port of Progreso as a cruise destination in the state of Yucatan, the tourist offer is mainly based on the constant improvement of the existing infrastructure and on generating actions that encourage the promotion and dissemination of the destination as a safe, attractive space with a wide range of options to entertain cruise passengers.

Currently the Port offers cruise tourists the advantage of having a public beach with a set of attractions, these being the Traditional Malecon with its restaurants, hotels, inclusive beach and Meteorite Museum; the wooden pier known as the "El Deck" that connects with the new International Malecon that has a small fair; the Puerta Progreso beach club and photo stops along both boardwalks and outdoor gym facilities.

The arrival of the cruise ships to the destination of Progreso is in the International Cruise Terminal administered by the SSA Mexico since 2000 when it opened its doors with facilities arranged to receive passengers of tourist cruises. This Terminal, located 6 km

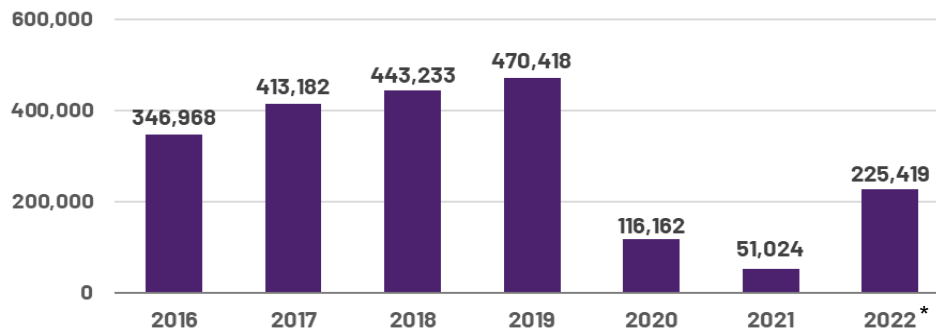


from the city of Progreso, has an area of 56,000 m², a pier for cruise ships with 2 berthing positions and a dock for ferries; Likewise, it has the services of 34 commercial premises with the sale of handicrafts, jewelry and a Duty-free; a bar; parking; and bus transport services, taxi and an offer of 4 different tour operators are offered.

Cruise passengers, through tour operators, have an offer of 30 different tours scheduled by the shipping companies, however, those who leave on their own have a greater variety. Due to the limited time available to passengers arriving by cruise, the most visited destinations in the average of 7 hours that the ship is in the port are: Archaeological Zones such as Chichén Itzá, Uxmal, Dzibilchatún, Xcambó and Mayapán; Colonial cities and Magical Towns such as Mérida and Izamal; nature destinations such as El Corchito, Cenotes de Homún, Cenotes de Cuzamá and the beaches of Progreso, Chicxulub and Telchac with their beach club and resort services.

As part of the strategies of promotion of the destination for the programming in the itineraries of the tourist shipping lines, we can mention the participation in fairs, summits and events of the cruise market; distribution of a newsletter to executives of shipping companies, port authorities, companies and tour operators nationally and worldwide with the news of the Port of Progreso and Yucatan; as well as visits to executives and shipping lines, virtual or in-person meetings with other port authorities and Cruise Committee meetings.

Image 32. Arrival of passengers and crew on cruise ships at the Port of Progreso, Yucatan 2016-



Source: Tourism Development Ministry
*/ Estimate

2.2.2. Income in tourism

2.2.2.1. Analysis of the contribution of tourism to the economy

To measure the economic impact of tourism at the state level and in the absence of a specific item in the national accounts, the Tourism Satellite Account is available. Likewise, the National Production Accounts are available by activity, economic sector and entity.

The analysis of indicators that reflect the importance of Yucatan in the national context. The indicators were taken from the System of National Accounts, the Economic Censuses and the Tourism Satellite Account of Mexico reported by the National Institute of Statistics and Geography (INEGI). The System of National Accounts allows us to know the structure and way in which the internal production of the state and the country is operating.



2.2.2.2. Participation of the Yucatan economy in the total national economy

To know the participation of the economy of Yucatan, the Gross Domestic Product (GDP) at constant prices of 2013, by economic activity and federal entity, was used as an indicator. GDP is the monetary sum of all the final goods and services that were produced in a country's economy in a year.

The percentage structure of participation of the GDP of Yucatan has been very constant and has been around 1.3% of the National GDP in the period from 2003 to 2008, from 2009 it began to represent 1.4% of the national economy, as shown in Table 8:

In 2019 it can be seen that Yucatan occupied the sixteenth position at the national level (1.9%) in participation in the Gross Domestic Product, see image 33:

Year	National GDP Millions of Pesos (2013=100)	State GDP of Yucatán Millions of Pesos (2013=100)	Participation (%)	National GDP Growth (%)	GDP growth State of Yucatán (%)
2003	12,559,105.2	161,636.5	1.29		
2004	13,050,687.2	169,013.7	1.30	3.9	4.6
2005	13,347,721.9	176,907.7	1.33	2.3	4.7
2006	13,931,383.7	185,462.6	1.33	4.4	4.8
2007	14,254,464.2	191,217.1	1.34	2.3	3.1
2008	14,402,756.6	193,158.6	1.34	1.0	1.0
2009	13,648,547.0	189,365.5	1.39	-5.2	-2.0
2010	14,352,400.7	196,150.0	1.37	5.2	3.6
2011	14,875,796.6	202,893.9	1.36	3.6	3.4
2012	15,430,992.5	214,700.6	1.39	3.7	5.8
2013	15,642,619.8	215,788.2	1.38	1.4	0.5
2014	16,067,157.8	223,858.8	1.39	2.7	3.7
2015	16,579,413.5	230,374.5	1.39	3.2	2.9
2016	16,982,550.3	242,505.3	1.43	2.4	5.3
2017	17,329,809.4	252,391.1	1.46	2.0	4.1
2018	17,701,290.8	261,172.4	1.48	2.1	3.5
2019	17,690,674.2	264,718.2	1.50	-0.1	1.4

Table 8.
Participation of Yucatan in the national economy.

Source: INEGI and Mexico's System of National Accounts. 2022.

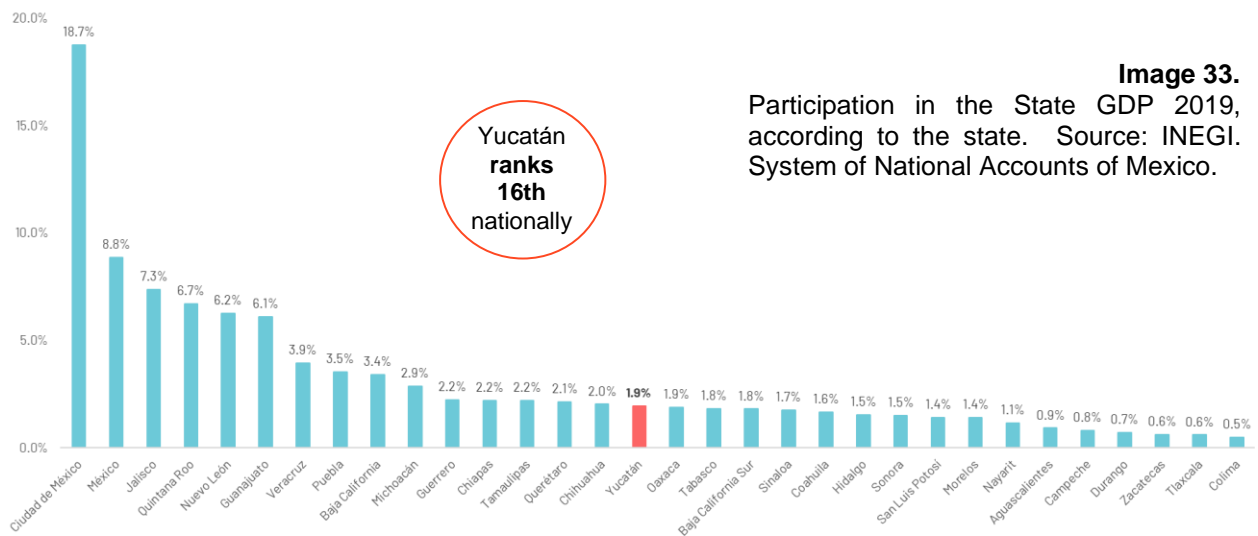


Image 33.
Participation in the State GDP 2019, according to the state. Source: INEGI. System of National Accounts of Mexico.



2.2.2.3. Dynamism of Sector 72 Temporary accommodation and food and beverage preparation services.

While the two subsectors that make up economic sector 72 (721 Temporary accommodation services and 722 Food and beverage preparation services) do not make up the total of tourism-related activities, they can be considered representative of the dynamics of tourism activity.

In 2019, the total amount of production of the state of Yucatan in temporary accommodation and food preparation services is \$ 5,939.4 million pesos at 2013 prices, representing 1.4% of the total of Sector 72 nationwide. It should be noted that the state ranks 23rd above states such as Morelos, Tabasco, Hidalgo, Aguascalientes, Campeche, Colima, Zacatecas, Durango and Tlaxcala (see Table 9).

During 2019, the estimated economic spillover from tourism in Yucatan amounted to \$8,265 million current pesos, which represented a growth of 17.1% compared to \$7,056 million pesos registered in the previous year.

The growth dynamics presented by the sector are highly volatile, because while in 2013 there was a fall of 6.4%, in 2015 the growth reached 12.1%, and in 2016 there was a decrease of 2.6%, while in 2019 it again increases to 3.1%. See Table 10.

Regarding the share of Sector 72 in the GDP of the state, this ranges between 2.3% and 3.3%, being 2.24% in 2019, as seen in the following Table 10.

Table 9. Participation of Sector 72 in GDP by state. 2019.

Federative Entity	GDP of Sector 72 Millions of Pesos (2013=100)	Place they occupy in 2019
National	412,192.8	
Quintana Roo	66,419.7	1
Ciudad de México	48,885.5	2
Jalisco	32,333.6	3
Baja California Sur	25,241.1	4
Nuevo León	20,186.7	5
México	16,164.7	6
Nayarit	15,329.4	7
Guerrero	15,089.3	8
Sinaloa	13,576.7	9
Veracruz	12,556.2	10
Guanajuato	12,179.2	11
Baja California	12,027.4	12
Puebla	11,034.7	13
Sonora	9,579.5	14
Chihuahua	9,078.9	15
Oaxaca	8,864.4	16
Michoacán de Ocampo	8,847.5	17
Tamaulipas	8,252.3	18
Querétaro	7,745.4	19
San Luis Potosí	6,210.2	20
Coahuila de Zaragoza	6,202.8	21
Chiapas	5,969.9	22
Yucatán	5,939.4	23
Morelos	5,905.8	24
Tabasco	5,710.3	25
Hidalgo	4,314.0	26
Aguascalientes	4,234.9	27
Campeche	4,181.3	28
Colima	3,359.1	29
Durango	2,716.3	30
Zacatecas	2,467.6	31
Tlaxcala	1,589.1	32

Source: Sefotur, elaboration with data from the System of National Accounts of Mexico of the Economic Information Bank (BIE) INEGI.



Table 10. Participation of Sector 72 in the state GDP.

Year	State GDP of Yucatán Millions of Pesos (2013=100)	GDP of Sector 72 of Yucatán Millions of Pesos (2013=100)	Participation (%)	GDP growth in Sector 72 of Yucatán (%)
2003	161,636.5	4,991.7	3.09	
2004	169,013.7	5,290.8	3.13	6.0
2005	176,907.7	5,793.5	3.27	9.5
2006	185,462.6	5,445.1	2.94	-6.0
2007	191,217.1	5,473.3	2.86	0.5
2008	193,158.6	5,669.8	2.94	3.6
2009	189,365.5	4,745.7	2.51	-16.3
2010	196,150.0	4,960.1	2.53	4.5
2011	202,893.9	5,428.3	2.68	9.4
2012	214,700.6	5,390.2	2.51	-0.7
2013	215,788.2	5,044.9	2.34	-6.4
2014	223,858.8	5,089.3	2.27	0.9
2015	230,374.5	5,706.1	2.48	12.1
2016	242,505.3	5,555.3	2.29	-2.6
2017	252,391.1	5,903.0	2.34	6.3
2018	261,172.4	5,759.5	2.21	-2.4
2019	264,718.2	5,939.4	2.24	3.1

Source: Sefotur, elaboration with data from the System of National Accounts of Mexico of the Economic Information Bank (BIE) INEGI.

2.2.2.4. Contribution of tourism to the economy of the state of Yucatan

The data presented in the previous point are not enough to size the size of the tourist activity within the state, for this, the Gross Domestic Tourism Product of Yucatan can be classified by sector of economic activity.

According to its composition, 19.1% of the value of the Tourism GDP of the entity corresponds to secondary activities (goods) and 80.9% to tertiary activities or services (see Image 34).

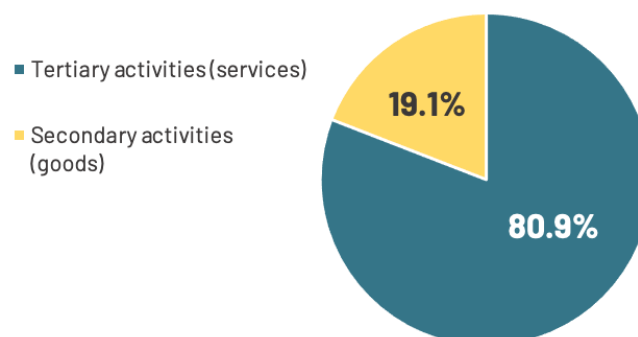


Image 34. Tourism GDP of Yucatan according to sector of economic activity. 2019.

Source: Sefotur, elaboration with data from Sector and the System of National Accounts of INEGI, 2019.



In 2019, the value of the Tourism GDP of Yucatan was 29,482 million pesos (at 2013 prices), which represented 11.1% of the state GDP.

- Of the total Tourism GDP of Services, 20.3% corresponds to the characteristic activities and 79.7% to the related activities.
- Of the total Tourism GDP of Goods, 7.7% corresponds to handicrafts and 92.3% to other goods. See Table 11.

Table 11. Tourism GDP of Yucatan according to classification of activities of goods and services. 2019.

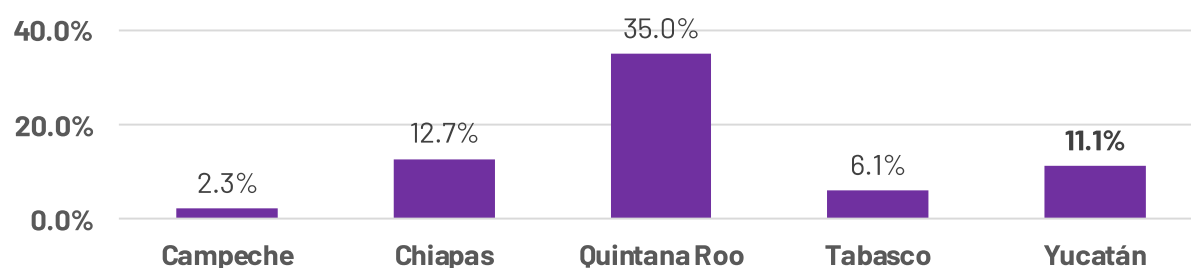
Economic Activities Sector	Tourist GDP 2019 (million pesos at 2013 prices)	Participation
Tourist GDP Services	23,844	
GDP Activities Characteristics	4,839	20.3%
GDP Related Activities	19,005	79.7%
Tourism GDP Goods	5,638	
GDP Handicrafts	436	7.7%
GDP Other Goods	5,202	92.3%
State Tourists GDP	29,482	

Source: Sefotur, elaboration with data from Sectur and the System of National Accounts of INEGI, 2019.

2.2.2.5. Comparison of the tourist GDP of Yucatan with the southeastern states of the country

The proportion that tourism represents in the GDP of the Southeastern states is as follows: Campeche 2.3%, Chiapas 12.7%, Quintana Roo 35.0%, Tabasco 6.1% and Yucatan 11.1% (Image 35).

Image 35. Tourism GDP of Yucatán and the southeastern states



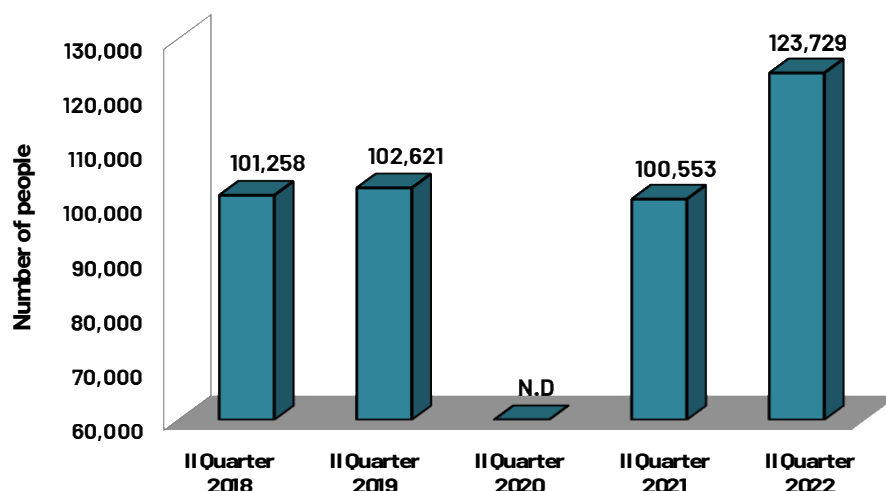
Source: Sefotur, prepared with data from Sectur and the System of National Accounts of INEGI, 2019.



2.2.3. Employment in tourism

During the second quarter of 2022, the National Institute of Statistics and Geography (INEGI) reported that the population employed in restaurants and hotels in the State amounted to 123,729 people (Image 36). This means an increase of +23% compared to the same quarter of 2021. Likewise, it represents an increase of +20.6% compared to the 102,621 people reported during the second quarter of 2019.

Image 36. Population employed in restaurants and hotels in Yucatan. Source: Sefotur with data from INEGI. National Survey of Occupation and Employment (Quarterly) 2022.



According to figures from the InvenTur Directory as of July 2022, the tourist service establishments registered in it employed 42,134 people in the entity, of which 84.5% were permanent and 15.5% temporary (Table 12.).

The accumulated private tourism investment from 2019 to the second quarter in the entity was 29 thousand 722 million pesos, which allowed to generate 12 thousand 312 new direct jobs and 30 thousand 074 indirect.

Table 12. Registered employees in the tourism sector. Source: Inventory of Tourist Services InvenTur, July 2022.

