

Compendium of touristic indicators of priority tourist destinations and magic towns

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ECORFAN®

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First edition

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Foreword

In the present work, the analysis of indicators in eight touristic components is presented and a more named Environment resulting from the investigation derived from Project 242853 is presented. This research has as object of study the Priority Tourist Destinations (PTD) and Magic Towns (MT), Which aims to be of assistance to the DGGD in the Secretariat of Tourism (Sectur), allowing it to observe the degree of tourism development, sustainability and competitiveness of the destination, through these indicators. Throughout this compendium, the analysis is explained in three stages, which is derived in a matrix classification, which can also be represented as a hierarchical tree. The results obtained from the investigation of the large compendium of information, where the extraction, the indicators, cleaning, selection and classification of the indicators are shown, which allows analyzing all the slopes of a tourist destination. In Mexico there are attractive tourist destinations for the national and international tourist. Among these destinations are Sun and Beach, Ecotourism and Adventure and Nature. In addition to having localities throughout the territory that have characteristics to be competitive and sustainable, that is, to be productive, generators of jobs, attending to the needs of tourists and those who live in those places, but preserving their traditions, natural resources , Cultural, among others.

To achieve sustainable, economic and social development, through destinations and localities with tourism potential, the Ministry of Tourism presents the Tourism Sector Program (TSP 2013-2018) of Mexico; Which aims to encourage tourism potential in Mexico, through four axes of the National Tourism Policy 2013-2018 (NTP); Sectoral ordering and transformation, innovation and competitiveness, promotion of investment and promotion, and sustainability and social benefit. In addition to the TSP, objectives, strategies and lines of action are required, through the National Development Plan (NDP 2013-2018); Which, as one of its objectives, proposes the creation of the Competitiveness Agendas of Mexico (CA), and as it is announced by the NTP, to give a diagnosis of the tourist destinations where there is a greater national and international tourist activity, with the purpose of being able to implement actions to strengthen it. The Ministry of Tourism (Sectur), the State and Local Government and 33 Higher Education Institutions.

One of the important points to be strengthened in the destinations is competitiveness at both the national and international levels, which according to the World Economic Forum (WEF) (Schwab, 2016) is defined as "the set of institutions, policies and Factors that determine the level of productivity ". Mexico ranks 51st in the Global Competitiveness Index (2016-2017) compared to 2015-2016 where it was in position 57. The Ministry of Tourism created the Mexican Magic Towns Program in 2001, which contains A Guide to Incorporation and Permanence of 2015 that defines a Magical Town as "a locality that through time and before modernity, has preserved, valued and defended its historical, cultural and natural heritage; And manifests it in various expressions through its tangible and intangible heritage. A Magical Town is a locality that has unique attributes, symbolic, authentic stories, transcendent facts, everyday life, which means a great opportunity for tourism use, attending to the motivations and needs of travelers "(Turismo, 2015).

The Ministry of Tourism proposes the Integral Model for the Management of Tourist Destinations, which is supported by the National Development Plan (NDP 2031-2018), the Tourism Sectorial Program (TSP 2013-2018) and the Internal Regulations of the Secretariat Tourism, whose functional structure is formed by the four axes of the National Tourist Policy, the eight components of the Tourism System (Tourism, Demand, Security, Marketing, Accessibility, Professionalisation and Certification, Receiving Community and Regulatory Framework), indicators of Potential and Performance (Environmental, Economic and Socio-Cultural) and the Competitiveness Agendas.

In this paper, the development carried out to concentrate the indicators related to nine tourism components.

Collection, extraction and cleaning of various sources of information

When approaching the tourist system must take into account what Bertalanffy exposes on the General Theory of Systems, from where you can investigate principles that apply to systems, whether physical, sociological or otherwise. Therefore, in these systems there will be models, principles and laws. Their properties will allow to find structural similarities or isomorphisms. The General Theory of Systems is not the application of mathematical expressions, it does not end in meaningless analogies, it does not lack explanatory value. The author defines a system as a complex of interacting elements. (Von, 1969).

Neil Leiper points out that, from the General Systems Theory approach, a tourism system is "an open system of five elements, interacting in a broad environment. The elements are made up of a dynamic, tourist; three geographic regions, the generating region, the transit route and the region of destination; and an economic one, the tourist industry. "(Leiper, 2004). For a destination to be competitive and sustainable, it requires greater tourism development, which is related to the strengths of the elements of the tourism system; which have been defined by several authors as (Leiper, 2004), (Weaver, 2014).

Destination needs support, through federal or state resources to improve the weaknesses that allow it to grow to achieve benefits, both for the local community and national and international tourists.

The present work, focuses on the analysis of the tourist system of Priority Tourist Destinations and Magic Towns from its tourist components; First, making use of the components that manage the methodology of the Competitive Agendas of the Tourist Destinations (TD); And then, with the redefinition of tourism components of the Secretariat of Tourism, annexing a component called the Environment to meet the principles of sustainable tourism (Edwards, 2010), and take into account the environmental impact for the destination (OWNTO). This component arises as proposed by the group of researchers of Sectorial Project 242853.

The type of descriptive research was used (Tamayo and Tamayo, 2003), which allowed starting from a data sample obtained from four Priority Tourist Destinations; As it was observed that they had a greater number of indicators.

The relevant and important data were categorized, which in this case study are the indicators of Priority Tourist Destinations and Magic Towns.

This classification started from the general to the particular using the deductive method, to arrive at the tourist indicators.

The classification consists of the tourism component, the subcomponent, the factor, subfactor (Rodríguez Moguel, 2005) and indicator. The indicators of the tourism system are represented in a hierarchical structure; which can be represented in a matrix of indicators.

To obtain indicators of Priority Tourist Destinations; as well as the Magic Towns, various analyzes were carried out with the collection of different sources of information; which are described below:

Development

The study of the indicators of the tourism sector in Mexico is based on the alignment of the four axes of the National Tourism Policy (NTP) with the functions of the Secretary of Tourism through the Sectur organization chart below, the NDP and the TSP, the which are shown in tables 1 to 8

Head of the Secretariat

- 1.0.1 International Affairs and Cooperation Unit
- 1.0.2 Director General for Legal Affairs
- 1.0.3 General Director of Social Communication
- 1.0.4 Internal control corps

1.1 Undersecretariat of Innovation and Tourism Development

- 1.1.1 General Director of Tourism Product Innovation
- 1.1.2 General Management of Destination Management
- 1.1.3 General Directorate for Regional Development and Tourism Promotion
- 1.1.4 General Directorate for the Promotion of Financing and Tourism Investment

1.2 Under Secretary for Planning and Tourism Policy

- 1.2.1 General Planning Office
- 1.2.2 General Directorate for Sectoral Information Integration
- 1.2.3 General Directorate of Sustainable Tourism Management
- 1.2.4 Directorate-General for Monitoring and Evaluation

1.3 Subsecretariat of Quality and Regulation

- 1.3.1 General Direction of Normalization and Tourist Regulatory Quality
- 1.3.2 General Directorate of Tourist Certification
- 1.3.3 Directorate-General for Verification and Sanction

1.4 Administrative Office

- 1.4.1 Directorate-General for Programming and Budget
- 1.4.2 Directorate General of Administration
- 1.4.3 General Directorate of Information and Communication Technologies

1.5 Sectoral and Regional Coordination Unit

- 1.5.1 Northeast Regional Delegation
- 1.5.2 Northwest Regional Delegation
- 1.5.3 Regional Delegation Center
- 1.5.4 Regional Delegation South East
- 1.5.5 Southwest Regional Delegation

1.6 Decentralized administrative bodies

- 1.6.1 Ángeles Verdes Tourist Services Corporation
- 1.6.2 Institute of Tourism Competitiveness

Two nomenclatures were handled as support for the alignment, these are:

- Nomenclature 1: (Holder of the Secretary / Tourism Sectorial Program - Objective # Strategy # Line of Action #), where # represents a number.
- Nomenclature 2: (Head of the Secretariat / National Development Plan - Objective.E.4.11. # Line of Action #), where # represents a number.

Next, the alignment of the axes of the NTP with the Sector, the NDP, the TSP and eight tourist components is presented. The ninth environmental component is not included here.

Axes of the National Tourist Policy				
	1. Ordering and transformation (boosting the ordering and transformation of the tourism sector)	2. Innovation and competitiveness (boost supply innovation and increase the competitiveness of the tourism sector)	3. Promotion and promotion (to promote the greater flow of investment and financing in the tourism sector and the effective promotion of tourist destinations)	4. Sustainability and social benefit (boosting sustainability and income generated by tourism are sources of social welfare)
T o u r i s t O f f e r	(1.4.1 / TSP -O1.E2.LA2) Promote inter-institutional programmatic and budgetary coordination, ensuring the alignment of all tourism actions, dispersed in different entities and agencies	(1.1.3, 1.1.2, 1.2.3 / NDP-O.E.4.11.2.LA2) Strengthen infrastructure and quality of tourism services and products	(1.1.4 / NDP-O.E.4.11.3.LA1) Promote and promote financing schemes for the sector with Development Banking	(1.1.2 - 1.1.3 / NDP-O.E.4.11.4.LA2) Promote the care and preservation of the country's cultural, historical and natural heritage
	(1.4.1 / NDP-O.E.4.11.1.LA4) Promote the budgetary and programmatic transversality of government actions, coordinating them towards the objectives of the National Tourist Policy	(1.1.3 - 1.1.2 - 1.2.3 / TSP-O2.E2.LA5) Create and improve the infrastructure and equipment conditions in destinations and sites of tourist interest	(1.1.4 / TSP-O3.E1.LA2) Promote with commercial Banking instruments and specialized financial products and according to the capacity and needs of tourist units	(1.5 - 1.1.3 / TSP-O5.E4.LA3) Favor the supply chain for tourism service providers to use regional services and products
	(1.1.4 / TSP-O1.E2.LA3) Promote the creation of cross-cutting budget instruments to make public spending more efficient and rational	(1.1.1 - 1.1.3 / NDP-O.E.4.11.2.LA3) Diversifying and innovating the supply of products and consolidating destinations	(1.1.4 / TSP-O3.E1.LA3) Encouraging the establishment of guarantee funds	(1.1 - 1.5 / TSP-O5.E5.LA2) Promote the creation of incentives and support for Mexicans to visit, know and value tourist destinations near their place of residence
	(1.0.1 / TSP-O1.E1.LA4) Stimulate international cooperation and promote the conclusion of international bilateral, multilateral and regional instruments that contribute to sustainable tourism development	(1.1.1 - 1.1.3 / TSP-O2.E2.LA7) Diversify supply, focusing on regional exclusive products such as natural resources, niche tourism experiences such as sports, culture, gastronomy, ecological	(1.1.4 / TSP-O3.E1.LA5) Facilitate the granting of credits through the qualification of sustainable tourism projects	(1.1.1 - 1.1.2 / TSP-O5.E5.LA3) Promote the expansion of coverage of vacation programs to the different segments of the demand
		(1.1.1 / TSP-O2.E2.LA3) Define products to be detonated at destination, region and country level	(1.1.4 / TSP-O3.E3.LA4) Disseminate the supply of financial instruments according to the needs of the sector	
		(1.1.1 / TSP-O2.E2.LA4) Plan the consensual development of product lines and regional consolidation of sustainable destinations	(1.1.4 / TSP-O3.E3.LA5) Promoting the responsible use of financial products and services in tourism projects	
		(1.1.4 / TSP-O2.E2.LA8) Encourage the development of entrepreneurial, creative and innovative initiatives to promote the diversification of tourism products	(1.1 / TSP-O3.E2.LA1) Promote and induce investment in top tourist destinations	
			(1.1.4 / TSP-O3.E5.LA1) Establish a platform to promote tourism investment opportunities	
			(1.1.4 / TSP-O3.E5.LA3) Promote investment in strategic markets	
			(1.1 / TSP-O3.E2.LA2) Manage stimulus to investment in tourism projects that detonate regional and local development	
		(1.1 / TSP-O3.E5.LA2) Promote bilateral and multilateral cooperation to facilitate investment in the sector		
		(1.1.1 / NDP-O.E.4.11.3.LA6) Detonate the growth of the domestic market through the development of new tourism products, to consolidate it as the main national market		
		(1.1 / TSP-O3.E1.LA1) Propose financing schemes with Development Banking aimed at productive tourism chains and local governments		

Table 1 NDP and TSP alignment with the Tourist Offer component. (Source: Elaboration of the DGGD of the Sector in collaboration with Project 242853)

Axes of the National Tourist Policy				
D e m a n d T o u r i s t	1. Ordering and transformation (boosting the ordering and transformation of the tourism sector)	2. Innovation and competitiveness (boosting supply innovation and boosting the competitiveness of the tourism sector)	3. Promotion and promotion (to promote a greater flow of investment and financing in the tourism sector and the efficient promotion of tourist destinations)	4. Sustainability and social benefit (promoting sustainability and that the revenues generated by tourism are sources of social welfare)
		(1.1.3 - 1.1.4 / TSP-O2.E2.LA6) Promote greater connectivity with the markets that emit potential visitors to facilitate their arrival to our tourist destinations 1.1 Foster new participation tools for internal tourism		

Table 2 NDP and TSP alignment with the Tourist Demand component (Source: Elaboration of the DGGD of the Sector in collaboration with Project 242853)

Axes of the National Tourist Policy				
C o m m u n i t y R e g u l a t o r	1. Ordering and transformation (boosting the ordering and transformation of the tourism sector)	2. Innovation and competitiveness (boost supply innovation and increase the competitiveness of the tourism sector)	3. Promotion and promotion (to promote a greater flow of investment and financing in the tourism sector and the efficient promotion of tourist destinations)	4. Sustainability and social benefit (promoting sustainability and that the revenues generated by tourism are sources of social welfare)
			(1.1.3 - 1.1.4 / TSP-O3.E1.LA6) Design specific credit products to promote the economic participation and empowerment of women, particularly in rural tourist areas	(1.1.3 / NDP-O.E.4.11.4.LA3) Convert tourism into source of social welfare
			(1.1.4 / TSP-O3.E4.LA2) To promote the financing of projects that value the capital of the territorial reserves	(1.1 - 1.2 / TSP-O5.E3.LA4) Promote the value of the cultural tourism offer of the original peoples, protecting and respecting their identity and traditions
			(1.1.4 / NDP-O.E.4.11.3.LA2) Encourage tourism investments of micro, small and medium-sized enterprises	(1.1.1 - 1.1.4 / TSP-O5.E4.LA8) Formulate and promote programs that strengthen entrepreneurial initiatives, tourist cooperatives and services run by indigenous communities
			(1.1 / TSP-O3.E2.LA5) Establish alliances with entrepreneurs to support entrepreneurs and MSMEs in the development of new turistics products	(1.1.3 - 1.5 / TSP-O5.E4.LA2) Strengthen the number and quality of local jobs supported by tourism
		(1.1 / TSP-O3.E1.LA4) Link the supply of financing to the needs of the sector		

Table 3 NDP and TSP alignment with the Regulatory Framework component (Source: Elaboration of the DGGD of the Sector in collaboration with Project 242853)

Axes of the National Tourist Policy				
R e g u l a t o r y F r a m e w o r k	1. Ordering and transformation (boosting the ordering and transformation of the tourism sector)	2. Innovation and competitiveness (boost supply innovation and increase the competitiveness of the tourism sector)	3. Promotion and promotion (to promote a greater flow of investment and financing in the tourism sector and the efficient promotion of tourist destinations)	4. Sustainability and social benefit (promoting sustainability and that the revenues generated by tourism are sources of social welfare)
	(1 - 1.2 - 1.4 / NDP-O.E.4.11.1.LA1) Update the normative and institutional framework of the tourism sector	(1.6.2 / NDP-O.E.4.11.2.LA6) Develop competitiveness agendas for destinations.	(1 - 1.1.4 - 1.5 / NDP-O.E.4.11.3.LA3) Promote in all governmental units of the three orders of government the simplification and streamlining of procedures for investment	(1.2.3 / NDP-O.E.4.11.4.LA5) Promote territorial planning, as well as comprehensive security and civil protection
	(1 - 1.2 / NDP-O.E.4.11.1.LA3) Align the tourist policy of the federative entities to the National Tourist Policy	(1.3 - 1.6.2 / TSP-O2.E1.LA7) Implement the Turistics Destination Evaluation System (SEDET).	(1 / NDP-O.E.4.11.3.LA4) Elaborate a plan for the conservation, consolidation and rethinking of the Integrally Planned Centers (CIP), as well as the strengthening of territorial reserves with turistic potential in the hands of the State	(1.2.3 / TSP-O5.E1.LA1) To formulate, fascicle and promote the implementation of the General Turistic Order of the Territory and consolidate a tourism policy consistent with national policy
	(1 - 1.2 / TSP-O1.E1.LA1) Promote a legislative and regulatory agenda that places tourism as a lever for national development	(1.1 - 1.2 - 1.5 / TSP-O2.E2.LA2) Promote an integral and regional tourism development model, with accessibility, identity, quality, safety and sustainability	(1 - 1.1.4 / TSP-O3.E2.LA3) Promote simplification and streamlining of procedures in the three orders of government that encourage investment	(1.2.3 - 1.5 / TSP-O5.E1.LA2) Promote the coordination and implementation of regional and local turistic planning processes
	(1 - 1.2 / TSP-O1.E1.LA2) Promote the updating and modification of the legal framework of the sector to grant sufficient powers and powers and implement tourism policy	(1 - 1.2 / TSP-O2.E2.LA9) To promote a policy in the three orders of government that allows to facilitate the transit of tourists	(1.1 / TSP-O3.E4.LA3) Design and implement innovative development and marketing policies to add value and increase investment in CIPs	(1.3 / TSP-O5.E1.LA3) Formulate the technical bases for declarations, regulation, administration and monitoring of Sustainable Turistic Development Zones
	(1 - 1.5 / TSP-O1.E3.LA1) Promote the administrative collaboration in tourist matters with federative entities and with municipalities	(1.3 / TSP-O2.E3.LA3) Implement a compliance verification program to the applicable regulations	(1.1.2 - 1.1.4 / TSP-O3.E5.LA5) Generate information on project portfolios for potential investors	(1.2.3 - 1.5 / TSP-O5.E1.LA4) Incorporate the criteria of turistic territorial ordering in the legal and regulatory processes and instruments, in the three orders of government
	(1 - 1.2 - 1.5 / TSP-O1.E3.LA2) Establish coordination mechanisms to ensure the alignment of tourism public policies in all three levels of government	(1 / NDP-O.E.4.11.2.LA8) Print a clear turistic approach in the National Infrastructure Program	(1.1.4 / TSP-O3.E2.LA4) Promote co-investment schemes through public-private partnerships and trusts that encourage private investment and productive activity	(1.2 / TSP-O5.E2.LA2) Promote the inclusion of adaptation and mitigation criteria to climate change in local tourism planning and policies
	(1 - 1.5 / TSP-O1.E3.LA4) Establish mechanisms of communication and direct cooperation with the municipalities with the greatest tourist influx in the country	(1.1.3 - 1.5 / NDP-O.E.4.11.2.LA7) Encourage collaboration and coordination with the private sector, local governments and service providers		(1.1 - 1.3 / TSP-O5.E4.LA4) Design technical, financial and training support programs for community organizations and small enterprises in priority areas of turistic development
	(1 / NDP-O.E.4.11.1.LA2) To promote the concurrence of the governmental actions of the federative entities in the field of tourism, with those of the Federal Government	(1 - 1.5 / TSP-O2.E2.LA8) Encourage the development of entrepreneurial, creative and innovative initiatives to promote the diversification of turistics products		(1.3 / TSP-O5.E4.LA6) Promote fair trade in the sector
	(1 - 1.2 / TSP-O1.E4.LA1) Promote the participation of the private sector, citizens and academia in initiatives that strengthen tourism policy			(1.2 - 1.3 / TSP-O5.E4.LA7) Encourage social responsibility in the development of tourism
(1 - 1.2 / TSP-O1.E2.LA1) Promote the creation of institutional mechanisms to coordinate transversal actions related to the National Tourist Policy			(1.2.1 - 1.2.3 / TSP-O5.E2.LA1) Systematize and consolidate the monitoring of tourist destinations with a sustainability approach	
			(1.3.1 / TSP-O5.E5.LA1) Promote cross-cutting policies to make tourism accessible to all social groups on equal opportunities	

Table 4 NDP and TSP alignment with the Regulatory Framework component (Source: Elaboration of the DGGD of the Sector in collaboration with Project 242853)

Axes of the National Tourist Policy				
M a r k e t i n g	1. Ordering and transformation (boosting the ordering and transformation of the tourism sector)	2. Innovation and competitiveness (boost supply innovation and increase the competitiveness of the tourism sector)	3. Promotion and promotion (to promote a greater flow of investment and financing in the tourism sector and the efficient promotion of tourist destinations)	
		(1 / NDP-OE4.11.2.LA4) To additionally position Mexico as an attractive destination in underdeveloped segments, in addition to the sun and beach, such as cultural tourism, ecotourism and adventure, health, sports, luxury, business And meetings, cruises, religious, among others	(1 / NDP-O.E.4.11.3.LA5) Design a comprehensive international tourism promotion strategy to project an image of reliability and modernity	
		(1.1 - 1.2 - 1.3 /TSP-O2.E5.LA7) Improve tourism information in destinations to create a reliable and quality experience	(1 / TSP-O4.E1.LA1) Promote the MEXICO brand to position our country as a world class tourist destination	(1.1 - 1.4 / TSP-O5.E4.LA9) Promote the promotion and dissemination of the tourist offer of indigenous areas, protecting and respecting their cultural identity
			(1.1 / TSP-O4.E1.LA2) Position Mexico as an attractive destination in undeveloped product lines	(1.1 - 1.2 / TSP-O5.E3.LA2) Promote the dissemination of the importance and value of the country's natural, historic, cultural and gastronomic heritage
			(1 / TSP-O4.E1.LA3) Conduct public relations campaigns with international media and partners to disseminate the advances and improve the tourist image of Mexico	
			(1.2 / TSP-O4.E2.LA1) Contribute to revitalize and consolidate tourist destinations with promotional strategies that highlight the differentiation of its attractions	
			(1 /TSP-O4.E2.LA2) Carry out joint promotion programs with the participation of the main destination actors and with strategic partners in the industry	
			(1.1 - 1.2 - 1.4 / TSP-O4.E2.LA3) Intensify the use of the Internet and social networks to implement online marketing strategies differentiated by market	
			(1.2 / TSP-O4.E3.LA1) Consolidate presence in traditional markets with institutional campaigns and cooperative promotion programs with destinations and partners	
			(1 / TSP-O4.E3.LA2) Implement promotional actions with industry and destinations in emerging markets in Asia, Europe and Latin America	
		(1.1 - 1.2 - 1.3 / TSP-O4.E3.LA3) Align the promotion strategy to the diversification and consolidation of the proposed offer in tourism policy		
		(1.1 - 1.2 - 1.3 /TSP-O3.E5.LA4) Promote the participation of the sector in national and international spaces that allow the promotion of sustainable tourism projects		
		(1.2 / TSP-O4.E3.LA4) Design communication and public relations policies based on Mexico experience associated with testimonials from foreign visitors themselves		

Table 5 NDP and TSP alignment with the Marketing component (Source: Elaboration of the DGGD of the Sector in collaboration with Project 242853)

S e c u r i t y	Axes of the National Tourist Policy			
	1. Ordering and transformation (boosting the ordering and transformation of the tourism sector)	2. Innovation and competitiveness (boost supply innovation and increase the competitiveness of the tourism sector)	3. Promotion and promotion (to promote a greater flow of investment and financing in the tourism sector and the efficient promotion of tourist destinations)	4. Sustainability and social benefit (promoting sustainability and that the revenues generated by tourism are sources of social welfare)
		(1.2 / PST-O2.E5.LA1) Design and implement a comprehensive security, assistance and protection model		(1.6 / NDP-O.E.4.11.4.LA5) Promoting territorial planning, as well as comprehensive security and civil protection
		(1.6 / PST-O2.E5.LA2) Coordinate government actions to establish comprehensive tourist assistance programs		
		(1 - 1.6 /PST-O2.E5.LA3) Establish, on a permanent basis, effective schemes and instruments of inter-institutional linkage and collaboration, in tourist assistance operations		
		(1 - 1.6 / PST-O2.E5.LA5) Establish a road safety program based on international standards.		
		(1 - 1.6 / PST-O2.E5.LA6) Strengthen the mechanisms of assistance and tourist assistance in the areas of greatest influx		
	(1 - 1.6 / PST-O2.E5.LA8) Develop and update care protocols to assist tourists in case of contingencies, in coordination with the competent authorities			

Table 6 NDP and TSP alignment with the Marketing component (Source: Elaboration of the DGGD of the Sector in collaboration with Project 242853)

Axes of the National Tourist Policy				
P r o f e s s i o n a l i s m	1. Ordering and transformation (boosting the ordering and transformation of the tourism sector)	2. Innovation and competitiveness (boost supply innovation and increase the competitiveness of the tourism sector)	3. Promotion and promotion (to promote a greater flow of investment and financing in the tourism sector and the efficient promotion of tourist destinations)	4. Sustainability and social benefit (promoting sustainability and that the revenues generated by tourism are sources of social welfare)
	(1 / TSP-O1.E1.LA3) Update the organizational and operational structure of the tourism sector to strengthen its management, administration, and performance and evaluation capacity	(1 / NDP-O.E.4.11.2.LA.1) Strengthening research and knowledge generation	(1.1 / TSP-O3.E3.LA1) Design training schemes for the sector on types of financing, financial instruments and credit	(1.1.2 / TSP-O5.E2.LA3) Develop vulnerability diagnoses that allow the design of adaptation programs and early warning systems for climate change for priority tourist destinations
	(1.1.2 / TSP-O1.E3.LA3) Set up local and regional tourism planning schemes with clear objectives and targets, monitoring and evaluation	(1.3.2 / NDP-O.E.4.11.2.LA.5) Concrete a National Certification System to ensure quality	(1.3 / TSP-O3.E3.LA2) Promote training for entrepreneurs to acquire financial culture and develop management skills necessary for the success of business turistics	(1.2.3 / TSP-O5.E2.LA4) Promote the standardization of applicable sustainability criteria and promote the implementation of best practices in the sector
	(1.2 / TSP-O1.E4.LA2) Encourage the participation of academia, organized society and the business sector in the implementation and evaluation of sectoral policy	(1.2 / TSP-O2.E1.LA2) Foster the generation and development of applied research that contributes to the design and evaluation of tourism policies	(1.1.2, 1.1.4 / TSP-O3.E3.LA3) Establish a system of technical assistance and project monitoring to guide financing towards a comprehensive development of destinations	(1.3 / TSP-O5.E2.LA5) Promote the realization of an inventory of greenhouse gases to reduce emissions in activities associated with the sector
	(1.4.3 / TSP-O1.E4.LA3) Provide stakeholders with access to sectoral information through new technologies	(1, 1.1 / TSP-O2.E1.LA3) Promote innovation and competitive turistic technological development, strengthening the link between the academic and productive sectors	(1.1.4 / NDP-O.E.4.11.3.LA.3) Promote in all governmental units of the three orders of government the simplification and streamlining of procedures for investment	(1 / TSP-O5.E2.LA6) Promote and strengthen regional and international cooperation on climate change
	(1.4.3 / TSP-O1.E4.LA3) Establish channels of dissemination of the implementation of government actions	(1.1, 1.3 / TSP-O2.E1.LA4) Promote collaboration with academia to promote training, professionalization and incubation of tourism enterprises	(1.2 / TSP-O3.E4.LA1) To develop master plans for conservation and consolidation in the Integrally Planned Centers	(1.2.1, 1.2.3 / TSP-O5.E2.LA7) Promote schemes of efficiency and energy and water saving, use of alternative energy and responsible consumption in tourism
		(1.1 / TSP-O2.E1.LA5) Develop specialized knowledge networks on cutting-edge fascicles in the sector		(1.2.1 / TSP-O5.E4.LA1) Promote participatory planning, appropriation, and valuation of natural and cultural resources in tourism communities
		(1 / TSP-O2.E1.LA6) Strengthen bilateral and multilateral cooperation with international agencies for the exchange of knowledge, methodologies and good practices		(1.1.3 / TSP-O5.E3.LA3) Generate information and knowledge to promote responsible and sensitive tourism on the value and respect of heritage
		(1.1, 1.2 / TSP-O2.E1.LA8) Encourage the development of applied research on cutting-edge fascicles in the sector such as: sustainability, climate change, accessibility and gender		(1.2.1 - 1.1.3 - 1.1.2 / TSP-O5.E3.LA1) Promote efficient management of the national heritage through collaboration between the tourism sector and the bodies responsible for its administration
		(1.3 / TSP-O2.E4.LA1) Promote the professionalization of service providers, oriented to the characteristics of product lines and demand		(1.2.3 -1.2.1 / NDP-O.E.4.11.4.LA1) To create instruments to make tourism a clean industry, consolidating the tourism model based on criteria of social, economic and environmental sustainability

a n d C e r t i f i c a t i o n	(1.3 / TSP-O2.E4.LA2) Promote the training of service providers and promote certification in labor competencies	
	(1.3 / TSP-O2.E4.LA4) Strengthen the specialization of human capital in the sector and promote the formalization of turistic employmen	
	(1.3.1, 1.4.3 /TSP-O2.E4.LA5) Systematize the information of service providers, through a National Tourism Registry (RNT) aimed at development and quality	
	(1.4.3 / TSP-O2.E5.LA4) Improve assistance to tourists through training and the use of new technologies	
	(1.3.1, 1.3.2 /TSP-O2.E3.LA1) Generate a comprehensive standardization and certification scheme that encourages quality in the provision of turistics services	
	(1.3.2 / TSP-O2.E3.LA2) Develop the National Certification System that promotes transverse and concurrent certification in destinations and services turistics.	
	(1.3.2 / TSP-O2.E3.LA4) Evaluate the effects of certification instruments to improve the supply of turistics goods and services.	
	1.3.1, 1.2 / TSP-O2.E4.LA3) Promote the generation of touristic observatories and the National Tourist Training System to detect the needs of the sector	
(1.2 / TSP-O2.E1.LA1) Develop a comprehensive information system for tourist supply and demand to facilitate the implementation of tourism policy		

Table 7 NDP and TSP alignment with the Professionalisation and Certification component (Source: Elaboration of the DGGD of the Sector in collaboration with Project 242853)

Axes of the National Tourist Policy				
A c c e s s i b i l i t y	1. Ordering and transformation (boosting the ordering and transformation of the tourism sector)	2. Innovation and competitiveness (boost supply innovation and increase the competitiveness of the tourism sector)	3. Development and promotion (promoting greater flow of investment and financing in the tourism sector and the effective promotion of turistics destinations)	4. Sustainability and social benefit (promoting sustainability and that the revenues generated by tourism are sources of social welfare)
				(1.1 - 1.2 - 1.3 / NDP-O.E4.11.4.LA4) Crear programas para hacer accesible el turismo a todos los mexicanos
				(1.2 / TSP-O5.E3.LA5) Impulsar la construcción, conservación y remodelación de espacios públicos con enfoque turistic.
				(1.2 - 1.3 / TSP-O5.E4.LA5) Impulsar la infraestructura logística y movilidad como mecanismos para ampliar la extensión geográfica de la actividad turística
			(1 / TSP-O5.E5.LA4) Promover el turismo accesible, la no discriminación en el acceso a servicios turistics y los derechos culturales	

Table 8 Alignment NDP and TSP with the component Accessibility (Source: Elaboration of the DGGD of the Sector in collaboration with the Project 242853)

Once the alignment of the political factors of tourism in Mexico has been identified, it is presented the classification of indicators in its phases of collection, extraction and cleaning of diverse sources presented in three analyzes.

