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Journal of Contemporary Sociology

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The works must be unpublished and refer to topics of Socioeconomic development, evolution of societies, developing countries, social policy, social security, social services, technology and social change and other topics related to Social Sciences.

Presentation of Content

The first article presents *Proposal for an animatronic to promote the teaching of the nahuatl language in the Huauchinango region*, by CASTILLO-QUIROZ, Gregorio, ROJAS-BALBUENA, Dorian, LIMON-DIAZ, Miguel Ángel, SAMPAYO-CARCAMO, Matilde, from the Instituto Tecnológico Superior de Huauchinango, as the next article is *"Family Alienating Practices" An invisible pain in the parents' separation and divorce process in the State of de Victoria de Durango, Dgo.*, by CALDERÓN-PALENCIA, Laura Araceli, CEJAS-LEYVA, Luz María, SOTO-RIVERA, Jesús Abraham and SALAS-NAME, Sagrario Lizeth, with affiliation at the Fomento Educativo para el Desarrollo del Potencial Humano "Silvestre Revueltas" FEIDEP and Universidad Juárez del Estado de Durango, as the next article is *Marketing strategies to attract LGBTQ+ tourism in Puebla City*, by MORA-MEDINA, Mayra Zaribeth, DE LEÓN-RODRÍGUEZ, Mayrel Yaraseth, MORALES-PAREDES, Yesbek Rocío and ACLE-MENA, Ramón Sebastián, with secondment at Benemérita Universidad Autónoma de Puebla, the next article is *Impacts of the pandemic on students of the bachelor of tourism at UT de la Costa*, by ALTAMIRANO-ROLDÁN, Glafira Eugenia, GARCÍA-GONZÁLEZ, Frasim, QUESADA-RUIZ, Alejandra and MARTÍNEZ-FLORES, Eldy, with adscription at Universidad Tecnológica de la Costa.

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Proposal for an animatronic to promote the teaching of the nahuatl language in the Huauchinango region

Propuesta de un animatrónico para el fomento de la enseñanza de la lengua náhuatl en la región de Huauchinango

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Abstract

Today the indigenous groups of the Sierra Norte de Puebla no longer want to practice their mother tongue, due to the discrimination and aggressions they suffer in the street, school, city, work, etc., they prefer to communicate in Spanish. Communication in the indigenous language of the region is very minor, that is, it is only spoken by adults, it is also mixed with words from the Spanish language. The present project aims to develop a proposal for a prototype based on an animatronic puppet to support the learning of the Nahuatl language, through practical activities such as greeting, numbering, parts of the human body, everyday words, sentences, stories, legends, stories and dialogues, so that any infant or young person interested in learning the language in a dynamic way. The animatronic is presented with indigenous features and clothing, as well as movements such as the head, mouth, and eyes. With the development of this project, it will contribute to the rescue, dissemination, preservation, development, teaching and learning of the Nahuatl language of the region.

Animatronic, Nahuatl, Huauchinango region

Resumen

Hoy en día los grupos indígenas de la Sierra Norte de Puebla, ya no quieren practicar su lengua materna, debido a la discriminación y agresiones que sufren en la calle, escuela, ciudad, laboral, etc., prefieren comunicarse en español. La comunicación en lengua indígena de la región es muy minoritaria, es decir solo lo hablan las personas adultas, además está mezclada con palabras del idioma español. El presente proyecto tiene como objetivo desarrollar una propuesta de un prototipo basado en un títere animatrónico para apoyar el aprendizaje de la lengua nahuatl, mediante actividades prácticas como el saludo, numeración, partes del cuerpo humano, palabras cotidianas, oraciones, cuentos, leyendas, historias y diálogos, para que cualquier infante o joven interesado en aprender el idioma de una manera dinámica. El animatrónico estará caracterizado con rasgos y vestimenta indígena, además tendrá movimientos como la cabeza, la boca y los ojos. Con el desarrollo de este proyecto contribuirá en el rescate, difusión, preservación, desarrollo, enseñanza y aprendizaje de la lengua nahuatl de la región.

Animatrónico, Náhuatl, Región de Huauchinango

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Introduction

In Mexico, 364 linguistic variants are spoken, grouped into 68 groupings and 11 linguistic families according to the National Institute of Indigenous Languages (INALI) Chiapas, Oaxaca, Veracruz, Puebla, Yucatán, Guerrero, Quintana Roo, Hidalgo, Campeche and San Luis Potosí are the states with the largest number of speakers of indigenous languages: Nahuatl, Mayan, Mixtec, Tseltal, Zapotec, Tzotzil, Otomi, Totonac and Mazatec.This means that it is one of the countries with the greatest linguistic diversity in the American continent. Making Mexico one of the most linguistically diverse countries in the Americas, it has a cultural heritage that we all have the task of caring for and promoting.

The current diagnosis is worrisome, because the 364 variants of the national indigenous languages are in danger of disappearing. The languages at risk are characterized mainly because they suffer a progressive reduction of the status of mother tongue, a decrease in the absolute and relative number of speakers from one generation to the next, the number of speaking localities tends to be reduced, the reduction of spaces for public and private use of the language, among others. The risk levels are: very high, 64; high, 43; medium risk, 72; and not immediate risk, 185. The disappearance of a language is an irreparable cultural loss, since different ways of thinking, the culture that expresses a language, identity and diversity of the world are lost. Each language embodies the unique cultural wisdom of a people. The disappearance of indigenous languages seems to be an inevitable situation, and census statistics seem to prove it, at present, speakers of indigenous languages have the need to be able to continue speaking their languages, and the difficulty for speakers to teach their children or grandchildren do not know how.

There are indigenous communities that have already accepted the disappearance of their language and think that part of their culture will be dispersed and that they will only be able to communicate in Spanish. However, others wish to reverse this trend of the disappearance of their languages and are fighting to preserve and strengthen them in many different ways.

Faced with this problem, INALI has implemented various strategies to prevent their extinction, such as standardization, which is the rescue of the language spoken in each village to put it in a position similar to the dominant language, in this case Spanish. Another project carried out by INALI for the defense and promotion of Mexican indigenous languages is the launching of a compact disc with popular music translated into 12 indigenous languages: otomí, zapoteco, totonaco, paipai, tsotsil, zoque, mayan, náhuatl, huichol, seri, mixteco and purépecha.

During the last few years there have been several proposals that try to reverse this trend of the disappearance of Mother Tongues in our country. In 2016 researchers from the Universidad de la Sierra Juárez in the state of Oaxaca proposed a system for Learning Native Languages (ALMA), which consists of a collaborative web application to collect, preserve and promote the use of native (or mother) languages of the regions of the State of Oaxaca in the medium term. In 2017, researchers from the National Institute of Astrophysics, Optics and Electronics (INAOE) designed a collection of dolls for learning native languages among girls and boys from indigenous communities. The dolls are aimed at children between 2 and 4 years old with various types of games. When turned on, the dolls wave and begin to interact. In 2021, engineers from the Instituto Tecnológico Superior de Acatlán de Osorio created an electronic doll to disseminate the mixtec language and safeguard the cultural heritage of the lower mixtec region of the State of Puebla.

Landing in the region of the Sierra Norte de Puebla, it was observed that in the Instituto Tecnológico Superior de Huauchinango (ITSH), there is a population of 17.5% of students who speak the three languages that are present in the region (Nahuatl, Totonaco and Otomi) and in recent years there has been a decrease in the number of students who express themselves in their native language. In order to raise awareness of this problem, the present project is proposed, with the objective of revitalizing the native languages from the perspective of the speakers themselves, involving the population that speaks this language.

This project aims to develop a proposal for a prototype based on an animatronic to support the learning of the nahuatl language, through practical activities such as greetings, numbering, parts of the human body, everyday words, prayers, stories, legends, stories and dialogues in order to contribute to the rescue, preservation and dissemination of this indigenous language of the Sierra Norte de Puebla.

The development of this paper is divided into the following sections:

1. Methodology

The steps followed for the development of the project are described.

2. Results

This section analyzes the results obtained to determine if the objective has been achieved.

3. Acknowledgements

We would like to thank the institutions that allowed the development of this research.

4. Conclusions

The objectives successfully achieved and how this work contributes to the promotion of the teaching of the nahuatl language in the region of Huauchinango are discussed.

Methodology

This project was implemented in the region of Huauchinango, located in the Sierra Norte of the State of Puebla, with the main objective of contributing with an animatronic to promote and disseminate the nahuatl language. For this purpose, a nahuatl-speaking community was chosen to identify the activities carried out to promote the nahuatl language, as well as to conduct surveys and interviews to learn about the factors involved in the process of language loss. The locality of Necaxaltepetl was chosen (See Figure 1), this community belongs to the indigenous peoples of Mexico according to the catalog of national indigenous languages: Linguistic variants of Mexico with their self-denominations and geostatistical references.

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This community was populated when the old town of Necaxa was forced out in 1909, when the construction of the Necaxa Dam began (today it is the Necaxa Dam). The old residents vacated the area: the indigenous people that inhabited the place went to the high part of the hill known as Necaxaltepetl (which means Necaxa Hill) and the mestizos, went to Jacksonville, known today as Nuevo Necaxa; while the families of the employees of the hydroelectric plant founded another town (Necaxa Canaditas).
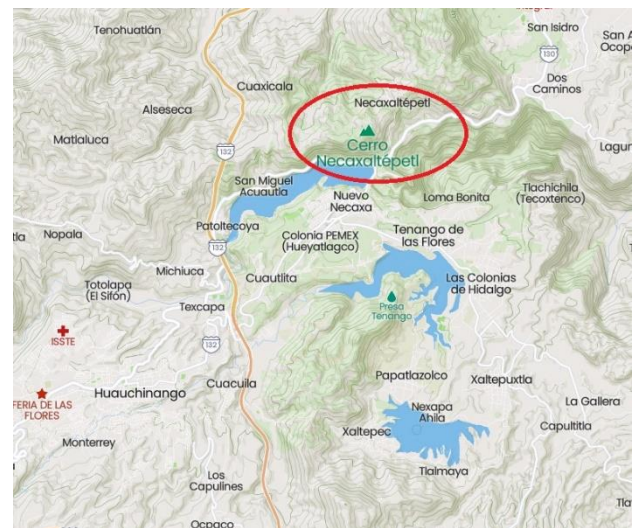
Figure 1 Location of the town of Necaxaltepetl, municipality of Juan Galindo, Puebla
Source https://mapcarta.com/es/30529964

Necaxaltepetl is located in the municipality of Juan Galindo in the state of Puebla. According to the 2020 population census, the population is 1113 inhabitants. The technique and instruments for data collection were the interview and the survey, from which the following results were obtained 62% speak the nahuatl language, 21% do not know it and 17% only understand the language. Making a comparison with the data provided by INEGI (INEGI, 2020), the following results were obtained (Graph 1), which shows a comparison of percentages of indigenous population in the locality, compared to its municipality, with the percentage in the State of Puebla, and in the country as a whole.

Comparison of percentages of the population aged 3 years and older speaking indigenous language
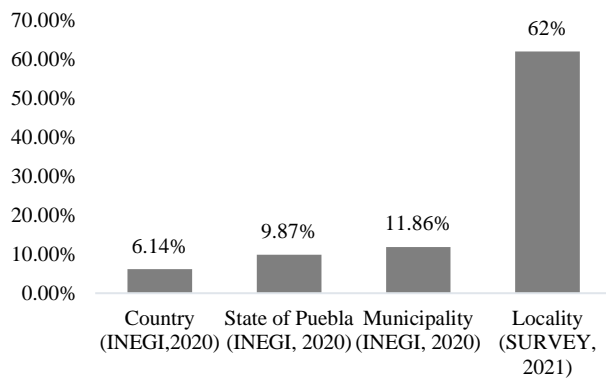
Graphic 1 Comparison of percentages of indigenous population in the locality, municipality, state and country
Source: Own elaboration

The product development methodology described by Ulrich was used to design the animatronic.

A. Conceptualize

In this stage, through brainstorming, preliminary concepts were generated so that the animatronic would meet the following characteristics: eye-catching, easy to build and easy to implement, as well as the necessary requirements for its feasibility and viability. In this stage, the dimensions of the animatronic were defined, the hardware and software were determined, the electronic components to be used, research of the most common words of the nahuatl language in the region, the clothing and the recording of the words, sentences, stories and legends.

B. Proposed design of the animatronic

For the design of the animatronic we thought of the shape of an indigenous child from the region of Huauchinango (See Figure 2), which is a child dressed in local attire, with indigenous features and clothing, in order to approach the children of the region, whose name is "Ocelotl" whose meaning is panther, this is because of the name of the mascot of the institution.

Figure 2 Proposed animatronic "Ocelotl"
Source: Own elaboration

This device will support the inductive learning of the nahuatl language in the formal and non-formal modality and will promote its autonomous and socialized study through practical activities. With this animatronic it will be possible to learn the nahuatl language at a basic level, which is divided into 5 levels of teaching-learning:

Level 1: numbers, colors, fruits, family, human body, clothes and places.

Level 2: animals, objects.

Level 3: adjectives, adverbs.

Level 4: emojis, moods, chores, greetings, short sentences and conversation.

Level 5: Little stories, legends and everything necessary to begin to immerse the child in the language.

From the general analysis it was defined that the animatronic will be composed mainly by the head in which it will contain control systems and sound, which will be placed on a base (the body). Also the animatronic will have the following main movements, eyes, jaw, and neck. And to make the animatronic more striking, it was decided that it will have the ability to perform a synchronized movement of the jaw with the sound, simulating that the animatronic is talking.

Having defined all the characteristics of the animatronic, the design proposal was divided into three parts: mechanics, electronics and control. We proceeded to make the necessary designs for the eye, mouth, head and support structure mechanisms; all this was developed using SolidWorks software, see Figure 3.
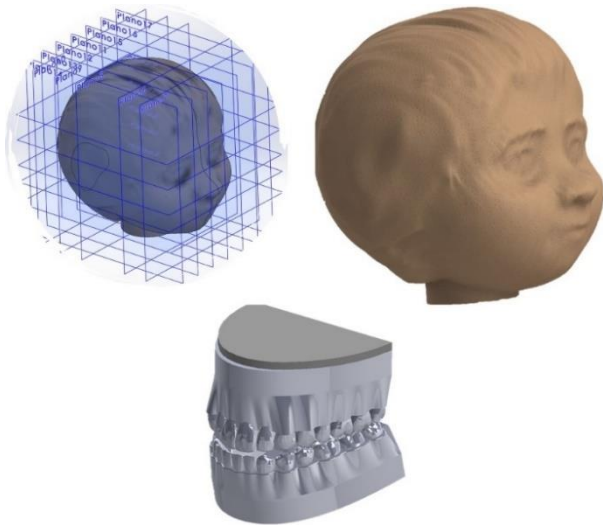
Figure 3 Sketches of the animatronic "Ocelotl"
Source: Own elaboration

Afterwards, the electronic design and PCB boards for the control of the movements were developed using Proteus software. For the control part, a flowchart of the animatronic behavior was developed and programmed through the Arduino integrated development environment (IDE).

