



IMPACT OF VIOLENCE TO TOURIST SERVICE PROVIDERS OF THE TRADITIONAL AND GOLDEN ACAPULCO AREA IN ACAPULCO

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ABSTRACT

The objective of this work is to know and describe how it affects, and is perceived by the tourist service providers TSP, of the tourist strip of Acapulco's Miguel Aleman Coast. Here are detailed the types of crimes, how many times they have been affected, the impact on their businesses and how they face the phenomenon, at the time of the study there is no data on the problem from the government or academic sphere, although Acapulco, has been listed as one of the tourist destinations with the highest incidence of crime in the country, according to the SESNSP, so the issue is relevant. The study focused on knowing the opinion of 50 of them out of a universe of 500, through the application of a questionnaire with 20 questions, which was distributed to hoteliers, restaurateurs, tourist guides, and travel agencies, the application took place in the traditional Acapulco and Acapulco Dorado area, the result of the study is relevant because the contribution obtained information comes from the look of the TSP themselves, and through the descriptive method were findings such as that despite the pandemic criminal activity did not decrease in the study area.

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INTRODUCTION

During the last three decades, the violence that has been developed in the city of Acapulco, and in general in the State of Guerrero; The repercussions of both its population and businesses located in their territory, this affectation has been reflected in the main economic activity: tourism. Affecting not only its image but also its main indicators such as tourist influx, average expenditure, the average occupation among others; Modifying the behavior of the main segments of the market that in past times arrived at the port, such as cruises, tour operator programs, charter flights, loss of air connectivity; What has caused the collapse of the economy of destiny. The work focuses on describing the impact that violence has generated among the companies providing tourism services located in the Acapulco tourist strip, specifically in the Acapulco, gold and traditional areas. The objective of this work seeks to know how to perceive and face tourist service providers (PST), of the Acapulco coastal tourist strip The phenomenon of violence, types of crimes, how many times

have been affected, the economic expenditure that has generated in its economy, the impact on its business and the way they face the phenomenon with prevention measures that allow them to reduce or face the problem without having to close their companies. Since violence is a phenomenon that impacts in all areas of society and specifically in tourism activity, reason for the investigation, however the foregoing, is a subject on which little has been investigated from the governmental sphere and academic, so the bibliography is scarce, for this reason, this work is sought to start future research related to the issue described here and also allow a perspective of the analysis of violence to TSP that have been victims of this phenomenon, by What research acquires full relevance since it throws interesting data from the look of the TSP themselves. Violence has been studied by authors such as Becker (1992, in Grautoff, Chavarro and Arce, 2011), who approaches it from the perspective of offender behavior; likewise another focus of his works is on the economy of crime (Becker, 2008) where he refers that, to the extent that a criminal finds greater and better economic incentives, he will always continue to commit crime, as long as the institutional weakness allows him a state of impunity he will continue to commit crime, as for the phenomenon of violence and tourism, (Muñoz, 2018) has initiated writings related to the impact that violence has generated in the main indicators of the tourist destination, but without addressing the impact of violence