Activity	Permanent	Aventual	Total
Travel Agencies	996	271	1,267
Landlords	641	64	705
Crafts	525	67	592
Tourist Assistance	5,136	12	5,148
Exchange Houses	75	0	75
Shopping Centers	692	61	753
Consulates	95	1	96
Discotheques	165	26	191
Tourist Guides	802	0	802
Haciendas	1,250	151	1,401
Lodging	7,091	866	7,957
Hospitals	1,928	69	1,997
Airlines	76	0	76
Land Lines	2,103	88	2,191
Marine	212	98	310
Waiters and Banquets	215	876	1,091
Museums and Galleries	414	60	474
Tourist Hostels	239	24	263
Industry Representatives	182	5	187
Restaurants	8,120	1,037	9,157
Event Services	633	834	1,467
Theatres and Cinemas	545	47	592
Nature Tourism	1,075	213	1,288
Tourism and Languages	2,389	1,642	4,031
Archaeological Zones	23	0	23
Totals	35,622	6,512	42,134



2.2.3.1. Professionalization of human capital

On the other hand, in the tourism sector, tourism actors have highlighted the existing problems in the professionalization of customer service, since they consider it important that the staff is trained and trained for the different companies and positions and that there is also a high turnover of personnel. In addition, the training is mainly given in Mérida and not in the other destinations, as well as the exodus of personnel with good skills to the neighboring state of Quintana Roo.

Training courses and tourism culture have been given over time. The opinion of the actors agrees on the need to expand efforts and coverage, since it is an important slope especially in destinations within the entity. The professionalization and sophistication of products and services is a challenge, since a broad and specialized training program is required to improve competencies by positions, especially in the municipalities of the state (See Table 13). English language instruction in service providers is a pending issue that needs to be generalized throughout the state.

Table 13. Training and certification actions for tourism service providers in Yucatan.

Year	Comprehensive Tourism Training and Competitiveness Program (PICCT)				Certified Tourism Service Providers											
	Accredited tourism service providers	Number of professionalization courses taught	Tourism service providers enrolled in training courses	Installed capacity for training courses	Distinctive H	Modernizes	Clean Point	Treasures of México	DMC	Distinctive S	Distinctive CNC	Distinctive Inclusive	BUPSY**	Distinctive Medical Tourism	Total Certificates	People trained by certification
2013	865	42	889	1,125	50	42	166	10	7						275	
2014	504	25	594	825	33	35	99	0	0						167	
2015	551	20	568	544	40	12	24	0	0						76	
2016	412	19	464	475	73	10	16	0	0						99	
2017	618	28	658	700	63	24	32	0	0						119	
2018	483	21	533	580	81	18	8	0	0	2					109	522
2019	740	32	903	865	78	3	0	0	0	5	7	1			94	861
2020	1,682	56	2,702	1,400	55	6	6	0	0	4	4	0	1,046		1,121	5,414
2021	970	55	1,177	1,375	42	17	7	0	0	4	0	0	69	1	140	1,367
Total	6,825	298	8,488	7,689	515	167	358	10	7	15	11	1	1,115	1	2,200	8,164

** Good Sanitary Practices of Yucatan (BUPSY, by its acronym in Spanish)

Source: Sefotur, 2021.

Tourism education in Yucatan seems to be a topic widely attended by the number of existing institutions (49 according to Sefotur data) of medium and higher level with careers related to tourism and gastronomy. A positive aspect is that there are 15 programs of educational institutions in the state that are accredited, which represents 12.8% of the national total. It seems necessary the existence of a governing body on the part of the tourism sector that participates in the regulation of institutions, careers and curricula in the state. There are educational spaces with limited attention, as is the case of the basic and postgraduate levels.

In Yucatan there is a mobility of professionals in two ways: on the one hand, an export of talent is taken to other states, mainly to neighboring Quintana Roo, and on the other hand there is an attraction of students from other states of the country, attracted by public security in the state, which implies an area of opportunity.



2.3. Sources of information

The Tourism Observatory generates information, but it must also obtain it from the various agencies and institutions to process it (order it to systematize, consolidate and analyze it), transforming it into a product that is useful to the applicants of information for use for tourism purposes.

The information required for the observatory comes from the following sources:

- Information from primary sources that is collected in field surveys (surveys, interviews, requests for specific information to the actors of the destination), as part of specific investigations according to specific needs determined in the observatory. These investigations are carried out by experts in the field, attached to research centers and universities recognized in the field of tourism.
- Information from secondary sources such as publications, studies and other existing documents related to topics of interest.
- Statistical data linked to the needs of the sector and that are included citing the source, although without any type of processing.
- Information derived from international organizations. IDB, OECD, UNWTO, Travelsat, RainForest Alliance, etc. These data do not contain specific information about the destination but allow to identify global trends and international market conditions, which gives context to the themes of the locality and allows to identify the levels of progress and development with respect to other world destinations.
- Information provided in an organized and constant manner, by public and private actors of the destination such as the National Institute of Geography and Informatics (INEGI) as well as the DataTur and InfoTur¹⁰ systems, with which it will be possible to have inter-institutional cooperation agreements for the delivery of information through a system of digital collection and periodic face-to-face, as well as through online meetings and questionnaires.



¹⁰ Global Network of Tourism Industry, <https://infotur.net> with predominantly national information.



2.4. Factors favoring the establishment of an effective data collection system

Having an effective data collection system, among other functions, promotes the permanence of the Observatory. There are several elements without which the entire system would be inhibited in its operation. Among the actors that promote the effectiveness of the system are the following:

- That the diversity of information collected is privileged, but mainly its analysis, its interpretation and the ease of its consultation.
- That there are strategic alliances to exchange knowledge and that experts can be hired to support the implementation of specific projects.
- That there is an agenda of publications of reports and studies, visible in the system. Building a routine of productions strengthens the Observatory to position it as a reference.
- That the actors involved be consulted during the cycle of each project, from the planning stages to the implementation of strategies.
- That the emergence of alternative sources of financing be encouraged.
- That research and products respond to the information needs of the sector and those who support and sponsor these activities.
- That resources are available to sustain the operation of the observatory.

Important Note

The synthesis of the current list of indicators and areas is presented in Figure 41 on page 69 of this document, and the detailed list of these indicators can be seen in Annex 1 of this report.



Main square, Historic Center of Merida, Yucatan, Source: Ministry of Tourism Development, 2019.

3. CURRENT PROCESSES and OBSERVATORY MANAGEMENT

3.1. Organization of the Yucatan Tourism Observatory (OTY)

The OTY currently functions as a support network for the Secretariat of Tourism Development of the State of Yucatan (Sefotur); it is integrated with the participation of representatives of the public, private, academic and social sectors, linked to the tourism industry of the entity and with national and international contributions when the subject warrants it. The mission, vision and objectives of this body have already been presented on page 5 of this document.

3.1.1. Geographical scope

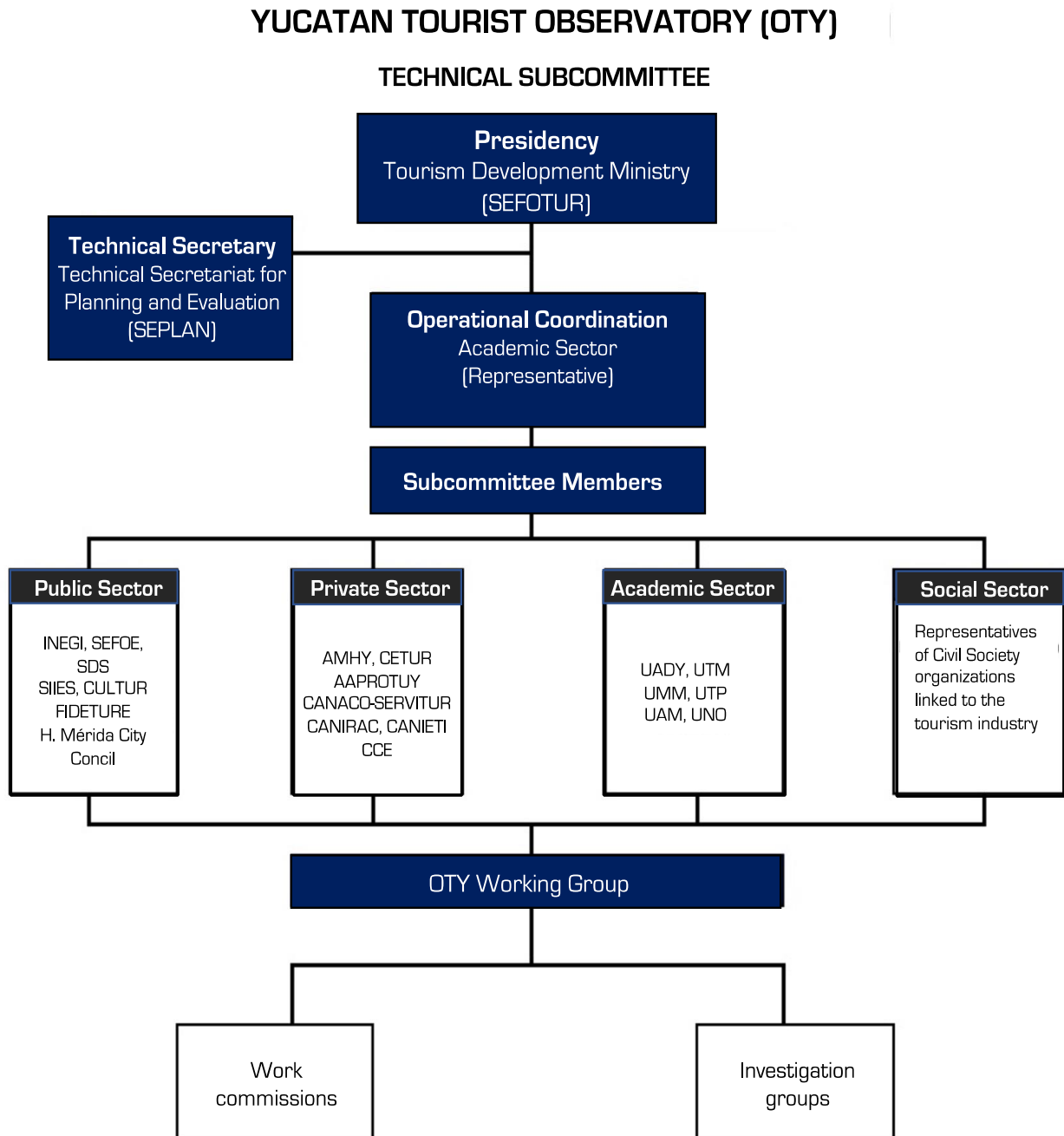
The area of influence and collection of information of the Observatory includes the 106 municipalities of the State of Yucatan, especially focuses on the 35 municipalities, detected by Sefotur, with the greatest tourist potential of the State (see annex), which does not exclude the management of information at national and global level when required.

3.1.2. Operational Structure of the Observatory

For its proper functioning, the Observatory requires an organizational structure that is in accordance with the objectives and strategies declared since its conception. To optimize its management, a governing body or subcommittee for decision-making has been formed, as well as working and research groups and commissions, organized as presented in the organizational chart of Image 37 and in the terms explained below.



Image 37. Structure of operation of the Observatory (Organizational Chart)



Source: Yucatan Tourist Observatory (2019), published in: <http://www.observatoryucatan.org.mx>

See the meaning of the acronym in this image, in Table 14 below.



Table 14. Acronyms and Agencies Participating in the Subcommittee. Members with the right to Voice and Vote.

Members with the right to Voice and Vote		Acronym
President		
Ministry of Tourism Development of Yucatan		SEFOTUR
Technical Secretary		
Technical Ministry of Planning and Evaluation of the State of Yucatan		SEPLAN
Public Sector		
Ministry of Economic Development and Labor of the State of Yucatan		SEFOET
Ministry of Sustainable Development		SDS
Ministry of Research, Innovation and Higher Education of the State of Yucatan		SIIES
Board of Trustees of the Cultural and Tourist Services Units of the State of Yucatan		SEF
Public Trust Fund for the Development of Meeting Tourism in Yucatan		FIDETURE
Honorable Merida City Council		---
Private Sector		
Mexican Chamber of Hotels in Yucatan A.C.		AMHY
Association of Tourism Promotion Agencies of Yucatan		AAPROTUY
National Chamber of Commerce Services and Tourism		CANACO-SERVITUR
National Chamber of Restaurant and Sasoned Food Industry		CANIRAC
Tourism Business Council		CETUR
Academic Sector		
Autonomous University of Yucatán		UADY
Metropolitan Technological University		UTM
Marist University of Merida		UMM
Social Sector		
Selected Non-Governmental Organization		---
Members with the right to Voice		Acronym
Operational Coordination		
Academic Sector (Representative)		---
Public Sector		
National Institute of Statistics, Geography and Informatics		INEGI
Private Sector		
Business Coordinating Council		CCE
Academic Sector		
Valladolid University of the East		UNO
Anahuac Mayab University		UAM
Technological University of the West		UTP

Source: Sefotur 2022.

They are acronyms of the name of the organism in Spanish.



3.1.2.1. OTY Technical Subcommittee (STOTY)

It was formed by agreement of the State Tourism Advisory Council of Yucatan to follow up on the OTY and serve as its highest body of agreements. It is defined as the set of representatives of the public, private, academic and social sectors, linked to tourism activity in the state, users of the information generated for evaluation and decision-making purposes and can also participate in the working group, make proposals and evaluate the results.

3.1.2.2. Working Group

It is the executive body of the activities of the OTY, it is composed of representatives of the Technical Subcommittee who oversee the operation of projects, the generation of indicators or information of interest. Its members review, suggest and evaluate the products that are generated by the responsible units.

3.1.2.3. Working Committees

They are instances for the analysis of specific information on tourism that are integrated by one or more representatives, belonging to the organizations that make up the OTY (STOTY, GT and / or Research Groups).

3.1.2.4. Research groups

They are the groups from the academic, private and / or social sectors, invited or hired by SEFOTUR to strengthen or develop actions of the OTY.

3.1.3. Rules of Procedure of the OTY

This Regulation aims to regulate the organization and operation of the Yucatan Tourism Observatory (OTY), based on the provisions of the point of agreement raised at the session of the State Tourism Advisory Council (CCET), held on July 11, 2018 and formalized by its members.

3.1.4. Annual Work Plan

The Tourism Observatory of Yucatan (OTY) carries out its activities based on an Annual Work Plan, whose progress is periodically presented to the Technical Committee, which evaluates its results. This document comprises a timeline and expected outputs, based on available resources.

3.2. Stakeholders

The achievements and products of the Observatory will be presented in section 3.4. of this chapter, they are aimed at the main actors in the tourism sector of the state of Yucatan, for which these products generate great interest. The actors or stakeholders are mentioned below and the expected benefit of each of them is synthesized.



3.2.1. Private service providers.

Business owners of hotels, restaurants, leisure services, tourist guides and other users, mostly grouped in their respective chambers listed below:

AMHY (Mexican Association of Hotels in Yucatan A.C.)
AAPROTUY (Association of Tourism Promotion Agencies of Yucatan)
CANACOME-SERVITUR (National Chamber of Commerce Services and Tourism)
CANIRAC (National Chamber of Restaurant and Spicy Food Industry)
CCE (Business Coordinating Council)
CETUR (Tourism Business Council)
COGATUY (Collective of Gastronomic and Tourist Professionals of Yucatan, A.C.)

All of which will consult the information reported on the portal to make strategic decisions for their groups, derived from the indicators of the tourism sector.

3.2.2. Public servants of dependencies related to the sector

Tanto the municipal councils, as their dependencies such as: the Directorate of Tourism and Economic Promotion of the City of Mérida, Directorate of Tourism of the City of Progreso, Directorate of Tourism of the City of Izamal, Department of Tourism of the City of Valladolid, as well as the secretariat of the branch itself (Sefotur, which was discussed in the previous section. These users will consult the information concerning the figures released by the federal data systems Datatur and Inventur that will be registered on the portal, as well as the specific investigations, to support actions and criteria for action on related issues.

3.2.3. Academic researchers in the tourism sector

Teachers and research bodies who wish to use the information as in context and theoretical-referential framework for their projects. These academics have their affiliation in the following universities:

Autonomous University of Yucatan, Metropolitan Technological University, Technological University of West, Marist University of Mérida, Anahuac University, East University of Valladolid, as well as all those that are annexed to the network to suit their interests and the sector.

Academics and researchers will consult the statistical information collected in the field, as well as publications about the methodology used to carry out the studies that are part of the tourism observatory, which will create a corpus of knowledge and synergies favorable for the sector.

3.2.4. Society in general

They will be able to consult the results of the indicators that will be generated in the studies of the Observatory, as well as from the portal, they will be able to access other sites of interest such as tourist offer, the website of the Ministry of Tourism and promotional multimedia.



3.3. OTY Tourist Information System

3.3.1. Basic features of the platform

The online platform is an internet system with a modular architecture based mainly on 2 components:

Tourist Information System. Through this, all the actors of the observatory can record the information collected in the field surveys so that later the system generates the results of the statistical analysis of the indicators defined for each study.

Web portal of the Tourist Observatory. To publish the results generated by the work and research, as well as any information that the Sub-Committee of the tourism observatory considers relevant for publication to the general public. The link of the portal is: www.observatoryucatan.org.mx and presents a friendly and accessible environment to the public.

The technologies used for the formation of the platform are open source, this with the aim of eliminating the costs of software licensing, another benefit that is acquired by using these technologies is to facilitate the transfer of the platform to the final client of the project.

3.4. Products and publications generated at the Observatory

Below are the products generated by the Observatory's working and research groups and that have been published on its dissemination platform. These are grouped by year, starting with 2018, the year in which the activities in the OTY formally began, until reaching the corresponding products of the year 2021, the last to be registered.

3.4.1. Publications 2018

3.4.1.1. Strategic Plan of the Yucatan Tourism Observatory

Work prepared by professors and researchers of the Bachelor's Degree in Tourism of the Faculty of Anthropological Sciences of the Autonomous University of Yucatan, during the period from September 2016 to August 2018, as a leading part of the project "Design of the tourist observatory of Yucatan and implementation of the tourist information system of Yucatan" with the resources of the Mixed Fund CONACYT - Government of the State of Yucatan call YUC-2016-04 (274947) Strengthening of Research, Technological Development and Innovation of Tourism Activity in Yucatan. The document corresponds to the proposal of the strategic plan that guides the structure and conformation of the Tourist Observatory of Yucatan.





