

The 2030 agenda and the goal of gender equality in tourism in Mexico

La agenda 2030 y el objetivo de igualdad de género en el turismo en México

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Abstract

This study examines the dynamics of gender equality, identified as one of the most significant Sustainable development Goals (SDGs) in the United Nations' 2030 Agenda, within the tourism sector in Mexico. This analysis focuses on the description of tourism activity and the performance of gender equality indicators during the five-year period from 2003 to 2018. For this analysis, data were sourced from the Economic Census of INEGI (National Institute of Statistics and Geography). Based on the classification of the 133 tourist destinations from the National System of Statistical Information of the Tourism Sector in Mexico (DATATUR) of the SECTUR (Mexican Ministry of Tourism), the 70 most representative tourist destinations for the country were selected for this research. The findings of the study indicate more elevated values of the gender equality index in interior cities and cultural destinations, contrasting with lower scores in one of the states most focused on tourism industry in Mexico. However, it is noteworthy that the growth dynamics of the gender equality index are more pronounced in the Yucatan peninsula and Baja California. In contrast, states hosting cultural destinations and traditional beaches exhibit a more moderate development pace in terms of gender equality. Furthermore, it is observed that the values of the gender equality index are higher in specific tourist destinations or municipalities, compared to the state averages in which they are located.

Resumen

Este estudio examina la dinámica de la igualdad de género en el sector turístico en México la cual es identificada como uno de los Objetivos de Desarrollo Sostenible (ODS) más importante de la Agenda 2030 de las Naciones Unidas. Este análisis se enfoca en la descripción de la actividad turística y el desempeño de los indicadores de igualdad de género durante los quinquenios 2003 a 2018. Para este análisis, los datos se obtuvieron del Censo Económico del INEGI (Instituto Nacional de Estadística y Geografía). Con base en la clasificación de los 133 centros turísticos del Sistema Nacional de Información Estadística del Sector Turismo en México (DATATUR) de la SECTUR (Secretaría de Turismo de México), para esta investigación se seleccionaron los 70 destinos turísticos más representativos del país. Los hallazgos del estudio indican valores más elevados del índice de igualdad de género en ciudades del interior y destinos culturales, contrastando con puntajes más bajos en uno de los estados más enfocados a la industria turística de México. Sin embargo, llama la atención que la dinámica de crecimiento del índice de igualdad de género es más pronunciada en la península de Yucatán y Baja California. Por el contrario, los estados que albergan destinos culturales y playas tradicionales exhiben un ritmo de desarrollo más moderado en términos de igualdad de género. Además, se observa que los valores del índice de igualdad de género son más altos en destinos turísticos o municipios específicos, en comparación con los promedios estatales en los que se ubican.

Gender equality, 2030 agenda, Tourism, Mexico

Igualdad de género, Agenda 2030, Turismo, México

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Introduction

Tourism is an economic, cultural, global and significant phenomenon that has a substantial impact on the economic, social and environmental dimensions (Zhang & Zhang, 2020). For this reason, it is argued that tourism can contribute to the fulfilment of the 17 SDGs (Sustainable Development Goals) of the United Nations 2030 Agenda, including SDG 5 aimed at achieving gender equality (Boluk et al., 2017). The tourism industry accounts for approximately 10% of global GDP and employs one in ten workers worldwide (UNWTO, 2021). Alongside the considerable number of jobs generated by this activity, gender job segregation continues to be a problem. Women's employment is concentrated in low-wage and lower-skilled jobs such as cleaning and reception services, while managerial and decision-making roles are mostly occupied by men. Given this situation, greater efforts are needed to promote women's participation in the tourism industry more equitably through better working conditions, training and leadership opportunities (UNWTO, 2021).

Tourism as a key driving force in the country's economy not only reflects global trends, but also plays a key role in shaping gender perceptions and the equal distribution of opportunities. Addressing gender equality in this sector is not only essential for social justice, but is also a strategic activity for economic growth and the overall improvement of the quality of life of the population, i.e. it is of fundamental importance for sustainable development.

The platform of the Information System of the Sustainable Development Goals of the 2030 Agenda in which Mexico participates presents regularly updated information at the level of federal entities. However, there is no information at the sectoral level. The same happens in the annual United Nations Sustainable Development Goals Report, which presents information on each goal at the level of each of the adhering countries.

In this context, this article analyses the performance of gender equality in Mexico's tourism sector, exploring trends over the periods 2003-2008, 2008-2013 and 2013-2018. The contribution of this study lies not only in the five-year monitoring of progress in gender equality and the importance of the presence of the activity in closing the gaps in working conditions between genders. It is also important because of the information generated at the level of municipalities or tourism that is contrasted with the municipal, state and national economy as a whole.

The hypothesis put forward argues that the tourism sector contributes to advancing the sustainable goal of achieving gender equality of the United Nations 2030 Agenda in Mexico.

The article is structured in seven sections. The first section describes the Mexican tourism system and points out the importance of tourism activity in the period under analysis. The second section briefly describes the purpose of the 2030 Agenda and Mexico's participation in this initiative. The third section continues with a description of the 2030 Agenda and the sustainable development goal for the achievement of gender equality. The fourth section addresses the issue of gender equality in tourism. The fifth section presents the unit of analysis and procedure for achieving the stated goal. The sixth section presents the main results of the research and finally the seventh section gives the most important conclusions of the work.

