

Cultural tourism in archaeological zones

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Cultural tourism

Tourism focusing on knowing, understanding and enjoying in an informed way the set of features of material culture (handicrafts, archaeological, historical and artistic monuments) and immaterial (traditions, customs, gastronomy, etc.) that characterizes a society or social group different from its habitual environment, in a specific destiny¹.



¹ **Source:** Internal work group of INEGI and the National Institute of Anthropology and History.

Archaeological zone

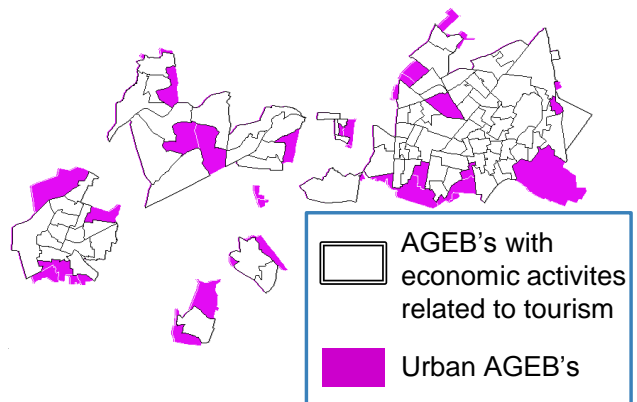
It is a concentration of archaeological remains (materials, structures and environmental remains). In it we can find a concentration of remains of human activity and is constituted by the presence of artifacts, structural elements, occupation floors, other



¹ **Source:** National Institute of Anthropology and History.

AGEB y AGEB_t

AGEB with economic activities related to tourism: Geographical delimitation of economic activities to analyze the impact of tourism at nationally level and by state, municipality or locality.



