



## ARTÍCULO DE INVESTIGACIÓN

# The Tourism System, SME's and the Implications for the Sustainable Development Goals

*El Sistema Turístico, MIPyMEs y las implicaciones en los Objetivos del Desarrollo Sostenible*

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## Abstract

The purpose of this essay is to analyze the tourism system and the implications for the Sustainable Development Goals (SDGs). Poverty, food, health and education in the population of Mexico are studied. The methodology is qualitative. As conclusions, it is proposed to diversify tourism activities with cultural events and sports competitions in rural communities to promote job creation through the development of nature, language and gastronomic tourism with the exhibition of traditional foods and promote experiences in craft workshops of the magical towns to generate income in the marginalized regions of the country.

**Keywords:** tourism; poverty; health; feeding; education

## Resumen

El propósito de este ensayo es analizar el sistema turístico y las implicaciones en los Objetivos del Desarrollo Sostenible (ODS). Se estudia la pobreza, alimentación, salud y educación en la población de México. La metodología es cualitativa. Como conclusiones se propone diversificar las actividades turísticas con eventos culturales y competencias deportivas en las comunidades rurales para impulsar la creación de empleos a través del desarrollo del turismo de naturaleza, el idiomático y gastronómico con la exposición de las comidas tradicionales y promover experiencias en talleres artesanales de los pueblos mágicos para generar ingresos en las regiones marginadas del país.

**Términos clave:** turismo; pobreza; salud; alimentación; educación

## 1. Introduction

In the last forty years, the Mexican Republic has been affected by problems that harm the population. To date, several are in force and require immediate attention, among which are: unemployment, poverty, malnutrition, and difficulties accessing health and educational backwardness. With the pandemic, these difficulties have worsened, therefore the present document reflects on the tourism system and the repercussions on United Nations Sustainable Development Goals (SDGs), based on the General Theory of Systems.

Tourism is relevant due to the attraction of visitors and the expenditures that the tourists generate in the places they go no matter whether it is in the urban or rural areas. This includes the consumption of products and services used while in these areas. Tourism related activities since April 2020, have been influenced by social confinement, leaving negative and lasting effects (BANXICO, 2022). As an example, there has been a decrease in the number of travelers worldwide; therefore, lower effective flow exists, which causes inflation, economic contraction and increased interest rates (World Bank, 2022). The economic effects on tourism activities are serious, generating unemployment and increasing poverty levels. In addition to problems of feeding, the population there is limited access to the health system and expanding the educational lag. These are fundamental aspects for the development of countries according to SDGs (UN, 2023).

Tourism since the pandemic has reduced the mobility of people affecting accommodation, food consumption in restaurants, use of transport and recreational activities as well as decreased culture exposure due to social restrictions. Tourism is an activity of great complexity (Bertalanffy, 2005; Gauna, 2017; Correa, 2020b) with contributions to job creation (Pérez & Camperos, 2015). Its main characteristic is that it significantly boosts other productive sectors such as commercial, business sports, cultural and social sectors (Correa, 2020b). It is a phenomenon that enhances regional development (Nava and others, 2017), and improves the lives of the inhabitants (Gauna, 2017). Therefore, tourism as a system is a fundamental tool in development; confirming the importance of the activity (Olague, Flores & Garza, 2017).

It is a reality that tourism has been the sector most affected by the epidemic (Corzo, 2022). Its analysis is relevant because it positively affects the quality of life of people (Gambarota & Lorda, 2017) and the development of the economy (Correa, 2021). It is therefore considered an appropriate means to contribute to the achievement of Sustainable Development Goals. The methodology employed was a documental review of scientific articles identified in Redalyc, Scielo and Google Scholar databases. Subsequently, the relevant documents were selected based on the contribution of the study of the tourism system and the companies related to the sector, the health system and education. Books and electronic scientific articles were included in the review of the analysis. The contribution of this essay compared to the literature review is that it analyzes tourism and provides strategies to achieve the SDGs. This document is structured as follows: first, the effects of the pandemic on tourism are studied; the second section contains the analysis of the difficulties faced by tourist micro and small

enterprises as well as the repercussions on employment. Later, the theoretical framework is developed based on the General Theory of Systems, following the reflections of tourism and the Sustainable Development Goals in poverty, feeding, health and education and lastly reflections are presented.

