

## **Tourism in Mexico: Its descent in the rankings of the World Tourism Organization**

SÁNCHEZ, María\*†, GARCÍA, Alma and JACOBO, Carlos

Received January 8, 2014; Accepted June 12, 2015

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### **Abstract**

The importance of tourism in the world it is the level of investment, participation in job creation, foreign exchange contribution, and the contribution to regional development. There are agencies that measure tourism and the flow that generates both economic and tourism in each country by a ranking, in which Mexico has been characterized by the countries belonging to more attract tourists. However in recent years it has been displaced by placing it in the thirteenth place, for this reason, the following question arose what were the main causes of the Mexico Descent in tourism ranking managed by OMT? In this way it has the primary objective to know the main reasons why Mexico has been ousted the tourism ranking as the recipient of tourists through a comparative analysis of probable causes that originated it, in order to find which one had more influence on demotivation of tourist to travel to the country.

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**Citation:** Sánchez, María, García, Alma and Jacobo, Carlos. Tourism in Mexico: Its descent in the rankings of the World Tourism Organization. ECORFAN Journal-Mexico 2015, 6-14: 1140-1155

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\* Correspondence to Author (email: nelidasb.21@gmail.com)

† Researcher contributing first author.

**Introduction**

Tourism is one of the most important and dynamic economic sectors in today's world, both for its level of investment, participation in job creation, contribution currency, as well as the contribution to regional economic development sectors. Therefore there are organisms that measure tourism, in which Mexico is characterized by highlighting one of the countries with the highest uptake of tourists; so it remained within the top ten, managed by the World Tourism Organization.

However in recent years it has been displaced by placing it in the thirteenth place, for this reason, the following question arose what were the main causes of the decline in Mexico in the tourism ranking handled by WTO ? The main advantages generated conduct such research was the collection of important data, and the future benefits plans or actions that may arise. Given the main objective, to know the main reasons why Mexico has been ousted the tourism ranking as inbound tourism, through a comparative analysis of probable cause that originated it, in order to find which one had more influence on demotivation of tourist to travel to the country. The subject of study for conducting such research, tourism was in Mexico, focusing on the decline in the tourism ranking.

Which was based on official information search experts in the field, through databases established and reliable search engines, newspapers, magazines, etc. Also he chose to perform a documented research through exploratory research, which was based on the search process proposed by Vargas, Guerrero, Camargo & Resendiz (2000).

Generating outstanding results in terms of, human factor in the tourism industry, infrastructure development, accessibility and connectivity by public transport.

Diversification of tourism products and natural and cultural resources. And noting the importance of the sector and thereby detecting areas of opportunity.

**Background**

The importance of tourism in the world its level of investment, participation in job creation, foreign exchange contribution, and the contribution to regional development. It is estimated that contributes about 11% of world production and generates one of every eleven jobs (SECTUR, 2013).

In Mexico, it is the third source of foreign exchange, behind petroleum export revenues and remittances from abroad, according to the Tourism Board of Mexico (2013).

Within the country, there is a vast natural wealth, as biosphere nature reserves, parks, monuments, diverse flora and fauna sanctuaries, among others. Aplya Mexico has a variety of tourist attractions such as ancient ruins of Mesoamerican cultures, colonial cities and beach resorts. At the same time owns a wide variety of climates, along with its historical heritage, part of a profound change in cultural mergers, why they make Mexico an attractive tourist destination worldwide.

With the main objective to promote and boost tourism activad at national and international level, have created various bodies such as the case of the National Fund for Tourism Development, which has been given the task of studying the preferences and tastes of their leisure tourists; resulting in improvements in roads and transport, renovation of airports, upgrading telecommunications systems.

Opening credits for new infrastructure catering and services, opening places of entertainment, health improvement and safer recreational activity areas.

