

Tourism meets marketing: Local attitudes toward government-promoted LGBTIQ+ tourism in Mexico

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Abstract

This qualitative study investigates Mexican residents' perceptions of government initiatives to promote LGBTIQ+ tourism. Drawing from 20 in-depth interviews, the findings highlight both opportunities and challenges. While participants recognized the economic benefits, such as increased revenue and job creation, concerns arose about the commodification of LGBTIQ+ identities and the superficial nature of inclusivity efforts. Disparities were noted in the treatment of foreign and local LGBTIQ+ individuals, with inclusivity often catering more to international tourists. The study emphasizes the need for balanced approaches that address regional inequalities and integrate educational campaigns to foster genuine cultural understanding and reduce stigma. By aligning economic growth with meaningful social progress, destinations can establish themselves not only as leaders in LGBTIQ+ tourism but also as exemplars of inclusivity and equality.

Keywords: LGBTIQ+ Tourism, Government marketing, Resident perceptions

Tourism track