3.4.1.2. Inter-institutional and Interdisciplinary Working Network

Work prepared by professors and researchers of the Bachelor's degree in Tourism of the Faculty of Anthropological Sciences of the Autonomous University of Yucatan, during the period from September 2016 to August 2018, as a leading part of the project "Design of the tourist observatory of Yucatan and implementation of the tourist information system of Yucatan".

The document corresponds to the proposal of the work network and its members through consultation workshops, with the aim of carrying out an analysis of the preliminary proposal of the operating model carried out, of the OTY as well as for the definition of the objective of the Interinstitutional and Inter-Disciplinary Work Network to guide the structure and conformation of the OTY.



Observatorio Turístico de Yucatán

Fondo Mixto CONACYT – Gobierno del Estado de Yucatán
CONVOCATORIA YUC-2016-04.
DEMANDA ESPECÍFICA YUC-2016-04-01 (274947)

Fortalecimiento de la Investigación,
El Desarrollo Tecnológico y
la Innovación de la Actividad Turística de Yucatán

**Red de trabajo institucional e
interdisciplinaria y Talleres de
Consulta para el análisis de una
propuesta preliminar del
Observatorio Turístico de
Yucatán**

Mérida, Yucatán, septiembre 2018

3.4.1.3. Tourist Information System and Website

Work carried out by the research team of the Metropolitan Technological University within the project "Design of the Tourism Observatory of Yucatan and Implementation of the Tourist Information System of Yucatan". The objective of this document was to configure the Tourist Information System and the process of analysis of the information obtained by the Sefotur in the Datatur and Inventur systems, with the purpose of publishing the results of this analysis to the public and enabling its consultation in an agile and agile way and in an accessible format for download and use, managing to cement a technology-based infrastructure to develop new studies and publications on topics related to tourism.



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3.4.1.4. Study of Profile and Degree of Satisfaction of the Tourist

Research prepared by professors and researchers from the Technological University of Wes, during the period from July to September 2017, as part of the project "Design of the tourist observatory of Yucatan and implementation of the tourist information system of Yucatan"

The objective of the tourist profile was to identify the characteristics of national and foreign tourists in relation to their sociodemographic attributes and consumption structure of



tourist and non-tourist services. The population was the national and foreign tourist over 18 years of age with at least one overnight stay in the tourist destination.

The objective of the degree of satisfaction was to identify the consumption structure of tourist and non-tourist services, also to evaluate the satisfaction of the national tourist in relation to the services consumed. 1,233 surveys were conducted in a stratified sample of six major tourist destinations in the State of Yucatan: Mérida, Progreso, Valladolid, Izamal, Chichén Itza and Uxmal.

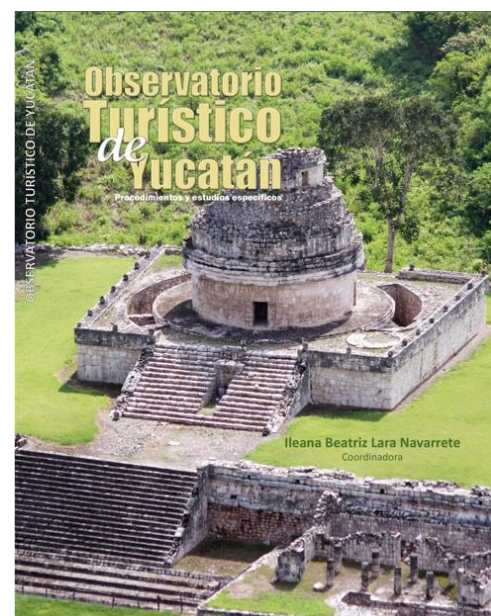
3.4.1.5. Study of Profile and Degree of Satisfaction of the Meeting Tourist

Research prepared by professors and researchers from the School of Administration, Marketing and Tourism of the Marist University of Mérida, during the period from May 2017 to April 2018, as part of the project "Design of the tourist observatory of Yucatan and implementation of the tourist information system of Yucatan". It is the complete study about the visitor of the State of Yucatan that belongs to the segment of meetings tourism, generating accurate and updated information about the profile of the visitor of the segment of meetings tourism as well as the spending trend and the qualification granted by the same visitor to the main services used during his stay in the entity.



3.4.1.6. Book of the Yucatan Tourist Observatory

This book summarizes the project carried out, the result of initiatives of public bodies such as the National Council of Science and Technology, the Secretariat of Tourism Development of Yucatan and participating universities such as the Autonomous University of Yucatan, leader of the project, the Metropolitan Technological University, the Marist University of Mérida and the Technological University of the West, who adding efforts and resources, have sponsored the development of the project consisting of the "Design of the Tourism Observatory of Yucatan and Implementation of the Tourist Information System", whose final objective is to support with information and knowledge, the actions related to tourism and its dissemination.





specialized professional service and as part of the specific projects developed by the Tourism Observatory of Yucatan.

This work arises within the framework of the COVID-19 health emergency, in the face of a demand perceived by the tourism sector itself, to have greater knowledge and information about the issues related to the professionalization needs of the sector in these times. A study-diagnosis of the current needs or demands in terms of training of the providers of tourism services of the State is presented here, an analysis of the training and certification policies of the previous 5 years is included, which supports and contextualizes the present study.



3.4.3.1. Thermometer of the impact on the tourism sector in Yucatan due to the Contingency of COVID-19

Condensed from 40 documents that include programs, plans and reports among others, in which some of the measures that the Government of Yucatan has implemented during this contingency are announced, as well as the actions and support that SEFOTUR has implemented to mitigate the effects of this crisis on the tourism sector, with the main objective of promoting a rapid recovery of these activities as an economic and welfare engine in the State.

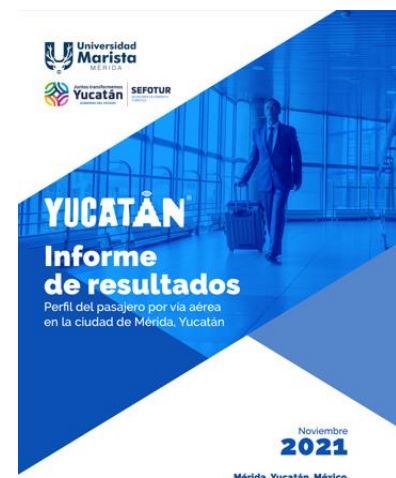


3.4.4. Publications 2021

3.4.4.1. Air Passenger Profile Study in the City of Merida, Yucatan

The Tourism Development Ministry, contracted this market research prepared by professors and researchers from the School of Administration, Marketing and Tourism of the Marist University of Mérida, during the months of October and November of this year in the facilities of the International Airport of the City of Mérida (ASUR).

This study is part of the products generated by the Tourism Observatory of Yucatan (OTY), with the aim of knowing the profile of passengers by air in the city of Merida, to improve knowledge of the tourism sector in the entity.





Night view of the northeast sector, Merida, Yucatan
Source: Own archive, 2020.

4. TOWARDS A SUSTAINABLE TOURISM OBSERVATORY

Below is the proposed operation planned for the Sustainable Tourism Observatory of Yucatan (OTSY); this was conceived as part of the medium and long-term strategic plan in optimal operating conditions considering the autonomous trend of this body.

4.1. Participating Entities

It is considered that both the scope and the mission, the vision and the current objectives that have been indicated since the introduction of this document remain in force in the Observatory, since they are compatible with the character of sustainability that is expected to permeate throughout the organism. The entities and groups that are being considered to govern and operate the Observatory are explained below.

4.1.1. Subcommittee of the State Tourism Advisory Council

Given that the State Tourism Advisory Council has functioned efficiently as the highest support and consultation body for the Secretariat of the branch, it is considered appropriate to continue the current scheme of Subcommittee linked to said Council and derived from the Observatory Work Network. This Subcommittee will make the decisions regarding the operability, the products that will be generated in the observatory and the dissemination niches to which the knowledge produced will be oriented.



It is composed of a small group with at least one representative of the state and municipal public sector, representatives of the chambers of the branch and organizations composed of tourism service providers and representatives of the academic sector linked to the issue of tourism. It is chaired by the person at the head of the secretariat of the branch and the honorary members have voice and vote. See the organizational chart in Image 37.

This decision-making group, which supervises and endorses the operational management of the observatory and monitors the fulfillment of its objectives, must meet in ordinary session at least 2 times a year and in extraordinary sessions when the cases to be dealt with warrant it. The periodic review of the existing regulations is considered, in order to update the bases of action of this Subcommittee to the needs of the moment.

4.1.2. Production and dissemination group

Given that the OTY will not only collect information from other organizations but will generate products and research with specific topics that have been detected as necessary or that are requested for purchase by a citizen, it must have a high-level research body, as well as various auxiliaries both for that task, and for the design, the presentation and dissemination of the information generated. It is planned to carry out alliances with other universities and participating organizations to carry out specific projects for the generation of information. The coordination of these activities by a person other than the one who assumes the direction of the OTY is considered due to the level of monitoring and complexity that the generation of information may require, it can hinder the tasks of strategy, linkage and general direction of the observatory.

4.1.3. Operational human resources of the Observatory

It is proposed that the OTSY can be implemented in two stages of consolidation, one linked to the current operation with a maximum duration of 36 months, and a subsequent one, of greater consolidation and independence for an indefinite period of time in accordance with the resources available and the needs of it. Therefore, the human resource required will be different in both cases as mentioned below:

Stage 1. Initially, and while full financial and operational independence is achieved, it is proposed that it continue to function as an agency which, although independent of decision-making, products generated and scope, can continue to be housed in Sefotur, relying for its operation on the operational structure of the Secretariat. See chapter 3.

Stage 2. At this stage, in addition to the current Stage 1 advisory and working groups, the following operational staff will be required for full operation.

- **Direction of the Observatory**

The Council shall appoint the person who heads the observatory for a period of 4 years with the possibility of repeating this consecutive period. Its objectives will be: To supervise the operational staff; to determine the implementation of strategy, of collection of information and use of the studies generated, with the actors of the sector; take part in the work of promotion and negotiation to form a framework of cooperation



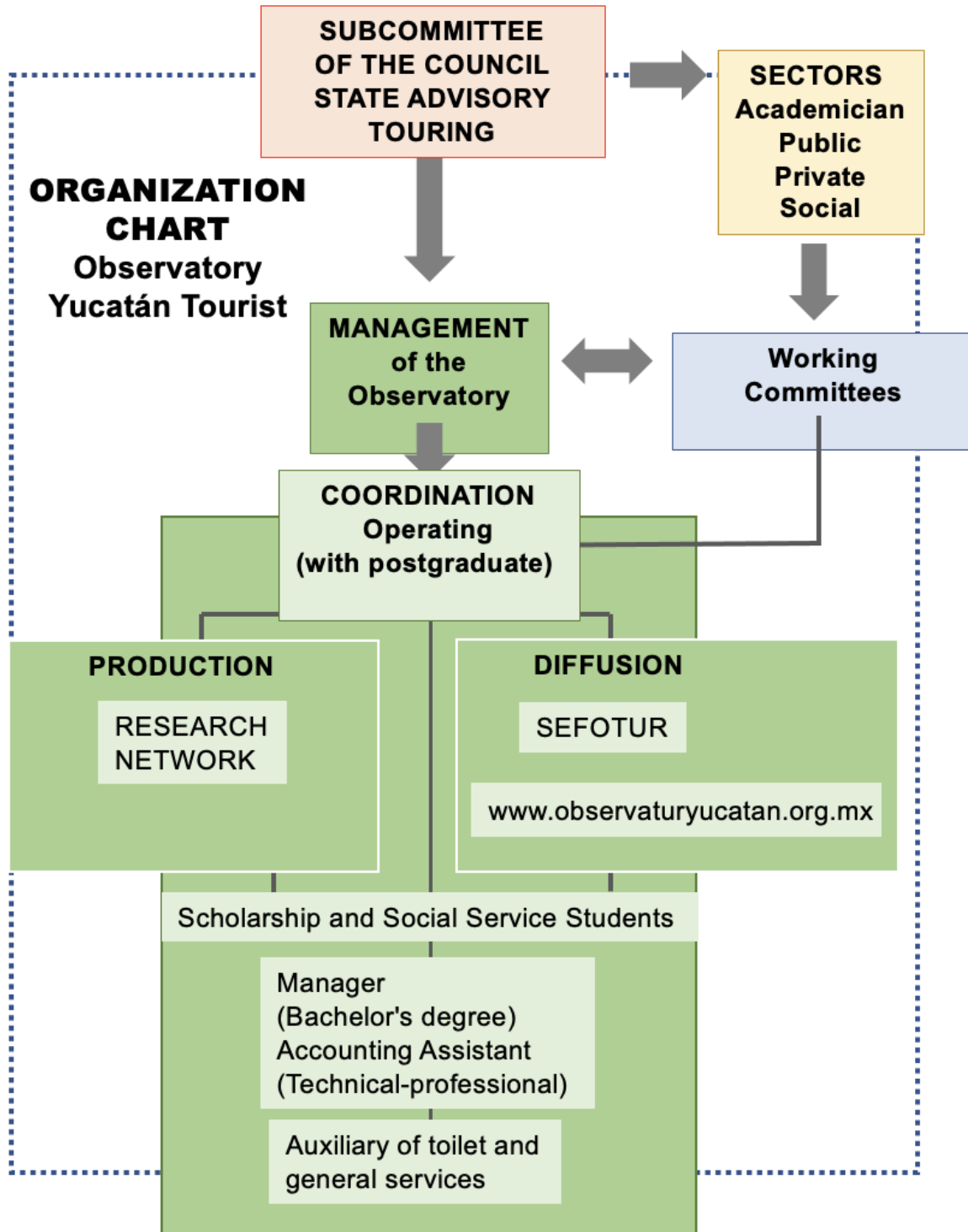
around the observatory; ensure implementation and fulfillment of the agreements assumed by the Advisory Council, to which it must give periodic and permanent account of its management.

- This person must prove a solid academic preparation, preferably with a postgraduate degree, with expertise in the development of qualitative and quantitative research in the socioeconomic field and preferably in the tourism sector, as well as a knowledge of the environment and the sector sufficient for an adequate development in the public, private and academic spheres. You must know the operation of the OTY as well as the main observatories of the country and it will be desirable to dedicate yourself full-time in the position.
- Operations coordinator of both the information production group and other products and the design, capture and dissemination of them. This person must report directly to the management of the OTSY and assists him in the technical work of the same. It must be people with postgraduate degrees, with experience in research, project management and fulfillment of objectives.
- Full-time researchers, who are responsible for the generation of information, the analysis of data, the preparation of reports and other research products, as well as the dissemination thereof. It must be people with postgraduate degrees and with research experience.
- Research assistant with training in the tourism discipline (two).
- Scholarship and social service students, for the collection and capture of information.
- Specialist in graphic design.
- A Specialist in digital environments and processes, in charge of the dissemination of the work of the Observatory and its products, as well as the maintenance of the website; of contact with suppliers and customers of tourist information services, so you can be a specialist in digital media or a professional in the area of communications, with skills in the use of ICT's.
- Administrator with a degree for the administrative management of the Observatory.
- Accounting assistant who jointly performs secretarial work and handles basic accounting elements. It can be a person of technical-professional level.
- To help with cleaning and general services: It will be incorporated only in the event that the Observatory operates outside the facilities of the University or the Sefotur.

In Image 38 below, the Organigram of the OTSY is presented in which the links between the participants of the OTSY are observed. This image complements



Image 38. Organization chart of the Sustainable Tourism Observatory of Yucatan.



Source: Own elaboration.



4.2. Procedures and Action Plan

The procedures with which the achievement of the objectives in the STO is intended will respond to a sequence of actions based on coherence in the organization (see Image 38). All the actors involved will have to carry them out depending on their position, objective and task.

The products developed by the Observatory from the sources of information can be grouped into categories: Statistics and Indicators, Research and Analysis (periodic and permanent), Illegal Research and Training.

4.2.1. Sequence of actions

It is based on a need for information detected or requested by one or more of the actors in the sectors involved in tourism, whether they are from the public sphere such as government officials or representatives of federal institutions; by entrepreneurs and tourism service providers in the private sector; are derived from the academic and research environment or from the media that require information for their news about it. Actions 1, 2 and 3. As can be seen in Image 39.

The request for information will be required and agreed with the commissions and with whoever is in charge of the direction of the observatory, who in turn, will meet with the research group to define the procedures, actions, participants and determine the amounts of the activities in a general way. With this general information of the requested project, the management may convene the Council and its commissions, for its evaluation and possible approval for the implementation of its projection and realization.

Once the research project and the collection of information have been approved, the research group and filmmaker will define more precisely the procedures, factors, amounts and times that will influence the activities to obtain a work program. The activities will include, as the case may be, both generation of own information through data surveys in the field, as well as collection and analysis of data from external sources. All the information will be prepared for the preparation of the final report and its integration into the Observatory's online system, which will respond to the initial need. Actions 4, 5, 6 and 7 in Image 39.