Tourism has become one of the main activities is favorable for the economy of any developing country, for that reason there are organizations such as the World Tourism Organisation, which means a ranking measures the tourist activity and the pours it generates. Mexico has been characterized by the countries belonging to more attract tourists, where it was placed within the top ten. In 1996 he caught a tourist attracting 21.4 millones 6000 generating \$ 894 million in foreign exchange earnings, putting in place 7 and 12 respectively (Date, 2000). During the first year of Vicente Fox, Mexico had a relapse in arrivals of tourists were 19.8 million due to the global economic recession; However, there was a slight increase in foreign exchange earnings, reaching 8.4 billion dollars. So that Mexico kept the place 8 tourist arrivals and foreign exchange earnings 12. The lowest year on account of tourist arrivals to the country in the decade was 2003, with 18.6, although it maintained the world's eighth place. The objective proposed by the Fox government was that Mexico was among the top five. While Mexico has grown in tourist arrivals and foreign exchange earnings, it has not been enough to make being in fifth place worldwide; since other countries have grown faster.

In 2010 Mexico ranked tenth by arrival of tourists were 22.4 million and decreased to 23 in place of foreign exchange, achieving a figure of 11.9 billion dollars (Morales, 2013). Subsequently the decline in tourism ranking Mexico grew, losing its 10th place position he kept in 2009 and 2010, to 12th place at the end of 2011, giving a total of 22.7 million tourist arrivals.

Mexico received 11.7 billion dollars in foreign exchange from tourism in 2011, representing a fall of 0.8 percent against 2010 (Alcántara, 2012).

As the passage of time and the continued emergence of countries like Russia, Austria and Hong Kong, Mexico fell to 13th place in the ranking of the top tourist destinations worldwide, while 24 fell to place foreign exchange earnings. This occurred since in 2012 the influx of foreign visitors recorded 23.1 million, against 23.4 million of 2011 (Elola 2013).

### **Problem Statement**

Tourism is an important economic activity within the country, because positioned Mexico as one of the nations most important in tourism worldwide, due to the wide variety of wealth that has, for that reason it is that; According to the WTO, Mexico, it is the first tourist destination in Latin America, and the thirteenth most visited worldwide. Most attracting international tourism is coming from neighboring countries such as United States and Canada, the next largest group are tourists from European and Asian continent.

According to the Index of Competitiveness in Travel and Tourism (2011) in his classification which measures factors that make tourism development possible. Mexico, peaked at 43 worldwide as attractive to invest and develop business in the travel and tourism, being ranked the first among Latin American countries.

However, Mexico was left off the list of 10 countries that receive more international tourists in 2012, according announced the OMT. The country is located on the site 13 below countries like Russia and Hong Kong, according to the barometer of that body.

Until 2011 Mexico was positioned in tenth place on this list to receive 23.4 million tourists, however, the outlook for 2012 was not the most positive, which meant that only 23.1 million outstripping the country will be captured despite three positions programs of the various drivers of the tourism sector and the wide variety of cultural and natural attractions. So conclusive is important to note this fall presented within the ranking of the top tourist destinations in the world, which has increased the concern to investigate what were the reasons that led to a low uptake of tourists. For this assignment the next question that aims to provide a possible answer or solution to the issues raised arises.

What were the main causes of the decline in Mexico in the tourism ranking handled by WTO?

### **Justification**

As one of the main economic activities in the country reflects the importance that tourism has, it has taken into account the decline in the tourism ranking Mexico has suffered in recent years by attracting tourists and consequently for foreign exchange earnings, the which it is necessary to give importance to know the main root causes that Mexico no longer is inside. The main advantages generated by the conduct such research will collect important data that will serve as the basis of study of the current situation in the country in similar studies conducted subsequently.

In addition to provide the benefits this research will be that knowing and identifying the main causes may generate future action plans to correct or minimize these causes, thus achieving an improvement in attracting tourists and further domestic and foreign currencies.

Which may not be possible in such research not be done, because founded and directed towards specific areas of opportunity information is created, since this issue is left open.

### **Objective**

Analyze the root causes of why Mexico has been ousted the tourism ranking as the recipient of tourists through a comparative analysis of probable reasons that led him, in order to find which one had more influence on the motivation of tourists to visit the country.

### **General tourism**

In the next section generalities such as tourism in Mexico's history, the origin and the current position is within the country, likewise mentioned the importance of this economic activity both benefits and impacts it generates for the country will be raised.

### **Background of Tourism in Mexico**

For many years, tourism has experienced continued growth. Its deep diversification has become a sector with the highest economic growth in the world, according to Ruiz (2008). So that this sector as economic activity has been present worldwide since ancient times, with peak in the European continent, leaving Mexico far behind the progress made on the issue, since the country's infrastructure is not It had what it takes to attract visitors, so that in the early twentieth century began to build the necessary infrastructure generating an elitist tourism (Jimenez, 1993).