First Analysis

This analysis was done by taking a sample of 4 Competitiveness Agendas (CA), considering that they contain more indicators that of Guadalajara, Guanajuato, Hermosillo and San Luis Potosí (Universidad de Guadalajara, February, 2014), (Universidad de Guanajuato, February, 2014), (Universidad Estatal de Sonora, February, 2014), (February, 2014)]. 119 indicators were extracted from the 9 tourism factors, Tourism Promotion, Tourism Development, Tourism Sustainability, Training and Certification, Accessibility and Infrastructure (facilities and services), Patrimonial and Physical Security, Promotion and Marketing, Destination Management and Information and Information to the tourist in the AC. In Annex I, these indicators are found with their code, name, type of indicator source, method of obtaining and attached the type of value.

Second Analysis

A second analysis was carried out, through the relationship between the National Development Plan (NDP) 2013-2018, Tourism Sector Program (TSP) 2013-2018, Identification of Tourist Potentialities in Regions and Municipalities (Fascicle 8). As well as, the guidelines of the Manual of Indicators Program Magical Towns (PMT) integrating and reclassifying also the indicators of the Competitiveness Agendas (CA).

This information was classified in the Integral Model of Destination Management, relating the indicators in the 8 components of the tourism sector that defined the Directorate General of Tourism Destination Management of the Tourism Secretariat.

The classification according to these sources is presented in Annex II.

Once the indicators of the sources mentioned above have been identified, the following analysis is carried out.

Third Analysis

A third analysis was conducted concentrating the variables and indicators for Priority Tourist Destinations and Magic Towns, the information was structured in the eight components Tourism Offer, Demand, Accessibility, Regulatory Framework, Receiving Community, Professionalization and Certification, Marketing and Security.

Accordingly, a correspondence was made between the 9 tourist factors that detail the CA and the 8 tourism components that the Sector manages. The Democratization of Productivity indicators were attached to the receiving community; Those of promotion and certification, were included in professionalization and certification; accessibility and infrastructure (facilities and services), was considered in accessibility; the indicators of patrimonial and physical security, were annexed to security; the indicators of promotion and marketing, as well as ties, were included in marketing; for the destination management indicators, were incorporated into the regulatory framework; the indicators of tourism sustainability were added to environment, the ninth tourism component proposed to the DGGD in the sector.

Various sources of information, whether official documents or public bodies, were analyzed and are:

1. Organización Mundial del Turismo (OMT)
2. Model of Implementation and establishment of Competitiveness agendas by Turistic Destinations
3. Competitiveness Agenda (CA)
4. Guide of Incorporation and Permanence to the Program magic towns
5. Indicators WEF, IMCO, EXCELTUR, ITESM.pdf
6. Guidelines for Incorporation and Permanence into the Program Magic Cities
7. Annexes - Magic towns
8. Handbook on Organization of Secretaría de Turismo
9. Rules of Procedure of the Secretaría de Turismo
10. Regulation of the Ley General de Turismo
11. Organic Law of the Federal Public Administration
12. Instituto Nacional de Estadística Geografía e Informática (INEGI)
13. Directorio Estadístico Nacional de Unidades Económicas (DENUE-INEGI)
14. Secretaría de Medio Ambiente y Recursos Naturales (SEMARNAT)
15. Secretaría de Comunicaciones y Transporte (SCT)
16. Secretaría de Educación Pública (SEP)
17. Secretaría de Salud (SALUD)
18. Secretaría de Trabajo y Previsión Social (TSPS)
19. Secretaría de la Defensa Nacional (SEDENA)
20. Procuraduría General de la República (PGR)
21. Procuraduría General del Consumidor (PROFECO)

22. Procuraduría Federal de Protección al Ambiente (PROFEPA)
23. Perception of education in México (Cámara de Diputados)
24. Analysis of best practices and generation of a methodology for hotel classification in Mexico
25. Tourism Accessibility Manual
26. Practical Guidelines for the Implementation of the World Heritage Convention
27. PDF CESTUR, Análisis de mejores prácticas y generación de una metodología para la clasificación hotelera en México.pdf
28. PDF UNESCO, Directrices Prácticas para la aplicación de la Convención del Patrimonio Mundial, 2008.pdf
29. PDF Manual de Accesibilidad Turística de la Provincia de Buenos Aires, 2015.pdf
30. PDF Recomendaciones de accesibilidad, oficina de representación para la promoción e integración social para personas con discapacidad, 2001.pdf

Also analyzed were the following documents in .pdf format provided by the General Management of Destination Management (DGGD, acronym in Spanish) in the Sector:

31. Doc. Excel SECTUR 83 Magic_Towns_Datos.xlsx
32. Doc. Excel SECTUR Priority Destinations.xlsx
33. Doc. Excel SECTUR Tourist Performance.xlsx
34. Doc. Excel Table_Aspirantes_PM.xlsx
35. Doc. Excel SECTUR Variables SECTUR.xlsx
36. Doc. SECTUR Excel Exercise Matrix_44_Destinos_Priority.xlsx
37. DOC. SECTUR EXCEL Base_Datos_Desempe_Picos_Magicos.xlsx
38. Guide of Incorporation and Permanence of Magic Towns 2015

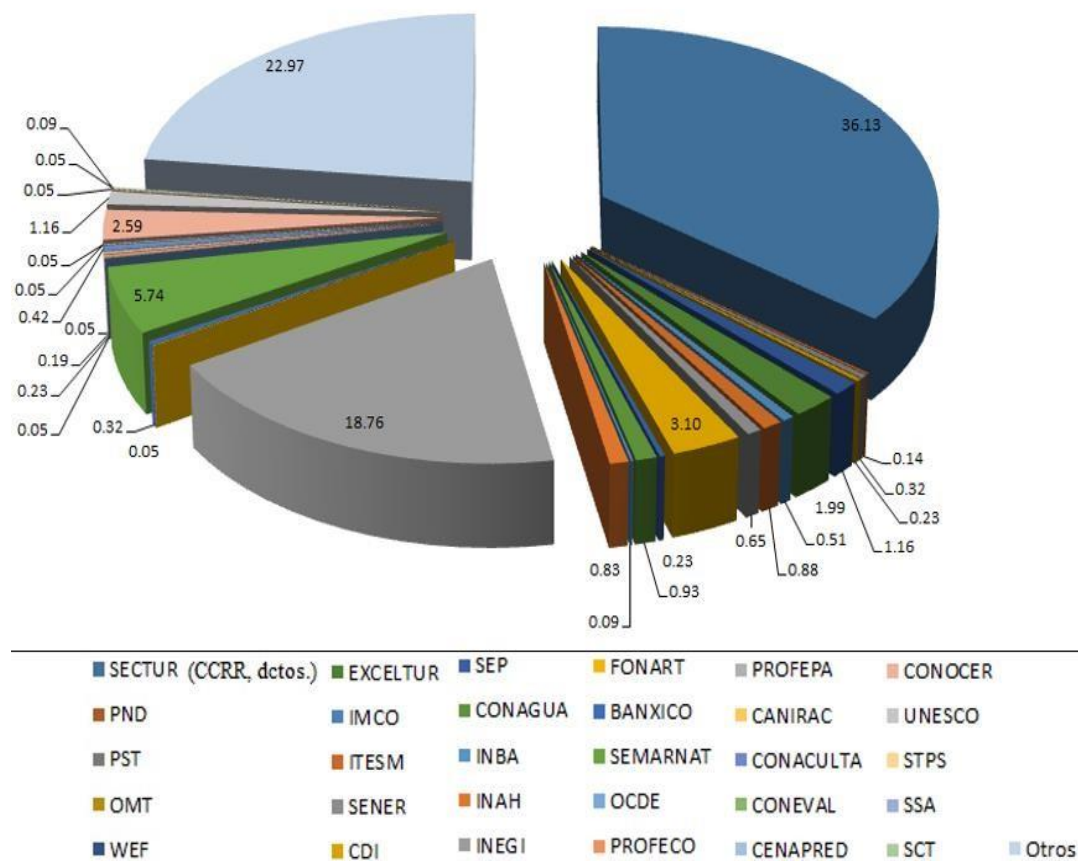
The classification was carried out from Component, Subcomponent, Factor, Subfactor and Indicator and Document or Institution, this classification is presented in Annex III

Results

In Annex III, the indicators are observed with the sources from which they were extracted and in some, the institution or organism that feeds the indicator. Once the process of collecting, cleaning and debugging the information contained in various sources of information, whether documentary or databases, has been carried out.

The totals are presented according to the indicators that were obtained through sources proposed by:

- a) The research team of Project 242853, which resulted in 1663 indicators from 30 institutions or agencies and 496 from different sources (See Figure 1). A total of 2159 tourism indicators were grouped along the nine tourism components, classified in subcomponent, factor, subfactor, indicator and document / institution (see Table 9).

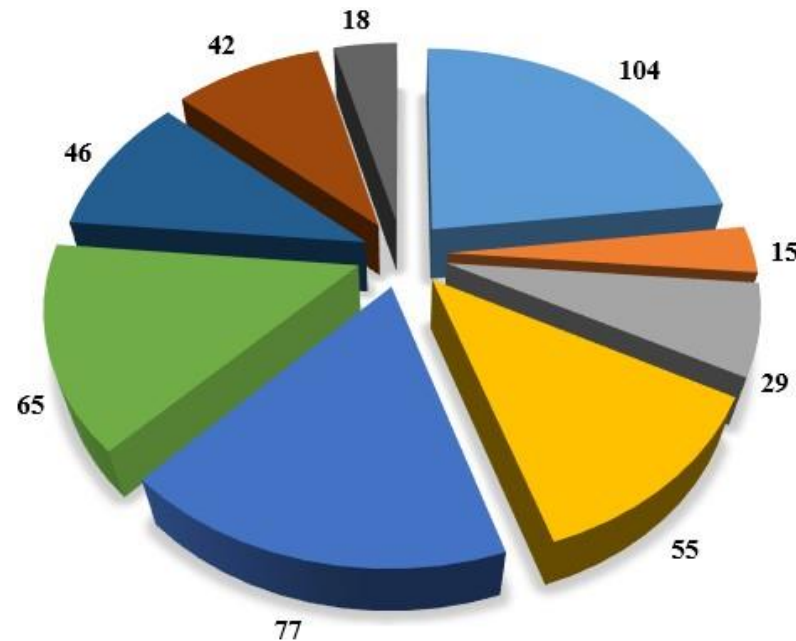


Graphic 1 Graphic of origin of the tourist indicators (Own elaboration Project 242853)

Table 9 Origin of indicators for each tourism component (Own elaboration Project 242853)

b) The DGGD in the Sector, where 451 indicators were grouped in the nine tourism components.

Component	Sector
Tourist Offer	104
Tourist Demand	15
Accessibility	29
Receiving Community	55
Regulatory Framework	77
Marketing	65
Professionalization and Certification	46
Security	42
Environment	18
Total	451



Graphic 2 Indicators analyzed from sources provided by the DGGD in the Sector (Own elaboration Project 242853)

It should be noted that 153 of the Coordination Agreements on Resource Reassignment (CCRR) (Universidad Anahuac), 153 indicators were classified in the nine tourism components, where 16 indicators are in Tourism Offer, 18 in Tourism Demand, 4 in Accessibility, 13 In Receiving Community, 14 in Marketing, 54 in Regulatory Framework, 4 in Professionalization and Certification, 4 in Safety and 25 in Environment. These indicators were appended in table A, within the 780 indicators of the Sector source. They were also included in the 451 indicators that the DGGD provided, drawn from various sources. By aggregating the number of indicators in subparagraphs (a) and (b), a total of 2610 indicators were obtained, and are shown in Table 10.

Component	Subcomponent	Factor	Subfactor	Subfactor Indicator (Amount)
Tourist Offer	5	29	98	608
Tourist Demand	9	39	120	833
Accessibility	2	5	23	154
Receiving Community	3	6	24	273
Marketing	4	12	31	133
Regulatory Framework	3	8	24	150
Professionalization and Certification	2	5	15	149
Security	5	10	25	228
Environment	1	3	6	82
Total	34	117	366	2610

Table 10 Total of indicators classified in the nine tourist components (Own elaboration Project 242853)

Conclusions

The relevant indicators for the study were those related to Priority Tourist Destinations and Magic Towns, coming from the Competitiveness Agendas of Priority Tourist Destinations and Magic Towns, norms, laws and others, some provided by the General Management of Destination Management The Ministry of Tourism and others proposed by Project 242853 from institutions and agencies, documents, web pages of consultants, databases and other instruments, which allowed to obtain a universe of indicators, which are intended to be a support For the DGGD in the Sector and allow them, to have information aimed at competitiveness, sustainability and evaluation of the TD and MP.

From this work, it is necessary to investigate new themes that strengthen and achieve the growth of tourism, of the place and its people, without losing sight of the sustainability and protection of the cultural and natural resources with which the destinations.

Annex I

Indicator	Factor	Code	Name	Indicator type	Value type	Source	Obtaining method
1	Tourist Offer	OT1	Number of museums	Quantitative	Integer	DENUE-INEGI	State information
2	Tourist Offer	OT2	Number of monuments	Quantitative	Integer	DENUE-INEGI	Web Information
3	Tourist Offer	OT3	Number of restaurants and bars	Quantitative	Integer	DENUE-INEGI	State information
4	Tourist Offer	OT4	Number of travel agencies	Quantitative	Integer	DENUE-INEGI	State information
5	Tourist Offer	OT5	Existence of archaeological zones within destination	Quantitative	Integer	DENUE-INEGI	State information
6	Tourist Offer	OT6	Number of hotel rooms	Quantitative	Integer	DENUE-INEGI	State information
7	Tourist Offer	OT7	Number of food and beverage establishments	Quantitative	Integer	DENUE-INEGI	State information
8	Tourist Offer	OT8	Inflow of destination local transport	Quantitative	Integer	DENUE-INEGI	State information
9	Tourist Offer	OT9	The variety and sufficiency of the offer of the tourist products that are in the destination	Quantitative	Integer	DENUE-INEGI	Web Information
10	Tourist Offer	OT10	Total number of routes of the tourist destination	Quantitative	Integer	DENUE-INEGI	State information
11	Tourist Offer	OT11	Number of declarations of tangible and intangible heritage of UNESCO and national declarations of tangible and intangible heritage of Consejo Nacional para la Cultura y las Artes (CONACULTA), other than those indicated in other headings. Total by tourist destination	Quantitative	Integer	DENUE-INEGI	State information
12	Tourist Offer	OT12	Total tourist routes	Quantitative	Integer	DENUE-INEGI	State information
13	Tourist Offer	OT13	Number of hotels by class	Quantitative	Integer	DENUE-INEGI	State information
14	Tourist Offer	OT14	Existence of inventory of attractions and providers of tourist services	Quantitative	Integer	DENUE-INEGI	State information
15	Tourist Offer	OT15	Declaration of historical monuments area	Quantitative	Integer	DENUE-INEGI	Administrative records
16	Tourist Offer	OT16	Average expenditure of tourists	Quantitative	Integer	DENUE-INEGI	State information
17	Tourist Offer	OT17	Average stay of tourists (days)	Quantitative	Integer	DENUE-INEGI	State information
18	Tourist Offer	OT18	Number of leisure activities available	Quantitative	Integer	DENUE-INEGI	State information

Table 11 Indicators of CA

Indicator	Factor	Code	Name	Indicator Type	Value Type	Source	Obtaining Method
19	Democratization of Tourism Productivity	DP1	Employment growth rate in the tourism sector	Quantitative	Floating	--	Web Information
20	Democratization of Tourism Productivity	DP2	Level of well-being (quality of life)	Quantitative	Floating	--	State information
21	Democratization of Tourism Productivity	DP3	Average daily salary of quotation	Quantitative	Floating	--	Direct observation
22	Democratization of Tourism Productivity	DP4	Number of jobs (direct) in the Tourism sector	Quantitative	Floating	--	State information
23	Democratization of Tourism Productivity	DP5	Unemployment rate	Quantitative	Floating	--	State information
24	Democratization of Tourism Productivity	DP6	Social backwardness index	Quantitative	Floating	CONEVAL/ CONAPO	State information
25	Democratization of Tourism Productivity	DP7	Marginalization index	Quantitative	Floating	CONEVAL/ CONAPO	Administrative records
26	Democratization of Tourism Productivity	DP8	Measuring the social and productive impact of tourism - (SAM)	Quantitative	String / Tinyint	SECTUR	State information
27	Democratization of Tourism Productivity	DP9	Productive chain of the sector	Quantitative	String / Tinyint	SECTUR	State information
28	Tourism Sustainability	ST1	Waste and storm water treatment	Quantitative	string	CONAGUA	Direct observation
29	Tourism Sustainability	ST2	Number of wastewater treatment plants in municipal operation	Quantitative	Integer	CONAGUA	Direct observation

Table 12 Indicators of CA

Indicator	Factor	Code	Name	Indicator Type	Value Type	Source	Obtaining Method
30	Tourism Sustainability	ST3	Percentage of drainage and sewage system coverage	Quantitative	Floating	Consejo Estatal de Poblacion (COEPO)	State information
31	Tourism Sustainability	ST4	Infrastructure and equipment for the integral management of solid waste	Quantitative	String	Instituto de Ecología del Destino	Administrative records
32	Tourism Sustainability	ST5	Environmental regulations (Plans and programs on private environmental education)	Quantitative	String	Municipal Development Plan	Administrative records
33	Tourism Sustainability	ST6	Heritage conservation actions	Quantitative	Integer	Municipal Development Plan	Administrative records
34	Tourism Sustainability	ST7	Protected natural areas	Quantitative	Integer	Secretaría de Planeación del Estado del destino	State information
35	Tourism Sustainability	ST8	State and / or regional ecological ordinance decreed	Quantitative	String	SEMARNAT	Web Information
36	Tourism Sustainability	ST9	FONATUR study to guide tourism development	Quantitative	String	SEMARNAT	State information

37	Tourism Sustainability	ST10	Ecological territorial order decreed	Quantitative	Integer	SEMARNAT	State information
38	Tourism Sustainability	ST11	Risk Management	Quantitative	String	Territorial Information Institute of the State of destination	State information
39	Tourism Sustainability	ST12	Programs and diagnoses in municipal tourism matters	Quantitative	String	Municipal Development Plan	State information

Table 13 Indicators of CA

Indicator	Factor	Code	Name	Indicator type	Value type	Source	Obtaining method
40	Tourism Sustainability	ST13	Application of sustainability indicators system for tourism	Quantitative	String	System of Environmental and Sustainability Indicators	State information
41	Tourism Sustainability	ST14	Plans and programs in environmental education education	Quantitative	String	Secretaría de Medio Ambiente y Desarrollo Territorial del Destino	State information
42	Tourism Sustainability	ST15	Number of establishments with environmental quality certificates for companies, facilities and equipment	Quantitative	Integer	Secretaría de Desarrollo Economía del Estado del Destino	Administrative records
43	Tourism Sustainability	ST16	Number of establishments with environmental quality seal in hotels	Quantitative	Entire Arrays	PROFEPA	State information
44	Tourism Sustainability	ST17	Clean Beach Program Certificate	Quantitative	Integer	SECTUR	State information
45	Tourism Sustainability	ST18	Freshwater Natural Spas Programs	Quantitative	Integer	CONAGUA	State information
46	Tourism Sustainability	ST19	Number of establishments with Green Globe Certificate	Quantitative	Integer	Portal oficial de Earth Check	Web Information
47	Tourism Sustainability	ST20	Certificate of Municipality clean and / or environmental compliance	Quantitative	String	PROFEPA	Web Information
48	Tourism Sustainability	ST21	Energy consumption per room	Quantitative	String	NH hoteles	Web Information
49	Training and Certification	FC1	Average grade of schooling	Quantitative	Floating	INEGI	Web Information
50	Training and Certification	FC2	Qualified human resources to serve the tourism sector	Quantitative	Integer	--	Administrative records
51	Training and Certification	FC3	Percentage of destination staff with tourism education	Quantitative	Integer	SECTUR	Web Information
52	Training and Certification	FC4	Tourism Training Plans	Quantitative	String / TinyInt	SECTUR	Web Information

Table 14 Indicators of CA

Indicator	Factor	Code	Name	Indicator type	Value type	Source	Obtaining method
53	Training and Certification	FC5	Perception of quality in tourism training plans through a general review of their content	Quantitative	String/ TinyInt	--	State information
54	Training and Certification	FC6	Participation of food and beverage establishments in the distinctive H program	Quantitative	Integer	SECTUR	State information
55	Training and Certification	FC7	Percentage of companies with M	Quantitative	Float	SECTUR	State information
56	Training and Certification	FC8	Number of certified tour guides	Quantitative	Integer	SECTUR/Registro Nacional de Turismo	Información de la Web
57	Training and Certification	FC9	It has an information system that evaluates the satisfaction of visitors	Quantitative	String/ TinyInt	SECTUR	State information
58	Training and Certification	FC10	Quality indicators of visitor satisfaction assessments	Quantitative	Float	SECTUR / CESTUR	State information
59	Accessibility and Infrastructure	AI1	Air Connectivity	Quantitative	Integer	INEGI	Información de la Web
60	Accessibility and Infrastructure	AI2	Existence of tourist support services	Quantitative	Integer	SECTUR	State information
61	Accessibility and Infrastructure	AI3	Quality and sufficiency in the terrestrial and aerial infrastructure of the destination	Quantitative	String/ TinyInt	SECTUR	Administrative records
62	Accessibility and Infrastructure	AI4	Quality in the destination's local transport	Quantitative	String/ TinyInt/ Float	SECTUR	Administrative records
63	Accessibility and Infrastructure	AI5	Hotel rates	Quantitative	Float	SECTUR	State information
64	Accessibility and Infrastructure	AI6	Regulation of urban image in force	Quantitative	String/ TinyInt	Ayuntamientos municipales	Web Information
65	Accessibility and Infrastructure	AI7	Degree of progress or implementation of urban development plans decreed	Quantitative	Float	Municipal Development Plan	Administrative records

Table 15 Indicators of CA

Indicator	Factor	Code	Name	Indicator type	Value type	Source	Obtaining method
66	Accessibility and Infrastructure	AI8	Access to basic services	Quantitative	String/ TinyInt	COEPO	State information
67	Accessibility and Infrastructure	AI9	Flow of people and means of transport	Quantitative	Integer/ Float	SECTUR	Información de la Web
68	Patrimonial and Physical Security	SP1	Perception of the level of insecurity	Quantitative	String/ TinyInt	Citizen Observatory / Survey	Direct observation
69	Patrimonial and Physical Security	SP2	Percentage of misdemeanors in relation to their population	Quantitative	Float	INEGI	Administrative records
70	Patrimonial and Physical Security	SP3	Number of police officers in relation to population	Quantitative	Integer/ Float	Statistical Yearbook / SNSP	State information
71	Patrimonial and Physical Security	SP4	Criminal offense	Quantitative	Integer/ Float	Statistical Yearbook / PGJ	State information
72	Patrimonial and Physical Security	SP5	Armed crime	Quantitative	Integer/ Float	Statistical Yearbook / SNSP	State information
73	Patrimonial and Physical Security	SP6	Willful homicide	Quantitative	Integer/ Float	Statistical Yearbook / SNSP	State information
74	Patrimonial and Physical Security	SP7	Crimes against banking and credit institutions	Quantitative	Integer/ Float	Statistical Yearbook / PGJE / SNSP	State information

75	Patrimonial and Physical Security	SP8	Crime against health	Quantitative	Integer/ Float	Statistical Yearbook	State information
76	Patrimonial and Physical Security	SP9	Unreported crimes	Quantitative	Integer/ Float	INEGI	State information
77	Patrimonial and Physical Security	SP10	Sponsored links	Quantitative	Integer/ Float	Statistical Yearbook / PGJE / SNSP	State information
78	Patrimonial and Physical Security	SP11	Number of wastewater treatment plants operating in hotels	Quantitative	Integer/ Float	Hotel Association	Direct observation
79	Patrimonial and Physical Security	SP12	Number of hotels with rainwater collection system	Quantitative	Integer/ Float	Hotel Association	Direct observation

Table 16 Indicators of CA

Indicator	Factor	Code	Name	Indicator type	Value type	Source	Obtaining method
80	Patrimonial and Physical Security	SP13	Percentage of coverage of the MSW collection system (Urban Solid Waste)	Quantitative	Integer/ Float	Statistical Yearbook	Direct observation
81	Patrimonial and Physical Security	SP14	Recycled volume of waste	Quantitative	Integer/ Float	Statistical Yearbook	Direct observation
82	Patrimonial and Physical Security	SP15	Programs for the management of hazardous waste	Quantitative	Integer/ Float	SEMARNAT	Administrative records
83	Patrimonial and Physical Security	SP16	Health Care Centers (Hospitals, Clinics)	Quantitative	Integer/ Float	DENUES / INEGI	Administrative records
84	Promotion and comercialization	PC1	Percentage of returning visitors and tourists	Quantitative	Float	SECTUR	State information
85	Promotion and comercialization	PC2	Percentage of tourists recommending destination	Quantitative	Float	SECTUR / CESTUR	State information
86	Promotion and comercialization	PC3	Diversification in population segment	Quantitative	String / TinyInt	SECTUR	State information
87	Promotion and comercialization	PC4	Diversification in market segment	Quantitative	String / Array Floats	SECTUR	State information
88	Promotion and comercialization	PC5	Existence of Convention and Visitors Offices (OCVs) or similar bodies	Quantitative	Integer	Office of Conventions and Visitors of the destination	Web Information
89	Promotion and comercialization	PC6	Degree of participation of the Destination Management Companies (DMC's)	Quantitative	string / TinyInt	SECTUR / CESTUR	Web Information
90	Promotion and comercialization	PC7	Diversification in geographic market segment	Quantitative	String / Array Floats	SECTUR	State information
91	Promotion and comercialization	PC8	Scope of promotional campaigns and means	Quantitative	String / TinyInt	--	Administrative records
92	Promotion and comercialization	PC9	Use of the Pueblo Mágico or Ciudad Patrimonio brand	Quantitative	String / TinyInt	SECTUR	State information
93	Promotion and comercialization	PC10	Existence of wholesale travel agencies that promote the destination.	Quantitative	Integer / Float	--	Administrative records

Table 17 Indicators of CA

Indicator	Factor	Code	Name	Indicator type	Value type	Source	Obtaining method
94	Destination management	GD1	Percentage of coverage of the MSW collection system (Urban Solid Waste)	Qualitative	String / TinyInt	SECTUR	H. Permanent municipal councils /Informacion State /Info.web
95	Destination management	GD2	Recycled volume of waste	Qualitative	String / TinyInt	ZMG Tourism Trust / State Finance Secretary / Jalisco Hotels Association, the Association of Investors and Tourism Companies and CANACO	Government of the state of Jalisco
96	Destination management	GD3	Programs for the management of hazardous waste	Qualitative	String / TinyInt	SETUJAL / Presuspension, Accounting and Public Expenditure Law of the State of Jalisco	Government of the state of Jalisco /SETUJAL
97	Destination management	GD4	Health Care Centers (Hospitals, Clinics)	Qualitative	String / TinyInt	Regulation of private tourism of some municipalities	H.Ayunatamientos Municipales/Info.State
98	Destination management	GD5	Percentage of returning visitors and tourists	Qualitative	String / TinyInt	Vision 203 Municipal Development Plan and Institutional Management Plan 2012-2015	H.Ayuntamientos Municipales / Info.State
99	Destination management	GD6	Percentage of tourists recommending destination	Qualitative	String / TinyInt	SECTUR	Secretaria de Turisamo (SECTUR) /Info.Web

Table 18 Indicators of CA

Indicator	Factor	Code	Name	Indicator Type	Value Type	Source	Obtaining method
100	Destination management	GD7	Institutional coordination	Quantitative	String / TinyInt	Subsidy called Support for the Development of the Tourist Offer	Secretaría de Turismo de Jalisco (SECTURJAL) /Info. State/Info. Web
101	Destination management	GD8	Municipal regulations	Quantitative	String / TinyInt	Varied and without defining a pattern	H. Ayuntamientos Municipales/Registro Administrativo/Info. Web /Info. State
102	Destination management	GD9	Sustainable Tourism Committees	Quantitative	String / TinyInt	In the ZMG there is no Sustainable Tourism Committee	H. Ayuntamientos Municipales y Gobierno del Estado de Jalisco
103	Destination management	GD10	Perception of street trading	Quantitative	String / TinyInt	State Level of Jalisco	Gobierno del Estado de Jalisco./Info. Web
104	Destination management	GD11	Involvement of entrepreneurs and civil society	Quantitative	String / TinyInt	CANACO	Cámara Nacional de Comercio, Servicios y Turismo de Guadalajara 2020. Info. Web
105	Destination management	GD12	Participation of society in tourist events	Quantitative	String / TinyInt	-	--
106	Destination management	GD13	Statistical Information System of Tourism	Quantitative	String / TinyInt	SECTURJAL	Anuario Estadístico SECTURJAL/Info.State
107	Destination management	GD14	Level of tourist development	Quantitative	Integer	---	---
108	Destination management	GD15	Government budget for tourism - State and municipal	Quantitative	Integer	-	"Secretariat of Planning, Administration and Finance of the State of Jalisco / Secretariat of Planning, Administration and Finance of the State of Jalisco."