where the TSP are victims specifically in the area of golden and traditional Acapulco, so the study addresses the problem raised for the first time. As it affirms Grautoff Laverde, M., Chavarro Miranda, F. and Arce, A. (2018); What forms a competitive market that improves the productivity of the criminal cluster is the existence of great delinquency leaders, which represent the incentive to enter into activity, but the elimination by competitors or authorities guarantees that the strategies and tactics of the sector are improved criminal. According to the outstanding Argentine political scientist, O'Donnell, referred to the so-called "brown areas", "where state legality has evaporated and governs a mafia legality in which only one State is perversely, through funds Public or uniforms". The State then loses its public character, appears with a mafia face and its credibility is reduced to zero, recovered from the previous statement to us (Muñoz, J. 2018: 144) Acapulco, tend to become a brown zone of continuing the Current circumstances. Tolerance and impunity with which the growth of violence is allowed such as the formation of brown areas, that brown territory are the spaces left by the State and today occupied by organized crime, as well, those areas of Acapulco Traditional and golden, they tend to become brown due to the growth of violence and crime of the last decade. The delinquency map of the State of Guerrero and Acapulco developed by the National Security Commission, see annexes 2 and 3, are an X-ray of the brown areas in Acapulco where the study takes place, in these areas the scenery of operations of the different criminal groups that currently dispute control. The General Law for the Social Prevention of Violence and Crime, published in the Official Gazette of the Federation on (January 24, 2012), in its Fourth Article, paragraph XI. Defines Violence as: The deliberate use of physical force or power, whether threatened or actual, against oneself, another person or a group or community, that causes or has a high likelihood of causing injury, death, psychological harm, developmental disorder or deprivation. The various manifestations of violence are included, such as gender violence, youth violence, criminal violence, institutional violence and social violence, among others. For its part, the UN defines violence: as the intentional use of physical force or power, whether threatened or actual, against oneself, another person or a group or community, that results in, or has a high likelihood of resulting in, injury, death, psychological harm, developmental disruption or deprivation.

Problem Statement: For its different natural attractions, the traditional Acapulco area such as the so-called diamond, have been characterized by being a magnet that attracts infinity of tourists who with their expense, raise the greed of those who dedicate themselves to diverse forms, along of the coastal strip of these two zones, infinity of acts have been raised, provoked by the above, Acapulco does not escape the list of cities with the highest number of illicit which has many times it has been placed as one of the most violent cities in the country. The tourist service providers of these areas do not escape the problem that day by day is generated mainly on the most emblematic calendar dates, such as the different times of holy week, or the summer and December seasons that are occasions when the tourist activity reaches its climax. The pandemic of the Covid - 19 that began at the beginning of November 2019 in China, and had its beginning in Mexico in March 2020, obliging many companies at the close of their activities as a compulsory measure by the Mexican government, which meant a truce in criminal activity, but given that the above causes unemployment and closure of several micro, small, medium-sized companies increase unemployment and lack of

economic income from many families and consequently increased in the rows of crime and of crime generating greater violence in the study areas by impacting the TSP.

Objective of research: The objective of this work, seeks to know and describe how it affects, as they perceive and face tourist service providers (PST), of the Acapulco coastal tourist strip The phenomenon of violence, detailing the types of crimes, as many times have been affected , the economic expenditure that has generated them in its economy, the impact on its business and the way they face the phenomenon.

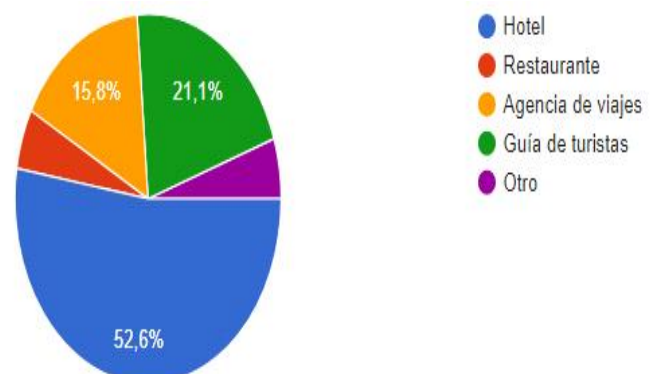
The present study makes the following research questions

- J What are the implications of violence provoked to tourist service providers of those 2 tourist areas?
- J What is the perception of violence by tourist service providers?
- J What are the economic impacts generated by that violence to tourist service providers?
- J What are the measures that have been implemented to protect yourself from violence?