It is considered as the birth of tourism in Mexico the period of 1920-1940, a period in which the first born tourist services such as tourist hotels and travel agencies.

Which are demanded by tourists in their foreign entirety at par in 1922 Administration Mexican Association of Hotels and Motels AC is created On June 7, 1937, the office of tourist guide and activity of travel agencies is regulated. The tourism department, organ of the Interior Ministry in charge of carrying out activities related to tourism is created; trigger action allowing tourism in the country (Carrillo, Colin, Flowers & Hernandez Martinez, 2012).

After the Second World War, Mexico observed an intense tourist flow so the government created the Pro-dependent Tourism Joint Commission of the Ministry of Interior. Because of the importance acquired tourism in Mexico, for 1930 the National Tourism Commission was established. Later on May 21, 1937 the Regulations of the General Population Law was published, becoming known the creation of a Department of Tourism, zonificándose the country in 15 regions of interest. To encourage the development of tourism, the June 6, 1959 a decree was issued establishing national populations and places of interest, so that the Tourism Department conduct studies on the subject (SECTUR, 2012)

The second stage of development is considered in 1940 to 1958, it begins to develop mass tourism product. In services are created large hotels, travel agencies multiply, tourist transport and guides appear, but until now there is a planning and regulation of this activity (Carrillo et. Al., 2012)

According Clancy (2001) in her research on Mexican tourism from 1970 says that tourism has been Mexico's biggest export accounted for in the balance of payments, from at least the end of World War II. Mexico has become one of the most popular destinations in the world.

As is well known the principal engine economic issue for the country is represented by the primary sector such as agriculture and livestock.

Is so late twentieth century the role of tourism provides an important economy change as reflected in the increased activities of the tertiary sector (Vargas, 2009).

Thus the Hotels.com guest status in the world is reaffirmed as a country of great interest due to its extensive cultural and natural wealth, however, we need to pursue as was done at first by the constant improvement in infrastructure and services for improved attracting visitors to the country.

### **Importance of tourism as an economic activity**

From World War II and as a result of economic growth and incomes of people in most developing countries, tourism has become one of the main economic factors (MEET, 2000). Like all developing countries, this economic activity is very important for Mexico and its economy, as tourism is not only reflected in jobs and regional development, but is also spreading factor of cultural and natural attractions through the world, due to the wide variety of attractions it has, according to SECTUR (2013). In turn, the author Jose Luis Castro Gomez, in an article called "The economics of tourism" (2013) notes that thanks to the tourism industry, have improved means of communication and transportation in Mexico, remodeled airports, Updated telecommunications systems, generated opening credits for hotel infrastructure and services, open and renovated recreation centers, entertainment and spaces between other activities that tourists need for their stay, the image of some cities also improved and consequently improved its economy and its public security. All this was achieved by the efforts made by society, business and government of the country.

According to the Tourism Satellite Account, tourism is divided into two types: national and international visitors and domestic visitors. Both types of visitors, national or international and internal, include both people who stay, as they are considered to hikers.

According to the above, we can establish some distinctions and types of tourism: a) Domestic tourism comprises Doméstico.- or residents of the country in which the accounts, and moving only within the same country. b) Incoming or Entrada.- This concept Tourism non-residents traveling to the country in which the study is conducted are recorded. c) Tourism Egresivo or Salida.- Here are contemplated residents compiler of statistics, traveling to another nation country.

The three mentioned types of tourism are mutually exclusive, however, when combined give rise to other forms of tourism, these groupings are important in measuring monetary flows that flow from them, and are required to establish trade policies, promotional programming and SECTUR in tourism (2005).

Undoubtedly, much of the basis of the country's economy is in the tourism sector as it involves the opening of new jobs, poverty reduction in tourist areas, economic movements etc.

### **Impacts of Tourism in Mexico**

The WTO launched a campaign in 2004 called "Tourism Enriches", where he said that besides export also benefits or enriched in many other ways a country, as it represents a way to compete in the service sector growth, and that this activity helps raise funds to local, regional and national governments because of the economic impact that tourism generates, also seeks to protect the environment and local culture.