C.   Simulation

Once the designs were developed, the simulations were carried out for the operation. The mechanical simulations were performed in SolidWorks software. For the operation simulations, the electronic and control design was tested through the Proteus software, using the Atmega328p microcontroller of the "Arduino nano" development board, representing each of the components of the animatronic

D.   Evaluation

At this stage, an analysis of the simulation results was carried out to detect any relevant error in order to make the necessary adjustments to the design. These analyses made it possible to correct some electronic and control design details.

Age pyramid of the population in the community
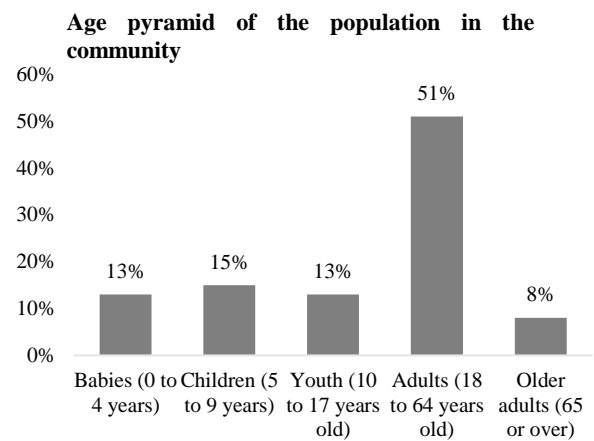
Graphic 2 Data from the age pyramid of the population of the community of Necaxaltepetl
Source: Own elaboration

Results

This project analyzed the existing problem of the disappearance of the nahuatl language in the Sierra Norte of the State of Puebla, specifically in the region of Huauchinango. For this purpose, a detailed analysis was made of the results obtained in the community of Necaxaltepetl. This community was chosen because it has a similar characteristic to the other nahua-speaking towns in the Huauchinango region in terms of the nahuatl spoken and the characteristics of its population. This community maintains an age structure of its inhabitants, which can be seen in Graph 2, with data from 2021, in which we can analyze how the future of the nahuatl language will be in the population of this locality.

This research was based on determining what ages (by age group) speak and understand the language, how many members of each family speak it and what are the main factors involved in the disappearance of the language. According to the study developed in the survey, the following was identified: Graph 3 shows the number of people who speak nahuatl per family, this graph shows that 48% of the families only speak two members, 34% only speak one member, 9% speak 3 members, 4% speak 4 members, 4% speak 4 members, 4% speak no members and only 1% speak 5 members per family.

According to these results it is very worrying to see that the majority of the families only speak the language of the elders, that is, 48% of the parents, and 34% speak only one member per family (some of the parents), which means that the language is no longer being inherited as a culture of the people. Therefore, the tendency is that fewer and fewer people speak nahuatl per family.

Number of people who speak Nahuatl in a family
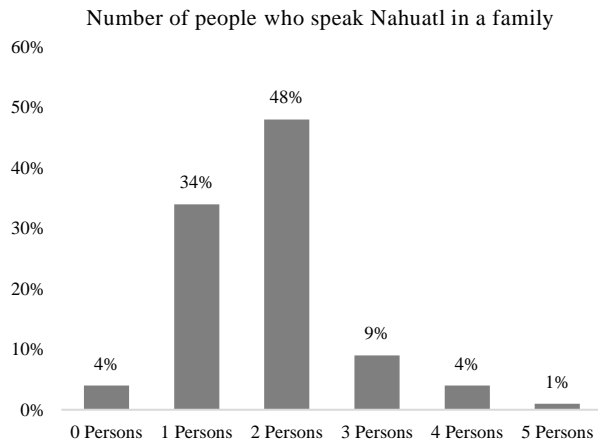
Graphic 3 Percentage of nahuatl speakers by family
Source: Own elaboration

A survey of the entire population of the community was conducted to identify the percentage of older adults, adults, youth and children who speak the language, understand the language and if they do not speak or understand the language, as shown in Table 1.

Age groups	Age	Speak	Understand	Do not speak or understand
Older Adults	From 65 to 85 years of age or older	91%	6%	3%
Adults	18 to 64 years old	85%	7%	8%
Teenagers	10 to 17 years old	41%	44%	14%
Children	5 to 9 years old	43%	52%	39%
	0 to 4 years old	10%	10%	80%

Table 1 Classification of age groups that speak, understand and do not speak or understand
Source: Own elaboration

According to Table 1, 91% of the older adults, 85% of the adults, 41% of the young people, 43% of the children (5 to 9 years old) and 10% of the children (0 to 4 years old) speak nahuatl.

According to the data shown, it is also observed that most of the young people only understand it, that is, they no longer speak it, and as for the children, a large percentage no longer speak or understand the nahuatl language, so it can be concluded that in a few years this language will no longer be spoken as the main language of the region, as shown in Graph 4, where it is observed that in 10 years there was a decrease of 20% of the population of those who speak nahuatl.

Percentage who speak nahuatl in the community
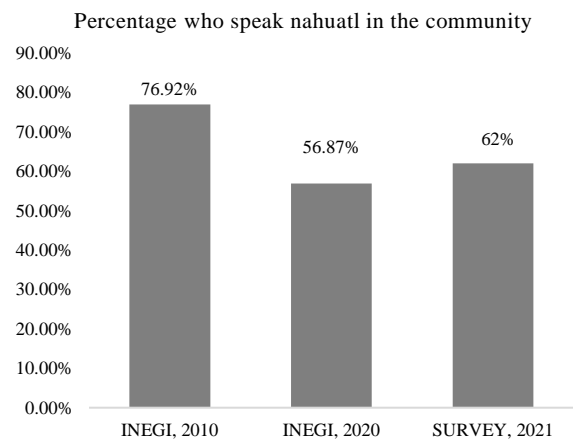
Graphic 4 Percentage of nahuatl-speaking people in the community
Source: Own elaboration

In addition, it was identified that adults and older adults are no longer inheriting the language because when they talk, converse, run errands, tell stories and tales with the youth and children, it is in Spanish. Some adults are concerned about what is happening with the loss of this language and consider that it is important to recover it as a culture of the people. In this community there is a preschool that is beginning to teach basic language words to children from 3 to 6 years old, which corresponds to 26% of the entire child population (See Graph 5). Therefore, it can be concluded that the vast majority are not practicing the language, which represents a problem for the conservation of the language in the community.

CASTILLO-QUIROZ, Gregorio, ROJAS-BALBUENA, Dorian, LIMON-DIAZ, Miguel Ángel and SAMPAYO-CARCAMO, Matilde. Proposal for an animatronic to promote the teaching of the nahuatl language in the Huauchinango region. Journal of Contemporary Sociology. 2021

Child population of the community
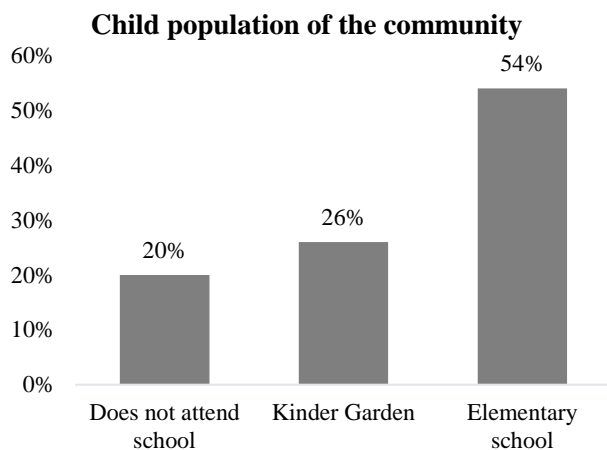
Graphic 5 Distribution of the child population
Source: Own elaboration

As for the design of the animatronic, the following was considered: it should be the size of a child between 8 or 9 years old, with a height of approximately 1.20 meters to promote the teaching and learning of the nahuatl language.

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Conclusions

The data from the survey conducted in the community of Necaxaltepetl, show that children are less and less speak the nahuatl language, this is because adults and older adults are no longer encouraging the teaching of the language, ie when communicating with their children, grandchildren use the Spanish language.

In addition, the language is only practiced between adults and older adults in the community, although there is also a bilingual preschool that is promoting the nahuatl language with its own resources.

To conclude, an animatronic design was obtained with aspects of an indigenous child of the region, achieving that the mechanisms recreate certain movements, it was also possible to design a control by means of electronic systems, these mechanisms with the development of control and programming cards, so that the animatronic proposal is an excellent support tool for the promotion of language teaching.

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Article

"Family Alienating Practices" An invisible pain in the parents' separation and divorce process in the State of de Victoria de Durango, Dgo.

"Prácticas Alienadoras Familiares" Un dolor invisible en el proceso de separación y divorcio de los padres en el Estado de Victoria de Durango, Dgo.

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Abstract

Objective: To identify the emotional effects of Parental Alienation Syndrome in the children of separated parents, in the process of divorce or divorced; of the mothers who go to the Comprehensive Family System (DIF, after its Spanish acronym) for psychological care, as well as the girls, boys and adolescents from the Casa Hogar in the city of Victoria de Durango, Dgo., also belonging to the DIF; Through the application of the ZICAP Scale in order to have the elements that allow a diagnosis to be made in the face of the manifestations of this syndrome. Methodology: With the interest to explain the phenomenon raised both in the hypothesis and in the question and the research objectives, in this study we worked under the paradigm of quantitative research oriented towards the observation of the aforementioned phenomenon (Inche, Andia, Huamanchumo, López , Vizcarra and Flores 2003, p.2). Contribution: through statistical processing, the conditions experienced by the girls, boys and adolescents surveyed were identified, which, in turn, present parental alienation.

Resumen

Objetivo: identificar los efectos emocionales del Síndrome de Alienación Parental en las y los hijos de padres separados, en proceso de divorcio o divorciados; de las madres que acuden a atención psicológica al Desarrollo Integral de la Familia (DIF) así como en las niñas, niños y adolescentes de la Casa Hogar de la ciudad de Victoria de Durango, Dgo., perteneciente también al DIF; por medio de la aplicación de La Escala ZICAP con la finalidad de contar con los elementos que permitan brindar un diagnóstico ante las manifestaciones de este síndrome. Metodología: Con el interés explicar el fenómeno planteado tanto en la hipótesis como en la pregunta y los objetivos de investigación, en este estudio se trabajó bajo el paradigma de investigación cuantitativa con orientación hacia la observación del fenómeno mencionado (Inche, Andia, Huamanchumo, López, Vizcarra y Flores 2003, p.2). Contribución: por medio del procesamiento estadístico se identificaron las condiciones que viven las niñas, niños y adolescentes encuestados, que, a su vez, presentan alienación parental.

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Introduction

This paper integrates the findings of the research "Alienating Family Practices. An invisible pain in the process of separation and divorce of parents in the State of Victoria de Durango, Dgo.

In this regard, the family is a group of people among whom there is a kinship of consanguinity (Oliva and Villa, 2013, p.12). In this group, according to Barrera, Galarce and Zicavo (2013), close relationships involving affective ties (parentofilial bond) are established.

In relation to the separation, divorce or divorce process, Richard Gardner described a series of alterations in the children in the face of very conflictive marital breakups where the children censured or criticized one of their parents in an unjustified or exaggerated way, which he called Parental Alienation Syndrome (Bolaños, 2002, para.1).

This situation is caused by the disillusioned couple's impulse to attack the other (Garcés, Pruneda and Venegas, 2010, p.26-30). Causing the children to censure, criticize and reject the other parent, a situation described by Richard Gardner as Parental Alienation Syndrome (Bolaños, 2002, para.1).

This inquiry leads to the need to carry out a greater number of studies with a psychological approach on this syndrome, which contribute to guarantee children and adolescents access to the welfare measures granted in international conventions, signed and ratified by Mexico, taking into account the best interests of children and adolescents.

Justification

The interest in deepening the knowledge of the different aspects of the Parental Alienation Syndrome is recent at international level. However, although research on the subject has been carried out in our country, the emphasis of the investigations has been inclined towards the analysis of legislative issues.

Without minimizing the contributions made in the legal field to identify and clarify more and more the psychological implications of this syndrome, there is a need to carry out research processes arising from the field of psychology and carried out by health professionals, emphasizing the emotional and bonding issues that revolve around the presence of Parental Alienation Syndrome.

Childhood is the stage of life in which relationships with other human beings are built, generating bonds and affection. For this reason, it is imperative that research be carried out to visualize the psychological effects of Parental Alienation Syndrome and to identify the conditions experienced by children who suffer from it, visualizing them as part of a family system that places them at the center of the abusive behaviors that one or both parents may exert.

This is expected to have an impact on the strengthening of children's rights, access to emotional stability and justice, through the application of an evaluation protocol that includes the use of the ZICAP scale, as an instrument that allows to know the emotional conditions of children, as well as family ties.

Although the children of separated, divorced or divorced parents are visualized as the center of attention in the Parental Alienation Syndrome, there are no data derived from the situation that families live in our state (Durango, Dgo.), related to the psychopathological effects and symptoms and the family bonds that the infants live.

In Durango, there are centers such as El Desarrollo de Integración de la Familia (DIF), which is in charge of promoting the defense of children and adolescents who are in a situation of vulnerability, based on the best interest of the child; At the same time it seeks the integral development of the individuals, the family and the community in general; mainly in the physical, mental and social aspects, for which it has different services (such as legal and psychological) and there are also help centers such as the Casa Hogar, to cite one of them (DIF, s/f, para. 1).

Problem

This section integrates the data emanating from the different researches found on Parental Alienation Syndrome, for which information was compiled from electronic and physical sources, which allowed classifying and categorizing the information, with the purpose of obtaining a vision of the situation prevailing in this field, as well as the different forms and approaches with which the researches on this syndrome have been treated.