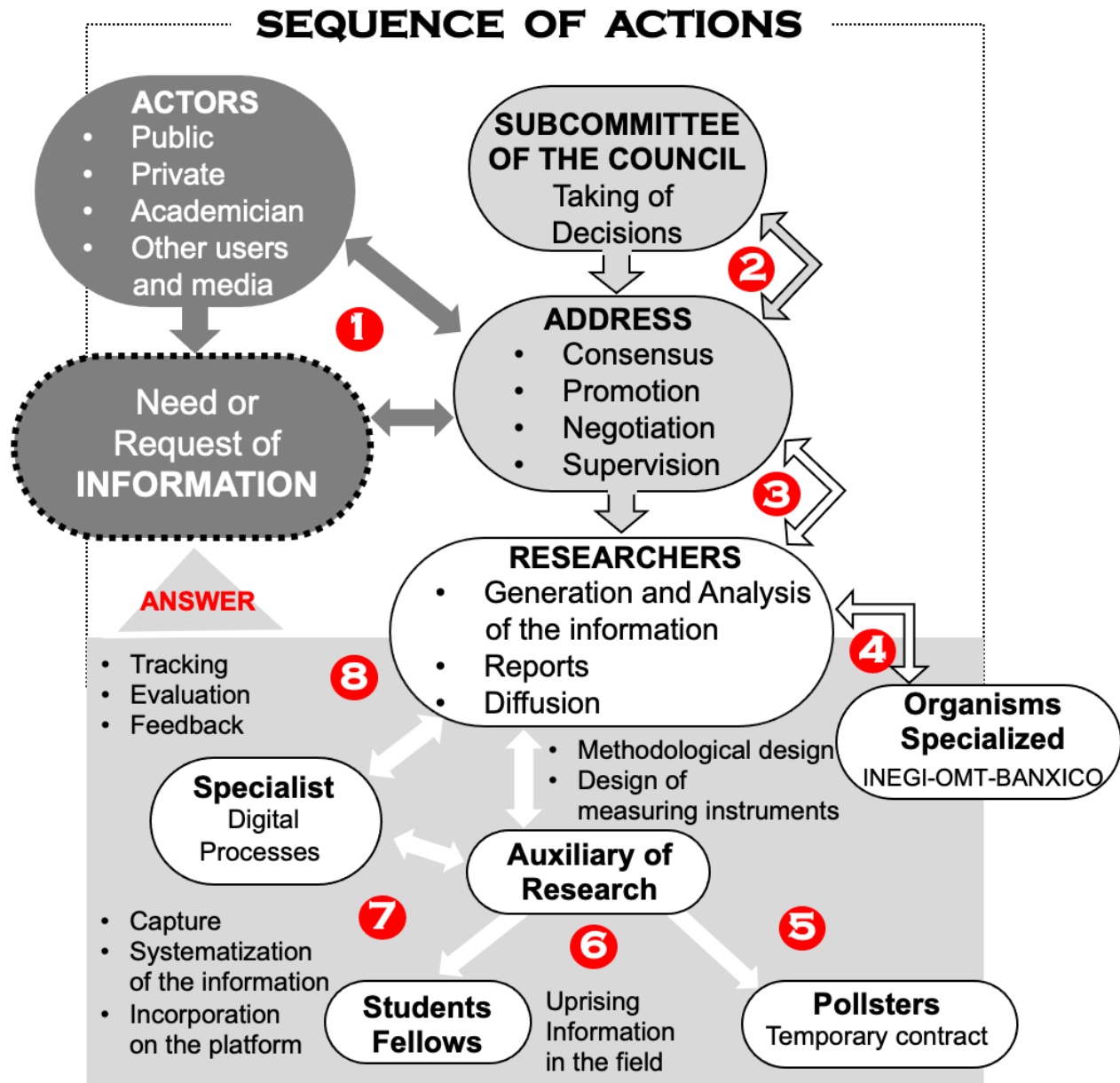
It is considered to carry out monitoring, evaluation and feedback procedures, since the great importance of the information that is generated and disseminated, increases the need for close monitoring of what has been published.

To obtain feedback on its analysis and proposals for action as a mechanism to improve the agency's strategies and promote the commitment of other actors to them, while maintaining active communication channels, the observatory may continuously request the opinion of the different actors in the industry.



The information products generated in the Observatory may have different modalities of presentation and content such as: informative gazettes, reports of holiday periods and / or bridges; thematic infographics, studies of specific topics, surveys aimed at special topics, conjuncture analysis, periodic reports, regional monitoring and others. Some of them are listed in more detail below.

Image 39. Sequence of actions and participants in the Sustainable Tourism Observatory of Yucatan.



Source: Own elaboration, based on the information and agreements of the workshops and meetings of work with the members of the Network of support to the Observatory.



4.2.2. Demand for information and indicators selected by the sector

The tourism sector as a whole requires varied information for many different purposes. In order to detect the main topics of interest in this sector, an exercise was carried out to define indicators that could cover the wide variety of aspects that influence and impact on tourism activity, for this purpose those used in a large part of the national and international observatories that were part of the repertoire analysis of this project and with others in training were reviewed. being able to define a list in accordance with those that were considered more complete, such as the Observatory project of the City of Mexico and has been used to work with local representatives of the sector (hoteliers, restaurateurs, travel agency, tour operators) as well as with the public administration to define the interest assigned to each indicator. With this information, the issues of greatest interest in the State can be addressed in a more pertinent way.

Below are the summary tables (15 and 16) of the opinions gathered on the importance of the indicators that need to be addressed and investigated in the OTY.

Tables 15 and 16 Elections of indicators by representatives of the tourism sector of the state of Yucatan

Num	Indicators General	Num	Indicators Specific in the State	Correspondence with the Sustainable Development Goals of the UN							
1	Demand Number of travelers arrivals. Expenditure. Means of transport used. Degree of satisfaction and valuation of the destination. Congress and convention industry. Business tourism.	1	Creating circuits and routes	8	9	16	17				
		2	Control of tourist activities	8	9	11	12	15	16	17	
		3	Management of large events	9	11	15	16	17			
		4	Cruises	1	2	8	9	13	15	16	17
		5	State of beaches	7	9	11	12	12	14	15	16
2	Tourist Offer Num. of establishments and lodging rooms available by type and category. Meeting rooms. Tourist attractions.	6	Effects on communities	1	2	3	4	5	8	9	10
		7	Seawater quality	13	14	15	17				
		8	Conservation of Architectural Heritage.	1	2	4	11	16	17		
		9	Fragile ecosystems	13	14	15					
		10	Access to local assets	1	2	3	4	6	8	10	16
3	Promotion Image and brand. Participation in fairs. Website visitors. Advertising. Other activities (inspection, etc.).	11	Climate change mitigation	6	7	11	12	13	14	15	17
		12	Local satisfaction with tourism	1	8	9	11	16	17		
		13	Air pollution	4	7	9	11	12	13	15	17
4	Performance results Personnel employed in the tourism sector. Economic benefits. Tourist GDP. Economic impact. Investment.	17 Sustainable Development Goals (SDGs) - UN									
		1 No Poverty									
		2 Zero Hunger									
		3 Health & Wellness									
4 Quality education											
5 Gender Equality											
6 Water and Sanitation											
7 Affordable and Clean Energy											
8 Decent work and economic growth											
9 Industry, Innovation and Infrastructure											
10 Reducing inequalities											
11 Sustainable Cities and Communities											
12 Responsible production and consumption											
13 Climate action											
14 Life below water											
15 Life on land											
16 Peace, justice and strong institutions											
17 Partnerships to achieve the goals											
5	Other 1. Generic indicators. 2. Competitiveness of businesses and tourist destinations.										

Source: Own elaboration, based on the opinions of local tourist representatives.



4.2.3. Diffusion

In order for the use of the Centre's information, products and services to have the desired impact, a permanent dissemination campaign should be developed among potential applicants for such information services and products offered. Dissemination must be carried out in accordance with the needs of the information seekers and requires the implementation of various actions:

- Printing of User Manuals and Application of the Information.
- Talks of sensibilization.
- Training workshops.
- Use of the Observatory's Website.
- Promotion of the objectives, products and services of the Observatory.

Training actions should be designed in the form of application workshops, based on highly participatory methodologies, aimed at developing skills for the use and application of statistical information among participants, according to the category of activity to which they are dedicated within the sector.

Dissemination actions through digital media and website must consider that there are remote areas of the region in which the use of these technologies is not feasible. Therefore, mitigation measures (such as print media of at least semi-annual frequency) should be considered so that work is carried out as inclusive as possible, without leaving areas of the region excluded.

4.2.3.1. Periods of publication of information

- Daily for the users of the observatory, possibility of online consultations by sector, by activity or by available data. The tourist search engine is one of the most used products of the site in the observatories.
- Monthly: Trends and news of the destination
- Quarterly: Statistical data selected by the actors of the destination
- Annual: Destination performance and medium- and long-term trends

4.2.4. Membership in other institutions

It is important to consider the observatory's membership in various international journals and organizations related to tourism, from which access is obtained to sector data and international reports, such as:

- International Convention and Congress Association (ICCA)
- World Tourism Organization (UNWTO)

Membership in these organizations will allow the observatory to exchange experiences on best practices and adopt international methodologies, which will also be an important element for its development. According to studies consulted, the payment of memberships represents approximately 5% of the annual budget of the observatory.



4.2.5. Agreements and Alliances

It contemplates the establishment of agreements with other actors and public and private organizations with which the cost of specific projects can be shared, optimizing data collection processes and reducing operating expenses, such as:

- Merida International Airport, the Association of Hotels and Restaurants for the annual survey of the Visitor Satisfaction Study.
- Universities, for research and data collection tasks.
- The municipalities of the State
- Other tourist observatories
- With organizations and companies in the tourism sector that can be providers of information.

Likewise, it will be these same alliances that will be able to facilitate the obtaining of resources that allow to contribute to the financing of the Tourism Observatory, through the joint application to national and / or foreign funds.

Partnerships with other tourism observatories should allow the design in a coordinated manner of protocols and methodologies for the generation, organization and exchange of statistical information that makes them comparable. Otherwise, the Tourism Observatories will represent a setback in the possibility of comparing the behavior of the tourism sector at the level of regions.

4.2.6. Financing strategies

An aspect of great importance for the permanence in the Observatory's activities is to be able to count on constant and secure financing for its operating expenses. It has been considered that since the information is used by all sectors involved in tourism, it would be consistent for all of them to contribute to its maintenance, however a general survey with the private sector indicates that they do not have the capacity or the willingness to finance or co-finance in a significant way an initiative like this.

The financing strategy for the first 36 months of the Observatory must therefore focus on financing with public resources, can be self-sustaining in resources gradually. Resources would come from the following sources:

1. Public sector, mixed federal, state and municipal resources

The Secretariat of Tourism Development of the State of Yucatan (Sefotur) will provide the financing to ensure both the operation and the coverage of the payroll of the operational staff of the Tourism Observatory of Yucatan, using budget items of federal and federal and state funds.

The Municipality, via the Directorate of Tourism, must agree on a contribution that contributes to the liquidity of the Observatory. Both this and the following options



financing mentioned below, will increase the possibilities of the products generated, both in scope and quantity.

The composition of the resources necessary for the financing of the Observatory, initially based on funds provided by the Sectur-Sefotur, should be modified so that, at the end of the period considered, regional contributions may decrease as the permanent resources of the Observatory increase, coming from the development of alternative sources of financing such as the sale of products and services and national and international competitive funds.

2. National or international research projects

The competitive or non-competitive funds that can be accessed will require a certain level of maturation of the operation of the Tourism Observatory, so that it has been able to validate its function at the regional level. Therefore, these resources are not considered viable to finance the Observatory in its period of implementation and start-up.

3. University Contribution

The university would provide mainly human resources, providing high-level students from social service programs and scholarship holders. Also entering into collaboration and mutual benefit agreements in specific research in which researchers could participate on an honorary basis or through memberships.

4. Own income

The Observatory must self-generate resources, whether they come from the sale of its products (compendiums, studies, dissemination books, tourist guides and other products in attractive formats for visitors and other tourism actors that could be offered in tourist information modules, public offices and online as is the case of INEGI, UNWTO, UNICEF) and obtaining resources from sources outside the Observatory.

This own income will not allow it to fully self-finance; at least not in its first stage of installation and commissioning. Although in this first stage, the income from the sale of products would be increasing, it is considered that as long as the Observatory is not consolidated in its position as a valid reference for obtaining relevant information, these resources will be scarce, so it is not feasible to have them for the purposes of the total financing of the operation of the Observatory.

5. Private bodies

Contributions of Chambers and Association of Hotels and restaurants. The information generated would improve the performance of tourism service providers, which justifies the provision of resources for periodic studies on topics of specific interest.



4.3. Tracking

Of all the processes that are developed inside the observatory. This item presents a double activity: on the one hand it is necessary to consider the follow-up to the adequate operability and the proper functioning of the Observatory, for which the body of the Subcommittee of the Council is counted as an internal monitor, in this sense it is also proposes to implement surveys of the performance and quality of the service provided online within the system; on the other hand, it is important to closely monitor the products published and disseminated, for which it is suggested to design an instrument whose purpose is to manifest the level of acceptance of these products. This tool should be accessible to the users of the Observatory so that they can express their opinion on the matter.



Image 40. Subcommittee of the Tourism Observatory of Yucatan. Source: Sefotur 2020.

The monitoring of thematic areas, identified problems and indicators addressed and emerging, requires both close monitoring and subsequent evaluation by the aforementioned Subcommittee, with this it will be possible to confirm not only the need, convenience, opportunity and coverage of the actions of generation and dissemination of information that are promoted from the heart of the OTY, But it will also be possible to verify how these actions adhere to the objectives and expectations of sustainability that they want to achieve in an integral and sustained manner.

4.4. Evaluation

Both of the above-mentioned monitoring areas are indispensable and serve as the basis for the evaluation of the entire Observatory system.

The evaluation may be carried out both externally and online by users who can express their views on the quality of the service, and internally by the participants in the generation of information and in the management of the observatory, through the analysis of its processes, of its products and services.

It is proposed, therefore, the design of internal and external evaluation tools, whose main characteristics are clarity and accessibility for their efficient use.

Both the monitoring and evaluation of the processes within the Observatory are actions that will require giving answers as feedback in the operation of the same, with which it is considered that the improvement of the system must be permanent and fully integrated in all aspects.



4.5. Synthesis of Current Monitoring of Indicators and Thematic Areas

Currently, it has been possible to measure and monitor 72 indicators that cover economic, social, environmental, and governance aspects of great importance in the State; these indicators correspond to the thematic areas that INSTO considers necessary to monitor, likewise, they are linked to the Sustainable Development Goals (SDGs) determined as priorities by the UNWTO.

In Image 41 you can see in the column of numerals in the right margin, the number of indicators developed by each of the 11 thematic areas, as well as the SDGs to which both are linked.

In order to balance the number of indicators that correspond to each thematic area, the strategy is already being considered, both to complement the missing points and to increase the necessary indicators, therefore, the following commitments are firmly raised in the topics presented below:

Image 41. Measured indicators (72*) related to INSTO thematic areas and the UNWTO SDGs. *

1. Tourist seasonality	26
2. Employment	2
3. Economic benefits of the destination	11
4. Governance	15
5. Local satisfaction	0
6. Energy Management	1
7. Water Management	2
8. Wastewater management (sewerage)	1
9. Solid waste management	2
10. Accessibility	2
11. Climate action	10

- 11 Thematic Areas that the International Network suggests monitoring of Sustainable Tourism Observatories (INSTO).
- 17 Sustainable Development Goals of the Organization World Tourism Championship (UNWTO).



Local satisfaction. This issue represents a great area of opportunity in the state's tourism activity, so it is being considered that operationally an extensive monitoring and registration study will be carried out in the second half of this year 2023, so the final results should be published in January or February 2024.

The topics of energy, water, wastewater and waste management. Work will be done not only to increase the indicators in these thematic areas, considering the selection of specific environmental indicators used in tourism by UNWTO INSTO, but also to carry out outreach activities with the main actors and stakeholders of these segments (tourism service providers in hotels, restaurants, travel agencies, cooperatives, tourist inns, among others.) to be able to establish the necessary agreements to initiate works that allow us to determine the available information and to be able to clearly associate the management of resources with the tourism sector. The work is short-term, it is desired that the links (workshops, meetings, working groups, etc.) are during 2023 so that before the end of the administrative period (2024), there is something concrete on the subject.

Climate action. In relation to the ten indicators that are currently available, they are being considered to have an important relationship with the climate of the region, this is explained below.

When measuring:

- *The Percentage of Native Plants Delivered in Yucatan*, seeks to ensure that with the endemic vegetation continues to preserve not only the traditional landscape but the contribution of oxygen in the air in this region, seeking to improve the quality of the prevailing hot climate.
- *The Percentage of Hectares with Tree Cover in Yucatan*, is recorded in the same sense of the previous indicator, that in a climate as warm as that of Yucatan, the vegetation cover, which tempers the environment, is of great importance, its reduction favors immediate actions to be implemented, to avoid a more severe climate.
- *The Percentage Variation of Sea Turtle Neonates Released in Yucatan*, the variation of one year with respect to another is known, of the number of sea turtle neonates that hatch on the Yucatecan coasts, relevant information is obtained regarding many factors, both human behavior and interaction with chelonians and possible changes in the nature of the climate in general, the temperature of the waters in the region and even the erosion of the beaches of the state, all of which impacts the arrival of these species.
- *The Percentage of Environmental Impact Resolutions issued in Yucatan and the Percentage of Urban Environmental Feasibility Resolutions issued in Yucatan*, It analyzes and records the convenience or not in terms of environmental impact, of the projects to be developed in different parts of the state (through preventive reports, risk study, and environmental impact statement) that are entered for attention to the Secretariat of Sustainable Development of the State of Yucatan. Any level of impact on the environment is directly related to climate aspects.



- *The Percentage of Linear Meters of Eroded Beaches Served in Yucatan*, the proportion of beach surface in which actions have been carried out to counteract the reduction of beach width derived from anthropogenic actions of Yucatan is obtained. Beach erosion generates substantial changes in coastlines, such as the depth and amount of water that remains, the existence and size of sand dunes, and the proportion of marine life on coastlines. It is necessary to remember that, in matters of the environment, everything is related to everything.
- *The Percentage of Fixed Sources of Pollution Verified in Yucatan*, it is possible to know to what extent the maximum permissible limits of emissions to the atmosphere are complied with in accordance with the applicable standards in the matter, which directly impacts the local climate.
- *The Days with Good Air Quality in Yucatan*, the monitoring of the air quality of the Yucatan is recorded in real time and observes the concentrations of 5 pollutants that are in the ambient air and have been identified as harmful to the health and well-being of human beings. (Carbon Monoxide (CO), Nitrogen Dioxide (NO₂), Sulfur Dioxide (SO₂), Ozone (O₃) and particles smaller than 2.5 micrometers (PM 2.5)), all of which will impact the regional climate in different ways.
- *The Sustainable Environmental Management Sub-Index in Yucatan*, obtains information about the availability and management of water, air and solid waste. It also outlines certain risks that could be incurred by companies that want to invest in the state.
- *The Movement of Visitors to Ecotourism Hostels of the State of Yucatan*, determines the footprint or impact that human activity prints to sites with different degrees of environmental vulnerability and that can be of great importance for the microclimatic balance and in the long term impact on the climate of the region.

However, the previous considerations, the issue of climate action will be working specifically with the INSTO measurement approaches during 2023, we will be looking for linkages with the relevant dependencies and / or institutions to be able to analyze the available information, and take concrete actions in 2024, which facilitate the monitoring and / or formulation of indicators for the requested areas.

Accessibility. In relation to the two indicators recorded in this document, the indicator about the percentage of households that have a bicycle, can certainly be considered more as a matter of mobility, although it should be noted that a city with more types of transport (such as the bicycle), becomes more accessible to a greater number of people who do not have resources for a car or prefer another option for their transfer. It is expected during 2023 and 2024, to complement and increase the accessibility indicators focused on aspects of the different human capacities in the use of spaces.