On the other hand, SECTUR (2011) mentioned that tourism helps to preserve and enjoy the cultural and tourist heritage of the country, generating an increase in tourist arrivals, economic benefit and job creation, while promoting economic development tourist communities, all of this with the help of constant training and continuous improvement.

Meanwhile Kotler, Bowen and Makens (1997) mentioned that there are four main benefits of tourism, which are: direct employment in hotels, restaurants, shops and transport companies, industries and professions to support tourism, the multiplier effect as to tourist consumption in local economic and finally, state and local income taxes derived from tourism.

Similarly the tourism sector can have a negative effect, because it can increase social differentiation. This is because often the benefits are in the target area are usually not spread evenly, but tend to be monopolized by a minority sector of the population (Ibanez, Villalobos, 2007).

Due to the strong influence of tourism in the economy and the need to promote sustainable tourism based on the three pillars of equity, they have taken various actions in favor of it, either within training or infrastructure investment in order to boost the economy as an engine of culture and society.

### **UNWTO World Tourism Barometer.**

Conducted by the World Tourism Organization (UNWTO), performs regular monitoring of tourism trends in the short term it is proposed to provide adequate and timely information where three important aspects mentioned below are evaluated. (Program Tourism Trends and Marketing Strategies WTO, 2013).

### **International Tourist Arrivals by Country of Destination**

In terms of international tourist arrivals in the various WTO regions, series that may serve to indicate the evolution of tourism to selected destinations are chosen. This is measured according to visitor arrivals or nights instead of tourist arrivals in some cases refers to the total tourist traffic as it is air transport and specific entry points (OMT, 2013).

### **Income from international tourism**

For recipient countries, international tourism receipts are assimilated to income from exports and cover all transactions related to the consumption by international visitors; accommodation, food, drinks, fuel, transport, entertainment both day visitors as overnight visitors (OMT, 2013).

### **International tourism expenditure**

Tourism expenditure refers to the amount paid for the acquisition of consumer goods and services, and valuables, for own use or to give away, during tourist trips and for the same (OMT, 2008)

International tourism expenditure is the expenditure incurred in other countries for outbound international visitors. Goods and services are purchased by the traveler. You can include the costs incurred by residents traveling abroad as visitors for a day (World Bank, 2013).

### **Competitiveness Index**

On a global level, which does not compete a destination, not grow, can not give welfare to their citizens and can easily fall into a spiral of poverty and violence (SECTUR, 2011).

According to the World Economic Forum determines competitiveness, the set of institutions, policies and factors that determine the level of productivity of a country. Also meanwhile the Mexican Institute of Competitiveness is defined as the ability of a country or region to attract and retain investment and talent (Ministry of Economy, 2015).

So we can infer the importance of innovation in tourism, because by this is you can attract tourism to the country, generating significant economic benefit, which may increase their competitiveness to other potential destinations. That is why various agencies that measure this factor according to various indicators themselves have emerged.

### **Criteria to measure competitiveness**

World Travel and Tourism Council works to increase awareness of the enormous capacity of the travel and tourism as a positive force for the world, which not only creates jobs, wealth and economic growth sector. It strives to remove barriers to growth in the travel and tourism industry urging governments and regulators to keep the sector as a priority on the political agenda and create policies that support growth and long-term prosperity (WTTC, 2011).

MoniTUR 2009, is a monitor of tourism competitiveness of the Spanish autonomous communities which was driven by Exceltur, this contributes to the improvement of information available for decision-making of public and private managers (Exceltur 2010).

The Center for Research and Tourism Studies ITESM (Cietec) generated the Tourism Competitiveness Index of the United Mexican States (ICTEM, 2010) which represents an inventory of resources and actions taken by each state to contribute to the tourism competitiveness.

The competitiveness is assessed hundred twelve variables, which are grouped into ten large statewide to identify their comparative position (Cietec, 2009).

Mexican Institute for Competitiveness (IMCO) is an applied research center based on evidence. Through analytical documents and the development and dissemination of competitiveness indices (global, national and city level), the IMCO provides useful information for the design, monitoring and follow up national policies for competitiveness and economic development of Mexico (IMCO, 2013).