In this search only the concept "Parental Alienation Syndrome" was included, most of this process was carried out in databases such as: Redalyc, Scielo and Google Scholar, which yielded a total of 30200 results.

Since not all the articles appeared in the search, some were restricted by the authors, others could not be downloaded from the database or the article was under revision, only about 100 were retrieved, from which those whose objectives, theoretical contributions and results were related to the alienating practices of separated, divorced or divorcing parents were selected.

The sources finally selected were 20, of which 66% presented international references, 32% national references and 2% state references (Annex 1 "Data analysis matrix"), material that allowed the problem statement to be made.

International background

Of the 20 articles selected, 11 of them correspond to studies conducted in Spain and South America; these were carried out from 2004 to 2019. The first publications were found in Spain, where more information has been generated to date, as well as in other countries such as Colombia, Chile, Ecuador, Peru and Uruguay.

The research found was carried out in psychology (family, child and clinical counseling), law (family and criminology) and medicine (legal and forensic, psychiatry and pediatrics) 86% from the qualitative paradigm with a descriptive scope and the remaining 14% from the quantitative paradigm with a descriptive scope and in one case correlational.

The following are the objectives, contents and results obtained from the contributions of Reyes, Sánchez and Vallejo (2004), Segura, Gil and Sepúlveda (2006), Alascio (2006), Bautista (2007), Jarne and Arch (2009), Maida, Herskovic and Prado (2011), Espinosa (2014), Zegarra (2015), Beniscelli and Giorgi (2016), Cutada (2016), Cáceres (2016), Balaguera (2018), Arroyo, Carrillo and Vergara (2018) and Contreras (2019).

The research objectives have ranged from describing the phenomenon and its legal and psychological implications, to the lack of scientific recognition of Parental Alienation Syndrome, proposals to regulate alienating behaviors and jurisdictional regulations.

Likewise, the topics developed in the investigations analyzed are related to:

–   The definition of Parental Alienation Syndrome and the need for its inclusion in diagnostic manuals such as the DSM or the ICD.

–   The differences, similarities and relationship between Parental Alienation Syndrome and Parental Interference.

–   The absence of physical mistreatment or abuse in Parental Alienation Syndrome.

–   The symptoms associated with Parental Alienation Syndrome.

–   The negative consequences of Parental Alienation Syndrome on children or the effects of Parental Alienation Syndrome on minors.

–   The psychopathological consequences of Parental Alienation Syndrome.

–   The abusive behaviors in the Parental Alienation Syndrome.

–   The emergence of Parental Alienation Syndrome in the judicial field.

–   The legal implications of Parental Alienation Syndrome.

–   Legal measures, such as joint custody, in Parental Alienation Syndrome.

–   Arguments supporting and rejecting the application of Parental Alienation Syndrome from the legal point of view.

–   The ways of intervention (legal and psychological) in Parental Alienation Syndrome.

–   Therapeutic and judicial violence in Parental Alienation Syndrome.

–   The parentofilial bond.

–   Types of conflicts in the family system.

–   Family care approaches (systemic and structural) in Parental Alienation Syndrome.

From these investigations, results such as the need to include the Parental Alienation Syndrome in the DSM and the ICD were obtained; that is, to be recognized by organizations such as the World Health Organization (WHO).

Parental Alienation Syndrome arose in a judicial context, especially in divorce cases, and in these spaces psychologists have been especially urged to be guarantors of human rights, especially those of women, children and adolescents (children and adolescents).

Likewise, the debate between those who defend the convenience of shared custody and those who criticize it as an ideal solution is exposed. At the same time, the lack of legal guarantees for minors to maintain their affection and emotional ties with their parents and relatives, which is considered a form of abuse that damages their well-being and emotional development (for this reason an approach from a therapeutic perspective is needed and not only to force a judicial system of visits).

Regarding the diagnosis of Parental Alienation Syndrome, it is clear from the consultation that maximum certainty is required, since this is the only way to successfully defend the best interests of children and adolescents and the need to raise issues of research from psychology, education and family law, for the prevention and intervention in cases of domestic violence.

Multidisciplinary intervention is also required among them; pediatricians, teachers and health professionals (psychologists and family therapists).

It is also considered important to carry out early prevention of risk behaviors in children and adolescents, as well as in their parents, through the management of relationships in family ties.

National antecedents

In addition to the above, 5 of the 20 articles selected were the result of research carried out in our country (in Mexico City, the State of Mexico, Sinaloa and Yucatan). They were elaborated from 2002 to date, which shows that in our country there has been interest in researching this topic since more or less the same time as it has been investigated in other countries, as shown in the articles by Bolaños (2002), Dzib (2016), Montoya and Rivas (2017), Aguilar (2018) and Reyes (2018).

All the investigations found in our republic, have been carried out from the legislative position with objectives such as: to describe the psycho-legal approach in the Parental Alienation Syndrome, to discuss the practice of the psychology professional in support of the judge, to examine whether the lack of scientific recognition of Parental Alienation as a syndrome or if, in its case, an excess in its sanction, is or not, sufficient reason to omit its regulation in the national legislation.

In addition to the investigative intentions carried out in Mexico, the analysis of the auxiliary theoretical framework of the jurisdictional organ in the decision making in a process of separation or divorce in a case of separation or divorce and the reasoning that the computer law should be the one that regulates the conducts derived from the illicit use of computer media to carry out family violence, causing the Parental Alienation Syndrome, are added to the intentions. All these investigations were carried out under the qualitative paradigm with a descriptive scope.

The theoretical perspective that has accompanied the investigations carried out in our country in the last 20 years, on the mentioned syndrome are based on contents related to:

Parental Alienation Syndrome.

–   Brainwashing by the alienating parent.

–   The unconstitutionality of Parental Alienation Syndrome for the suspension or loss of parental authority over the child.

–   The role of the judge and legal positions (including pragmatics) in Parental Alienation Syndrome.

–   The involvement of family law and computer law in cases of family violence by electronic means, causing Parental Alienation Syndrome.

–   Psychological diagnosis in Parental Alienation Syndrome in support of the legal process.

The results obtained in the investigations found, carried out in the last two decades in our country, on the Parental Alienation Syndrome are summarized in the following paragraphs.

Lack of scientific knowledge of the Parental Alienation Syndrome for which there is a need for its regulation. At this moment it can be corroborated through psychological tests.

The Supreme Court of Justice of the Nation has declared unconstitutional that the consequence of parental alienation is the suspension or loss of parental authority of the parents over the minor and additionally the minor is considered as an introducer of chaos (emerging complexity) in the legal-procedural relationship and the parental alienation produced in him/her, as well as the approach of complexity in legal matters that allow the judge to establish complex thinking (philosophical presupposition) as an auxiliary tool in his/her judicial decision.

The professional practice of the psychologist is recommended to assist the judge in his decision making, the need to create a cooperative family context is observed, which contributes to transform the conflictive process.

Computer law should be the one who regulates the conducts derived from the illicit use of computer media to carry out family violence, bringing as a consequence the presence of Parental Alienation Syndrome.

State antecedents

Regarding the information derived in Durango, Dgo. Mexico and made known to the community, only one source was found that comments on the initiative in the State Congress to reform the State Criminal Code and the Law for the Attention, Prevention and Eradication of Violence. Management with which it is intended to typify in the Penal Code a cause for the crime of Parental Alienation in what refers to Family Violence, in which six months to four years of imprisonment and a fine of 36 to 288 days of salary are stipulated, in addition to the loss of the right to alimony and in its case, the prohibition to communicate by any means with the victim (El siglo de Durango, 2017).

Parental Alienation Syndrome began to be known in the works of Garnerd in 1985 (Bolaños, 2002, para 1). Although the research on this topic, according to the articles consulted, has had a greater boom at the dawn of the 21st century.

To date, the greatest interest has been observed in the legal sphere, where there have been legal initiatives to regulate the actions of the alienating spouse. However, on the psychological effects that children with this condition present, there are few studies that have been dedicated both in our country and in other latitudes and perhaps sounding a little daring, it could be said that this is a little known topic among the specialists who attend to children in our federal entity.

Likewise, in the data found there are gaps in relation to the way in which the rights of children are affected when Parental Alienation Syndrome occurs, the need to start from an expert diagnosis that includes a formal weighting of the psychological effects on children with Parental Alienation Syndrome, emphasizing the emotional state of children with this condition, especially in our country where to date research has been conducted only from the legal point of view.

Moreover, in the case of Durango, it is specified in the Penal Code as a cause for the crime of Parental Alienation in what refers to Family Violence, in which six months to four years in prison and a fine of 36 to 288 days of salary are stipulated, in addition to the loss of the right to alimony and in its case, the prohibition to communicate by any means with the victim (El siglo de Durango, 2017), however, it would be convenient to analyze who is visualized between the lines as alienator and who is visualized as alienated in this code.

Research questions

What protocol should be followed to make a reliable diagnosis of suspected Parental Alienation Syndrome in the children of mothers who attend psychological care at the Integral Development of the Family (DIF), as well as the children and adolescents of the Casa Hogar in the city of Durango, Dgo, also belonging to the DIF?

What instrument(s) can facilitate the identification of emotional problems and bonding difficulties in children with Parental Alienation Syndrome, who attend psychological care at the Integral Development of the Family (DIF), as well as children and adolescents at the Casa Hogar in the city of Durango, Dgo, also belonging to DIF?

What emotional problems and bonding difficulties do the children with Parental Alienation Syndrome of the mothers who attend psychological care develop in the children of the mothers who attend psychological care at the Integral Development of the Family (DIF), as well as the children and adolescents of the Casa Hogar in the city of Durango, Dgo, also belonging to the DIF?

Hypothesis

The alienating practices of separated, divorced or divorced parents generate emotional problems and bonding difficulties in the children of the mothers who come for psychological care to the DIF, as well as to the children and adolescents of the Casa Hogar in the city of Durango, Dgo, also belonging to the DIF; which can be evaluated by means of the application of the ZICAP Scale, with the purpose of having the elements that allow us to provide a diagnosis of the manifestations of this syndrome.

Variables

Independent variable: Alienating practices of separated, divorcing or divorcing parents.

Dependent variable: Emotional problems and bonding difficulties developed in the children of mothers attending psychological care at the Integral Family Development (DIF), as well as children and adolescents at the Casa Hogar in the city of Durango, Dgo. also belonging to the DIF.

Sociodemographic variables: age and gender.

Objectives

General objective

To identify the emotional effects of Parental Alienation Syndrome in the children of separated parents, in process of divorce or divorced; of the mothers who come for psychological attention to the Integral Family Development (DIF), as well as in the children and adolescents of the Casa Hogar of the city of Durango, Dgo., also belonging to the DIF; by means of the application of the ZICAP Scale, with the purpose of having the elements that allow providing a diagnosis in the face of the manifestations of this syndrome.

Specific Objectives

To apply an evaluation protocol that allows the issuance of a formal and reliable diagnosis of suspected Parental Alienation Syndrome in the children of mothers who come for psychological care to the Integral Development of the Family (DIF), as well as children and adolescents of the Children's Home in the city of Durango, Dgo. also belonging to the DIF.

To identify the type of emotional problems and bonding difficulties presented by the children of the mothers who come for psychological care to the Integral Family Development (DIF), as well as those of the children and adolescents of the Casa Hogar in the city of Durango, Dgo. also belonging to the DIF.

Theoretical framework

The following is a summary of the theoretical framework on which this research is based, which integrates information related to the family, the dissolution of the family bond, Parental Alienation Syndrome, the legal framework of care in case of Parental Alienation Syndrome and the psychological diagnosis.

The Family

According to Oliva and Villa (2013) the family is a social group, where the social risks of its members are shared and managed, likewise the family is the group of people among whom there is a blood relationship however distant it may be, it is the group with which solidarity bonds are shared among its members (deeply observed at the level of psychology) given the feelings of convergence and affection that are created as group dynamics and that go beyond a relationship based on consanguinity (p.12).

The parent-child bond

Barrera, Galarce and Zicavo (2013) assure that a bond is the relationship that exists between people, this is presented by ties of consanguinity or affinity. The bond implies a close relationship that entails rights and duties; the dynamics of this type of relationship implies that each person can function in isolation, but the action of one impacts the other.

In the case of the parentofilial bond is the relationship established between parents and children and involves an affective bond that brings them together in space and endures over time, which takes into account feelings, memories, expectations, desires and intentions (p.15-16).

Even Linares (2015) considers that parentofilial abuse is the clearest exponent of the failure of love as a relational phenomenon defining the human condition (p.15).

Dissolution of the marriage bond

The marriage bond is an act of will of a man and a woman, it is born of mutual consent and its strength lies in the freely established union (Pan-Hispanic Dictionary, 2001, para.).

In legal terms, a marriage is dissolved by the death of one of the spouses or by legally decreed divorce (UNAM, s/f. para. 1).

Separation

Marital separation, as defined by Llona, Levit, Donoso and Salgado (2003) cited by Barrera, Galarce and Zicavo (2013) is the result of the end of a common life project that two people set out, regularly to procreate children and for life. Therefore, the end of this process has implications at the family, personal and social levels (p.15).

Separation implies acceptance of the loss of the couple's relationship and the family unit. Faced with the separation of the couple, disorientation and the need to reconfirm affections and bonds that existed prior to the separation, which must now function as support networks (Garcés, Pruneda and Venegas, 2010, p.18).

Divorce

For Garcés, Pruneda and Venegas (2010) the etymological origin of the term "divorce" comes from the Latin word divortium and the verb divertere, which means to go one's own way. Divorce can be full or binding, which dissolves the marital bond and is the only one that leaves the couple in true aptitude to enter into a new marriage. Divorce is a dissolution of married life when trust and love in the person who shares life has been lost. Nowadays the marital relationship is becoming more and more difficult and divorces are becoming more and more frequent (p.11).

In itself, divorce is the definitive legal dissolution of a marriage issued by a judge, that is, the legal separation of the spouses and is carried out through the civil registry or in some family, civil or mixed court; depending on whether it is an administrative or judicial divorce (INEGI, 2019, para 5).

Divorce brings with it the breaking of emotional, legal and social ties, likewise, it is considered as an experiential crisis, due to the high impact it generates, since this process refers directly or indirectly to a process of loss (Barrera, Galarce and Zicavo, 2013, 19).

Prevalence of Divorce

According to the press release, made by the National Institute of Geography Statistics and Informatics (INEGI) in 2019; in our country, divorces have been increasing (the national rate per 10 thousand inhabitants went from 7.4% in 2008 to 12.5% in 2018) and in this case, Durango reached in 2018, 11.3%. (para. 5-36).

