

# Reactivation of Cultural Tourism, Reflections and Challenges towards the New Post - COVID Normality in Mexico City

Guadalupe Álvarez Borja<sup>1</sup>, Susana Esquivel Rios<sup>2</sup>

<sup>1</sup>Universidad Autónoma del Estado de México, Centro Universitario UAEM Valle de Teotihuacán, Cerrada Nezahualcóyotl S/N, Sto. Domingo Aztacameca, Estado de México  
Email: [guadalupeborjaalvarez1999\[at\]gmail.com](mailto:guadalupeborjaalvarez1999[at]gmail.com)

<sup>2</sup>Universidad Autónoma del Estado de México, Centro Universitario UAEM Valle de Teotihuacán, Cerrada Nezahualcóyotl S/N, Sto. Domingo Aztacameca, Estado de México  
Email: [sesquivel\[at\]uaemex.mx](mailto:sesquivel[at]uaemex.mx)

**Abstract:** *Cultural tourism is an important source for the economic development of Mexico City, so it is essential to conserve and preserve its tangible and intangible heritage. Due to the COVID - 19 pandemic many cultural practices have been disrupted, which not only has an impact on the cultural life of communities, but also important consequences for those who work in the performing arts and traditional crafts, who operate mostly in the informal sphere. The crisis has shed light not only on the challenges faced by workers in the cultural sector linked to tourism, but also on how the cultural sector as a whole has been weakened by this collapse. This paper will address the challenges and reflections to follow in this area, once the current health crisis has ended.*

**Keywords:** health crisis, culture, changes, challenges, normativity

## 1. Introduction

Tourism is an economic activity, which reached a high degree of development as a consequence of the natural characteristics that the country offers, characteristics that combine a rich history and a proliferation of natural landscapes of enormous beauty. In this way, Mexico annually receives a large flow of tourists from all over the world, a flow that generates various job opportunities, in this regard, there is a policy in the country aimed at favoring this activity as much as possible, continuously facilitating visitors your stay.

Given this clear capacity that Mexico offers to host visitors from all over the world, it should be noted that the tourist offer, defined as the set of products associated with a specific geographical and socio - cultural space that aim to allow, facilitate and promote the use of the tourist attractions of that place, and whose suppliers or sellers want and can sell in the market at a price and in a certain period of time, to be used or consumed by tourists (Mediano, 2004).

Within the framework of the tourist offer, a wide diversity of tourist circuits have been created, which according to Boullón (2004) aim to make a tourist route back to the starting point, without going through the same place twice, capable of satisfying the needs of the tourists who visit them. In effect, in this sense the country is enormously varied, accounting for different scenarios with the potential to satisfy the needs and demands of national and foreign tourists, according to Smith they are classified as, explorer tourist characterized by traveling on their own, observing and participating. with the community, an unusual tourist, is one who travels constantly, with an itinerary in between, an eccentric tourist who travels to unusual places seeking to experience new emotions, a charter tourist is characterized by its all - inclusive organization, an incipient mass tourist demand a Consolidated

destinations of great popularity, which offer low level of irrigation and finally the elite tourist looking for experiences close to the community. Thus, it is possible to refer to large thematic areas, in short, it is important to establish that these different types of tourism have been mainly housed in a new tourist trend based on obtaining different experiences called alternative tourism, it refers to those trips that have as aim to carry out recreational activities in direct contact with nature, the cultural expressions that surround you with an attitude, commitment to know, respect, enjoy and participate in the conservation of natural and cultural resources.

Alternative tourism covers a wide range of activities, but more generally it is defined as “forms of tourism that are congruent with natural, social and community values and that allow both hosts and visitors to enjoy a positive and highly appreciable interaction and experience. shared” (Wearing and Neil 1999, 3). etc. Within the framework of alternative tourism, cultural tourism is developed, which is conceived as that trip motivated by knowing, understanding and enjoying the set of distinctive, spiritual and material, intellectual and affective features and elements that characterize a society or social group of a specific destination (SECTUR, 2015). Of course, it is possible and even logical that they intersect, but it is also true that generally the people who arrive have some priorities in their mind when approaching this destination.