## 2. Problem Statement

### 2.1 Effects of the pandemic on tourism.

Until 2019, Mexico had been experiencing significant growth as a tourist destination worldwide, which means development for the population due to the foreign exchange earnings, derived from the experiences and tourism products that make up this important system. Tourism is a social practice that contributes to economic growth; it is a sector, which employs a large number of workers strongly linked to other sectors (BANXICO, 2022). According to the Inter-American Development Bank (BID, 2022) in the Mexican Republic tourism between 2014, and the 2018, accounted for around 16% of the country's total employment and economic production. Before the pandemic, Mexico had around 45 million visitors generating 13.3% of total employment in the country (CEPAL, 2022).

The practice of tourism benefits society as a whole; is a source of foreign exchange, stimulates employment and generates significant investment (CEPAL, 2022) directly to the population involved in tourist activities. A country that receives international visitors has an inflow of resources that helps the equilibrium and balance of payments that contributes to the redistribution of wealth (Panosso & Lohmann, 2012: 131). In this sense, tourism is necessary for development; however, with the measures to contain the epidemic such as border closures, social confinement, restrictions on international mobility and the diffusion of social distancing (CEPAL; 2022). The tourism activities have been affected, especially in hotel companies, restaurants and specialized organizations such as: travel agencies, tour service operators, airlines, transport companies, tourist guides and artisans.

From the above, it is discussed that tourism is the segment most affected by the decrease in the arrival of travelers (Corzo, 2022), resulting in the loss of jobs and generating increase in poverty levels. Coupled with the climate of insecurity and violence that are present, and negatively influences the reception of tourists (Camargo & Quintanilla, 2018), as well as the country's limitations in tourism: poor quality of tourism services and insufficient air connectivity (Rodríguez & Granados, 2017). Regarding the effects on hotels, the percentage of occupancy has fallen considerably in beach destinations and in inland cities, as can be seen in table one.

Table 1. Occupancy Percentage.

Year	Percentage of rooms occupied	Difference (%)
2023	60.2%	3.7%
2022	56.5%	16.5%
2021	40.0%	14.4%
2020	25.6%	-34.7%
2019	60.3%	-

Source: Own elaboration based on the dynamic information board of the DATATUR (2023) platform.

As can be seen in table one, in 2020, there was a decrease of 34.7% in hotel occupancy with respect to 2019, because people stopped traveling because of the pandemic, likewise in 2021, it presents a growth of 14.4%, that is, 20.3% compared to the levels of 2019. In addition, for 2022 presents a growth of 16.5%, and in the year 2023, hotel occupancy shows a marginal recovery.

Restaurants companies, travel agencies and tour operators have modified the conditions in which they operate in terms of implementation of technology and quality of service, in addition, these companies are harmed by the high costs of electricity that are constants (Rubio & Baz, 2005: 65), coupled with the high price of inputs explained by the inflation of 4.44 (BANXICO, 2023). For airlines and transport companies, the situation is similar and delicate, since they suffer because of the high price of fuels and the payment of taxes such as Value Added (VAT) (Rubio & Baz, 2005: 66). Another affectation is the unaffordable commitments with suppliers and the payment of employees' social security, the rent of spaces and the toll fees. Derived from the above we can discuss that the performance of tourism companies is very complicated; according to Pannoso & Lohmann (2012:11) tourism occurs in all tourism companies, a section that studied below.

## 2.2 Difficulties faced by tourist micro and small enterprises and the repercussions on employment.

Micro, Small and Medium Enterprises (SME's) are important because they have an impact on the growth of the economy; they increase family income through the production of products and services, resulting in the generation of jobs (Correa, 2020a). Fundamentals to the distribution of wealth, according to the National Institute of Statistics and Geography (INEGI, 2022a) in Mexico, 99.8% of establishments in the country are micro, small or medium-sized.