Effects of separation or divorce on spouses and children

In the disillusioned couple appears the impulse to assault the other, since the partner was to be the complete satisfier, the unique object that had the obligation to know by intuition any of their needs, the most hidden desire and satisfy it immediately. Just as the declaration of love was given, after the divorce a declaration of war is given, which is accompanied by hostilities, in order to make the other dependent on him. For that reason in the spouses both physical and emotional consequences can be presented: the emotional ones have as starting point the deviation of the conduct, motivated by the divorce, manifested in alterations of the pattern of life and structure of the personality; externalized by the sensation of anguish, restlessness, incapacity to take decisions, irritability, sadness, insomnia, lack of appetite, emotional gluttony, fatigue and lack of interest in the work or in the questions of the environment that surrounds them. Likewise, the physical consequences are a consequence of the emotional problems, causing suffering, tension and headaches among other ailments (Garcés, Pruneda and Venegas, 2010, p.26-30).

Parental Alienation Syndrome (SAP)

Parental Alienation Syndrome was proposed by Richard Gardner in 1985. This syndrome was described as an alteration that occurs in some very conflictive marital breakups, where children censure, criticize and reject one of their parents in an unjustified and/or exaggerated manner (Bolaños, 2002, para. 1).

According to Linares (2015), Loredo (2011), EcuRed (n/d) and Medline Plus (2019) alienation has given rise to numerous controversies, from the naming of the syndrome to the definition of parental alienating dynamics; in relation to Parental Alienation Syndrome, others related to it have been described such as:

– The Syndrome of Sexual Allegations in Divorce (SAID) described by Blush and Ross in 1987, referred to as the allegation of sexual abuse for revenge, including luxury of details, in which, the alienating parent is more concerned with the punishment of the abuser than with the welfare of the child.

– The Medea syndrome, described by Jacobs in 1988 and by Wallerstein and Blakeslee in 1989, describes a picture of characteristic symptoms in the mother and sometimes in the father, in response to the conflicts and stress derived from the relationship with his partner (aggressiveness towards his offspring, even using his son or daughter as an instrument of power and revenge towards his partner, to the point of taking his life).

– The syndrome of the malignant mother in divorce contexts referred to by Turkat in 1994 and 1995 describes the custodial parent as blind with rage and ready to take revenge on the other, even at the cost of sacrificing his or her children.

– Munchausen syndrome by proxy has also been related to SAP by numerous authors such as Sinanan in 1986, Meadow in 1992, Bools, Neale and Meadow in 1993, Rand in 1993 and Jones, Lund and Sullivan in 1996. It is a form of child maltreatment, in which the child's caregiver, often the mother, invents false symptoms or provokes real symptoms to make it appear that the child is ill.

– The Solomon's Judgment Syndrome or the child split in two; pointed out by Giovanazzi and Linares in 2007 and Barbero and Bilbao in 2008 as the one in which there are situations prior to the alienation itself, in which the child is pulled by both parents to lock him/her in a biased one-sided coalition.

In the syndromes described, the idea in common with Parental Alienation Syndrome is that parents risk the maturation and mental health of their children for the sake of malignant marital conflict, depriving them of their access to the other parent.

In this regard, they may not hesitate to subject them to the consequences of forced medicalization, with harmful and painful examinations and treatments, in order to prove that everything is due to the bad influence of the other parent.

Cartwrigth (1993), cited by Linares (2015) emphasizes that in Parental Alienation Syndrome, conflicts over child custody can reach quite trivial matters, as a delaying tactic in favor of the alienator (the slowness of judicial proceedings aggravates the problem). Similarly, the alienator frequently resorts to false accusations of sexual abuse (p.30).

Characteristics of the alienating parent

Linares (2015), taking up Reich (1949), underlined the way in which some parents would defend themselves from the narcissistic wounds received during the divorce by fighting for the children and denigrating the other parent in order to make him/her lose access to them. In this sense, the alienating behavior of some parents will serve to hide or compensate for their parental shortcomings, associated with various problems, such as alcoholism and other addictions, a history of abuse and neglect or even criminal activities (p.31).

In a study promoted in 1991, by the American Bar Association, it was found that in most divorce cases in which there is animosity and conflict between parents, there is some degree of brainwashing and programming of the children that includes accusations of sexual abuse that exclusively in 50% of the cases were sentenced as valid (Linares, 2015, p.30).

Characteristics of children in the face of SAP

SAP can develop when the stress is too high around the contentious divorce and the child, panicked may be caught in the crossfire, flees by alienating one of the disputants; certain deficits in the parenting skills of the non-custodial parent may also contribute to the problem. For example, a distant, rigid, authoritarian style in contrast to the more warm and indulgent one of the custodial parent (Lund, 1995, cited by Linares, 2015, p.30).

Consequences of alienating practices, on minors

Children become very worried when they realize that there are problems between their parents (they see their future threatened, they feel vulnerable and powerless). Their world is their parents, who look after them, who take care of them, who educate them, who provide them with well-being and the effects that children show are very diverse (Garcés, Pruneda and Venegas, 2010, pp. 23-24).

In this regard, the regulations currently indicate that the rights of children and adolescents must be respected above any other interest, such as the exercise of parental authority. A parent cannot obstruct the cohabitation of the child with the other parent because in addition to causing harm to the ex-partner, it causes irreparable harm to the child (CNDH, 2011, p.29).

Legal Framework for SAP care

Before starting with the development of these points, it is necessary to take into account that the behavioral pattern that defines SAP opens the range of legal possibilities to achieve its development. Parental alienation, being a form in which the emotions of minors are played with, can be located as a form of family violence, which can be linked to the inadequate use of legal resources that prolong the conflict (CNDH, 2011, p.25).

International standards

Important antecedents regarding the advances in family law and specifically in the regulations regarding syndromes such as Parental Alienation according to Torrecuadrada (2016) are found in:

–   The Geneva declaration made in 1924, where it was proclaimed that humanity must give to the child, the best it has.

–   The general assembly of the United Nations Organization (UN), held in 1959, where it was enacted in the seventh principle of the Declaration of the Rights of the Child, that their best interests should be the guiding principle of those who have the responsibility for their education and guidance, among them, parents (p. 324).

–   The conventions made by the UN from 1989 to 1993, which mark the entry into force of international treaties on the best interests of children and adolescents (p. 4).

The best interests of children and adolescents

According to the CNDH (2011) this concept refers to all those actions and processes that are deployed to guarantee children and adolescents a dignified life, with the material and affective conditions that allow them to live fully and achieve the maximum possible well-being (p.29).

The best interest of children and adolescents is a fundamental legal principle that protects minors due to their inability to direct their lives autonomously. This principle indicates the need to specify interpretations that respond to the specific condition in question, for example, a child who is an orphan, disabled, refugee, a child soldier or victim of an armed conflict, an indigenous person, a victim of sexual or school abuse or children of parents peacefully separated or not (Torrecuarta, 2016, pp. 8-9).

National norms

"The Mexican body of norms has incorporated the basic principles of the best interests of children and adolescents, both in matrimonial proceedings and in disputes between parents by signing and ratifying the United Nations conventions. Likewise, it has made reforms to the Constitution, among which stands out the one made to Article 4, which elevates to constitutional rank the right of children and adolescents to the satisfaction of their needs for food, health, education and healthy recreation for their integral development. In turn, the seventh paragraph of this same article, regarding parental alienation, establishes the obligation of ascendants, guardians or custodians to preserve the rights of minors and in a subsidiary manner, through the intersection of the State" (CNDH, 2011, pp. 29-30).

Civil Code of the State of Durango

In Chapter III of the Civil Code of the state of Durango, reformed in 2018; the ways in which parental authority can be terminated or suspended are indicated, explicit in the following articles:

(a) Article 439.- Parental authority is lost when:

I.   The parent exercising parental authority loses it for committing a crime to the detriment of the minor.

II. The divorce decree includes security measures, monitoring and therapies to prevent and correct acts of family violence or parental alienation.

One of the parents carries out, in a repeated and serious form, in the children, conducts that cause parental alienation, with impact in the harmonic development of the minor, accreditable by means of opinion that orders the judge or expert specialized in the matter. The loss will cease when the aligner demonstrates, to the Judge who knows the matter and that he/she underwent therapy; assuring with this, to have a healthy relationship with the minor (pp.71-72).

b) Article 442.- The parental authority is suspended when:

VI.- One of the spouses performs conducts that cause parental alienation that seriously impacts the harmonious development of the minor (accreditable by means of an opinion ordered by the judge to an expert specialized in the matter). The loss will cease once the alienator justifies, to the judge hearing the case, that he/she has undergone treatment that allows him/her to have a healthy relationship with the minor (pp. 73-74).

Legal implications of Parental Alienation

Regarding the custody of the children, by mutual agreement and looking for the welfare of the children, it will be necessary to choose the ideal person for the custody of the children. It is important not to deny the party who is left without custody the right to live in predetermined days with their children, if that is their wish (Garcés, Pruneda and Venegas, 2010, p.29).

However, in the context of custody disputes as stated by Gardner in 1988, cited by Linares in (2015); a defamation campaign against one of the parents by the child may become present, a campaign that has no justification. This situation results from the combination of the systematic indoctrination of one of the parents and the child's own contributions, directed at the parent who is the object of that campaign, which is called as already pointed out, Parental Alienation Syndrome (p. 29).

In these cases it must be taken into account, as recommended by Cartwrigth (1993) in Linares (2015) that to counteract the force of alienation, clear and powerful sentences are required in which the possible existence of abuse is ruled out by means of evaluations carried out by experts in child abuse and gender violence. Therefore, alienation claims should only be taken into account when the child is hostile and resistant to contact with the other parent and if there is manifestly alienating behavior and if specific behaviors can be identified (pp.30-33).

Consequently; currently the best interests of the child must prevail over any other interests, including those of the parents. Parental authority and parental responsibility take on dissimilar dimensions (children and adolescents have the right to be cared for by their parents) and a parent cannot hinder the cohabitation of minors with the other parent because in addition to causing harm to the ex-partner, it causes irreparable harm to the child (CNDH, 2011, p.29).

Psychological diagnosis

The psychological diagnosis refers to symptoms or mental-emotional functioning that have no observable organic basis. The diagnosis is inferred by the patient's behaviors or by what he/she says is happening to him/her, it is an evaluation that aims to know the consultant better in order to determine the possible existence of some kind of disorder (in this case SAP). It is a tool to know the way in which a subject organizes and processes the information that comes from the outside world and the way in which it is valued (Blanco, s/f. pp.1-8).

However, before the diagnosis of Parental Alienation Syndrome, it is important to take into account what Darnall highlighted in 1998, 2008 and 2010 when conducting a thorough review of Gardner's work, according to Linares (2015).

- Alienation is a dynamic process in which both parents are caught up.

- It is better to focus more on the parent's behavior and less on the child's behavior.

- It is not a question of a bad guy versus a good guy. Roles change and today's alienator may be tomorrow's alienated.

- It cannot be assumed that the victim parent is blameless. Alienation is a process, not a person.

Linares (2015) suggests abandoning dichotomies of the guilty-innocent, victim-victimizer type by moving to the circularity of family systems where triangulations, alliances, coalitions and loyalties intersect. Remedies for confirmed alienation must be aimed at healing the child's relationship with the alienated parent, bearing in mind that children are resilient and not easily brainwashed into rejecting a parent, not without active mistreatment, coercion or terror (pp.13-30).

ZICAP Scale

The ZICAP scale is an instrument designed for application, in case of suspected parental alienation syndrome, consisting of 33 items. The estimated application time is 7 minutes and it is recommended for the assessment of this syndrome in children and adolescents between 9 and 15 years of age. It is suggested that it be applied in a comfortable and bright place, where the child or adolescent can support him/herself to answer the scale, away from the gaze of an adult; likewise, it is necessary that they have a pencil and eraser to be able to answer it. The application can be individual or group (in the case of a group, it is necessary that there is enough space between one respondent and the other, so that the answers of one respondent do not interfere with the other (Arroyo, Carrillo & Vergara, 2018, p. 10-101).

Implications of psychological diagnosis in parental alienation

According to Borja-Ortega and Rivera-Lugo (n/d), it is important to explore the emotional consequences, of SAP on children. They state that the main criterion are the behaviors of rejection of parentofilial interaction towards one of their parents and their family, manifested in symptoms such as:

– Disqualification.

– Unjustified arguments for rejection.

– Negative attitude towards the rejected parent.

– Denial of third party influence.

– Positive attitude towards the accepted parent

– Arguments that do not correspond to the child's age.

– Among others (pp. 6-9).

Research methodology

In the search to explain the phenomenon stated in both the hypothesis and the question, and the objectives of this research. In this study it was proposed to work under the quantitative research paradigm, with the orientation to the observation of the mentioned phenomenon (Inche, Andia, Huamanchumo, López, Vizcarra and Flores 2003, p.2).

Type of study

The purpose of this research was to identify the relationship between alienating behaviors (hostility, censorship and criticism) and the attitudes of denigration, ambivalence, contempt, rejection and indifference on the part of the children; therefore, the design of this study was outlined as a field study, cross-sectional, non-experimental, in which the variables of the phenomenon to be studied were not manipulated.

The aforementioned relationships were observed as they occur in their natural context, so that no situation was constructed, but rather existing situations were observed through the application of the ZICAP scale (Fernández, Baptista and Hernández, 2014, p.153 and Cortés and Iglesia, 2004, p. 27).

Scope of the study

The purpose of this inquiry was to construct an interpretation of the action of the variables investigated in order to then make a description of the relationship that exists between them, testing the presumption of relationship between the weighted dimensions (Inche, Andia, Huamanchumo, López, Vizcarra and Flores 2003, p.10).

Sample

In order to analyze the relationship between the variables proposed in this research, a careful selection of the type of sample of the participating population was made; defining for this process the use of the non-probabilistic sampling technique "By convenience".

As Otzen and Manterola (2017) recommend, those cases that accepted to be included were selected after sending the call to different local institutions that provide psychological care to women and their daughters and sons. Accepting to participate, on this occasion the beneficiaries of the DIF and Casa Hogar del DIF services, selecting those children and adolescents with separated parents, in the process of divorce, or divorced, whose age fluctuated between 9 and 15 years of age, as marked on the ZICAP Scale (Annex 2), after signing a letter of consent (Annex 3) (p.230).