Tourism in Mexico

Tourism in Mexico has experienced significant growth in recent decades due to factors such as infrastructure development, tourism promotion and economic and political stability. In 2003 alone, at the beginning of the study period, Mexico received just over 10.35 million international visitors, with an economic revenue of 6.68 billion dollars. In the same year, tourism in general contributed 9.48% of the national GDP (INEGI, 2021). The main tourism receiving regions were the beach destinations of the Riviera Maya, Los Cabos and Puerto Vallarta. With the opening of Cancun International Airport and the promotion of new cultural products, the number of visitors began to grow significantly from 2004 onwards (SECTUR, 2005).

In 2008, Mexico received around 13.3 million international visitors and an economic revenue of almost 10,817 million dollars. In this year, the tourism sector in general contributed 9.35% of the national GDP (INEGI, 2021). Among the most visited tourist centres are the integrally planned centres: Cancun, Huatulco, Los Cabos and Ixtapa Zihuatanejo. Next, the destinations most frequented by tourists are the traditional beach destinations: Acapulco, Cozumel, Manzanillo and Puerto Vallarta. This is followed by the large city resorts including Mexico City, Monterrey and Guadalajara. To a lesser extent, the influx of travellers was channelled to inland city destinations (SECTUR, 2009).

In 2013, Mexico received almost 23.7 million international visitors and generated an economic spillover of more than 13.8 billion dollars. The tourism sector in general contributed 8.86% of the national GDP (INEGI, 2021). The main countries of origin of international tourists in that year were the United States, Canada, Brazil, Argentina and the United Kingdom. In terms of the importance of the influx of travellers, in addition to beach resorts and cities, products such as nature tourism, gastronomy, spas and cruises gained importance. Also, consolidated destinations grew, while other emerging destinations such as Los Cabos, Huatulco or Tulum increased their geographical extension (SECTUR, 2014).

Finally, in 2018, Mexico hosted nearly 41.4 million international visitors, who generated an economic revenue of 22,510 million dollars. In this year, tourism contributed 8.54% of the national GDP (INEGI, 2021). In the last two decades, tourism in Mexico has been strengthened as a priority economic activity driven by the federal government and private investment in infrastructure improvements, security and promotion. It is expected that with new air connectivity projects, cruise ships and the development of new products, Mexican tourism will continue to grow in numbers and economic output.

The Mexican Ministry of Tourism classifies tourist resorts as follows:

Type of Resort	Type of Sub-Center	Tourist Center	State	Municipality	
Beach Centers	Other Beach Centers	Akumal	Quintana Roo	Tulum	
		Isla Mujeres	Quintana Roo	Isla Mujeres	
		Nuevo Vallarta	Nayarit	Bahía de Banderas	
		Riviera Maya	Quintana Roo	Puerto Morelos	
		Otros Riviera Nayarit	Nayarit		San Blas
					Tecuala
					Compostela
					Santiago Ixcuintla
		Playa del Carmen	Quintana Roo	Solidaridad	
		Playacar	Quintana Roo	Solidaridad	
Playas de Rosarito	Baja California	Playas de Rosarito			
Puerto Escondido	Oaxaca	San Pedro Mixtepec			
San Felipe	Baja California	Mexicali			
Tonalá Puerto Arista	Chiapas	Tonalá			
Beach Centers	Traditional	Acapulco	Guerrero	Acapulco de Juárez	
		Cozumel	Quintana Roo	Cozumel	
		La Paz	Baja California Sur	La Paz	
		Manzanillo	Colima	Manzanillo	
		Mazatlán	Sinaloa	Mazatlán	
		Puerto Vallarta	Jalisco	Puerto Vallarta	
		Veracruz-Boca del Río	Veracruz de Ignacio de la Llave	Boca del Río	

Table 1 Beach Resorts

Source: own elaboration with data from *Compendio Estadístico del Turismo en México 2022. DATATUR 2022*

Type of Resort	Type of Sub-Center	Tourist Center	State	Municipality
Cities	Inland	Morelia	Michoacán de Ocampo	Morelia
		Oaxaca	Oaxaca de Juárez	Oaxaca
		Pachuca	Hidalgo	Pachuca
		Palenque	Chiapas	Palenque
		Puebla	Puebla	Puebla
		Querétaro	Querétaro	Querétaro
		Salamanca	Guanajuato	Salamanca
		San Cristóbal de las Casas	Chiapas	San Cristóbal de las Casas
		San Juan de los Lagos	Jalisco	San Juan de los Lagos
		San Juan del Río	Querétaro	San Juan del Río
		San Luis Potosí	San Luis Potosí	San Luis Potosí
		San Miguel de Allende	Guanajuato	San Miguel de Allende
		Taxco	Guerrero	Taxco de Alarcón
		Tequisquiapan	Querétaro	Tequisquiapan
		Tlaxcala	Tlaxcala	Tlaxcala
		Toluca	México	Toluca
		Tuxtla Gutiérrez	Chiapas	Tuxtla Gutiérrez
		Valle de Bravo	México	Valle de Bravo
		Villahermosa	Tabasco	Centro
		Xalapa	Veracruz de Ignacio de la Llave	Xalapa
Zacatecas	Zacatecas	Zacatecas		

