

INFLUENCE OF TRAVEL ALERTS IN A CONTEXT OF INTERNATIONAL INSECURITY

The Case of Mazatlán, Sinaloa (México)

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. From the 21st century, security became one of the most influential indicators when planning a trip. Since then the different national states have established policies and mechanisms to inform and warn their citizens about the danger or risk that exists when traveling to other places around the world, with murder being the item with the greatest weight when issuing such official notices. This article evaluates the effect produced by a travel alert between the flow of North American and Canadian visitors to a Mexican tourist destination through different tourism indicators and the number of homicides registered between 2006 and 2016, through econometric techniques such as the multiple linear regression method. Among the results it is possible to demonstrate the relationship between homicides with hotel occupancy and the percentage of occupancy of domestic and foreign tourists in the tourist port of Mazatlán, Mexico, as well as statistical evidence that this type of crime influences the flow of international visitors to the destination in a moderate way, but not in their permanence.

KEY WORDS: travel alert, drug trafficking, violence, homicides, insecurity.