With the COVID-19 pandemic, specifically in the confinement period, the situation that companies are going through has become complicated, especially the smallest one, because they are the most vulnerable (Corzo, 2022). Their performance becomes more complex and inequitable due to the scarcity of economic resources and the loss of entrepreneurial capabi-

lities (Correa, 2022). The most difficult affectation is the decapitalization (Correa, 2017: 19) due to the lack of customers, a situation that has an impact on the scarcity of working capital especially at restaurants, travel agencies and craft workshops. With the lack of economic resources, the micro entrepreneur can't invest in raw materials, machinery and equipment, which implies that they do not have the minimum amount of resources for production, which has an impact on productivity (Werther & Davis, 1995: 9).

By not receiving tourists, business has a direct affectation on production processes, especially on the implementation of technology (Piketty, 2014: 238), as well as on innovation (Monks, 1991: 6), since both factors influence business productivity. According to Monks (1991: 6). A decrease in the level of capital investment indicates a short-term perspective, which is characteristic of SME's in Mexico; therefore, it can be considered subsistence organizations (Kotler & Armstrong, 2012: 556).

For his part, Nicolín (2012) explains that the insufficient creation of workspaces in the country aggravates unemployment and generates growth in the informal sector of the economy. Employment is understood as activities for all people who want to work there creating two types: formal and informal sectors. The first includes the population that has a recognized employment relationship and vice versa; informal employment is associated with people who receive payment for their work but cannot enforce their labor rights, in the country, informal workers represent a third of the total number of workers (Enríquez & Galindo, 2015).

For the development of productivity in enterprises, formal employment is considered to have a greater impact on economic growth and poverty reduction, as well as on social cohesion. One of the factors of production necessary for the country to move forward, according to the INEGI (2021). It is based on the Telephone Survey of Occupation and Employment (ETOE), for the population of 15 years of age and older, in the month of July 2021. The national unemployment rate was 4.1% with respect to the Economically Active Population (EAP) of the total population. From the above, we can argue that microenterprises are severely affected by the epidemic, which increases unemployment rates and has socioeconomic repercussions that are discussed below.

### 3. Theoretical Framework

#### 3.1 The tourism and the General System Theory

Panosso & Lohmann (2012:13) point out, that tourism is an open system, which can be studied through The General System Theory (GST), explained because it allows analyzing each of the system in a total way, or dividing the system to facilitate its understanding and study. The authors suggest that studying tourism from the GST has advantages. The General Systems Theory (GST) was development by the German Biologist Karl Ludwig Von Bertalanffy (Correa, 2021), so allows and facilitates the study of the tourism and interrelationships with other subsystems (Correa, 2020b). Chiavenato (2006: 410) makes important contributions,

the author indicates that this theory provides a framework that enables understanding and facilitates the analysis of the systems. In this essay, tourism is studied from the theoretical perspective as an open system (Correa, 2021) and the subsystems are poverty, poor nutrition, the access of the health and education; variables understood as the Objectives of Sustainable Development.

In Mexico, the effects of the pandemic on the tourism system cause difficulties for the small companies, which as explained above, generate job losses (Correa, 2022). Which is one of the main causes that originates poverty, poor nutrition, limits access to health services and reduces the quality of education in rural communities. Hernández (2020) says that job losses are one of the great problems in Mexico and points out that unemployed people are those who are in the Economically Active Population (EAP). These characteristics are: not having work, are available to perform some productive activity or are looking for work. For his part, Longenecker et al. (2012: 124) points out that unemployment and underemployment are a devastating epidemic.

According to the INEGI (2023) based on the National Survey of Occupation and Employment, in June of 2022, the population of 15 years is 99.1 million people, of which 59.3 million of people (59.9%) are considered Economically Active Population (EAP). The unemployed population was 1.9 million people, which corresponds to 3.2%. Regarding the Non-Economically Active Population (NEAP) there were 39.7 million people, which is equivalent to 40.1%, of which 7.5 million people are available to work (18.8%).

Of the above, the first item to study is the poverty subsystem, which is a very difficult conceptualization to pin down. Great efforts have been made to define what poverty is, generally using various criteria for its assessment. In Mexico, the National Council for the Evaluation of Social Development Policy (CONEVAL) is the institution responsible for analysis and the publication of official data. In this paper work, poverty is the people with any of the traits described. Considering the concepts indicated, each one frames the inability of people to buy the basic basket, which is made up of food, cleaning supplies and personal hygiene. The basic basket in Mexico consist of 40 basic consumer products (GOB, 2023).

