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### **The measurement of the economic impact and damage to Oaxaca City tourism economy, after the sociopolitical movement in 2006.**

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#### **Abstract**

This paper describes the economic impact on the city of Oaxaca derived from the social conflict of 2006 which paralyzed economic activity and tourism in the region. The measurement of the economic impact part of the system of statistical and geographic information of the Ministry of Tourism of Mexico through the Mexico Tourism Satellite Account and Hotel Monitoring System DataTur, which reveals graphs, charts and tables presented.

Additionally considered information from various sources such as airports, airlines, highways collection, bus lines and other entities, which provide relevant and consistent data to validate the tourist information obtained.

Step by step describes the measurement of the economic impact and damage to the economy of Oaxaca and the reality of tourism in the city of Oaxaca.

#### **Keywords**

Hotelier, Hospitality, Tourism, Tourism Analysis, Economic Impact, Social Impact, Oaxaca, Tourism Behavior, Tourism Market, Tourism Statistics.

## Title

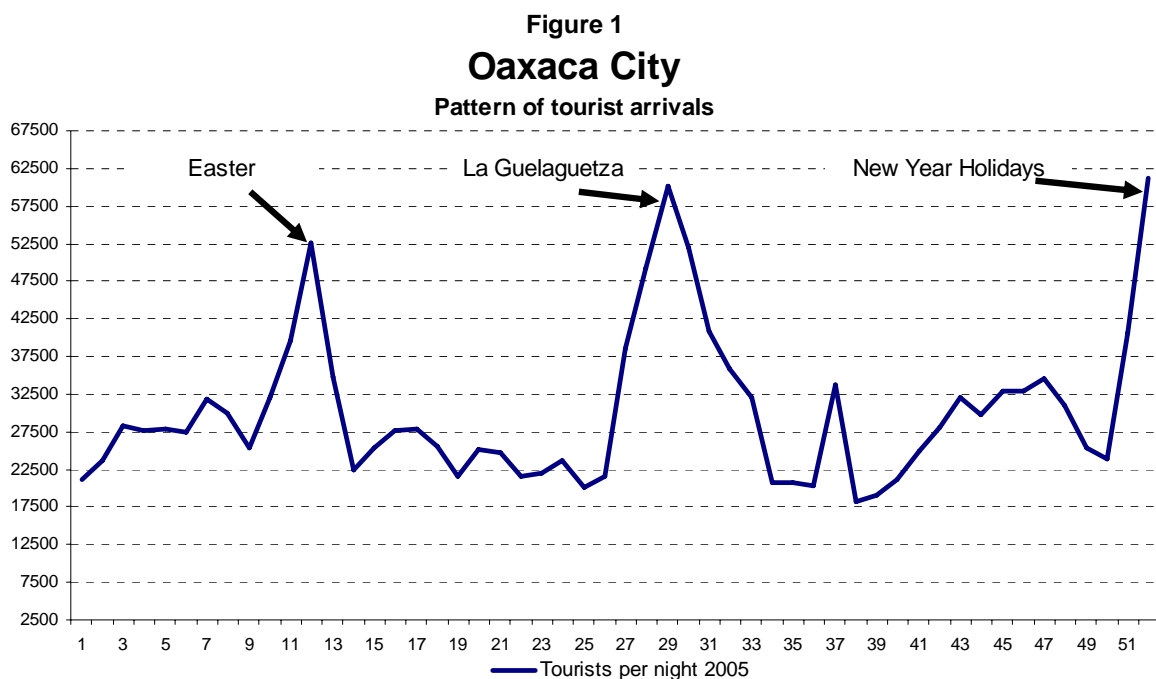
# The measurement of the economic impact and damage to Oaxaca City tourism economy, after the sociopolitical movement in 2006.

*“Oaxaca is so great and prosperous as the Oaxacan wishes”  
Mackenzie*

## Introduction

The city of Oaxaca, capital of the state of Oaxaca, which was declared Cultural Heritage of Humanity by UNESCO, owes its fame to the beauty and harmony of its architecture, its rich cultural traditions, the wide range of cuisine and the smoothness of its temperate climate, spring throughout the year, which is why Oaxaca City is a cultural tourist destination par excellence.

Tourism in Oaxaca City is characterized by three seasons that occur throughout the year, the first season of the Easter holiday, the second is in summer that includes the two weeks of La Guelaguetza, and the third at the end of year in the holidays, as shown in Figure 1.



Source: SECRETARIAT OF TOURISM OF MEXICO. Hotelier Monitoring System DataTur [online]: Database on tourist activity of Oaxaca City 2005-2007 [the date of request: August 12, 2007]. Available at: <<[http://www.sectur.gob.mx/wb2/sectur/sect\\_Estadisticas\\_del\\_Sector](http://www.sectur.gob.mx/wb2/sectur/sect_Estadisticas_del_Sector)>>.

## **Easter**

The Easter festivities are vast in activities linked to the Catholic religion with his hallmark of indigenous syncretism.

One of the most colorful traditions is undoubtedly the Friday of the Samaritan. In government offices, private schools, markets, temples, everywhere there is a gift from waters rich flavors and especially chicalayota, all in a remembrance of the passage recounts San Juan on the Samaritan woman who supports Jesus of Nazareth.

Another old tradition of public worship of Oaxaca who has not disappeared, is the time of the Via Crucis, at the end of Lent, people attending the temple Tepeaca, on the perimeter of the District Jalatlaco and Xochimilco, and since time immemorial, devotees gather during Lent to practice the Via Crucis, which will be presented to the community on Good Friday.

## **La Guelaguetza**

Guelaguetza is a Zapotec word that means the act of participating cooperate, this being a free gift that does not entail more that the obligation of reciprocity.

The Guelaguetza of “Monday of the Hill” is expressed in the offering to Oaxaca City performing groups representing the seven regions that make up the traditional status: The Central Valleys, the Juarez Mountains, La Cañada, Tuxtepec, La Mixteca, The Coast and the Isthmus of Tehuantepec.

In this holiday every regional delegation presented a sample of their cultural heritage through dance running to the music and songs that are themselves, wearing clothing displaying their respective hometowns. At the end, each group distributes to the public its "Guelaguetza" composed of typical objects of their respective regions.

Recently added to the holiday spectaculars folk to popular entertainment, such as the parade of delegations organized in the manner of the traditional “Calenda” and that takes place on Saturday prior to the first “Monday of the Hill”.

## **Celebration of New Year's Eve**

This holiday season is marked by the visit of relatives who have residency in Mexico or other countries with the aim of returning to his native land, is characterized by meetings and family reunions.

Oaxacans from all parts of the Mexican Republic seize days of rest on the occasion of the end of the year to meet with the family and enjoy them with various cultural aspects among these is the Night of Radishes.

The Night of Radishes is a feast of seal clearly popular in the market gardeners and flower farms exhibited special designs made with radish, flower immortal and totomoxtle, All the citizen's have a great meeting in the central square area who attend in order to admire the creativity of the participants in this annual competition, which takes place on December 23.