Table 2 Inland Cities

Source: own elaboration with data from *Compendio Estadístico del Turismo en México 2022. DATATUR 2022*

Type of Resort	Type Subcenter	Tourist Center	State	Municipality
Cities	Border	Ciudad Juárez	Chihuahua	Juárez
		Mexicali	Baja California	Mexicali
		Piedras Negras	Coahuila de Zaragoza	Piedras Negras
		Tecate	Baja California	Tecate
		Tijuana	Baja California	Tijuana

Table 3 Border Cities

Source: Prepared by the authors with data from *Compendio Estadístico del Turismo en México 2022. DATATUR 2022*

The 2030 Agenda

The antecedent of the 2030 Agenda is the "United Nations Millennium Declaration" and its Millennium Development Goals (MDGs), which were published in 2000. This declaration included eight goals and forty-eight indicators that addressed issues such as extreme poverty and infant mortality and established 2015 as the target date (UN, 2000). The 2030 Agenda is presented as a new strategy to give continuity to this declaration and to face more complex challenges and achieve sustainable development and equality (UN, 2015).

Promoted by the United Nations (UN) in 2015, "The 2030 Agenda" is a global project that addresses the most pressing challenges facing humanity, this planetary initiative seeks to steer development towards the path of sustainability. Said Agenda was approved on September 25, 2015 by the United Nations General Assembly. According to this document, its purpose is to provide a comprehensive framework for global action to achieve sustainable development and thereby improve the quality of life of present and future generations by 2030 (UN, 2015).

To this end, the 2030 Agenda establishes a set of 17 Sustainable Development Goals, these goals are interconnected, comprehensive and indivisible and address various aspects of human, social, economic and environmental development, such as poverty eradication, the fight against hunger, access to quality education, gender equality, climate action, peace and justice, among others. Each of the SDGs is made up of specific goals and targets that together provide a comprehensive framework for their fulfillment (UN, 2015).

For its part, the Mexican government has participated in the creation, consultation, negotiation and promotion processes of the 2030 Agenda (UN, 2019). In addition, Mexico has supported the incorporation of fundamental principles such as equality, social and economic inclusion, and has also promoted universality, sustainability and human rights as the pillars of the Agenda.

In terms of poverty eradication, the Mexican government promoted a multidimensional approach in the analysis of poverty that not only considers people's income but also their effective access to rights such as food, education, health, social security and basic housing services (UN, 2019).

In the implementation of the 2030 Agenda, Mexico has been an active player, being one of the first countries to present progress on the SDGs at the High Level Political Forum on Sustainable Development.

The Mexican government has established various bodies to monitor and support the achievement of the SDGs from the legislative sphere, such as the Specialized Technical Committee on Sustainable Development and the Working Group on the 2030 Agenda in the Senate of the Republic. At the same time, the Mexican Agency for International Development Cooperation (AMEXCID) with the collaboration of the United Nations Development Program (UNDP) developed an SDGs Implementation Plan (UN, 2019). Likewise, Mexico's commitment and willingness to participate in achieving the SDGs of the 2030 Agenda and promoting the achievement of gender equality can be observed (UN, 2019).

Gender equity in the 2030 Agenda is a relevant issue and has been highlighted by the tourism industry. The Global Report on Women in Tourism shows in its statistics that tourism leads in promoting gender equality globally compared to all sectors of national economies (UNWTO, 2021). Likewise, the 2022 SDG Report mentions that SDG 5 has been identified as a priority focus area. It also highlights that although women's access to leadership positions in the political and economic spheres has increased, opportunities for women remain scarce (UN, 2022a, p. 36).

Sustainable development goal: gender equality and women's empowerment

Achieving gender equality and women's empowerment represents a fundamental pillar of the 2030 Agenda. Sustainable Development Goal five is established as a strategy to guide efforts towards the pursuit and achievement of gender equality worldwide. Its purpose extends beyond addressing gender inequalities and seeks to empower women in all aspects of society including their participation in decision-making and their access to economic and educational opportunities, thus eradicating harmful practices rooted in gender inequality (UN, 2022b, p. 6).

In the approach of the research the question arises about the meaning of the term gender which is not the same concept as the word sex, in this regard Küfeoğlu (2022) points out that "The word sex refers to the biological distinction between men and women, while the word gender means the social status attributed to men and women" (p. 277), in other words the word gender refers to the social differences caused by the roles socially assigned to men and women. Gender roles are conditioned by age, social class, race, ethnicity, religion, and by the geographic, economic and political environment (International Labour Office, 2001).

As mentioned above, the 2030 Agenda and its 17 SDGs are comprehensive in nature, in other words, the SDGs seek to encompass multiple dimensions to achieve a complete and holistic impact. In this way, a goal can be a catalyst for the achievement of other SDGs and thus the 2030 Agenda mentions that "gender equality is not only an end in itself, but at the same time a means to achieve broader and more equitable sustainable development" (UN, 2015, p. 3).

The theoretical framework under which SDG 5 was initially founded centers women as a vulnerable group and aimed to develop strategies that empowered women in the social, economic and political spheres. However, in practice, such approach was based on the establishment of structures that enable gender mainstreaming (Alston, 2014, p. 289).

