

[DOI: 10.20472/IAC.2020.056.013](https://doi.org/10.20472/IAC.2020.056.013)

JESÚS OTONIEL SOSA RODRÍGUEZ

University of Colima, Mexico

MARÍA ADELAIDA SILVESTRE CAMPOS

University of Colima, Mexico

SANDRA POLET COSS Y LEÓN SILVA

University of Colima, Mexico

PEDRO LÓPEZ ORDOÑEZ

University of Colima, Mexico

GAY TOURISM IN MANZANILLO, COLIMA: PUSH AND PULL DEVELOPMENT POTENTIAL THROUGH THE CROPMTON MODEL.

Abstract:

Internationally, gay tourism or LGBT represents a potential market of 180 million people and an annual expense in the tourism sector of 200 billion dollars. In addition to that, gay tourism grows at a rate of 10.4% each year, more than double that of conventional tourism.

Mexico is already taking some actions to take advantage of the opportunity represented by attracting this new type of market. However, Manzanillo has been a tourist destination that has not joined the actions carried out by the Ministry of Tourism to become a gay friendly destination.

The objective of this study is to analyze the current situation in Manzanillo regarding gay tourism; know actions taken and the reasons why it has not been developed. To this end, the research question is as follows: Why is Manzanillo not considered a gay friendly destination and what strategies can be carried out to achieve it?

The question is answered through research carried out with a mixed approach methodology, the empirical method complemented by the method of analysis of surveys and interviews.

The responses received show that Manzanillo is not considered a gay friendly destination because it does not have a tourist offer destined for this market segment, but despite this, it has the potential to become a pink destination.

Taking the above into account, five strategies were carried out as a proposal to diversify the tourist offer of Manzanillo with the creation of activities and establishments destined for gay tourists.

Keywords:

Gay tourism, gay friendly destination, tourist offer.

JEL Classification: L83, L38, A13