### **The Oaxacan Conflict of 2006**

Traditionally Oaxacan teachers conducted a seedling in the Oaxaca City central square in early May to make the public aware of their demands for wage increases and employment benefits, so that between 10 and 15 May will be announced by state and federal education authorities as amounted to an increase in salary.

For the May 7, 2006 is beginning an internal conflict under section 22 of the National Union of Education Workers (SNTE), which represents the Oaxacan teachers, accusing its secretary general, Enrique Rueda Pacheco of easy and bad negotiator with the State government.

The leader Rueda Pacheco to prove otherwise, was radicalized causing an indefinite work stoppage of teachers from May 22 to June 1<sup>st</sup>, a series of protest actions involving various critical points of Oaxaca city, the implied prevent the opening of bank branches, close access road, close access to the airport, preventing access to large self-service stores, set fire to the scene of the Guelaguetza, attacking the Governor in his public presentations and conduct in the seedling the base of Oaxaca City.

Day after day, the mood of confrontation fed, appreciated the inclusion of various radical groups which incorporated the events of the conflict magisterial as are people of the Organization Francisco Villa (City), the "macheteros" of San Salvador Atenco, Council members Student University (CEU) from UNAM and the leaders and deputies more social fighters of the Democratic Revolution Party (PRD) of other federal entities.

Since July, as part of the federal electoral conflict and the radicalization of the conflict, directing and coordinating the activities they were in the hands of section 22 of the SNTE to move by the People's Assembly of the People of Oaxaca (APPO).

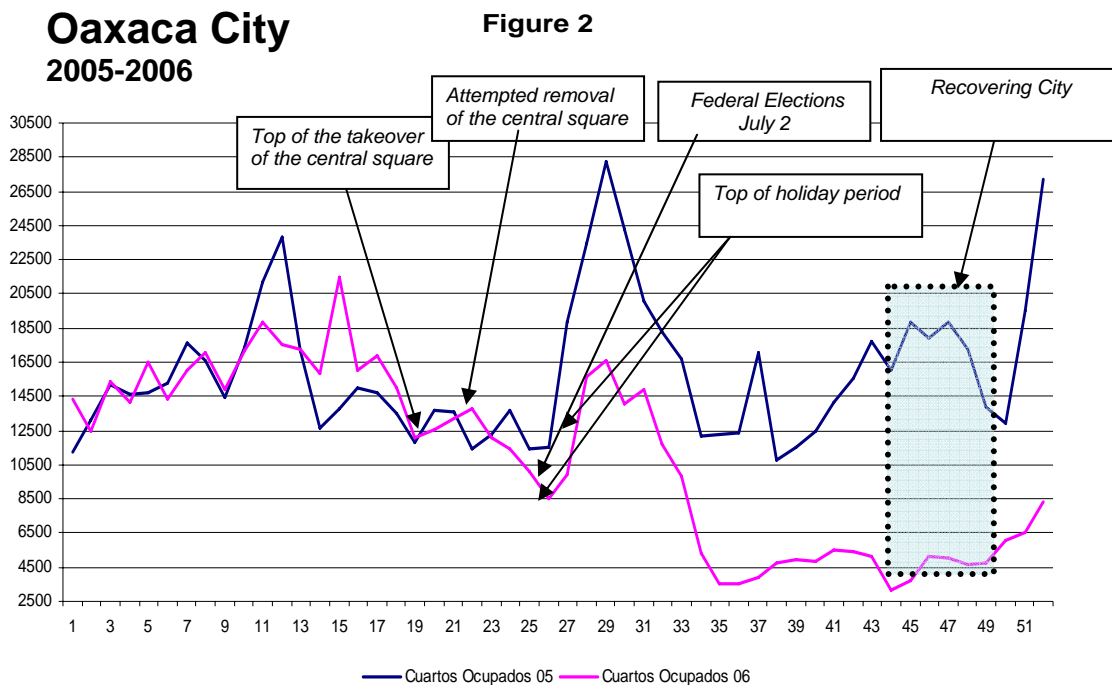
The APPO is a union of more than three hundred organizations that were pooled to support the demands of work of Section 22 of the SNTE, the leadership its main feature focused on the dialogue and not violence of its members. When the governor failed to lift the seedling from the center of Oaxaca, on 7 August, the conflict was already administered by the APPO.

Attitudes radicals in the APPO remained August, September, October and November; maintaining the besieged city of Oaxaca, until the second week of November he joined the Federal Preventive Police (PFP), which relatively few days succeeded in giving relative tranquility the people after a siege of five months.

## The Tourism Impact

The negative impact which is due to social conflict happened in Oaxaca City in 2006 is undeniable.

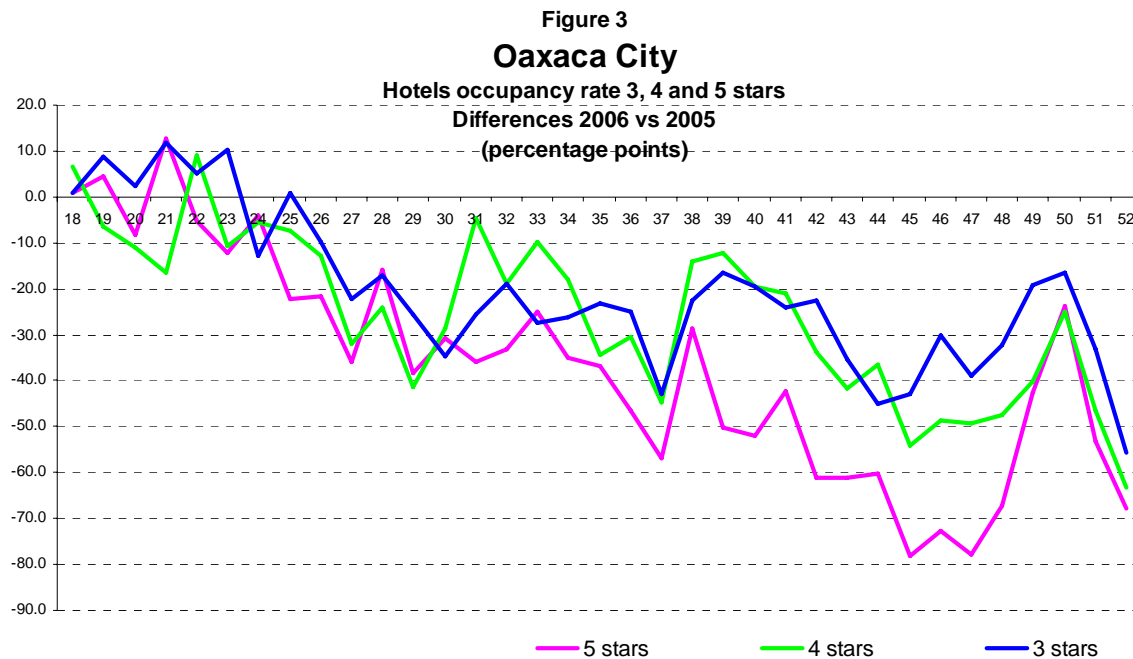
In an analysis of hotelier occupancy in Oaxaca City, one can appreciate the impact brutal in hotels as presented in Figure 2, regarding the number of rooms occupied by tourism.