METHODOLOGY

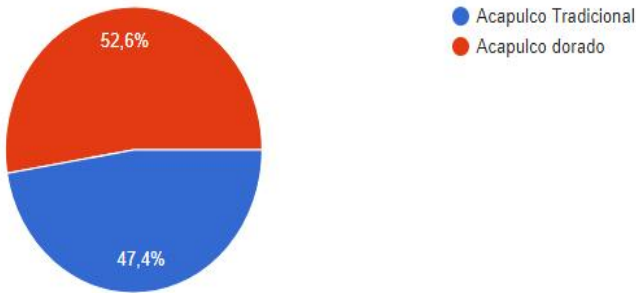
The study focused specifically on to know the opinion of 50 of the providers of tourist services of a universe of 500 TSP, through the application of a questionnaire with 20 questions, which was distributed from highest to lowest number to hotel, restaurant, tourist guides, travel agencies and respectively, the application took place in the area known as the traditional Acapulco and Acapulco gold, in a period of 15 days, from 15 to 30 October 2020, using the descriptive method, the questionnaire was sent to each of the TSP, via e-mail, and whatsapp, to be filled in the platform forms of google, the sample is non-probabilistic type by convenience, which sought to choose characters that are representative of each of the TSP, as two former presidents of the association of hotels and tourism businesses in Acapulco, the president of the association of hotels of the area of the traditional Acapulco, the national vice president of Amav, the president of Amav chapter Acapulco, leaders of the guild of tourist guides, and restaurant recognized in that area, the result of the study becomes relevant because the contribution that is obtained from information comes from the perspective of the leaders themselves and the TSP,

RESULTS



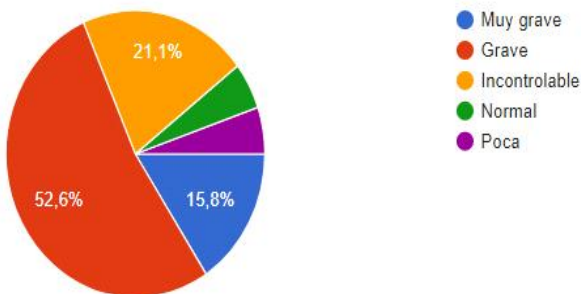
Graph 1. Type of company

In Figure 1 it can be seen that the highest number of TSP that responded to the questionnaire and who were interviewed are hoteliers, secondly the tourist guides, thirdly travel agents who under leadership of national and state responded the questionnaire, and finally the restaurants in the area.



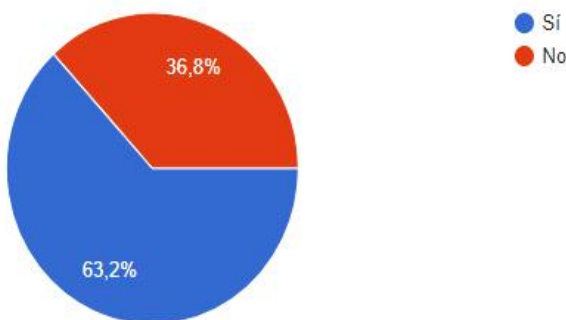
Graph 2. Where is the business?

Graph 2 shows that the highest percentage of business that 52.6% are located in the area of Acapulco golden and 47.4% in the traditional area, without a doubt the area of greater concentration.



Graph 3. What is your perception of violence in the tourist sector of Acapulco?

The perception of violence on the part of tourist service providers, as can be observed, that 52% of respondents define it as a serious, 21% refers to their perception is uncontrollable, and 15% refers that it is very Serious, that is, most of them perceive that that violence still persists.



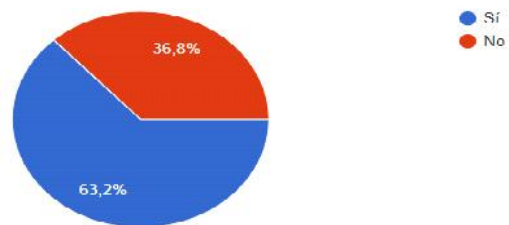
Graph 4. Have you personally been a victim of any crime?