The information and development of the 72 indicators that are currently available can be consulted in Annex 1 of this document.



Astronomical Observatory of Chichén Itzá. Source: Sefotur, 2018.

5. FINAL COMMENTS

Yucatán land in which the great Mayan civilization settled; magnificent archaeological sites, historic viceroyalty cities, attractive natural riches such as cenotes and grottoes, a vast cultural heritage expressed in music, dance and gastronomy as well as the great value of the uses and customs of the Mayan communities; Yucatán is a tourist destination capable of offering visitors unique experiences.

With differentiated tourist products, quality services and the hospitality of its people, Yucatán offers all travelers of the XXI Century, like those explorers of the XIX Century, the unparalleled possibility of being amazed with its riches.

The figures indicate that the State of Yucatan has a great tourist potential, both for geographical, historical and cultural factors, but this potential has not been fully exploited by the lack of updated statistical information as well as the absence of consistent methodologies to collect data and generate information Comparable and reliable planning, all of which hinders decision-making and is one of the biggest obstacles in the promotion of tourism by the State and the increase in its levels of competitiveness.

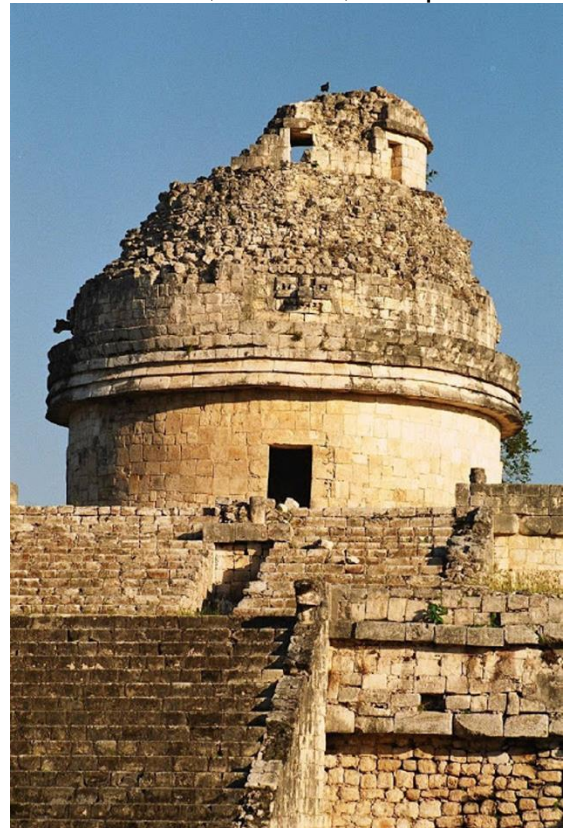


The Tourism Observatory of the State of Yucatán aims at the generation and integration of relevant information that allows the constant monitoring and analysis of reliable, certain, relevant and updated technical indicators, for the development of strategies that contribute to improving the competitiveness of the destination (State) and contribute to decision-making in both the public and private sectors. Its scope is statewide.

This objective is intended to be achieved with the participation and representation of the public, private, academic and social sectors, with a structure that contemplates independence in its management (Subcommittee of the Advisory Council) but with a body of support in decision-making and a budgetary allocation sufficient and secure to allow it to operate and have continuity over time, independent of the political and administrative periods of the financing parties, which propose that in an officially agreed manner, they provide the necessary resources.

The products generated in the Observatory, derived from varied sources of information (primary, secondary sources, statistical data and derived from international organizations or periodically supplied by local actors) will have a defined and clear periodicity for users (Annual, quarterly, monthly and daily); may have different modalities of presentation and content and will respond to the guidelines of the action plans established within them, which will include both consensus procedures, decision-making, generation and analysis of information, reporting and dissemination methodologies, as well as processes of constant monitoring and evaluation, which will allow their continuous improvement and a better response to the demands of current tourist information, truthful, complete and pertinent required in the State of Yucatán.

The Yucatán Tourism Observatory allows the tourism sector to better support its actions, create and better target its products, improve the competitiveness of its destinations, foresee the growth course of the entire state tourism industry.





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ANNEX 1: Indicators

In the pages that make up this Annex, the indicators that measure and evaluate the scope of the sector's activities in the state are presented, as well as information about the variables and their correspondence with the mandatory thematic areas that INSTO indicates for monitoring. The link to the UNWTO SDGs can be seen in Figure 41 on page 69.

Below, the *Classification Table of Indicators by INSTO Thematic Area* in which the elements addressed in the following indicator pages are summarized.

Indicator Ranking Table by Thematic Area INSTO

Num	Thematic Areas	Category	Num. of Identified Indicators
1	Tourist seasonality	Economic	26
2	Employment	Economic	1
		Social	1
3	Economic benefits of the destination	Economic	11
4	Governance	Governance	9
		Social	6
5	Local satisfaction	Social	0
6	Energy Management	Environment	1
7	Water management	Environment	2
8	Wastewater management (sewerage)	Environment	1
9	Solid waste management	Environment	2
10	Accessibility	Environment	2
11	Climate Action	Environment	10
			72



INDICATORS TABLE

(1/7)

N.	Indicator / Variable	Brief description	Formula	Trend	Source	Category	Thematic Area INSTO
1	Total Arrival of Overnight Tourists in Yucatan	It corresponds to the total number of tourists (national and international) with overnight stay, that is, who stay one or more nights registered in the lodging establishments of the main tourist centers of the State (Chichén Itzá, Izamal, Mérida, Valladolid and Uxmal) during the reference period.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
2	Percentage Change of Overnight Visitors to the State of Yucatan	It measures the change or percentage variation of the total number of tourists (residents and non-residents) with overnight stays, registered in the main tourist centers of the state of Yucatan (Chichén Itzá, Izamal, Mérida, Valladolid and Uxmal) during a period with respect to the same period of the previous year.	$A=((B-C)/C)*100$	Ascending	SEFOTUR	Economic	Tourist seasonality
3	Arrival of National Tourists with Overnight Stays in Yucatan	It corresponds to the number of tourists with overnight stays residing in the national territory, who stay one or more nights registered in the lodging establishments of the main tourist centers of the State (Chichén Itzá, Izamal, Mérida, Valladolid and Uxmal) during the reference period.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
4	Percentage Change of National Visitors with Overnight Stay in the State of Yucatan	It measures the change or percentage variation of the total number of visitors residing in the national territory, with overnight stays registered in the main tourist centers of the State of Yucatan (Mérida, Valladolid, Chichén Itzá, Uxmal and Izamal) during a period with respect to the same period of the previous year.	$A=((B-C)/C)*100$	Ascending	SEFOTUR	Economic	Tourist seasonality
5	Arrival of International Tourists with Overnight Stay in Yucatan	It corresponds to the number of overnight tourists, non-residents in the national territory, who stay one or more nights registered in the lodging establishments of the main tourist centers of the State (Chichén Itzá, Izamal, Mérida, Valladolid and Uxmal) during the reference period.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
6	Percentage Change of International Visitors with Overnight Stay in the State of Yucatan	It measures the change or percentage variation of the total number of international overnight visitors registered in the main tourist centers of the State of Yucatan (Mérida, Valladolid, Chichén Itzá, Uxmal and Izamal) during a period with respect to the same period of the previous year.	$A=((B-C)/C)*100$	Ascending	SEFOTUR	Economic	Tourist seasonality
7	Meeting Tourism Events Held in the State of Yucatan	It measures the total number of meeting tourism events registered through the Convention and Visitors Bureau of the State of Yucatan (FIDETURE) that took place in some of the congress and convention centers of the destination and / or halls of the main hotels during a given period.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
8	Total Participants in Meeting Tourism Events Held in the State of Yucatan	It measures the total number of national and international participants in meetings tourism events held in Yucatan, registered through the Convention and Visitors Bureau of the State of Yucatan (FIDETURE) and that were held in some of the congress and convention centers of the destination and / or halls of the main hotels, for a certain period.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
9	Percentage Change of Participants in Meeting Tourism Events Held in the State of Yucatan	Measures the change or percentage variation of national and international participants in meetings tourism events held in Yucatan, registered through the Convention and Visitors Bureau of the State of Yucatan (FIDETURE) and that were held in some of the congress and convention centers of the destination and / or halls of the main hotels, during a given period, with respect to the same period of the previous year.	$A=((B-C)/C)*100$	Ascending	SEFOTUR	Economic	Tourist seasonality
10	National Participants in Meeting Tourism Events Held in the State of Yucatan	Measures the total number of national participants in meeting tourism events held in Yucatan, registered through the Convention and Visitors Bureau of the State of Yucatan (FIDETURE), which were held in some of the congress and convention centers of the destination and / or halls of the main hotels, for a certain period.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
11	Percentage Change of National Participants in Meeting Tourism Events Held in the State of Yucatan	Measures the change or percentage variation of national participants in meetings tourism events held in Yucatan, registered through the Convention and Visitors Bureau of the State of Yucatan (FIDETURE) and that were held in some of the congress and convention centers of the destination and / or halls of the main hotels, during a given period, with respect to the same period of the previous year.	$A=((B-C)/C)*100$	Ascending	SEFOTUR	Economic	Tourist seasonality



N.	Indicador / Variable	Breve Descripción	Fórmula	Tendencia	Fuente	Categoría	Área Temática INSTO
12	International Participants in Meeting Tourism Events Held in the State of Yucatan	Measures the total number of international participants in meeting tourism events held in Yucatan, registered through the Convention and Visitors Bureau of the State of Yucatan (FIDETURE) and that took place in some of the congress and convention centers of the destination and / or halls of the main hotels, for a certain period.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
13	Percentage Change of International Participants in Meeting Tourism Events Held in the State of Yucatan	Measures the change or percentage variation of international participants in meetings tourism events held in Yucatan, registered through the Convention and Visitors Bureau of the State of Yucatan (FIDETURE) and that were held in some of the congress and convention centers of the destination and / or halls of the main hotels, during a given period, with respect to the same period of the previous year.	$A=((B-C)/C)*100$	Ascending	SEFOTUR	Economic	Tourist seasonality
14	Gross Domestic Tourism Product of Yucatan	It is an economic indicator that reflects the monetary value of all goods and services produced in the State of Yucatan and that are typical or more important within the economic activities defined as tourism, in a certain period of time. It is expressed in constant values at 2013 prices.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
15	Average Visitor Stay in the State of Yucatan	It corresponds to the number of days of average stay of the total number of tourists (residents and non-residents) in the State of Yucatan, the value results from dividing the total number of night tourists by the number of tourist arrivals of a given period.	A=B/C	Ascending	SEFOTUR	Economic	Tourist seasonality
16	Average Visitor Stay in the State of Yucatan	It indicates the proportion of occupancy registered by lodging establishments in the City of Mérida by both residents (national) and non-residents (international). It is obtained by dividing the total number of occupied rooms by the total number of rooms available in the period of interest. At the end it is multiplied by 100 so that it is expressed as a percentage.	$A=(B/C)*100$	Ascending	SEFOTUR	Economic	Tourist seasonality
17	Average Hotel Occupancy Percentage in Yucatan	It indicates the occupancy rate registered by lodging establishments in the main tourist centers of the State of Yucatan (Chichén Itzá, Izamal, Mérida, Valladolid and Uxmal) by both residents (nationals) and non-residents (international). It is obtained by dividing the total occupied rooms by the total of rooms available to the period of interest. At the end it is multiplied by 100 so that it is expressed as a percentage.	$A=(B/C)*100$	Ascending	SEFOTUR	Economic	Tourist seasonality
18	Total Night Tourists Registered in Yucatan	It consists of the daily record of the number of tourists who occupy the rooms of the lodging establishment in Yucatan, by their time of stay (number of nights spent in the establishment) and is classified according to their place of origin, in national (residents) or international (non-residents). That is, it measures the total number of visitors who spend the night in an accommodation establishment in the state of Yucatan, at least for one night.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
19	Total Tourists National Nights in Yucatan	It measures the total number of tourists with overnight stays residing in the national territory who spend the night in the lodging establishments of the main tourist centers of the State (Chichén Itzá, Izamal, Mérida, Valladolid and Uxmal), at least for one night.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
20	Total International Night Tourists in Yucatan	It measures the total number of tourists with overnight stays not resident in the national territory who spend the night in the lodging establishments of the main tourist centers of the State (Chichén Itzá, Izamal, Mérida, Valladolid and Uxmal), at least for one night.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
21	Total Flight Passenger Movement in Yucatan	It corresponds to the flow of passengers by air (arrivals and departures) registered on regular flights (does not include crew), who arrive at the International Airport of the City of Mérida "Lic. Manuel Crescencio Rejón", in a certain period and that are reported by the ASUR GROUP, S. A., which is currently the concessionaire Mode this property.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
22	Total Movement of Domestic Passengers of Flights in Yucatan	It corresponds to the flow of domestic passengers by air (arrivals and departures) registered on regular flights (does not include crew), who arrive at the International Airport of the City of Mérida "Lic. Manuel Crescencio Rejón", in a certain period and who are reported by the ASUR GROUP, S. A., which is currently the concessionaire Mode this property	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
23	Total Movement of International Passengers of Flights in Yucatan	It corresponds to the flow of domestic passengers by air (arrivals and departures) registered on regular flights (does not include crew), who arrive at the International Airport of the City of Mérida "Lic. Manuel Crescencio Rejón", in a certain period and who are reported by the ASUR GROUP, S. A., which is currently the concessionaire Mode this property	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality



N.	Indicador / Variable	Breve Descripción	Fórmula	Tendencia	Fuente	Categoría	Área Temática INSTO
24	Total Movement of Visitors to Paradores of Archaeological and Ecological Zones of the State of Yucatan	It represents the flow of people (hikers) who visit during a certain period the tourist paradores located in archaeological and ecological zones of the entity, which are operated through the Board of Cultural and Tourist Services Units of the State of Yucatan (CULTUR). It includes the following tourist inns: Chichén Itzá, Uxmal, Dzibilchaltún, Loltún, Balankanché, Celestún, Parque X'kekén, Ek Balam, Uaymitún and El Corchito.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
25	Arrival of Cruise Ships to Puerto Progreso, Yucatan	It corresponds to the movement of cruise ships registered in the Port of Progreso, Yucatan, during a certain period. Cruise ships are pleasure boats that meet the characteristics of having amusements on board, which arrive in a port.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
26	Movement of Cruise Passengers in Yucatan	It corresponds to the movement of cruise passengers registered in the Port of Progreso, Yucatan, during a certain period, does not include crew. The arrival of cruise passengers (hikers), refers to the number of people who arrive on these ships. They are hikers because these passengers do not spend the night at the destination, since they stay less than 24 hours in it.	A=A	Ascending	SEFOTUR	Economic	Tourist seasonality
27	Growth Rate of Temporary Accommodation and Food and Beverage Preparation Services Activities in the State of Yucatan	It measures the growth of the economic activity of temporary accommodation services and food and beverage preparation in the State of Yucatan of the year of analysis with respect to the same economic activity of the base year.	$A = \frac{(B/C)^{(1/D)} - 1}{1} * 100$	Ascending	SEFOTUR	Economic	Employment
28	Population Employed in Restaurants and Hotels in the State of Yucatan	It measures the population employed in accommodation and restaurant services in the state of Yucatan, that is, people aged 15 and over who carried out some economic activity of temporary accommodation services and / or food preparation during a given period.	A=A	Ascending	SEFOTUR	Social	Employment
29	Amount of Private Tourism Investment Registered in Yucatan	It measures the global amount of private tourism investment, accumulated in current pesos, registered by the Ministry of Tourism Development (SEFOTUR) in projects carried out in the State of Yucatan during the accumulated period of this Administration (since October 2018). It includes investment in various branches of tourism such as: lodging, restaurants, travel agencies, tourist transportation, ecotourism, parks, real estate developments for second homes, among others that impact the entity's tourism industry.	A=A	Ascending	SEFOTUR	Economic	Economic benefits of the destination
30	Percentage Change in the Amount of Private Tourism Investment Detected in Yucatan	It measures the variation of the accumulated amount of private tourism investment, in current pesos, registered by the Ministry of Tourism Development (SEFOTUR) in the projects carried out in the State of Yucatan in each quarter, with respect to the accumulated amount of private tourism investment detected in the previous year. It contemplates investment in various branches of tourism such as: lodging, restaurants, travel agencies, tourist transportation, ecotourism, parks, real estate developments for second homes, among others that impact the tourism industry of the entity.	$A = \frac{(B-C)}{C} * 100$	Ascending	SEFOTUR	Economic	Economic benefits of the destination
31	Total Advisories Provided to Potential Investors in Yucatan in Tourism Matters	It measures the total of consultancies provided by the Secretariat of Tourism Development of the State of Yucatan to potential investors (national and international) in tourism, in order to increase private investment in tourism projects of the destination, in a given period.	A=A	Ascending	SEFOTUR	Economic	Economic benefits of the destination
32	Collection of the State Lodging Tax in Yucatan	It measures the amount of the collection (amount in current pesos) of the state tax for lodging services in Yucatan, from the disbursements for lodging made by national and international visitors to the destination, in a given period. Accommodation service is considered to be the provision of accommodation or temporary shelter of people in exchange for consideration. Currently, a 5% state tax rate applies to lodging in Yucatan.	A=A	Ascending	SEFOTUR	Economic	Economic benefits of the destination
33	Hotel Income in Yucatan	It measures the total amount (amount in current pesos) of the income declared during the presentation of the hotel tax by the establishments that provide the lodging service in Yucatan and that are registered by the Fiscal Administration Agency of Yucatan (AAFY), in a given period.	A=A	Ascending	SEFOTUR	Economic	Economic benefits of the destination