Information on hotelier occupancy at the beginning of the conflict through an analysis of the changes in 2006 with respect to 2005 shows that the occupancy levels of 5-star hotels are the most affected, which confirms that tourism quality is highly sensitive to security.

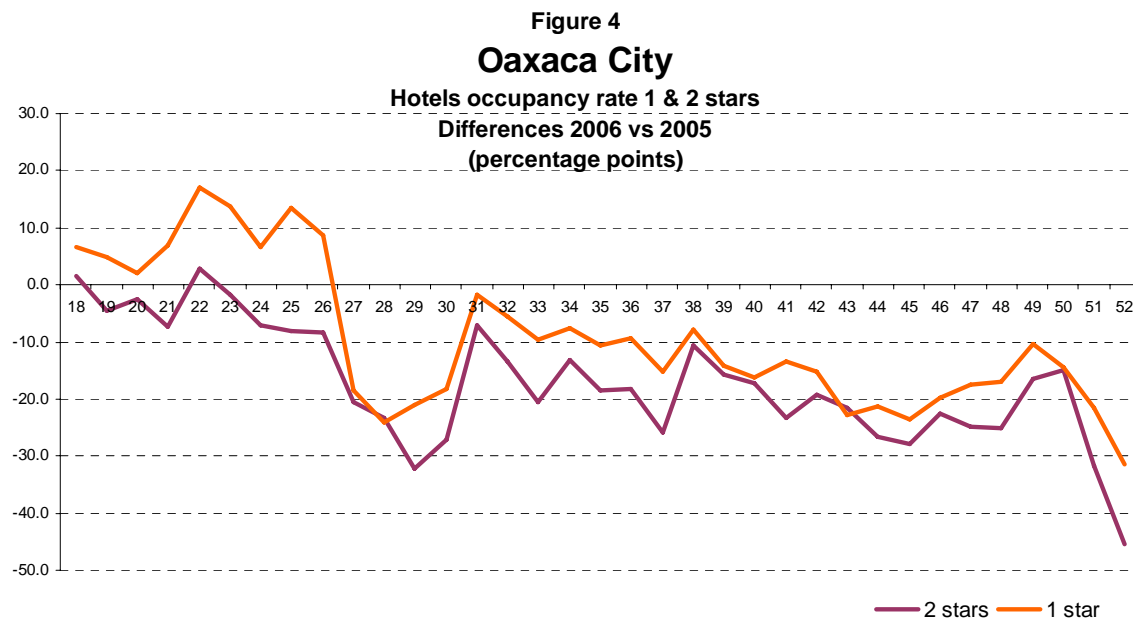
It is believed that the fall in employment levels in the hotels of 3 and 4 stars, not fall as significantly as of 5 stars, because in their facilities receive hosting representatives of the media, political operators and individuals who follow up to the conflict, as shown in Figure 3.

Information on hotelier occupancy at the beginning of the conflict shows that before formally started, occupancy levels rise in the hotels of 1, 2 and 3 stars; once it is the seedling in the socket, occupation drops to the same levels throughout the hotelier classification, as demonstrated by the Figures 3 and 4.



Source: SECRETARIAT OF TOURISM OF MEXICO. Hotelier Monitoring System DataTur [online]: Database on tourist activity of Oaxaca City 2005-2007 [the date of request: August 12, 2007]. Available at: <<[http://www.sectur.gob.mx/wb2/sectur/sect\\_Estadisticas\\_del\\_Sector](http://www.sectur.gob.mx/wb2/sectur/sect_Estadisticas_del_Sector)>>.

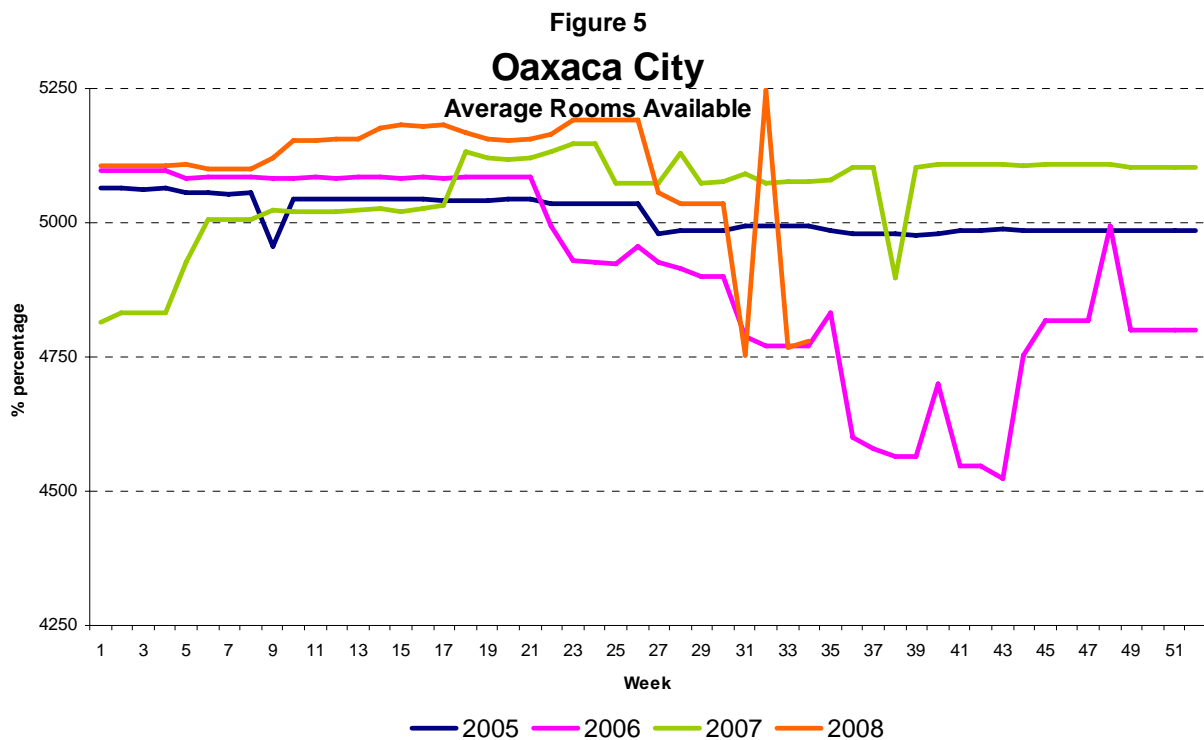
This behavior is similar to what was recorded in the days prior to the seedling of Mexico City during 2006, once the state police suppressed demonstrations and in its first attempt tries to evict the seedling in June, and raised social tension and hotel occupancy begins to fall consistently.



Source: SECRETARIAT OF TOURISM OF MEXICO. Hotelier Monitoring System DataTur [online]: Database on tourist activity of Oaxaca City 2005-2007 [the date of request: August 12, 2007]. Available at: <<[http://www.sectur.gob.mx/wb2/sectur/sect\\_Estadisticas\\_del\\_Sector](http://www.sectur.gob.mx/wb2/sectur/sect_Estadisticas_del_Sector)>>.