Cultural Tourism is an activity that arises in the nineties and is developed through the interest of tourists in culture, for a long time it was thought that this type of tourism was reserved for a certain group of people: those who sought to increase its cultural capital.

Cultural tourism is an important source for the economic development of Mexico, so it is essential to conserve and preserve the tangible and intangible heritage that it has, the

general director of Tourism Product Innovation of the Ministry of Tourism (SECTUR), Francisco de la Vega, pointed out that during 2014 the volume of arrival of visitors to museums in the country was approximately 9 million people, and 12.6 million to the different archaeological sites. In the case of Mexico, it has a wide range of diversified cultural products that include archaeological zones, museums, monuments, traditional festivals and customs whose characteristics depend on the place where they take place.

### 1.1 Background of Mexico City

Mexico City is located in the center of the country at an average altitude of 2,240 meters above sea level. It has an area of 1,495 km<sup>2</sup>, is divided into 16 demarcations, which are: Álvaro Obregón, Azcapotzalco, Benito Juárez, Coyoacán, Cuajimalpa, Cuauhtémoc, Gustavo A. Madero, Iztacalco, Iztapalapa, Magdalena Contreras, Miguel Hidalgo, Milpa Alta, Tláhuac, Tlalpan, Venustiano Carranza and Xochimilco, has an approximate 8.9 million inhabitants according to the National Institute of Statistics and Geography (INEGI, 2015). Coyoacán, Cuajimalpa, Cuauhtémoc, Gustavo A. Madero, Iztacalco, Iztapalapa, Magdalena Contreras, Miguel Hidalgo, Milpa Alta, Tláhuac, Tlalpan, Venustiano Carranza and Xochimilco, has an approximate 8.9 million inhabitants according to the National Institute of Statistics and Geography (INEGI, 2015).



**Image 1:** Map of demarcations (mayoralties) of Mexico City.

Source: INEGI, (2015)

Regarding its infrastructure, Mexico City has 699 public medical units, 287 private medical units, it has 651 accommodation establishments of various categories, as well as an airport located in one of its 16 demarcations, as well as communication media massive, landlines, roads etc. (INEGI, 2017).

Among the main current economic activities of Mexico City, are the automotive industry, production of materials, construction, commerce and tourism, of the latter the tourist activities with the highest economic generation were accommodation, transportation and preparation services. of food and beverages, contributing 8.8% to the total number of jobs in Mexico (SECTUR) (2019), thus the tourism sector

generates 4 million 326 direct jobs, according to data from the National Survey of Occupation and Employment (ENOE) there was a positive variation of 6% compared to the third quarter of 2019, going from a figure of 4,379,079 to 4,438,496 active people.

Throughout time, Mexico City has been the scene of various cultural manifestations that today consolidate its cultural legacy as everything related to art, intellect and education that consolidate the heritage for future generations. Misabogados (2017), within the framework of this cultural legacy it is important to highlight the material and intangible assets such as historical sites and emblematic scenes of battles and social movements to the culture generated by the transit of different civilizations such as gastronomy, legends, craft activity, among others.

In this sense, it is important to highlight that cultural heritage according to the United Nations Educational, Scientific and Cultural Organization (UNESCO), is characterized by being a set of material and intangible assets, which constitute the inheritance of a group that reinforce the sense of community with their own identity and that are perceived by others as characteristic. Cultural heritage as a product of human creativity is inherited, transmitted, modified, and optimized from individual to individual and from generation to generation. (UNESCO 2018). The cultural heritage is well divided into material and intangible, the material is characterized by being the set of tangible creations of a community and that has a historical, cultural or natural relevance, a clear example would be the architectural, archaeological, natural heritage, etc., without However, intangible heritage is characterized by being intangible cultural expressions that define a community and a clear example of this would be all traditions and expressions, art, social uses, rituals, etc.