Procedure

A procedure designed exclusively for this research was followed for the elaboration of this article as shown in Figure 1: Research procedure.
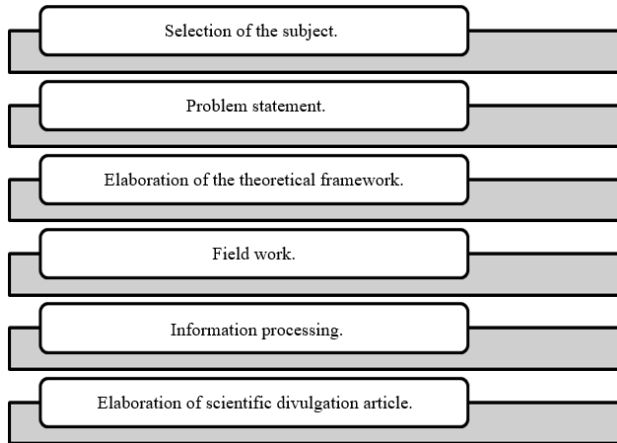
Figure 1 Research procedure
Source: Own elaboration

Results

For the purposes of this research, the ZICAP scale was administered to 21 children and adolescents of both sexes, daughters or sons of mothers who attend the psychology service at the DIF or children and adolescents of the Casa Hogar del DIF located in the city of Durango, Dgo.

The statistical analysis was carried out using the SPSS program version 20.0, verifying with this program, the statistics that assessed the distribution of the measures of central tendency that expose the description of the variants investigated.

Following the recommendations of Otzen and Manterola (2017), for the conformation of the sample a non-probabilistic procedure "By convenience" was followed, being integrated by those cases that accepted to participate. Of the 100% of the children and adolescents surveyed, with separated parents, in the process of divorce or divorced parents interviewed; the trend indicates a greater participation of the male gender (marked with the number 1, in the following graphic), representing 90.47% of the sample population.
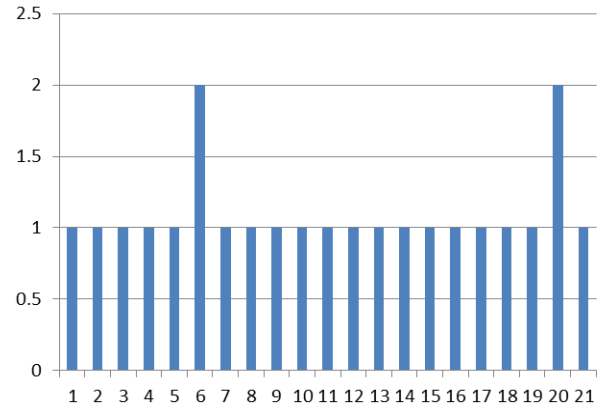
Graphic 1 Gender of the participants
Source: Own elaboration

100% of the parents of the participating children and adolescents live separated (either divorced or not). In the case of the selected sample, 71.42% live in the DIF shelter (marked with number 6 in Graphic 2: Person with whom the respondent lives"), 19.04% live with their father (marked with number 2 in the same graph) and 9.52% live with their mother (marked with number 3).
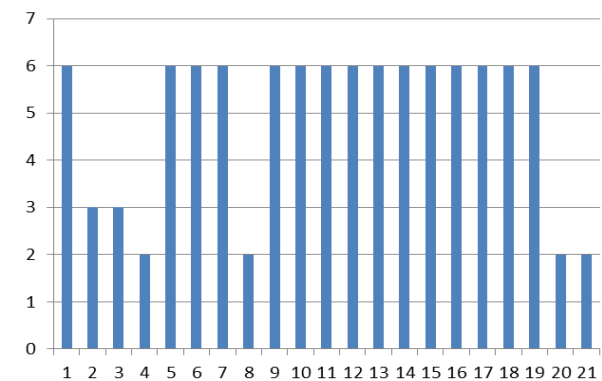
Graphic 2 Person with whom the respondent lives
Source: Own elaboration

The ZICAP scale is the instrument applied in this research: "Alienating Family Practices". An invisible pain in the process of parental separation and divorce in the State of Durango, Dgo. This scale marks an age range of the participants from 9 to 15 years old. As can be seen in Graphic 3: Age of participants. Respondents are within the suggested age category; finding that the median is 12 years of age.
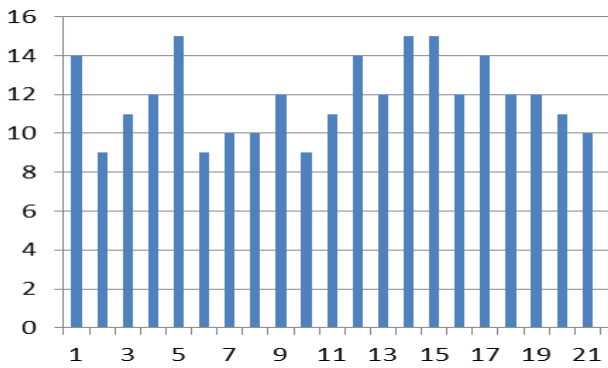
Graphic 3 Age of participants
Source: Own elaboration

The items of the applied scale (ZICAP) were weighted with the following values:

– Never = 0

– Almost never = 1

– Sometimes = 2

– Almost always = 3

– Always = 4

With which a tabulator was elaborated to measure the level of Parental Alienation, resulting in the following weighting.
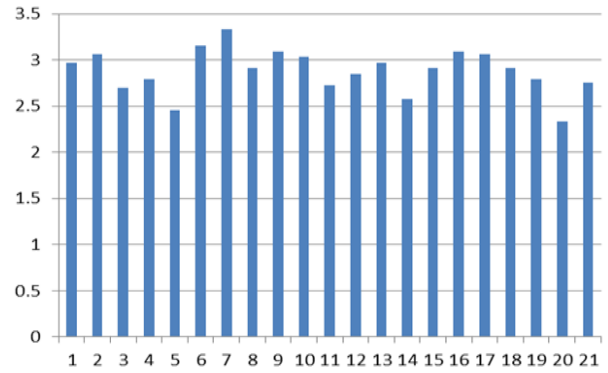
Value	Level of Parental Alienation
0	Nonexistent
1-2	Under
3	Medium
4	High

Table 1 Level of Parental Alienation
Source: own elaboration

Graphic 4: Level of Parental Alienation in children and adolescents surveyed shows the following:

– In the non-existent level no cases were found.

– At the low level, 2 cases were found, corresponding to 9.52% of the total.

– At the medium level, 19 cases were found, corresponding to 90.47% of the cases.

– No cases were found at the high level.

Graphic 4 Level of Parental Alienation of children and adolescents surveyed
Source: own elaboration

The items valued with the highest score (4 points) by all respondents, according to the data shown in Graphic 5: Weighting by item; are:

– I reject being like the parent I don't live with.

– One of my parents deserves punishment.

Followed by the following, evaluated with scores ranging from 3.9 to 3.0.

– One of my grandparents is a bad influence on me.

– I am indifferent to the parent I do not live with.

– I know one of my parents is bad, so I avoid seeing him.

– The parent I don't live with does everything wrong, he/she is bad.

– One of my parents decides what I should do, without taking into account the opinion of the other.

– The parent I don't live with should stop seeing us, it's better that way.

– The parent I don't live with is irresponsible.

– One of my parents deserves not to be spoken to.

– I don't care what happens to one of my parents.

−   I resent having to see or visit the parent I don't live with.

−   I am told to avoid going out with the parent I don't live with because he/she will make me do unpleasant things.

−   One of my parent's family is mean.

−   Since my parents met their families have rejected each other.
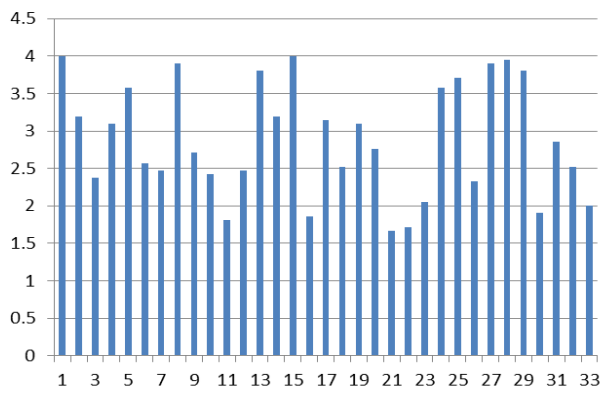
Graphic 5 Weighting by item
Source: Own elaboration

With these results it can be observed that in the cases of parental alienation (low, medium and high) what others say about the alienated parent and what the children and adolescents perceive about the alienated parent and his or her family, especially the grandparent, are involved (in the respective degrees). With weights rated with high and medium values in 45.45% of the items of the scale applied), which influences the emotional state of children and adolescents and therefore, the way they appreciate the parent-child bond with the alienated parent.

Annexes
ZICAP SCALE

Age_____

Gender:

-Male_____
• Female_____

His parents live:

-Together _____
-Separated_____

I live with:

-Dad and mom_____
-Dad_____
-Mommy_____
-Abuelos paternos_____
-Maternal grandparents_____
-Other_____

INSTRUCTIONS

Below are a series of statements about ways of thinking, feeling, or acting. Read them carefully and mark the answer that best describes the way you think, feel, or act.

ITEMS	N	CN	AV	CS	S
1. I refuse to be like the parent I don't live with.					
2. I am told to avoid going out with the parent I don't live with because he/she will make me do unpleasant things.					
3. I say things to hurt one of my parents.					
4. My parent's family is mean.					
5. One of my parents deserves not to be talked to.					
6. When they argue, the parent I live with is right.					
7. Ever since they got married (got together) one of my parents has been mean to the other parent.					
8. I know that one of my parents is mean, so I avoid seeing him/her.					
9. When the parent I don't live with comes to see me, I look for something to do to avoid him/her.					
10. When I want to spend more time with the parent I visit, the other parent gets angry.					
11. One of my parents taught me what I should say in court.					
12. I am afraid when the parent I don't live with comes looking for me.					
13. The parent I don't live with does everything wrong, he is bad.					
14. It bothers me to have to see or visit the parent I don't live with.					

CALDERÓN-PALENCIA, Laura Araceli, CEJAS-LEYVA, Luz María, SOTO-RIVERA, Jesús Abraham and SALAS-NAME, Sagrario Lizeth. "Family Alienating Practices" An invisible pain in the parents' separation and divorce process in the State of de Victoria de Durango, Dgo. Journal of Contemporary Sociology. 2021

15. One of my parents deserves punishment.					
16. I distrust the current partner of the parent I don't live with.					
17. I care little about what happens to one of my parents.					
18. Since my parents met their families have rejected each other.					
19. I think the parent I don't live with traded us in for another family he cares more about.					
20. One of my parents keeps me from dating the other parent.					
21. The parent I live with suggests fun activities for me when I get to be with the other parent.					
22. One of my parents tells me everything that happens in court.					
23. One of my parents resents the fact that I love the other parent.					
24. One of my parents tells me that the other one abandoned us, that's why it's bad.					
25. The parent I don't live with is irresponsible.					
26. One of my grandparents is a bad influence on me.					
27. I am indifferent to the parent I don't live with.					
28. One of my parents decides what I should do, without taking into account the other parent's opinion.					
29. The parent I don't live with should stop seeing us, it's better that way.					
30. I talk with the lawyer of one of my parents about the divorce proceedings.					
31. One of my parents tells me that the other parent wants to hurt us and we should take care of ourselves.					
32. One of my parents stops me from talking to the other parent on the phone.					
33. I know the details of my parent's divorce trial.					

Analysis and conclusion

The family constitutes a basic unit, founded by kinship ties, in which symbols, traditions, values and forms of behavior are created, recreated, learned and transmitted (Gutiérrez, Díaz and Román, 2016, p. 6).

In some cases spouses decide to dissolve the marital bond (in our federative entity, 11.3%, according to recent surveys), with implications (among them, with emotional scopes) at social, family and personal levels (Levit, Donoso and Salgado, 2003, in Galarce and Zicavo 2013, p.15).

Divorce is the definitive legal dissolution of a marriage issued by a judge (INEGI, 2019, para 5). It can bring with it the breaking of emotional, legal and social ties; at the same time, it refers directly or indirectly to a process of loss (Barrera, Galarce and Zicavo, 2013, 19) in several senses.

In this case, for 71.42% of the children and adolescents it brought with it having to leave their home, to join the DIF's Casa hogar; for not having parental care (due to delayed divorce trials for the dispute of parental authority and/or intrafamily violence due to parental alienation or foundling) (Amador. n/d, para. 1-13).

The statistical analysis applied in this survey showed that the mode in the age of the respondents is 12 years; age that marks the end of childhood or infancy according to (Healthy children, s/f, paras 1-5).

The way in which we relate has its foundations in the experiences lived in childhood, with parental figures, and these condition later attachments and affective relationships in a non-determinant, but very probabilistic way (Martinez, 2008, p. 299).

Thus, Parental Alienation Syndrome is an alteration that occurs in some very conflictive marital breakups, where children censure, criticize and reject one of their parents in an unjustified and/or exaggerated manner, which causes damage to their well-being and emotional development (Bolaños, 2002, para. 1), causing difficulties for them to bond and relate affectively with one of the parents due to the influence of the other, especially when this occurs in early stages, such as childhood.

Although in the literature reviewed, no antecedents were found on the prevalence of parental alienation by gender in children and adolescents, in this research the data showed that this syndrome has a higher incidence in males (90.47% of the sample population) than in females.

According to the table of level of parental alienation used in this process: Table 2: Level of Parental Alienation

Valor	Level of Parental Alienation
0	Nonexistent
1-2	Under
3	Medium
4	High

Table 2 Level of Parental Alienation
Source: Own elaboration

In the medium level of parental alienation, measured with the ZICAP scale, 19 of the 21 cases consulted fell, corresponding to 90.47%. This means that this number of participants rated with always and almost always the items of the applied scale (which contemplates as possible answers: never, almost never, sometimes, almost always and always), finding also that the items rated with the highest score (4 points on a scale from 0 to 4) by all respondents are:

– I refuse to be like the parent I do not live with.

– One of my parents deserves punishment.

These items have the highest scores, two situations that show the highest level of disqualification of the alienated parent, as well as the affective rejection of the parent-child bond as a manifestation of the emotional state of the participating children and adolescents.

Followed by items evaluated with scores ranging from 3.9 to 3.0 (on a scale from 0 to 4) which are classified as:

a) Disqualification of the alienated parent.