Table 19 Indicators de las CA

Indicator	Factor	Code	Name	Indicator Type	Value Type	Source	Obtaining method
109	TIC'S of tourist information	TI1	Destination internet portal	Quantitative	String / TinyInt	SECTUR / OCV	Web information
110	TIC'S of tourist information	TI2	Updated information on the destination's internet portal	Quantitative	String / TinyInt	SECTUR / OCV	Web information
111	TIC'S of tourist information	TI3	Internet access in public places	Quantitative	Integer	Telmex / INEGI	State information
112	TIC'S of tourist information	TI4	Mobile tourist applications	Quantitative	Integer	Destination convention office	Web information
113	TIC'S of tourist information	TI5	Indicators of destination location	Quantitative	Integer	SECTUR	State information
114	TIC'S of tourist information	TI6	Hits of visits to the portal of the destination	Quantitative	Integer	Destination convention office	Web information
115	TIC'S of tourist information	TI7	Telephone lines	Quantitative	Integer	Destination convention office	Web information
116	TIC'S of tourist information	TI8	Mobile phones	Quantitative	Integer / Float	INEGI	State information
117	TIC'S of tourist information	TI9	Exports of high technology and technological index	Quantitative	Integer / Float	SIEM / Secretaría de Economía	State information
118	TIC'S of tourist information	TI10	Stocks of tourist information points	Quantitative	Integer	Destination convention office	Web information / State
119	TIC'S of tourist information	TI11	Statistical Information System of Tourism	Quantitative	String / TinyInt	Statistical Yearbook	State information

Table 20 Indicators de las CA

Annex II

Tables 21, 22 and 23 show the indicators related to the Tourist Offer component found in the National Development Plan 2013-2018 (NDP), the Tourism Sector Program 2013-2018 (TSP), the Manual of Indicators Program Magical Towns 2007-2012 (PMT), Competitiveness Agendas of Priority Tourist Destinations 2014 (CA) and Fascicle 8.

Indicators of the national development plan 2013-2018	Indicators of the sectoral tourism program 2013-2018	Program magic towns	Competitiveness agendas	
		Manual of indicators 2007-2012	Code	Indicators
VII.4.1. Global Competitiveness Index	Indicator 5. Quality Index in the Provision of Services Turistics (ICTSP)	PMT-T-01 Have a symbolic tourist attraction	OT1	Number of museums
		PMT-T-01 Assistance and security services	OT2	Number of monuments
		PMT-ES-02 Tourism infrastructure	OT3	Number of restaurants and bars
		PMT-IG-04 Inventory of Cultural Sites	OT4	Number of travel agencies
		PMT-T-01 Count on attractive differentiated turistics	OT5	Existence of archaeological zones within destination
		PMM-PS-01 Built historic heritage	OT6	
		PMM-ES-02 Private Investment in Turistic Cultural Development	OT7	Number of hotel rooms
		PMM-ES-02 Local private investment in turistic rural development, nature and other Types of tourism	OT8	Number of food and beverage establishments
		PMT-T-01 Turistics Services that guarantee its commercialization	OT9	Variety and sufficiency of the offer of the tourist products that are in the destination
			OT10	Inflow of local transport of the destination
			OT11	Number of declarations of tangible and intangible heritage of UNESCO and national declarations of tangible and intangible heritage of the Consejo Nacional para la Cultura y las Artes (CONACULTA), other than those indicated in other headings. Total by tourist destination
			OT12	Variety and sufficiency of the offer of the tourist products that are in the destination
			OT13	Total number of routes of the tourist destination
			OT14	Number of declarations of tangible and intangible heritage of UNESCO and national declarations of tangible and intangible heritage of the Consejo Nacional para la Cultura y las Artes (CONACULTA), other than those indicated in other headings. Total by tourist destination
			OT15	Total tourist routes
			OT18	Number of hotels by category
			ST7	Existence of inventory of attractions and providers of tourist services
			AI1	Declaration of historical monuments area
			SP16	Number of leisure activities available
			PC5	Protected natural areas
	AI5	Aerial connectivity		
	TI10	Health care centers (hospitals, clinics)		

Table 21 List of indicators corresponding to the offer component Tourism derived del NDP, TSP, PMT, y CA of the SECTUR

Sectur evaluation																																										
Identification of tourism potential in regions and municipalities (fascicle 8)	Elements (fascicle 8)																																									
Chapter 4. Evaluation of Tourism Potential	4.1.3 Evaluation of Tourism Potential- Evaluation Sections																																									
	<table border="1"> <tr> <td rowspan="20">I.A. Natural resources</td> <td rowspan="5">Coastal Areas</td> <td>Beaches</td> </tr> <tr> <td>Reefs</td> </tr> <tr> <td>Caves, grottos, cenotes and caves</td> </tr> <tr> <td>Flora and fauna</td> </tr> <tr> <td>Areas for the realization of diverse aquatic activities</td> </tr> <tr> <td rowspan="10">Mountain areas</td> <td>Desert areas</td> </tr> <tr> <td>Mountains</td> </tr> <tr> <td>Saws</td> </tr> <tr> <td>Canyons</td> </tr> <tr> <td>Cannons</td> </tr> <tr> <td>Caves and caves</td> </tr> <tr> <td>Geysers</td> </tr> <tr> <td>Volcanoes</td> </tr> <tr> <td>Valleys</td> </tr> <tr> <td>Forests</td> </tr> <tr> <td rowspan="5">Protected natural areas</td> <td>Flora and fauna</td> </tr> <tr> <td>Desert areas</td> </tr> <tr> <td>Biosphere reserves</td> </tr> <tr> <td>National Parks</td> </tr> <tr> <td>Natural monuments</td> </tr> <tr> <td rowspan="5">Water bodies</td> <td>Resource protection areas</td> </tr> <tr> <td>Areas of protection of flora and fauna</td> </tr> <tr> <td>Other</td> </tr> <tr> <td>Lakes and lagoons</td> </tr> <tr> <td>Rivers and streams</td> </tr> <tr> <td rowspan="6">I.B. Natural resources</td> <td rowspan="6">Monumental artistic heritage</td> <td>Waterfalls and waterfalls</td> </tr> <tr> <td>Thermal</td> </tr> <tr> <td>Esteros</td> </tr> <tr> <td>Archaeological areas</td> </tr> <tr> <td>Fossils</td> </tr> <tr> <td>Paintings</td> </tr> <tr> <td rowspan="2"></td> <td rowspan="2"></td> <td>Colonial cities (historical centers, buildings and historical monuments and / or religious and hacienda helmets)</td> </tr> <tr> <td>Acient towns</td> </tr> </table>	I.A. Natural resources	Coastal Areas	Beaches	Reefs	Caves, grottos, cenotes and caves	Flora and fauna	Areas for the realization of diverse aquatic activities	Mountain areas	Desert areas	Mountains	Saws	Canyons	Cannons	Caves and caves	Geysers	Volcanoes	Valleys	Forests	Protected natural areas	Flora and fauna	Desert areas	Biosphere reserves	National Parks	Natural monuments	Water bodies	Resource protection areas	Areas of protection of flora and fauna	Other	Lakes and lagoons	Rivers and streams	I.B. Natural resources	Monumental artistic heritage	Waterfalls and waterfalls	Thermal	Esteros	Archaeological areas	Fossils	Paintings			Colonial cities (historical centers, buildings and historical monuments and / or religious and hacienda helmets)
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Table 22 List of corresponding indicators of the tourist supply component of the fascicle 8

Sectur Evaluation																																														
Identification of tourism potential in regions and municipalities (fascicle 8)	Elements (fascicle 8)																																													
Chapter 4. Evaluation of Tourism Potential	4.1.3 Evaluation of Tourism Potential-Evaluation Sections																																													
	<table border="1"> <tr> <td rowspan="6">I.B. Cultural Resources</td> <td rowspan="3">Traditional communities</td> <td>Ethnic groups</td> </tr> <tr> <td>Traditional fairs and markets</td> </tr> <tr> <td>Folkloric events (carnivals and Annual parties)</td> </tr> <tr> <td rowspan="4">Contemporary Expressions</td> <td>Historical and / or religious events (Pilgrimages and representations)</td> </tr> <tr> <td>Artworks</td> </tr> <tr> <td>Scientific and technical centers</td> </tr> <tr> <td>Mining and quarrying</td> </tr> <tr> <td rowspan="18">II. Tourist equipment and services</td> <td rowspan="9">Accommodation</td> <td>Agricultural plantations</td> </tr> <tr> <td>Industrial Complexes</td> </tr> <tr> <td>Hotels</td> </tr> <tr> <td>Cabins</td> </tr> <tr> <td>Bungalows</td> </tr> <tr> <td>Condos</td> </tr> <tr> <td>Real Estate Developments</td> </tr> <tr> <td>Shelters</td> </tr> <tr> <td>Youth Hostels</td> </tr> <tr> <td rowspan="3">Feeding</td> <td>Guest Houses</td> </tr> <tr> <td>Lightweight units (tents)</td> </tr> <tr> <td>Restaurants</td> </tr> <tr> <td rowspan="9">Recreation</td> <td>Fast food establishments</td> </tr> <tr> <td>Accommodation of antojitos</td> </tr> <tr> <td>Services of sale of food parcels for excursion and expedition</td> </tr> <tr> <td>Malls</td> </tr> <tr> <td>Sport clubs</td> </tr> <tr> <td>SPA centers</td> </tr> <tr> <td>Theme parks</td> </tr> <tr> <td>Amusement parks</td> </tr> <tr> <td>Night clubs</td> </tr> <tr> <td>Discotheques</td> </tr> <tr> <td rowspan="6">Others</td> <td>Online Casinos</td> </tr> <tr> <td>Pubs</td> </tr> <tr> <td>Visits to cultural attractions</td> </tr> <tr> <td>Business services</td> </tr> <tr> <td>Test Equipment</td> </tr> <tr> <td>Environmental education</td> </tr> <tr> <td>Specialized guides</td> </tr> <tr> <td>Travel agencies</td> </tr> </table>	I.B. Cultural Resources	Traditional communities	Ethnic groups	Traditional fairs and markets	Folkloric events (carnivals and Annual parties)	Contemporary Expressions	Historical and / or religious events (Pilgrimages and representations)	Artworks	Scientific and technical centers	Mining and quarrying	II. Tourist equipment and services	Accommodation	Agricultural plantations	Industrial Complexes	Hotels	Cabins	Bungalows	Condos	Real Estate Developments	Shelters	Youth Hostels	Feeding	Guest Houses	Lightweight units (tents)	Restaurants	Recreation	Fast food establishments	Accommodation of antojitos	Services of sale of food parcels for excursion and expedition	Malls	Sport clubs	SPA centers	Theme parks	Amusement parks	Night clubs	Discotheques	Others	Online Casinos	Pubs	Visits to cultural attractions	Business services	Test Equipment	Environmental education	Specialized guides	Travel agencies
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Specialized guides																																														
Travel agencies																																														

Table 23 List of corresponding indicators of the tourism offer component of fascicle 8

Tables 24, 25, 26 present the indicators related to the Tourist Demand component found in the National Development Plan 2013-2018 (NDP), the Tourism Sector Program 2013-2018 (TSP), the Competitiveness The Priority Tourist Destinations 2014 (CA) and Fascicle 8. In the Manual of Indicators of the PMT was not related with this component

Indicators of the national development plan 2013-2018	Indicators of the sectoral tourism program 2013-2018
VII.5.2. Globalization Index	Indicator 3. Indicator Convergence in Economic Tourism Surveillance (ICDET)
VII.5.1. Elcano Global Presence Index (IEPG)	Indicator 8. Diversification of international markets
	Indicator 9. Participation in the United States market of tourists by air

Table 24 List of component indicators tourist demand of the NDP and the TSP (2013-2018)

Identification of tourism potential in regions and municipalities (fascicle 8)	Elements of importance (fascicle 8)			
Chapter 3. Turistic Potential	3.2 Tourism Demand	Tourist profile	Tastes and preferences	Experiences and accumulated experience of tourists
				Custom
				Income
				Age
			Trends in Tourism	Health condition
				Technological advances and their applications
				Social Behavior Patterns
			Economic globalization	

Table 25 List of indicators of the Tourist Demand component of fascicle 8

Competitiveness agendas	
Code	Indicators
OT16	Average expenditure of tourists
OT17	Average stay of tourists (days)
GD10	Perception about the itinerant commerce.
FC9	It has an information system that evaluates the satisfaction of visitors
PC3	Diversification in population segment
PC4	Diversification in the market segment
FC10	Quality indicators of visitor satisfaction assessments
AI9	Flow of people and means of transport
PC1	Percentage of returning visitors and tourists

Table 26 List of indicators of the CA Demand component

In tables 27, 28, 29, the indicators related to the component Accessibility extracted from the National Development Plan 2013-2018 (NDP), the Tourism Sector Program 2013-2018 (TSP), the Manual of Indicators Program magic towns 2007-2012 (PMT) and Fascicle 8. In the Competitiveness agendas of the Priority Tourist Destinations 2014 (CA) no indicators were found related to Accessibility

Indicators of the national development plan 2013-2018		Indicators of the sectoral tourism program 2013-2018	Program magic towns Manual of indicators 2007-2012
VII.A.3. Electronic Government Development Index (EGDI)		Indicator 2. Indicator of Progress of Transversal Projects	PMM-IG-05 Municipal Development Plans
VII.4.1. Global Competitiveness Index		Indicator 7. Index of direct investment in economic sectors with public and private tourist activity (RTD)	PMM-IG-05 Municipal Turistic Development Program
			PMM-IG-05 Turistic Development Planning
			PMM-ES-01 Public investment State generated from the Program
			.PMM-EN- 02 Tourism Infrastructure
			PMM-IG-02 Degree of professionalization of security forces
			PMM-IG-02 Equipment of the security forces
			PMM-T-01 Features attractive differentiated turistics
			PMM-T-01 Assistance and security services
			PMM-T-02 Regulation of urban image and management plan in function of Program magic towns

Table 27 List of indicators of the component Accessibility of the NDP, the TSP and the PMT

Sector evaluation																															
Identification of tourism potential in regions and municipalities (fascicle 8)	Elements of importance (fascicle 8)																														
Chapter 4. Evaluation of Tourism Potential	4.1.3 Evaluation of Turistic Potential-Evaluation Sections	.IV. General Infrastructure	<table border="1"> <tr> <td rowspan="14">Transports</td> <td rowspan="6">Land</td> <td>Roadways</td> </tr> <tr> <td>Railroad track</td> </tr> <tr> <td>Street network</td> </tr> <tr> <td>Railway terminals</td> </tr> <tr> <td>Bus terminals</td> </tr> <tr> <td>Signaling</td> </tr> <tr> <td rowspan="6">Services</td> <td>Transport</td> </tr> <tr> <td>Fuel supply</td> </tr> <tr> <td>Mechanical workshop</td> </tr> <tr> <td>Coffee shops</td> </tr> <tr> <td>Health</td> </tr> <tr> <td>Road assistance</td> </tr> <tr> <td rowspan="4">Aerial</td> <td>Airport</td> </tr> <tr> <td>Aerodromes</td> </tr> <tr> <td rowspan="2">Services</td> <td>Hangars repair shop</td> </tr> <tr> <td>Commerce</td> </tr> <tr> <td rowspan="2">Sea ports</td> <td>Coffee shops</td> </tr> <tr> <td>Health care</td> </tr> <tr> <td rowspan="2">Water</td> <td>Sea ports</td> </tr> <tr> <td>Services</td> <td>Repair dykes</td> </tr> </table>	Transports	Land	Roadways	Railroad track	Street network	Railway terminals	Bus terminals	Signaling	Services	Transport	Fuel supply	Mechanical workshop	Coffee shops	Health	Road assistance	Aerial	Airport	Aerodromes	Services	Hangars repair shop	Commerce	Sea ports	Coffee shops	Health care	Water	Sea ports	Services	Repair dykes
Transports	Land	Roadways																													
		Railroad track																													
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	Aerial	Airport																													
		Aerodromes																													
Services		Hangars repair shop																													
		Commerce																													
Sea ports	Coffee shops																														
	Health care																														
Water	Sea ports																														
	Services	Repair dykes																													

			Coffee shops
			Toilets
Communications, urban services, energy and health	Communications	Post Offices	
		Telegraph Offices	
		Telephone Offices	
		Electronic transfer centers	
	Services	Distribution of letters.	
		Telephony	
		Internet.	
		Electronic transfer of information	
	Health	Hospitals and clinics.	
		Services	Doctors
			Paramedics
	Urban services.	Water supply	
		Drainage network	
		Garbage collection	
		Electric grid	Domestic supply
		Street lighting	
Supply of		Gasolinerías	
		Gas stations	

Table 28 List of accessibility indicators in fascicle 8

Identification of tourism potential in regions and municipalities (fascicle 8)	Elements (fascicle 8)					
Chapter 4. Turistic Potential Assessment	4.1.3 Evaluation of Turistic Potential-Evaluation Sections	IV.General infrastructure	Transport / Services	Land	Special access to tourist destinations	Montana
						Coast
						Protected natural areas
						Water bodies
						Accesses and spaces for the installation of road hauliers
	Modules of tourist information					
	Aerial	Special air transport services				
	Water	Special water transport services				

Table 29 List of indicators of the component Accessibility of the fascicle 8

In tables 30, 31, the indicators found corresponding to Professionalization and Certification in the NDP, TSP, Manual of PMT and CA are presented.

Indicators of the national development plan 2013-2018	Indicators of the sectoral tourism program 2013-2018	Manual of indicators 2007-2012
VII.A.2. Global Integrity Index	Indicator 1. Institutional Development Index (IDI)	PMT-IG-02 Degree of professionalization of security forces
	Indicator 4. Labor Productivity Index (IP)	PMT-IG-02 Equipment of the security forces
VII.5.2. Index of Globalization	Indicator 5. Quality Index in the Provision of Services Turísticas (ICTSP)	PMT-T-01 Assistance and security services
	Indicator 10. Employment rate in the Mexican tourism sector (IEST)	PMT-ES-02 Turistic employment
		PMT-IG-03 Training programs to promote the development of new companies

Table 30 List of indicators of the Professionalization and Certification component of NDP, TSP and PMT

Competitiveness agendas	
Code	Indicators
FC2	Qualified human resources to serve the tourism sector
FC1	Average grade of schooling
FC3	Percentage of destination staff with tourism education
FC4	Tourism training plans
FC5	Perception of quality in tourism training plans, through a general review of their content
FC6	Participation of food and beverage establishments in the distintio H. program
FC7	Percentage of companies with M
FC8	Number of certified tourist guides
FC10	Quality indicators of visitor satisfaction assessments
ST18	Natural Spa Programs Clean freshwater
FC9	It has an information system that evaluates the satisfaction of visitors
ST15	Number of establishments with environmental quality certificates for companies, facilities and equipment
ST16	Number of establishments with environmental quality seal in hotels
ST19	Number of establishments with Green Globe Certificate
ST20	Certificate of Municipality clean and / or environmental compliance
ST17	Certified Clean Beach Program

Table 31 List of indicators of the Professionalization and Certification component of SECTUR

In tables 32, 33, the indicators related to the Receiving Community component of the National Development Plan 2013-2018 (NDP), the Tourism Sector Program 2013-2018 (TSP), the Manual of Indicators Program magic towns 2007- 2012 (PMT), Fascicle 8 and the Competitiveness Agendas of Priority Tourist Destinations 2014 (CA).

Indicators of the national development plan 2013-2018		Indicators of the sectoral tourism program 2013-2018	Program magic towns Manual of indicators 2007-2012	Sector evaluation	
VII.A.4. Index of Gender Inequality	VII.3.2. Terminal Efficiency of the Education System National Board	Indicator 10. Employment rate in the Mexican tourism sector (IEST)	PMM-PS-01 Tourist load	Identification of tourism potential in regions and municipalities (fascicle 8)	Elements of importance (fascicle 8)
VII.2.2. Food insecurity / Population in extreme poverty with access to food			PMM-PS-01 Participation of local Civil Associations in the conservation of Historical Heritage		
VII.5.2. Index of Globalization		Indicator 11. Turistic GDP per capita index (IPIBTpc)			
VII.2.1. Average poverty in the poor Extreme					

Table 32 List of indicators of the component Community Receiving NDP, TSP, PMT and FASCICLE 8

Competitiveness agendas	
Code	Indicators
DP1	Employment growth rate in the tourism sector
GD11	Involvement of entrepreneurs and civil society
DP8	Measuring the social and productive impact of tourism - (SAM)
DP2	Level of well-being (quality of life)
DP5	Unemployment rate
DP3	Average daily salary of quotation
DP4	Number of jobs (direct) in the tourism sector
GD12	Participation of society in tourist events
DP6	Social backwardness index
DP7	Index of marginalization

Table 33 List of indicators of the SECTUR CA Receiving Community component

Program magic towns		
Indicators of the national development plan 2013-2018	Indicators of the sectoral tourism program 2013-2018	Manual of indicators 2007-2012
VII.A.2. Global Integrity Index	Indicator 1. Institutional Development Index (IDI)	PMT-IG-05 Municipal Development Plans
VII.1.1 Index of the Rule of Law	Indicator 2. Indicator of Progress of Transversal Projects	PMT-IG-05 Municipal Turistic Development Program
	Indicator 6. Index of Public and Private Credit to the Turistic Sector (ICT)	PMT-IG-05 Regulation of urban image and management plan in function of Program magic towns
	Indicator 7. Index of direct investment in economic sectors with public and private tourist activity (RTD)	PMT-IG-04 Declaration of Zones of Historical Monuments
		PMT-PS-01 Participation of local Civil Associations in the conservation of Historical Heritage
		PMT-PS-02 Agenda 21
		PMT-PS-02 Stormwater and waste water treatment
		PMT-PS-02 Proper waste management.
		PMT-PS-02 Application of environmental standards.
		PMT-PS-02 National and / or International Designations.

Table 34 List of indicators of the Regulatory Framework component of the NDP, TSP and PMT

Competitiveness agendas	
Code	Indicators
GD1	Has Tourism direction
GD2	Existence of coordination between the three levels of government, civil society and entrepreneurs
GD3	Regulatory framework State (territorial ecological order decreed)
GD4	Municipal regulatory framework in line with the New National Tourism Policy and the General Tourism Law
GD5	Programs and diagnostics in tourism
GD6	Coordination with regional tourism organizations
GD7	Institutional coordination
GD8	Municipal regulation
GD9	Committees on sustainable tourism
GD10	Perception about the itinerant commerce
GD11	Involvement of entrepreneurs and civil society
GD12	Participation of society in tourist events
GD15	Government budget for tourism - State and municipal
ST5	Environmental regulations (Plans and programs in the field of private environmental education)
ST6	Heritage conservation actions
ST7	Protected natural areas
ST9	FONATUR study to guide tourism development
ST10	Ecological territorial order decree
ST11	Risk Management
ST12	Programs and diagnoses in municipal tourism.
ST14	Plans and programs in educational environmental education
AI6	Regulation of urban image in force
AI7	Degree of progress or application of urban development plans decreed
OT11	Number of declarations of tangible and intangible heritage of UNESCO and national declarations of tangible and intangible heritage of the Consejo Nacional para la Cultura y las Artes (CONACULTA), other than those indicated in other headings. Total by tourist destination
OT15	Declaration of historical monuments area
SP15	Programs for the management of hazardous waste

Table 35 List of indicators of the Regulatory Framework component of the NDP, TSP and PMT

Annex III

In this section we present the stratification of indicators for Priority Tourist Destinations and / or Magic towns as follows:

- **Subcomponent** (eg Tourism Vocation)
 - **Factor** (eg Turistics Resources)
 - **Subfactor** (eg Turistic Inventory)
 - **Indicator** (eg Existence of Turistic Inventory)

In tables 36 to 114, the list of indicators is presented according to the documents or organisms that use or feed them. The Final indicator column contains the indicators Which were obtained as a result of the analysis of indicators for Priority Turistic Destinations and / or Magic towns. The tables contain the indicators related to UNWTO, CCRR, EXCELTUR, IMCO, NDP, TSP, PMT, CA and ITESM and / or other sources.

Offer Component

- Tourist Vocation
 - Turistics Resources
 - Turistic Inventory

Indicator			Final indicator	Document and Institution
CCRR	Existence of tourist inventory	CCRR, Manual of indicators PPT-01, Doc. Excel SECTUR Variables		
Existence of an inventory of attractions and providers	Number of leisure activities available	Competitiveness agendas	Existence of tourist inventory	CCRR, Manual de indicadores PMT-T- 01, Doc. Excel SECTUR Variables SECTUR
Final indicator		Document and Institution	Number of leisure activities available	Competitiveness agendas

Table 36 Tourist Inventory Indicators

- Tourist Vocation
 - Tourist Resources
 - State of conservation of the tourist attractions

Indicator	Final indicator	Document and Institution
CA		
State of the main tourist attractions	Diagnosis of conservation of the main attractions	Competitiveness agendas, Guide to Incorporation and Permanence PM

Table 37 State of conservation of tourist attractions

- Tourist Vocation
 - Turistics Resources
 - Accessibility conditions with attractions

Indicator	Final indicator	Document and Institution
P.M		
Distance / time relationship between the destination and its attractions	Existence of Map (s) of the Conditions of Terrestrial Connectivity from the Urban or Suburban Centers of tourist concentration (not exceeding two hours of land transportation) by adding the following elements: attractions, services and service providers as well as Point the route	Guide to Incorporation and Permanence PM

Table 38 Accessibility conditions with attractions

- Tourist Vocation
 - Uniqueness of destiny
 - Diversification of tourist supply

Indicator			Final indicator	Document and Institution
EXCELTUR				
4.02 Diversification of the product offer	Diversification of supply by products	Magic towns, Competitiveness agendas, EXCELTUR	Diversification of supply by products	Magic towns, Competitiveness agendas, EXCELTUR

Table 39 Diversification of tourist supply

- Tourist Vocation
 - Uniqueness of destiny
 - Symbolic representation of the locality

Indicator	Final indicator	Document and Institution
PM		
Magic of the locality	Existence of the essay in relation of the thesis with historical and cultural foundations referring to the magic of the locality	Guide for Incorporation and Permanence PM, Manual of indicators PMT-IG-04
To have a symbolic tourist attraction	Existence of a symbolic attraction in the locality	Guide for Incorporation and Permanence PM, Manual of indicators PMT-T-01

Table 40 Symbolic representation of the locality

- Tourist Vocation
 - Uniqueness of destiny
 - Heritage of Historical Monuments

Indicator			Final indicator	Document and Institution
CCRR	PM	CA		
Declaration of historical monuments area	Declarations of areas of historical monuments	Declaration of Historic Monument Zones	Declaration of Historic Monument Zones	PM Incorporation and Permanence Guide, PMT-IG-04 Indicators Manual, CCRR, Competitiveness agendas

Table 41 Heritage of Historical Monuments

- Tourist Vocation
 - Tourist service providers
 - Diversification of service providers turistics

Indicator				Final indicator	Document and Institution
CCRR	TSP	PM	CA		
Existence of an inventory of attractions and providers		Tourism services that guarantee their commercialization	Existence of an inventory of attractions and service providers turistics	Existence of catalogs of tourism service providers	Guide for Incorporation and Permanence PM, CCRR, Competitiveness agendas
			Number of local operators	Number of local operators	Competitiveness agendas
	Index of Quality in the Provision of Tourist Services (IPSST)		Number of local operators	Index of Quality in the Provision of Services Turistics (ICTSP)	Tourism Sector Program

Table 42 Diversification of tourism service providers

- Natural resources
 - Ecosystem
 - Ecosystem conservation status

Final indicator	Document and Institution
Number of Biomes	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
Total Potential Surface	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
Current Total Surface	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
Percentage of Total Loss	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html

Table 43 Ecosystem conservation status

- Natural resources
 - Ecosystem
 - Biomes

Indicator	Final indicator	Document and Institution
ITESM		
	Number of Cloudy Forests	SEMARNAT, CONABIO/ http://www.biodiversidad.gob.mx/ecosistemas/mapas/mapa.html
2.1.- Area of forest and jungle	Potential Surface of Cloudy Forests	Index of Tourism Competitiveness of the Mexican States, Instituto Tecnológico y de Estudios Superiores de Monterrey, ITESM
	Current Surface of Cloudy Forests	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Percentage of Cloudy Forest Loss	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Number of Temperate Forests	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Potential Area of Temperate Forests	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Current Area of Temperate Forests	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Percentage of Loss of Temperate Forests	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Number of bushes	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Potential Scrub Surface	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Current Scrub Surface	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Percentage of Scrub Loss	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html

Table 44 Biome

Final indicator	Document and Institution
Number of Pastures	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
Potential Area of Grassland	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
Current Grassland Area	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
Percentage of Grassland Loss	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
Number of Wetlands	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
Potential Wetland Area	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
Current Wetland Area	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
Percentage of Wetland Loss	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html

Table 45 Biomes indicators continue

Indicator	Final indicator	Document and Institution
ITESM	Number of Dry Forests	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Potential Area of Dry Forests	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Current Area of Dry Forests	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Percentage of Dry Forest Loss	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Number of Coastal Dunes	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Potential Surface of Coastal	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Current Surface of Coastal	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Percentage of Coastal Dune	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Number of Mangroves	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Potential Mangrove Area	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Current Mangrove Area	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Percentage of Mangrove Loss	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
2.4.- Beaches	Number of Beaches	Index of Tourism Competitiveness of the Mexican States, Instituto Tecnológico y de Estudios Superiores de Monterrey, ITESM
	Potential Surface Beaches	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Current Beaches Surface	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Beach Loss Percentage	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Beach Line Line Length	SEMARNAT, CONABIO/ http://www.biodiversidad.gob.mx/pais/mares/
	Number of Islands	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Potential Area of Islands	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Current Area of Islands	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Percentage of Islands Loss	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html

Table 46 Biome indicators continue

Indicator	Final indicator	Document and Institution
ITESM		
2.5.- Length of coastline	Coastline Length of Islands	Index of Tourism Competitiveness of the Mexican States, Instituto Tecnológico y de Estudios Superiores de Monterrey, ITESM
	Number of Reefs	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/ecosismex.html
	Potential Area of Reefs	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Current Reef Surface	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Percentage of Reef Loss	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Number of Macroalgae Forests	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/ecosismex.html
	Potential Surface of Macroalgae Forests	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Current Surface of Macroalgae Forests	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Percentage of Loss of Macroalgae Forests	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Number of Sea Grasses	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/ecosismex.html
	Potential Area of Marine Pastures	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Current Area of Sea Grass	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html
	Percentage of Sea Pasture Loss	SEMARNAT, CONABIO/ http://www.biodiversity.gob.mx/ecosystems/maps/map.html

Table 47 Biomes indicators continue

- Natural resources
 - Ecosystem
 - Orography

Final indicator	Document and Institution
Number of mountains	SEMARNAT
Number of saws	SEMARNAT
Number of glens	SEMARNAT
Number of guns	SEMARNAT
Number of caves and caves	SEMARNAT
Number of geysers	SEMARNAT
Number of volcanoes	SEMARNAT
Number of valleys	SEMARNAT