It is important to highlight its most relevant antecedents, which has allowed the consolidation of the heritage it houses today, in this sense the important event that it mentions can be retaken, the Aztecs being sent by their God Huitzilopochtli on a pilgrimage in search of the signal given (an eagle devouring a snake on a cactus), approximately in the year 1000, they traveled from the seven caves of Aztlán from the north and made their appearance in 1191 in Chapultepec, in 1246 they allowed them to settle in Tizapan.

Later in the year 1325, the Aztecs founded Mexico - Tenochtitlan, emerged from a handful of rocks in the immensity of its great lakes, which the Mexica chinamped meter by meter until he became the queen of Anahuac and later in the city that It housed the heart and brain of the most extensive and powerful empire in Mesoamerica, the Conquest of Mexico Tenochtitlán culminated on August 13, 1521, and the triumphant Spaniards, in that year founded in Coyoacán, as if it were headquarters, the City Hall of Mexico, Based on the Castilian Municipal System, which was introduced in Continental America, by Hernán Cortés in the Villa Rica de la Veracruz in 1519, this is how in 1532 the city council of Mexico City was constituted, as well as another event to highlight in the year 1573 is the construction of the Metropolitan Cathedral of Mexico City and culminated in the year 1667, it is one of the most outstanding works of Hispanic

American architecture, it was declared a World Heritage Site since 1987.

The priest Miguel Hidalgo, who summons to take up arms on September 15, 1810, begins the fight to end Spanish rule over Mexico and on September 27, 1821 with the triumphant entry of the Trigarante army, this is terminated. Struggle proclaiming independence, however it was until 1836 after several attempts to reconquer, that Spain recognized the absolute independence of Mexico, in 1847 the Battle of Chapultepec Castle occurs in the North American invasion of Mexico City later in 1910 it begins Mexican Revolution. (INAFED)

The Mexican Revolution ended the long presidency of Porfirio Díaz and marked the beginning of the Mexican 20th century. During the war, the Federal District was successively occupied by the Maderistas, the Zapatistas and Villistas, and finally the Carrancistas. This last faction would be replaced by the so-called Grupo Sonora, which in turn would give rise to the Institutional Revolutionary Party (and its antecedents) that dominated the government of Mexico from 1929 to the year 2000, this is how Mexico City has a great history cultural, which has been creating various niches with relevant meaning.

## 1.2 Cultural use in Mexico City

The above has allowed that today it is consolidated as one of the cities with the greatest diversity of cultural elements, according to the United Nations Organization for Education, Science and Culture (UNESCO, 2018), Mexico City has with an extraordinary and emblematic heritage that includes today four of the 34 sites in the country declared World Heritage by UNESCO: the Historic Center, where the Plaza de la Constitución is located, and Xochimilco in 1987, the Casa - Taller Luis Barragán in 2004, and the Central Campus of the Ciudad Universitaria of the National Autonomous University of Mexico in 2007. In addition, it houses nine archaeological zones, such as those located in the area of the Templo Mayor and Tlatelolco; about 150 museums, among the most visited are the National Museum of Anthropology and History, the National Museum of History in the Castle of Chapultepec and the Museum of the Palace of Fine Arts; and approximately 12 thousand historical and artistic monuments, among which the Angel of Independence and the Monument to the Revolution stand out. (UNESCO, 2003).

The Historic Center has an exquisite history that dates back to colonial times in Mexico. It has a great wealth in terms of historical monuments such as churches, the most representative being the Metropolitan Cathedral; archaeological sites such as the Templo Mayor which was the main ceremonial center of the Mexica culture.

Xochimilco is a place with great natural and cultural wealth, here is the lake area and the chinampas, which are islets built in the middle of the canals which since pre-Hispanic times served as a means of growing vegetables and vegetables, such as tomato, chili, beans, squash, corn, quelites, among others. There is also the axolotl, which is a unique amphibian animal of its kind with which you can prepare typical dishes of the place.