### **Historic frame**

Within the historical framework are three related to the research carried out, in order to broaden awareness of the problem cases. Difference in the position of Mexico, Japan and China as recipients of international tourism.

This research includes and explains the differences in competitiveness within the tourism line between Mexico and countries in the Asia Pacific region, as is Japan and China.

A challenge that arises from the apparent contradiction that Mexico has to be a leader in international arrivals, but with a low competitive performance is addressed, according to the International Tourism Competitiveness Index. Mexico compares with Japan and China, it helps to understand what aspects need to modify the country to improve competitively, as suggested by the Tourism Sector Plan 2007-2012 (Carrillo and Magaña, 2010)

### **Analysis of tourism competitiveness in Mexico and the world**

Objective of this case is the conceptual comparison and study of the implications of two key terms: leadership and competitiveness, positioning Mexico mentioned in different fields are listed in the World Tourism Organization (UNWTO).

In 2008 Mexico was positioned globally within the first 15 countries that receive most visitors. In terms of foreign currency generation, Mexico generates a significant contribution globally, despite the onset of the global economic crisis in late 2007, Mexico was within the first twenty places in revenue. In general, it follows the importance acquired by tourism worldwide is evident, however, for countries to retain its leading position, that condition will have to complement with all the elements that make a competitive nation. In the case of Mexico, there is no doubt it has many attributes that enable it to match its leadership with its competitiveness in the tourism sector. However, it requires hard work and unity among different groups in society and the state (Ibáñez and García, 2013).

### **Diagnosis of the quality and competitiveness of tourism in Mexico**

The globalization of the world economy intensifies competition among destinations. Given this, it is necessary to make efforts to maintain the privileged position currently enjoyed by some countries.

Mexico, which is distinguished as one of the leaders in the world tourism market to occupy the tenth position in receiving visitors; has not yet established culture of quality and competitiveness, therefore a tendency to linger in the competitiveness ranking of the top tourist destinations in the world (Ibanez, 2011).



## Method

This research was based on official information search experts in the field, through databases, newspapers, magazines, etc. Focusing primarily on the causes of this decline in the tourism ranking.

Information collected, only came from reliable data bases, and authors recognized and supported. As mentioned, they conducted investigations, which are related to the subject matter resumed; with the main search engine Google.com.

To know the causes of the decline in Mexico in the Tourism Ranking, a matrix was made with competitiveness indicators, provided by specialized agencies in tourism; confronting views of various authors or characters recognized in this area, and publication of statistical data obtained through newspapers, journals, web sites, etc.

It was decided to perform a documented research through exploratory research, which is used when searching for a deeper understanding of the nature of the problem, possible alternative decisions and relevant variables that need to be considered, according to Aaker, Kumar & Day (2001).

This research was based on the search process proposed by Vargas, Guerrero, Camargo & Resendiz (2000). Which consists in identifying the need, once detected proceed to the definition of the main subject, then a stage of exploration is done in order to collect relevant information, continuous This requires the approach to the problem and continue with collecting data to finally obtain an analysis and interpretation and thereby perform presentación of the results, which will be explained below in applied research.

First, the need to know the causes that have led to Mexico is at the low ranking in tourism, as in recent years, countries}p5como Russia and Malaysia, have resurfaced regarding tourism was identified leaving in backwardness and moving the country out of the top ten places in which he found himself.

Later, it was identified that the main issue to investigate Mexico's decline in the tourism ranking. Consecutively, in the exploration stage, we chose to use an extensive search process, in order to find an explanation to this problem, showing possible causes of interest that led to that event, according to information and knowledge gathered in the stage formulation is able to generate the problem statement.

Once the statement of the problem set, we continued to research and data collection in order to find the main causes that have led to this very sudden drop in the ranking. In the search for information relevant to the subject several articles where tourism trends in that ranking and possible causes to the decline that has been presented so well that caused an array provided competitiveness indicators are presented by bodies found specialized in tourism as it is The World Travel and Tourism Council (WTTC), Exceltur, The Center for Research and Tourism Studies ITESM (Cietec), the Mexican Institute for Competitiveness (IMCO), finally by World Economic Forum.

Subsequently, an analysis of these indicators is performed by comparing the models proposed creating a hybrid that would take relevant factors.

Finally at the stage of presentation, based on the information collected in accordance with hybrid created, we continued with this analysis, allowing translate conclusions and recommendations, which may be used in future research.