In this graph 4, it is shown that 63% of tourist service providers have been victims of some crime, which shows that they are a target of the criminals that operate in those areas, also, this affirmation checks the previous response of the Graph 3 in the sense that the perception that violence is very serious and uncontrollable in both areas of Acapulco.



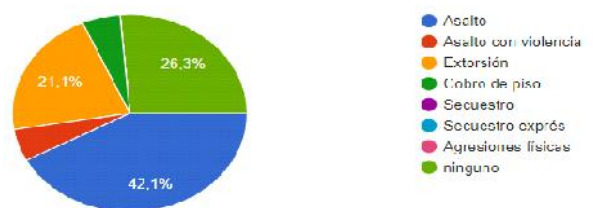
Graph 5. What kind of crime?

The greatest type of crime than the tourist service providers have been victims of crime, owners or administrators, in the first place: the assault with violence the crime that suffer the TSP, secondly: they suffer theft of objects and values, thirdly: the assault with violence and on a smaller scale theft, or the robbery at home room, should be noted that the catalog of crimes is diverse, which confirms the affirmation about the perception of the TSP On violence, it can also be observed that they are impacted by crime in their businesses and personally.



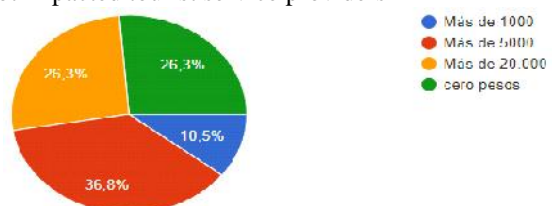
Graph 6. In your business or establishment has been a victim of a crime?

Here it can be observed that 62% of tourist service providers, that is, more than half were victims of crime in their businesses or establishments, for double heading many of them are violated by criminals that not only affect them in the personal but also on their own businesses, something that shows that the level of risk of being a victim of some crime is very high for the TSPs in those tourist areas.



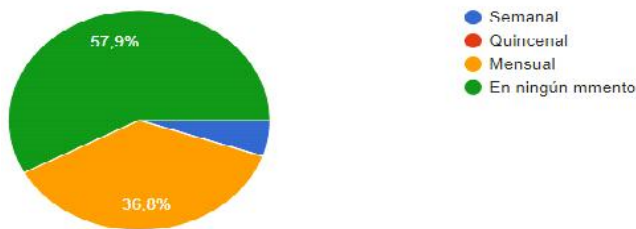
Graph 7. What kind of crime?

The graph shows the different types of crimes suffered by tourist service providers, 42% is the assault, the 21% offense of extortion, 5.3% floor collection, and assault with violence, is observed that the crime of kidnapping fortunately It does not appear with a record that indicates that this scourge fortunately has not impacted tourist service providers



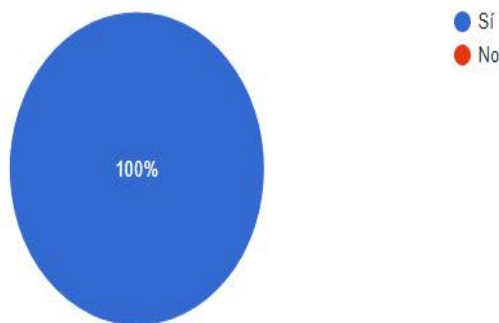
Graph 8. How much does the amount of the stolen or paid for the previous concepts?

In Figure 8, the different amounts that have had to pay the tourist service providers for the different crimes committed against them and that are related to quantities first: 36% with payments of more than 5 thousand pesos, in Second place, with 26% quantities of more than 20 thousand pesos, and third with 10.5% with quantities of more than a thousand pesos, it can be detached that the amount that is most paid is 5 thousand pesos by the various crimes.



Graph 9. In case of extortion, floor collection, etc. What is the frequency with which you have had to pay for the amount of the crime?

Graph 9 shows the frequency with which these economic amounts are paid by highlighting that 57% is paid weekly generating a serious economic bleeding to tourist service providers remind them that the amount of graph is first indicated first of all 5 thousand and secondly the amount of more than 20 thousand pesos), the above shows that the amounts mentioned are an additional burden on the amounts that by various concepts are paid as taxes and diverse costs in an economic unit.