When speaking of "gender mainstreaming" the International Labor Organization (2017) mentions that "it is the process of assessing the implications for men and for women of any planned action, whether legislation, policies or programs, in all areas and at all levels" (p.1).

With respect to the specific targets that structure SDG 5, these are made up of six targets and three sub-targets, which cover issues ranging from the eradication of gender-based violence to the strengthening of policies and laws that promote gender equality. However, for the particular case of this research, goal 5.5 "Ensure women's full and effective participation and equal opportunities for leadership at all decision-making levels in political, economic and public life" (UN, 2015, p. 21) is highlighted, which highlights the need to eliminate barriers that prevent the full and effective participation of women at all levels and areas of society and in particular their full insertion in the world of work.

The UNDP presented the Gender Development Index as a means to measure the gap between men and women in terms of human development indicators such as health, knowledge and standard of living. Even so, De la Cruz (2015) highlights that "approaches and indicators have defined gender inequalities in terms of women's issues only, without addressing broader power relations or a broader understanding of the concept of gender itself" (p. 4).

Gender equality in the tourism industry

Gender equity is a fundamental principle for sustainable development and in the study of tourism it is no exception (Cohen & Cohen, 2019). For example, Wilkinson and Pratiwi (1995) have long recognized the influence of gender relations on employment, income, family structure, and function in rural tourism destinations. Similarly, Ferguson (2011) and Font, Garay, and Jones (2016) assert that, in theory, tourism can contribute to gender equality and women's empowerment.

For his part, Cole (2018) asserts that through the tourism industry the status of women is undergoing a slow but positive change and that women can and should use tourism to improve their position. Rinaldi and Salerno (2020a) also state that tourism offers an opportunity to achieve gender equality and that the tourism sector should be transformed into an essential contributor to help women find new jobs.

In promoting gender equality, extensive attention has been paid to the role of tourism in increasing women's income and employment. For example, Nyaruwata and Nyaruwata (2013) demonstrated that tourism is a significant source of employment for women. For their part, Duffy, Kline, Mowatt, and Chancellor (2015) indicated that women to some extent have gained economic and social independence through employment in the tourism industry.

So also, Boonabaana (2014) found that in Uganda women prefer to seek employment opportunities in tourism since once women start working and earning money through such activity the dominant patriarchal culture slowly begins to be challenged. Moreover, in the emerging homestay industry women's income and the proportion of female heads of households are increasing (Acharya & Halpenny, 2013; Farmaki, 2019). On the other hand, Nassani et al., (2019) corroborated the tourism-induced empowerment of women in European countries. It should also be mentioned that in reducing economic poverty tourism also offers a possible way for women to escape poverty in terms of knowledge and rights (Xu et al., 2018).

To date existing research findings show that there is a unidirectional relationship running from tourism to gender equity. Tourism fills the gender gap by increasing women's income, promoting female employment, providing women with more leadership positions, and improving women's education. However, although tourism promotes gender equality in several cases at the micro level, the impact of tourism on gender equity remains unclear at the regional level. Moreover, some scholars have warned that the challenges inherent in the process of gender equalization in global public policy are repeated and to some extent, exacerbated in tourism (Ferguson & Alarcón, 2015).

Although the situation of women has improved thanks to the development of tourism, various studies have found that there are still many obstacles to achieving gender equality in this sector. For example, Duffy et al. (2015) concluded that as women gain economic and social independence, new gender roles and changes in status lead to conflicts between women's real needs and family relationships, which in turn limits their participation in tourism.

For her part, Kattara (2005) argues that gender discrimination, lack of working relationships, mentoring support, and access to contacts prevent women from reaching top management positions. Nomnga (2017) also revealed that women entrepreneurs still face many challenges such as low levels of education and gender discrimination.

Furthermore, Carvalho et al., (2019) found that even women in executive positions in the tourism industry are often subject to subtle discrimination such as the perception that women should be more family oriented and less capable than men. This has been confirmed by Masadeh et al. (2018) so it can be argued that the main cause of gender inequality is manifested in the disparity in income and employment conditions of men and women and stems from social and cultural factors. Therefore, tourism should strive for social, political and cultural impact that reduces the gender gap (Scheyvens & Hughes, 2019; Tucker & Boonabaana, 2012). Due to these limitations gender inequality in tourism remains widespread. Thus Figueroa-Domecq et al., (2015) mention that in some of the most important tourism companies, the proportion of women on the board of directors is still deficient, which limits the participation of women in decision making. Rinaldi & Salerno (2020b), suggest that women will face all kinds of gender discrimination in the labor market, especially in developing countries.

Another perspective argues that gender inequality in tourism lies not in gender per se, but in the people themselves; that is, differences in people's skills lead to gender inequality and in some cases exacerbate it, so attention must be paid to the management of women themselves (Litwin et al., 2019; Santero-Sanchez et al., 2015; Trupp & Sunanta, 2017).

For his part Scheyvens (2010) found that ecotourism has the potential to harm and marginalize local women. Therefore, the effect of tourism on gender equality could be said to have significant regional characteristics.