Table 48 Orography

- Natural resources
 - Ecosystem
 - Diversity of species

Indicator	Final indicator	Document and Institution
ITESM		
	Number of endemic species	SEMARNAT, CONABIO/ http://www. biodiversity.gob.mx/especies/especies.html
2.15.- Vegetación natural permanente	Number of endangered species	SEMARNAT, ITESM, CONABIO/ http://www. biodiversity.gob.mx/especies/especies.html
	Number of native species	SEMARNAT, CONABIO/ http://www. biodiversity.gob.mx/especies/especies.html
	Number of endangered species	SEMARNAT, CONABIO/ http://www. biodiversity.gob.mx/especies/especies.html

Table 49 Diversity of species

- Natural resources
 - Ecosystem
 - water bodies

Final indicator	Document and Institution
Number of lakes	CONAGUA, Database SEMARNAT, Recharge_and_extraction_of_aquifers_Overexploited.xlsx
Number of ponds	CONAGUA, Database SEMARNAT, Recharge_and_extraction_of_aquifers_Overexploited.xlsx
Number of rivers	CONAGUA, Database SEMARNAT, Recharge_and_extraction_of_aquifers_Overexploited.xlsx
Number of streams	CONAGUA, Database SEMARNAT, Recharge_and_extraction_of_aquifers_Overexploited.xlsx
Number of cascades and waterfalls	CONAGUA, Database SEMARNAT, Recharge_and_extraction_of_aquifers_Overexploited.xlsx
Number of cenotes	CONAGUA, Database SEMARNAT, Recharge_and_extraction_of_aquifers_Overexploited.xlsx
Number of hot springs	CONAGUA, Database SEMARNAT, Recharge_and_extraction_of_aquifers_Overexploited.xlsx
Number of marshes	CONAGUA, Database SEMARNAT, Recharge_and_extraction_of_aquifers_Overexploited.xlsx

Table 50 water bodies

- Natural resources
 - protected areas
 - International declaration

Indicator	Indicator	Final indicator	Document and Institution
CCRR	ITESM		
International Declarations of the ANP's		Number of Internationally Declared Protected Natural Areas	SECTUR, PDF Evaluation of performance of tourist destinations within the framework of Coordination Agreements on Resource Reassignment (CCRR) - Analysis of turistic performance local SECTUR CONACYT
	2.3.- Area of national protected area	Total protected area	SEMARNAT, UNESCO, ITESM

Table 51 Continued Federal declaration of protection (of the Biosphere)

- Natural resources
 - Protected areas
 - Federal declaration of protection

Indicator				Final indicator	Document and Institution
CCRR	WEF	CA	ITESM		
Protected Natural Areas (ANP). Total PNA by destination.	13.5.- Marine protected areas	Protected natural areas		Number of federal protected natural areas	Competitiveness agendas, PDF Evaluation of performance of tourist destinations within the framework of Coordination Agreements on Resource Reassignment (CCRR) - Analysis of local turistic performance SECTUR CONACYT
			2.3.- Area of national protected area	Total protected area	SEMARNAT, anp_decretadas (1).xlsx
Existence of federal protected natural areas and states with management plan				Existence of federal protected natural areas and states with management plan	PDF Turistic destination performance evaluation under the Coordination Agreements on Resource Reassignment (CCRR) - Analysis of local turistic performance SECTUR CONACYT
Existence of federal protected natural areas with conservation and management program (PCy M)				Existence of federal protected natural areas with conservation and management program (PCy M)	PDF Turistic destination performance evaluation under the Coordination Agreements on Resource Reassignment (CCRR) - Analysis of local turistic performance SECTUR CONACYT

Table 52 Federal declaration of protection

Indicator Final	Document and Institution
Number of biosphere reserves	SEMARNAT, Doc. SECTUR Word. Nature Tourism, Doc. Excel SECTUR Priority Destinations, anp_decretadas (1).xlsx
Area of national protected area	SEMARNAT, anp_decretadas (1).xlsx
Number of management plans for Natural Protected Areas	SEMARNAT, http://www.conanp.gob.mx/que_hacemos/programa_manejo.php

Table 53 Continued Federal declaration of protection (of the Biosphere)

Indicator Final	Document and Institution
Number of national parks	SEMARNAT, Doc. SECTUR Word. Nature Tourism, Doc. Excel SECTUR Priority Destinations
National Protected Area of National Parks	SEMARNAT, anp_decretadas (1).xlsx
Number of management plans for National Park Protected Natural Areas	SEMARNAT, http://www.conanp.gob.mx/que_hacemos/programa_manejo.php

Table 54 Continued Federal declaration of protection (Of national parks)

Indicator Final	Document and Institution
Number of natural monuments	Doc. SECTUR Word. Nature Tourism, Doc. Excel SECTUR Priority Destinations
National Protected Area surface Natural Monuments	SEMARNAT, anp_decretadas (1).xlsx
Number of management plans for Natural Protected Areas natural monuments	SEMARNAT, http://www.conanp.gob.mx/que_hacemos/programa_manejo.php

Table 55 Continued Federal declaration of protection (of natural monuments)

Indicator Final	Document and Institution
Number of natural resource protection areas	SEMARNAT, Doc. SECTUR Word. Nature Tourism, Doc. Excel SECTUR Priority Destinations
Area of national Protected area of Protected Areas	SEMARNAT, anp_decretadas (1).xlsx
Number of management plans for Protected Natural Areas in protected areas	SEMARNAT, http://www.conanp.gob.mx/que_hacemos/programa_manejo.php

Table 56 Continued Federal declaration of protection (of natural resources)

Indicator Final	Document and Institution
Numbers of areas of protection of flora and fauna	SEMARNAT, Doc. SECTUR Word. Nature Tourism, Doc. Excel SECTUR Priority Destinations
Area of national protected area	SEMARNAT, anp_decretadas (1).xlsx
Number of management plans for Protected Natural Areas	SEMARNAT, http://www.conanp.gob.mx/que_hacemos/programa_manejo.php

Table 57 Continued Federal declaration of protection (of flora and fauna)

Indicator Final	Document and Institution
Number of Sanctuaries	Doc. SECTUR Word. Nature Tourism, Doc. Excel SECTUR Priority Destinations
Area of national protected area	SEMARNAT, anp_decretadas (1).xlsx
Number of management plans for Protected Natural Areas	SEMARNAT, http://www.conanp.gob.mx/que_hacemos/programa_manejo.php

Table 58 Continued Federal declaration of protection (of users)

- Natural resources
 - Protected areas
 - Declaratoria State

Indicator	Final indicator	Document and Institution
CCRR		
	Number of Protected Natural Areas States	SEMARNAT, http://www.biodiversidad.gob.mx/region/areasprot/enmexico.html
	Total protected area	SEMARNAT, http://www.biodiversidad.gob.mx/region/areasprot/enmexico.html
Existence of federal protected natural areas and states with management plan	Number of management plans for Protected Natural Areas States	PDF Evaluation of performance of tourist destinations within the framework of Coordination Agreements on Resource Reassignment (CCRR) - Analysis of local turistic performance SECTUR CONACYT

Table 59 State Declaration

- Natural resources
 - Protected areas
 - Municipal Declaration

Final indicator	Document and Institution
Number of municipal protected natural areas	SEMARNAT, http://www.biodiversidad.gob.mx/region/areasprot/enmexico.html
Total protected area	SEMARNAT, anp_decretadas (1).xlsx
Number of management plans for the Municipal Natural Protected Areas	SEMARNAT, anp_decretadas (1).xlsx

Table 60 Municipal Declaration

- Natural resources
 - Protected areas
 - Community Protection

Final indicator	Document and Institution
Number of Community Protected Areas	SEMARNAT, http://www.biodiversidad.gob.mx/region/areasprot/enmexico.html
Total protected area	SEMARNAT, anp_decretadas (1).xlsx
Number of management plans for Protected Community Areas	SEMARNAT, anp_decretadas (1).xlsx

Table 61 Community Protection

- Recursos naturales
 - Áreas protegidas
 - Protección privada

Final indicator	Document and Institution
Number of Private Protected Areas	SEMARNAT, http://www.biodiversity.gob.mx/region/areasprot/enmexico.html
Total protected area	SEMARNAT, anp_decretadas (1).xlsx
Number of management plans for Private Protected Areas	SEMARNAT, anp_decretadas (1).xlsx

Table 62 Private protection

- Natural resources
 - UNESCO World Natural Heritage
 - Natural heritage

Indicator				Final indicator	Document and Institution
CCRR	WEF	CA	ITESM		
Number of declarations of tangible and intangible heritage of UNESCO	13.1.- Number of heritage sites	Number of declarations of tangible and intangible heritage of UNESCO	1.3.- Heritage of Humanity	Total sites declared Natural World Heritage	CCRR, WEF,ITESM, Doc. SECTUR Word. Turismo de Naturaleza, Doc. Excel SECTUR Priority destinations,Doc. Excel Table_Aspirants_PM, List_ heritage _ world CONANP.xlsx

Table 63 Natural heritage

- Cultural resources
 - Patrimonio Cultural Material de la UNESCO
 - Mixed heritage

Indicator				Final indicator	Document and Institution
CCRR	WEF	CA	ITESM		
Number of declarations of tangible and intangible heritage of UNESCO	4.02.b.1 Patrimony of the Humanity	Number of declarations of tangible and intangible heritage of UNESCO	1.3.- Heritage of Humanity	Number of sites declared World Heritage Mixed	UNESCO, Doc. SECTUR Word Cultural tourism, Doc. Excel SECTUR Priority Destinations ,Doc. Excel Table_Aspirants_PM, http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/
				Sites with declaration of World Heritage Mixed with management plan	UNESCO, http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/
				Total area	UNESCO, http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/

Table 64 Mixed heritage

- Cultural Resources
 - Cultural Heritage UNESCO Material
 - Cultural heritage

The same indicators shown in Mixed Heritage corresponding to EXCELTUR, CCRR, CA and ITESM, can be classified again for Cultural Heritage.

Indicator	Final indicator	Document and Institution
WEF		
14.1.- N ° of World Heritage cultural sites	Number of cultural heritage sites	WEF, http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/ , Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM.
	Number of sites declared Heritage City / Historic Center	WEF, http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/ , Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM.
	Total area	WEF, http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/ , Doc. SECTUR Word Cultural Tourism,
	Number of declared sites Pre-Hispanic City	WEF, http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/ , Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM.
	Total area	WEF, http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/ , Doc. SECTUR Word Cultural Tourism,
	Number of declared sites Monuments	WEF, http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/ , Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM.
	Number of sites declared Sets	WEF, http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/ , Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM.
	Number of places declared Places	WEF, http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/ , Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM.
	Total area	http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/

Table 65 Cultural Heritage

- Cultural Resources
 - Intangible Cultural Heritage of UNESCO
 - Cultural Manifestations of Mexico inscribed in the Representative List of the Intangible Cultural Heritage of Humanity

The same indicators shown in Mixed Heritage corresponding to EXCELTUR, CCRR and CA, can be classified again for Cultural Manifestations of Mexico inscribed in the Representative List of Intangible Cultural Heritage of Humanity.

Final indicator	Document and Institution
Number of manifestations declared Intangible Cultural Heritage of Humanity	CCRR, PDF UNESCO, Practical Guidelines for the Implementation of the World Heritage Convention, 2005
Sites with declaration of Intangible Cultural Heritage of Humanity with management plan	PDF Performance evaluation of turistic destinations within the framework of Coordination Agreements on Resource Reassignment (CCRR) - Analysis of local turistic performance SECTUR CONACYT, Competitiveness agendas

Table 66 Cultural Manifestations of Mexico inscribed in the Representative List of the Intangible Cultural Heritage of Humanity

- Cultural Resources
 - Intangible Cultural Heritage of UNESCO
 - Traditions and oral expressions, including language as a vector of intangible cultural heritage (<http://www.unesco.org/culture/ich/es/tradiciones-y-expresiones-orales-00053>)

The same indicator shown in Mixed Heritage corresponding to EXCELTUR, can be classified again for Traditions and oral expressions, including language as a vector of intangible cultural heritage.

Final indicator	Document and Institution
Number of traditions and oral expressions	http://www.unesco.org/new/es/mexico/work-areas/culture/world-heritage/

Table 67 Traditions and oral expressions, including language as a vector of intangible cultural heritage

- Cultural Resources
 - Intangible Cultural Heritage of UNESCO
 - Arts of the show (<http://www.unesco.org/culture/ich/es/artes-del-espectaculo-00054>)

The same indicator shown in Mixed Heritage corresponding to EXCELTUR, can be classified again for Performing Arts.

Final indicator	Document and Institution
Number of traditional songs	http://www.unesco.org/culture/ich/es/artes-del-espectaculo-00054 , Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Destinos Prioritarios,Doc. ExcelTable_Aspirantes_PM

Table 68 Performing arts

- Cultural Resources
 - Intangible Cultural Heritage of UNESCO
 - Social uses, rituals and festive acts (<http://www.unesco.org/culture/ich/es/usos-sociales-rituales-y-00055>)

The same indicator shown in Mixed Heritage corresponding to EXCELTUR, can be classified again for social uses, rituals and festive acts.

Final indicator	Document and Institution
Number of Gastronomic traditions	http://www.unesco.org/culture/ich/es/usos-sociales-rituales-y-00055 , Doc. SECTUR Word Cultural tourism, Doc. Excel SECTUR Priority Destinations,Doc. Excel Table_Aspirants_PM
Number of parties	http://www.unesco.org/culture/ich/es/usos-sociales-rituales-y-00055 , Doc. SECTUR Word Cultural tourism, Doc. Excel SECTUR Priority Destinations,Doc. Excel Table_Aspirants_PM
Number of traditions	http://www.unesco.org/culture/ich/es/usos-sociales-rituales-y-00055 , Doc. SECTUR Word Cultural tourism, Doc. Excel SECTUR Priority Destinations,Doc. Excel Table_Aspirants_PM

Table 69 Social uses, rituals and festive acts

- Cultural Resources
 - Intangible Cultural Heritage of UNESCO
 - Knowledge and uses related to nature and the universe (<http://www.unesco.org/culture/ich/en/concerts-related-with-natural-00056>)

E The same indicator shown in Mixed Heritage corresponding to EXCELTUR, can be classified again for Knowledge and uses related to nature and the universe.

Final indicator	Document and Institution
Number of places of memory and living traditions	http://www.unesco.org/culture/ich/es/knowledge-related-to-nature-00056 , Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Priority Destinations,Doc. Excel

Table 70 Knowledge and uses related to nature and the universe

- Cultural Resources
 - Intangible Cultural Heritage of UNESCO
 - Traditional craft techniques (<http://www.unesco.org/culture/ich/es/tecnicas-artesanales-tradicionales-00057>).

The same indicator shown in Mixed Heritage corresponding to EXCELTUR, can be classified again for traditional craft techniques.

Final indicator	Document and Institution
Number of traditional craft techniques	http://www.unesco.org/culture/ich/es/traditional-craft-techniques-00057 , Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Priority Destinations,Doc. Excel

Table 71 Traditional craft techniques

- Cultural Resources
 - Heritage of the Consejo Nacional para la Cultura y las Artes (CONACULTA)
 - Declarations of the manifestations Intangible Cultural Heritage of Humanity

Indicator		Final indicator	Document and Institution
CCRR	CA		
Number of declarations of tangible and intangible assets of CONACULTA	Number of declarations of tangible and intangible assets of CONACULTA	Number of national declarations of tangible and intangible heritage of the Consejo Nacional para la Cultura y las Artes	PDF Evaluation of turistic destination performance under the Coordination Agreements on Resource Reassignment (CCRR) - Analysis of local turistic performance SECTUR CONACYT, Competitiveness agendas

Table 72 Declarations of the manifestations Intangible Cultural Heritage of Humanity

- Cultural resources
 - Planta cultural local
 - Corredor, Circuito o Ruta Turística

Indicator			Final indicator	Document and Institution
CCRR	EXCELTUR	CA		
Total number of routes of the tourist destination	4.02.b.2 Assets of cultural interest	Total number of routes of the tourist destination	Total Number of Tourist Destination Routes	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, CCRR, Competitiveness agendas

Table 73 Corridor, Circuit or Tourist Route

- Cultural resources
 - Planta cultural local
 - Patrimonio Monumental

Indicator			Final indicator	Document and Institution
CCRR	CA	ITESM		
Archaeological areas	Number of archaeological sites	1.4.- Archaeological sites	Number of archaeological sites	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR 83 Magic_Towns_ Data, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, ,, CCRR, Competitiveness agendas
			Total area of archaeological sites	PROPOSAL
			Number of cave paintings	PROPOSAL
			Number of historic buildings	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, INAH
			Number of historic centers	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, INAH
			Total area of historic centers	PROPOSAL
			Number of hacienda hulls	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, INAH
			Number of sanctuaries	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, INAH
			Total area of sanctuaries	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, INAH

Table 74 Monumental Heritage

- Cultural resources
 - Local cultural plan
 - Old convents and religious temples

Indicator	Final indicator	Documento e Institución
ITESM		
NI	Number of exconventos	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, INAH
	Number of monasteries	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, INAH
1.7.- Cathedrals	Number of cathedrals	Doc. SECTUR Word Cultural Tourism, Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables SECTUR, ITESM
	Number of basilicas	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, INAH
	Number of churches	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, INAH
	Number of chapels	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, INAH
	Number of mosques	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, INAH
	Number of other religious temples	Doc. SECTUR Word Cultural Tourism, Doc. Excel SECTUR Variables SECTUR, INAH

Table 75 Old convents and religious temples

- Cultural Resources
 - Local cultural plant
 - Museums

Indicator			Final indicator	Document and Institution
CCRR	CA	ITESM		
Museums	Number of museums		Total Museums	Doc. SECTUR Word Cultural tourism, Doc. Excel SECTUR 83 Magic_Towns, CCRR, Competitiveness agendas, ITESM
		1.8.- Museums	National Museums	Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR 83 Magic Towns Date, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, CONACULTA
			Regional Museums	Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR 83 Magic Towns Date, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, CONACULTA
			Museums Statees	Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR 83 Magic Towns Date, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, CONACULTA
			Municipals	Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR 83 Magic Towns Date, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, CONACULTA
			Site Museums	Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR 83 Magic Towns Date, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, CONACULTA
			Private Museums	Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR 83 Magic Towns Date, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, CONACULTA

Table 76 Museums

- Cultural Resources
 - Local cultural plant
 - Monuments

Indicator			Final indicator	Document and Institution
CCRR	CA	ITESM		
Number of monuments	Number of monuments	1.6.- Historical monuments	Number of historical monuments	http://www.monumentoshistoricos.inah.gob.mx/ , Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR 83 Pueblos_Mágicos_ Datos, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables SECTUR, ., ITESM
			Number of federal historical monuments	Doc. SECTUR Word Turismo Cultural, Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables SECTUR
			Number of artistic monuments	http://www.inba.gob.mx/transparencia/Inmuebles , UNESCO, Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR
			Number of scientific monuments	UNESCO, Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR

Table 77 Monuments

- Cultural Resources
 - Local cultural plant
 - Cultural Spaces (http://sic.conaculta.gob.mx/?estado_id=9&table=centro_cultural)

Indicator	Final indicator	Document and Institution
ITESM		
1.10.- Theaters	Number of theaters	Doc. SECTUR Word Cultural tourism, Doc. Excel SECTUR 83 Pueblos_Mágicos_ Datos, Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables SECTUR, ITESM
1.13.- Galleries	Number of galleries representing the formal art of Mexico	Doc. SECTUR Word Cultural tourism,, Doc. Excel SECTUR 83 Pueblos_Mágicos_ Datos, Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables SECTUR ITESM
	Number of auditoriums	Doc. SECTUR Word Cultural tourism,, Doc. Excel SECTUR 83 Pueblos_Mágicos_ Datos, Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables SECTUR
1.2.- Cultural Centers	Number of Cultural Centers / Houses of Culture	Doc. SECTUR Word Cultural tourism,, Doc. Excel SECTUR 83 Pueblos_Mágicos_ Datos, Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables SECTUR ITESM
	Number of Scientific and Technical Centers	Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR Variables SECTUR
1.12.- Libraries	Number of libraries and Hemerotheques	Index of Tourism Competitiveness of the Mexican States, Instituto Tecnológico y de Estudios Superiores de Monterrey, ITESM
	Number of mining holdings	Doc. SECTUR Word Cultural tourism,, Doc. Excel SECTUR Variables SECTUR
	Number of plantations Agropecuarias	Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR Variables SECTUR
NI	Number of Industrial Complexes	Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR Variables SECTUR
NI	Number of other cultural spaces	INEGI, DENU, Doc. SECTUR Word Turismo Cultural, Doc. Excel SECTUR Variables

Table 78 Cultural Spaces

- Cultural resources
 - Local cultural resources
 - Elaboration and commercialization of local products

Indicator	Final indicator	Document and Institution
Exceltur		
	Number of Economic Units	INEGI, Catalog of the Industrial Classification System of América del Norte
4.02.kTurismo gastronómico	Number of Production Units of Pulque	INEGI, Catalog of the Industrial Classification System of América del Norte
	Number of Economic Units Producing Candy, Chewing Gum and Non-Chocolate Confectionery Products	INEGI, Catalog of the Industrial Classification System of América del Norte
	Number of Economic Units Producing Chocolate and Chocolate Products	INEGI, Catalog of the Industrial Classification System of América del Norte
	Number of Economic Units Dehydrating Fruits and Vegetables	INEGI, Catalog of the Industrial Classification System of América del Norte
	Number of Economic Units Dedicated to the Conservation of Fruits and Vegetables by Processes Other than Freezing and Dehydration	INEGI, Catalog of the Industrial Classification System of América del Norte
	Number of Economic Units Producing Ice Cream and Pallets	INEGI, Catalog of the Industrial Classification System of América del Norte
	Number of Economic Units Dedicated to Traditional Bakery	INEGI, Catalog of the Industrial Classification System of América del Norte
	Number of Economic Units Dedicated to Gold and Silver Jewellery and Jewelry	INEGI, Catalog of the Industrial Classification System of América del Norte
	Number of Economic Units Dedicated to Jewelry of Non-precious Metals and Stones and Other Materials	INEGI, Catalog of the Industrial Classification System of América del Norte
	Number of Other Economic Units Dedicated to the Elaboration and Commercialization of Local Products	INEGI, Catalog of the Industrial Classification System of América del Norte

Table 79 Elaboration and commercialization of local products

- General tourist infrastructure and services
 - Accommodation and accommodation
 - General information about accommodation at the destination

Final indicator	Document and Institution
Density of accommodation establishments	INEGI, DENUE, Catalog of the Industrial Classification System of América del Norte

Table 80 General information about accommodation at the destination

- General tourist infrastructure and services
 - Accommodation and accommodation
 - Other Types of lodging establishments

Indicator	Final indicator	Document and Institution
Exceltur		
	Number of properties for rent without brokerage	INEGI, DENUE, Doc. Excel SECTUR 83 Magic_Towns_Date, Doc. Excel Table_Aspirantes_PM
	Number of hotels without other integrated services	INEGI, RNT, Doc. Excel SECTUR 83 Magic_Towns_Date, Doc. Excel Table_Aspirantes_PM
4.02.1.1 Provision of places in rural tourism accommodation	Number of cabins	INEGI
	Number of providers offering furnished apartments with hotel services	INEGI, DENUE, Doc. Excel SECTUR 83 Magic_Towns_Date , Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables SECTUR
	Number of providers offering houses furnished with hotel services	INEGI, Doc. Excel SECTUR 83 Magic_Towns_Date, Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables SECTUR
	Number of houses furnished	INEGI
	Number of other lodging establishments	INEGI, Doc. Excel SECTUR 83 Magic_Towns_Date, Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables SECTUR

Table 81 Other Types of lodging establishments

- General tourist infrastructure and services
 - Food & Beverage Services
 - Overview of the provision of food and beverage services

Indicator	Final indicator	Document and Institution
CCRR		
	Number of Food Establishments in the Destination of International Food	INEGI, DENU, Doc. Excel SECTUR Performance Turistic
Category Gastronomy	Number of Food Establishments in the Destination of National or Regional Food	INEGI, DENU, Doc. Excel SECTUR Performance Turistic
	Number of Food Establishments at Fast Food Destination	INEGI, DENU, Doc. Excel SECTUR Performance Turistic

Table 82 Overview of the provision of food and beverage services

- General tourist infrastructure and services
 - Food & Beverage Services
 - Food services

Final indicator	Document and Institution
Number of other feed services	INEGI, DENU

Table 83 Food services

- General tourist infrastructure and services
 - Recreation
 - Casinos, lotteries and other games of chance

Indicator	Final indicator	Document and Institution
ITESM		
6.10.- Casinos, lotteries and games of chance	Number of casinos	INEGI, DENU, Catalog of the Industrial Classification System of América del Norte
NI	Number of other establishments offering gambling	INEGI, DENU, Catalog of the Industrial Classification System of América del Norte

Table 84 Casinos, lotteries and other games of chance

- General tourist infrastructure and services
 - Ground transportation
 - Automotive Transport

Indicator	Final indicator	Document and Institution
WEF		
8.2.- Presence of car rental companies	Number of Landlords of Buses, Minibuses and Trailers without Driver	INEGI, DENU, Doc. Excel SECTUR 83 Magic Towns Data, Doc. Excel Table Aspirants _PM
	Number of Car Rental Companies with Driver	INEGI, DENU, Doc. Excel SECTUR 83 Magic Towns Data, Doc. Excel Table Aspirants _PM

Table 85 Automotive Transport

- Infraestructura y servicios turisticos generales
 - Rail transport
 - Transporte turistic por tren

Final indicator	Document and Institution
Number of Tourists by Train	INEGI, DENU, Doc. Excel SECTUR 83 Magic Towns Data, Doc. Excel Table Aspirants _PM

Table 86 Tourist transport by train

- General tourist infrastructure and services
 - Aquatic transport
 - Water Tourist Transport

Final indicator	Document and Institution
Number of Indigenous Operators Offering Water Tourist Transportation	INEGI, DENU, Catalog of the Industrial Classification System of América del Norte

Table 87 Turistic water transportation

- General tourist infrastructure and services
 - Others
 - Organization of events, conventions and fairs

Final indicator	Document and Institution
Number of Social Event Organizers	INEGI, DENU, Catalog of the Industrial Classification System of América del Norte
Number of Other Event Organizers, Conventions and Fairs	INEGI, DENU, Catalog of the Industrial Classification System of América del Norte

Table 88 Organization of events, conventions and fairs

- General tourist infrastructure and services

- Others
 - Translation and interpretation services

Final indicator	Document and Institution
Number of Providers of Translation and Interpretation Services at Destination	INEGI, DENU, Catalog of the Industrial Classification System of América del Norte

Table 89 Translation and interpretation services

- Infrastructure and special tourist services
 - Cultural Tourism Infrastructure and Services
 - Promoters of shows

Indicator	Final indicator	Document and Institution
Exceltur		
4.02.B Cultural Tourism	Number of Other Promoters of Shows	INEGI, DENU, Catalog of the Industrial Classification System of América del Norte

Table 90 Promoters of shows

- Infrastructure and special tourist services
 - Cultural Tourism Infrastructure and Services
 - Marketable Cultural Activities

The same indicator of EXCELTUR was associated in Promoters of Shows, for Commercialized Cultural Activities.

Indicator	Final indicator	Document and Institution
EXCELTUR		
4.02.b Cultural tourism	Number of Sellable Cultural Activities Offered at Destination	INEGI, DENU, Catalog of the Industrial Classification System of América del Norte
	Number of Providers of Tradeable Cultural Activities Offered at Destination	INEGI, DENU, Catalog of the Industrial Classification System of América del Norte

Table 91 Marketable cultural activities

Demand Component

We identified 838 indicators with their respective classification. For more information consult the author.