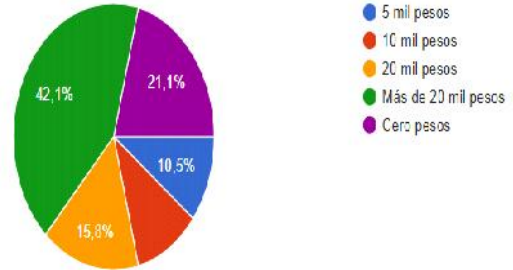
Graph 10. Have you taken any measure of prevention of violence or crime?

The present graph 10, is more than eloquent and revealing, 100% of the tourist service providers surveyed revealed that they have had to take some measure of prevention of violence, it is undoubtedly subject not only of economic survival self protection, but also of individual survival or protection in their persons, families and goods, the terrible scourge of violence obliges at all times not to remain static before the diversity of crimes that are victims.



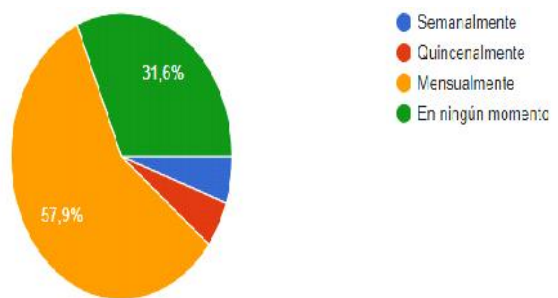
Graph 11. In case of being affirmative, what have these measures been?

63% of respondents said that they themselves made their own decisions regarding security measures for both their businesses and themselves, only 36% responded that they gave part to the police, reflecting that there is little confidence in law enforcement institutions, contrary to what the TSP might think, have not remained static in terms of doing nothing to provide themselves with security.



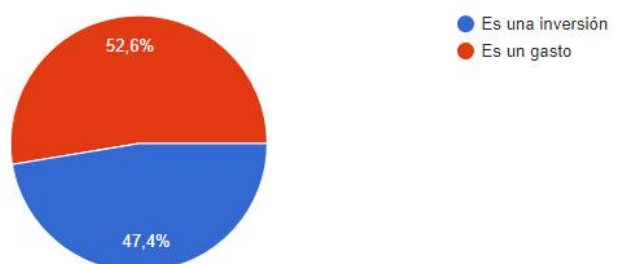
Graph 12. How much does the economic amount of what is intended for establishing protection measures?

Contrary to the previous Graph 11, which shows the amount spent by the PST, for the safety of themselves, in this graph shows a greater cost to set up security measures for the protection and/or security of the facility or business, these amounts are added to the amounts above, but here it is shown that the amounts are higher, that is 42% of the respondents mentioned that in order to establish measures of protection have had to spend more than 20 thousand pesos.



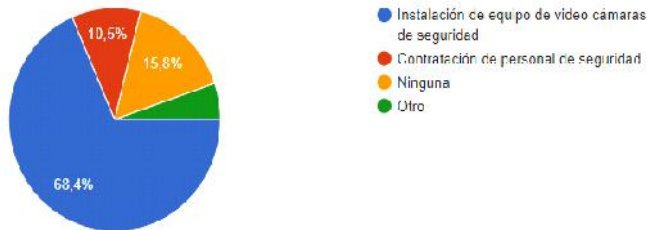
Graph 13. How often do you make that expense?

Almost 60 % of the TSP refers to the frequency with which to pay or allocate financial resources to maintain security measures in your business to make it on a monthly basis, 31 % means that it does not make any expenditure on protective measures, however, it can be seen that this is in addition to the above expenditures made by similar concepts, which as mentioned increases their operating costs monthly.