The hoteliers of Oaxaca City remained on a war footing business to maintain supply of available rooms always above 90% for the quarter registered, despite the events that arose in the streets of their city, as shown Figure 5. At week 43 is reached the lowest point in the quarter averaged available to be offered to tourists, given that some hotels were besieged or blocked their access.

At the time we can see that although in the past there was an interest from local and foreign investors to develop hotels, average rooms available offered to tourism have remained at the same level of 2005, i.e. there isn't a marked growth in local hotels.



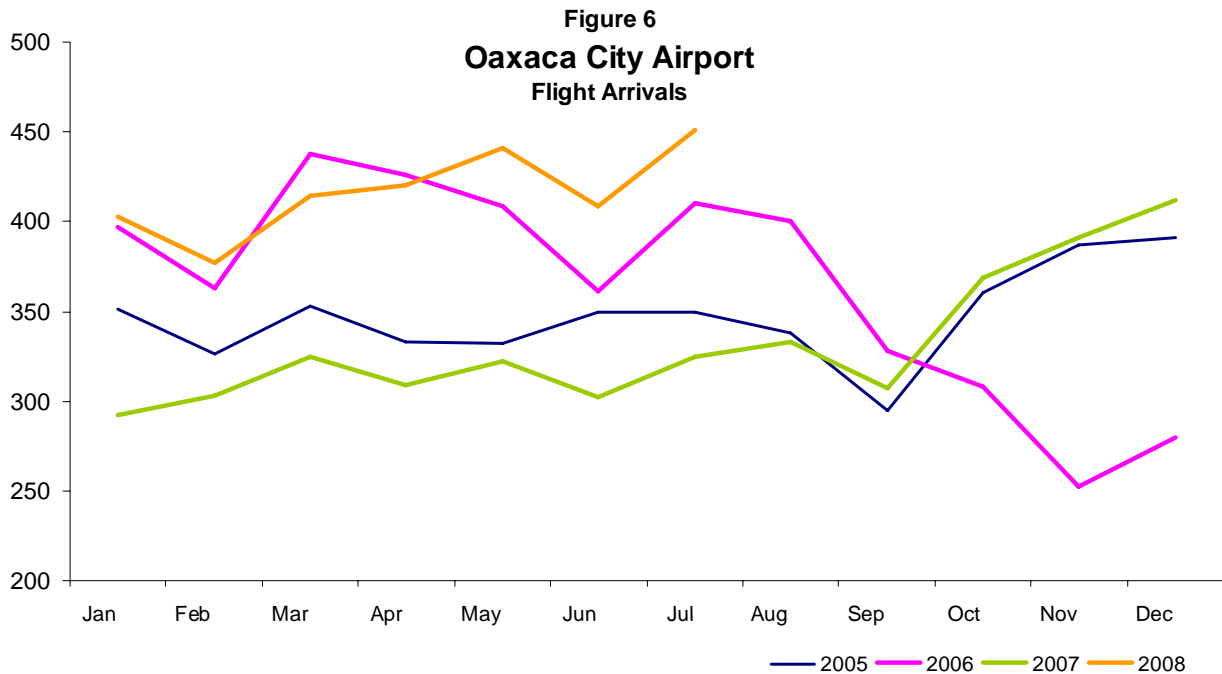
Source: SECRETARIAT OF TOURISM OF MEXICO. Hotelier Monitoring System DataTur [online]: Database on tourist activity of Oaxaca City 2005-2008 [the date of request: September 1, 2008]. Available at: <<[http://www.sectur.gob.mx/wb2/sectur/sect\\_Estadisticas\\_del\\_Sector](http://www.sectur.gob.mx/wb2/sectur/sect_Estadisticas_del_Sector)>>.

In mid 2005 airlines substantially increased the number of flights arriving at the airport in Oaxaca City, while for March 2006 had increased flights by 30% over that flights to the same time last year.

During 2006 the arrival of flights had a steady decline until reaching about 40% fewer flights than the previous year, all stemming from the violent events that arose in the city, as shown in Figure 6.

At the beginning of the conflict, closure of the Oaxaca City Airport was used by the social movement as an element of pressure to achieve impose its conditions, achieving only the annoyance of tourists and workers in the middle.

It is worth mentioning that in 2006 all international flights arriving or parts of Oaxaca City were removed from the routes of the airlines that offer.

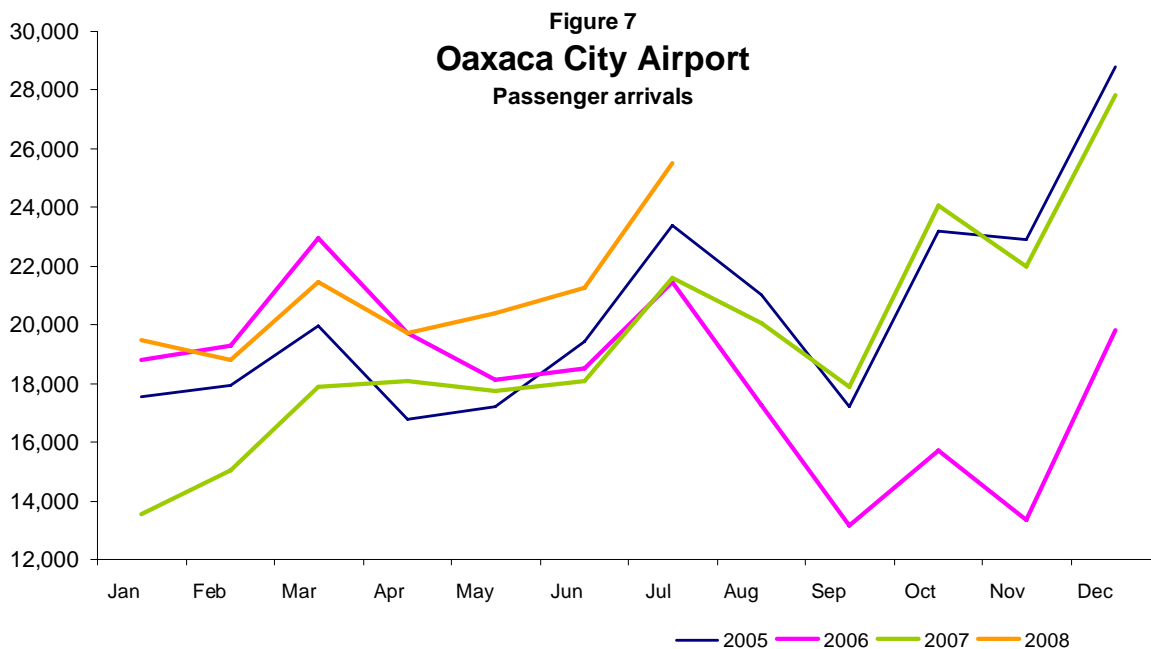


Source: SECRETARIAT OF TOURISM OF MEXICO. Airport Operation System DataTur [online]: Database on flight arrivals activity of Oaxaca City Airport 2005-2008 [the date of request: September 1, 2008]. Available at: <<[http://www.sectur.gob.mx/wb2/sectur/sect\\_Estadisticas\\_del\\_Sector](http://www.sectur.gob.mx/wb2/sectur/sect_Estadisticas_del_Sector)>>.