People with lower incomes (in poverty) do not have the ability to acquire nutritious food, which causes poor nutrition. In Mexico one serious difficulty that the inhabitants go through, according to Chicho (2017); is that seven out of ten families do not have the possibility of investing in nutritionally adequate food. Poor diet is associated with malnutrition and obesity in the population (Gómez & Velázquez, 2019). Specifically the children who suffer obesity and have difficulties in cognitive development. While in adults, it causes decreases in work productivity levels (Chicho, 2017). In the Mexican Republic, obesity is the main cause of chronic diseases such as diabetes mellitus, which can cause mortality and impact people's quality of life.

Continuing with the theoretical framework, the people without a stable income or formal employment have no access to health care. According to Gómez (2017), 18 million people do not have any social security protection. In addition, the system is very unequal among the



number of insured and the precariousness of the service. The health system in Mexico, not only depends on the population enjoying good health, but also depends directly on basic factors (Gómez, 2017) such as the sanitary environment of water purification, drainage network and paving. New diseases and pandemics. The socio-economic conditions such as purchasing power, quality of housing, and work environment. For his part Longenecker et al., (2012: 81) say that variables such as technology and demographic factors, as well as political and legal factors also influence health systems.

Lastly, the third subsystem is the education sector, which is characterized by being complex. In this system, academic activities are developed at the levels of preschool, primary, secondary, high school and bachelor's degrees, in the public and private sector. The Mexican educational system is characterized by social backwardness, economic inequality between state and private schools. Generally, social class, gender of the student, and geographical location determines the access to educational institutions (Carrasco, 2021). From the previous discussion, the research question arises. What tourism strategies can be implemented to contribute to the achievement of the Objectives of Sustainable Development in Mexico?

#### **4. Methodology**

The methodology is qualitative, knowledge gaps were explored, and key concepts were detected (Hernández, et al., 2010:363). The technique employed was a documental review of scientific articles identified in Redalyc, Scielo and Google Scholar databases. Subsequently, the relevant documents were selected based on the contribution of the study of the tourism system and the topics related to the feeding, poverty, the health system and education. Books and electronic scientific articles were included in the analysis. The bibliographic review was carried out from August 23, 2021 to September 27, 2023. The document was drafted in English language in a period of 25 months. Finally, spelling, writing and grammar were checked.

#### **5. The tourism and the Sustainable Development Goals**

World leaders adopted the Sustainable Development Goals (SDG's) of the United Nations Organization in 2015 to eradicate poverty and protect the planet. These objectives are the base for the reflections presented at this essay about the impact of tourism on the achievement of the SDG's. The first objective is ending poverty in all its forms in the world, the second is eradication of hunger in the population, the third ensuring healthy lives and promoting well-being for all ages, and at last the fourth is ensuring inclusive quality education and promoting lifelong learning opportunities (SDGS, 2023). Obviously, the achievement of the objectives depends on social norms and institutions and other characteristics of the economy as well as the social environment (Solow, 2018: 136).



### 5.1 Poverty in Mexico

Based on INEGI (2022a) data derived from the pandemic 1'010,857 business closed their door definitively, which is equivalent to 1.6 million companies, an aspect that aggravates unemployment and sharpens poverty. In that sense, it is the main problem that seriously afflicts the population of the Mexican Republic; since more than half of the country's inhabitants are affected by this situation especially in rural areas and indigenous communities. It is necessary to specify that derived from the current pandemic the levels have increased.

The study and measurement of poverty is extremely relevant because it is a criterion to evaluate the development of the country. It is mainly associated with the lack of a decent income for families to meet essential needs. Poverty is complex and has been a problem recurrent throughout history (Lemos, Baca & Cuevas, 2018). For example, according to Sen (2018: 193) it must be analyzed in relative and not absolute terms due to the income distribution of each country; suggesting a relation to health and educational conditions (UN, 2023).

Poverty has a “multidimensional” character, which implies at least one social lack (Lemos et al., 2018) causing a phenomenon that is related to living conditions and hampers social integration. The population is considered as poor and lacking economic wellbeing and social rights like food, education, access to health services, social security, dignified housing, and access to basic housing services.