Despite numerous existing studies, in the current context of feminism and gender awareness, the study of gender in tourism remains marginal in tourism research as a whole (Figueroa-Domecq et al., 2015). For their part Cohen and Cohen (2019) consider that gender seems to be exclusive to the sociological study of tourism. In terms of specific research methods, social surveys predominate. However, the execution of this method is highly dependent on samples, location, time and even the researchers themselves. In addition, it is difficult to obtain longitudinal data through fieldwork. As such, when conducting research based on a particular case and with limited time, conclusions may inevitably generate certain doubts.

Methodological Framework

The objective of the research was to analyze the contribution of tourism activity to the fulfillment of Sustainable Development Goal Five in the seventy most representative tourism destinations in Mexico. The hypothesis that the tourism sector has contributed to the advancement of the sustainable objective of achieving gender equality. To meet this objective, the following steps were taken.

Selection of destinations

The selection of the tourism destinations chosen to carry out the research was based on the categorization and statistical information prepared by SECTUR. This categorization covers two large groups or types of centers: beach centers and cities, which in turn are divided into sub-centers. Beach centers are subdivided into integrally planned centers, traditional beach centers and other beach centers. Integrally planned centers (CIP) began with the development of Cancun in 1974 supported by the National Fund for Tourism Development (FONATUR). Traditional beach centers without prior planning began with Acapulco in 1830 and the other beach centers have a later development. The cities are subdivided into inland cities, border cities and large cities.

Unit of analysis

In order to carry out a correct evaluation, the municipalities to which each of the 70 tourist centers belong and the availability and relevance of the data provided by INEGI at the municipal level were selected as the unit of analysis. It is necessary to mention that there are some tourist centers such as in the Riviera Maya that share the municipal territory.

Determination of indicators

Gender equality encompasses social, economic and political levels and due to the information available, an economic approach was chosen. For this, information from the INEGI Economic Census was used, which is available for the years 2003, 2008, 2013 and 2018. A series of indicators was selected according to the literature review in order to offer the most complete evaluation possible of gender equality in tourism destinations. A database with the available indicators was prepared and the selection of these indicators for the indexes was carried out through a factorial analysis. The selected indicators are described below.

A151A Women's share of total paid personnel. This indicator provides information on women who worked for a period of time in exchange for regular and fixed remuneration. It is the result of dividing the number of women in the paid staff by the total staff multiplied by 100 (INEGI, 2019, p. 38).

A153A Women's share of total employed administrative, accounting and managerial staff. This indicator counts women who worked during a reference period in exchange for remuneration for performing general clerical, accounting, executive, planning, organizing, directing and controlling work for the economic unit. It results from dividing the number of female administrative, accounting and managerial staff by the total number of administrative, accounting and managerial staff, multiplied by 100 (INEGI, 2019, p. 38).

A156A Women's share of total owners, family and other unpaid workers. This indicator counts women who worked under the management and control of the economic unit covering at least one third of the working day of the same, without receiving a fixed wage or salary on a regular basis with respect to the total number of owners, family members and other unpaid workers. It results from dividing the number of women belonging to owners, family members and other unpaid workers by the total number of owners, family members and other unpaid workers, multiplied by 100 (INEGI, 2019, p. 39).

A764A Participation of women in total employed personnel. Includes women who worked during the reference period, whether or not they were contractually dependent on the economic unit under its management and control. It results from adding the total number of women who depended on the business name plus those who did not depend on the business name, among the total employed personnel of the company multiplied by 100 (INEGI, 2019, p. 47).

Gender Equality Index

The IBM SPSS Statistics software was used to prepare the Gender Equality Index. This index is the result of factor analysis, defined by (Pardo & Ruiz, 2002) as an instrument that allows the reduction of data to identify variables that agglutinate homogeneous groups from a diverse set of variables.

This index aims to be a comprehensive benchmark measure of tourism destinations with respect to SDG 5. The process of constructing the index began with the collection of data obtained from the selected indicators. Each of the indicators represents key dimensions of women's participation in the workplace and as a whole provides an adequate view of gender equality in tourism destinations, centers or municipalities at the state and national level.

The construction of the gender equality index at the national, state and municipal levels with information at the level of the tourism sector and the sectoral total allows comparisons to determine the importance of tourism activity in reducing the gender gap.

Results

Sectoral Level of Economic Activity	Gender Equality Index 2003	Gender Equality Index 2008	Gender Equality Index 2013	Gender Equality Index 2018	Gender Equality Index Average 2018
Tourism Sector in Selected Municipalities	52.206	53.229	54.922	54.155	53.628
Total Municipal Sector in Selected Municipalities	38.461	40.580	42.684	42.773	41.124
Total National Tourism Sector	53.029	54.142	56.122	55.349	54.661
Total National Sector Total	39.523	41.236	42.970	43.201	41.733

Table 4 Gender Equality Index by Sector of Economic Activity at the Municipal, State and National Levels
Source: elaborated with information from INEGI Economic Censuses, 2003, 2008, 2013 and 2018

Table 4 shows the values of the gender equality index in the five-year periods from 2003 to 2018 in the tourism sector of the selected tourism municipalities, in the total economic sectors of the selected tourism municipalities, in the tourism sector at the national level and in the total economic sectors at the national level.

The total average value of the gender index in the national tourism sector shows higher values in relation to the rest of the categories in the years considered. The national tourism sector incorporates, in addition to the 70 selected centers, the municipalities with activity in the sector 72 of temporary accommodation services and food and beverage preparation services.