Accessibility Component

- General Infrastructure and Services
 - Quality and sufficiency in the terrestrial infrastructure of the destination
 - Land Infrastructure

Indicator			Final indicator	Document and Institution
CCRR	EXCELTUR	CA		
Quality and sufficiency terrestrial infrastructure	Accessibility and terrestrial connectivity	Quality and sufficiency terrestrial infrastructure	Quality and sufficiency terrestrial infrastructure	Competitiveness agendas/CCRR/EXCELTUR

Table 92 Land Infrastructure

- General Infrastructure and Services
 - Quality and sufficiency in the terrestrial infrastructure of the destination
 - Foreign collective transport

Indicator			Final indicator	Document and Institution
CCRR	WEF	CA		
NI	NI	Land connectivity and bus terminal	Number of Bus Terminals	SECTUR
NI	NI	NI	Number of operators offering fixed collective route foreign passenger transport services	SCT
			Number of municipalities or states with direct route to the destination	SCT
Quality and sufficiency terrestrial infrastructure	7.4.- Quality of terrestrial transport network		Quality in the ground transportation service	CCRR, WEF

Table 93 Foreign collective transport

- General Infrastructure and Services
 - Quality and sufficiency in the terrestrial infrastructure of the destination
 - Transportation by train

Indicator				Final indicator	Document and Institution
WEF	EXCELTUR	IMCO	ITESM		
7.2.- Quality of railway infrastructure		7.12 Density of public transport		It has transport of passengers by Train	Doc. Excel SECTUR Desempeño Turistic, Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables SECTUR, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic, IMCO
				Number of companies offering train transport services	TOURIST PLANT STRUCTURE (ECONOMIC UNITS OF MAGIC TOWNS)
	2.02.a Sufficiency of high-end trains			Number of train stations or terminals	PRIORITY DESTINATIONS, Doc. Excel SECTUR Turistic Performance, DOC. SECTUR EXCEL Base_Datos_Desempe__Picos_Magicos, EXCELTUR
	2.02 Accessibility and rail connectivity		5.11.-Railway density	Length of the rail network within the destination	Doc. Excel SECTUR Priority Destinations,DOC. SECTUR EXCEL Base Data Performance Magic Towns, ITESM, EXCELTUR
	2.02.b Railway Connectivity				
				Railway infrastructure quality	WEF

Table 94 Transportation by train

- General Infrastructure and Services
 - Quality and sufficiency in the terrestrial infrastructure of the destination
 - Network of streets and roads

Indicator						Final indicator	Document and Institution			
CCRR	WEF	EXCELTUR	IMCO	CA	ITESM					
		2.03 Accessibility and terrestrial connectivity			5.5.- Density of roads	Total length of the street network within the destination	Doc. Excel SECTUR Priority Destinations, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic/ITESM			
						Length in Adoquin	Doc. Excel SECTUR Priority Destinations, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic			
						Length in Asphalt Folder	Doc. Excel SECTUR Destinos Prioritarios, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic/EXCELTUR			
						Stoned Length	Doc. Excel SECTUR , Priority Destinations DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic			
						Length in Terraceria	Doc. Excel SECTUR Priority Destinations, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic			
						Podotractile length	Doc. Excel SECTUR Priority Destinations, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic			
					7.1.- Quality of roads	Quality of roads	Doc. Excel SECTUR Priority Destinations , DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic/WEF			
					7.5.- Density of	Percentage of total coverage of	Doc. Excel SECTUR Priority Destinations, DOC. SECTUR EXCEL			
					Quality and sufficiency terrestrial infrastructure			Quality and sufficiency terrestrial infrastructure	Quality of the street network	CCRR
								7,05 Red carretera avanzada	Number of roads	
	Length of network Federal highway quota	Doc. Excel SECTUR Priority Destinations, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic								
	Length of federal federal highway quota network with federal administration	Doc. Excel SECTUR Priority Destinations, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic								
	Length of the federal highway quota network with State	Doc. Excel SECTUR Priority Destinations, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic								
	Length of the network federal road of quota with private	Doc. Excel SECTUR Priority Destinations, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic								
	Length of the federal trunk road network	Doc. Excel SECTUR Priority Destinations, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic								
	Length of the feeder road network States	Doc. Excel SECTUR Priority Destinations DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic								
	Length of the network road of rural roads	Doc. Excel SECTUR Priority Destinations, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic								
	Length of the road network of improved gaps	Doc. Excel SECTUR Priority Destinations, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic								
	Total paved length in meters	Doc. Excel SECTUR Priority Destinations DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic								
Quality and sufficiency terrestrial infrastructure				Quality of the road network						CCRR

Table 95 Network of streets and roads

- General Infrastructure and Services
 - Quality and sufficiency in the terrestrial infrastructure of the destination
 - Public urban and suburban passenger transport

Indicator			Final indicator	Document and Institution
CCRR	AC	ITESM		
	Flow of means of transport	5.7.- Passenger trucks	Number of collective urban and suburban passenger transport routes on fixed route buses	Doc. Excel SECTUR 83 Magic_Towns_Dates, INEGI, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirantes_PM, /ITESM/Competitiveness agendas/Competitiveness agendas
		5.9.- Percentage of passenger trucks	Number of registered passenger lorries in circulation	Doc. Excel SECTUR Priority Destinations, /ITESM
	Number of units suitable for people with mobility and reduced communication		Doc. Excel SECTUR Priority Destinations,	
	Destination Coverage Percentage		Doc. Excel SECTUR Priority Destinations,	
	Quality of collective urban and suburban passenger transport on fixed route buses		Doc. Excel SECTUR Priority Destinations,	
	Number of urban and suburban public passenger transport routes in fixed-route automobiles		Doc. Excel SECTUR Priority Destinations,	
	Number of registered passenger cars in circulation		Doc. Excel SECTUR Priority Destinations,	
	Number of units suitable for people with mobility and reduced communication		Doc. Excel SECTUR Priority Destinations,	
	Destination Coverage Percentage		Doc. Excel SECTUR Priority Destinations,	
	Quality of collective urban and suburban passenger transport in fixed-route automobiles		Doc. Excel SECTUR Priority Destinations,	
	Number of collective urban and suburban passenger transport routes in trolleybuses and light trains		Doc. Excel SECTUR Priority Destinations,	
	Number of stations		Doc. Excel SECTUR Priority Destinations,	
	Number of units suitable for people with mobility and reduced communication		Doc. Excel SECTUR Priority Destinations,	
	Destination Coverage Percentage		Doc. Excel SECTUR Priority Destinations,	
	Quality of collective urban and suburban passenger transport in trolleybuses and light trains		Doc. Excel SECTUR Priority Destinations,	
	Number of urban and suburban public passenger transport routes by subway		Doc. Excel SECTUR Priority Destinations,	
	Number of stations		Doc. Excel SECTUR Priority Destinations,	
	Number of units suitable for people with mobility and reduced communication		Doc. Excel SECTUR Priority Destinations,	
	Destination Coverage Percentage		Doc. Excel SECTUR Priority Destinations,	
	Quality of collective urban and suburban passenger transport by subway	Doc. Excel SECTUR Priority Destinations,		
Number of other routes	Doc. Excel SECTUR Priority Destinations,			
Number of stations	Doc. Excel SECTUR Priority Destinations,			
Number of units suitable for people with mobility and reduced communication	Doc. Excel SECTUR Priority Destinations,			
Destination Coverage Percentage	Doc. Excel SECTUR Priority Destinations,			
Quality of other Types of transport	Doc. Excel SECTUR Priority Destinations,			
Quality in the destination's local transport	Quality in the destination's local transport	Quality in the destination's local transport	CCRR, Competitiveness agendas.	

Table 96 Public urban and suburban passenger transport

- General Infrastructure and Services
 - Quality and sufficiency in the terrestrial infrastructure of the destination
 - Taxis

Final indicator	Document and Institution
Number of bases or taxi sites	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Number of base or place taxis	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Number of units suitable for people with mobility and reduced communication	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Destination Coverage Percentage	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Number of radio bases taxis	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Radiotaxis number	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Number of units suitable for people with mobility and reduced communication	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Destination Coverage Percentage	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Number of roulette taxis	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Number of units	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Number of units suitable for people with mobility and reduced communication	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Destination Coverage Percentage	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Number of private taxi service providers	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Number of units	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Number of units suitable for people with mobility and reduced communication	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Destination Coverage Percentage	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations

Table 97 Taxis

- General Infrastructure and Services
 - Quality and sufficiency in the terrestrial infrastructure of the destination
 - Other land passenger transport

Final indicator	Document and Institution
Number of other land passenger transport	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Number of units	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Number of units suitable for people with mobility and reduced communication	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations
Destination Coverage Percentage	Doc. Excel SECTUR 83 Towns_Magic_ Data, Doc. Excel SECTUR Priority Destinations

Table 98 Other land passenger transport

- General Infrastructure and Services
 - Quality and sufficiency in the terrestrial infrastructure of the destination
 - Complementary services

Final indicator	Document and Institution
Number of crane and road assistance service providers	Doc. Excel SECTUR 83 Magic Towns_ Data, Doc. Excel table_aspirants_pm
Number of automotive repair shops	Doc. Excel SECTUR 83 Magic Towns_ Data, Doc. Excel table_aspirants_pm
Number of parking lots and pensions for motor vehicles	Doc. Excel SECTUR 83 Magic Towns_ Data, Doc. Excel table_aspirants_pm
Number of pensions for motor vehicles	https://mexicoo.mx/empresas/morelos/cuernavaca/ Parking-and-pensions-for-vehicles-automotive (2016 mexicoo.mx © Business Directory in Mexico)

Table 99 Complementary services

- General Infrastructure and Services
 - Quality and sufficiency in the terrestrial infrastructure of the destination
 - Signaling

Final indicator	Document and Institution
Number of road signs	Doc. Excel SECTUR Variables SECTUR, , DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic
Percentage coverage of the destination of road signs	Doc. Excel SECTUR Variables SECTUR, , DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic
Number of special markings of acrocharacters in high relief, high contrast and transcription in Braille for the mobility of people with visual impairment	Doc. Excel SECTUR Variables SECTUR, , DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic
Number of guide strips in accesses and horizontal circulations	Doc. Excel SECTUR Variables SECTUR, , DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic
Percentage coverage of special signage at the destination	Doc. Excel SECTUR Variables SECTUR, , DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic

Table 100 Signaling

- General Infrastructure and Services
 - Quality and sufficiency in the terrestrial infrastructure of the destination
 - Fuel supply

Final indicator	Document and Institution
Number of petrol and diesel stations	Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR
Number of power stations or charging stations for electric cars	Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR

Table 101 Fuel supply

- General Infrastructure and Services
 - Quality and sufficiency in the terrestrial infrastructure of the destination
 - Connectivity

Final indicator	Document and Institution
Existence of map (s) of terrestrial connectivity conditions from urban distribution centers (not exceeding two hours of land transport) by adding the following elements in this point: fixed route of public transport and land category; As well as indicating the aerial route (s)	PM Incorporation and Stay Guide

Table 102 Connectivity

- General Infrastructure and Services
 - Quality and sufficiency in the destination's aerial infrastructure
 - Aerial infrastructure of destination

Indicator			Final indicator	Document and Institution
CCRR	WEF	CA		
Quality and sufficiency aerial infrastructure	6.1.- Quality of air transport infrastructure	Quality and sufficiency terrestrial infrastructure	Quality and sufficiency aerial infrastructure	CCRR, WEF, Competitiveness agendas

Table 103 Aerial infrastructure of destination

- General Infrastructure and Services
 - Quality and sufficiency in the destination's aerial infrastructure
 - Air transport

Indicator					Final indicator	Document and Institution
WEF	EXCELTUR	IMCO	CA	ITESM		
6.5.- Density of airports	2.01 Accessibility and aerial connectivity		Number of airports	5.3.- Density of airports	Number of airports	Doc. Excel SECTUR 83 Magic _Towns_ Datos, Doc. Excel SECTUR, Priority Destinations , Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, WEF, EXCELTUR, Competitiveness agendas, ITESM
6.6.- N ° of operating airlines	2.01.a Flight Sufficiency	7.16 Availability of airports	Density of airports, airstrips		Density of airports, airstrips	Doc. Excel SECTUR 83 Magic _Towns_ Datos, Doc. Excel SECTUR, Priority Destinations , Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, WEF, EXCELTUR, Competitiveness agendas, ITESM
					Number of Heliports	Doc. Excel SECTUR 83 Magic _Towns_ Datos, Doc. Excel SECTUR, Priority Destinations , Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, WEF, EXCELTUR, Competitiveness agendas, ITESM
					Number of Aerodromes	Doc. Excel SECTUR 83 Magic _Towns_ Datos, Doc. Excel SECTUR, Priority Destinations , Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, WEF, EXCELTUR, Competitiveness agendas, ITESM.

					Number of Hangars	Doc. Excel SECTUR 83 Magic _Towns_ Datos, Doc. Excel SECTUR, Priority Destinations , Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, WEF, EXCELTUR, Competitiveness agendas, ITESM
					Number of repair shops	Doc. Excel SECTUR 83 Magic _Towns_ Datos, Doc. Excel SECTUR, Priority Destinations , Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR, WEF, EXCELTUR, Competitiveness agendas, ITESM
6.7.- International air transport network	2.01.b Aerial Connectivity			Air Connectivity	Number of routes	WEF, EXCELTUR, Competitiveness agendas

Table 104 Air transport

- General Infrastructure and Services
 - Quality and sufficiency in the maritime and fluvial infrastructure of the destination
 - Destination and maritime infrastructure

Final indicator	Document and Institution
Quality and sufficiency of inland waterway infrastructure	Doc. Excel SECTUR 83 Magic Towns_ Data, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR/

Table 105 Destination and maritime infrastructure

- General Infrastructure and Services
 - Quality and sufficiency in the maritime and fluvial infrastructure of the destination
 - Inland waterway transport

Indicator			Final indicator	Document and Institution
CCRR	WEF	IMCO		
	7.3.- Quality of port infrastructure	7.09 By charge (air and sea)	Number of Ports	Doc. Excel SECTUR 83 Magic_Towns_ Data, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR/
			Number of springs	Doc. Excel SECTUR 83 Magic_Towns_ Data, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR/
Quality and sufficiency terrestrial infrastructure and area			Number of services for water navigation	Doc. Excel SECTUR 83 Magic_Towns_ Data, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR/
			Number of repair dams	Doc. Excel SECTUR 83 Magic_Towns_ Data, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR/
			Number of establishments selling boat parts	Proposal. Although there are companies dedicated to the sale of spare parts

Table 106 Inland waterway transport

- General Infrastructure and Services
 - Infrastructure and support service
 - Communications

Indicator				Final indicator	Document and Institution	
WEF	IMCO	CA	ITESM			
Setted Telephone Lines	Homes with pay TV and fixed telephony	Telephone lines		Number of victualling services	Proposal	
					Number of telephone lines	WEF, Competitiveness agendas
					Number of public telephones	Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR
					Number of telephone booth services	Doc. Excel SECTUR 83 Magic_Towns_Datos, Doc. Excel SECTUR Priority Destinations, Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables
				Mobile Phones	Number of mobile phone companies	Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR
9.6.- Mobile subscriptions	Penetration of mobile telephony		6.8.- Penetration of mobile telephony	Percentage of coverage in fixed telephony in the tourist destination	Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR	
	9.05 International correspondence sent and received			Percentage of coverage in mobile telephony at the tourist destination	WEF, IMCO, ITESM	
9.7.- Grid broadband subscriptions				Number of post offices	Doc. Excel SECTUR Variables SECTUR	
vile					Number of telegraph offices	Doc. Excel SECTUR Variables SECTUR
9.5.- Broadband internet subscriptions				Internet access in public places	Internet access in public places	WEF, IMCO, Competitiveness agendas
					Percentage of internet coverage in public places in the tourist destination	Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR

Table 107 Communications

- General Infrastructure and Services
 - Infrastructure and support services
 - Education

Final indicator	Document and Institution
Number of public schools	Sistema Nacional de Información Estadística Educativa (SEP)
Number of private schools	Sistema Nacional de Información Estadística Educativa (SEP)
Number of public special education schools	Sistema Nacional de Información Estadística Educativa (SEP)
Number of Private Special Education Schools	Sistema Nacional de Información Estadística Educativa (SEP)
Number of indigenous education schools	Sistema Nacional de Información Estadística Educativa (SEP)

Table 108 Education

- General Infrastructure and Services
 - Infrastructure and support services
 - Health

Indicator				Final indicator	Document and Institution
CCRR	WEF	CA	ITESM		
Existence of support services	4.4.- Hospital beds		6.6.- Density of census beds in hospitals	Number of hospital beds available at the destination	ITESM, WEF
				Number of Public Hospitals	Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR, , PM Incorporation and Stay Guide
				Number of Private Hospitals	Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR, , PM Incorporation and Stay Guide
	4.2.- Access to improved sanitation services	Health Care Centers		Number of clinics, clinics and health centers in the public sector	Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR, , PM Incorporation and Stay Guide, WEF,/Competitiveness agendas
				Number of clinics and clinics in the private sector	Manual of indicators PMT-T-01, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR, , PM Incorporation and Stay Guide
				Number of pharmacies	Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR, , PM Incorporation and Stay Guide
				Number of general practitioners	Doc. Excel SECTUR Variables SECTUR, WEF
				Number of doctors with specialty	Doc. Excel Database Health Secretary.xlsx
				Number of paramedics	Doc. Excel SECTUR Variables SECTUR
				Number of nurses	Doc PDF. OECD Statistics on Health 2014
				Number of ambulances at the destination	Proposal
				Number of ambulance service providers	Proposal

Table 109 Health

- General Infrastructure and Services
 - Infrastructure and support services
 - Multiple Banking

Indicator				Final indicator	Document and Institution
WEF	IMCO	CA	ITESM		
	7.04 Bank cover	Existence of tourist support services		Number of bank branches	Doc. Excel SECTUR 83 Magic_Towns_ Data, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Priority Destinations
8.3.- ATMs that handle visa card	7.14 Penetration of the private financial system			Number of ATMs	WEF/CCRR/ Competitiveness agendas /ITESM
			6.7.- Density of ATMs	Number of exchange offices with foreign exchange operations	Doc. Excel SECTUR 83 _Magic_Towns_ Datos, Doc. Excel Table_Aspirants_PM
	7.15 Presence of commercial banks			Number of exchange centers with foreign exchange operations	Doc. Excel SECTUR 83 Magic_Towns_ Data, Doc. Excel Table Aspiring PM / IMCO / Competitiveness agendas
				Number of self-service and convenience stores offering financial services	Doc. Excel SECTUR 83 Magic_Towns_Data, Doc. Excel Table_Aspirantes_PM/CCRR
				Number of Pawn Shops	CCRR
			Number of development banking entities	CCRR	

Table 110 Multiple Banking

- General Infrastructure and Services
 - Infrastructure and support services
 - Commerce

Indicator	Final indicator	Document and Institution
EXCELTUR		
4.02.n.2 Business Entity 4.02.n.1 Business Hours	Number of tianguis	IMCO
	Number of markets	IMCO
	Number of super markets	IMCO
	Number of power plants	Doc. Excel SECTUR 83 Magic_Towns_ Data, Doc. Excel Table_Aspirants_PM
	Number of shopping centers	Proposal
	Number of department stores	Doc. Excel SECTUR 83 Magic_Towns_ Data, Doc. Excel Table_Aspirants_PM
	Number of Convenience Stores	Doc. Excel SECTUR 83 Magic_Towns_ Data, Doc. Excel Table_Aspirants_PM
	Number of retailers of magazines and newspapers	IMCO

Table 111 Commerce

- General Infrastructure and Services
 - Infrastructure and support services
 - Infrastructure and special equipment

Final indicator	Document and Institution
Number of fixed ramps within the turistic polygon	PDF Manual of Tourist Accessibility of the Providence of Buenos Aires, 2015
Number of lifting platforms	Proposal
Number of mobile ramps within the turistic polygon	PDF Manual of Tourist Accessibility of the Providence of Buenos Aires, 2015
Number of public lifts	PDF Manual of Tourist Accessibility of the Providence of Buenos Aires, 2018
Number of other facilities and accessible support facilities	PDF. General Law for the Inclusion of Persons with Disabilities.pdf

Table 112 Infrastructure and special equipment

- General Infrastructure and Services
 - Infrastructure and support services
 - Personal services

Final indicator	Document and Institution
Number of public toilets	Doc. Excel SECTUR 83 Magic_Towns_ Data, Doc. Excel Table_Aspirants_PM, Doc. Excel SECTUR Variables SECTUR
Number of public toilets and coffee shops	Doc. Excel SECTUR 83 Magic_Towns_ Data, Doc. Excel SECTUR Priority Destinations , Doc. Excel Table_Aspirantes_PM, Doc. Excel SECTUR Variables SECTUR
Number of handicapped accessible toilets	Doc. Excel SECTUR Variables SECTUR, PDF Manual of Tourist Accessibility of the Providence of Buenos Aires, 2015

Table 113 Personal services

- Development of infrastructure and services
 - Infrastructure development
 - Investment in infrastructure

Indicator	Final indicator	Document and Institution
Magic towns		
Infrastructure improvement programs	Number of infrastructure improvement programs from which the locality is incorporated into the Program magic towns	PM Incorporation and Stay Guide

Table 114 Investment in infrastructure

Receiving Community Component

A part of the component indicators is presented.

- Sociodemographic background of the population
 - Demography
 - Total population

Indicator			Final indicator	Document and Institution
CCRR	CA	ITESM		
Number of inhabitants	Number of inhabitants		Total number of inhabitants	CCRR, CA. Performance evaluation of tourism destinations within the framework of Coordination Agreements on Resource Reassignment, Analysis of local turistic performance Tourism satisfaction model
			Percentage at national level by population size	INEGI, National Catalog of Indicators
			Percentage at State level by population size	INEGI, National Catalog of Indicators
			Total Male Population	INEGI, National Catalog of Indicators
			Total Female Population	INEGI, National Catalog of Indicators
			Total mean age of population	INEGI, National Catalog of Indicators
			Middle ages Men	INEGI, National Catalog of Indicators
			Middle age women	INEGI, National Catalog of Indicators
			Number of indigenous inhabitants	INEGI, National Catalog of Indicators
			Percentage at national level by size of indigenous population	INEGI, Profile sociodemographic of the population speaking indigenous language
			Percentage at State level by size of indigenous population	INEGI, Profile sociodemographic of the population speaking indigenous language
			Total Population of Indigenous Men	INEGI, Profile sociodemographic of the population speaking indigenous language
			Total Population of Indigenous Women	INEGI, Profile sociodemographic of the population speaking indigenous language
			Average age of indigenous inhabitants	INEGI, Profile sociodemographic of the population speaking indigenous language
			Middle ages Indian men	INEGI, Profile sociodemographic of the population speaking indigenous language
			Middle ages Indigenous women	INEGI, Profile sociodemographic of the population speaking indigenous language
			Number of inhabitants by ethnicity	INEGI, Profile sociodemographic of the population speaking indigenous language
			Number of native speakers	INEGI, Profile sociodemographic of the population speaking indigenous language

Table 115 Total population

- Sociodemographic background of the population
 - Demography
 - Density and growth

Indicator			Final indicator	Document and Institution
CCRR	EXCELTUR	ITESM		
	3.02 Urban density in the destinations		Number of inhabitants per square kilometer	INEGI/, Annual Population Density, EXCELTUR
Growth of the urban gait			Growth of the urban gait	CCRR, Performance evaluation of tourism destinations within the framework of Coordination Agreements on Resource Reassignment, Analysis of local turistic performance, Tourism satisfaction model. NATIONAL REPORT ON URBAN MOBILITY IN MEXICO 2014-2015, UN HABITAT for better development urban
Population growth rate			Population growth rate	Doc. Excel SECTUR Priority Destinations. Statistical Yearbook of the United Mexican States INEGI 2014
		2.2.- Area of human settlements		Cadastral data by municipality
			Cadastral data by state	INEGI, Cadastral Data

Table 116 Density and growth

- Sociodemographic background of the population
 - Demography
 - Natality, mortality and morbidity

Final indicator	Document and Institution
Crude birth rate	INEGI, National catalog of indicators
Gross mortality rate	INEGI, National catalog of indicators
Gross morbidity rate	INEGI, National catalog of indicators

Table 117 Natality, mortality and morbidity

- Sociodemographic background of the population
 - Demography
 - Migration

Final indicator	Document and Institution
Migration rate	INEGI, Estimation of net migration balances at the federative level in Mexico
Number of foreign residents	INEGI, Foreigners in Mexico
Number of inhabitants by country of origin	INEGI, Foreigners in Mexico
Number of non-native inhabitants	INEGI, Statistical yearbook of the United Mexican States2014
Percentage of immigrant population (recent migration)	INEGI, Statistical yearbook of the United Mexican States2015
Percentage of migrant population	INEGI, Statistical yearbook of the United Mexican States2016
Degree of immigration to the United States	INEGI, Statistical yearbook of the United Mexican States2017
Emigration rate to United States of America	INEGI, Statistical yearbook of the United Mexican States2018

Table 118 Migration

- Sociodemographic background of the population
 - Demographics
 - Quality of life

Indicator	Final indicator	Document and Institution
CA		
Quality of life	Quality of life index	INEGI, Towards a new system of welfare indicators, Competitiveness agendas

Table 119 Quality of life

- Sociodemographic background of the population
 - Demography
 - Human development

Indicator				Final indicator	Document and Institution
CCRR	WEF	EXCELTUR	IMCO		
				Quality of life index	INEGI/Towards a new system of welfare indicators, Competitiveness agendas
				Human development Index	INEGI/Towards a new system of welfare indicators
	11.10.- Life expectancy		3.02 Life expectancy at birth	Life expectancy at birth	INEGI/ Women and Men in Mexico, WEF, IMCO
Years of schooling by Municipality 2010				Average years of schooling per municipality 2010	CCRR, Doc. Excel SECTUR Desempeño Turistic, DOC. SECTUR EXCEL
				Expected years of schooling	Doc.Excel SECTUR Turistic,DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic
				Per Capita Income	Doc. Excel SECTURDesempeño Turistic, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic
		7.05 Social Contribution		Social contribution to human development	Doc. Excel SECTUR Desempeño Turistic, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic, EXCELTUR

Table 120 Human development

- Sociodemographic background of the population
 - Demography
 - Education

Indicator					Final indicator	Document and Institution
CCRR	WEF	IMCO	CA	ITESM		
	11.2.- Enrollment in secondary education	3.14 Terminal Efficiency in Secondary School			Total number of basic education enrollment	INEGI/ National Indicators Catalog
		3.12 Terminal Efficiency in High School		3.3.- Higher education	Total number of high school students	
		3.4.- University		Total number of higher education enrollment	INEGI/ National Indicators Catalog	
				Total number of graduate students	INEGI/ Statistical And Geographical Yearbook Of The United Mexican States 2014	
Average schooling					Average schooling	INEGI/ Statistical And Geographical Yearbook Of The United Mexican States 2014, Ccrr
			Average grade of schooling	3.2.- Average grade of schooling	Percentage of perception of educational quality	OCDE/ Mexico-OECD cooperation agreement to improve the quality of education in Mexican schools

Table 121 Education

We identified 125 indicators with their respective classification. For the remaining indicators consult the author

- Measuring the social and productive impact of tourism
 - Behavior of tourism in residents and their locality
 - Socio-cultural development

Final indicator	Document and Institution
Number of complaints of tourism-related inhabitants	Open Data Web page of the PROFECO Services Sub-Office, updated documents

Table 122 Socio-cultural development

Marketing Component

- Tourist product
 - Attributes of tourist attraction
 - Attribute of Symbolic Attraction

Final indicator	Document and Institution
Number of visitors motivated by the symbolic appeal	Excel SECTUR Data_Base_Performance_Magic_Towns

Table 123 Attribute of Symbolic Attraction

- Tourist product
 - Attributes of tourist attraction
 - Attribute of complementary attractions

Final indicator	Document and Institution
Number of visitors motivated by complementary attractions	Proposal
Registration regarding complementary appeal	Proposal

Table 124 Attribute of complementary attractions

- Turistic product
 - Attributes of tourist attraction
 - Extraordinary attribute of the tourist attraction

Final indicator	Document and Institution
Number of visitors motivated by extraordinary events	Proposal
Registration regarding extraordinary events	Proposal

Table 125 Extraordinary attribute of tourist attraction

- Product touristic
 - Positioning
 - Magic Town brand and brand Declaratory City Heritage

Indicator			Final indicator	Document and Institution
CCRR	WEF	CA		
Using the Magic town brand	5.03Efficacy of marketing and branding to attract tourists.	Using the Magic town brand	Using the Magic town brand	Excel SECTUR Variables-SECTUR / SECTUR Manual of indicator of the program magic towns 2007-2012 / SECTUR Indicators/CCRR/ Competitiveness agendas
			Magic Town Identity Factors	Excel SECTUR Data_Base_Performance_Magic_Towns
			Knowledge of the Magic Town logo by tourists	Excel SECTUR Variables-SECTUR / SECTUR Manual of indicator of the program magic towns 2007-2012 / SECTUR Indicators/CCRR/ Competitiveness agendas
			Knowledge of the Magic Town brand logo by the community	Excel SECTUR Variables-SECTUR / SECTUR Manual of indicator of the program magic towns 2007-2012 / SECTUR Indicators/CCRR/ Competitiveness agendas
Use of the Heritage City brand		Use of the Heritage City brand	Use of the Heritage City brand	SECTUR Indicators /CCRR/Competitiveness agendas
			Identity factors of the Heritage City	Competitiveness agendas
			Knowledge of the logo of the patrimony City Patrimonio by the tourists	Excel SECTUR Variables-SECTUR / SECTUR Manual of indicator of the program magic towns 2007-2012 / SECTUR Indicators/CCRR/ Competitiveness agendas
			Knowledge of the logo of the Heritage City brand by the community	Excel SECTUR Variables-SECTUR / SECTUR Manual of indicator of the program magic towns 2007-2012 / SECTUR Indicators/CCRR/ Competitiveness agendas

Figura 126 Magic Town brand and brand Declaratory City Heritage

- Tourist product
 - Positioning
 - Tourist Product Brand

Final indicator	Document and Institution
Identity factors of the turistic product	Competitiveness agendas
Knowledge of the turistic product logo by the tourists	Competitiveness agendas
Knowledge of the motto of the turistic product by the tourists	Competitiveness agendas

Table 127 Tourist Product Brand

- Turistic product
 - Positioning
 - Positioning of the destination

Indicator	Final indicator	Document and Institution
EXCELTUR		
7.04 Market positioning	Degree of market positioning in the market	EXCELTUR, Alliance for Tourism Excellence

Table 128 Positioning of the destination

- Turistic product
 - Price
 - Catalog of prices

Final indicator	Document and Institution
Existence of the catalog of prices of tourist services provided at the destination	PROPOSAL

Table 129 Catalog of prices

- Tourist product
 - Customer Service
 - Sales of tourism service providers

Final indicator	Document and Institution
Percentage increase or decrease in sales according to the previous season.	PROPOSAL
Amount of sales made by turistic service providers by periods	PROPOSAL

Table 130 Sales of tourism service providers

- Turistic product
 - Customer Service
 - Distribution channels

Final indicator	Document and Institution
Distribution channels by which sales are made	PROPOSAL
Amount of sales made by distribution channel	PROPOSAL

Table 131 Distribution channels

- Turistic product
 - Competitive advantage
 - Industry Advantage

Final indicator	Document and Institution
Contribution of the turistic sector to the country from the levels of government, compared to other sectors	PROPOSAL
Type of contribution	PROPOSAL

Table 132 Industry Advantage

- Turistic product
 - Competitive advantage
 - Country advantage

Final indicator	Document and Institution
Other national destinations visited by tourists in the country	PROPOSAL
It differentiates the destination from the other national turistics products	PROPOSAL
Other international destinations visited by tourists outside the country	PROPOSAL
The difference between the destination of the other international turistics	PROPOSAL

Table 133 Country advantage

- Application of ICT in tourism marketing
 - Internet
 - Portal touristic

Consider including number of visits on the porta

Indicator				Final indicator	Document and Institution
CCRR	EXCELTUR	PM	CA		
				State government website with links to the destination	Exercise-Matriz_44_destinos_prioridad /Excel SECTUR base_de_datos / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR/Competitiveness agendas
Destination internet portal with up-to-date information	1.03.c Marketing in search engines 1.03.c.2 Result of active marketing	Internet portal	Portal of internet of destination with tourist information	Destination internet portal with up-to-date information	Exercise-Matriz_44_destinos_prioridad /Excel SECTUR Base_de_datos / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR / SECTUR Manual of indicator of the program magic towns 2007-2012 / SECTUR Indicators Competitiveness agendas/CCRR/PM

strategies in search engines	Destination internet portal	Websites of destination attractions	Exercise-Matriz_44_destinos_prioridad /Excel SECTUR base_de_datos / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR/Competitiveness agendas
	Updated information on the destination's internet portal	Websites of lodging establishments	Exercise-Matriz_44_destinos_prioridad /Excel SECTUR base_de_datos / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR /Competitiveness agendas/EXCELTUR/PM
	Hits of visits to the portal of the destination	Websites of establishments of A and B	Exercise-Matriz_44_destinos_prioridad /Excel SECTUR base_de_datos / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR

Table 134 Tourist portal

- Application of ICT in tourism marketing
 - Social networks
 - Use of the social network