– I am indifferent to the parent with whom I do not live.

– I know that one of my parents is bad, so I avoid seeing him.

– The parent I don't live with does everything wrong, he is bad.

– The parent I don't live with should stop seeing us, it's better that way.

– The parent I don't live with is irresponsible.

– One of my parents deserves that I don't talk to him.

– They tell me to avoid going out with the parent I don't live with because he will make me do unpleasant things.

b) Disqualification of the way in which the alienated parent relates to the alienating parent.

– One of my parents decides what I should do, without taking into account the opinion of the other.

c) Disqualification of the alienating parent's family.

– One of my grandparents is a bad influence on me.

– The family of one of my parents is bad.

– Since my parents met their families have rejected each other.

d) Rejection of the child's or adolescent's parent-child bond with the alienated parent.

– I care little about what happens to one of my parents.

– It bothers me to have to see or visit the parent with whom I do not live.

All these are conditions experienced by children and adolescents who present parental alienation at a level classified as medium according to the criteria used in this research. This leads to appreciate them as part of a family system that places them at the center of the abusive behaviors that one or both parents may exercise, which inevitably influences their emotional state.

As stated in the problem statement, to date few studies have been conducted on parental alienation in our country and in our federative entity with a psychological approach, in which the emotional state of children and adolescents is identified, as well as the bonding difficulties with the alienated parent.

With the results obtained in this research it was possible to recognize the presence of parental alienation in about 90% of the participants, which indicates its presence, in a percentage well above the average of the selected sample; which leads to visualize the high degree of incidence of the same and its effects on the emotional state of children and adolescents and on parent-child relationships.

Therefore, it is perceived the need to carry out a greater number of studies on this syndrome, from the area of psychology; in such a way, to contribute to guarantee their access to the rights of children and adolescents and to the welfare measures granted in international conventions, signed and ratified by Mexico, taking into account the best interest of children and adolescents such as:

- The United Nations Convention on the Rights of the Child, from which the Magna Carta of Childhood emerged.

- International Convention on the Rights of the Child.

As well as, by Mexican family law, which is a set of rules of public order and social interest that regulates and protects the family and its members, based on rights such as respect for human dignity, in order to the provisions of:

- The Political Constitution of the United Mexican States (especially Article 4).

- The law on the protection of children and adolescents (mostly in articles 9, 11 and 12) (CNDH, 2011, pp. 28-67).

To conclude with the analysis and conclusions derived from this study, it is important to point out that it is necessary that the psychological report made in case of suspicion of Parental Alienation Syndrome, be a clear, orderly, understandable and scientifically reliable document that guarantees the maximum possible welfare of children and adolescents, the satisfaction of their needs for food, health, education and healthy recreation for their integral development, mainly by the parents with the intersection of the State, in cases where necessary, in attention to the best interests of children and adolescents.

Acknowledgment

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Article

Marketing strategies to attract LGBTQ+ tourism in Puebla City

Estrategias de mercadotecnia para atraer turismo LGBTQ+ en la Ciudad de Puebla

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Abstract

The present research aims to create tourism marketing strategies for making Puebla an attractive place for the LGBTQ+ segment, issues related to Puebla City as a gay friendly destination are addressed, as well as tourism marketing strategies to attract this segment taking into account discrimination and exclusion, as well as the lack of training in the area of customer service in touristic companies. The design of this research is quantitative, not experimental and transversal, with a descriptive and exploratory scope. The method of data collection is through an 18-question questionnaire with multiple choice, Likert scale and open answers, applied through the google forms platform to 164 LGBTQ+ tourists who have visited Puebla City. Based on the information obtained, it was determined that most tourists did not know that Puebla city was a gay friendly destination, so the present research proposes different strategies for the attraction of the LGBTQ+ market segment.

LGBTQ+ tourism, Puebla city, Tourism marketing

Resumen

La presente investigación tiene como objetivo la creación de estrategias de marketing turístico que hagan de Puebla un lugar atractivo para el segmento LGBTQ+, por lo que se abordan temas relacionados con la Ciudad de Puebla como destino gay friendly, así como estrategias de marketing turístico para atraer a este segmento tomando en cuenta la discriminación y exclusión, así como la falta de capacitación en el área de servicio al cliente en los establecimientos relacionados con el recibimiento de turistas. El diseño de la presente investigación es cuantitativo, no experimental y transversal, con alcance descriptivo y exploratorio. El método de recolección de datos fue mediante un cuestionario de 18 preguntas con respuestas de opción múltiple, escala de Likert y abiertas, aplicado mediante la plataforma de google forms a 164 turistas LGBTQ+ que han visitado la ciudad de Puebla. Con base en la información obtenida se determinó que la mayoría de los turistas no sabían que la ciudad de Puebla era un destino gay friendly, por lo que la presente investigación propone estrategias diversas para la atracción del segmento de mercado LGBTQ+.

Turismo LGBTQ+, Ciudad de Puebla, Marketing turístico

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† Researcher contributing as first author.

Introduction

Due to cultural changes in Mexico today, the non-binary community (people whose gender identity is neither male nor female) has had a greater presence in various areas of society, for example, the creation of the "Gay friendly" designation for tourist destinations that offer this community respect for their rights, guaranteeing safety and good treatment for those who decide to visit them.

In this sense, it is important to highlight the relevant events that have occurred over the years in terms of this market segment defined as LGBTQ+ (Lesbian, Gay, Bisexual, Trans, Queer). According to Robert-Brady (2013) the term homosexual was created by activist Karl-Maria Kertbeny in 1868, defining people whose sexual preferences are lesbian, gay, transsexual, queer, pansexual or asexual, and which in English are recognized as: *lesbian, gay, bisexual, transgender, transsexual, two-spirit, intersex and queer.*

Years ago, this group of people were not recognized or accepted by society, until "in 1897, the Scientific Humanitarian Committee was created in Berlin against Article 175 of the Penal Code[1], for the social recognition of homosexuals and transsexuals, becoming the first public organization for the defense of gay rights in the world" (Noir, 2010). During those years, the first social marches of the LGBTQ+ community gave these groups the opportunity to make themselves known and, as a result, to achieve various benefits.

"Officially the gay movement began on June 28, 1969 in New York" (Noir, 2010), so, currently most celebrations of the LGBTQ+ community are commemorated every June 28 in many parts of the world, which promotes that people belonging to this segment make trips, especially on these dates, to cities like New York or Mexico, to be part of very large marches known as "*Pride*" (gay pride).

Currently, this community already has rights that must be respected, however, in some cases they continue to be infringed by different sectors of society around the world (homophobic people, groups of people with religions that do not accept the existence of different sexual preferences and genders, among others).

According to Clift *et al.* (2002):

> The beginning of LGBTQ+ Tourism was during the Victorian era in the Grand Tour, in this period homosexuality was tolerable in the eyes of society, this Tour was aimed at aristocratic men from northern countries who traveled to the Mediterranean in search of culture, climate, and opportunities to manifest their real identity in a more ordinary way. According to the International Gay and Lesbian Tourism Association (IGLTA) in the late 1970s and even the 1980s, tourism saw a marked increase in gay vacations with pool parties, ocean views, and nightclubs. (p. 70)

LGBT tourism is defined as "a tourism modality aimed at the LGBT community, i.e. lesbians, bisexuals and transsexuals." (Sandra, 2016). Thus, different tourist destinations have opted to generate specific strategies to attract this segment, such is the case of Puebla, which has obtained the appointment of "Gay friendly" City granted by the Federal Ministry of Tourism (SECTUR), however, to date there are no specific tourism marketing tools, for the dissemination of this appointment, which attract the targeted segment and are known by service providers in the industry to avoid discrimination, exclusion and lack of training in the establishments. That is why this article aims to create tourism marketing strategies to attract LGBTQ+ tourism to Puebla and benefit businesses and tourist destinations in the city, through improved customer service, non-discrimination and non-exclusion.

LGBTQ+ Movement

Throughout the years, there have been people with different tastes, orientation and sexual attraction, but have not been free to express it for fear of discrimination, to be recognized as a community, there have been several events throughout history.

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[1] Which mentions that homosexual relations between male persons were to be punished.

In Mexico, starting in 1978, the first three lesbian-homosexual organizations emerged and according to Gringell (2016) each one had a different purpose:

> The Lambda group, born out of the mixed group "Sex-Pol", dedicated to raise awareness and "show their face" in the struggle for homosexual and lesbian liberation and against state repression, was one of the three emerging lesbian-homosexual organizations in Mexico City starting in 1978. On the other hand, the FHAR group was formed in the spring of 1978, both to combat state and police repression and to organize a gay liberation movement. Although women participated in the group, the majority was made up of male homosexuals and transvestites. Finally, the Oikabeth organization, initially originated by a lesbian cell of the FHAR, soon broke away to form an autonomous lesbian organization (p. 5).

Each organization had a raison d'être that was respected and ensured the fulfillment of a common ideal: social and political equality.

Over the years people belonging to the LGBTQ+ community have had to struggle to assert their civil and political rights, just as heterosexual people enjoyed them.

According to Grinnell (2016):

> With the implementation of human rights mechanisms in the late 1980s by the Mexican state, lesbian and gay activists centered their arguments on the liberal discourse of human rights; they used such discourse during the planning of the 1991 conference of the International Lesbian and Gay Association (ILGA), where they claimed, in their petition to the local government, the protection of human rights as a symbol of a modern, democratic state. This change in the dynamics of action illustrates why the participation of lesbians and gays in the construction of these discourses is important for the understanding of the institutionalization of certain sectors of the lesbian-gay movement in this period. (2016, p. 1)

The first gay pride march was held in 1979 in Mexico City. However, it was in 1980 that the movement and the struggle for the search and defense of social equality for the LGBTQ+ segment became official in Mexico, since until that year they had a more notorious presence, since the movement and different organizations had been existing for several years, but not being recognized, and as Grinell (2016) points out "Since the beginning of their political organization process in 1978, Mexican lesbian and gay organizations have conceptualized their movement as international" (p. 3), thus expanding this movement not only to Mexican territory, but allying with organizations from other countries. Therefore, it is recognized as a social movement that for more than forty years has been consolidating in such a way that today there is talk of a specific tourism to serve this community in this specific event.

In recent years, concepts such as "inclusion", "pride", "equality" and "freedom of expression" have generated changes in political and social actions, such as same-sex marriage, legal sex change and legal protection against discrimination in labor, goods or services in general.

In 1998, the then Mexican Assemblyman, David Sánchez Camacho, together with activists of the women's movement and LGBT activists (Lesbians, Gays, Bisexuals, and Transsexuals) promoted the Sexual Diversity and Human Rights Forum, the first space for discussion in the Assembly -and in general in the country- that addressed the issue of LGBT populations with a human rights approach (Martínez, 2020). Where the importance of the creation of a policy directed towards the LGBT community is noted due to physical violence, discrimination and exclusion by society.

LGBTQ+ population in Mexico

Mexico City has promoted the promotion of the social rights of the LGBTQ+ community, by approving and enacting a law that generated a legal figure to realize the union between same-sex couples, which establishes a series of rights and obligations for those who have decided to enter into this agreement and that in its Article 2 mentions that the partnership of cohabitation "is a bilateral legal act that is constituted when two individuals of different or the same sex, of legal age and with full legal capacity establish a common home, with the will of permanence and mutual assistance" (Encinas, 2006).

The National Institute of Statistics and Geography (INEGI) reported that "in the 2010 population census, in the country there are around 229 thousand households composed of same-sex couples" (Senado de la República, 2017).

Likewise, according to the National Survey of Values in Youth 2012 "out of 5 thousand young people interviewed, 3 percent of men indicated being homosexual, 1.3 bisexual and 94 heterosexual. 1.5 percent of women indicated being bisexual, while 1.4 defined themselves as lesbian" (Senado de la República, 2017).

According to (Flores, 2017) from 2010 to 2015 there was a 153% increase in the number of same-sex marriages, going from 689 to 1,749 registrations, of the 689 same-sex marriages in 2010, 55.2% were between men and 44.8% between women. By 2015, almost 2 thousand links were counted, which took place in Mexico City representing 82% of the total events of this segment; Coahuila, 9.7%; Colima, 4.1%, and Guerrero 1.1%.

LGBTQ+ Tourism

Nuevo (2015) defines LGBT Tourism as "that made by people belonging to this group who come to consume tourism and leisure products related to gay-friendly stores, restaurants, cafes, bars, nightclubs, saunas, beaches".

Gay tourism, LGBTQ+ tourism, homosexual tourism or gay friendly tourism is defined as a type of tourism aimed at the LGBTQ+ community, which is especially popular in Europe, Latin America and some North American countries.

Organizations have been created with the aim of promoting gay tourism. The main one is the International Gay and Lesbian Tourism Association.

This type of tourism has been expanding over the years, so much so that, during 2017, the World Tourism Organization (UNWTO) published its second report on LGBT tourism and it is through the IGLTA that for the first time LGBT tourism is defined as:

> Development and marketing of tourism products and services for lesbian, gay, bisexual and transgender people. Some of these products and services are designed and intended specifically for LGBT travelers, for example, honeymoons and marriage ceremonies for same-sex couples or accommodations or tours designed exclusively for gay men or lesbian women. In other cases, destinations or travel service providers such as airlines and hotel chains seek to ensure that the LGBT consumer, who visits their destination or purchases their product or service feels welcome and respected. (Sosa, 2019, as cited in UNWTO, 2017 p.14).

There are several important factors that influence the decision to visit a destination, such as: personality, expected expectations of the destination, tourist attractions, attractive offers, gender, sources of information about the destination, sexual orientation and type of experience you want to live during the trip, so to consolidate strategies that attract this tourist segment there should be no place for discrimination, exclusion and lack of training in the area of customer service.

LGBTQ+ Tourism in Puebla

The city of Puebla de Zaragoza is the capital and most populated city of the state of Puebla and the fourth most populated in the entire country. It is a city in the east-central area of Mexico, southeast of Mexico City. It is known for its culinary history, colonial architecture and handicrafts.

As Delgado (2002) notes:

> The high mobility has caused it to be recognized not only as an average city of enormous regional weight, but for many it constitutes an ideal place to access an offer of clandestine sexual encounters in a context that offers the possibility of going unnoticed; this, under the concepts in which the city is thought of in its superficial and anonymous relationships (p. 44).