Cultural resources in Mexico

18,116 Cultural spaces

4,334 Heritage sites

2,121 Festivals, fairs and festivities

249 Intangible cultural heritage

415 Indigenous popular cultural expressions

189 Archaeological zones open to the public



Measurement of tourism in archaeological zones



32,956 AGEB_t



5.7 Millions of establishments

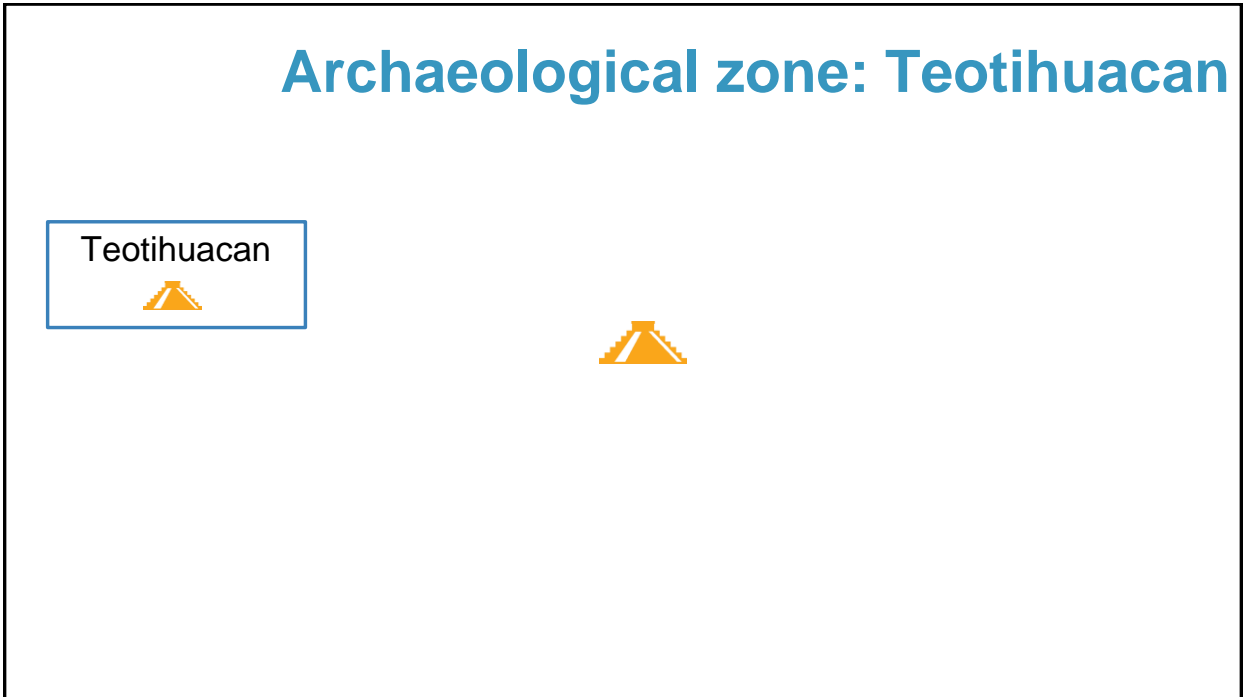
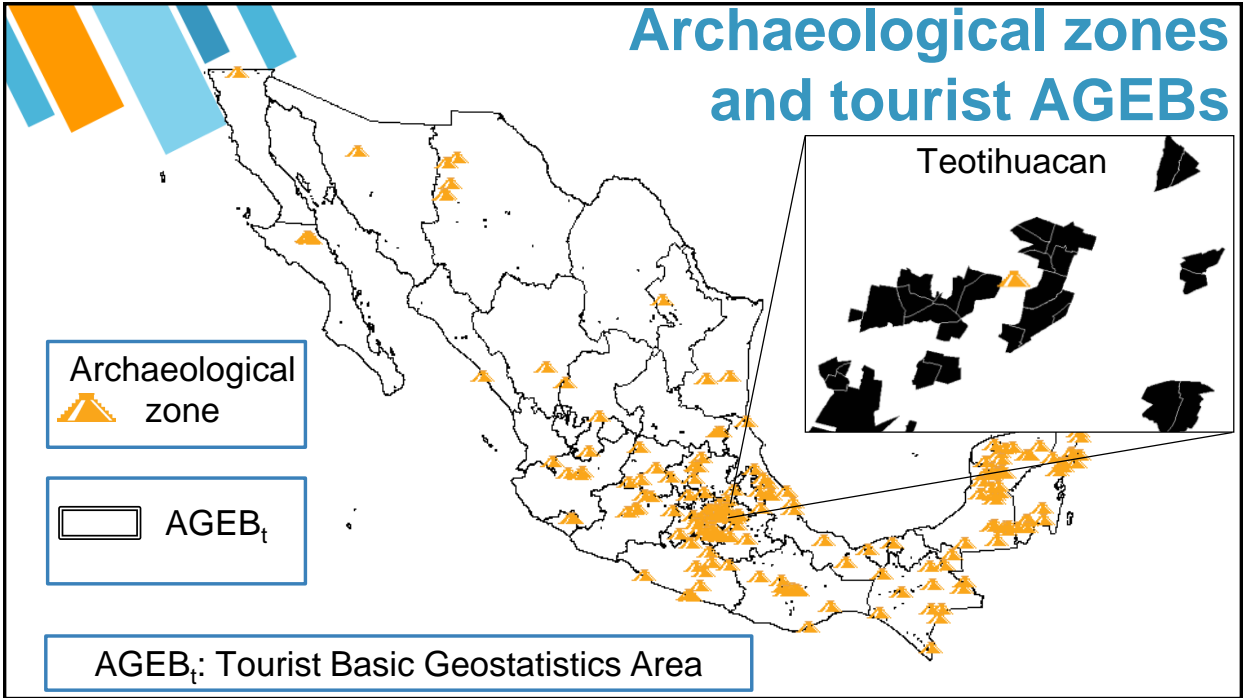