At Figure 7 can be seen that from acts of intimidation to prevent the holding of La Guelaguetza in 2006, the fall in the number of passenger's drops significantly by 30% with respect to transported in 2005.

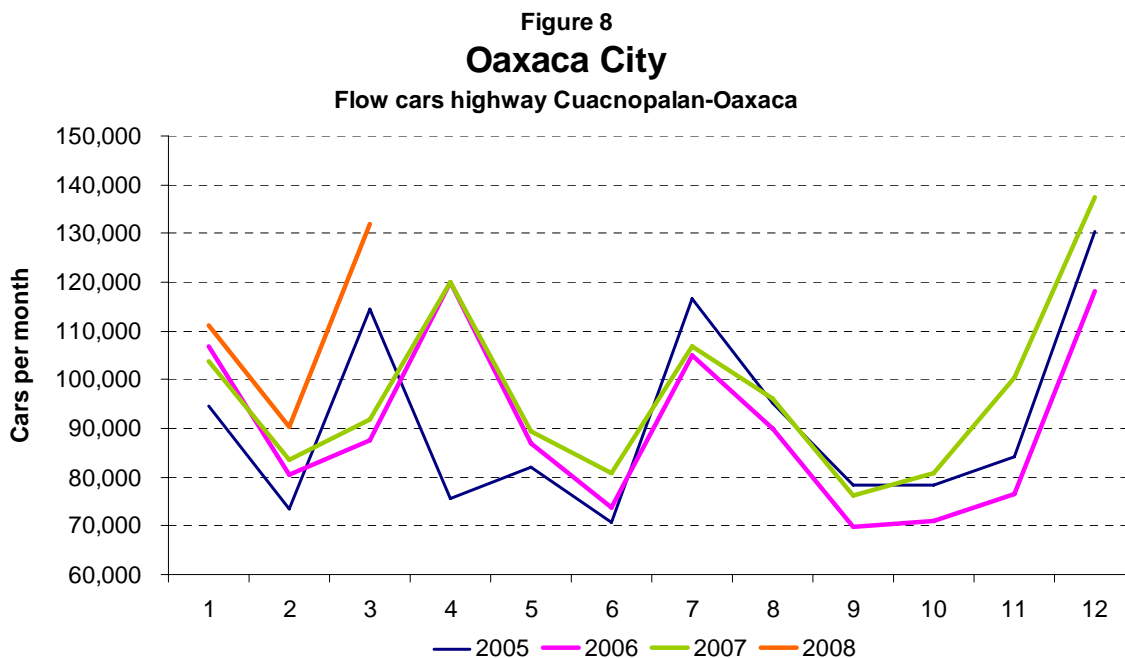
That decline in the number of passenger transportation impact until the middle of 2007 that are achieved recover levels of 2005.

The vandalism by the social movement also included the closure of the highway that connects the center of the country with Oaxaca, in trying to isolate Oaxaca as a means of pressure to get their demands accepted.



Source: SECRETARIAT OF TOURISM OF MEXICO. Airport Operation System DataTur [online]: Database on passenger arrivals activity of Oaxaca City Airport 2005-2008 [the date of request: September 1, 2008]. Available at: <<[http://www.sectur.gob.mx/wb2/sectur/sect\\_Estadisticas\\_del\\_Sector](http://www.sectur.gob.mx/wb2/sectur/sect_Estadisticas_del_Sector)>>.

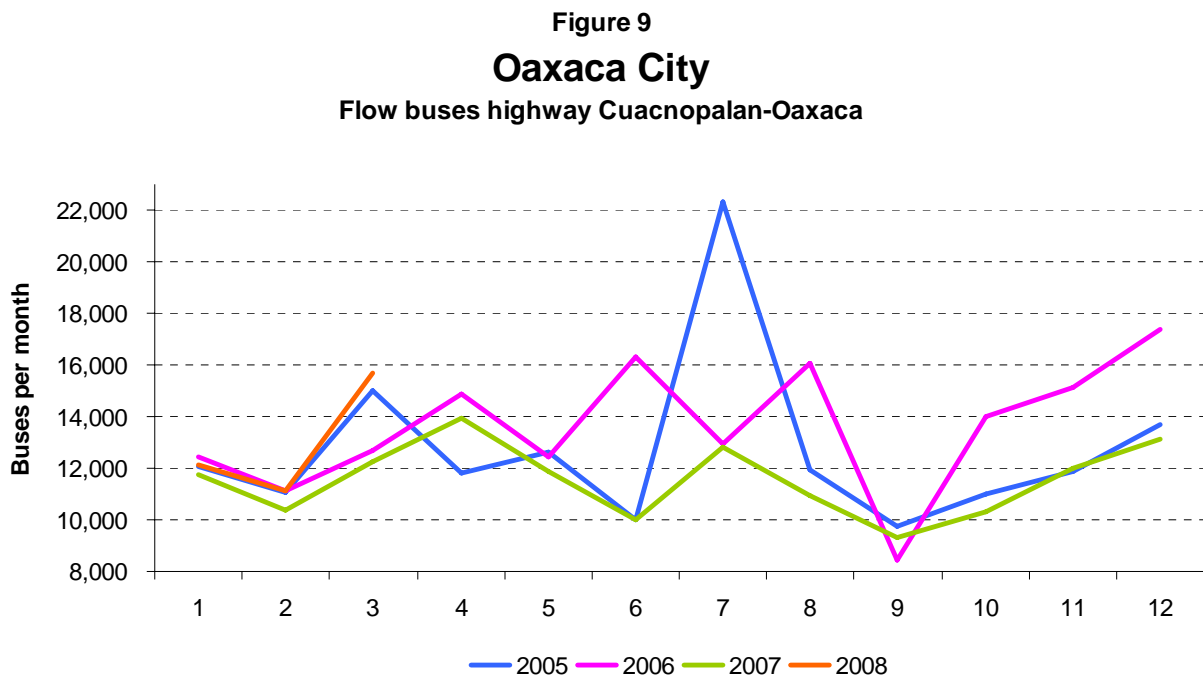
The flow of cars began to decline from June of 2006 to achieve reductions of 10% to 15% for the remainder of 2006 to year end; it is worth noting that at the beginning of 2007 the vehicular flow was more than 2005 equivalent to 2006, as shown in Figure 8.



Source: SECRETARIAT OF TOURISM OF MEXICO. Highways Operation System DataTur [online]: Database on cars & buses flow activity of Oaxaca City Highway 2005-2008 [the date of request: September 1, 2008]. Available at: <<[http://www.sectur.gob.mx/wb2/sectur/sect\\_Estadisticas\\_del\\_Sector](http://www.sectur.gob.mx/wb2/sectur/sect_Estadisticas_del_Sector)>>.

The movement of passenger buses in July 2005 reached higher figures of 22,000 runs bus, whereas in 2006 was down from 30% to 40% compared to the previous figure, since the buses were targeted by protesters for burning them, causing the lines themselves were more cautious in controlling their vehicles as well as reduce to a minimum to run the level of violence that lived in Oaxaca City.

Figure 9 shows that as of October recovered the level of operations of the passenger bus lines that serve the city of Oaxaca.