**Results and discussion****Results**

To conduct this research, it was necessary to find information, generating an array of competitiveness indicators provided by specialized agencies in tourism (Matrix 1).

Subsequently, an analysis of these indicators was conducted, comparing the proposed models (Matrix 2), for purposes of this investigation were selected indicators: the human factor in the tourism industry, infrastructure development, accessibility and transport connectivity, diversification of tourism products, natural and cultural resources. .

Taking into account selected in the Matrix 2 indicators, it was found that the Human Factor in the tourism industry plays a very important role in the competitiveness of the emerging role as the human element is essential in obtaining quality parameters high, enabling it to differentiate itself from competitors in the tourism market (Bañuls, Ramon, Seville, 2009). For conclusive, it must be human capital generates service quality and consequently fidelity and / or destination recommendation. According to the ranking handled by the Travel & Tourism Competitiveness 2009 Mexico obtained a score above the average in the following areas as human resources, education and training, providing qualified jobs, affinity for Tourism, on a scale from 1 -7 (Ibanez, 2009). The federal government has given the task of implementing strategies that generate higher quality human capital in this industry, thus encouraging training in the sector (SECTUR, 2013). Where by Integral Training Program for Tourism Competitiveness (PICCT), 31 state protocols were reviewed

Following the investigation, the second indicator, development of tourist infrastructure, it was found that estimated public investment of 7,400 million pesos for the sector (Gómez, 2008), which may have influenced that the number of hotel chains have grown significantly (Jimenez, 2007). Despite this, Suarez (2009), says that hotels have stopped investing in the expansion of tourism and travel in the world, which could indicate that Mexico has enough to attract tourists infrastructure. It is worth mentioning that Mexico has 14.963 583.731 quarts in lodging establishments as CNT 2008, which supports the above Palafox, Zizumbo & (Arriaga, 2010).

Of equal way in the First Government Report (SECTUR, 2013), relevant information about the following indicator it was found; Accessibility and transport connectivity. In 2008, public and private investment for the creation and maintenance of infrastructure in transport and communications rose versus 2007. Within the report of government figures released by the Bank of Mexico were found which indicate that the number of international tourists airway December 2012 to June 2013 it was 7.7 million, 6.9% higher than the same period in 2011-2012. However, according to the publication made by De la Rosa (2013), a journalist for The Economist mentions the need to "remove restrictions", since among the 10 countries that received more tourists in 2012, highlights the jump Russia to ninth, and tenth place is Malaysia, followed by Austria, Hong Kong and Mexico. The development of this segment is linked to the air connectivity and Mexico is not yet solved the bankruptcy of Mexicana Airlines, 60% were international operations. Today, Aeromexico only travels to South America, Asia and Europe.

Regarding the diversification of tourism products, according to Brunet, Almeida & Monteserin Lopez (2005).

The tourism that had been growing for some time in quantitative terms, entered a phase obsolete as a result of non-renewal and diversification needed, to keep competitive with the new emerging markets, however, in 2008 a significant investment to expand the supply of beach destinations in the country was carried out, and to achieve diversification is necessary to promote an offer comprehensively that promotes tourism; so according to the government report of 2013, 1,031'850,00 pesos were invested in cultural tourism, nature, sun and beach tourism for all, meetings and other forms of tourism SECTUR (2013).

Mexico is positioned as a spearhead in the generation of infrastructure and foreign direct investment for the tourism sector in Latin America, which is causing a depletion of natural resources of the country, especially in rural communities where they have established developments and projects tourist. Today Mexico is not bound by commitments to reduce emissions of greenhouse gases; however, international pressure will increase in the next 20 years, and it is anticipated that most of the emissions are generated by developing countries (Ruiz, 2008).

According to the ranking managed by The Travel & Tourism Competitiveness 2009, which manages a scale of 1 to 7, Mexico scored 4.7 in natural resources (Ibanez, 2011).

The importance of preserving the environment, due in the case of tourism, the stringent need to maintain the competitiveness of the tourist destinations. It should be understood that the actions of human beings that contribute to damage to ecosystems, so that environmental damage and reduced competitiveness of destinations, are directly related, it is noteworthy the implementation of policies that contribute to innovation and adoption of practices related to tourism.