Indicator		Final indicator	Document and Institution
CCRR	EXCELTUR		
Use of social networks	1.03.d Marketing in social networks and multimedia	Use of social networks	SECTUR, CCRR
		Number of Facebook followers	EXCELTUR, Alliance for Tourism Excellence
	1.03.d.1 Positioning on social networks (Facebook, Twiter)	Number of destination mentions on Facebook	Excel SECTUR base_de_datos / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR/EXCELTUR
		Twitter Followers	Excel SECTUR base_de_datos / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR
		Number of destinations in Twiter	Excel SECTUR base_de_datos / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR
		Google+ Followers	EXCELTUR, Alliance for Tourism Excellence
		Number of destinations in Google+	EXCELTUR, Alliance for Tourism Excellence
		Number of followers in Instagram	EXCELTUR, Alliance for Tourism Excellence
		Number of destinations in Instagram	Excel SECTUR base_de_datos / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR
		Number of followers on Youtube	EXCELTUR, Alliance for Tourism Excellence
		Number of destination mentions on YouTube	EXCELTUR, Alliance for Tourism Excellence
		Number of destinations in other social networks	EXCELTUR, Alliance for Tourism Excellence

Table 135 Use of the social network

- Application of TIC in tourism marketing
 - Management and marketing in electronic media
 - Multimedia development

Indicator	Final indicator	Document and Institution
EXCELTUR		
1.03.d.2 Proactive capacity in multimedia instruments	Number of multimedia instruments	EXCELTUR, Alliance for Tourism Excellence

Table 136 Multimedia development

- Application of TIC in tourism marketing
 - Management and marketing in electronic media
 - Traveler Reviews

Indicator	Final indicator	Document and Institution
EXCELTUR		
1.03.d.2 Proactive capacity in multimedia instruments	Number of stars Trip Advisor	EXCELTUR, Alliance for Tourism Excellence
	Number of stars Viajeros.com	EXCELTUR, Alliance for Tourism Excellence
	Number of reviews (Other)	EXCELTUR, Alliance for Tourism Excellence

Table 137 Traveler Reviews

- Application of TIC in tourism marketing
 - Management and marketing in electronic media
 - Destination Apps (Apps)

Indicator	Final indicator	Document and Institution
CA		
Tourism mobile applications - commercial guides, telephones of interest	Number of apps related to the destination (Apps)	Competitiveness agendas

Table 138 Destination Apps (Apps)

- Application of ICT in tourism marketing
 - Management and marketing in electronic media
 - Destination electronic media management

Final indicator	Document and Institution
Number of electronic media managed by the destination	Excel SECTUR Variables-SECTUR

Table 139 Destination Electronic Media Management

- Application of ICT in tourism marketing
 - Management and marketing in electronic media
 - Commercial vocation

Indicator		Final indicator	Document and Institution
WEF	EXCELTUR		
9.2.- Internet use for business-to-consumer transactions	1.03.a Commercial vocation of the institutional turistic portal	Number of transactions and operations between organizations and consumers	WEF, EXCELTUR. The Travel and Tourism Competitiveness Report, 2013. Alliance for Tourism Excellence

Table 140 Business vocation

- Application of ICT in tourism marketing
 - Management and marketing in electronic media
 - Indicators of Magic towns based on analysis of Big Data of the Sector (Perception of the tourist)

	Final indicator	Document and Institution
Results	General average	Excel SECTUR Performance_data_base_Magic_Towns
Offer	Overall bid average	Excel SECTUR Performance_data_base_Magic_Towns
	Quality of accommodation and food	Excel SECTUR Performance_data_base_Magic_Towns
	Variety of attractions	Excel SECTUR Performance_data_base_Magic_Towns
	Quality of attractions	Excel SECTUR Performance_data_base_Magic_Towns
	Ease of finding accommodation	Excel SECTUR Performance_data_base_Magic_Towns
	Status of the signs to reach the destination	Excel SECTUR Performance_data_base_Magic_Towns
	Quality of Access Infrastructure	Excel SECTUR Performance_data_base_Magic_Towns
	General condition of local transport quality	Excel SECTUR Performance_data_base_Magic_Towns
	Value for money	Excel SECTUR Performance_data_base_Magic_Towns
Demand	Average demand	Excel SECTUR Performance_data_base_Magic_Towns
	Attractiveness	Excel SECTUR Performance_data_base_Magic_Towns
	Current tourist influx (international, regional and local)	Excel SECTUR Performance_data_base_Magic_Towns

	Average stay	Excel SECTUR Performance_data_base_Magic_Towns
	Average spend	Excel SECTUR Performance_data_base_Magic_Towns
Security	Average overall safety	Excel SECTUR Performance_data_base_Magic_Towns
	Security Perception	Excel SECTUR Performance_data_base_Magic_Towns
	Natural hazards	Excel SECTUR Performance_data_base_Magic_Towns
Receiving Community	General average host community	Excel SECTUR Performance_data_base_Magic_Towns
	Hospitality	Excel SECTUR Performance_data_base_Magic_Towns
	job	Excel SECTUR Performance_data_base_Magic_Towns
	Social and economic welfare	Excel SECTUR Performance_data_base_Magic_Towns
Marketing	Average overall market	Excel SECTUR Performance_data_base_Magic_Towns
	Travel Experience	Excel SECTUR Performance_data_base_Magic_Towns
	Excitement to visit	Excel SECTUR Performance_data_base_Magic_Towns
	Different experience	Excel SECTUR Performance_data_base_Magic_Towns
	Perception of the promotion (Playback platform)	Excel SECTUR Performance_data_base_Magic_Towns
	Availability of tourist information	Excel SECTUR Performance_data_base_Magic_Towns
Accessibility	Overall average accessibility	Excel SECTUR Performance_data_base_Magic_Towns
	Physical environment	Excel SECTUR Performance_data_base_Magic_Towns
	Transport system (Apps rating)	Excel SECTUR Performance_data_base_Magic_Towns
	Information Channels	Excel SECTUR Performance_data_base_Magic_Towns
	Communication channels	Excel SECTUR Performance_data_base_Magic_Towns

Table 141 Magic towns indicators based on Big Data analysis of Sectors

- Marketing
 - Market
 - Marketing plan

Indicator	Final indicator	Document and Institution
EXCELTUR		
1.01 Marketing strategy	Formulation programs for institutional marketing management	EXCELTUR, Alliance for Tourism Excellence
1.04 Institutional marketing management formula		
1.01.a Strategic Approach and Consistency of the Institutional Tourism Marketing Plan	Strategic focus and consistency of the Institutional Tourism Marketing Plan	EXCELTUR, Alliance for Tourism Excellence
1.01.b Perceived efficiency of marketing strategy and institutional promotion.	Efficient perception of marketing strategy and institutional promotion.	EXCELTUR, Alliance for Tourism Excellence
1.02 Budget allocations for marketing and promotion	Budget amount for marketing and promotion	EXCELTUR, Alliance for Tourism Excellence
1.03 Online marketing strategy	Number of Online Marketing Strategies	EXCELTUR, Alliance for Tourism Excellence
	Marketing in social networks and multimedia media	EXCELTUR, Alliance for Tourism Excellence
	Result of active marketing strategies in search engines	EXCELTUR, Alliance for Tourism Excellence

Table 142 Marketing plan

- Marketing
 - Market
 - Competition

Indicator	Final indicator	Document and Institution
NDP		
Global Competitiveness Index	Global Competitiveness Index	SEGOB, NDP.
	Number of competitors among turistics service providers	PROPOSAL

Table 143 Competition

- Marketing
 - Market
 - Market segment

Indicator			Final indicator	Document and Institution
CCRR	WEF	CA		
Diversification in population segment		Diversification in population segment	Index of diversification in population segment	CCRR/Competitiveness agendas
			Young tourism	EXCELTUR, Alliance for Tourism Excellence
			Family tourism	EXCELTUR, Alliance for Tourism Excellence
			Tourism of elderly couples	EXCELTUR, Alliance for Tourism Excellence
Diversification of the geographic segment			Index of diversification in geographic segment	CCRR/Competitiveness agendas
			Local tourism (geographic segment)	EXCELTUR, Alliance for Tourism Excellence
			Regional tourism (geographic segment)	EXCELTUR, Alliance for Tourism Excellence
			National tourism (geographic segment)	EXCELTUR, Alliance for Tourism Excellence
			International tourism (geographic segment)	EXCELTUR, Alliance for Tourism Excellence
Diversification in the market segment			Diversification index in the market segment	Exercise-Matriz_44_destinations_priority / Excel SECTUR Base_de_datos / Excel SECTUR Variables-SECTUR / Excel SECTUR Indicators-agendas-de-comp/CCRR/Competitiveness agendas
			Culture tourism (market segment)	EXCELTUR, Alliance for Tourism Excellence
			Nature tourism (market segment)	EXCELTUR, Alliance for Tourism Excellence
			Tourism of business meetings (market segment)	EXCELTUR, Alliance for Tourism Excellence
			Health tourism (market segment)	EXCELTUR, Alliance for Tourism Excellence
			Tourism for all (market segment)	EXCELTUR, Alliance for Tourism Excellence
			Sun and beach tourism (market segment)	EXCELTUR, Alliance for Tourism Excellence
			New market trends (Nautical, LGBT, Luxury or premium, cruises, health tourism, romance, millenials, multigenerational, full adult, responsible tourism, shopping and long stay tourism)	ITESM, Index of Tourism Competitiveness of the Mexican States
	12.01 Tourism openings		Existence of programs or actions regarding these new segments	ITESM, Index of Tourism Competitiveness of the Mexican States

Table 144 Market segment

- Marketing
 - Promotion
 - Tourist Promotion

Indicator				Final indicator	Document and Institution
CCRR	IMCO	PM	CA		
		Tourist Promotion		Number of promotional programs	Excel SECTUR Variables-SECTUR / Excel SECTUR Indicators-agendas-de- comp / SECTUR Manual of indicator of the program magic towns 2007-2012 / SECTUR Indicators Competitiveness agendas / SECTUR Indicators Competitiveness agendas
		Programs for the promotion of artistic and cultural activities		Number of programs for the promotion of artistic and cultural activities	EXCELTUR, Alliance for Tourism Excellence
Scope of promotional campaigns and means	9.02 Trade with the outside world		Scope of promotional campaigns and means	Scope of promotional campaigns and means	CCRR/Competitiveness agendas
				Number of promotions of good environmental practices of companies and / or tourist destinations	WEF, The Travel and Tourism Competitiveness Report, 2013

Table 145 Tourist Promotion

- Marketing
 - Promotion
 - Destinations promoted by the National Council of Tourism Promotion of Mexico, CPTM.

Final indicator	Document and Institution
There is promotion of CPTM	CPTM, Excel SECTUR Variables-SECTUR

Table 146 Destinations promoted by the National Council of Tourism Promotion of Mexico, CPTM

- Marketing
 - Promotion
 - Tourist Tianguis

Indicator	Final indicator	Document and Institution
ITESM		
9.1.- Space of the Secretary of Tourism in the Tianguis Turistic	Assigned space of the SECTUR in the touristic tianguis	ITESM, Index of Tourism Competitiveness of the Mexican States

Table 147 Tourist Tianguis

- Marketing
 - Advertising
 - Advertising in tourist destinations

Final indicator	Document and Institution
Number of destination advertising campaigns	Exercise-Matriz_44_Destinations_priority / Excel SECTUR database_of_data / Excel SECTUR Variables-SECTUR
Number of tourist information modules	Excel SECTUR Base_data_performance_Towns_Magics/ SECTUR Indicators Competitiveness agendas

Table 148 Advertising in tourist destinations

- Public relations
 - Organizations and business institutions
 - Business participation in associations, chambers and federations

Final indicator	Document and Institution
Number of associations	Excel SECTUR Variables-SECTUR / SECTUR Indicators Competitiveness agendas
Number of cameras	Excel SECTUR Variables-SECTUR / SECTUR Indicators Competitiveness agendas
Number of federations	Excel SECTUR Variables-SECTUR / SECTUR Indicators Competitiveness agendas

Table 149 Business participation in associations, chambers and federations

- Public relations
 - Organizations and business institutions
 - Consumer Events

Final indicator	Document and Institution
Number of media with which you are related	Proposal
Number of representatives from different sectors with whom it is related	Proposal
Number of media familiarization trips	Proposal
Number of industry familiarization trips	Proposal
Number of interviews	Proposal
Number of press conferences	Proposal
Number of events and fairs that have been participated, supported or organized	Proposal

Table 150 Consumer Events

- Public relations
 - Organizations and business institutions
 - Travel agency

Indicator	Final indicator	Document and Institution
CA		
Existence of wholesale travel agencies that promote the destination	Number of Travel Agents wholesalers that promote the destination	Competitiveness agendas

Table 151 Travel agency

- Public relations
 - Organizations and business institutions
 - Office of Conventions and Visitors (OCV), Destination, Management Companies (DMC's)

Indicator	CA	Final indicator	Document and Institution
Existence of Convention and Visitors Bureau (OCV) or similar bodies	Existence of Convention and Visitors Bureau (OCV) or similar bodies	Existence of Convention and Visitors Bureau (OCV) or similar bodies	Exercise-Matriz_44_Destinations_priority / Excel SECTUR Base__data/ Excel SECTUR Variables-SECTUR / Excel SECTUR Indicators-agendas-de-comp/CCRR
Existence of Destination, Management Companies (DMC's) at destination	Existence of Destination, Management Companies (DMC's) at destination	Existence of Destination, Management Companies (DMC's) at destination	Exercise-Matriz_44_destinos_prioridad / Excel SECTUR Base_data / Excel SECTUR Variables-SECTUR / Excel SECTUR Indicators-agendas-de-comp/CCRR

Table 152 Oficina de Convenciones y Visitantes (OCV), Destination, Management Companies (DMC's)

Regulatory Framework Component

- Magic town
 - Requirements for Incorporation
 - Integration of the Magic Town Committee

Final indicator	Document and Institution
Existence of the Magic Town Committee Installation Act	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence - Magic towns / PDF SECTUR Annexs-Magic towns / SECTUR Manual of indicator of the program magic towns 2007-2012
Existence of a representative of the State Tourism Unit (honorific)	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence - Magic towns / PDF SECTUR Annexs-Magic towns / SECTUR Manual of indicator of the program magic towns 2007-2012
Existence of a representative of the Municipal Authority (honorific)	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence - Magic towns / PDF SECTUR Annexs-Magic towns / SECTUR Manual of indicator of the program magic towns 2007-2012

Existence of a chair of the Magic Town Committee	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence - Magic towns / PDF SECTUR Annexs-Magic towns / SECTUR Manual of indicator of the program magic towns 2007-2012
Existence of a representative of the restauranteros	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence - Magic towns / PDF SECTUR Annexs-Magic towns / SECTUR Manual of indicator of the program magic towns 2007-2012
Existence of a hotel representative	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence - Magic towns / PDF SECTUR Annexs-Magic towns / SECTUR Manual of indicator of the program magic towns 2007-2012
Existence of a representative of travel agencies	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence - Magic towns / PDF SECTUR Annexs-Magic towns / SECTUR Manual of indicator of the program magic towns 2007-2012
Existence of a representative of established merchants	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence - Magic towns / PDF SECTUR Annexs-Magic towns / SECTUR Manual of indicator of the program magic towns 2007-2012
Existence of a representative indigenous communities	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence - Magic towns / PDF SECTUR Annexs-Magic towns / SECTUR Manual of indicator of the program magic towns 2007-2012
Existence of a representative craftsmen	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence - Magic towns / PDF SECTUR Annexs-Magic towns / SECTUR Manual of indicator of the program magic towns 2007-2012
Existence of an opinion leader	PDF SECTUR Guía de incorporación y permanencia-Magic towns / PDF SECTUR Annexs-Magic towns
Existence of other representatives	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guía de incorporación y permanencia-Magic towns
Existence of a 5-year work program	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guía de incorporación y permanencia-Magic towns
Existence of a regulation of the Magic Town Committee	PDF SECTUR Guide to incorporation and permanence -Magic towns /SECTUR Manual of indicator of the program magic towns 2007-2012 / SECTUR Indicators Competitiveness agendas

Table 153 Integration of the Magic Town Committee

- Magic town
 - Incorporation Requirements
 - Minutes of the meeting

Final indicator	Document and Institution
Existence of an approval of the cabildo of incorporation to the Program magic towns	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence -Magic towns

Table 154 Council meeting

- Magic town
 - Incorporation Requirements
 - State Congress Session

Final indicator	Document and Institution
Existence of a point of agreement of the State Congress	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence -
Annual budget amount for local tourist development	

Table 155 State Congress Session

- Magic town
 - Incorporation Requirements
 - Direct economic contribution to the development of tourism

Final indicator	Document and Institution
Existence of a document fascicled by the municipal authority and State in which is established the commitment and annual amount of the contribution with its respective portfolio of projects	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence -Magic towns
Annual budget amount for local tourist development	

Table 156 Direct economic contribution to tourism development

- Magic town
 - Incorporation Requirements
 - Commitments for incorporation by SECTUR

Final indicator	Document and Institution
Existence of the physical tourist opinion carried out by SECTUR	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence -Magic towns
Document proving the realization of the workshop	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence -Magic towns
Document proving the realization of the workshop	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence

Table 157 Commitments of incorporation by SECTUR

- Magic town
 - Permanency Requirements
 - Magic town committee

Final indicator	Document and Institution
Annual work minutes	PDF SECTUR Annexs-Magic towns
Existence of an annual work program	
Scheduled Budget Amount	
Assigned Budget Amount	
Scheduled Items	
Assigned Items	
Annual activity document	PDF. SECTUR Guía de incorporación y permanencia

Table 158 Magic Town Committee

- Magic town
 - Permanency Requirements
 - State Congress Session

Final indicator	Document and Institution
Existence of the point of agreement of the State Congress	Excel SECTUR Indicators-agendas-de-comp / Excel SECTUR Data_Base 7
Annual budget amount for local tourist development	SECTUR Indicators Competitiveness agendas / Excel SECTUR Data_Base Performance_Magic_Towns

Table 159 State Congress Session

- Strategic Planning
 - Components of the National Democratic Planning System
 - Plans

Indicator			Final indicator	Document and Institution
CCRR	PM	AC		
			Existence of municipal plan of civil protection	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide to incorporation and permanence -Magic towns
			Existence of Natural Protected Areas Plan	Excel SECTUR Indicators-agendas-de-comp / Excel SECTUR Base_de_datos / Excel SECTUR Exercise-Matriz_44_Destinos_Prioridad / SECTUR Indicators Competitiveness agendas / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Performance Database Magic Towns
			Existence of Plan of tourist routes	Excel SECTUR Base_de_datos / Excel SECTUR Exercise-Matriz_44_Destinations_Priority / Excel SECTUR Performance_Database_Magic Towns
	Municipal Development Plans	Existence of Municipal Development Plan	Guide to incorporation and permanence Magic towns	
Plans for urban development decreed		Urban Development Plan	Existence of urban development plans decreed	CCRR, Excel SECTUR Database / Excel SECTUR Exercise Matriz_44_Destinations_Priority / Excel SECTUR Performance Database Magic Towns
		Degree of progress or implementation of urban development plans decreed	Degree of progress or implementation of urban development plans decreed	Competitiveness agendas, Excel SECTUR Database Destinations_Priority / Excel SECTUR Exercise-Matriz_44_ / Excel SECTUR Performance Database Magic Towns

Table 160 Plans

- Strategic Planning
 - Components of the National Democratic Planning System
 - General Programs

Indicator					Final indicator	Document and Institution
OMT	CCRR	PM	CA	ITESM		
Programs for the management of hazardous waste		Municipal Tourism Development Program			Existence of Municipal Turistic Development Program	DOC. PDF SECTUR INDICATORS MANUAL PMT-IG-05 / PDF SECTUR
					Existence of a special climate change program	Incorporation and permanence-Magic towns / Excel SECTUR Database / Excel SECTUR Exercise-Matrix_44_Destinos_Prioridad / Excel SECTUR Matrix_Final_Indicators / Excel SECTUR Base_Datos_Desempe_
					Existence of Health Program	General Law on Climate Change, Excel SECTUR Variables-SECTUR
					Existence of Security Program	PDF SECTUR Guide for incorporation and permanence - Magic towns / Excel SECTUR Database / Excel SECTUR

				Existence of a solid waste management program	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide of incorporation and permanence-Magic towns
	Programs for the management of hazardous waste		Participation in hazardous waste management programs	Existence of programs for the management of hazardous waste	CCRR, Competitiveness agendas, PDF SECTUR Guide of incorporation and permanence-Magic towns / Excel SECTUR Database / Excel SECTUR Exercise- Matrix_44_ Destinations_Priority / SECTUR Indicators Manual Program of the SECTUR Program Indicators Competitiveness agendas Mágicos 2007-2012 / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_Datos_Desempe_Magic_Magic
				Existence of Awareness Programs	PDF SECTUR Guide of incorporation and permanence-Magic towns / Excel SECTUR Database / Excel SECTUR Matrix_Final_Indicators / Excel SECTUR Exercise-Matrix_44Destinations_Priority / Excel SECTUR Base_Datos_Desempe_Magic_Mágics
	Business support programs		2.11.- Licenses fascicled for sport hunting	Existence of support programs for companies	DOC. PDF SECTUR MANUAL OF INDICATORS PMT-IG-03 / Excel SECTUR
	Conservation of Tangible Heritage			Existence of a Program for the Conservation of Tangible Heritage	Base_data / Excel SECTUR Exercise-Matrix_44_Destinos_Prioridad / Excel SECTUR Matrix_Final_Indicators / Excel SECTUR Data Base Performance Magic Towns
	Built historical heritage			Existence of Program for the care of the built historical patrimony	DOC. PDF SECTUR MANUAL OF INDICATORS PMT-IG-04 / Excel SECTUR
	State and / or regional ecological ordinance		Ecological management program	State and / or regional ecological ordinance	Base_de_data / Excel SECTUR Exercise-Matrix_44_Destinos_Prioridad / Excel SECTUR Data Base Performance Magic Towns
	Ecological territorial order decreed			Ecological territorial order decreed	DOC. PDF SECTUR INDICATORS MANUAL PMT-PS-01 / Excel SECTUR Indicators-

Table 161 General Programs

- Strategic Planning
 - Components of the National Democratic Planning System
 - Programs and diagnostics in tourism

Indicator				Final indicator	Document and Institution
CCRR	WEF	PM	CA		
Total number of programs and diagnoses in tourism			Programs and diagnostics in tourism	Total number of programs and diagnoses in tourism	CCRR, Competitiveness Agenda
				Number of Sanitation programs for turistics destinations (sewer construction and wastewater treatment plants)	Proposal
				Number of diagnoses of the environmental problem of the tourist destinations	Proposal
		Diagnosis of up-to-date economic activities		Number of diagnoses of turistic potential of destination development	Guide to incorporation and permanence Magic towns
		National and / or International Designations		Existence of a system of tourism indicators	Guide to incorporation and permanence Magic towns
				Number of diagnoses of priorities of infrastructure and / or physical work necessary for the tourist activity	Proposal
				Number of proposals for declarations of Sustainable Turistic Development Zone	Proposal
				Number of Social programs for communities in areas with high concentration of poverty and marginalization	Proposal
				Number of programs for risk prevention for human settlements (landslides and / or floods)	Proposal
	2.01 Rigority of environmental regulation			Number of programs promoting good environmental practices of companies or tourist destinations	Proposal
				Number of training programs and / or technology transfer	Proposal
				Existence of document for long-term turistic development	Proposal

Table 162 Programs and diagnostics in tourism Planeación estratégica

- Components of the National Democratic Planning System
 - Technical assistance to FONATUR states and municipalities

Indicator			Final indicator	Document and Institution
CCRR	WEF	CA		
			Existence of special programs of turistic development	Excel SECTUR Table_Aspirants_PM
	5.4.- Length of annual tourism data		Existence of regional turistic development programs	Excel SECTUR Table_Aspirants_PM, WEF
	5.5.- Quarterly / monthly tourism data		Existence of subregional turistic development programs	Excel SECTUR Table_Aspirants_PM, WEF
			Existence of turistic development programs of population centers	Excel SECTUR Table_Aspirants_PM
FONATUR study to guide tourism development		FONATUR study to guide tourism development	Existence of FONATUR study to guide turistic development	CCRR, Competitiveness agendas

Table 163 Technical assistance to states and municipalities FONATU

- Strategic Planning
 - CCRR Projects
 - State Alignment

Indicator	Final indicator	Document and Institution
Alignment of CCRRs to the Turistic State Development Plan	Alignment of CCRRs to the Turistic State Development Plan	CCRR
Number of CCRR projects in Infrastructure and Services	Number of CCRR projects in Infrastructure and Services	CCRR
Number of CCRR projects in Urban Image Improvement	Number of CCRR projects in Urban Image Improvement	CCRR
Number of CCRR projects in Turistic Equipment	Number of CCRR projects in Turistic Equipment	CCRR
Number of CCRR projects in Improvement Rehabilitation or creation of sites of interest turistic	Number of CCRR projects in Improvement Rehabilitation or creation of sites of interest turistic	CCRR
Number of CCRR projects in Support of tourism information systems and materials	Number of CCRR projects in Support of tourism information systems and materials	CCRR
Number of CCRR projects in Excellence and quality of turistics products	Number of CCRR projects in Excellence and quality of turistics products	CCRR
Number of CCRR projects in Routes, circuits and corridors	Number of CCRR projects in Routes, circuits and corridors	CCRR
Number of CCRR projects in Support Projects	Number of CCRR projects in Support Projects	CCRR

Table 164 State Alignment

- Strategic Planning
 - CCRR Projects
 - Municipal alignment

Indicator	Final indicator	Document and Institution
CCRR		
CCRR projects aligned to the Municipal Turistic Development Plan	CCRR projects aligned to the Municipal Turistic Development Plan	CCRR
Number of CCRR projects in Infrastructure and Services	Number of CCRR projects in Infrastructure and Services	CCRR
Number of CCRR projects in Urban Image Improvement	Number of CCRR projects in Urban Image Improvement	CCRR
Number of CCRR projects in Turistic Equipment	Number of CCRR projects in Turistic Equipment	CCRR
Number of CCRR projects in Improvement Rehabilitation or creation of sites of interest turistic	Number of CCRR projects in Improvement Rehabilitation or creation of sites of interest turistic	CCRR
Number of CCRR projects in Support of tourism information systems and materials	Number of CCRR projects in Support of tourism information systems and materials	CCRR
Number of CCRR projects in Excellence and quality of turistics products	Number of CCRR projects in Excellence and quality of turistics products	CCRR
Number of CCRR projects in Routes, circuits and corridors	Number of CCRR projects in Routes, circuits and corridors	CCRR
Number of CCRR projects in Support Projects	Number of CCRR projects in Support Projects	CCRR

Table 165 Municipal Alignment

- Strategic Planning
 - CCRR Projects
 - Management, operation and results of CCRR projects

Indicator	Final indicator	Document and Institution
CCRR		
Number of projects	Number of projects	CCRR
Total amount received by each destination	Total amount received by each destination	CCRR
There is standardization in the processes for the selection of projects	There is standardization in the processes for the selection of projects	CCRR
Sectors involved in project selection	Sectors involved in project selection	CCRR
Destinations that consider society and entrepreneurs in the selection of projects	Destinations that consider society and entrepreneurs in the selection of projects	CCRR
There is a CCRR follower	There is a CCRR follower	CCRR
Existence of documentary evidence of compliance with CCRR	Existence of documentary evidence of compliance with CCRR	CCRR
Clear and adequate mechanisms for the conservation, operation and monitoring of infrastructure works financed by the CCRR	Clear and adequate mechanisms for the conservation, operation and monitoring of infrastructure works financed by the CCRR	CCRR
Perception of CCRR general criteria	Perception of CCRR general criteria	CCRR
Opportunity in the management of CCRR	Opportunity in the management of CCRR	CCRR
Sufficient budget for achieving goals	Sufficient budget for achieving goals	CCRR
Destinations have reimbursed amounts	Destinations have reimbursed amounts	CCRR
Improvements in the destinations from their incorporation to the CCRR	Improvements in the destinations from their incorporation to the CCRR	CCRR
Decrease in adverse aspects since joining CCRR	Decrease in adverse aspects since joining CCRR	CCRR

Table 166 CCRR project management, operation and results

- Strategic Planning
 - Portfolio of investment projects
 - Investment projects

Indicator		Final indicator	Document and Institution
WEF	TSP	Existence of urban image document and improvement of public spaces	PDF SECTUR Guidelines for incorporation and permanence -Magic towns / PDF SECTUR Guide for incorporation and permanence-Magic towns
5.02 Public Spending for Tourism Sector		Amount of investment allocated to tourism infrastructure improvement programs.	WEF
		Investment of the infrastructure in the Magic town to the year	Guide of Incorporation and Permanence Magic villages
		Amount of investment allocated to the programs of improvement of the tourist infrastructure since the locality is incorporated to the Program magic towns	Guide of Incorporation and Permanence Magic villages
		Existence of document of Rescue and proposal in value of the patrimony	
		Existence of document of Development of products turistics	
		Index of Public and Private Credit to the Turistic Sector (ICT)	Index of Public and Private Credit to the Turistic Sector (ICT)
	Index of direct investment in economic sectors with public and private tourist activity (RTD)	Index of direct investment in economic sectors with public and private tourist activity (RTD)	Tourism Sector Program

Table 167 Investment projects

- Strategic Planning
 - Municipal regulations
 - Legal systems

Indicator	Final indicator	Document and Institution
CCRR		
Total number of legal systems	Total number of legal systems	SECTUR

Table 168 Legal systems

- Strategic Planning
 - Municipal regulations
 - Laws

Final indicator	Document and Institution
Existence of State Tourism Laws	SECTUR

Table 169 Laws

- Strategic Planning
 - Municipal regulations
 - Regulations

Indicator	CA	Final indicator	Document and Institution
It has regulation of urban image in force	Regulation of urban image in force	Existence of municipal tourism regulations	SECTUR
		Existence of Regulation of Zoning and Land Use	Proposal
		It has regulation of urban image in force	SECTUR
		Existence of regulation of the itinerant commerce	PDF SECTUR Incorporation and permanence guidelines-Magic towns / PDF SECTUR Guide of incorporation and permanence-Magic towns
		Existence of Civil Protection Regulation	SECTUR
		Existence of the risk atlas	SECTUR
	Risk management	Existence of Risk Management	Competitiveness agendas