In addition to the above, in 2010 Mexico City achieved the entity of the country with the highest number of inscriptions on the UNESCO List of Tangible and Intangible Heritage, after achieving the inclusion of two sites on the World Heritage list, and traditional three to the list of Intangible Heritage of Humanity (INAH, 2010), is a legacy of monuments and sites of great natural and cultural wealth, which belongs to all of humanity, the Sites inscribed on the World Heritage List meet a function of landmarks on the planet, symbols of the awareness of States and peoples about the meaning of those places and emblems of their attachment to collective property, as well as the transmission of that heritage to future generations. Mexico has 34 registered sites, of which 6 are natural assets, 27 are cultural assets and 1 mixed; occupying the first place in the American Continent with 34 registered properties and the seventh place in the world. As it is in intangible heritage that is of great wealth since it can be glimpsed in the autochthonous languages that still prevail, such as Nahuatl; the traditional patron saint festivities, among which the Holy Week, the candelaria, the Day of the Dead, etc., the Typical Orchestra, the Flower Fair and celebrations, emblematic dishes, such as mole de olla, tamales, pan de muerto etc, within the material heritage include Xochimilco, the Central Quarter of the University City of UNAM and La casa de Luis Barragán.

The main massive displacements that the basilica receives is an approximate of 9.8 million people, this in 2019 within the framework of its festivities, the massive arrival of people usually increases in different seasons of the year, since in the month November and December is when this number increases as millions of pilgrims arrive.

Despite its cultural importance, Mexico City, being a cosmopolitan space, has faced various social problems, consolidating itself as the 12th place among the most violent countries, with a rate of 24.8 homicides per 100,000 inhabitants, since Mexico City has a diversity of problems, such as crime, insecurity that is currently considered the most fearsome for both tourists and residents, another problem is corruption, being present in different strata of society and participating in insecurity aforementioned citizen, in this sense it is pointed out that Mexico is the member country of said organization with the highest level of corruption, likewise this greatly affects the existence of great distrust towards public institutions and political parties, which has led to the Government to guide a policy that, on the one hand, would allow changing the vision around the city but also incentivize the economy during weekends and holiday periods, this is due to the promotional programs that the government of Miguel Ángel Mancera has launched, in this sense cultural tourism according to the (SECTUR, 2015) constitutes as an instrument motivated to know, understand, enjoy the set of traits, distinctive, spiritual, material, intellectual and affective elements that characterize a place or a society, in which its gastronomy, its architecture, its traditions, and everything that is part of, that stands out, stands out. have allowed the Government to guide a tourist policy based on the use of the cultural, religious and environmental resources of the city, receiving a little more than 13,993 million people of which 3,167 million were international and 10,826 million nationals in 2018 (Mexico City Tourism, 2019).

Mexico City is the capital of the country, vibrant, multifaceted and always on the move, it is the political, economic and cultural nucleus of the republic, which is why it is consolidated number 1 as one of the countries in terms of reception of tourists, the tourist activity has the scope of benefiting not only those who directly involve it in it, but also a local community, through the improvement of infrastructure and the generation of jobs.

Tourism activity has been growing in recent years since until 2015 the figure increased to 16%, due to the arrival of tourists to the country was just over 8.6 million in that year, of which 6.7 were national and 1.9 international This growth was due to the promotional programs that different governments have put in place. But now, according to the figures of the chamber of commerce, the international tourist is the one that consumes the most and spends the most in tourist services, these increase in the month of November and December, while the national ones in the months of May, August and October, the Most of the tourists, as already mentioned, are dedicated to getting to know the city and visiting the many museums that CCMÉXICO has (2015).