So that technological innovation is a priority in favor of the environment.

Similarly, in the search for information, several articles relevant to the topic where tourism trends in that ranking are presented, and possible causes of the decline that has occurred, such as low competitiveness that the country has found. Claudia Ruiz Massieu tourism secretary, says the WTO Barometer, is made with the indicators provided by the countries themselves "that is, it does not represent an overall assessment of the performance of tourism in the different nations." He conceded that "rankings are useful to identify areas where each country should strive to be more competitive in the world." Similarly he recalled that during the celebration of the Tourism Tianguis held in Puebla, in 2013, Claudia Ruiz Massieu anticipated these results and warned that international competition is becoming more intense day, forcing Mexico to raise their competitiveness Zaragoza (2013).

Moreover Armando Uribe del Valle, president of the Mexican Association of Hotels and Motels (AMHM), he mentioned that an explanation of these repeated drops in the country in the ranking of the WTO is that a monopoly was waged in the supply of products since only the sun and beach destinations were sold. Among areas such as Los Cabos, Baja California Sur, Cancun, Quintana Roo, Puerto Vallarta and Jalisco; They take 70 percent of international travelers. Thus, the remaining 10 percent is spread among the other 50 or more destinations in the country. "In the last 20 years the supply of accommodation doubled in the country; however, the territorial distribution of rooms available for accommodation, is located in coastal destinations.

Is there is a high concentration of supply in sun and beach product that centralizes much of the tourist services, "said SECTUR in its sector program. Reliance added that, although the country is renowned for beach destinations, there are signs of exhaustion. For his part, Jorge Hernandez, president of the National Tourism Confederation (CNT), stressed that do need to come more walkers foreign hoteliers because they require more guests, also mentions that the sector always gives more importance to the international tourist arrivals, which the movement of nationals when the latter leaves a larger spills, as such national social tourism, should have more support (Valdez (2014).

Other important indicators include affection and undoubtedly country was the economic recession for developed countries, which was presented in 2009 and the emergence of the new H1N1 virus, as the red flags were alert in tourism especially in the Americas, causing a decline in visitors and consequent economic benefit (Cruz Mancilla, Urciaga & Ruiz, 2014). For sightseeing, before the flu epidemic began, there was talk of a reduction as a result of the global economic crisis. After the appearance of the H1N1 virus and the decision to virtually shut the country in late April, the sector, key to the Mexican economy has shown a very slow recovery. Even in the summer hotels and Mexican beaches they attracted few tourists (Blanke, 2009). Periods greater negative impact were 1997, 2001, 2003 and 2009, and that these conditions respond to economic crisis, public health impacts, and issues of insecurity (Cruz et. Al., 2014).

Certainly the degree of importance with which currently has worldwide tourism, which is why developing countries have opted for this economic activity as one of the main generators of foreign exchange, as is the case of Mexico, as in recent years this activity has generated great attracting visitors and consequently large foreign exchange earnings.

However in recent tourist records ranking; Mexico is down being overtaken by countries like Russia and Malaysia, which is why we proceeded to perform a table of variables that allow the search for specific information, taking into account qualitative and quantitative indicators including the Human Factor found in the tourist industry, infrastructure development, accessibility and connectivity by public transport, diversification of tourism products, natural and cultural resources.

Also, within the research important factors to consider on the issue as was the quality of the destination, tourism performance collaborators, political problems, insecurity, health measures employed, lack of projection trends they found tourism, implementation of new trends, and finally the level of customer satisfaction; which they were of great importance for research, as they helped to find the main causes of the decline in Mexico in the tourism ranking while meanwhile Cruz, Juarez, Urciaga & Ruiz (2014) recently published a similar article for the International Journal Administration & Finance; where external factors that have led to the decline in tourism in some years, to identify the conditions of the tourism industry in Mexico proceeded to use the main statistical sources of formal organizations in Mexico and internationally identified.

Of which the main quantitative variables such as visitor arrivals, visitor spending, tourism facilities, rooms accommodation, lodging establishments by category of service and finally by category rooms available were obtained.