Correa & González (2016) explain that indigenous and people who inhabit rural populations represent the sectors with the greatest state of marginalization, the characteristics of this segment of the population is that they do not count well-paid jobs and produce in the informal sector of the economy. The authors point out that poverty may be present, due to the null growth and economic development, the behavior of labor markets as well as the culture of the population.

Poverty is a phenomenon of complex social exclusion related to political and cultural factors. For its analysis income is studied, because the management of data is easier for its interpretation, table two presents the situation of the poverty line by income, as well as poverty, and extreme poverty. Comparing the year 2018 with 2020 with the available data.

Table 2. Percentages of the Population in Poverty in Mexico.

Income poverty line	Year 2018	Year 2020	Year 2022
Population with income below the extreme poverty line by income	14.0%	17.2%	12.1%
Population with income below the income poverty line	49.9%	52.8%	43.5%
Poverty	41.9%	43.9%	36.3%
Extreme poverty	7.0%	8.5%	7.1%
Vulnerable population due to social deprivation	26.4%	23.7%	29.4%
Vulnerable population by income	8.0%	8.9%	7.2%
Not poor and not vulnerable	23.7%	23.5%	27.1%

Source: National Council for the Evaluation of Social Development Policy (CONEVAL, 2023)

In table two, it can be seen that the population is in a situation of income poverty 49.9% in 2018, which is equivalent to 51.9 million people and in 2020; it will increase to 52.8% that is 55.7 million inhabitants. Likewise, the population in a situation of moderate poverty in 2018 was 43.2 million people, equivalent to 41.9% and for the year 2020 there were 44.9 million inhabitants, equal to 43.9%. The most worrying variable is the population in extreme poverty according to CONEVAL (2022) in 2018 there were 8.7 million people equivalent to 7%; by 2020-it increase to 10.8 million people in the country, equivalent to 8.5% of the population, therefore, there was an increase of 2.1 million people. By 2022, the population with incomes below the extreme poverty line by income decreased 5.1%, people with incomes below the poverty line decrease 9.3%, likewise poverty was reduced by 7.6% as well as extreme poverty 1.4%, in addition the vulnerable population by income 1.7%. The population vulnerable by social deprivation increase 5.7%; the people who are considered not poor and not vulnerable grew at a rate of 3.6%. This can be explained by the impact of assistance programs; however, this has generated a state budget deficit.

The above analysis clearly shows the panorama of the difficult situation that the country is going through in the area of poverty, mainly due to the lack of employment. According to Damián (2019), Mexico currently has higher levels of poverty than in the seventies, due to the elimination of subsidies and increase in the price of basic services such as LP gas and electricity. From 2016 to date there has been null economic growth, resulting in a loss of purchasing power of wages and a deterioration of formal employment. Social programs have not had the expected impact and there is a stagnation of the living conditions of the homes in Mexican families. Markedly in the states of Chiapas, Guerrero and Oaxaca where poverty sharpens. For example, the state of Chiapas has the greatest shortcomings, since nine out of ten inhabitants can be considered poor. By his part Atkinson (2016: 193) points out Mexico occupies the ninth place of greater socioeconomic inequality worldwide, he emphasizes that to reduce poverty the way is to prevent and curb unemployment. To continue with the analysis the second SDG is to end hunger.

## 5.2 The eradication of hunger

The second SDG is zero hunger; in the population considered poor, food is a fundamental variable. According to the United Nations, worldwide about 690 million people suffer from food insecurity, equivalent to 8.9% of the world's population (UN, 2023; FAO, 2022: 11). The UN estimates that by 2030, 840 million people will be affected by poor nutrition.

The nutritional statuses of the vulnerable people have been affected by pandemics, especially the quality of children's and women's diets, for example since 2019, about 144 million five-year-old children have been stunted (FAO, 2022: 8). This can affect the health of these people as older adults. Therefore, the countries of the world do not expect to achieve the nutrition goals, in addition, with the pandemic, families around the world have problems accessing quality food, specially the poorest and vulnerable population.

In Latin America in 2019, the percentage of people with food problems is 7.9%, which is equivalent to 48 million people. In Mexico in 2020, there were 28.6 million vulnerable people with social lack due to access to nutritious and quality food, equivalent to 22.5% of the population (CONEVAL, 2022) as shown in table 3.