### 1.3 Background of COVID - 19 in Mexico

The COVID - 19 pandemic in Mexico, which began in China on December 1, 2019, consolidating itself as one of the most aggressive pandemics with a total of 3, 167, 729 million confirmed infections and around 3.4 million deaths, a figure that has been changing During this crisis, it arose as of February 28, 2020, since the first confirmed case in Mexico City was a Mexican who had traveled to Italy and had mild symptoms, which were confirmed shortly thereafter. another case in the state of Sinaloa and a third case, again in Mexico. In Mexico City, given the first death from this disease in the country occurred on March 18, 2020, this is how the Government of Mexico, in coordination with the Ministry of Health, has implemented a series of measures to prevent and control contagions in the country, among which were included the modification of the school calendar through the advancement of the student vacation period, likewise the Federal government implemented the Plan to Help the Civilian Population in Cases of Disaster, it is established by the Secretary of Defense National, giving a total of three epidemiological phases identified by the health authorities, according to the degree of transmission of the disease, which are: phase 1, importance of cases in this first scenario, the disease reaches a country through a person or a small number of people, phase 2, community infections in this phase some outbreaks of the disease begin to emerge in people without a travel history and finally phase 3, epidemic contagion is the most critical stage since the disease is present throughout the country and there are a high number of outbreaks, this is how on March 24 phase 2 was decreed, which primarily includes the suspension of certain economic activities, the restriction of massive congregations and the recommendation of home protection to the general population, some activities had to stop, leaving a loss until 2019 of 900 million pesos in a month, in the sectors: economic, services, such as hotels, transport and education, within them the most affected was the tourism sector, since tourist places had to close for the case of Mexico City, these through the different traffic lights already agreed by the said governments, as well as essential and non -

essential activities, since some are only allowed with a 30% capacity, within these activities are the closure of museums, restaurants, hotels, even shopping centers. giving a total of three epidemiological phases identified by the health authorities, according to the degree of transmission of the disease, which are: phase 1, importance of cases in this first scenario the disease reaches a country through a person or a number small number of people, phase 2, community infections in this phase, some outbreaks of the disease begin to appear in people without a travel history and finally phase 3, epidemic contagion is the most critical stage since the disease is present throughout the country and there is a high number of outbreaks, this is how phase 2 was decreed on March 24, which primarily includes the suspension of certain economic activities, the restriction of massive congregations and the recommendation of home protection to the general population, some activities had to stop, leaving a loss until 2019 of 900 million pesos in a month, in the sectors: economic, services, such as the ho textiles, transport and education, within them the most affected was the tourism sector, since tourist places had to close for the case of Mexico City, these through the different traffic lights already agreed by the said governments, as well as the essential activities and not essential, since some are only allowed with a 30% capacity, within these activities are the closure of museums, restaurants, hotels, even shopping centers.

After this, around 1 million jobs were lost and just over 83, 311 companies or businesses had to close, these measures were implemented by the Secretary of Health, the Governments of the State of Mexico City, this closure was the result of the implementation of measures to prevent the spread of the virus, after the passage of the health crisis, activities have been gradually returned, but not leaving care and prevention behind, some rules and legislation were applied for the care of the visitor, that is why It is important to know what these types of requirements are necessary for the safe return to activities, since it is important to know them so that it can be incorporated safely., on March 30, a health emergency was declared due to force majeure as a result of the evolution of confirmed cases and deaths from the disease in the country, which led to the implementation of additional actions for its prevention and control, phase 3 began on April 21, through which the prevention and control activities carried out in the previous phases are extended at least until the middle or end of May, on May 1, Mexico is the twenty - third country with the highest number of Covid - 19 infections, rising twenty - two places since April 1, with 19, 224 officially infected, of which 11, 423 have already recovered and 1, 859 have died, this is how the large number of people affected has been growing, data that alarms the health sectors and the government, which therefore continues to implement measures that help reduce the spread of the virus, such as healthy distance, mandatory use of mouth covers, mask and antibacterial gel in public spaces, the call to society has been very high, as well as the closure of public spaces, such as parks, gyms, cinemas, restaurants etc.

As of May 23 of the year, the Federal Secretary of Health indicated that Guerrero is the city with the highest hospital occupancy, after the large sum of deaths and infected, in the month of June a report is given that will begin the reopening that includes all kinds of tourist activity: air transport,

airports, migration services, cruises, pleasure boats and port operations; hotels, restaurants and bars, golf clubs, discos and nightclubs, event rooms, convention centers, business centers, ground transportation, tourist guides, digital platforms, theme parks, water parks, sun and beach destinations, spas, Tianguis and fairs, concerts, stadiums and massive sporting events and museums, among others, this depending on the traffic lights in which the state is located, but this was until a few months after the traffic light in Mexico City returned to red traffic light, What prevented the return and such the closing of public spaces again, this is how the activity continues from June to December, this generating millions of losses, in that sense, part of a new growth in the sector will depend largely on the ability to adapt to risk mitigation circumstances due to COVID - 19; in addition to the fact that Mexico's tourist destinations are more attractive than other countries. In this regard, some voices refer that "those responsible for the reactivation are not only the authorities of institutions, communities or organizations but may also be the beneficiaries, who decide to propose alternative solutions through projects, in which those responsible are broken down, activities, available resources, form of financing, achievement goals, expected results and schedule" (Entorno Turístico, 2020).