N.	Indicador / Variable	Breve Descripción	Fórmula	Tendencia	Fuente	Categoría	Área Temática INSTO
34	New tourism products registered in Yucatan	It measures the total number accumulated since 2019 of new tourism products developed for promotion in the state of Yucatan that are registered and classified by tourist region by the Ministry of Tourism Development of the State (SEFOTUR), in a given period.	A=A	Ascending	SEFOTUR	Economic	Economic benefits of the destination
35	Economic Spill of Visitors with Overnight Trip to the State of Yucatan	It measures the estimate of the economic spillover generated by tourism activity in Yucatan by national and international visitors with overnight stays in a given period. Thus understanding the quantification of the average total monetary value (in current pesos), of the expenses that at least are made by overnight visitors in the main tourist centers of the state during the analysis period. The amount of the economic spill of overnight visitors in Yucatan, is finally obtained by multiplying the average daily expenditure of the visitor by the number of night tourists (national and international) during the period.	A=A	Ascending	SEFOTUR	Economic	Economic benefits of the destination
36	Average Daily Visitor Spending in Yucatan	It refers to the economic quantification (in current pesos) of the amount of the average daily expenditure made by national and international visitors with an overnight stay in Yucatan during their stay in a given period. It is integrated through the periodic compilation of the prices of a basic consumption basket, which includes the main expenditures that are expected to be made by at least one visitor during his stay at the destination (does not consider foreign transportation for arrival at the destination). The average prices of 57 types of tourist services corresponding to the following items of habitual consumption are obtained monthly: ground transportation within the destination, lodging, food, tours, nightlife and other expenses (including tickets to museums, purchase of handicrafts, etc.) during a given period. The average prices obtained in the monthly research of the basic basket of consumption of the average tourist, are multiplied by the frequency of use of the same during the stay considered (average of 2 nights, 3 days), and then divided between said stay obtaining an average expense of the trip. Subsequently, the total travel expense is divided by the average hotel occupancy density of the period to reach the average daily expenditure of the visitor.	A=A	Ascending	SEFOTUR	Economic	Economic benefits of the destination
37	Offer of Lodging Services Available in the State of Yucatan	It corresponds to the number of lodging rooms registered by the establishments that are in the InvenTur Tourist Directory of the Ministry of Tourism Development of the State.	A=A	Ascending	SEFOTUR	Economic	Economic benefits of the destination
38	Lodging Services Offer Available in Merida	It corresponds to the number of lodging rooms registered in the City of Mérida by the establishments that are in the InvenTur Tourist Directory of the Ministry of Tourism Development of the State.	A=A	Ascending	SEFOTUR	Economic	Economic benefits of the destination
39	Total Registered Tourist Service Establishments in the State of Yucatan	It corresponds to the number of economic units dedicated to the production of goods and services related to tourism in Yucatan and that are registered in the InvenTur Tourist Directory of the Ministry of Tourism Development of the State. This indicator includes the following tourist services in the state: Lodging Services, Restaurants, Travel Agencies, Discos and Bars, Airlines (branches), Car rental companies, Museums and galleries, Handicraft stores, Ecotourism Services, Exchange Houses, Marinas and Port Delegations, Banquet services, Tourism and Language Schools, Land Lines, Tourist Assistance, Consulates, Tourist Paradores, Archaeological Zones, Theaters and Cinemas, Shopping Centers, Clinics & Spa's, Sector Representatives, Services for events, Haciendas, Diving Centers and Tourist Guides.	A=A	Ascending	SEFOTUR	Economic	Economic benefits of the destination
40	Advice Provided in Yucatan to Nature Tourism Service Providers	It measures the total number of consultancies provided by the Ministry of Tourism Development (SEFOTUR) to service providers specialized in nature tourism products that request it and that develop activities in Yucatan in a given period.	A=A	Ascending	SEFOTUR	Governance	Governance
41	Average Tourist Satisfaction Rating in Yucatan	It measures the degree of satisfaction in quantitative terms through an average rating, according to the valuation granted by the national and international tourist during their stay in the main destinations of Yucatan. In this way, it allows to evaluate the perception of the tourist in relation to the services consumed. For its measurement, it uses a scale of 0 to 10, where 10 is the highest value given to the services consumed, according to the perception of the tourist.	A=SUM B/C	Ascending	SEFOTUR	Governance	Governance



N.	Indicador / Variable	Breve Descripción	Fórmula	Tendencia	Fuente	Categoría	Área Temática INSTO
42	Certificates of Tourism Quality Managed in Yucatan	It measures the number of tourist certificates managed and granted to tourism service companies in the State of Yucatan by the Ministry of Tourism (Sector) of the Federal Government during the period. These certificates are part of the Quality System that the Federal Government recognizes through programs and badges that are promoted through Quality Programs for continuous improvement and excellence in tourism services, since permanent training allows to increase customer satisfaction, which impacts the number of visitors to the destination. It includes the certificates of Distinctive Hygienic Food Management (H), Modernize Quality (M), Sustainability Guarantee (S), Clean Point (PL), the local certificate of Good Sanitary Practices Yucatan (BUPSY), among others.	$A=A$	Ascending	SEFOTUR	Gobernancia	Gobernancia
43	Percentage Change of Tourism Quality Certificates Managed in Yucatan	It measures the percentage change of the total tourist certificates managed and granted to tourism service companies in the State of Yucatan by the Ministry of Tourism (Sector) of the Federal Government during the period. These certificates are part of the Quality System that the Federal Government recognizes through programs and badges that are promoted through Quality Programs for continuous improvement and excellence in tourism services, since permanent training allows to increase customer satisfaction, which impacts the number of visitors to the destination. It includes the certificates of Distinctive Hygienic Food Management (H), Modernize Quality (M), Sustainability Guarantee (S), Clean Point, the local certificate of Good Sanitary Practices Yucatan (BUPSY), among others.	$A=((B-C)/C)*100$	Ascending	SEFOTUR	Gobernancia	Gobernancia
44	Total Procedures of Tourist Services of the State of Yucatan Managed before Sector	It measures the total number of procedures of tourism service providers of the State of Yucatan managed by the Ministry of Tourism Development (SEFOTUR) before the Ministry of Tourism (Sector) of the Federal Government during a certain period. It includes procedures for tourist guides (credentialing and credentialing), as well as support for tourism service providers before carrying out procedures (registration, modifications and cancellations) to the National Tourism Registry (RNT).	$A=A$	Ascending	SEFOTUR	Gobernancia	Gobernancia
45	Percentage Variation of Tourism Services Procedures of the State of Yucatan Managed before Sector	It measures the variation of the total number of procedures of tourism service providers of the State of Yucatan managed by the Ministry of Tourism Development (SEFOTUR) before the Ministry of Tourism (Sector), with respect to the total number of procedures of tourism service providers managed in the previous period. It includes procedures for tourist guides (credentialing and credentialing), as well as support for tourism service providers before carrying out procedures (registration, modifications and cancellations) to the National Tourism Registry (RNT).	$A=((B-C)/C)*100$	Ascending	SEFOTUR	Gobernancia	Gobernancia
46	Verifications made to Providers of Tourist Services in Yucatan	It measures the number of verifications carried out by the Ministry of Tourism Development of Yucatan to the providers of tourist services that operate in the entity in a determined period, in compliance with the provisions contained in the General Tourism Law and the Official Mexican Standards. For the most part, it contemplates the verifications to tourist guides in archaeological and ecological zones of the state, as well as to the service establishments in various tourist centers of the entity.	$A=A$	Ascending	SEFOTUR	Gobernancia	Gobernancia
47	Percentage of Verified Tourism Service Providers in Yucatan	It measures the proportion of tourism service providers that were verified by the Ministry of Tourism Development of Yucatan to tourism service providers operating in the entity in a determined period, in compliance with the provisions contained in the General Tourism Law and the Official Mexican Standards, with respect to the total number of tourism service providers registered in the InvenTur Tourist Directory in the same period. For the most part, it contemplates the verifications to tourist guides in archaeological and ecological zones of the state, as well as to the service establishments in various tourist centers of the entity.	$A=(B/C)*100$	Ascending	SEFOTUR	Gobernancia	Gobernancia



N.	Indicador / Variable	Breve Descripción	Fórmula	Tendencia	Fuente	Categoría	Área Temática INSTO
48	Sessions Held by State Tourism Advisory Council of the State of Yucatan	It counts the ordinary and extraordinary sessions that are carried out by the State Tourism Advisory Council of the State of Yucatan, which is considered a space for public consultation whose purpose is to assist the Ministry of Tourism Development in the fulfillment of its functions through public consultation of issues related to tourism.	A=A	Ascending	SEFOTUR	Governance	Governance
49	Total People Served in the Tourist Information Modules of the Government of the State of Yucatan	Measures the total number of people served in the tourist information modules of the Government of the State of Yucatan, installed in the points of greatest affluence of the entity (Government Palace, Peón Contreras Theater, Mérida International Airport and Puerto Progreso), in order to provide information and tourist guidance to national and international visitors who request it, in a given period.	A=A	Ascending	SEFOTUR	Social	Governance
50	Percentage of Accreditation of Training Courses Taught to Tourism Service Providers of the State of Yucatan	It measures the proportion of the total number of tourism service providers who successfully completed the training courses given by the Ministry of Tourism Development of Yucatan (SEFOTUR) during a given period, with respect to the total number of tourism service providers enrolled in these courses in the same period. To successfully complete the SEFOTUR training courses, the tourism service provider must maintain a minimum of 80% attendance and in the case of graduates, pass the exam with a minimum of 80 points.	$A=(B/C)*100$	Ascending	SEFOTUR	Social	Governance
51	Number of Tourism Training Courses taught in Yucatan	It measures the total number of courses in tourism professionalization that were taught in the state by the Ministry of Tourism Development to the providers of tourism services of the entity in a given period, according to the provisions of the "Integral Program of Training and Tourism Competitiveness".	A=A	Ascending	SEFOTUR	Social	Governance
52	Percentage Variation in the Number of Tourism Training Courses Implemented in Yucatan	It measures the percentage change in the total number of tourism professionalization courses that were taught by the Ministry of Tourism Development (SEFOTUR) aimed at tourism service providers in the entity, according to the provisions of the "Integral Program of Training and Tourism Competitiveness", with respect to the number of training courses that were taught by the same unit during the previous period.	$A=((B-C)/C)*100$	Ascending	SEFOTUR	Social	Governance
53	Accredited Service Providers in Tourism Professionalization Courses in Yucatan	It corresponds to the total number of service providers who satisfactorily completed the training courses in tourism in the State of Yucatan during a given period, that is, they maintained a minimum of 80% attendance and in the case of graduates, passed the exam with a minimum grade of 80 points.	A=A	Ascending	SEFOTUR	Social	Governance
54	Percentage Variation of Tourism Service Providers Benefited by Tourism Training Actions in Yucatan	Measures the percentage change in the number of tourism service providers in the State of Yucatan who attended training courses in tourism and who were accredited, complying with the criteria established to obtain the certificate or certificate of the course, which consist of at least 80% attendance and in the case of graduates, Pass the exam with a minimum grade of 80 points.	$A=((B-C)/C)*100$	Ascending	SEFOTUR	Social	Governance
55	Percentage Variation of Clean Industry Certificates in Yucatan	It refers to the number of clean industry certificates issued in Yucatan in the current year, compared to the number of clean industry certificates issued in the previous year.	$A=((B-C)/C)*100$	Ascending	SEPLAN	Environment	Energy Management
56	Percentage of Cleaned Cenotes in Yucatan	It measures the proportion of cenotes in which underwater and outdoor cleaning actions have been carried out, that is, the percentage of cenotes sanitized in Yucatan.	$A=(B/C)*100$	Constant	SDS	Environment	Water Management
57	Kilograms of Waste Collected in Cenotes of Yucatan	It refers to the total kilograms of solid waste that are extracted by iterations in the cenotes of Yucatan when cleaning up during a calendar year.	A=A	Constant	SDS	Environment	Water Management
58	Place of Yucatan in Volume of Wastewater treated per thousand people	It measures the proportion of surface area of clandestine dumps in which cleaning work has been carried out. These can be located in different areas of Yucatan, being mostly in: beaches, mangroves and road points, where clandestine dumps derived from the dumping of waste are identified.	A=A	Ascending	SEPLAN	Environment	Wastewater Management (Sewerage)



N.	Indicador / Variable	Breve Descripción	Fórmula	Tendencia	Fuente	Categoría	Área Temática INSTO
59	Percentage of Hectares of Sanitized Clandestine Landfills in Yucatan	It measures the proportion of surface area of clandestine dumps in which cleaning work has been carried out. These can be located in different areas of Yucatan, being mostly in: beaches, mangroves and road points, where clandestine dumps derived from the dumping of waste are identified.	$A=(B/C)*100$	Ascending	SDS	Environment	Solid Waste Management
60	Percentage of Homes that Separate or Reuse Solid Waste in Yucatan	It measures the proportion of households in the State of Yucatan that carry out waste use practices through the reuse and separation of recoverable waste such as cardboard, cans or plastic.	$A=(B/C)*100$	Ascending	SEPLAN	Environment	Solid Waste Management
61	Percentage of Homes with a Bicycle in Yucatan	It measures the proportion of homes that have bicycles, with respect to the total number of homes in Yucatan.	$A=A$	Ascending	SEPLAN	Environment	Accessibility
62	Urban Mobility Index in Yucatan	It measures the degree of competitiveness in mobility that cities have by offering various transport options, which must be attractive, desirable and achievable for their inhabitants.	$A=A$	Ascending	SEPLAN	Environment	Accessibility
63	Percentage of Native Plants Delivered in Yucatan	It measures the proportion of germinated plants with a minimum height of 30 centimeters subject to be donated in the State of Yucatan.	$A=(B/C)*100$	Constant	SDS	Environment	Climate Action
64	Percentage of Hectares with Tree Cover in Yucatan	It measures the proportion of surface with a deficit of tree cover in the municipalities of the State of Yucatan in which forest cover actions have been carried out.	$A=(B/C)*100$	Constant	SDS	Environment	Climate Action
65	Percentage Change of Sea Turtle Neonates Released in Yucatan	It measures the year-on-year change in the number of sea turtle hatchlings released in the Yucatan.	$A=((B-C)/C)*100$	Descendant	SDS	Environment	Climate Action
66	Percentage of Environmental Impact Resolutions Issued in Yucatan	It measures the total number of procedures evaluated in terms of environmental impact (Preventive Report, Risk Study, and Manifest and Environmental Impact) that are entered for attention to the Secretariat of Sustainable Development of the State of Yucatan.	$A=(B/C)*100$	Constant	SDS	Environment	Climate Action
67	Percentage of Urban Environmental Feasibility Resolutions Issued in Yucatan	It measures the proportion of the opinions issued by the Secretariat of Sustainable Development of the State of Yucatan, which determine the compatibility of a work or activity with the land use of the area where it is intended to be carried out.	$A=(B/C)*100$	Constant	SDS	Environment	Climate Action
68	Percentage of Linear Meters of Eroded Beaches attended in Yucatan	It measures the proportion of beach surface in which actions have been carried out to counteract the reduction of beach width derived from anthropogenic actions of Yucatan.	$A=(B/C)*100$	Constant	SDS	Environment	Climate Action
69	Percentage of Verified Fixed Sources of Pollution in Yucatan	Measures the proportion of stationary sources that comply with the maximum permissible limits of emissions to the atmosphere according to the applicable standards in the matter	$A=(B/C)*100$	Ascending	SDS	Environment	Climate Action
70	Days with Good Air Quality in Yucatan	It consists of the monitoring of the air quality of Yucatan, whose analysis is annual. It is carried out through the Air Quality Monitoring System (SMCA YUCATÁN), which consists of a Continuous Monitoring Station that provides real-time and valid information on the concentrations of 5 "criterion" pollutants found in ambient air and have been identified as harmful to the health and well-being of human beings. The pollutants to be considered are: Carbon monoxide (CO), Nitrogen dioxide (NO2), Sulfur dioxide (SO2), Ozone (O3) and Particulates less than 2.5 micrometers (PM 2.5).	$A=A$	Constant	SDS	Environment	Climate Action
71	Sub-index Sustainable Environmental Management in Yucatan	Provides information on the availability and management of water, air and solid waste. It also outlines certain risks that could be incurred by companies that want to invest in the state.	$A=A$	Ascending	SEPLAN	Environment	Climate Action
72	Movement of Visitors to Ecotourism Paradors of the State of Yucatan	It corresponds to the number of visitors registered in the ecotourism paradors of the State of Yucatan. It includes the ecological zones of: Celestún, X'kekén Park, Uaymitún and El Corchito.	$A=A$	Ascending	SEFOTUR	Environment	Climate Action

Interpretation of Sources

SEFOTUR: Ministry of Tourism Development of the State of Yucatan

SDS: Ministry of Sustainable Development of the State of Yucatan

SEPLAN: Technical Ministry of Planning and Evaluation of the State of Yucatan












ANNEX 2: Awards and Recognitions

Listed below are 46 awards and recognitions received from different entities related to tourism, during the period from 2018 to 2022.





(1/5)

Recognition or Award	Entity granting Recognition	Delivery Date	Description
1 Best Chef and Best Restaurant in the interior of the Republic	 Food and Travel Reader Awards 2018	2018 November	Chef Pedro Evia of the restaurant K'u'uk, received from Food & Travel the recognitions as "Best Chef" and "Best Restaurant in the interior of the Republic"
2 Valladolid Best Emerging Destination in North America 2019	 Travel Lemming	2018 December	The city of Valladolid is recognized as the "Best Emerging Destination in North America 2019"
3 Tourist Excellences "YucaTan Turístico 360"	 Fitur	2019 January	Tourism Excellence Award for the tourist attraction strategy "YucaTan Turístico 360"
4 The 120 Best Restaurants of the Mexico Gastronomic Guide 2019	 México Gastronomic Guide 2019	2019 January	Kinich Restaurant in Izamal, La Tradición, Nectar and Ku'uk in Merida, were added to the list of the 120 Best Restaurants of the Mexico Gastronomic Guide 2019
5 Chichen Itza Best Archaeological Zone	 México desconocido	2019 April	Chichen Itza was recognized as the "Best archaeological zone" by Mexico Unknown
6 Yucatan "State of Peace",	 Permanent Secretariat of the World Summit of Nobel Peace Laureates	2019 September	Declaration of State of Peace signed by the 30 laureates attending the World Summit and the Permanent Secretariat of Nobel Peace Laureates
7 Best Hotel Restaurant	 MEX BEST – T+L	2019 October	Chable Resort and Spa's Ixi'im Restaurant is recognized as the best hotel restaurant



Recognition or Award		Entity granting Recognition		Delivery Date	Description
8	Merida Best Small Cities in the World		Condé Nast Traveler	2019 October	Mérida obtains the first place of the 10 "Best Small Cities in the World", outside the USA and the No. 2 position, of the Top 20 of the "Best cities in the world" outside the United Kingdom
9	Condé Nast Travelers Readers Choice Awards Top 20 Best Resorts on the East Coast of Mexico		Condé Nast Traveler	2019 October	Chablé Resort & Spa, located in Chocholá, Yucatan, was placed within the top ten of the Top 20 Best Resorts on the East Coast of Mexico
10	Condé Nast Travelers Readers Choice Awards Top 15 Hotels in Mexico		Condé Nast Traveler	2019 October	Hacienda Temozón, Luxury Collection Hotel obtained the No. 3 position of the Top 15 Hotels in Mexico
11	Best City Destination		Revista Latinoamérica Convenciones	2019 October	Recognition of the quality of conventions 2019 as "Best City Destination"
12	Best restaurant in the interior of the Republic		Food and Travel Reader Awards 2019	2019 October	Restaurant K'u'uk as "Best restaurant in the interior of the Republic"
13	Best sweet space in Mexico		Food and Travel Reader Awards 2019	2019 October	Tere Cazola Repastería Fina "Best sweet space in Mexico"
14	Best Marketing Strategy		Ángel de Turismo 2019	2019 November	Ángel de Turismo are the awards of the tourism and meetings industry of Mexico and America. Yucatan was awarded for "Best Marketing Strategy" for Best Destination Brand Promotion Strategy
15	Mex Best Hospitality Weekend Readers Choice Gourmet		Travel + Leisure	2019 December	Micaela Mar y Leá among the top five best new restaurants in the country
16	Valladolid Best destination to visit		World Travel Awards	2020 January	Fodor's, an international publication specialized in tourism, included Valladolid within the Go 2020 category of "The best places to visit in Mexico, Central America and the Caribbean in 2020".