Censos
económicos
2014

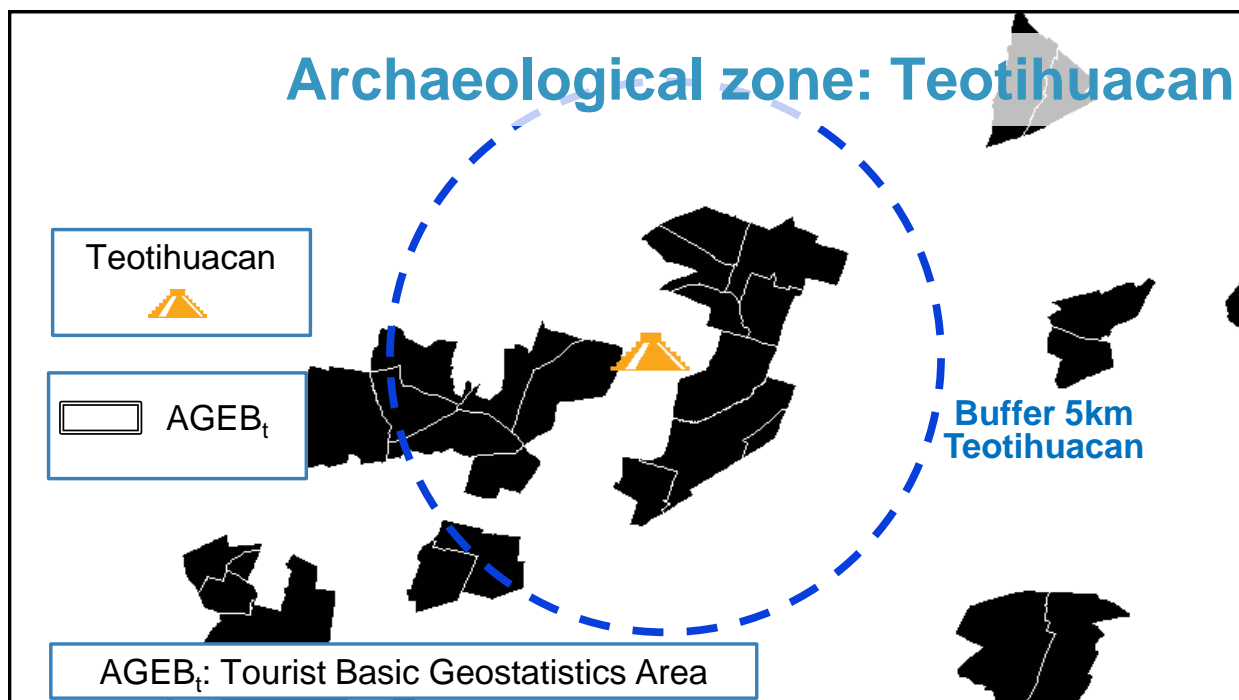


**Tourism
Production
Account in the
archaeological
zone**





Archaeological zone: Teotihuacan



Income Statement of Teotihuacan

Charge		Payment	
Expenditure for incorporation, restoration, conservation and maintenance of assets of the Nation (thousands \$)	\$200,803	Visitors (people)	2,323,658
		• Paid ticket	893,019
		• No paid ticket	1,430,639
		Revenue of visites (hundred \$)	\$138,114
		• Paid ticket	41,662
		• No paid ticket	96,452

Income Statement of Teotihuacan (hundred \$)

Charge	Payment
Expenditure for incorporation, restoration, conservation and maintenance of assets of the Nation (thousands \$)	Total revenue of visites \$138,114
\$200,803	Total Income from tourism \$151,605
	Grand total \$289,719

We can highlight that the main objective of cultural resources is to promote knowledge, care and appreciation of heritage to contribute to the development of national identity; and additionally, it generates economic resources through tourism activity.

Next steps

- » Estimation of the contribution of the 189 archaeological zones to tourism.
- » Estimation of other cultural resources such as museums, historical sites, among others.



Thanks for your attention!

**Knowing
Mexico**

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