This is how after several months, in February 2021 Mexico gives way to an orange traffic light, data from the Ministry of Economic Development (SEDECO) informs that activities can be resumed in 20% of its internal opening, the services of Tourist transport such as the Turibus also restarted operations, however, the small service stands of this branch remain far from all the influx.

Subsequently, on May 7, the Government of Mexico City announced that the yellow epidemiological traffic light was established, so that from that day on, hours and maximum allowed capacities were extended, maintaining the sanitary measures of the "Reactivate without risking" program in the following economic activities: banks without schedule restrictions, conventions in hotels, outdoor sporting events, entertainment events in venues, children's parties and expos; As well as in the operation of bowling alleys, billiards, casinos, amusement parks, movie theaters and shops, within the "reactivate without risking" program, a return to school is mentioned on June 7, still following the preventive measures already mentioned above and likewise the vaccination of all educational personnel, which has already registered an advance of 51%.

#### 1.4 Health regulations for the incorporation of tourist activity in the face of the health crisis due to COVID 19.

For its part, in the LXIV Legislature of the Chamber of Deputies and the Senate of the Republic (2018 - 2021), 15 proposals have been presented with a point of agreement to request different secretariats of the federal government to implement various measures in order to protect tourist activity against the risks of covid - 19. Among the proposals addressed by the Legislative Branch, the following stand out:

- Support tourism micro and small businesses in response to the economic crisis.
- Avoid the loss of jobs in the sector caused by the Covid - 19 pandemic.

- Promote credits for tourism and the promotion and modernization of air and urban passenger transport.
- Implement greater and more rigorous sanitary controls at borders and access sites such as ports, customs and air stations to mitigate the effects of the COVID - 19 pandemic.
- Install a national tourism promotion scheme accompanied by fiscal and economic incentives, with the intention of reactivating the domestic tourism market to reactivate the economy after the effects of COVID - 19.
- Create measures aimed at promoting tourism in the country as soon as possible due to the health emergency caused by SARS - Cov2.
- Develop a program for the economic reactivation of national tourism that helps to strengthen the capacities of tourism companies and lessen the adverse economic consequences caused by the covid - 19 epidemic.
- Carry out a collaboration agreement with the hotel sector in order to provide accommodation to health workers who care for patients with covid - 19, to safeguard their integrity and the health of their families. (SIL, 2020).

According to the Secretary of Health, the Sana Distancia day consists of several elements, which are:

- 1) Basic preventive measures: frequent hand washing; when sneezing, cover the nose and mouth with the inner corner of the elbow; avoid physical greeting; and do not leave home if there are symptoms comparable to the coronavirus.
- 2) Temporary suspension of non - essential activities (within the aforementioned period): this is, for example, not going to tourist places during the contingency or substituting work in physical spaces for online work.
- 3) The rescheduling of mass gathering events, such as concerts or tourist or employer fairs.
- 4) Provide protection and care for the elderly, as they are the most vulnerable sector to a possible contagion of COVID - 19

In the most specific case within the tourism sector, the "National Guideline for the reopening of the Tourism Sector" was created where you can find general provisions that provide the necessary means for workers to carry out the protocols, highlighting, assigning a responsible dedicated to ensuring the correct implementation of sanitary measures, training of personnel in the workplace in the use of personal protective equipment, hygiene of the environment, healthy distance, personal hygiene, among others, in the same way this will be updated as new recommendations are approved and as progress is made in the recovery and reopening phases, in the face of the Health Contingency.