Table 3. Population with social lack of access to nutritious and quality food in Mexico.

Year	Millions of people	Percentage
2022	23.4	18.2%
2020	28.6	22.5%
2018	27.5	22.2%
2016	26.5	21.9%

Source: CONEVAL (2023)

Table 3 shows an increase of 2.1 million people compared to 2016 and 1.1 million compared to 2018 with 2020, and a reduction of 4.3% compared to 2022 data; this means that 5.2 million people improved access to feeding. Continuing the analysis Gómez & Velázquez (2019) contribute that in Mexico the consumption of food is focused on the culture and lifestyles of the population. Food and Agriculture Organization (2022: 22) points out people with lack of access to nutrition based their diet on cereals, tubercles, bananas and roots and do not consume expensive foods such as fruits, meat, chicken, fish, eggs and dairy products. Derived from the above, feeding is a variable that influences the state of health of the population. Poor diet causes malnutrition and obesity, which are the diseases that influence the health system. Section that is discuss below.

### 5.3 The situation in Health and Wellness

As tourism is one of the most affected sectors by pandemics, unemployment has worsened which causes an increase in poverty levels and poor diet, generating malnutrition as analyzed above. Therefore, the health and wellness of the population is fundamental for development of the country and the social productive model (Rubio and Baz, 2005: 78). With the pandemic there has been an increase in the demand for medical care, it is a reality that the service in Mexico is precarious and that the needs of the population are increasing, the study of the health and wellness system represents a degree of complexity because it is associated with cultural factors (Bertalanffy, 2005: 206). For her part, Benhumea (2019) points out that the main challenges of health systems are quality, financing and coverage, however, economic capacity, public responsibility and technological investment must be taken into account. The author points out poverty as the main problem, for example in Latin America 30% of the population does not have access to free public health; another aspect is the low level of health coverage and quality of services originated by poor government investment compared to other countries.

Cárdenas (2010) contributes that information and education strategies are a fundamental aspect in attention to health problems. An essential variable is the formal schooling of the inhabitants, which influences the economic, social conditions and quality of life of the population. Another perspective is from Díaz (2018) who points out that the problems of the health system are quality and equity, in addition to population aging. In Mexico in 2020, there were 15.1 million people aged 60 years or older, equivalent to 12% of the population (INEGI, 2022b), that results in the increase in demand for care derived from chronic non-communicable diseases such as diabetes and hypertension, which raise the economic burden of the health system.

For Cárdenas (2010) since 1980 there has been an epidemiological transition, where half of the deaths have been related to non-communicable diseases. For example, in the Mexican Republic for the six-year term of Vicente Fox Quesada (2000- 2006) 103.4 million Mexicans had an unstable and low-quality medical service, where the states of Chiapas, Oaxaca y Puebla stood out. Currently the population in Mexico is 126 million Mexicans, of which there is a life expectancy of 78 years for the women and 72 for men (INEGI, 2021). As you can see the conditions over the years are similar, explained by the poor social spending of 7.5% of the Gross Domestic Product (GDP) in the health sector for the year 2019 (OECD, 2022).

From the above, it is necessary to rethink the system of social security contributions, according to the volume of income, that is, increase it according to the salary received by each person. This could reduce the gap in access to health services, thus benefiting the population that is not entitled, privileging those who live in rural communities as artisans, transport employees and merchants. For her part, Damián (2019) points out that the percentage of the total population as well as those aged 65 and over who have access to social security is only 6%. Of the people considered poor, 74% have the protection of the health system, specifically of the Institute of the Welfare; the remaining 26% are unprotected.

The World Health Organization (WHO) suggests that health systems require of technology implementation, staff training, financing, information and improvement in the supply chain; therefore, it is considered necessary to restructure the social security contributions of the population according to the volume of income as pointed out by Piketty (2014: 382) and Atkinson (2016: 315).