In March 2016, Puebla obtained the certificate of "gay friendly" city granted by the Federal SECTUR, to make way in this way to the LGBTQ+ community, providing environments of safety and confidence when visiting it, knowing that the main characteristics that this appointment seeks in the destinations is a society respectful of sexual diversity. It is a mix of inclusive policies, legal protections, tourism and commercial offerings.

According to figures shared by the Association of Tour Operators (ATP) LGBTQ+ tourism in this city has had a growth of 30% since its certification as a destination for this sector, so more and more diverse service offers are appearing, giving different attractive options such as bars, restaurants, destinations, nightclubs, among others.

Carlos Rosas Flores president of the ATP commented that "the Angelópolis and the nine magical towns, are the most visited places by those who are part of this community", for his part, Hernandez (2018), indicated:

> According to data from their organization, travel agencies reported going from selling 10 packages to 13 per month purchased by people from this community, this increase has led entrepreneurs to create more attractive packages which include discounts and promotions in conjunction with hoteliers and restaurateurs, as it has been identified that LGBTQ+ people spend 40% more than average or traditional tourists. (Hernandez, 2018)

Tourism marketing

For Kotler *et al*. (2011) marketing is "the science and art of attracting, maintaining and growing the number of profitable customers" (p. 41).

Highlighting the importance that marketing is not only sales and advertising, but also involves a series of tasks to be developed and analyzed in order to make good decisions, it is important to apply it to tourism in order to improve.

The model of the four P's of marketing (product, price, place and promotion) is one of the strategies to be used to define how to solve or propose a product, establish a place of sale and how to promote it, are the steps to follow for the tourism sector, where not all products sold are tangible, because they are experiences, which must have marketing strategies to be positioned.

When talking about marketing, it is important to first identify the needs and desires of the market to which the proposal is being directed, analyze the demands required and not taken into account, and thus reach a phase in which companies must make decisions to satisfy these needs, in the specific case of tourism, these decisions will be crucial for its development and growth.

According to Kastenholz (2012, as cited in Zurita *et al*. 2019):

> Marketing presents a strategic approach that complements and allows generating competitive advantages in the development of a tourist destination; which facilitates the creation of an integrated and sustainable marketing for the tourist destination that is complemented by social marketing, since it contributes to a more equitable and sustainable planning and management of a tourist destination.

According to Vega (2015) tourism marketing "was born as an analysis tool considering that the first international collaborative efforts on this topic were made at the beginning of the last century, being the result of professionals from different countries, mainly European" (p. 3), thus making this marketing a transforming agent.

Social marketing is also linked to tourism, as it helps to understand what the final consumer needs, wants or is interested in, with the aim of improving his or her well-being and that of society.

Tourism is a sector that faces various social problems that cannot be ignored, such is the case of LGBTQ+ tourism, which needs to be addressed urgently, so that the treatment and customer service should be training topics in tourist destinations, as well as marketing should be oriented not only to obtaining economic benefits, but to the absolute satisfaction of the customer.

Marketing strategies

There are different ways of attracting customers to a product and service, and to do so, the most important thing must be deciphered: how to do it and what strategies to use. Thus, Boone & Kurtz (2014) argue that:

A marketing strategy is a firm-wide program to select a particular target market and satisfy the consumers in that market through a careful combination of the elements of the marketing mix, which are a subset of the overall marketing strategy, with the strategies the firm seeks to have its target identified, and thus direct all its efforts to satisfy its needs. (p. 4).

Methodology

The research design is quantitative, non-experimental, cross-sectional, with documentary and field technique, and descriptive and exploratory scope.

The data collection method used was the questionnaire, and the universe contemplated for the application of the instrument were people of the Mexican Republic belonging to the LGBTQ+ community. The sample obtained by non-probabilistic and convenience sampling consisted of 164 people who met the following characteristics: over 18 years of age and residing in the Mexican Republic. The questionnaire was sent through social networks from March 11 to April 2, 2021. The questionnaire used consisted of 18 items with 5-level responses on a Likert scale, as well as some others with multiple-choice answers and one with an open response.

Results

Of the 164 people surveyed, 64 of them were bisexual, 52 gay and 24 lesbian, these being the predominant sexual orientations in the questionnaire; 14 of them identify with queer sexual orientation, 6 pansexual and 2 transgender, most of these people are between 18 and 25 years old, which for this study means that most of them are young.

With respect to the preferences and tourist tastes experienced by the LGBTQ+ segment in the service provided by restaurants, tourist guides and tourist service providers in general in the City of Puebla, it was detected that more than half of the people surveyed are satisfied with the treatment provided by these, however, in the hotel service branch in the responses it was reflected that more than half are not completely satisfied so it is of utmost importance the implementation of tourism marketing strategies to improve the service in hotels.

Of the people surveyed, 150 did not know that the City of Puebla had the Gay Friendly designation, which makes clear the need to disseminate this designation to attract tourists from the LGBTQ+ community, taking as a reference events such as the gay pride march (in which 25% of those surveyed have participated), some of the events carried out by María José Flores Serrano, 'Majo', founder of the Association for the Protection of Sexual Plurality and Human Rights (APPS) as some of the most representative, as well as the parties in gay nightclubs and the event of Miss Puebla that could detonate tourism.

Similarly, it was defined that the expenditure for tourism in another city was divided into: 28% between $1500 and $2000 pesos, 19.5% between $3000 - $3500, 18.3% between $2000 - $2500, 17.1% between $1000 - $1500 and finally 17.1% of $3500 or more; which indicates that the attraction of this segment to the city of Puebla could represent economic benefits.

On the other hand, 80.2% of the people surveyed responded that they have not felt excluded, 72.8% have not felt offended and 59.3% have not been discriminated against as tourists in the city of Puebla; however, poor treatment by public service providers such as police and tourist information office personnel stands out. Likewise, it was detected that personnel of tourist establishments (cafeterias and restaurants) provide poor service to tourists in this community, while at the same time there have been social situations such as insults to their person, mistreatment by citizens and establishments, verbal aggression, threats, mistreatment in customer service and physical aggression such as hitting and pushing, Therefore, the people surveyed highlighted that in order to make Puebla a destination to which they would return, they would have to improve aspects such as security in the places they visit, they would also prefer to have more focused and exclusive places for them, including special themes, as well as better and more publicity about the establishments and events that already exist aimed at the LGBTQ+ segment.

Regarding the establishments visited by tourists of this market segment, restaurants occupy the first place with 95.1%, followed by shopping malls with 93.9%; where the reviews and opinions of other people are considered important to visit them. In terms of tourist attractions, the people surveyed prefer to visit natural attractions first, cultural attractions second, and spas third.

Finally, it was observed that the means they use for tourism in order of importance are: reservations on websites, applications for lodging rentals and travel agencies.

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Conclusions

The creation of tourism marketing strategies that guarantee safety for the LGBTQ+ community in the city of Puebla, can result in an increase of visits highlighting the importance of creating events specifically aimed at the community, where they are guaranteed protection, equality and respect from attendees and public servants.

With this inclusive perspective, the Attorney General's Office of Puebla is at the forefront in investigating crimes affecting the lesbian, gay, bisexual, transgender, transsexual, transvestite, intersexual and queer (LGBTQ) community.

In such a way that the influence of tourism marketing in this segment is an important factor for the detonation of tourism in the City of Puebla, so the following proposals are presented as:

–   Creation of cultural events aimed at the LGBTQ+ community.

–   Creation of dance, film and art festivals.

–   Leisure and recreational activities exclusively for that community.

–   Generate assertive advertising in social networks and media to publicize the city as a gay friendly destination.

–   Create a concrete proposal for gay pride month.

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Article

Impacts of the pandemic on students of the bachelor of tourism at UT de la Costa

Impactos de la pandemia en estudiantes de la licenciatura en turismo de la UT de la Costa

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Abstract

The SARS-CoV-2 situation led to confinement due to the pandemic, which has generated various effects in all areas of society such as health, economics, education, among others. This research is about the impacts generated by the confinement of students of the Bachelor of Tourism at the Universidad Tecnológica de la Costa. For this, a quantitative exploratory study was carried out on a sample of 87 students through an online survey. Among the most outstanding results, it could be observed that the greatest impact generated by the pandemic is mainly focused on the psychological and academic aspects, where 80% of the respondents answered that the pandemic has affected their studies, and the same percentage expressed problems for sleep and 89% had stress due to the number of tasks assigned to them. In reference to the symptoms of psychological disorders, it is stated that 64% have suffered from stress and anxiety, 33% have depressive symptoms, 14% have eating problems, and 2.3% manifest the use of harmful substances and it is striking that a 17% have come to think of hurting themselves, being a really high percentage. Another really relevant data is that 67% of the students have stated that they have not respected the confinement, which also represents a high percentage of the needs to socialize and the lack of adaptation to the new normal.

SARS-CoV-2, Psychological and emotional impacts, Tourism business students

Resumen

La situación del SARS-CoV-2 derivó en el confinamiento por la pandemia, lo cual ha generado diversas afectaciones en todos los ámbitos de la sociedad tales como en la salud, en lo económico, lo educativo, entre otros. Esta investigación versa sobre los impactos generados por el confinamiento a los estudiantes de la carrera de Negocios Turísticos de la Universidad Tecnológica de la Costa. Para ello se llevó a cabo un estudio cuantitativo de carácter exploratorio a una muestra de 87 estudiantes a través de una encuesta en línea. Dentro de los resultados más destacados se pudo observar que el mayor impacto generado por la pandemia, se centra principalmente en los aspectos psicológicos y académicos, donde el 80% de los encuestados contestó que la pandemia ha afectado sus estudios asimismo un mismo porcentaje manifestó problemas para dormir y el 89% tuvo estrés por el número de tareas que se les ha asignado. En referencia a los síntomas de trastornos psicológicos se manifiesta que el 64% ha sufrido de estrés y ansiedad, el 33% tiene síntomas depresivos, el 14% problemas alimenticios, y el 2.3% manifiesta el uso de sustancias nocivas y llama la atención que un 17% ha llegado a pensar en hacerse daño, siendo un porcentaje realmente alto. Otro dato realmente relevante es que han manifestado los estudiantes en un 67% que no han respetado el confinamiento, lo cual también representa un porcentaje alto sobre las necesidades de socializar y la falta de adaptación para la nueva normalidad.

SARS-CoV-2, Impactos psicológicos y emocionales, Estudiantes de negocios turísticos

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Introduction

The World Health Organization through its director declared COVID-19 a pandemic on March 11, 2020, thus declaring a state of alarm for the management of the health crisis situation, whose objective was to protect health of citizenship, contain the progression of the disease and strengthen the public health system (Adhanom Ghebreyesus, 2020).

On March 24, 2020, phase 2 of the beginning of voluntary confinement was declared, which consisted in the community dispersal of the virus where person-to-person contagion occurs in the communities (Secretary of Health, 2020). Faced with the increase in infections and spread of the virus, the Ministry of Health continued with the reinforcement of basic hygiene measures and social distancing, preventive measures were intensified, consisting of: the suspension of classes at all educational levels, events and meetings with more than 50 participants, as well as all those actions that involve the displacement of people, including work, religious, entertainment and recreational activities, among others.

The health secretariat declared phase 3, on April 21, already considered as the stage of epidemic contagion, where the prevention, control and care measures of the pandemic were strengthened, implementing (in addition to the measures that had been established in the phase 2), the suspension of non-essential activities and the use of sanitary filters at the entrance of the buildings.

Currently, UNESCO (2020) estimates that 1,725 million students around the world have been affected by their learning process due to health measures, a figure that corresponds to about 90% of young people and children on the planet . Regarding this, the OECD, (2020) warns us of the risks involved in the suspension of face-to-face classes, social distancing and confinement in the child population, especially in children from vulnerable families. These measures have a negative impact on various dimensions of life, such as diet, family life, physical and mental health, and cognitive and social-emotional development.

In the educational field, De la Fuente Arias & Lozano Díaz, (2010)) converge, in that the virtual space became the new educational environment where the student body must put into operation all their cognitive, affective and motivational strategies to self-regulate their learning in the most successful way possible.

Brooks et al., (2020) determined that the conditions that accompany a pandemic include different sources of stress for people such as changing eating habits, irregular sleep, sedentary lifestyle and the increase in the use of technology, which it generates physical problems and psychological impacts that cause a certain fear of being infected by the virus, frustration, boredom and in addition to these feelings, the lack of worth due to not being able to cover basic needs and not having clear information.

And finally Wang et al., (2020) point out that the factors that have most affected the physical and psychological well-being of people during confinement are the loss of habits, routines and psychosocial stress, this according to the first study that analyzes the psychological impact of the COVID-19 quarantine in China.

Therefore, in the present investigation, valuable and scientific information could be obtained on the emotional and behavioral alterations of the students of the tourism career, as well as their family context and the experiences during confinement, which will undoubtedly allow the be able to contribute to the development of improvement actions aimed mainly at students with greater vulnerability and affected by the pandemic.

Theoretical framework

Background of the psychological effects generated by confinement as a result of COVID-19 worldwide

According to the study by (Sprang & Silman, 2013), the population that has lived through quarantine during pandemic diseases is more likely to present acute stress disorder and adjustment and pain (30% with criteria of post-traumatic stress disorder).

To this day, since the pandemic began, there is little scientific information on the effects or psychological impacts caused by the confinement caused by COVID-19, the little evidence found is from studies carried out mainly in some cities in China.

Wang et al., (2020) were the first to apply a survey to 1,210 people in which 53% valued the psychological impact of the situation as moderate-severe, 16% referred moderate or severe depressive symptoms, 28% moderate or severe anxiety symptoms and 8% moderate or severe stress levels. For the majority, the main concern (75%) was that their relatives would be infected with coronavirus.

A second study by Liu et al., (2020) a month after the COVID-19 outbreak was declared to residents of Wuhan and nearby cities, showed a prevalence of PTSD symptoms of 7%.

According to Cai et al., (2020), they conducted a third study with the same group and with a larger sample of 2,091 people, belonging to mainland China, and found a prevalence of acute post-traumatic stress symptoms one month after the outbreak. COVID-19 4.6%.

In another study in China according to (Pate et al., 2017), the emotional impact of quarantine on children and adolescents in Italy and Spain was examined, where 1,143 parents of children and adolescents between 3 and 18 years old participated, it was observed that 85.7% of parents perceived in their children symptoms such as difficulty concentrating in 76.6%, boredom with 52%, irritability with 39%, restlessness with 38.8%, among others, while Spanish parents manifested more symptoms than Italian parents. According to Orgilés et al., (2020) the study suggests detecting children and adolescents with emotional and behavioral problems early in order to improve their psychological well-being.