Recognition or Award		Entity granting Recognition	Delivery Date	Description	
17	"120 Best Restaurants" Mexico Gastronomic Guide 2020		Guía México Gastronómico	2020 January	5 Restaurants added: Ix'i'im de Chalé in Chocholá; The Tradition of David Cetina, Nectar by Roberto Solís, Merci by Regina Escalante in Mérida and Kinich by Miriam Azcorra in Izamal.
18	Recognition for the promotion of the LGBT Tourism strategy		IGLTA y Queer Destinations	2020 January	Recognition granted for the impulse made to the LGBT Tourism strategy implemented by Sectur
19	Merida Search Trend		Google	2020 January	Google highlighted Merida in the 2020 trends in the 3rd position of 15 where Mexicans search for hotels.
20	Merida Safest City in Mexico		INEGI	2020 January	The National Institute of Statistics, Geography and Informatics (INEGI), revealed that Mérida is the safest city according to the survey of perception of insecurity of Mexicans.
21	Yucatan "Best Tourist Office"		Travvy Awards	2020 January	The recognition was granted for the work done and the strategies implemented by the Ministry of Tourism Development
22	Yucatan "Best Wedding Destination"		Travvy Awards	2020 February	The recognition was granted for the work done and the strategies implemented by the Ministry of Tourism Development
23	Merida Top 25 Best Cities in the World		Travel + Leisure	2020 July	The winners were chosen because they are smart and rich cities.
24	Recognition of the Diversification of the Tourism Product		Sectur Federal	2020 September	1st time that Yucatan receives this number of awards, 3 of 7 categories. The winners are: Chablé Resort; Hacienda Sotuta de Peón and Hokol Vuh.
25	Merida, among the top 20 destinations to travel in 2021		Forbes	2020 October	It is based on the opinion of renowned travel planners who report on the latest industry trends and research tools.



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Recognition or Award		Entity granting Recognition		Delivery Date	Description
27	Top 15 Hotels in Mexico		Condé Nast Traveler	2020 October	Hacienda Temozón, Luxury Collection Hotel obtained the No. 6 position and the Hyatt Regency Mérida Hotel the 8th position of the Top 15 Hotels in Mexico
28	Best small cities in the world		Condé Nast Traveler	2020 October	Third place of the 10 "Best Small Cities in the World"
29	Top 50 Best Restaurants in Mexico		Gentleman México	2021 September	Ku'uk Restaurant Top 50 of the Best Restaurants in Mexico
30	Travel + Leisure World's Best Awards Top for 5 years		Travel + Leisure	2021 September	Merida among the first cities in Mexico for 5 years
31	Travel + Leisure World's Best Awards Top 5		Travel + Leisure	2021 September	Merida top 5 of the first cities in Mexico
32	Travel + Leisure World's Best Awards Top 25		Travel + Leisure	2021 September	Merida top 25 Best Cities in the World
33	Conde Nast Travelers Readers Choice Awards Top 10		Conde Nast Traveler	2021 September	Merida Top 10 Great Cities in the World
24	Lonely Planet Top 10		Lonely Planet Magazine-World Specialized Guide	2021 October	Merida within the Top 10 Best Cities in the World to Travel in 2022
35	2021 Gold Travvy Awards		Travvy Awards	2021 November	Yucatan Gold in Best Culinary Destination
36	2021 Bronze Travvy Awards		Travvy Awards	2021 November	Yucatan Bronze in Best Tourist Office
37	Chichen Itza Best Tourist Experience in Archaeological Zone		México Desconocido Magazine specialized in tourist topics and destinations	2021 November	Chichen Itza is ranked within the top 3 as Best Tourist Experience in Archaeological Zone












(5/5)

Recognition or Award		Entity granting Recognition		Delivery Date	Description
38	Yucatan Cenotes Best Nature Destination		México Desconocido Magazine specialized in tourist topics and destinations	2021 November	The Cenotes of Yucatan located within the top 3 as Best Nature Destination
39	Best Promotion Program "365 days in Yucatan"		México Desconocido Magazine specialized in tourist topics and destinations	2021 November	The strategy "365 days in Yucatan" is recognized as the Best Promotion Program
40	Peanut Best Tourism Villages UNWTO		UNWTO World Tourism Organization	2021 December	Peanuts, Best Tourism Villages
41	Yucatan Member of the World Tourism Organization		UNWTO World Tourism Organization	2021 December	Yucatan is recognized as a new member of the World Tourism Organization
42	Chichen Itza Best Light Show and Lighting		México Desconocido Magazine specialized in tourist topics and destinations	2022 May	Best light and lighting show for Kukulcan Nights at Chichen Itza
43	Chichen Itza Best experience in Archaeological Zone		México Desconocido Magazine specialized in tourist topics and destinations	2022 May	Best Archaeological Zone Experience for Chichen Itza
44	Yucatan Cenotes Best Experience in Indigenous Peoples		México Desconocido Magazine specialized in tourist topics and destinations	2022 May	Best Experience in Indigenous Peoples for Cenotes in Yucatan
45	Homún Best Emerging Destination		México Desconocido Magazine specialized in tourist topics and destinations	2022 May	Best Emerging Destination for Homun, Yucatan
46	Travel + Leisure World's Best Awards		Travel + Leisure	2022 July	No 12 Best Destination to Travel in 2022



(5/5)

Recognition or Award		Entity granting Recognition		Delivery Date	Description
38	Yucatan Cenotes Best Nature Destination		México Desconocido Magazine specialized in tourist topics and destinations	2021 November	The Cenotes of Yucatan located within the top 3 as Best Nature Destination
39	Best Promotion Program "365 days in Yucatan"		México Desconocido Magazine specialized in tourist topics and destinations	2021 November	The strategy "365 days in Yucatan" is recognized as the Best Promotion Program
40	Peanut Best Tourism Villages UNWTO		UNWTO World Tourism Organization	2021 December	Peanuts, Best Tourism Villages
41	Yucatan Member of the World Tourism Organization		UNWTO World Tourism Organization	2021 December	Yucatan is recognized as a new member of the World Tourism Organization
42	Chichen Itza Best Light Show and Lighting		México Desconocido Magazine specialized in tourist topics and destinations	2022 May	Best light and lighting show for Kukulcan Nights at Chichen Itza
43	Chichen Itza Best experience in Archaeological Zone		México Desconocido Magazine specialized in tourist topics and destinations	2022 May	Best Archaeological Zone Experience for Chichen Itza
44	Yucatan Cenotes Best Experience in Indigenous Peoples		México Desconocido Magazine specialized in tourist topics and destinations	2022 May	Best Experience in Indigenous Peoples for Cenotes in Yucatan
45	Homún Best Emerging Destination		México Desconocido Magazine specialized in tourist topics and destinations	2022 May	Best Emerging Destination for Homun, Yucatan
46	Travel + Leisure World's Best Awards		Travel + Leisure	2022 July	No 12 Best Destination to Travel in 2022



Annex 3.

Inclusion and Participation of Maya Indigenous Peoples in the OTY

On January 4, 1542, the ancient Mayan city of T-Ho' (current city of Mérida, capital of the State of Yucatán) surrendered to the power of the Spanish arms, since then began the process of miscegenation of a population that integrated both traditions, the two ways of doing and living in society, in a new and rich culture that predominates until the present time in this Mexican region.

The Mayans are currently the direct descendants of the creators of the admirable and millenary Mayan culture, which has existed for approximately four thousand years, although the presence of the first humans in the area of the Yucatan Peninsula, which would make up this portentous culture, dates from the late Pleistocene or ice age (around the year 10, 000 BC) data obtained from osteo-archaeological findings in the caves of Loltún and Tulum.¹¹

The Maya have inhabited the Mesoamerican region that includes in Mexico the states of Yucatan, Quintana Roo, Campeche, Chiapas and Tabasco, as well as territories of Guatemala, Honduras, Belize and El Salvador. Some sources consider more than six million native Mayans who make up 25 groups distributed in those territories, where you can find the rooted communities, which preserve much of the traditions of their glorious ancestors, such as their Yucatec Mayan language, their oval houses and thatched roofs, their form of sustainable cultivation and their rich gastronomy among others.

The State of Yucatan, according to the 2015 Intercensal Survey of the National Institute of Geography and Statistics (INEGI), has an indigenous Mayan population of 1,028,856 people. Of its 106 municipalities, there are 67 in which the indigenous population was 70% or more, 23 of them had 40 to 69% of the indigenous population and the remaining 16 registered up to 39% of indigenous presence.

For the year 2019, there is a record of maximum population in Yucatan of 745,758¹² which represented 32.93% of the state's population, with the total Mayan population throughout Mexico of 971,770 people distributed by state as follows: Yucatan (745,758), Quintana Roo (126,550), Campeche (99,439), Sinaloa (15), Oaxaca (8), spread over 1,259 locations in those states.

In the last population census (Inegi 2020) Yucatan ranks as the second federal entity with the largest indigenous language speaking population (28.9%, of which 4.69% does not speak Spanish), which¹³ has been considered the highest indicator of native Mayan presence in the State.

¹¹ 'NAIA', The skeleton found in Tulum, the oldest in America: INAH - CNN expansion

¹² National Network of Cultural Information. National Coordination of Institutional Development/SIC (Note of December 10, 2019)

¹³ UNAM, statement of August 27, 2020 http://orga.enesmerida.unam.mx/?page_id=505



The Mayan sociocultural traits continue to have great significance and importance in Yucatecan society, however, it is important to emphasize that what predominates since the last century in Yucatan, is the extensive and undeniable miscegenation in practically all socioeconomic and cultural sectors of life in the region, so that, the integration of population that recognizes itself as Mayan in broad sectors of economic activities, It is natural, evident and verifiable. Proof of this is that in Yucatan there have even been governors who recognize themselves as direct Mayan descendants (Dr. Francisco Luna Kan), figures of art and music with international recognition (Armando Manzanero Canché), politicians of national and local importance (Dr Erik Villanueva Mukul, president of the LVIII Legislature of the Congress of the Union of Mexico and General Director of Indemaya) and many others in different areas of sociocultural activity.

There are Mayan men and women who have adapted to recent customs, especially in the cities of Yucatan. Some do and do not wear traditional clothing and have incorporated technology and all existing modernities for the home. For many, the family remains the central axis of their lives, maintaining bonds and closeness when choosing a house or building. Many have studied university careers, have managed to stand out as doctors, engineers, writers and teachers, among other professions. The Maya of today have found in the diversity, preservation and evolution of their culture, conserving wisdom and also incorporating new practices according to the new

Inclusion in the Tourism sector and in the OTY

The Mayan is part of the living culture that prevails in the state, daily inheritances and traditions are intermingled, the Mayans of today, the same are



Dr. Francisco Luna Kan
Governor of Yucatán 1976-1982
Born in Noc Ac, Yucatán 1925.



Armando Manzanero Canché
Músico, compositor y productor ganador
del Grammy 2014 y el Billboard 2020
Nació en Ticul, Yucatán 1935.



Dr Erik Villanueva Mukul
Presidente de la Cámara de Diputados
Director general de Indemaya
Nació en Tekit ,Yucatán 1953



dedicated to traditional agricultural activities, a la beekeeping and the elaboration of handicrafts, but there are also those who work in the tourism sector as service guides for tourists and speak Mayan, Spanish and even English, German or other.

The Mayans and mestizos who are dedicated to the tourism sector they do it individually or are grouped in cooperatives of varied turns, in the regional authority institution of the sector (Sefotur) there is an Inventory of Tourist Services and Nature of the State of Yucatan in which there are 129 enterprises, organized mostly by cooperatives with a predominance of native Mayan personnel from 64 rural and non-rural localities, and in which more than 1375 people are employed . (See log tables on the following pages.)

In general, many of the region's tourism activities have been framed or promoted in various ways by the Mundo Maya ® organization, which emerged as a regional tourism project, which has sought the creation of a new concept of tourism; a diversified offer of services for a new type of demand; a concept that unites culture, ecology and development for the peoples of the area and aims to revalue and use its components without destroying them; seeks a participatory demand and respectful of culture and the environment, where interaction with local communities is part of the richness of experience. It is currently composed of 5 countries with predominant Mayan presence: Belize, El Salvador, Guatemala, Honduras and the Mexican States of Yucatan, Campeche, Quintana Roo, Tabasco and Chiapas.

The OTY, within its strategy of inclusion and participation, contemplates the gradual insertion of more and more representatives of nature tourism cooperatives operated by Mayan communities, their progressive integration will ensure their voice, their proposals, as well as first-hand information that support better actions for adequate support to these groups. It is expected that in the short and medium term they can be represented in their entirety within the observatory.



MUNDO MAYA





**Tourism and Nature Products and Services
Operated by Mayan Communities of the State of Yucatan**

	Name	Address	Locality	Municipality	Website / Email / Cel.
1	Campamento Ecoturístico de Pebá	Road Mérida-Peba, WN, ZC 97825	Abalá	Abalá	ecoturismo_peba@hotmail.com
2	Cenotes Hacienda Mucuyché	Free State Highway, Abalá-Mucuyché section, known address, ZC 97825	Abalá	Abalá	https://cenoteshaciendamucuyche.com/
3	Cenote Kankirixche	Road Merida-Uyakceh, WN, ZC 97825	Abalá	Abalá	cenotekankirixche@hotmail.com
4	Agroturismo Codornejos	Section Oxkutzcab-Akil, Right Bank, Kilometer 6, WN, Granja, ZC 97990	Akil	Akil	www.codornejos.com.mx/
5	Parque Ecoturístico Jaltún	11th Street, WN, ZC 97367	Xixim	Celestún	jaltun_de_celestun@hotmail.com
6	Guardianes de los Manglares de Dzinintún	Street 2-D, 2 D, Downtown, ZC 97367	Celestún	Celestún	guardianesdzinintun@gmail.com
7	Parador Turístico Celestún	Road Section Hunucmá-Celestún, WN, ZC 97367	Celestún	Celestún	https://www.culturayucatan.com/
8	Cenote y Cabañas Tsonot Kaaj	Road Section Mérida-Cenotillo, WN, ZC 97640	Cenotillo	Cenotillo	cenotexooch@gmail.com
9	Glamping Xeiba	Free State Highway 97346, Conkal-Yaxkukul section, known address, ZC 97346	Conkal	Conkal	https://www.belilula.com/es
10	Cenote Paraíso Papak'al	Road Section Mérida-Cuzamá, WN, ZC 97577	Cuzamá	Cuzamá	https://paraisopapakal.jimdo.free.com/
11	Parador Turístico Cenotes de Cuzamá	Road Section Cuzamá-Chunkanan, Kilometer 3, WN, ZC 97577	Chunkanán	Cuzamá	http://www.loscenotesdecuzama.com/
12	Cenote Pueblo Fantasma	Road Section Mérida-Chemax, WN, ZC 97773	Chemax	Chemax	https://cenotepueblofantasma.com/?fbclid=IwAR13nEv
13	Grutas de Santa Rita	Road Section Valladolid-Xcan, Kilómetro 55, WN, ZC 97774	Chemax	Chemax	grutassantarita.tours@hotmail.com
14	Cenote San Ignacio	23th Street, 126, Ranch, between street 26, ZC 97816	Chocholá	Chocholá	www.cenotesanignacio.com
15	Cuatrimotos Selva Yucatán Tours	Street Balneario los Reyes II, 17, Nane Not Aplica 14, ZC 97816	Chocholá	Chocholá	tourselvayucatan@gmail.com
16	Aventura Bolontunil	36th Street, SN, suburb, between 31 street, ZC 97904	Chumayel	Chumayel	https://www.bolontunil.com/proyecto
17	Salineras de Xtampú	Free State Highway 97407, Progreso-Telchac section, known address, ZC 97404	Dzemul	Dzemul	riolagartosxplore@gmail.com



18	Campamento Dzilam de Bravo	11th Street, 38, ZC 97606	Dzilam de Bravo	Dzilam de Bravo	campamentopijiji@hotmail.com
19	Sayachuleb Paseos Ecoturísticos	4th Street, WN, between 11th Street and 13th Street, ZC 97606	Dzilam de Bravo	Dzilam de Bravo	sayachuleb_fortindejuan@hotmail.com
20	Cenote Chan Dzonot Xocempich	Road section Mérida-Dzitas, WN, ZC 97666	Dzitas	Dzitas	Cel: 985-112-66-22
21	Cenote X-Cajum	State Highway, Piste-Dzitas Section, Kilometer 15, between Kilometer 15, ZC 97660	Dzitas	Dzitas	https://cenotexcajum.com.mx/
22	Cenote Santa Rosa - Parque Ecoturístico	Road section Mérida-Homún, WN, ZC 97585	Homún	Homún	https://cenotesantarosa.com/
23	Parador Ecoturístico Cenote Yaxbacaltún	Free State Kilometer, Homún-Laguna Yalahau section, Kilometer 1, SN, Town, ZC 97580	Homún	Homún	www.cenotesyucatan.info
24	Parador Turístico Hameki	Km 3.5 Road Homun-Huhi, 3 Km, Town, ZC 97583	Homún	Homún	https://hameki.com.mx/
25	Santa Bárbara - Cenotes & Restaurant	Road section West-Homún, WN, ZC 97580	Homún	Homún	https://cenotessantabarbara.com/
26	Cenotes Santa Cruz	State Highway 97580, homún-huhi section, kilometer 1, known address, ZC 97580	Homún	Homún	https://turismohomun.com/cabanas-y-restaurante-san
27	Descubre Sisal Turismo de Naturaleza	17th Street, NA, central colony, between 14th Street and 12th Street, ZC 97356	Sisal	Hunucmá	https://www.tripadvisor.com.mx/Profile/Descubresis
28	Motoventures Sisal	21th Street, W/N, between 10th Street and 12th Street, ZC 97355	Sisal	Hunucmá	https://motoventurs-sisal.negocio.site/?fbclid=IwA
29	Parque Ecoarqueológico Sihunchén	27th Street, 499, between 60th Street, ZC 97353	San Antonio Chel	Hunucmá	parquesihunchen@gmail.com
30	Shark Tours Sisal	18th Street, central colony, between 17th Street and 21th Street, ZC 97355	Sisal	Hunucmá	https://sharktoursisal.wixsite.com/shark-tours-sis
31	Ziz-Há Ecoturismo	21th Street, 700 B, central colony, between Boulevard 22 and 24 Street, ZC 97356	Sisal	Hunucmá	https://ziz-ha-mariscos-y-ecoturismo.negocio.site/
32	Zotz-Balam Tours y Pesca	Main street, SN, central colony, between 17th Street and 21th Street, ZC 97356	Sisal	Hunucmá	zotzbalam1234@gmail.com
33	Grupo Izamal	33th Street, 1, 294, central colony, between 30 Street, ZC 97540	Izamal	Izamal	https://grupoizamal.com/
34	Izamal Bike	31th Street, 304, central colony, between 32th Street and 34th Street, ZC 97540	Izamal	Izamal	https://izamal.bike/
35	Cenote Chihuan	Road section Mérida-Holcá, WN, ZC 92632	Kantunil	Kantunil	www.cenotechihuan.com.mx