After the category of the national tourism sector, the values of the gender equality index are higher for the personnel employed in the tourism sector of the selected tourism municipalities in the country in the periods analyzed. These values are very similar to the value of this index in the tourism sector at the national level and differ somewhat since other municipalities registered in sector 72 that were not considered in the selection of the 70 SECTUR tourism centers are added.

Nivel Sectorial de Actividad Económica	Tasa Anual del Índice de Igualdad de Género 2003-2008	Tasa Anual del Índice de Igualdad de Género 2008-2013	Tasa Anual del Índice de Igualdad de Género 2013-2018	Promedio de las Tasas Anuales del Índice de Igualdad de Género 2003-2018
Sector Turístico en Municipios Seleccionados	0.389	0.628	-0.281	0.245
Total Sectorial en Municipios Seleccionados	1.078	1.016	0.042	0.712
Total Sector Turístico Nacional	0.416	0.721	-0.277	0.287
Total Sectorial Nacional	0.852	0.827	0.107	0.596

Table 5 Gender Equality Index Ratios at the National Level and in the Total Tourism Sector of the Selected Resorts

Source: elaborated with information from INEGI Economic Censuses, 2003, 2008, 2013 and 2018.

Regarding the dynamics in the reduction of the gender gap in the country, the data show that in the selected tourism municipalities including the totality of economic sectors, the average annual rates in the quinquennia of studies is more than double the national sectorial total.

The national tourism sector, which includes, in addition to the 70 selected municipalities, those that register information in sector 72 of the national economy, shows an average rate half the rate of the total economic sectors at the national level for the period of analysis. Finally, tourism activity at the municipal level shows the lowest average rate of this index. However, overall, it can be seen that tourism activity supports the achievement of gender equity.

Entidad	Índice de Igualdad de Género 2003	Índice de Igualdad de Género 2008	Índice de Igualdad de Género 2013	Índice de Igualdad de Género 2018	Promedio del Índice de Igualdad de Género 2003-2018
Durango	62.967	62.509	63.450	61.556	62.621
Nayarit	60.994	59.966	64.354	65.167	62.620
Oaxaca	59.967	61.047	61.677	59.469	60.540
Chiapas	61.225	59.707	60.817	59.058	60.202
San Luis Potosí	61.518	58.421	61.902	58.055	59.974
Colima	59.619	58.081	60.974	59.264	59.485
Veracruz	58.404	58.408	58.205	57.731	58.187
Aguascalientes	54.237	56.399	59.250	58.285	57.043
Michoacán	55.709	56.643	55.908	55.789	56.012
Querétaro	54.569	56.755	57.278	54.731	55.833
Puebla	55.473	55.182	56.733	54.116	55.376
Guerrero	54.342	54.586	54.623	56.720	55.068
Tlaxcala	56.718	54.528	55.244	53.542	55.008
Guanajuato	52.901	53.932	56.459	56.245	54.884
Hidalgo	53.104	55.210	55.854	54.167	54.584
Campeche	55.470	53.691	54.878	53.345	54.346
México	51.844	52.704	54.577	54.495	53.405
Sinaloa	50.383	52.908	54.560	53.996	52.962
Baja California Sur	49.225	52.624	54.819	53.036	52.426
Zacatecas	49.952	51.821	52.429	50.301	51.126
Tabasco	49.417	48.615	50.503	52.548	50.271
Jalisco	47.663	48.020	50.273	50.139	49.024
Ciudad de México	48.374	48.598	49.740	48.798	48.877
Chihuahua	46.986	46.101	48.366	47.655	47.277
Coahuila	42.527	45.241	50.053	47.212	46.258
Yucatán	43.310	46.087	47.295	47.233	45.981
Nuevo León	43.696	45.966	47.983	45.996	45.910
Baja California	43.368	44.754	47.370	47.019	45.628
Quintana Roo	38.233	43.484	43.858	43.655	42.307
Total	52.206	53.229	54.922	54.155	53.628
Coefficiente de Variación	12.195	9.974	9.563	9.394	10.098

Table 6 Gender Equality Index in the Tourism Sector in Selected Tourism Municipalities by Federal Entity 2003-2018

Source: elaborated with information from INEGI's Economic Censuses

Table 6 shows the values of the gender index of personnel employed in the municipal economy sector by state, arranged in descending order for the periods studied, which do not show a defined pattern of a geographic nature or related to regional development levels. However, the highest values are found in cultural tourism centers and inland cities, as well as the most recent beach destinations and one of the first traditional beach destinations. It is noteworthy that in the last places appears the entity with the greatest tourist vocation, Quintana Roo, and one of the states with the greatest industrial development in the country.