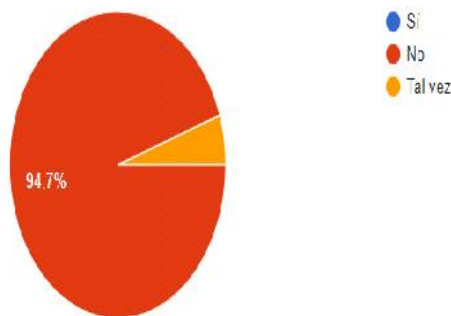
Graph 14. Do you think that money is an investment or spending for the security of your business or establishment?

In the Graph 14 indicates that the entirety of the PST that made expenditures for the security of your business or establishment not clear or not clear that in recent years the level of violence and insecurity has increased exponentially so for the 52% of tourism service providers that perform this type of issue in the security of your business or facilities means an expense, and for the rest, that is to say, the 47% means an investment.



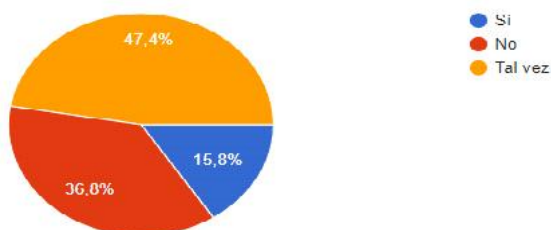
Graph 15. What kind of measures implemented for security in business?

Regarding the type of measures implemented by the TSP for business or establishment safety, it can be seen that first installed camera video systems, secondly, they did not take any protection or safety measure for their business or establishment and in third Security personnel was hired, in short, it can be affirmed that 78% perform protection or safety measures for their businesses or establishments.



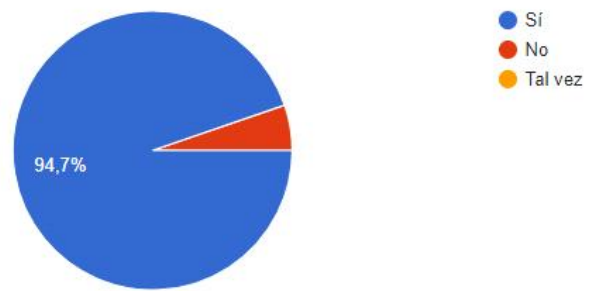
Graph 16. Do you think the government has done enough to prevent violence for tourist service providers?

Graph 16, is more than eloquent, 94% of tourist service providers clear that the Government has not done enough to prevent the violence committed to the guild, the rest responds with a perhaps, but definitely perception, it is negative



Graph 17 Do you consider that the phenomenon of violence has decreased in Acapulco?

In regard to considerations on the reduction of violence in Acapulco, the graph shows that 47% mentions that perhaps, secondly, 36% is mentioned that no, and only 15% of respondents responded affirmatively, this graphic Confirm the previous one in the sense that violence at any level of intensity persists.



The response of tourist service providers is forceful after the question, 94% states that the impact of violence has decreased the influx of international visitors to Acapulco, and definitely there is only one more to add, the influx of international tourists to the port is Often 8% according to figures from the Municipal Tourism Secretary in the previous year 2019 before the Covid pandemic. As a query data, see annex 1, for consultation purposes and know the place between 2019 the Acapulco International Airport compared to other airports in other country states and the number of international visitors by air that They arrived at the port in 2019.



Some of the proposals suggesting tourist service providers to reduce or prevent violence to their guild among other things is zero tolerance to criminal, crime, violence, 63% was manifested by that type of measures, a 35% manifested itself to establish adequate public policies to reduce violence and the rest to invest more money in crime prevention. As a query data, see annex 2 and 3, for consultation purposes and to know the site of the Delinquency map of the State of Guerrero and Acapulco, prepared by the CNS, can be seen that the most dangerous places are in some tourist areas of the study located in traditional and golden areas.