Variables	Organisms				
	WTTC	CIETEC	IMCO	MONITUR	ITCI
Price competitiveness	X	X	X		X
Human factor in the tourism industry	X	X			X
Infrastructure development	X	X		X	X
Technological development	X				X
Social development	X		X		X
Accessibility and transport connectivity		X		X	X
Diversification of tourism products		X		X	
Natural and cultural resources	X	X	X		X
Security					X
Perception of nations over the country's tourism					X

**Table 1** Indicators of Competitiveness conducted by specialized agencies in tourism.

In this table a comparison of the indicators used by five different specialized agencies in the field can identify matches in indicators.

Indicator	Authors
Human factor in the tourism industry	Investment of 149 million pesos in training for tourism competitiveness. (SECTUR 2013) MEXICO received a score 5.1 Human Resources, 4.7 Education and Training, 5.5 Qualified availability for work Affinity for Tourism: 4.6. On a scale of 1-7 ranking handled by the Travel & Tourism Competitiveness (Thales, 2009) Basic for distinctive capabilities that allow you to differentiate themselves from their competitors in the tourism market item. (Bahús, Ramon, Seville, 2009)
Infrastructure development	Hotels have stopped investing in the expansion of tourism and travel in the world (the number of international arrivals increased from 25 million in 1950 to 898,000,000 in 2007, Suarez (2009) The number of hotel chains has grown significantly from 1983 (20 domestic and 12 foreign chains) to 2008 where 42 national and 40 foreign (2008, Jimenez (2008) Public investment of 7,400 million pesos Gomez Mont (2008) Mexico has 14,963 583,731 quarts in lodging establishments as CNT 2008, Palafox, Zimumbo & Arriaga (2010)
Accessibility and transport connectivity	In 2008, public and private investment for the creation and maintenance of infrastructure in transport and communications amounted to 92,047.3 million pesos, 3.7% higher in real terms to 84,428.5 million pesos exercised in 2007. The number of international tourists arrived December 2012 to June 2013 was 7.7 million people SECTUR (2013) The development of this segment is linked to the air connectivity and Mexico is not yet solved the bankruptcy of Mexicana Airlines, 60% were international operations. Today, Aeromexico only travels to South America, Asia and Europe De la Rosa (2013)
Diversification of tourism products	The investment tour in 2008 was 2771.44 million and they were used to expand the offer in beach destinations Palafox, Zimumbo & Arriaga (2010) 1,031 \$50,00 pesos were invested in cultural tourism, nature, sun and beach tourism for all, meetings and other forms of tourism in 2013 SECTUR (2013) The tourist offer, which had been growing for some time in quantitative terms, entered a phase of obsolescence and premature aging because of the lack of renewal and diversification Brunser, Almeida Lopez & Monteserin (2005).
Natural and cultural resources	Diminishing natural resources of the country, especially in rural communities where they have established developments and tourism projects. Today Mexico is not bound by commitments to reduce emissions of greenhouse gases Ruiz (2008). According to the ranking managed by The Travel & Tourism Competitiveness 2006, which manages a scale of 1 to 7, Mexico scored 4.7 in natural resources (Thales, 2011).

**Table 2** Study Indicators

## Conclusions

It mainly concludes that the investigation complied with in order to know the main reasons why Mexico has been ousted the tourism ranking, presenting relevant information on the latest developments in tourism.

Also it can be seen the importance of this economic sector in the country, where the interest in the development of the sector through improvement actions are reflected. It is important to note that the country has great natural and cultural wealth which is being used for this sector, however, puede notice as to put aside the wide range of alternative tourism with which it is told and not He has focused successfully on attracting foreign tourists increased uptake.

It is vital to take into account the external assessment with which the country has, as a key point in the decision or choice of destination is the security offered by this, although it is well known how difficult it is to manage external factors as crime or epidemics such as the H1N1 virus that affected the country, you can control internal factors that benefit the tourism industry, so that the culture of service and hospitality with the aim of generating totally different experiences that are He believes they are received.

It is noteworthy that the investigation arose in order to find the main causes of the decline in ranking, however, this can be the starting point for future research or detecting areas of opportunity that can be taken by the government or the private sector, with the intention of attracting more tourists, breaking down barriers that were found or could arouse.

Within these areas of opportunity is the diversification of tourism, meet the needs of tourists as trends, generate action plans that enable increased uptake eventually include the importance of further research in order to have information date and accurate at the time of future action plans.

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