36	Meliponario Lool - Ha	35th Street, WN, central colony, between 20th Street and 18th Street, ZC 97850	Maní	Maní	contacto.rutademeliponarios@gmail.com
37	U lu'umil Kuxtal - Solar Maya	33th Street, W/N, central colony, between 12th Street, ZC 97850	Maní	Maní	https://solarmaya.wixsite.com/web-site
38	Cocina tradicional Doña Clotilde	---	Maní	Maní	---
39	U Naajil Yuum K'iin	34th Street, W/N, central colony, between 29th Street, ZC 97850	Maní	Maní	estebanpuga43@gmail.com
40	Grutas Aktún Usil	Federal Highway 97802, Maxcanú-Oxkintok section, kilometer 2.5, known address, ZC 97801	Maxcanú	Maxcanú	marinacc892@gmail.com
41	Co'ox Mayab - Viajes, Ruralidad y Naturaleza	76th Street, WN, central colony, between 41th Street and 43th Street, ZC 97000	Mérida	Mérida	www.cooxmayab.com
42	Ecoguerreros	64th Street, 530, between Federal Highway 97802, between Diagonal corner with 77, ZC 97000	Mérida	Mérida	www.ecoguerreros.com
43	Hacienda Noc Ac	Free State Highway 97303, Cheuman-Sierra Papacal section, Wn, ZC 97303	Noc Ac	Mérida	https://www.haciendanocac.com/
44	Hacienda Zamná	16th Street, 116, Colonia México, between 13th Street and 15th Street, ZC 97125	Mérida	Mérida	https://haciendazamna.com/
45	Miel Nativa Kaban (1)	62th Street, Carmesi square, 2 room, between 53th Street and 62th Street, ZC 97000	Mérida	Mérida	https://www.mielnativa.com/
46	Rutas de Xcunyá	21th Street, known address, between 20 Street, ZC 97302	Chablekal	Mérida	caminosxcunya@gmail.com
47	Grutas de Calcehtok	Road section Mérida-Opichén, WN, ZC 97814	Calcehtok	Opichén	999-902-01-81
48	Grutas de Loltún	Road section Mérida-Lol-Tún, WN, ZC 97883	Grutas de Loltún	Oxkutzcab	https://www.culturyucatan.com/
49	Campamento y Grutas - Ich Há	Road section bypass Akil-Lol-Tún, WN, ZC 97880	Oxkutzcab	Oxkutzcab	RVZ27@hotmail.com
50	Cooperativa PescabYuc	4th Street, Wn, central colony, between 11th Street and WN Street, ZC 97321	Chuburná	Progreso	pescabyuc@gmail.com
51	Jardín Melipona en Xcunyá	21th Street, Na, Colony, between 22th Street and 24th Street, ZC 97304	San Ignacio	Progreso	www.kuchilkaab.com
52	Flyboard Yucatán	Malecón Av., WA, central colony, ZC 97320	Progreso	Progreso	marioesquiveye@gmail.com
53	La Ría Progreso	Road section Progreso-Yucalpetén, known address, ZC 97320	Progreso	Progreso	paradorturisticolariaprogreso@gmail.com
54	Parador Turístico El Corchito	Road section Mérida-Progreso, WN, ZC 97320	Progreso	Progreso	culturyucatan.com



55	Sergio's Tours Progreso	80th Street, 120, central colony, between 21th Street and 23th Street, ZC 97320	Progreso	Progreso	https://www.sergiositours.com/
56	Silcer Club de Playa	21th Street, 136, Ismael Garcia Colony, between 54 Street, ZC 97320	Progreso	Progreso	http://silcerbeachclub.com/
57	The Boat Host	Yucalpetén 16th Street, 1 A, ZC 97320	Progreso	Progreso	https://theboathost.com/
58	Tour Yuyos	Free State Highway, Merida-Progreso section, kilometer 25, 1, ZC 97320	Progreso	Progreso	yuyomena@gmail.com
59	Yates Punta Negra	18th Street, 810, central colony, ZC 97336	Progreso	Progreso	https://www.yatespuntanegra.mx/
60	Yucatán Adventures	29th Street, 86, Colonia, between 146th Street and 148th Street, ZC 97336	Yucalpetén	Progreso	alexycatanadventures@gmail.com
61	Yucatán Snook	80th Street, NA, central colony, between 31th Street and 33th Street, ZC 97320	Progreso	Progreso	www.yucatanstnook.com
62	Boat Trip Rio Lagartos	9th Street, 62 A, central colony, between 12th Street and 10th Street, ZC 97723	Río Lagartos	Río Lagartos	https://boattripriolagartos.negocio.site/
63	El Manglar Rio Lagartos	9th Street, WN, ZC 97720	Río Lagartos	Río Lagartos	heysler_p@hotmail.com
64	Las Coloradas Parque Turístico	Section Las Coloradas-tourist hostel, Right Bank, Address Known, C.P. 97723, Right Bank, Known Address, ZC 97723	Las Coloradas	Río Lagartos	http://lascoloradas.com.mx/
65	Rio Lagartos Adventures	19th Street, 102, between between 14th Street and 12th A Street, ZC 97720	Río Lagartos	Río Lagartos	https://riolagartostours.com/
66	Rio Lagartos Xplore	6th Street, 112, central colony, between 17th Street and 19th Street, ZC 97720	Río Lagartos	Río Lagartos	riolagartosxplore@gmail.com
67	Cenote y Parador Bebelchén	Road section Mérida-Sanahcat, WN, ZC 97587	Sanahcat	Sanahcat	https://cenotebebelchen.wixsite.com/vivelo
68	Grutas de Sanahcat	24th Street, 50, between 10th Street and 9th Street, ZC 97587	Sanahcat	Sanahcat	Cel: 988-103-95-83
69	Aktáan Chuleb Adventures	9th Street, Na, between 6 Street, ZC 97616	San Felipe	San Felipe	https://aktaam-chuleb-adventures.negocio.site/?utm
70	Mayaland Adventures	Kilometer 78, NA, ZC 97899	Uxmal	Santa Elena	https://www.mayalandadventures.com/
71	Don Hernán, el abuelo maya	---	Santa Elena	Santa Elena	---
72	Taller de cocina tradicional en Santa Elena	---	Santa Elena	Santa Elena	https://yucatan.travel/sabores/054-taller-de-cocina-tradicional-en-santa-elena/
73	Ecomuseo del Cacao	Road section Muna-Santa Elena, Kilómetro 78, WN, ZC 97899	Uxmal	Santa Elena	www.choco-storymexico.com/uxmal/
74	Ejido de San Crisanto	30th Street, 135, between 27 Street and 29 Street, ZC 97424	San Crisanto	Sinanché	www.sancrisanto.org
75	Apiturismo Sinanché	24th Street, known address, ZC 97420	Sinanché	Sinanché	https://yucatan.travel/experiencia/038-apiturismo-sinanche/



76	Los 7 Cenotes San Gerónimo	Road section Mérida-Sotuta, WN, ZC 97100	Sotuta	Sotuta	https://www.los7cenotes.com/
77	Cenote Kampepen	Road section Mérida-Chinkilá, WN, ZC 97820	Chinkilá	Tecoh	cenotesdechinkil@gmail.com
78	Circuito Ecoturístico de Lepán	Road section Mérida-Lepan, WN, ZC 97822	Tecoh	Tecoh	999-903-41-86 999-148-62-87 999-274-15-95
79	Xperience Mayan Expedition	Known address, ZC 97822	Sotura de Peón	Tecoh	http://xperiencemayanexpedition.com/
80	Senderos Ecoarqueológicos Ox Watz	13th Street , 101 B, between 20th Street and 22th Street, ZC 97535	Tekal de Venegas	Tekal de Venegas	https://oxwatz.wixsite.com/ecoturismo
81	Grutas Chocantes	55th Street, 266, between 68th Street and 70th Street, ZC 97970	Tekax	Tekax	pedroalejandrocerveraxool@outlook.es
82	Grutas de Sartenejas	Free State Highway, Tekax-Kancab section, kilometer 5, 5, ZC 97970	Tekax	Tekax	sartenejas2@gmail.com
83	Parque Ecoturístico Kaalmankal Tekax	Free State Highway 97970, section Tekax-Kancab, Kilómetro 1, known address, between prolongation 70, ZC 97970	Tekax	Tekax	https://parque-ecoturistico-kaalmankal-tekax.negoc
84	San Marcelino Aldea Maya	Free State Highway, section Tekax-Kancab, 1, between San Marcelino walker, ZC 97977	Chacmultún	Tekax	chultun_sanmarcelino@hotmail.com
85	Tekax Adventours	52th Street, 199, central colony, between 49th Street and 51th Street, ZC 97970	Tekax	Tekax	tekaxadventours@gmail.com
86	Mirador La Ermita de Tekax	---	Tekax	Tekax	https://yucatan.travel/experiencia/280-mirador-la-ermita-de-tekax/
87	Turismo Indígena San Agustín	Road section San Agustín-Salvador Alvarado, WN, ZC97970	Tekax	Tekax	https://yucatan.travel/experiencia/086-turismo-rural-en-san-agustin/
88	Yaax Tekit Turismo Comunitario	26th Street, SN, Colonia, between 17th Street and 19th Street, ZC 97680	Tekit	Tekit	yaaxtekit@gmail.com
89	Sayachaltún Ecoturístico	Road section Telchac-Progreso, Kilómetro 3.5, WN, ZC 97407	Telchac Puerto	Telchac Puerto	https://www.sayachaltun.com/
90	Tour de Bici en Reef Telchac	Free State Highway 97407, section Progreso-Telchac Puerto, Kilómetro 35.6, Na, ZC 97407	Telchac Puerto	Telchac Puerto	www.reefyucatan.com
91	Cenote Ecoturístico X Canché	Road section Mérida-archaeological area Ek Balam, Kilómetro 1.6, WN, ZC 97740	Hunukú	Temozón	benito-x-canche@hotmail.com
92	Cenote Hubiku - Centro Turístico	Road section Temozón-Tizimín, Kilómetro 1.5, WN, ZC 97740	Temozón	Temozón	https://chichenitza-hubiku.com/
93	Parador Turístico Cenote Xcanahaltun	Road section Mérida-Dzalbay, WN, ZC 97740	Temozón	Temozón	cardenas75@hotmail.com
94	Cenote Sac Aua	Road section Mérida-Dzalbay, WN,ZC 97740	Temozón	Temozón	http://www.sacaua.com/



95	Uh Najil Ek Balam Cabañas Ecológicas	Road section Mérida-Ek Balám, WN, ZC 97740	Ek Balam	Temozón	http://www.ekbalam.com.mx/unajil/
96	Jardín de Girasoles	13th Street, Na, C.P. 97364	Tetiz	Tetiz	
97	Bike tour en Ticul	Free State Highway 97860, section Ticul-Santa Elena, Kilómetro 1, known address, ZC 97860	Ticul	Ticul	https://hmehotel.com/
98	Tsukán Santuario de Vida	Kilometro 108 road Yokdzonot - Pisté, SN, Pueblo Centro, ZC 97757	Pisté	Tinum	www.tsukan.com.mx
99	AventuratelCuyo	24th Street, known address, between 21th Street and 23th Street, ZC 97707	El Cuyo	Tizimín	https://www.tripadvisor.es/Attraction_Review-g1873
100	Bike tour en El Cuyo	17th Street, 231, between 28th Street and 30th Street, ZC 97707	El Cuyo	Tizimín	elcuyolacasadelritmo@gmail.com
101	Cabañas del Mar	20th Street, known between 21th Street and 19th Street, ZC 97707	El Cuyo	Tizimín	cabanasdeldelmar@outlook.es
102	Cenote Aka'ab Che'en	State Highway 97700, section Tixcacal-Chan Cenote, known address, ZC 97710	Colonia Yucatán	Tizimín	glori-rosa@hotmail.com
103	El Cuyo Kite School	17th Street, 102 known address, between Polygon 1 y Summer avenue, ZC 97707	El Cuyo	Tizimín	https://elcuyokiteschool.com/
104	Maya Kite Tours	17th Street, known address, between 6th Street, ZC 97713	El Cuyo	Tizimín	13kitesurf@gmail.com
105	Parador Turístico Cenote Kikil	Free State Highway 97705, section Tizimín-Kikil, Kilómetro 4.5, WN, ZC 97705	Tizimín	Tizimín	https://cenotekikil.business.site/
106	Yalmakan Servicios Ecoturísticos	El Fino Steet, Wn, between 21th Street and 23th Street, ZC 97713	El Cuyo	Tizimín	jesusbobadilla888@gmail.com
107	Quinta Eco Arqueológica Haaltunha	11th Street, WN, between 16th Street, ZC 97477	Nolo	Tixkokob	dioschaac@hotmail.com
108	Kaabna Naluum	Road section Peto-Tzucacab, Kilómetro 4, WN, ZC 19954	Tzucacab	Tzucacab	http://kaabna.com/
109	Cenotes San Antonio Mulix	Road section Umán-San Antonio Mulix, WN, ZC 97390	Umán	Umán	aldeamaya@hotmail.com
110	Agua Dulce Adventure	Commissioner Villa Guadalupe Street, WN, ZC 97780	Valladolid	Valladolid	www.cenotesaguadulceaventuras.com
111	Aldea Xbatún	Caoba street, WN, between Ejidos de Zaciabil Street, ZC 97783	Valladolid	Valladolid	https://aldeaxbatun.com/
112	Cenote Native Maya Park	Free State Highway 97770, section chechmil-uspibil, Kilómetro 3, known address, ZC 97780	Valladolid	Valladolid	https://alltournative.com.mx/products/cenote-maya
113	Cenote Secreto Maya	Free State highway 97734, section Valladolid-Xtut, Kilómetro 9, known address, ZC 97780	Yalcoba	Valladolid	alexamiron01@gmail.com



114	Chichikán Experiencia & Cenote	Free State Highway 97784, section Valladolid-Temozón, Kilómetro 7, known address, ZC. 97780	Valladolid	Valladolid	https://www.chichikan.com.mx/
115	Hacienda Cenote Chukum	State Highway, section Yaxche-Yalcobá, Wn, ZC 97206	Ticuch	Valladolid	https://www.haciendachukum.com/
116	Hacienda Cenote Oxmán	Periférico Libramiento Sur de Valladolid-Chichimilá, 1084 Cadastral planking, ZC 97780	Valladolid	Valladolid	jpcorreac@me.com
117	Hacienda Selva Maya	Free State Highway, section Mérida-Valladolid, Kilómetro 3.5, known address, ZC 97780	Valladolid	Valladolid	https://www.mesondelmarques.com/hacienda-selva-may
118	Ichi Tours Birding & Wildlife	No Aplica Valladolid, 180, ZC 97780	Valladolid	Valladolid	ichitours@gmail.com
119	MexiGo Tours	43th Street, 204, central colony, ZC 97780	Valladolid	Valladolid	www.mexigotours.com
120	Parador Turístico Xkekén	Free State Highway, section Valladolid-Dzitnup, known address, ZC 97780	Dzitnup	Valladolid	https://www.culturayucatan.com/
121	Parque Apícola Xkopek	57th Street, Sn, Colonia San Juan, between 38th Street, ZC 97780	Valladolid	Valladolid	xkopekmx@gmail.com
122	Parque Ecoturístico Xuux Peek	Free State Highway 97794, section Yalcobá-Yaxché, known address, ZC 97794	Yalcoba	Valladolid	http://www.tecnohotel.mx/
123	Suytun Cenotes y Cabañas	Road free section Valladolid-Pto. Juárez, Kilómetro 8, WN, ZC 97780	Valladolid	Valladolid	https://cenotessuytun.com/
124	Aldea Yunchén	---	Yunchén	Valladolid	---
125	Gran pajareada maya	---	Varias	Valladolid	---
126	Zazil Tunich Cenote-Museo	Free State Highway 97794, section Yalcobá-Xtut, Kilómetro 6, known address, ZC 97780	Valladolid	Valladolid	https://zaziltunich.com/
127	Cenote Yokdzonot	Road section Mérida-Yokdzonot, WN, ZC 97922	Yaxcabá	Yaxcabá	http://cenoteyokdzonot.weebly.com/
128	Yaxunah aldea maya	---	Yaxcabá	Yaxcabá	---
129	Parador Turístico Yaxunah	Road section Mérida-Yaxunah, WN, ZC 97920	Yaxcabá	Yaxcabá	985-114-08-08

SUMMARY TABLE OF RECORDS	
Number of Establishments	129
Total Personnel Employed	1375
Participating Municipalities	43
Localities	64

The Inventory of Tourism Services of the State of Yucatan is a statistical record of the Ministry of Tourism Development of the State of Yucatan, generated from observations made by the agency. The published data are obtained from the service providers themselves, therefore the veracity of the same could present some degree of error. SEFOTUR is not responsible for any unauthorized use of the information, or for any possible misrepresentation of the same.



YUCATÁN  