#### 1.5 Impact of COVID - 19 on Cultural Tourism in Mexico City

In the last 20 years, tourism has become one of the most important sources of employment and the economy at a global level, and one of the most strategic activities for development. According to the UNWTO, this sector represents almost 11% of world GDP, generates 1 in 11 direct jobs and last year more than 1, 400 million international trips were registered, of which more than 40 million were made to Mexico, locating

us in the seventh place in the ranking of international tourist arrivals.

Tourism has been the most affected of all the large economic sectors. The Covid - 19 pandemic has caused a 22% drop in international tourist arrivals during the first quarter of 2020, as shown by the most recent data from the World Tourism Organization (UNWTO), which indicates that the crisis could lead to an annual decline of between 60% and 80% compared to 2019 figures. The tourism industry in Mexico represented almost 11% of the national before the pandemic. Montoya and Ramírez (2020).

Cultural tourism accounts for almost 40% of world tourism revenues, with World Heritage sites and museums a focus of attraction for visitors. At the peak of global confinement, which is beginning to normalize in some regions, 95% of museums had closed, 9 out of 10 countries had closed their World Heritage sites. Many intangible cultural practices have been disrupted, which not only has an impact on the cultural life of communities, but also important consequences for those who work in the performing arts and traditional crafts, who operate for the most part in the sphere. informal. In addition, workers in the creative sector, such as theaters, art galleries and gastronomic restaurants, have also been hit hard. The impact on both the tourism and cultural sectors is unprecedented.

The crisis has shed light not only on the challenges faced by workers in the cultural sector linked to tourism, but also on how the cultural sector as a whole has been weakened by this collapse. It has also highlighted the importance of culture for tourism, both domestic and international. The crisis also puts at risk fundamental elements of the cultural tourism sector and vice versa. The medium and long - term implications are significant: many natural and cultural World Heritage sites rely on income from tourism for conservation and archaeological work.

In the long term, if conservation work cannot be carried out, it could leave permanent marks on humanity's treasures of outstanding universal value, while impoverishing local communities and the global community as a whole. Similarly, a recent study by the International Council of Museums (ICOM) showed that almost 13% of museums may not reopen, which would mean reduced access to culture. Even before the start of the current crisis, there were challenges facing sustainable tourism: the concentration of mass tourism in some destinations caused conflicts between tourists and local communities. Local authorities are rethinking ways to regulate tourism in iconic cultural sites through the diversification of cultural offerings, to invest in strategies that promote sustainable tourism without negatively affecting local communities and economy.

In the long term, this crisis allows us to design tourism models in which natural and cultural assets are valued and protected, where the way of life of local communities is not interrupted and their intangible cultural heritage is safeguarded, and where the flowering of creativity. More resilient models of tourism are required in harmony with the environment, which protect livelihoods and from which local communities can benefit.

The new normal will likely include everything from hygiene practices (and the new demand from consumers who will want to know more about them) to broader topics such as destination health, the new prominence and uniqueness of travel insurance, etc. Price - sensitive travelers may be looking to change products and services, shorter booking times, and possibly more trips with lower expenses and much shorter itineraries. A global crisis like this almost always changes and evolves the "established". Therefore, we are not in the situation of "only" restarting the engine of the tourism industry. Instead, the collective ecosystem of those interested in tourism must become aware of what has really changed and what, therefore, has to become a global force within a new "normal".