Regarding the Mexican health system, it is necessary to work on the awareness of the population to increase the preventive approach and thus reduce the curative, since this aspect influences the demand that exists in the health system in Mexico. Authors Cárdenas (2010) and Benhumea (2019) agree that it is necessary to plan and evaluate the performance of health services. Therefore, it is emphasized that planning is a fundamental variable (Ackoff, 1990: 13), which has an impact on obtaining high levels of health and wellness. However, it would be desirable to increase the percentage of the budget allocated from 7.5% to 24%, as it happens in countries such as Brazil or Chile.

For his part Atkinson (2016: 285) points out that the needs of the population are increasing, specifically on the subject of social security, therefore, it is not enough to destine subsidies, the

State must guarantee the attraction of investments in tourism sector to stimulate employment and generate adequate wages so that contributions to the health system can be greater. Likewise establishing the system of progressive taxes could be a good option, that is, tax the higher perceptions to generate a redistribution of income in society. Once the three SDGs have been analyzed, we continue with the quality of education, which is discussed below.

#### **5.4 Analysis of Quality Education.**

The unemployment represents a threat to families that depend on the sector; this problem has repercussions on the Educational System. In this sense, with the closure of schools, a loss of student's learning has been generated (World Bank, 2022), since half of the families in Mexico do not have the economic resources to continue with distance or face-to-face education.

The Education System in Mexico is the basis for the development of the nation. Throughout history, there have existed problems of coverage, quality and inadequate management, as well as insufficient resources (Nicolín, 2012). Regarding coverage, the right to education is a constitutional mandate according to article three, from preschool level to the upper middle (Frausto, 2017); it is worrying that to date the total population has not been reached. Another aspect that also stands out is the null opportunity to enter the school system, that is, the demand for access to institutions is not covered, especially in rural communities.

Social confinement has aggravated the conditions in which the educational process takes place; in addition to the fact that the country is one of the lowest performers in the Latin American region, therefore it requires support to overcome the difficulties that arise in the education sector (Acuña & Pons, 2016). Most students do not master numerical, natural science and reading skills (Nicolín, 2012). Mexico is one of the countries that have the lowest rates of school achievement at all academic levels, explained from the poor development of the education sector. Another contribution is from Jiménez (2017) who points out that education depends on the social perspective, because it implies a judgment and develops under a particular perspective of each family.

According to the literature review, the deficiencies of the Educational System lie in the poor basic infrastructure and school equipment with null implementation of technology; it is a fact that educational units do not have the conditions and services suitable. For example, the poor quality of the internet connection in rural areas or indigenous peoples and communities of greater poverty, which made distance classes impossible in these demarcations.

For Backhoff (2018) inequality in the distribution of income of the population is a problem of the educational system, as well as the scarcity of adequate spaces to offer learning opportunities, such as computer equipment and the Internet, resulting in lower quality education for the most vulnerable groups. According to the World Bank (2022), the disadvantaged children and young people have less access to education presenting dropout and learning deficits.

The education is directly related to economic and socio-cultural factors that have an influence on student learning, such as school infrastructure and access to education for people

in poverty, that it is equivalent to half of the country's population (Correa y González, 2016). In Mexico, the situation of educational backwardness is greater especially in the indigenous population (Frausto, 2017). The states with the most inhabitants that present this characteristic are Chiapas, Oaxaca, Michoacán, Guerrero and Veracruz. Social confinement has caused a delay in education of the student population, due to the teaching of distance classes generating in students interruption of learning, deterioration in the mental health of students, increase in dropout rates and decrease in the quality of teaching (World Bank, 2022).

## 6. Conclusions

As discussed above, the impact of the pandemic on the tourism sector, and SME'S, is the loss of jobs, leading to an increase in poverty; what causes poor nutrition, limiting access to health services and reducing the possibilities of access to education that are the Sustainable Development Goals (SDGs). As already noted, pandemic is a threat to tourism and the economy in Mexico because it influences significant indicators of development. Tourism activities, both by those who practice the trip, and those who depend on tourism have been affected by control measures during the confinement period (Corzo, 2022), which has harmed the economic income of Mexican families that depend on this important sector. This can be explained due to a lower financial investment by parents in the training of their children (World Bank, 2022) causing educational lag and poor diet.