FINDINGS

Some of the findings found in the present investigation are the following:

-) The perception of violence in the tourism sector of the traditional and golden area of the port by the tourist service providers is serious, more than half of the respondents is to say 52% so they mean it but if a This we add the perception of 21%, that is, from those who refer to violence as uncontrollable, and also of the remaining 15% that refer to that it is very serious, then we have more than 80% of service providers who perceive violence in a way. To refer to the previous 3 alarming.
-) Violence has impacted not only to the establishment or business of tourist service providers but also to the tourist service providers themselves, both have been victims of violence.
-) In both cases, it implies economic disagreement, either to compensate a loss for theft or assault on the business, as well as for the payment of floor or the crime of extortion suffered by the individual.

-) Generally the payment in all cases is monthly.
-) Not all tourist service providers have the same criterion or acceptance that economic disbursement is an investment to its own safety and business, it is assumed by most of them, that is, 52% that is an expense .
-) 94% of respondents are clear that the Government has not done what is necessary to reduce or control violence that is exercised against them or their businesses or tourist establishments.
-) Finally, a majority 62% responded that there should be no tolerance to violence, its response was zero tolerances to violence.

Recommendations

So previously exposed it is recommended

The creation and start-up of an observatory of violence in the tourism sector. An organ of a non-governmental, non-governmental organ with the participation of academics and experts in the phenomenon of violence and tourism that of the analysis of the problem offer answers to understand, attend, and rethink the phenomenon of violence and their involvement in Tourism, otherwise Acapulco will not have elements of judgment and analysis to better understand this phenomenon and consequently it will not have tools either to face and avoid as much as possible the affectation suffers.

The creation of the Citizen Tourism Advisory Council of Acapulco, as citizenized bodies where all those involved in the tourism and academic sector such as the colleges of professionals both graduated in tourism and lawyers and academics, criminologists, sociologists, etc. As well as actors of the daily work of tourism and civil society that find in this advisory council a space of dialogue and support in the recommendations to the government to address this phenomenon, but above all as a source of support to the Observatory to offer first-hand information (proposed annexed).

Scientific attention of the phenomenon of violence in tourism with the development of the graduates of Tourism, Faculty of Tourism, Faculty of Mathematics, and Mathematics Schoolings is also recommended; From the development of an econometric model that measures the variables of tourism and the affectations of violence.

A new paradigm of tourism, development and proposed by tourism experts and the sector as a whole of a new model of tourism development is recommended with the current circumstances, rethink Acapulco, as a new tourist destination for the next hundred hundred years.

The installation of the Crisis Management Office for the Tourism Sector of the State of Guerrero, which contains and stops all the media scanning that is generated abroad Many occasions started from the United States State Department with the Different and permanent travel alert to North American tourists not to visit the tourist destinations of Guerrero and especially Acapulco. Finally, insist on the proposal for the phenomenon experts and scholars to be included in the decision groups for the preparation of plans and programs and

actions in the combat to drug trafficking and violence, is not enough with the attention of this problem by the military and policemen.