Entidad	Tasa Anual del Índice de Igualdad de Género 2003-2008	Tasa Anual del Índice de Igualdad de Género 2008-2013	Tasa Anual del Índice de Igualdad de Género 2013-2018	Promedio de las Tasas Anuales del Índice de Igualdad de Género 2003-2018
Quintana Roo	2.593	0.170	-0.083	0.893
Coahuila	1.245	2.042	-1.162	0.708
Yucatán	1.250	0.519	-0.026	0.581
Baja California	0.606	1.156	-0.135	0.542
Baja California Sur	1.380	0.812	-0.634	0.519
Sinaloa	1.057	0.597	-0.201	0.484
Aguascalientes	0.785	0.991	-0.328	0.483
Nayarit	-0.327	1.352	0.300	0.442
Tabasco	-0.327	0.765	0.797	0.412
Guanajuato	0.381	0.919	-0.084	0.405
Jalisco	0.162	0.922	-0.035	0.349
Nuevo León	1.018	0.863	-0.842	0.346
México	0.329	0.688	-0.009	0.336
Guerrero	0.115	-0.137	0.941	0.306
Hidalgo	0.781	0.232	-0.612	0.134
Chihuahua	-0.333	0.978	-0.287	0.120
Ciudad de México	0.093	0.465	-0.382	0.059
Zacatecas	0.738	0.233	-0.825	0.049
Querétaro	0.816	0.187	-0.908	0.032
Michoacán	0.333	-0.261	-0.042	0.010
Colima	-0.497	0.981	-0.563	-0.026
Oaxaca	0.441	0.186	-0.724	-0.033
Veracruz	0.000	-0.080	-0.166	-0.082
Durango	-0.146	0.299	-0.604	-0.150
Puebla	-0.105	0.556	-0.940	-0.163
Chiapas	-0.459	0.362	-0.561	-0.219
Campeche	-0.650	0.439	-0.565	-0.259
San Luís Potosí	-1.028	1.164	-1.275	-0.380
Tlaxcala	-0.784	0.261	-0.624	-0.382
Total	0.485	0.615	-0.260	0.280

Table 7 Gender Equality Index Rates in the Tourism Sector in Selected Tourism Municipalities by State 2003-2018

Source: elaborated with information from INEGI Economic Censuses, Economic Census. Automated Census Information System (SAIC).

The level of inequality of the index among the states regarding the tourism sector of the selected municipalities in the years considered shows that there is a progressive decrease over time in the states with a tourist vocation. The coefficient of variation results from the quotient of the standard deviation between the mean of the values.

Entidad		Índice de Igualdad de Género 2003	Índice de Igualdad de Género 2008	Índice de Igualdad de Género 2013	Índice de Igualdad de Género 2018	Promedio del Índice de Igualdad de Género 2003-2018
Aguascalientes	Total Sector Turístico ¹	54.237	56.399	59.250	58.285	57.043
	Total Sectorial Estatal	40.517	40.257	42.033	41.794	41.150
Baja California	Total Sector Turístico	43.368	44.754	47.370	47.019	45.628
	Total sectorial estatal	40.661	42.613	42.209	41.728	41.803
Baja California Sur	Total sector turístico	49.225	52.624	54.819	53.036	52.426
	Total sectorial estatal	33.900	36.274	39.543	39.250	37.242
Campeche	Total sector turístico	55.470	53.691	54.878	53.345	54.346
	Total sectorial estatal	33.222	35.904	37.116	40.238	36.620
Coahuila	Total sector turístico	42.527	45.241	50.053	47.212	46.258
	Total sectorial estatal	36.194	36.591	38.864	39.188	37.709
Colima	Total sector turístico	59.619	58.081	60.974	59.264	59.485
	Total sectorial estatal	40.749	41.868	44.221	45.357	43.049
Chiapas	Total sector turístico	61.225	59.707	60.817	59.058	60.202
	Total sectorial estatal	37.439	40.757	43.562	43.345	41.276
Chihuahua	Total sector turístico	46.986	46.101	48.366	47.655	47.277
	Total sectorial estatal	41.283	40.145	40.624	42.456	41.127
Ciudad de México	Total sector turístico	48.374	48.598	49.740	48.798	48.877
	Total sectorial estatal	39.252	40.839	42.705	42.354	41.287
Durango	Total sector turístico	62.967	62.509	63.450	61.556	62.621
	Total sectorial estatal	37.046	39.065	42.080	41.914	40.026
Guanajuato	Total sector turístico	52.901	53.932	56.459	56.245	54.884
	Total sectorial estatal	40.604	41.830	43.056	42.923	42.103
Guerrero	Total sector turístico	54.342	54.586	54.623	56.720	55.068
	Total sectorial estatal	42.741	44.751	46.519	47.797	45.452
Hidalgo	Total sector turístico	53.104	55.210	55.854	54.167	54.584
	Total sectorial estatal	42.542	42.762	44.454	44.918	43.669
Jalisco	Total sector turístico	47.663	48.020	50.273	50.139	49.024
	Total sectorial estatal	39.790	41.525	43.681	43.202	42.050

Table 8 Gender Equality Index by State and in the Total of the Tourism Sector in Selected Tourism Municipalities 2003-2018

Source: elaborated with information from INEGI Economic Censuses, 2003, 2008, 2013 and 2018

Table 6 shows the entities with a more important dynamic in reducing the gender gap in the tourism sector in the selected municipalities are located in the north of the country with higher levels of economic development or in the Yucatan Peninsula which is one of the entities with the highest tourism development.