Table 170 Regulations

- Strategic Planning
 - Municipal regulations
 - Environmental regulations

Indicator				Final indicator	Document and Institution
CCRR	WEF	EXCELTUR	CA		
				Existence of the record of Agenda 21	DOC. PDF SECTUR MANUAL DE INDICATORS PMT-PS-02
				Number of Agenda 21 Local Agenda diagnostics	Proposal
				Number of Agenda 21 Local Agenda evaluations	Proposal
Application of sustainability indicators system for tourism			Application of the System of sustainability indicators for tourism	Application of sustainability indicators system for tourism	CCRR
Plans and programs in environmental education			Plans and programs in environmental education	Plans and programs in environmental education	CCRR
Plans and programs in social environmental education			Plans and programs on private environmental education	Plans and programs in social environmental education	CCRR
Plans and programs on private environmental education			Application of the System of sustainability indicators for tourism	Plans and programs on private environmental education	CCRR
				Number of actions to treat sewage and rainwater	DOC. PDF SECTUR MANUAL DE INDICATORS PMT-PS-02
	2.2.- Compliance with environmental regulations	6.05.b Adequacy of tourist regulations		Compliance with environmental regulations	Proposal
	2.1.- Rigorousness of environmental regulation			Rigorous environmental regulation	Proposal
	2.7.- Ratification of environmental treaties			Ratification of environmental treaties	Proposal

Table 171 Environmental regulations

- Governance
 - Public and Social Administration
 - Public administration

Indicator			Final indicator	Document and Institution
CCRR	TSP	CA		
			Existence of the municipal government report by annual sector	Proposal
Frequency of accountability			Frequency of accountability	CCRR
	Progress Project Indicator		Transversal Project Progress Index	Tourism Sector Program
			Municipal regulatory framework in line with the New National Tourist Policy and the General Tourism Law	CCRR

There is coordination between the three levels of government, civil society and entrepreneurs.		There is coordination between the three levels of government, civil society and entrepreneurs.	There is coordination between the three levels of government, civil society and entrepreneurs.	CCRR
Institutional Coordination			Institutional coordination exists	CCRR
	Institutional Development Index (IDI)		Institutional Development Index (IDI)	Tourism Sector Program
Coordination with regional tourism organizations		Total of regional tourist organizations with which the municipality is coordinated	Total of regional tourist organizations with which the municipality is coordinated	Coordination with regional tourism organizations

Table 172 Public administration

- Governance
 - Public and Social Administration
 - Social administration

Indicator			Final indicator	Document and Institution
CCRR	WEF	CA		
			Number of associations and civil organizations	WEF
	10.2.- Purchasing power parity		Number of civil partnerships focused on community development	WEF
Number of local civil associations involved in the conservation of historic heritage			Number of local civil associations involved in the conservation of historic heritage	CCRR, DOC. PDF SECTUR MANUAL OF INDICATORS PMT-PS-01
Involvement of entrepreneurs and civil society		Involvement of entrepreneurs and civil society	Involvement of entrepreneurs and civil society	CCRR
Degree of confidence of the civil society and the entrepreneurs in the operation of the CCRR			Degree of confidence of the civil society and the entrepreneurs in the operation of the CCRR	CCRR
Degree of identification of civil society and employers with CCRR managers			Degree of identification of civil society and employers with CCRR managers	CCRR

Table 173 Social administration

- Governance
 - Tourism administrative unit
 - Committees

Indicator		Final indicator	Document and Institution
CCRR	CA		
Sustainable Tourism Committee	Sustainable Tourism Committees	Existence of a Sustainable Tourism Committee	CCRR
		Existence of a tourist destination committee	SECTUR

Table 174 Committees

- Governance
 - Tourism administrative unit
 - Organizations responsible for tourism

Indicator			Final indicator	Document and Institution
CCRR	WEF	CA		
Has Tourism Direction	5.01 Prioritization of the Government of the Travel and Tourism Industry	Has Tourism Direction	Has Tourism Direction	CCRR. WEF
			Existence of a Public Organism responsible for the Program magic towns in the locality	DOC. PDF SECTUR MANUAL DE INDICATORS PMT-IG-01/ PDF SECTUR Incorporation and permanence guidelines-Magic towns / Excel SECTUR Exercise-Matriz_44_Destinos_Prioridad

Table 175 Organisms responsible for tourism

- Governance
 - Tourism administrative unit
 - Structure, organization and destination management

Indicator		Final indicator	Document and Institution
EXCELTUR	IMCO		
		Existence of an organization chart of the public administration of the destination	Proposal
		Existence of organizational, policy and procedural manuals	Proposal
		Existence of internal regulations of the administrative unit	Proposal
		Destination Statistical Information System	Proposal
6.01.b budget effort	8.08 Budget information index	Government Budget for Tourism State	Proposal
		Government budget for municipal tourism	Proposal

Table 176 Structure, organization and destination management

Component Professionalization and Certification

- Professionalization
 - Higher and higher education educational institutions
 - Higher education tourism institutions

Indicator	Final indicator	Document and Institution
EXCELTUR		
5.03 Stability of the training system	Number of public upper secondary educational institutions	Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR/Index of Tourism Competitiveness of the Mexican States, Instituto Tecnológico y de Estudios Superiores de Monterrey, ITESM
5.04 Quality of the training system	Number of privately-owned upper secondary tourism educational institutions	Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR/Index of Tourism Competitiveness of the Mexican States, Instituto Tecnológico y de Estudios Superiores de Monterrey, ITESM

Tables 177 Higher education tourism educational institutions

- Professionalization
 - Higher and higher education educational institutions
 - Higher education educational institutions

Indicator	Final indicator	Document and Institution
WEF		
11.5. - Scope of training of personnel.	Number of public upper-level tourism educational institutions	Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR/Index of Tourism Competitiveness of the Mexican States, Instituto Tecnológico y de Estudios Superiores de Monterrey, ITESM
11.4.- Local availability of specialized research and training services	Number of private higher educational tourism institutions	Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR/Index of Tourism Competitiveness of the Mexican States, Instituto Tecnológico y de Estudios Superiores de Monterrey, ITESM

Table 178 Higher education educational institutions

- Professionalization
 - Human Resources
 - Education of the worker in the tourist sector

Indicator		Final indicator	Document and Institution
EXCELTUR	ITESM		
3.10 Labor participation of women		Percentage of destination staff with tourism education	*Excel SECTUR Base_data / Excel SECTUR Matriz_Final_Indicadores / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR/Index of Tourism Competitiveness of the Mexican States, Instituto Tecnológico y de Estudios Superiores de Monterrey, Index of Tourism Competitiveness of the Mexican States, Instituto Tecnológico y de Estudios Superiores de Monterrey, ITESM
4.06 Work participation		Total workers in the tourist sector with basic level studies	Excel SECTUR Turistic Performance /Excel SECTUR Priority Destinations /Excel SECTUR Variables-SECTUR / ExcelSECTUR Data_Base_Performance_Magic_Towns / SECTUR Excel Excel Copy Database / SECTUR Excel Exercise Matriz_44_Destinos_Prioridad/Excel SECTUR Matriz_Final_Indicadores
5.04.a Attractiveness of the tourist university offer		Total workers in the tourist sector with higher education	Excel SECTUR Turistic Performance /Excel SECTUR Priority Destinations /Excel SECTUR Variables-SECTUR / ExcelSECTUR Base_Datos_Desempeño_Pueblos_Mágicos/ SECTUR Excel Copy Database / SECTUR Excel Exercise Matriz_44_Destinos_Prioridad/Excel SECTUR Matriz_Final_Indicadores
7.05.b Turistic Employment	3.5.- Tourism-related higher schools	Total number of workers in the tourism sector with higher education	Excel SECTUR Turistic Performance /Excel SECTUR Priority Destinations /Excel SECTUR Variables-SECTUR / ExcelSECTUR Base_Datos_Desempeño_Pueblos_Mágicos/ SECTUR Excel Copia Base de datos / SECTUR Excel Exercise Matriz_44_Destinos_Prioridad/Excel SECTUR Matriz_Final_Indicadores /
	3.9.- University students in tourism	Total workers in the tourist sector with postgraduate studies	Excel SECTUR Turistic Performance /Excel SECTUR Priority Destinations /Excel SECTUR Variables-SECTUR / ExcelSECTUR Data_Base_Performance_Magic_Towns / SECTUR Excel Copy Database / SECTUR Excel Exercise Matriz_44_Destinos_Prioridad/Excel SECTUR Matriz_Final_Indicadores
		School grade	TSPS/ Annual Overview of the Mexican Labor Observatory 2009: Life information for a life decision/ Executive Summary /Link: http://www.egresados.ugto.mx/images/Empleadores/ResumenEjecutivo.pdf /PAG 29

Table 179 Education of the worker in the tourist sector

- Professionalization
 - Human Resources
 - Profile of the worker

Indicator		Final indicator	Document and Institution	
EXCELTUR	IMCO			
		3.6.- Tourism teaching centers	Number of workers with experience from 1 to 12 months	Excel SECTUR Priority Destinations /SECTUR Excel Copy Database / SECTUR Excel Exercise Matriz_44_Destinations_Priority
		3.10.- Language schools	Number of workers with experience from 1 to 3 years	Excel SECTUR Priority Destinations /SECTUR Excel Copy Database / SECTUR Excel Exercise Matriz_44_Destinations_Priority
			Number of workers with experience of more than 3 years	Excel SECTUR Priority Destinations /SECTUR Excel Copy Database / SECTUR Excel Exercise Matriz_44_Destinations_Priority
5.04.b Quality of vocational training		Number of workers with experience and certification in the tourism sector		Excel SECTUR Priority Destinations /SECTUR Excel Copy Database / SECTUR Excel Exercise Matriz_44_Destinations_Priority
	3.13 Economically active population that has received training	Number of workers without tourism studies		Excel SECTUR Priority Destinations /SECTUR Excel Copy Database / SECTUR Excel Exercise Matriz_44_Destinations_Priority
	10.03 Number of researchers	Number of workers with tourism studies		Índice de Competitividad State 2012, Instituto Mexicano para la Competitividad, IMCO
		3.7.- Trained Workers	Number of skilled workers	

Table 180 Worker profile

- Professionalization
 - Human Resources
 - Training programs and professional training courses

Indicator	Final indicator	Document and Institution
CCRR		
Participation in institutional competitiveness programs	Number of companies participating in institutional competitiveness programs	Evaluation of the performance of tourism destinations within the framework of Coordination Agreements in the Field of Resource Reassignment.
	Number of tourist culture program	PDF SECTUR Annexs-Magic towns / PDF SECTUR Annexs-Magic towns / PDF SECTUR Annexs- Magic towns / Excel SECTUR Base_de_datos / SECTUR Manual of indicator of the program magic towns 2007-2012 / Excel SECTUR Variables-SECTUR
	Number of tourism training programs	Excel SECTUR Indicators-agendas-de-comp / PDF SECTUR Annexs-Magic towns / Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Variables-SECTUR
	Number of programs for the creation of new companies and MIPyMES	PDF SECTUR Annexs-Magic towns / PDF SECTUR Annexs-Magic towns / PDF SECTUR Annexs- Magic towns / Excel SECTUR Base_de_datos / SECTUR Manual of indicator of the program magic towns 2007-2012
	Number of environmental education programs	Excel SECTUR Indicators-agendas-de-comp / PDF SECTUR Annexs-Magic towns / Excel SECTUR Base_de_datos 7 SECTUR Manual of indicator of the program magic towns 2007-2012 / SECTUR Indicators Competitiveness agendas
Participation of lodging establishments in programs of low environmental impact	Number of lodging establishments participating in environmental education programs	Evaluation of the performance of tourism destinations within the framework of Coordination Agreements in the Field of Resource Reassignment.
	Number of programs to promote the development and continuity of new enterprises	SECTUR Excel Copy Database / SECTUR Excel Exercise Matriz_44_Destinos_Prioridad/Alliance for Tourism Excellence, Exceltur
	Number of hotel training courses	Excel SECTUR Matriz_Final_Indicators
	Specify other courses and training programs	Excel SECTUR Matriz_Final_Indicators

Table 181 Training programs and professional training courses

- Certification
 - Official Mexican Standards related to the Tourism sector
 - Certified tourist guides

Indicator	Final indicator	Document and Institution
CCRR		
Certified tourist guides	Number of tourist guides certified with NOM-08-TUR-2002	CCRR, Excel SECTUR Indicators-agendas-de-comp / Excel SECTUR Base_de_datos / Excel SECTUR Base_data_performance_Towns_Magics/ Evaluation of the performance of tourist destinations within the framework of Coordination Agreements in the Field of Resource Reassignment.
	Number of tourist guides certified with NOM-09-TUR-2002	Excel SECTUR Indicators-agendas-de-comp / Excel SECTUR Base_de_datos / Excel SECTUR Base_data_performance_Towns_Magics/ Evaluation of the performance of tourist destinations within the framework of Coordination Agreements in the Field of Resource Reassignment.

Table 182 Certified tourist guides

- Certification
 - Official Mexican Standards related to the Tourism sector
 - Tourist NOMs

Final indicator	Document and Institution
Number of camps that comply with NOM-06-TUR-2009	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agendas
Number of dive operators that comply with NOM-05-TUR-2003	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agendas
Number of lodging providers that comply with the NOM-07-TUR-2002 standard	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agendas
Number of adventure tourism service providers that comply with NOM-011-TUR-2001	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agendas
Number of turistics service providers that comply with NOM-010-TUR-2001	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agendas

Table 183 NOM Turísticas

- Certification
 - Official Mexican Standards related to the Tourism sector
 - NMX

Final indicator	Document and Institution
The destination complies with the NMX-R-050-SCFI-2006 standard	NMX-R-050-SCFI-2006
Number of educational institutions that comply with NMX-TT-001-1996-IMNC	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agendas
Number of institutions that comply with NMX-TT-002-1997-IMNC	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agendas
Number of lodging establishments that comply with the norm NMX-TT-005-1996-IMNC	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agendas
Number of lodging establishments that comply with the norm NMX-TT-006-1996-IMNC	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agendas
Number of lodging establishments that comply with the norm NMX-TT-007-1996-IMNC	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agend
Number of media compliant	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agendas
Número de spas que cumplen con la norma NMX-TT-009-2004-IMNC	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agendas
Número de establecimientos que cumplen con la norma NMX-TT-010-2008-IMNC	SECTUR Manual of indicator of the program magic towns 2007-2012 7 SECTUR Indicators Competitiveness agendas

Table 184 NMX

- Certification
 - Official Mexican Standards related to the Tourism sector
 - PROFEPA

Indicator	Final indicator	Document and Institution
EXCELTUR		
	Number of tourist marinas that comply with NMX-AA-119-SCFI-2006	Official Standard of, SEMARNAT
4.02.a.2 Certified quality beaches	Number of beaches that comply with NMX-AA-120-SCFI-2006	Official Standard of PROFEPA, SEMARNAT
	Destination complies with NMX-AA-133-SCFI-2013	Official Standard of PROFEPA, SEMARNAT
	Number of turistics real estate developments that comply with NMX-AA-157-SCFI-2012	Official Standard of PROFEPA, SEMARNAT
	Number of lodging establishments that comply with NMX-AA-171-SCFI-2014	Official Standard of PROFEPA, SEMARNAT
	Number of establishments that comply with NMX-AA-162-SCFI-2012	Official Standard of PROFEPA, SEMARNAT
	Number of establishments that comply with NMX-AA-163-SCFI-2012	Official Standar of PROFEPA

Table 185 PROFEPA

- Certification
 - Official Mexican Standards related to the Tourism sector
 - SEMARNAT

Final indicator	Document and Institution
Number of establishments that comply with the norm NOM-001-Semarnat-1996	Official Standard of, SEMARNAT
Number of establishments that comply with the norm NOM-002-Semarnat-1996	Official Standard of, SEMARNAT
Number of establishments that comply with the norm NOM-003-Semarnat-1997	Official Standard of, SEMARNAT
Number of establishments that comply with the norm NOM-004-Semarnat-2002	Official Standard of, SEMARNAT
Number of establishments that comply with the norm NOM-085-Semarnat-1994	Official Standard of, SEMARNAT
Number of establishments that comply with the norm NOM-052-Semarnat-1993	Official Standard of, SEMARNAT
The destination complies with the norm NOM-022-Semarnat-2003	Official Standard of, SEMARNAT
The destination complies with the norm NOM-027-Semarnat-1996	Official Standard of, SEMARNAT
The destination complies with the norm NOM-060-Semarnat-1994	Official Standard of, SEMARNAT
The destination complies with the norm NOM-061-Semarnat-1994	Official Standard of, SEMARNAT
The destination complies with the norm NOM-131-Semarnat-2010	Official Standard of, SEMARNAT
The destination complies with the norm NOM-081-Semarnat-1994	Official Standard of, SEMARNAT

Table 186 SEMARNAT

- Certification
 - Official Mexican Standards related to the Tourism sector
 - CONAGUA

Final indicator	Document and Institution
The destination complies with the norm NOM-003-CNA-	CONAGUA / Official Mexica NOM-003-CONAGUA-1996 / CONAGUA_Inventory_of_Available_Data_Conagua_24nov2015.xlsx
The destination complies with the norm NOM-004-CNA-	CONAGUA / Official Mexica NOM-004-CNA-1996 / CONAGUA_Inventory_of_Available_Data_Conagua_24nov2015.xlsx
The destination complies with the norm NOM-006-CNA-	CONAGUA / Official Mexica NOM-006-CNA-1997 / CONAGUA_Inventory_of_Available_Data_Conagua_24nov2015.xlsx

Table 187 CONAGUA

- Certification
 - Certifications and badges for companies
 - Badges

Indicator	Final indicator	Document and Institution
CCRR		
Participation of food and beverage establishments in the H Distinctive Program	Number of establishments that have the H Badge	Excel SECTUR Indicators-agendas-de-comp / PDF SECTUR Annexs-Magic towns / Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR / Evaluation of the performance of tourism destinations within the framework of Coordination Agreements in the Field of Resource Reassignment..
	Number of establishments in the process of obtaining the Distintivo H	Excel SECTUR Indicators-agendas-de-comp / PDF SECTUR Annexs-Magic towns / Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR Evaluation of the performance of tourism destinations within the framework of Coordination Agreements in the Field of Resource Reassignment.
	Number of establishments that have the CANIRAC Badge	CANIRAC/ Número de afiliaciones a CANIRAC / http://www.canirac.org.mx/pdf/canirac-20110713-cifras-del-sector-restauranero.pdf / http://www.caniracnacional.com.mx/images/servicios/files/Presentaci%C3%B3n%20Beneficios%20ultima.pdf
	Number of establishments that have the Badge M	Excel SECTUR Indicators-agendas-de-comp /PDF SECTUR Annexs-Magic towns / Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR
	Number of establishments in process of obtaining the Badge M	Excel SECTUR Indicators-agendas-de-comp /PDF SECTUR Annexs-Magic towns / Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR
	Number of establishments that have the S	PDF SECTUR Annexs-Magic towns / Excel SECTUR Variables-SECTUR
	Number of establishments in process of obtaining the S	PDF SECTUR Annexs-Magic towns / Excel SECTUR Variables-SECTUR
	The destination has the distinctive Blue Flag	PDF SECTUR Annexs-Magic towns / Excel SECTUR Variables-SECTUR
	The destination is in the process of obtaining the Blue Flag	PDF SECTUR Annexs-Magic towns / Excel SECTUR Variables-SECTUR

Table 188 Badges

- Certification
 - Certifications and badges for companies
 - Certifications

Indicator	Final indicator	Document and Institution
AC		
	Number of companies that have the Punto Limpio certification	PDF SECTUR Annexs-Magic towns / Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_Datos_Desempeño_Pueblos_Mágicos
	Number of companies in the process of obtaining the Punto Limpio certification	PDF SECTUR Annexs-Magic towns / Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_Datos_Desempeño_Pueblos_Mágicos
	Number of establishments with Green Globe certification	AGENDAS *Excel SECTUR Indicators-agendas-de-comp /PDF SECTUR Annexs-Magic towns / SECTUR Indicators Competitiveness agendas
Number of establishments with Green Globe certification	Number of establishments in process of obtaining Green Globe certification	AGENDAS *Excel SECTUR Indicators-agendas-de-comp /PDF SECTUR Annexs-Magic towns / SECTUR Indicators Competitiveness agendas
	Number of establishments that have the certification Q Tourist Quality	AGENDAS PDF SECTUR Annexs-Magic towns / Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR
Number of establishments that have certificates of Environmental Quality Tourism for companies, facilities and equipment	Number of establishments in processes of obtaining the certification Q Tourist Quality	AGENDAS PDF SECTUR Annexs-Magic towns / Excel SECTUR Base_de_datos / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Base_data_performance_Towns_Magics/ Excel SECTUR Variables-SECTUR
	Number of beaches that are certified as Clean Beaches	AGENDAS Excel SECTUR Indicators-agendas-de-comp / PDF SECTUR Annexs-Magic towns / Excel SECTUR Base_de_datos / SECTUR Indicators Competitiveness agendas / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Variables-SECTUR
Certified Clean Beaches Program	Number of beaches in the process of obtaining certification Clean Beaches	AGENDAS Excel SECTUR Indicators-agendas-de-comp / PDF SECTUR Annexs-Magic towns / Excel SECTUR Base_de_datos / SECTUR Indicators Competitiveness agendas / Excel SECTUR Matriz_Final_Indicators / Excel SECTUR Variables-SECTUR
	Number of bodies of water that are certified Water Bodies with Purines CONAGUA	AGENDAS
Clean natural freshwater spa programs	Number of bodies of water in process of obtaining the certification Bodies of Water with Purposes Turisticas CONAGUA	AGENDAS
	Number of companies that have the Earthcheck certification	PDF SECTUR Annexs-Magic towns / Excel SECTUR Variables-SECTUR
	Number of companies in the process of obtaining Earthcheck certification	PDF SECTUR Annexs-Magic towns / Excel SECTUR Variables-SECTUR
	The destination is Earthcheck certified	PDF SECTUR Annexs-Magic towns / Excel SECTUR Variables-SECTUR
	Destination is in the process of obtaining Earthcheck certification	PDF SECTUR Annexs-Magic towns / Excel SECTUR Variables-SECTUR
	Number of companies that have the PROFEPA Tourism Environmental Quality certification	PDF SECTUR Annexs-Magic towns / Excel SECTUR Variables-SECTUR
	Number of companies in the process of obtaining the PROFEPA Tourism Environmental Quality certification	PDF SECTUR Annexs-Magic towns / Excel SECTUR Variables-SECTUR
	The municipality has the certificate Municipio limpio PROFEPA	AGENDAS Excel SECTUR Indicators-agendas-de-comp / PDF SECTUR Annexs-Magic towns / SECTUR Indicators Competitiveness agendas / Excel SECTUR Variables-SECTUR
Certificate of clean municipality and / or environmental compliance	The municipality is in the process of obtaining the certificate Municipio limpio PROFEPA	AGENDAS Excel SECTUR Indicators-agendas-de-comp / PDF SECTUR Annexs-Magic towns / SECTUR Indicators Competitiveness agendas / Excel SECTUR Variables-SECTUR
	Number of companies certified	Excel SECTUR Base_de_datos / Excel SECTUR Variables-SECTUR
	Number of companies in the process of obtaining certification	Excel SECTUR Base_de_datos / Excel SECTUR Variables-SECTUR

Table 189 Certifications

- Certification
 - Technical Norms of Labor Competence registered before CONOCER
 - Tourist Competency Standards CONOCER

Indicator		Final indicator	Document and Institution
EXCELTUR	IMCO	Number of people meeting the EC0001 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11/
		Number of people meeting the EC0010 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0015 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0016 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0038 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0042 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0043 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0044 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0045 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0046 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0047 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0072 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0081 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0117 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0122 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0123 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0124 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0126 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0127 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11

		Number of people meeting the EC0128 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0143 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0183 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0184 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0186 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the quality standard EC0206	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0207 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0313 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0314 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0427 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0620 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0621 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0622 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0623 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
5.01 Productivity of workers	3.07 Attraction of talent	Number of people meeting the EC0667 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11

Table 190 Tourist Competency Standards CONOCER

- Certification
 - Technical Norms of Labor Competence registered before CONOCER
 - Competency standards auxiliary to the tourism sector CONOCER

Indicator		Final indicator	Document and Institution
WEF	EXCELTUR		
11.6 Recruitment and dismissal	5.02 Human capital allocation for turistics workers	Number of people meeting the EC0020 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
11.7 The ease of hiring foreign labor	6.03.b Stimulating innovation	Number of people meeting the EC0067 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
11.8 HIV prevalence		Number of people meeting the EC0069 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
11.9 Impact of HIV on business		Number of people meeting the EC0070 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
9.1 Use of ICT for business-to- business transactions.		Number of people meeting the EC0249 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0274 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0277 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0305 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
	Number of people meeting the EC0359 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11	
	7.02 Efficiency of the turistic model DEMAND	Number of people meeting the EC0392 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0448 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0469 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0482 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0490 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0517 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0518 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0556 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0585 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11
		Number of people meeting the EC0612 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=11

Number of people meeting the EC0614 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=
Number of people meeting the EC0618 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=
Number of people meeting the EC0657 quality standard	CONOCER /National Registry of Competition Standards / http://www.conocer.gob.mx/index.php/index.php?option=com_wrapper&view=wrapper&Itemid=

Table 191 Competency standards auxiliary to the tourism sector CONOCER

Security Component

- Government agencies and judicial auxiliary corps
 - Government agencies to administer justice
 - Responsible management at State level

Final indicator	Document and Institution
Existence of a single command	SECTUR/ DESEMPEÑO MAGIC TOWNS, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic

Table 192 Responsible command at State level

- Government agencies and judicial auxiliary corps
 - Government agencies providing justice
 - Public ministry

Final indicator	Document and Institution
Number of agencies of the Public Ministry of the Common Jurisdiction	INEGI y SECTUR (MAGIC TOWNS PERFORMANCE DATABASE), Doc. Excel SECTUR Variables SECTUR.
Number of agents of the Public Ministry of the Common Jurisdiction	
Number of agencies of the Public Prosecutor's Office	INEGI y SECTUR (MAGIC TOWNS PERFORMANCE DATABASE), Doc. Excel SECTUR Variables SECTUR, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic
Number of agents of the Public Prosecutor's Office	

Table 193 Public ministry

- Government agencies and judicial auxiliary corps
 - Government agencies providing justice
 - Federal Office of the Consumer (Provision of tourist services)

Final indicator	Document and Institution
Number of registered complaints	PROFECO
Number of complaints to the provider	PROFECO
Number of procedures for breaches of the law (PILs) initiated and notified at the national level by PROFECO against a provider	PROFECO
Number of complaints resolved	PROFECO

Table 194 Federal Office of the Consumer (Provision of tourist services)

- Government agencies and judicial auxiliary corps
 - Judicial auxiliary corps
 - Public security

Indicator			Final indicator	Document and Institution
PM	CA	ITESM		
			Number of people working in public safety	Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR,
			Number of police personnel	Doc. Excel SECTUR Variables SECTUR
	Number of police officers in relation to population		Number of police officers in relation to population	Competitiveness agendas, Executive Secretariat of the National Public Security System
Degree of professionalization of security forces			Degree of professionalization of police forces	Guide to incorporation and permanence Magic towns, Executive Secretariat of the National Public Security System
			Number of monitoring stations	INDICATORS MANUAL PMT-IG-02
			Density of monitoring stations per km ²	INDICATORS MANUAL PMT-IG-02
			Number of active and passive telecommunications equipment	INDICATORS MANUAL PMT-IG-02
			Assigned resources for annual staff radiocommunication equipment	Documents generated by federative entities and municipalities of the same with bases in the page of the Federative Secretariat of the National System of Public Safety.
			Vehicle park number	INDICATORS MANUAL PMT-IG-02
			Number of patrols	INDICATORS MANUAL PMT-IG-02
			Number of motorcycles	INDICATORS MANUAL PMT-IG-02
			Number of other Type of vehicles	INDICATORS MANUAL PMT-IG-02
		7.11.- Resources of the FASP (Fund for Contribution to Public	Assigned resources for annual motorized equipment	Documents generated by federative entities and municipalities of the same with bases in the page of the Federative Secretariat of the National System of Public Safety.
Equipment of security forces			Number of uniforms and additions	INDICATORS MANUAL PMT-IG-02
			Assigned resources for uniforms and annual additions	Documents generated by federative entities and municipalities of the same with bases in the page of the Federative Secretariat of the National System of Public Safety.
			Number of ballistic equipments and calibers	INDICATORS MANUAL PMT-IG-02
			Number of weapons	INDICATORS MANUAL PMT-IG-02
			Assigned resources for annual weaponry	Documents generated by federative entities and municipalities of the same with bases in the page of the Federative Secretariat of the National System of Public Safety.