For their part, in Spain, Oliver et al. (2020) evaluated four areas related to the pandemic to the general population taking into account: social contact behavior, financial impact, employment situation and health status. In that evaluation, they found that more than 18% of those surveyed reported having had close contact with someone infected with the coronavirus.

With regard to the degree of affectation, women were generally more vulnerable. 15% of small business workers said they were bankrupt and more than 19% had lost a significant portion of their savings, some to the point of not being able to pay their mortgage or buy food. The number of teleworking was lower than in other countries. 19% of those who tested positive (not being healthcare workers) had had close contact with a client who had coronavirus.

Ozamiz-Etxebarria et al., (2020) developed an investigation in order to determine the levels of stress, anxiety and depression in the first phase of the Covid-19 outbreak with a population made up of 976 citizens of northern Spain; These researchers detected that the youngest groups of the study population (18-25 years) presented higher averages in stress, anxiety and depression compared to the groups of 26-60 years and older than 60. They also pointed out that there was a greater psychological impact on those people who manifested symptoms of chronic diseases.

Huarcaya-Victoria, (2020) revealed that during the confinement by COVID-19, in the initial phase of the pandemic, the presence of anxiety, depression and reaction to stress in individuals, families and society was frequent.

According to the research carried out at the Public University of Peru by Apaza P. et al., (2020), psychosocial factors such as stress, depression and anxiety were identified during confinement by COVID-19. Within the findings found according to the information obtained from the sample of 296 students between April and May of this year, it was possible to know that the presence of stress, depression and anxiety in university students in a confinement situation derived from the pandemic situation due to the presence of COVID-19, with a higher incidence in women than in men; and, where fatigue and insomnia were the most significant symptoms in students with a prevalence of stress, depression and anxiety.

Where stress was present in 37.8% of the students, the most significant physical, psychological and behavioral symptoms and reactions were: tiredness or fatigue most of the time, even after sleeping (10.8%); feel that their own resources are insufficient to face difficult situations (10.5%); sleep disorders such as nightmares or insomnia (9.5%); lack of motivation to undertake academic or work tasks (9.8%); headache or headache (7.4%); feeling of lack of energy when performing daily tasks (7.1%); excessive sensitivity to everyday events (7.1%); and focused on negative aspects of the future or the past (7.1%) during the last 30 days in a situation of confinement due to COVID-19.

Depression, of the total number of students, 45.9% was located in the condition of mild depression. Of these, 30.1% are women and 15.9% are men. 48% in moderate depression, of these 31.4% women and 16.6% men. Meanwhile, 4.1% in severe depression, the largest amount of data being distributed between mild and moderate depression; and, with a higher incidence of mild to severe depression in women than in men. The most significant somatic and cognitive symptoms associated with depression were: feeling of hope for the future (43.2%), insomnia (23.3%), (18.9%) reported eating the same as before mandatory confinement, one (15.9%) said they felt that they still enjoyed the things they used to do before, and one (15.5%) said that they felt more irritated than normal. In addition, (55.1%) reported that they have never or very rarely noticed weight loss and (31.1%) that they have never or very few times had a clear mind. Among the psychomotor symptoms, it was easy for them to do everything they used to do before (11.8%) and restlessness (9.1%).

And with regard to anxiety, 65.2% reported having moderate anxiety. Of these, 40.9% are women and 24.3% are men. 26.4% were found in the condition of anxiety with severe intensity, of these 18.2% are women and 8.1% are men. 8.1% reported total anxiety, of which 7.1% were women and 1% were men. From the data analyzed, it is revealed that women tend to present greater intensity of anxiety in a confinement situation than men. The most significant signs and symptoms related to the prevalence of psychic anxiety were insomnia (15.9%), fatigue (10.5%), depressed mood (10.1%) and feeling anxious with worries or fear that the worst happens (8.8%).

For the prevalence of somatic anxiety, they were the presence of somatic sensory symptoms such as ringing in the ears, blurred vision (9.5%), somatic muscle symptoms such as muscle aches, cramps (6.8%) and symptoms of the autonomic nervous system such as dry mouth. , headache, hairy erectism (goose bumps) in (6.8%).

In Mexico, González Jaimes et al., (2020), carried out an investigation to evaluate the levels of anxiety, depression, stress and the perception of the state of health of Mexican university students during 7 weeks of confinement due to the Covid-19 pandemic a 644 students. Among the results that were obtained, it could be determined that symptoms (moderate to severe) of stress were found in 31.92%, psychosomatic with 5.9%, sleep problems with 36.3%, social dysfunction in daily activity of 9.5% and depressed with 4.9%, especially in the group of women and in the youngest students (18-25 years). In this last group, anxiety was also detected in 40.3% of the university population with higher levels in men.

Psychological and emotional factors in university students

The World Health Organization identifies one of the main psychological factors and defines it as the set of physiological reactions that prepares the body for action. For Sweeney, (2013) it is a non-specific reaction of the organism to any change generated in it, due to positive or negative events.

Therefore it follows that stress and emotional disorders affect people at different stages of life. In the particular case of young students, Bedoya-Lau et al., (2014) affirm that stress is considered an important problem worldwide, which can be reflected in psychological, physical and behavioral reactions.

Domínguez et al, cited by Rivas Acuña et al., (2014) classify environmental, family, and work and interpersonal aspects as sources of stress; These sources, which, in the event of a pandemic, can be combined showing multi-causal explanations in an individual or confined family.

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According to Rivas Acuña et al. (2014), students have stressful reactions very frequently, these reactions are drowsiness, restlessness and increase or decrease in food consumption. Beery & Kaufer, (2015) point out that every day we interact with stress, and our social behavior changes, emphasizing that the virus has affected on a psychological level, those who struggle to survive, those who stay at home during quarantine, the economically disadvantaged, and those who have lost their jobs; Under these circumstances, the presence of stressors for families is evident.

Mukhtar, (2020) points out that the psychological factor of anxiety comes from the perception of uncontrollable events, before which it is suggested to carry out controllable activities such as taking care of hygiene, eating healthy, exercising, dancing, reading books, among others. In the case of social isolation, Takur and Jain (2020) state that it induces a lot of anxiety in many citizens of different countries, highlighting the authors that the most vulnerable are those with mental health problems (depression), and older adults who live in solitude and isolation; alluding to having extreme suicidal thoughts.

To the above, depression is added, which is defined by the authors Li et al., (2015) as a mental and emotional disorder that, according to Ellis et al., (2017) arises from an interaction of biological factors, psychological and social; and it constitutes a risk factor in people over 65 years of age, who assume loneliness as a permanent psychosocial risk factor in them.

The psychosocial factors according to Saldaña Orozco et al., (2019), are present from the individuality of the human being, being vulnerable in the family, work and social spheres. Exceeding the capacities of people producing exhaustion, depression or work stress, represents important psychosocial risks that affect health. Therefore, Tsutsumi (2004) states that it is essential to propose methods to assess, prevent and control work-related stress and its effects on health. Therefore, and according to Pizarro Ruz et al., (2019), health and work are fundamental human rights, so the loss of one of them in the exercise of the other is unacceptable.

Methodology

The methodology implemented in this research was of a quantitative and exploratory approach. The sample was determined according to the total population of students of business careers in tourism considering a confidence level of 95% and a margin of error of 5%, so the survey was applied to 87 students of different degrees through the Google drive online application within 1 week.

The survey was made up of 4 different items in addition to the identification and control section, seeking to identify their academic impairments, personal changes, change in habits and behaviors, and the relationship with the pandemic, conformed as follows:

Sociodemographic data (5 items)	Age, sex, marital status, educational level and monthly income.
Academic Activity (8 items)	Impact of confinement on school performance, adaptation conditions in virtual education and personal conciliation with academic routines. A scale of Totally agree, Agree, Indifferent, Disagree and Totally disagree was used.
Perception of personal changes (27 items)	List of psychological affectations expressed by symptoms according to positive or negative changes in the following aspects: concentration, uncertainty, anxiety, worry, mood, guilt, autolytic ideation, fears, feeling of loneliness, irritability, mood changes, problems of sleep and somatic symptoms. A scale of Totally agree, Agree, Indifferent, Disagree and Totally disagree was used.
Habits and behavior changes (10 items)	Habits and behavior changes regarding the consumption of tobacco, cannabis, alcohol, drugs, high calorie foods, television, social networks, video games and physical activity. A scale of Increased a lot, Increased a little was used; Indifferent; It decreased a little; It decreased a lot.

Situation in relation to the pandemic (34 items)	This variable sought information on the student's relationship with COVID-19, specifically whether he belonged to risk groups, coexistence with people at risk, with people exposed to the coronavirus, as well as the presence of symptoms or a positive diagnosis of the virus either in the student, in people with whom he lives and in close friends. Dichotomous answers of YES or No. Regarding the fear of one's own contagion, of infecting others, of one's own death or of relatives, of job loss and financial difficulties. A scale of High Fear, Medium Fear, and Low Fear was used. Regarding the level of information regarding forms of transmission, symptoms, mortality and forms of prevention of COVID-19, dichotomous responses of YES or No. were used. Aspects of confinement compliance, possible derived conflicts, the need and request for psychological help during confinement were also taken into account.

Table 1 Study variables
Source: Own elaboration, (2021)

Results

This research was carried out seeking to weave a follow-up line and to be able to determine if the experiences that are now marking this generation of students of business careers in tourism could influence their entrepreneurial and business development. In relation to the perception that the pandemic has affected their studies, 80% of the students consider that it has affected them, however, 80% of the students have been able to continue their studies without problem and, in contrast, 11% indicate that they have simple to severe problems to continue studying, there is even 21% of students who indicate that they have been able to improve their study and this derived that this modality helps them in concentration, a variable with which it has a significant correlation of 0.737, and within 80% of the problems generated by the new academic model show sleep problems and 89% show stress due to the number of tasks assigned to them, and these two variables also show a direct significant correlation.

Regarding personal changes, it is reflected that 82% have perceived significant changes of a personal nature, among the most significant 88% of those surveyed express problems concentrating, 82% indicate that they are afraid of losing their loved ones , 71% also manifest depressive, pessimistic or hopeless feelings, in terms of their regular mood, 78% indicate that they normally feel angry and upset, and 77% have had constant mood swings, it is striking that a 17% have come to think of hurting themselves, being a really high percentage.

Approximately 60% of the students manifest in different items that they feel lonely, guilty and depressed, finding a significant correlation of these feelings in the statistical study.

In the change of habits that they have manifested in general, they indicate that they have remained the same in the consumption of alcohol, cannabis, and tobacco, however, there is an important growth in the consumption of high-calorie foods, the use of social networks, and exercise is relevant as they also show a significant decrease in the use of television.

With regard to their relationship with the pandemic, until the time of the application of this survey in October 2021, students have not really experienced direct contact with the SAR-COV-2 virus either on their person, or with their relatives since less than 10% have known someone with the virus.

In reference to the symptoms of psychological disorders, it is stated that 64% have suffered from stress and anxiety, 33% have depressive symptoms, 14% have eating problems, and 2.3% manifest the use of harmful substances.

A relevant point is that 67% of the students have stated that they have not generally respected the confinement, when going out for both permitted and prohibited activities. And only 21% have respected the confinement.

In the sense of the effects shown in all citizens, it is worth mentioning that the students of the Bachelor of Tourism, in addition to being a young sector that is relatively safe from the effects of the SARS-COV-2 virus, has manifested specific problems due to the pandemic control policies, specifically those related to social isolation, after 7 months of isolation, the results are manifested and consistent with those found by authors such as Apaza P. et al., (2020); González Jaimes et al., (2020); and Wang et al., (2020), since as you can see the problems of anxiety, stress, loneliness, depression have manifested in the people studied.

What could also be observed is that this specific sector has not strictly complied with the official confinement, and they have had more social interaction than expected by the authorities, and perhaps because of this the levels of psychological disorders are not as high as those manifested by other authors.

Other important affectations are manifested in their academic development, knowing that they are affected and with little growth in their development.

The very relevant and perhaps it would be necessary to study in depth to cross it with data from the teachers goes in relation to the effectiveness of distance learning models, since students manifest constant stress due to the quantity and programming of tasks on the platforms.

The most relevant fears they have expressed are in relation to the loss of family and loved ones, even higher than their own illness.

An explanation for this feeling and the lack of compliance in the confinement is manifested in the fact of not having experienced the diseases generated by the SARS-COV-2 virus.

An additional point to continue studying to know, is the decrease in the use of television and substitution by social networks, a phenomenon that had already been seen but that perhaps this pandemic has accelerated.

Conclusions

The COVID-19 pandemic has generated compulsory isolation, which has undoubtedly had an impact on students, mainly because it is inherently related to the presence of psychological and emotional factors such as anxiety, stress, loss of sleep and depression.

Undoubtedly, these results will help us to develop prevention and treatment programs for these disorders, in addition to having a comparative parameter to continue studying other sectors of society, finally to monitor the business development of these tourism business students and learn about if the effects influence other aspects of direct impact on the economy.

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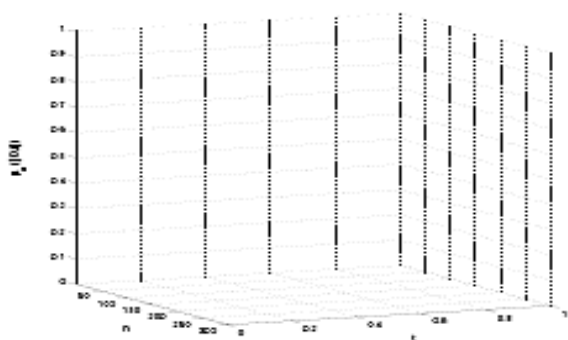
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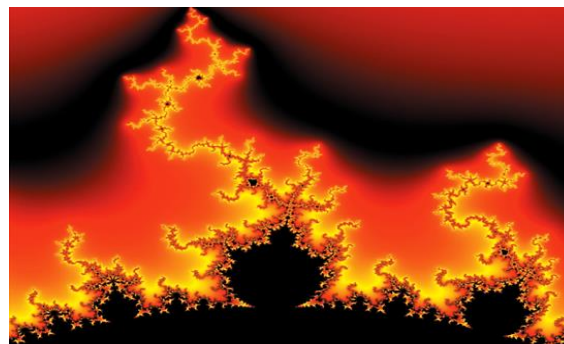
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