Source: SECRETARIAT OF TOURISM OF MEXICO. Highways Operation System DataTur [online]: Database on cars & buses flow activity of Oaxaca City Highway 2005-2008 [the date of request: September 1, 2008]. Available at: <<[http://www.sectur.gob.mx/wb2/sectur/sect\\_Estadisticas\\_del\\_Sector](http://www.sectur.gob.mx/wb2/sectur/sect_Estadisticas_del_Sector)>>.

### Guelaguetza 2006-2008

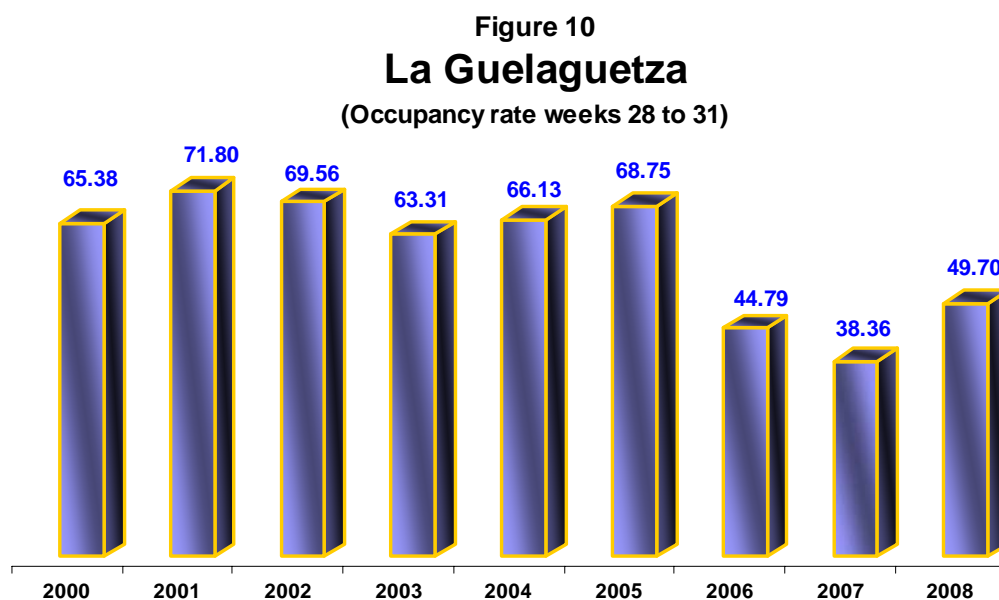
The Guelaguetza meant hotelier occupancy averaged 74% for the period 2000-2005. The best season was in 2001, with 79% and the lowest points in that period was in the year 2000 with 69%. Since 2003 had been introducing a process of gradual improvement annual (72%, 73%, 75 %...) to be reversed in 2006.

The result of social conflict La Guelaguetza was suspended in 2006 at last time, before the destruction of the building where presents the festival, which meant hotel occupancy averaged 44.79%, considering the week after, the two-week event and the week after the holiday, as Figure 10 shows.

Despite the revival of the conflict by groups antagonistic to take the central square of Oaxaca City in May and June of 2007, and had expressed threats of boycotting the event, in an act of political positioning rather than tourist, was carried out La Guelaguetza 2007, reaching a level of only 38.36% of occupation under the same considerations of uncertainty earlier.

At the same time dissident groups conducted Popular Guelaguetza paralleling the traditional tourist event. The police forces were stationed on the outskirts of the two events to avoid confrontations. It is worth mentioning that in 2007 there were municipal elections in Oaxaca and there was no conflict post.

By 2008 the teachers' union forget their slogans of labor and took the central square in the second week of June in order to remembrances repression of 2006, this time with less force and less approval of the local population; succeed in implementing La Guelaguetza Traditional and Popular Guelaguetza, given the level of uncertainty arising again threats to boycott the Guelaguetza 2008, for this year only reached an average occupancy of 49.70% as shown in the figure 10.



Source: SECRETARIAT OF TOURISM OF MEXICO. Hotelier Monitoring System DataTur [online]: Database on tourist activity of Oaxaca City 2005-2008 [the date of request: September 1, 2008]. Available at: <<[http://www.sectur.gob.mx/wb2/sectur/sect\\_Estadisticas\\_del\\_Sector](http://www.sectur.gob.mx/wb2/sectur/sect_Estadisticas_del_Sector)>>.

The apparent recovery in the level of hotel occupancy could lead to estimate that two to four years could reach levels of hotel occupancy which took in 2003, but this will depend on the social political climate that prevails in the city and the state, since in 2010 there will be state and municipal elections. If the behavior of the Oaxacan society regarding their elections in 2010 is similar to events in 2007, are actions that contribute to creating a climate of confidence, tranquility and security, leading to return to tourism in these times of the year.

## Economic Impact in Hotelier System and Tourism

In order to measure the economic impact that has confronted the hotel industry in the city of Oaxaca, an analysis of the same, through the opportunity cost of having stopped selling the hotel services, which makes up the table 1 to from Information System DataTur of the Secretariat of Tourism of Mexico.

The analysis of economic impact, through the opportunity cost, regarded as occupying the target achieved a week 18 of 2005 to week 17 of 2006, figures which are referred to calculate them.

**Table 1**  
**Oaxaca City**  
**Economic impact arising from the political conflict of 2006**  
Analysis of opportunity cost of rooms unsold

	rooms unsold	service mix	average income (1)	losses in the hotel sector	TSA México factor	losses in tourism industry	multiplier effect on the economy	losses in Oaxacan economy
			dollars per room	Thousands of U.S. dollar		Thousands of U.S. dollar		Millions of U.S. dollar
<b>Rooms lost a year of conflict in May 2006-August 2008</b>	<b>495,313</b>	<b>100%</b>	<b>83.33</b>	<b>41,273</b>	<b>0.236</b>	<b>174,887</b>	<b>2.2</b>	<b>385</b>
5 stars & more	55,555	11.2%	170	9,444				
4 stars	177,306	35.8%	110	19,504				
3 stars	128,805	26.0%	60	7,728				
2 stars	96,207	19.4%	40	3,848				
1 star	37,440	7.6%	20	749				
<b>Rooms lost in 2006</b>	<b>265,344</b>	<b>54%</b>	<b>87.42</b>	<b>23,196</b>	<b>0.236</b>	<b>98,287</b>	<b>2.2</b>	<b>216</b>
5 stars & more	30,788	6.2%	170	5,234				
4 stars	108,317	21.9%	110	11,915				
3 stars	64,357	13.0%	60	3,861				
2 stars	47,397	9.6%	40	1,896				
1 star	14,485	2.9%	20	290				
<b>Rooms lost in 2007</b>	<b>160,391</b>	<b>32%</b>	<b>79.45</b>	<b>12,744</b>	<b>0.236</b>	<b>53,998</b>	<b>2.2</b>	<b>119</b>
5 stars & more	16,941	3.4%	170	2,880				
4 stars	53,394	10.8%	110	5,873				
3 stars	38,375	7.7%	60	2,303				
2 stars	32,704	6.6%	40	1,308				
1 star	18,977	3.8%	20	380				
<b>Rooms lost in 2008 until august 15</b>	<b>69,578</b>	<b>14%</b>	<b>76.66</b>	<b>5,334</b>	<b>0.236</b>	<b>22,602</b>	<b>2.2</b>	<b>50</b>
5 stars & more	7,826	1.6%	170	1,330				
4 stars	15,595	3.1%	110	1,715				
3 stars	26,073	5.3%	60	1,564				
2 stars	16,106	3.3%	40	644				
1 star	3,978	0.8%	20	80				

(1) It is considered an average income of \$ 170 dollars for 5 stars, \$ 110 dollars for 4 stars, \$ 60 dollars for 3 stars, \$ 40 for 2 stars and \$ 20 for 1 star.