¹ Total tourism sector in selected municipalities

Entidad		Indice de Igualdad de Género 2003	Indice de Igualdad de Género 2008	Indice de Igualdad de Género 2013	Indice de Igualdad de Género 2018	Promedio del Indice de Igualdad de Género 2003-2018
México	Total Sector Turístico ²	51.844	52.704	54.577	54.495	53.405
	Total Sectorial Estatal	39.884	40.822	44.029	43.547	42.071
Michoacán	Total Sector Turístico	55.709	56.643	55.908	55.789	56.012
	Total Sectorial Estatal	41.555	43.639	45.381	45.866	44.110
Nayarit	Total Sector Turístico	60.994	59.966	64.354	65.167	62.620
	Total Sectorial Estatal	36.910	41.641	44.807	46.202	42.390
Nuevo León	Total Sector Turístico	43.696	45.966	47.983	45.996	45.910
Oaxaca	Total Sector Turístico	59.967	61.047	61.677	59.469	60.540
	Total Sectorial Estatal	44.044	46.618	48.425	49.351	47.109
Puebla	Total Sector Turístico	55.473	55.182	56.733	54.116	55.376
	Total Sectorial Estatal	42.003	43.156	45.038	44.693	43.723
Querétaro	Total Sector Turístico	54.569	56.755	57.278	54.731	55.833
	Total Sectorial Estatal	42.074	42.351	43.782	43.746	42.988
Quintana Roo	Total Sector Turístico	38.233	43.484	43.858	43.655	42.307
	Total Sectorial Estatal	35.922	39.161	41.423	41.931	39.609
San Luis Potosí	Total Sector Turístico	61.518	58.421	61.902	58.055	59.974
	Total Sectorial Estatal	39.437	41.768	44.024	43.959	42.297
Sinaloa	Total Sector Turístico	50.383	52.908	54.560	53.996	52.962
	Total Sectorial Estatal	35.159	39.069	39.983	40.812	38.756
Tabasco	Total Sector Turístico	49.417	48.615	50.503	52.548	50.271
	Total Sectorial Estatal	30.027	33.823	35.842	37.755	34.362
Tlaxcala	Total Sector Turístico	56.718	54.528	55.244	53.542	55.008
	Total Sectorial Estatal	43.295	45.407	48.138	46.787	45.907
Veracruz	Total Sector Turístico	58.404	58.408	58.205	57.731	58.187
	Total Sectorial Estatal	38.429	40.461	42.494	43.302	41.171
Yucatán	Total Sector Turístico	43.310	46.087	47.295	47.233	45.981
	Total Sectorial Estatal	38.905	41.566	43.940	44.572	42.246
Zacatecas	Total Sector Turístico	49.952	51.821	52.429	50.301	51.126
	Total Sectorial Estatal	40.141	41.559	41.993	41.420	41.278

Table 9 Gender Equality Index by Federal Entity and in the Total Tourism Sector in Selected Tourism Municipalities 2003-2018

Source: elaborated with information from INEGI's Economic Censuses, 2003, 2008, 2013 and 2018

² Total tourism sector in selected municipalities.

Nine of the 29 entities in the country show negative averages in the reduction of the gap in labor conditions between men and women in the tourism sector in the analyzed period.

Tables 8 and 9 show the values of the gender equality index in the personnel employed in sector 72 of the municipal economy and the total of the sectoral sector at the entity level. Thus, the most notable differences in the values at the municipal tourism sector level and for the total sectors of the state economies are observed in the entities of Durango, Nayarit, San Luis Potosí and Campeche, all of which are medium-sized cities, except for the last one with low levels of economic development. The smallest differences in the state total and the municipal tourism sector are found in the states of Quintana Roo, Yucatán, Baja California and Chihuahua, the first three of which have a strong tourist vocation.

Conclusions

The results come to complement the information on gender equality that has been generated at the national level and in particular to the report of the Sustainable Development Goals of the Agenda 2030 of the United Nations Organization. Tourism is a very important economic sector of the national economy for the regional development of the country and is traditionally an employer of a large number of women.

At the level of the country as a whole, a reduction of the gender gap is observed in the five-year periods from 2003 to 2018. While in the 70 most important tourist centers of the country, the progression in the reduction of the gap in working conditions between women and men is reduced in a more important way. Even so, in the total of the national tourism sector that register information in the sector 72 of temporary accommodation services and food and beverage preparation the dynamics of the reduction of the gender gap is lower, which would mean that the tourism specialization has a preponderant role in the reduction of gender inequalities.

The highest values of the gender equality index do not seem to follow a geographic pattern or regional development levels, however, it is notable that in the study period the entities of Quintana Roo shows the lowest average level. On the other hand, this same entity shows the most important dynamics in the reduction of gender inequality in the tourism sector. Throughout the period of analysis, a reduction in the interregional inequalities of the index of employed personnel in tourism is observed.

In all entities in the tourism sector of the selected tourism municipalities the gender equality index is higher than the value of the index of the state economic activity as a whole and the greater or smaller differences seem to be related to the levels of development or specialization of tourism activity.

Limitations are recognized in this study. The choice of economic indicators may not fully address all aspects of gender equality and future research could incorporate social and political metrics.

Qualitative studies are recommended to better understand the individual experiences of women in the tourism sector. The inclusion of direct voices can enrich the understanding of barriers and facilitators to gender equality. In addition, longitudinal research would allow for more accurate tracking of trends over time.

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