## References

- [1] Unesco (2003). Patrimonio Cultural Inmaterial. Disponible en: <http://www.unesco.org/culture/ich/index.php?lg=es&pg=00006>
- [2] Turismo CDMX (2020). Estadísticas de la Actividad Turística. Disponible en: <https://turismo.cdmx.gob.mx/actividad-turistica/estadisticas-de-la-actividad-turistica> www.sectur.gob.mx
- [3] Arte e Historia (2010). Antecedentes México. Disponible en: <https://www.artehistoria.com/es/contexto/los-aztecas-en-el-valle-de-mexico>
- [4] INAFED. Antecedentes de la Ciudad de México. Disponible en: [Inafed.gob.mx](http://www.inafed.gob.mx)
- [5] Cámara de comercio de la Ciudad de México (estadísticas turísticas). Disponible en: [www.ccmexico.com](http://www.ccmexico.com)
- [6] Oficina de la UNESCO en México D. F. [135] autor Sanz, Nuria [39], Tejada, Carlos [3], Pulido Mata, José [2], Migoya, Isabel [1]
- [7] Instituto Nacional de Estadística y Geografía (2018). Encuesta Nacional de Calidad e Impacto Gubernamental (ENCIG) 2017. Principales resultados. Disponible en: [https://www.inegi.org.mx/contenidos/programas/encig/2017/doc/encig2017\\_principales\\_resultados.pdf](https://www.inegi.org.mx/contenidos/programas/encig/2017/doc/encig2017_principales_resultados.pdf)
- [8] El economista (2020) Impacto del Covid19 en el turismo. Disponible en: <https://www.economista.com.mx/estados/Covid-19-impacta-las-finanzas-de-la-CDMX-20201105-0153.html>
- [9] Mis abogados (2017) Legado Cultural. Disponible en: <https://www.misabogados.com.co/blog/que-es-el-legado-cultural>: text=Legado%20cultural%3A%20Es%20aque%20legado, y%20educaci%C3%B3n%20de%20la%20sociedad.
- [10] CCMÉXICO (2015) Turismo en la ciudad de México. Disponible en: <https://www.ccmexico.com.mx/es/turismo/60-turismo-en-cifras/606-turismo-en-la-ciudad-de-mexico>
- [11] SECTUR (2015) Turismo Cultural. Disponible en: <http://www.sectur.gob.mx/hashtag/2015/05/14/turismo-cultural/>
- [12] SECTUR (2019) Aportación de empleos. Disponible en: <https://www.gob.mx/sectur/prensa/el-sector-turismo-aporta-8-8-por-ciento-de-todos-los-empleos-del-pais>
- [13] Extracto del Libro: Mercadeo Aplicado al Turismo. La Comercialización de Servicios Productos y Destinos

Turísticos Sostenibles Publicado por: la Universidad Estatal a Distancia de Costa Rica. Escrito por: Mario a. Socatelli P. Director General - Intermark – Consultores en Turismo

- [14] Especialista en Planeación - Desarrollo y Mercado Turístico. Disponible en: <https://www.ucipfg.com/Repositorio/MGTS/MGTS15/MGTSV15-07/semana3/LS3.1.pdf>
- [15] CEUPE. Oferta Turística (2004). Disponible en: <https://www.ceupe.com/blog/oferta-turistica.html#:~:text=La%20oferta%20tur%C3%ADstica%20de%20un,%2C%20transportes%2C%20informaci%C3%B3n%2C%20etc.>
- [16] Sistema turístico (2004) Oferta turística. Disponible en: <https://sistema-turistico.site123.me/teor%C3%8Das-del-sistema-tur%C3%8Dstico/el-sistema-tur%C3%8Dstico-seg%C3%9An-roberto-bullon>
- [17] Gobierno de México (2020) Lineamiento Nacional para la reapertura del Sector Turístico. Disponible en: [https://coronavirus.gob.mx/wp-content/uploads/2020/05/Lineamiento\\_nacional\\_reapertura\\_turismo\\_20052020.pdf](https://coronavirus.gob.mx/wp-content/uploads/2020/05/Lineamiento_nacional_reapertura_turismo_20052020.pdf)
- [18] Ciudad de México, Covid19 (2020). Semáforos epidemiológicos. Disponible en: <https://covid19.cdmx.gob.mx/storage/app/media/presentaciones/semaforo-amarillo-21052021.pdf>

## Author Profile



**Guadalupe Álvarez Borja** is a student of the Bachelor of Tourism at the UAEM University Center, Teotihuacán Valley, generation 2017 - 2021.



**Susana Esquivel Rios** has a degree in Tourism with a specialty in Tourism Teaching since 2007. In 2012 she obtained the degree of Master in Tourism Studies, both degrees obtained by the Faculty of Tourism and Gastronomy of the Autonomous University of the State of Mexico. She is currently a PhD in Tourism Studies at the same Faculty.