Source: This table is prepared on the basis of information provided by the Secretariat of Tourism of Mexico, System DataTur [online]: that is presented in the graphs throughout this document and the author's own considerations.

- In terms of hotelier, the first week of May 2006 and until the third week of August 2008, the hotels from one to five stars left to sell more than 495 thousand nights in a hotel, compared to what happened in 2005, as shown in Table 1.
  - In 2006 were left to sell 265 thousand nights of hotel
  - In 2007 were left to sell 160 thousand nights of hotel and
  - In 2008 have stopped selling 70 thousand nights hotel until the third week of August
- Around 36 percent of economic losses in the hotel are in the category of 4 stars, followed by 5-star hotel with 11 percent.
- The net effect is a drop of more than 495 thousand nights in a hotel lost; it is assumed that if an average income of about 83.33 dollars a night, the losses are close to 36 million dollars, only hotel, as shown in Table 1
- Based on the structure of the Tourism Satellite Account of Mexico, which is a statistical tool designed to measure the impact of tourism in accordance with international standards, domestic tourists who travel for reasons of pleasure spent about 23.6% in hotels and the remaining in other activities.
- Considering the proportion earlier that the total losses of the different activities related to tourism would be presented from 1 May 2006 to August 15, 2008, would amount to 174.9 million dollars, as shown in Table 1.
- To estimate the impact on other economic activities in Oaxaca proceeded to apply a multiplier effect of 2.2 times the economic value lost, according to the standard applied by the World Travel and Tourism Council (WTTC) in its study tour to Latin America, which includes the direct and indirect effects caused by tourism on the economy, reaching a figure of 385 million, as shown in Table 1.
- With regard to the Guelagueta 2006 non-realization of the same mean losses of 26 million dollars for the economy of Oaxaca, under the analysis presented in Table 2.
- The difference between what is lost in 2006 and 2007 is that in the past year the hotel occupancy was lower than in 2006. In 2007 losses reach \$ 30 million dollars, under the analysis presented in Table 2.
- By 2008, though there was a recovery in hotel occupancy this has not reached the levels of 2005, so far this year losses reach \$ 14 million dollars until the third week of August, under the analysis presented in Table 2.

**Table 2**

**Oaxaca City**

**Economic impact arising from the political conflict of 2006**

Analysis of opportunity cost of rooms unsold

	rooms unsold	service mix	average income (1)	losses in the hotel sector	TSA México factor	losses in tourism industry	multiplier effect on the economy	losses in Oaxacan economy
			dollars per room	Thousands of U.S. dollar		Thousands of U.S. dollar		Millions of U.S. dollar
<b>Rooms lost in La Guelaguetza 2006-2008</b>	<b>97,518</b>	<b>100%</b>	<b>76.75</b>	<b>7,484</b>	<b>0.236</b>	<b>31,714</b>	<b>2.2</b>	<b>70</b>
5 stars & more	6,373	6.5%	170	1,083				
4 stars	34,381	35.3%	110	3,782				
3 stars	26,385	27.1%	60	1,583				
2 stars	21,422	22.0%	40	857				
1 star	8,957	9.2%	20	179				
<b>Rooms lost in La Guelaguetza 2006</b>	<b>34,819</b>	<b>100%</b>	<b>80.42</b>	<b>2,800</b>	<b>0.236</b>	<b>11,865</b>	<b>2.2</b>	<b>26</b>
5 stars & more	2,699	7.8%	170	459				
4 stars	13,202	37.9%	110	1,452				
3 stars	9,196	26.4%	60	552				
2 stars	7,139	20.5%	40	286				
1 star	2,583	7.4%	20	52				
<b>Rooms lost in La Guelaguetza 2007</b>	<b>41,295</b>	<b>100%</b>	<b>77.58</b>	<b>3,204</b>	<b>0.236</b>	<b>13,575</b>	<b>2.2</b>	<b>30</b>
5 stars & more	3,018	7.3%	170	513				
4 stars	15,176	36.8%	110	1,669				
3 stars	9,795	23.7%	60	588				
2 stars	8,376	20.3%	40	335				
1 star	4,930	11.9%	20	99				
<b>Rooms lost in La Guelaguetza 2008</b>	<b>21,404</b>	<b>100%</b>	<b>69.18</b>	<b>1,481</b>	<b>0.236</b>	<b>6,274</b>	<b>2.2</b>	<b>14</b>
5 stars & more	656	3.1%	170	112				
4 stars	6,003	28.0%	110	660				
3 stars	7,394	34.5%	60	444				
2 stars	5,907	27.6%	40	236				
1 star	1,444	6.7%	20	29				

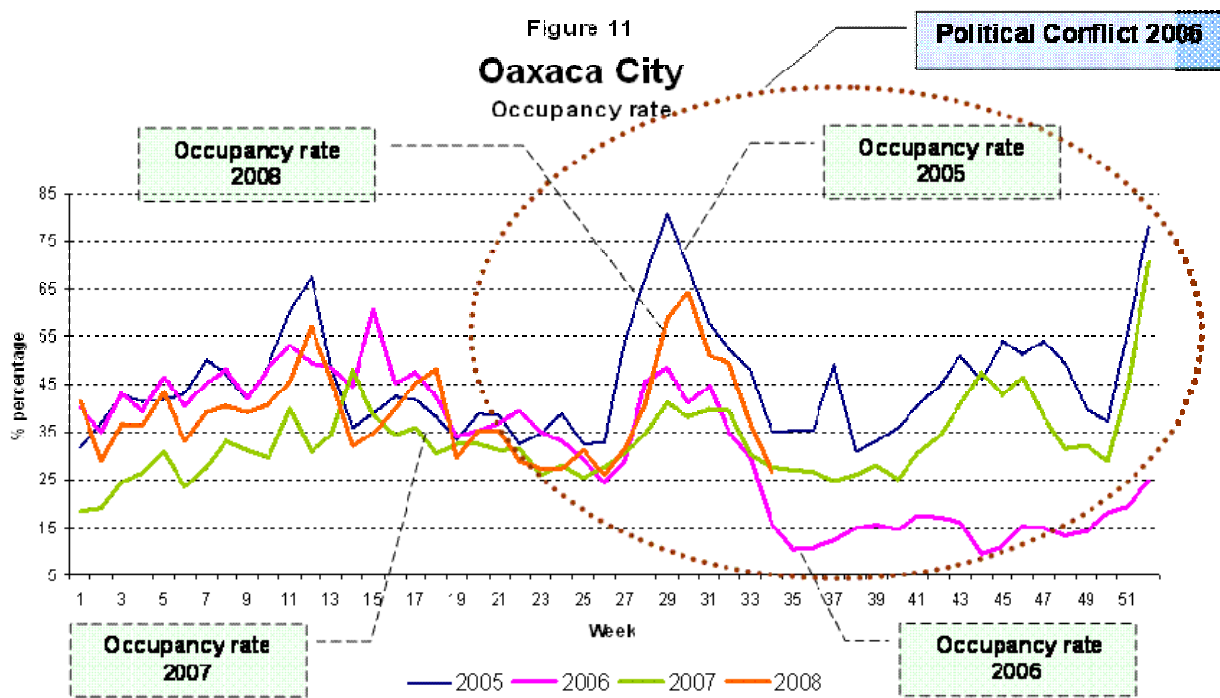
(1) It is considered an average income of \$ 170 dollars for 5 stars, \$ 110 dollars for 4 stars, \$ 60 dollars for 3 stars, \$ 40 for 2 stars and \$ 20 for 1 star.