To answer the research question, this paper is based on the idea of Kotler and Armstrong (2012:25) who point out a new panorama full of possibilities can be opened since a troubled economy can pose opportunities. With planning (Ackoff, 1990) threats can be turned into fortresses to create a more efficient tourism system. Tourism is an effective mechanism to achieve income (Correa, 2022), therefore it is necessary to re-establish trust in consumers, stimulate the creation of companies (Corzo, 2022) and promote technological innovation according Solow (2018).

To achieve the above, Corzo (2022) promotes a methodology that consists of three phases to mitigate the socioeconomic impacts. The first is the elaboration of an analysis and diagnosis. The second phase is to propose strategies that allow the reactivation of the tourism sector, the third is the establishment of methods to measure the strategies implemented. Regarding the strategies, understood as actions in the long term, this essay proposes the following:

In hotels, it is necessary to focus on customer service (Luján et al., 2019), specifically on health issues. It is advisable to create campaigns to implement the "clean point" badge. In the case of restaurants, it is necessary to take advantage of gastronomic tourism with the promotion of traditional foods according to findings of the author Correa (2022). For artisans, it is convenient to promote the tourist experience through the visit to their workshops to live and know the production process (Correa, 2017).



It is evident that there is a change in the patterns of the traveler given the adverse repercussions on the tourist environment; therefore, companies in the sector must focus on rural and not mass tourism in order to avoid possible increases in infections. Options are nature tourism with hiking activities, camping and visits to the Haciendas. Another could be the development of language tourism. In “Los Pueblos Mágicos” the realization of cultural events and sports competitions in the communities far from the urban spot can generate jobs. Re-activation should focus on activities that have a direct impact on job creation to significantly reduce the unemployment rate and minimize the percentage of the population that is economically inactive. This can bring income to rural regions and reduce the poverty rate.

Regarding the eradication of hunger, it is advisable to strengthen food banks with balanced feeding programs focused on vulnerable families such as indigenous people for example. Other action may be the verification of the equitable distribution of meals. Also through the development of gastronomic tourism, traditional cuisine can be exhibited to tourists, to create culinary experiences in regions lagging behind. In addition, the implementation of family gardens of organic crops to help the environment and increase food production in marginalized areas.

Tourism system can be reactivated through “rural short trips” between neighboring states; the presence of tourists as we know increases employment, food consumption and the acquisition of handicrafts, therefore, formal jobs and income are generated for families. This guarantees access to the health system of the population and investment in education of the children, better feeding and avoids the lack of the right to the educational system. Like this, tourism is an excellent means for poverty reduction because it channels income to marginalized areas.

With regard to the health system, it is urgently necessary to optimize the process of recruitment and selection of personnel (Werther and Davis, 1995; Robbins and Coulter, 2005; Chiavenato, 2006) with the purpose of improving patient service and care. In addition, it is necessary to rethink the system of social security contributions of people who depend on tourism, according to the volume of income, adjusting the contributions based on the salary of each worker (Atkinson, 2016: 407). This could reduce inequality in access to the health services benefiting the population, privileging those who live in rural communities as an example artisan or tourist guides. According to above, it is necessary to work on the awareness of the population to increase the preventive approach and thus decrease the curative. It is advisable to establish a comprehensive health culture program, which builds healthy habits focused on prevention and self-care especially in children, since this aspect stands out in the existing demand in the health system.

Authors Cárdenas (2010) and Benhumea (2019) agree that it is necessary to plan and evaluate the performance of health services. Therefore, this essay emphasized planning as an administrative technique that has an impact on obtaining high levels of health based on the application of a systemic approach. To achieve the above it is required a continuous optimization of processes that allow improving performance in order to guarantee and make efficient patient care.



Likewise, based on revenue generated by tourism the percentage of resources allocated to social expenditure could be increased, such as in France (31%) or in Finland (29%) (OECD, 2022). This degree of investment would expand educational coverage in rural and indigenous areas, improving technological infrastructure and school equipment with internet and computers. One aspect that remains fundamental is the continuous training of teachers. This may allow marginalized people to have access to quality education regardless of social origins (Piketty, 2014: 534). The limitations of the work are the lack of an analysis of all SDG's, the rationale is that UNESCO number them in that order; and other is the use of basic statistical data. Finally, the tourism system is considered one excellent way and central axis to raise the standard of living of the population in Mexico, and contribute to the achievement of Sustainable Development Goals.

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