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Appendix 1

Aeropuerto		Enero		Participación		Var %		Aeropuerto		Septiembre		Participación		Var %	
		2019	2020 ^P	2020	2020-2019	2019	2020 ^P			2020	2020-2019				
1	Cancún, Q. Roo	5,982,012	2,331,774	40.8%	61.0%	1	Cancún, Q. Roo	400,694	146,574	39.1%	63.4%				
2	Ciudad de México (AICM)	3,705,577	1,236,185	21.6%	-66.6%	2	Ciudad de México (AICM)	340,454	69,064	19.4%	-79.7%				
3	Los Cabos, B.C.S.	1,319,230	593,325	10.4%	55.0%	3	Los Cabos, B.C.S.	79,000	51,101	13.6%	35.3%				
4	Puerto Vallarta, Jal.	1,108,570	550,155	9.6%	-50.4%	4	Guadalajara, Jal.	72,180	46,407	12.4%	-35.7%				
5	Guadalajara, Jal.	814,841	411,791	7.2%	-49.5%	5	Puerto Vallarta, Jal.	42,348	20,954	5.6%	-50.5%				
6	Cozumel, Q. Roo	140,505	74,874	1.3%	-46.7%	6	Silao, Gto.	12,622	6,702	1.8%	-46.9%				
7	Monterrey, N.L.	210,684	72,376	1.3%	-65.6%	7	Monterrey, N.L.	20,991	5,306	1.4%	-74.7%				
8	Mazatlán, Sin.	93,266	59,345	1.0%	-36.4%	8	Morelia, Mich.	6,055	4,908	1.3%	-18.9%				
9	Silao, Gto.	149,485	57,821	1.0%	-61.3%	9	Cozumel, Q. Roo	4,462	3,655	1.0%	-18.1%				
10	Zihuatanejo, Gro.	73,031	47,664	0.8%	-34.7%	10	Aguascalientes, Ags.	4,560	2,553	0.7%	-44.0%				
11	Morelia, Mich.	75,264	36,787	0.6%	-51.1%	11	Querétaro, Qro.	7,885	2,131	0.6%	-73.0%				
12	Huatulco, Oax.	43,641	33,589	0.6%	-23.0%	12	San Luis Potosí, S.L.P.	3,494	1,667	0.4%	-52.3%				
13	Querétaro, Qro.	90,086	28,581	0.5%	-68.3%	13	Mazatlán, Sin.	2,543	1,475	0.4%	-42.0%				
14	Aguascalientes, Ags.	42,900	19,347	0.3%	-54.9%	14	Zacatecas, Zac.	3,214	1,470	0.4%	-54.3%				
15	Merida, Yuc.	40,214	18,278	0.3%	-54.5%	15	Durango, Dgo.	1,773	1,210	0.3%	-31.8%				
16	San Luis Potosí, S.L.P.	38,909	14,961	0.3%	-61.5%	16	Toluca, Edo. Mex.	472	1,100	0.3%	133.1%				
17	Loreto, B.C.S.	25,522	15,279	0.2%	-48.2%	17	Chihuahua, Chih.	2,570	1,096	0.3%	-57.4%				
18	Zacatecas, Zac.	29,634	11,345	0.2%	-61.7%	18	Oaxaca, Oax.	1,570	957	0.3%	-39.0%				
19	Oaxaca, Oax.	25,948	10,992	0.2%	-57.6%	19	Cabo San Lucas, B.C.S.	260	910	0.2%	250.0%				
20	Manzanillo, Col.	20,468	10,990	0.2%	-46.3%	20	Loreto, B.C.S.	957	653	0.2%	-31.8%				
21	Chihuahua, Chih.	23,574	10,318	0.2%	-56.2%	21	Zihuatanejo, Gro.	1,136	445	0.1%	-60.8%				
22	Acapulco, Gro.	10,100	9,695	0.2%	-4.3%	22	Chichen-Itzá, Yuc.	72	413	0.1%	476.4%				
23	Durango, Dgo.	15,402	9,427	0.2%	-38.8%	23	Tampico, Tamps.	693	365	0.1%	-47.3%				

Source: DATATUR / SECTUR / 09/11/20 <http://www.datatur.sectur.gob.mx/sitePages/Visitantes%20Por%20Nationality>.

As a consultation data, the previous graph is added for the purpose of knowing the place it occupies in the year 2019 the Acapulco International Airport compared to other airport from other states of the country and the number of international visitors by air that reached the port in 2019.

Annex 2 criminal map of the state of Guerrero



Source: Newspaper Reform 2020

Annex 3 Crime map of Acapulco



Source: National Security Commission

Glossary

AMAV	Asociación Mexicana de Agencia de Viajes
PST	Prestadores de Servicios Turísticos
SESNP	Secretariado Ejecutivo del Sistema Nacional de Seguridad Pública
ONU	Organización de las Naciones Unidas
CNS	Comisión Nacional de Seguridad