Source: This table is prepared on the basis of information provided by the Secretariat of Tourism of Mexico, System DataTur [online]: that is presented in the graphs throughout this document and the author's own considerations.

## Reality of Tourism in Oaxaca City

When analyzing hotel occupancy levels, as shown in Figure 11, we can see that the July 31, 2007 the transaction is below where it was in 2006, which is confirmed by the analysis of variations that in its Figure 12.

This is now able to break that trend on the grounds that the political situation is not so much tension as in the previous year, as evidenced by the qua state elections, conflicts were minor and not increased social tension in the city of Oaxaca or in the state.



Source: SECRETARIAT OF TOURISM OF MEXICO. Hotelier Monitoring System DataTur [online]: Database on tourist activity of Oaxaca City 2005-2008 [the date of request: September 1, 2008]. Available at: <<[http://www.sectur.gob.mx/wb2/sectur/sect\\_Estadisticas\\_del\\_Sector](http://www.sectur.gob.mx/wb2/sectur/sect_Estadisticas_del_Sector)>>.

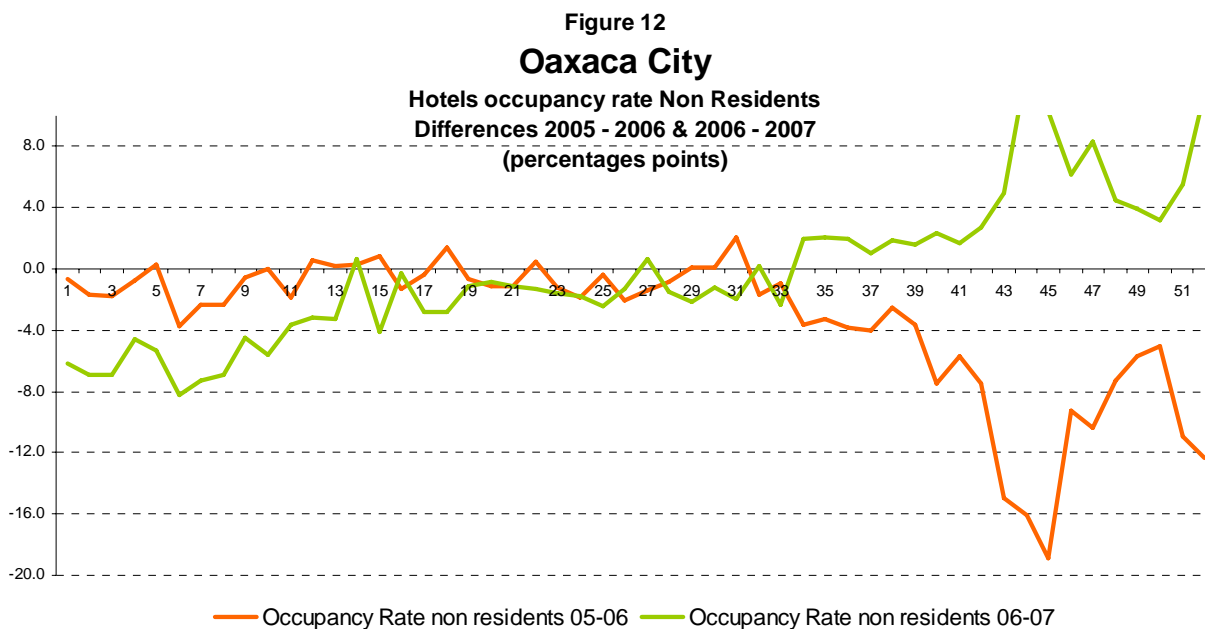
As shown in Figure 5 the net effect of investment in hotels can be defined as zero, since there are the same numbers of rooms available over the past four years.

Since May 2008 has been achieved to break the barrier levels of aviation operations in 2006, to reach levels above 10% in the number of flights operated at the Oaxaca city airport, as shown in Figure 6.

From September 2007 reached the level of passengers who had at target in 2005, this year has managed to overcome much as 12% levels of passengers reaching the figure of 26 thousand passengers in July 2008 as the Figure 7 shows.

There is a need to reflect on what happened in the state of Oaxaca and mostly what happened in the capital city, the economic implications are obvious impact is similar to a hurricane, the losses

amount to 335 million dollars and is not perceived that there a special program of support equivalent to that of national fund to support citizenship to natural disasters.



Source: SECRETARIAT OF TOURISM OF MEXICO. Hotelier Monitoring System DataTur [online]: Database on tourist activity of Oaxaca City 2005-2007 [the date of request: August 12, 2007]. Available at: <<[http://www.sectur.gob.mx/wb2/sectur/sect\\_Estadisticas\\_del\\_Sector](http://www.sectur.gob.mx/wb2/sectur/sect_Estadisticas_del_Sector)>>.

The credibility of Oaxaca in the aspect of tourism will take three to five years to reach the levels of 2005, but if problems persist with political violence that characterized the political conflict of 2006 will require 9 to 12 years to regain the levels of operation 2005.

That is why today it is important to have defined the strategic plan to move forward with the tourist attraction of the City and the state of Oaxaca, to reverse the trend of tourism recovery period.

Finally, there must be a learning society in Oaxaca, and in Mexican society itself, that tourism is an activity highly sensitive to the social environment and security; himself that the recovery of tourism activity is much slower than that one could wish, unless strong measures are implemented to accelerate, as it was Cancun after Hurricane Wilma.

- For society in general, "without reason" can not be a matter of a social movement, let alone the intransigence of their demands when they are above the law.
- The state and federal governments, the need for tools to enable them to assess the impact of present and future events affecting tourism activity, especially to make the right decisions.
- For political parties, their social laboratories were allowed to leave their control and must refocus its activities to act for the sake of all its citizens discarding the partisan interests.

That is why it is necessary to recall paraphrase Mackenzie "a society is so great and prosperous as what its citizens wishes and requires his government".

### **Database References**

- SECRETARIAT OF TOURISM OF MEXICO.  
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### **Information References**

- About the conflict in Oaxaca in 2006
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