Table 195 Public security

- Government agencies and judicial auxiliary corps
 - Judicial auxiliary corps
 - Tourist Police

Indicator	Final indicator	Document and Institution
WEF		
	Number of people working on tourist safety	SECTUR / PRIORITY DESTINATIONS, PERFORMANCE MAGIC TOWNS, Doc. Excel SECTUR Variables SECTUR.
	Number of turistic police personnel	SECTUR / PRIORITY DESTINATIONS, PERFORMANCE MAGIC TOWNS, Doc. Excel SECTUR Variables SECTUR.
	Number of police officers in relation to population	SECTUR / PRIORITY DESTINATIONS, PERFORMANCE MAGIC TOWNS, Doc. Excel SECTUR Variables SECTUR,
	Number of policemen turistics in relation to the number of visitors	PROPOSAL
3.02 Reliability in the police business	Degree of professionalization of police bodies turistics	WEF
	Number of tourist watch stations	INDICATORS MANUAL PMT-IG-02
	Density of tourist watch stations per km ²	INDICATORS MANUAL PMT-IG-02
	Number of active and passive telecommunications equipment	INDICATORS MANUAL PMT-IG-02
	Assigned resources for annual staff radiocommunication equipment	Documents generated by federative entities and municipalities of the same with bases in the page of the Federative Secretariat of the National System of Public Safety
	Vehicle park number	INDICATORS MANUAL PMT-IG-02
	Number of patrols	INDICATORS MANUAL PMT-IG-02
	Number of motorcycles	INDICATORS MANUAL PMT-IG-02
	Number of other Type of vehicles	INDICATORS MANUAL PMT-IG-02
	Assigned resources for annual motorized equipment	Documents generated by federal entities and municipalities of the same with bases in the web page of the Federative Secretariat of the National System of Public Security
	Number of uniforms and additions	INDICATORS MANUAL PMT-IG-02
	Assigned resources for uniforms and annual additions	Documents generated by federative entities and municipalities of the same with bases in the page of the Federative Secretariat of the National System of Public Safety
	Number of ballistic equipments and calibers	INDICATORS MANUAL PMT-IG-02
	Number of weapons	INDICATORS MANUAL PMT-IG-02
	Assigned resources for annual weaponry	Documents generated by federal entities and municipalities of the same with bases in the web page of the Federative Secretariat of the National System of Public Security

Table 196 Tourist police

- Government agencies and judicial auxiliary corps

- Judicial auxiliary corps
 - Command Centers

Final indicator	Document and Institution
Number of Command Centers C4	SECTUR/ DESEMPEÑO MAGIC TOWNS, Doc. Excel SECTUR Destinos Prioritarios, Doc. Excel SECTUR Variables SECTUR,,DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic

Table 197 Control Centers

- Justice impartation
 - Criminal incidence
 - Delinquency at the destination

Indicator			Final indicator	Document and Institution
IMCO	CA	ITESM		
1.01 Criminal incidence	Criminal offense	7.2.- Criminal incidence	Criminal offense	Competitiveness agendas, INEGI, ITESM
			Crime rate	Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR
			Crime rate for tourists	Doc. Excel SECTUR Variables SECTUR
			Rate of crime committed by tourists	Doc. Excel SECTUR Variables SECTUR
			Criminal rate per 100 thousand inhabitants	INEGI
			Total cost of crime	INEGI
			Total cost of crime to government institutions	INEGI
			Black Cipher (unreported crimes and reported crimes that did not initiate preliminary investigation)	Black figures, INEGI
	Percentage of misdemeanors in relation to population		Percentage of misdemeanors in relation to population	Competitiveness agendas

Table 198 Delinquency at the destination

- Justice impartation
 - Criminal incidence
 - Victimology

Final indicator	Document and Institution
Number of victims caused by offenses carrying weapons	INEGI
Number of victims of robbery crimes registered in the MP of the common law	INEGI
Number of victims of crimes for injuries recorded in the MP of the common law	INEGI
Number of victims of crimes per homicide registered in the MP of the common law	INEGI
Number of victims of sexual offenses registered in the MP of the common law	INEGI
Number of victim visitors caused by weapons-carrying offenses	INEGI
Number of visitors victim of robbery offenses registered in the MP of the common law	INEGI
Number of visitors victim of crimes for injuries registered in the MP of the common law	INEGI
Number of visitors victim of homicide crimes registered in the MP of the common law	INEGI
Number of visitors victim of sexual offenses registered in the MP of the common law	INEGI
Crime prevalence rate per 10,000 economic units	INEGI
Percentage of economic units victims of crime	INEGI
Average number of crimes per economic unit	INEGI
Black crime figure in economic units	INEGI
Total cost provoked by crime to economic units	INEGI
Average cost of crime in economic units	INEGI
Crime prevalence rate per 10,000 tourist economic units	INEGI
Percentage of tourist economic units victims of crime	INEGI
Average of crimes per tourist economic unit	INEGI
Black crime figures in tourist units	INEGI
Total cost provoked by crime to economic tourist units	INEGI
Average cost of crime in economic tourist units	INEGI

Table 199 Victimology

- Justice impartation
 - Crimes and delinquents of the common law
 - Weapon carrying

Indicator		Final indicator	Document and Institution
CA	ITESM		
Armed crime	7.4.- Armed Crimes	Number of offenses carrying weapons	Competitiveness agendas, INEGI, Executive Secretariat of the National Public Security System
		Number of offenses carrying weapons in economic units	INEGI, Executive Secretariat of the National Public Security System

Table 200 Weapon carrying

- Justice impartation
 - Crimes and delinquents of the common law
 - Stole

Indicator		Final indicator	Document and Institution
CA	ITESM		
		Number of crimes for robbery registered in the MP of the common law	INEGI, Executive Secretariat of the National Public Security System
		Total of common thefts	INEGI, Executive Secretariat of the National Public Security System
		Number of burglaries	INEGI, Executive Secretariat of the National Public Security System
		Number of vehicle thefts	INEGI, Executive Secretariat of the National Public Security System
		Number of thefts to transporters	INEGI, Executive Secretariat of the National Public Security System
		Number of robberies to passers-by	INEGI, Executive Secretariat of the National Public Security System
Crimes against banking and credit institutions	7.6- Crimes against banking and credit institutions	Total robberies in banking institutions	INEGI, Executive Secretariat of the National Public Security System
		Number of robberies to banks	INEGI, Executive Secretariat of the National Public Security System
		Number of burglaries	INEGI, Executive Secretariat of the National Public Security System
		Number of burglaries	INEGI, Executive Secretariat of the National Public Security System
		Number of robberies to securities transfer companies	INEGI, Executive Secretariat of the National Public Security System
		Number of robberies to others	INEGI, Executive Secretariat of the National Public Security System
		Total road robbery	INEGI, Executive Secretariat of the National Public Security System
		Number of robberies to buses	INEGI, Executive Secretariat of the National Public Security System
		Number of robberies to private vehicles	INEGI, Executive Secretariat of the National Public Security System
		Number of robberies to others	INEGI, Executive Secretariat of the National Public Security System

Table 201 Theft

- Justice impartation
 - Crimes and delinquents of the common law
 - Injuries

Final indicator	Document and Institution
Number of crimes for injuries registered in the	INEGI, Executive Secretariat of the National Public Security System
Number of injuries with	INEGI, Executive Secretariat of the National Public Security System
Number of injuries with	INEGI, Executive Secretariat of the National Public Security System
Number of injuries with	INEGI, Executive Secretariat of the National Public Security System
Number of injuries with	INEGI, Executive Secretariat of the National Public Security System
Number of injuries with	INEGI, Executive Secretariat of the National Public Security System
Number of injuries with	INEGI, Executive Secretariat of the National Public Security System

Table 202 Injuries

- Justice impartation
 - Crimes and delinquents of the common law
 - Homicide

Indicator		Final indicator	Document and Institution	
1.02 Homicide Rate	IMCO			
	CA	Number of crimes per homicide registered in the MP of the common law	INEGI, Executive Secretariat of the National Public Security System	
	Willful homicide		Number of homicides per gun	INEGI, Executive Secretariat of the National Public Security System
			Number of homicides per weapon	INEGI, Executive Secretariat of the National Public Security System
			Number of other Types of homicide	INEGI, Executive Secretariat of the National Public Security System
			Number of homicides per gun	INEGI, Executive Secretariat of the National Public Security System
			Number of homicides per weapon	INEGI, Executive Secretariat of the National Public Security System
			Number of other Types of homicide	INEGI, Executive Secretariat of the National Public Security System

Table 203 Homicides

- Justice impartation
 - Crimes and delinquents of the common law
 - Sexual offenses

Final indicator	Document and Institution
Number of sexual offenses registered in the MP of the common law	INEGI, Executive Secretariat of the National Public Security System
Number of crimes related to rape	INEGI, Executive Secretariat of the National Public Security System
Number of crimes related to pornography	INEGI, Executive Secretariat of the National Public Security System
Number of offenses related to pederasty	INEGI, Executive Secretariat of the National Public Security System
Number of crimes related to trafficking in persons	INEGI, Executive Secretariat of the National Public Security System
Number of crimes related to child corruption	INEGI, Executive Secretariat of the National Public Security System
Number of crimes related to sexual harassment	INEGI, Executive Secretariat of the National Public Security System
Number of crimes related to sexual abuse	INEGI, Executive Secretariat of the National Public Security System
Number of crimes related to rape	INEGI, Executive Secretariat of the National Public Security System
Number of indecent assaults	INEGI, Executive Secretariat of the National Public Security System
Number of crimes in pest control	INEGI, Executive Secretariat of the National Public Security System
Number of crimes in prostitution	INEGI, Executive Secretariat of the National Public Security System
Number of sex tourism crimes	INEGI, Executive Secretariat of the National Public Security System
Number of offenses of outrage to public morals	INEGI, Executive Secretariat of the National Public Security System

Table 204 Sexual offenses

- Justice impartation
 - Crimes and delinquents of the common law
 - Other crimes of common law

Indicator	Final indicator	Document and Institution
CA		
	Total assault number	INEGI, Executive Secretariat of the National Public Security System
	Number of crimes for attacks on urban aesthetics	INEGI, Executive Secretariat of the National Public Security System
	Number of crimes against public roads and common sites	INEGI, Executive Secretariat of the National Public Security System
	Number of offenses for illicit selling of beverages	INEGI, Executive Secretariat of the National Public Security System
	Number of offenses relating to food and beverages	INEGI, Executive Secretariat of the National Public Security System
	Number of crimes for drunkenness	INEGI, Executive Secretariat of the National Public Security System
Unreported crimes	Number of unreported offenses	INEGI, Executive Secretariat of the National Public Security System

Table 205 Other crimes of common law

- Justice impartation

- Crimes and delinquents of the common law
 - Alleged offenders and convicts of the common law

Indicator	Final indicator	Document and Institution
CA	Rate of sentenced to serve sentence (per 1,000 inhabitants 18 years or older)	INEGI, Executive Secretariat of the National Public Security System
Sponsored links	Number of complaints of the common law	INEGI, Executive Secretariat of the National Public Security System
	Number of sentenced to serve sentence (common law)	INEGI, Executive Secretariat of the National Public Security System
	Number of sentenced offenders registered in the courts of first instance of the common law	INEGI, Executive Secretariat of the National Public Security System
	Number of alleged offenders (common law)	INEGI, Executive Secretariat of the National Public Security System
	Number of criminals sentenced for carrying prohibited weapons registered in the courts of the common law	INEGI, Executive Secretariat of the National Public Security System
	Number of suspected criminals for carrying prohibited weapons	INEGI, Executive Secretariat of the National Public Security System
	Number of offenders sentenced for sexual offenses registered in the courts of the common law	INEGI, Executive Secretariat of the National Public Security System
	Number of alleged offenders for sexual offenses	INEGI, Executive Secretariat of the National Public Security System
	Number of offenders sentenced for injuries registered in the courts of the common law	INEGI, Executive Secretariat of the National Public Security System
	Number of suspected criminals for injuries	INEGI, Executive Secretariat of the National Public Security System
	Number of delinquents sentenced for robbery registered in the courts of the common law	INEGI, Executive Secretariat of the National Public Security System
	Number of suspected criminals for theft of common law	INEGI, Executive Secretariat of the National Public Security System
	Number of offenders sentenced for homicide registered in courts of common jurisdiction	INEGI, Executive Secretariat of the National Public Security System
	Number of suspected criminals for homicide	INEGI, Executive Secretariat of the National Public Security System
	Number of criminals sentenced by gangs	INEGI, Executive Secretariat of the National Public Security System
	Number of suspected gang offenders	INEGI, Executive Secretariat of the National Public Security System
	Number of criminals sentenced for attacks on urban aesthetics	INEGI, Executive Secretariat of the National Public Security System
	Number of suspected criminals for attacks on urban aesthetics	INEGI, Executive Secretariat of the National Public Security System
	Number of offenders sentenced against public roads and common sites	INEGI, Executive Secretariat of the National Public Security System
	Number of alleged offenders against public roads and common sites	INEGI, Executive Secretariat of the National Public Security System
	Number of offenders convicted of illicit drug outlets	INEGI, Executive Secretariat of the National Public Security System
	Number of alleged offenders from illicit drug stores	INEGI, Executive Secretariat of the National Public Security System
	Number of sentenced offenders in food and drink	INEGI, Executive Secretariat of the National Public Security System
	Number of suspected offenders in food and drink	INEGI, Executive Secretariat of the National Public Security System
	Number of offenders convicted of drunkenness	INEGI, Executive Secretariat of the National Public Security System
	Number of alleged offenders for drunkenness	INEGI, Executive Secretariat of the National Public Security System

Table 206 Alleged offender and common law judgments

- Justice impartation
 - Offenses and delinquents of federal jurisdiction
 - Against health

Indicator		Final indicator	Document and Institution
CA	ITESM		
Crime against health	7.7.- Crime against health	Number of crimes for narcotic production	INEGI, Executive Secretariat of the National Public Security System
		Number of narcotics transport crimes	INEGI, Executive Secretariat of the National Public Security System
		Number of narcotics trafficking offenses	INEGI, Executive Secretariat of the National Public Security System
		Number of crimes per narcotics trade	INEGI, Executive Secretariat of the National Public Security System
		Number of crimes for narcotics supply	INEGI, Executive Secretariat of the National Public Security System
		Number of crimes per possession of narcotics	INEGI, Executive Secretariat of the National Public Security System

Table 207 Crime against health

- Justice impartation
 - Offenses and delinquents of federal jurisdiction
 - Committed by public servants

Final Indicator	Document and Institution
Number of crimes for abuse of authority	INEGI, Executive Secretariat of the National Public Security System
Number of misdemeanors	INEGI, Executive Secretariat of the National Public Security System

Table 208 Committed by public servants

- Justice impartation
 - Offenses and delinquents of federal jurisdiction
 - Falsehood

Indicator	Final indicator	Document and Institution
ITESM		
8.2.- Crimes in industrial and intellectual property	Number of crimes for use of false documentation	INEGI, Executive Secretariat of the National Public Security System

Table 209 Falsehood

- Justice impartation
 - Offenses and delinquents of federal jurisdiction
 - Suspected criminals and delinquents sentenced in federal court

Final Indicator	Document and Institution
Number of sentenced to serve sentence (federal court)	INEGI, Executive Secretariat of the National Public Security System
Number of sentenced in the courts of first instance in criminal matters of the federal jurisdiction	INEGI, Executive Secretariat of the National Public Security System
Number of alleged offenders (federal court)	INEGI, Executive Secretariat of the National Public Security System
Number of offenders sentenced for crimes against health	INEGI, Executive Secretariat of the National Public Security System
Number of suspected offenders for health crimes	INEGI, Executive Secretariat of the National Public Security System
Number of offenders sentenced for abuse of authority	INEGI, Executive Secretariat of the National Public Security System
Number of alleged offenders of abuse of authority	INEGI, Executive Secretariat of the National Public Security System
Number of offenders convicted of mismanagement	INEGI, Executive Secretariat of the National Public Security System
Number of suspected wrongdoers for improper administration	INEGI, Executive Secretariat of the National Public Security System
Number of criminals sentenced for fraud	INEGI, Executive Secretariat of the National Public Security System
Number of suspected criminals for fraud	INEGI, Executive Secretariat of the National Public Security System
Number of offenders convicted of using false documentation	INEGI, Executive Secretariat of the National Public Security System
Number of alleged offenders for use of false documentation	INEGI, Executive Secretariat of the National Public Security System

Table 210 Alleged offender and delinquent sentenced of federal court

- Justice impartation
 - Perceptions of the level of security
 - Public opinion of the security level

Indicator					Final indicator	Document and Institution		
Crrr	Exceltur	Imco	AC	Itesm				
Perception of the level of security 2008					Security level	CCRR		
Perception of the level of security 2011					Perception of security at destination	CCRR		
Perception of security at destination					Perception of the level of insecurity	7.1.- Insecurity perception	Perception of the level of insecurity in the destination	Agenda de Competitividad
More security from its incorporation in the CCRR							More security from its incorporation in the CCRR	CCRR
	3.05.b Levels of security	1.03 Insecurity perception index			Rate of economic units that considers their colony or location unsafe for every 10 000 economic units	INEGI, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Turistic Performance, (Single Catalog of Crimes, DENUE / INEGI		
					Rate of economic units that considers its federative entity for each 10 000 economic units	INEGI, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Turistic Performance, (Single Catalog of Crimes, DENUE / INEGI		

					Rate of economic units considered unsafe by its municipality or delegation for every 10 000 economic units	INEGI, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Desempeño Turístico, (Single Crime Catalog, DENU/ INEGI. Section offenses against the Society and State)
					Rate of persons of 18 years or more that considers their federal entity insecure, per one hundred thousand inhabitants	INEGI, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Desempeño Turístico, (Single Crime Catalog, DENU/ INEGI. Section offenses against the Society and State)
					Rate of persons 18 years or older who considers their colony or location unsafe, per one hundred thousand inhabitants	INEGI, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Desempeño Turístico, (Single Crime Catalog, DENU/ INEGI. Section offenses against the Society and State)
					Rate of persons 18 years or older who considers their municipality or delegation unsafe, per one hundred thousand inhabitants	INEGI, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Desempeño Turístico, (Single Crime Catalog, DENU/ INEGI. Section offenses against the Society and State)
					Percentage of economic units that identifies the State Police and considers something effective or very effective the work of the State Police	INEGI, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Desempeño Turístico, (Single Crime Catalog, DENU/ INEGI. Section offenses against the Society and State)
					Percentage of economic units that identifies the federal police and considers the work of the federal police as effective or very effective	INEGI, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Desempeño Turístico, (Single Crime Catalog, DENU/ INEGI. Section offenses against the Society and State)
					Percentage of 18-year-olds and over who identifies the federal police and considers federal police work to be effective or very effective	INEGI, , Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Desempeño Turístico, (Single Crime Catalog, DENU/ INEGI. Section offenses against the Society and State)
					Percentage of persons 18 years and older who identifies the State Police and considers something effective or very effective the work of the State Police	INEGI, , Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Desempeño Turístico, (Single Crime Catalog, DENU/ INEGI. Section offenses against the Society and State)
					Security enhancement programs	INEGI, , Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Desempeño Turístico, (Single Crime Catalog, DENU/ INEGI. Section offenses against the Society and State)
					Percentage of crimes occurred and reported to the Public Ministry, was rated as good or excellent, during the complaint.	INEGI, , Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Desempeño Turístico, (Single Crime Catalog, DENU/ INEGI. Section offenses against the Society and State)
					Percentage of crimes occurred and reported to the Public Prosecutor's Office, where it was rated as good or excellent, by the economic units, during the complaint.	INEGI, , Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Desempeño Turístico, (Single Crime Catalog, DENU/ INEGI. Section offenses against the Society and State)
		8.11 Index of Corruption and Good Governance		10.5.- National Index of Corruption and Good Governance	National Index of Corruption and Good Governance	IMCO, ITESM
		1.04 Judges' impartiality index			Judges' impartiality index	IMCO
		1.08 Efficiency index in the execution of sentences			Index of efficiency in the execution of sentences	IMCO

Table 211 Public opinion of the security level

- Justice impartation
 - Prison system
 - Detention centers and social rehabilitation centers

Final indicator	Document and Institution
Number of Detention Centers	INEGI
Number of bedrooms in Detention Centers	INEGI
Number of inmates in Detention Centers	INEGI
Number of Social Readaptation Centers	INEGI
Number of bedrooms in Social Readaptation Centers	INEGI
Number of inmates in Social Readaptation Centers	INEGI
Rate of prisoners (per 10,000 inhabitants aged 18 and over)	INEGI

Table 212 Detention centers and social rehabilitation centers

- Civil protection
 - Civil protection area
 - Civil protection services

Final indicator	Document and Institution
Civil Protection Area Stocks	INEGI
Number of active elements	SECTUR/ DESEMPEÑO MAGIC TOWNS, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic
Index of natural disasters	SECTUR/ DESEMPEÑO MAGIC TOWNS, DOC. SECTUR EXCEL Base_Data_Performance_Towns_Magic

Table 213 Civil protection services

- Road safety
 - Road safety
 - Tourist Services Corporation Ángeles Verdes

Indicator		Final indicator	Document and Institution
IMCO	PM		
	Support and security services	Number of elements	Tourist Services CorporationÁngeles Verdes
		Number of routes	Tourist Services CorporationÁngeles Verdes
		Number of routes covered per day	Tourist Services CorporationÁngeles Verdes
		Distance covered in kilometers	Tourist Services CorporationÁngeles Verdes
2.11 Natural disasters		Number of daily attendances	Tourist Services CorporationÁngeles Verdes

Table 214 Ángeles Verdes Tourist Services Corporation

- Road safety
 - Road safety
 - Road traffic accidents

Indicator	Final Indicator	Document and Institution
IMCO		
	Number of road traffic accidents	INEGI, Technical Secretariat Council for the Prevention of Accidents.
	Number of accidents due to poor road conditions	INEGI, Technical Secretariat Council for the Prevention of Accidents.
	Number of accidents per exit of the road	INEGI, Technical Secretariat Council for the Prevention of Accidents.
7.08 Accidents due to poor road conditions	Number of road traffic accidents per vehicle collision	IMCO, (Single Catalog of Crimes, DENUE / INEGI, Section crimes against Society and State), Technical Secretariat Council for the Prevention of Accidents.
	Number of road traffic accidents by collision with pedestrian	Technical Secretariat Council for the Prevention of Accidents. (Single Catalog of Crimes, DENUE / INEGI, Section offenses against Society and State)
	Number of land traffic accidents per collision with fixed object	Technical Secretariat Council for the Prevention of Accidents. (Single Catalog of Crimes, DENUE / INEGI, Section offenses against Society and State)
	Number of fatal traffic accidents	Technical Secretariat Council for the Prevention of Accidents. (Single Catalog of Crimes, DENUE / INEGI, Section offenses against Society and State)
	Number of non-fatal traffic accidents	Technical Secretariat Council for the Prevention of Accidents. (Single Catalog of Crimes, DENUE / INEGI, Section offenses against Society and State)
	Number of accidents due to collision with cyclist	Technical Secretariat Council for the Prevention of Accidents. (Single Catalog of Crimes, DENUE / INEGI, Section offenses against Society and State)

Table 215 Land Transit Accidents

- Environmental Security
 - Environmental protection
 - Federal Attorney for Environmental Protection

Indicator		Final indicator	Document and Institution
IMCO	ITEMS		
	2.9.- Environmental complaints	Number of environmental complaints	ITESM, PROFEPA
	2.10.- Environmental criminal index	Environmental crime rate	ITESM, PROFEPA
	2.12.- Inspection and monitoring of environmental impact	Number of inspectors and viewers on environmental impact	ITESM, PROFEPA
2.04 Industrial Emergencies		Number of industrial emergencies	IMCO, PROFEPA

Table 216 Federal Attorney for Environmental Protection

Environment Component

- Sustainability
 - Integral resource management
 - Energy

Indicator			Final indicator	Document and Institution		
CCRR	IMCO	CA				
Electricity consumption per capita			Electricity consumption per capita	CCRR		
Electric power			Consumption of kw of energy per capita per day	SENER, Power Indicators		
			Energy consumption per visitor per day	SENER, Power Indicators		
				Energy consumption per room	Number of kw of electric energy consumed per day per quarter	Competitiveness agendas
					Substations of transmission of electrical energy	SENER, Power Indicators
					Electricity distribution substations	SENER, Power Indicators
					Transformers of electricity distribution	SENER, Power Indicators
					Installed electrical power outlets	SENER, Power Indicators
				2.08 Non-polluting energy sources		Number of non-polluting energy sources
				Percentage of coverage of electric energy in the destination	Percentage of coverage of electric energy in the destination	Competitiveness agendas, Indicators Sustentabilidad
		Public investment in electrification works		SENER, Power Indicators		
		Number of traditional energy light posts on vehicular roads		SENER, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR		
		Number of light bulbs of alternative energy in vehicular roads		SENER, Doc. Excel SECTUR Variables SECTUR		
		Number of traditional energy light posts in plazas, parks and gardens		SENER, Doc. Excel SECTUR Variables SECTUR		
		Number of alternative energy light posts in plazas, parks and gardens		SENER, Doc. Excel SECTUR Variables SECTUR		
		Number of traditional energy light posts for decorative lighting		SENER, Doc. Excel SECTUR Priority Destinations, Doc. Excel SECTUR Variables SECTUR		
Number of alternative energy light posts for decorative lighting	SENER					

Table 217 Energy

- Sustainability
 - Integral resource management
 - Water

Indicator						Final indicator	Document and Institution	
CCRR	WEF	EXCELTUR	IMCO	PM	CA			
Liters of water consumption per capita					Water consumption per capita	Liters of water consumption per capita	CCRR, Sustainability Indicators	
Liters of water consumption per room					Water consumption per room	Liters of water consumption per room	CCRR, Sustainability Indicators	
						Number of liters of water per visitor per day	CONAGUA, Water Statistics in Mexico, 2013	
						Water availability	M3 of water available between inhabitant per year	Sustainability Indicators
							Total area in km ² of bodies of water	SEMARNAT, Indicators de Desarrollo Sustentable en
							Number of prey	INEGI, DENUÉ
							Number of Water Supply Systems	CONAGUA, Water Statistics in Mexico, 2013
							Number of sources of water supply	CONAGUA, Water Statistics in Mexico, 2014
							Number of water treatment plants in operation	INEGI, CONAGUA
Percentage of coverage of the distribution network					4.3.- Acceso a agua potable			
Integral water management		Reuse of treated water				Integral water management	CCRR	
Degree of water pressure on the aquifer			2.10 Overexploitation of aquifers			Degree of water pressure on the aquifer	CCRR	
						Number of water intakes in operation for public supply	INEGI, DENUÉ	
						Number of home tap water	INEGI, DENUÉ	
						Kilometers from the Pipe network	CONAGUA, Water Statistics in Mexico, 2013	
						Conditions of the drinking water network	CONAGUA, Water Statistics in Mexico, 2014	
						Drainage and sewage systems	INEGI, DOC. SECTUR EXCEL Matriz_Final_	
Percentage of drainage and sewage system coverage					Percentage of drainage and sewage system coverage	Percentage of drainage and sewage system coverage	CCRR, Competitiveness agendas, Indicators de Competitividad	
						Number of untreated municipal wastewater discharge points	CONAGUA, Water Statistics in Mexico, 2013	
						Kilometers from the pipeline network	CONAGUA, Water Statistics in Mexico, 2013	
						Drainage and Sewer System Conditions	CONAGUA, Water Statistics in Mexico, 2013	
Waste and storm water treatment					Waste and storm water treatment	Waste and storm water treatment	CCRR, Manual de indicadores PMT-PS-02, DOC. SECTUR EXCEL Matriz_Final_Indicators	
Number of wastewater treatment plants in municipal operation					Number of treatment of municipal water plants in operation	Number of wastewater treatment plants in municipal operation	CCRR, DOC. SECTUR EXCEL Matriz_Final_Indicators	
					Number of wastewater treatment plants operating in hotels	Number of wastewater treatment plants operating in hotels	Competitiveness agendas	

					Number of hotels with rainwater collection system	Number of hotels with rainwater collection system	Competitiveness agendas
			2.02 Treated Wastewater Volume			Number of waste water tanks	CONAGUA, Water Statistics in Mexico, 2013
						Volumes of treated and treated wastewater	INEGI, DENUÉ
					Percentage of treated water reuse	Percentage of treated water reuse	Competitiveness agendas
Quality Indicator of the treated water discharge BDO5						Quality of treated water discharge BDO5	CCR
Quality of treated water discharge Sedimentable Solids						Quality of treated water discharge Sedimentable Solids	INEGI, DENUÉ
						Percentage of rainwater and wastewater network coverage	INEGI, DENUÉ
Perception of downloads						Perception of downloads	CCR, SECTUR
Reuse of treated water				Storm and wastewater treatment		Actions to treat sewage and rainwater.	INEGI, DENUÉ
						Level of treated water reuse	INEGI, DENUÉ
						Reuses of treated water	Sustainability Indicators
						Number of points of unloading at the destination	INEGI, DENUÉ
						Conditions of the network of rainwater and wastewater treatment plants	INEGI, DENUÉ

Table 218 Water

- Sustainability
 - Integral resource management
 - Air

Indicator			Final indicator	Document and Institution
CCRR	WEF	IMCO		
		2.07 Air Quality Monitoring	Air quality	IMCO, Competitiveness Index 2012
Emissions of sulfur dioxide			Sulfur Dioxide Emissions	SEMARNAT, OECD Environmental Performance Assessments, 2013
Emissions of carbon monoxide	2.4.- Emissions of carbon dioxide		Carbon dioxide emissions	WEF, The Travel and Tourism Competitiveness Report, 2013
	2.5.- Concentration of particles in matter (PM10)		Concentration of particles in matter (PM10)	WEF, The Travel and Tourism Competitiveness Report, 2014
			Average fuel expenditure per 100 square km	SEMARNAT, OECD Environmental Performance Assessments, 2013
			Emissions of gases produced by means of transport	SEMARNAT, OECD Environmental Performance Assessments, 2014

Table 219 Air

- Sustainability
 - Integral resource management
 - Waste

Indicator						Final indicator	Document and Institution
CCRR	WEF	IMCO	PM	CA	ITESM		
Infrastructure and equipment for the integral management of solid waste		2.03 Waste Management	Proper solid waste management	Infrastructure and equipment for the integral management of solid waste		Infrastructure and equipment for the integral management of solid waste	CCRR
Percentage of coverage of the MSW collection system				Percentage of coverage of the MSW collection system		Percentage of coverage of the MSW collection system	CCRR
Efficiency of the collection system				Efficiency of the collection system	2.8.- Disposal of municipal solid waste	Efficiency of the collection system	CCRR, Sustainability Indicators
Type of final disposal site of municipal solid waste						Type of final disposal site of municipal solid waste	CCRR
Existence of landfill in accordance with the standard				Sanitary fill according to the norm		Existence of landfill in accordance with the standard	CCRR, Sustainability Indicators
Generation of garbage per capita						Generation of garbage per capita	CCRR
				Generation of garbage per capita		Generation of kg of garbage per capita per day	Competitiveness agendas, Indicators Sustentabilidad

Generation of garbage per tourist				Generation of garbage per tourist		Number of kg of garbage per tourist	CCRR, Sustainability Indicators
						Number of kg of garbage generated per day per quarter	SEMARNAT, Indicators de Desarrollo Sustentable en México
						Volume of annual garbage collected	SEMARNAT, Indicators de Desarrollo Sustentable en México
Integral waste management	Waste treatment					Integral waste management	CCRR, Sustainability Indicators
						Number of vehicles used for municipal solid waste collection	INEGI, DENUE
					2.13.- Uncontrolled urban solid waste	Number of open box vehicles used for municipal solid waste collection	INEGI, DENUE
						Number of vehicles with compactor used for municipal solid waste collection	INEGI, DENUE
Recycled volume of waste				Recycled volume of waste		Recycled volume of waste	CCRR, Sustainability Indicators

Table 220 Waste

- Sustainability
 - Environmental Protection
 - Protection of terrestrial biome

Indicator		Final Indicator	Document and Institution
WEF	IMCO		
	Total area in km ² reforested annual	Total area in km ² reforested annual	SEMARNAT, Indicators of Sustainable Development in Mexico
	Number of trees planted	Number of trees planted	SEMARNAT, Indicators of Sustainable Development in Mexico
13.4.- Protection of terrestrial biome	Area of protection of terrestrial biome	Area of protection of terrestrial biome	SEMARNAT, Indicators of Sustainable Development in Mexico
13.3.- Total known species		Total known species	WEF, The Tourism and Tourism Competitiveness Report, 2013

Table 221 Protection of the terrestrial biome

- Sustainability
 - Environmental perception of local residents
 - Annual complaints received

Indicator		Final Indicator	Document and Institution
WEF	ITESM		
Endangered Species	Environmental Complaints	Annual complaints received in environmental matters	PROFEPA, Environmental Justice Procurement Program, 2014- 2018
		Number of reconciled complaints	PROFEPA, Environmental Justice Procurement Program, 2014- 2019
13.2.- Quality of natural environment		Quality of the natural environment	WEF, The Travel and Tourism Competitiveness Report, 2013.

Table 222 Annual complaints received

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