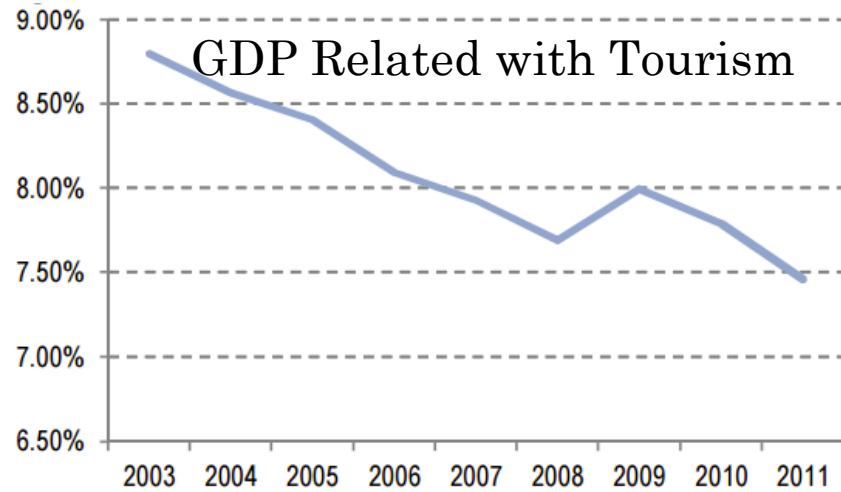


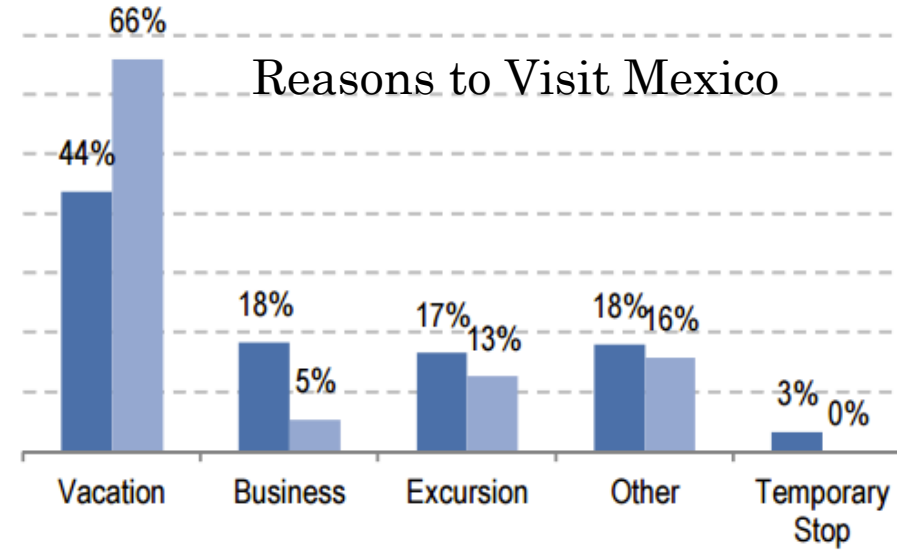
# The Effect of Crime Perception in Tourism Towards Mexico: Differentiated Impacts

Rodrigo Valdés Ortiz

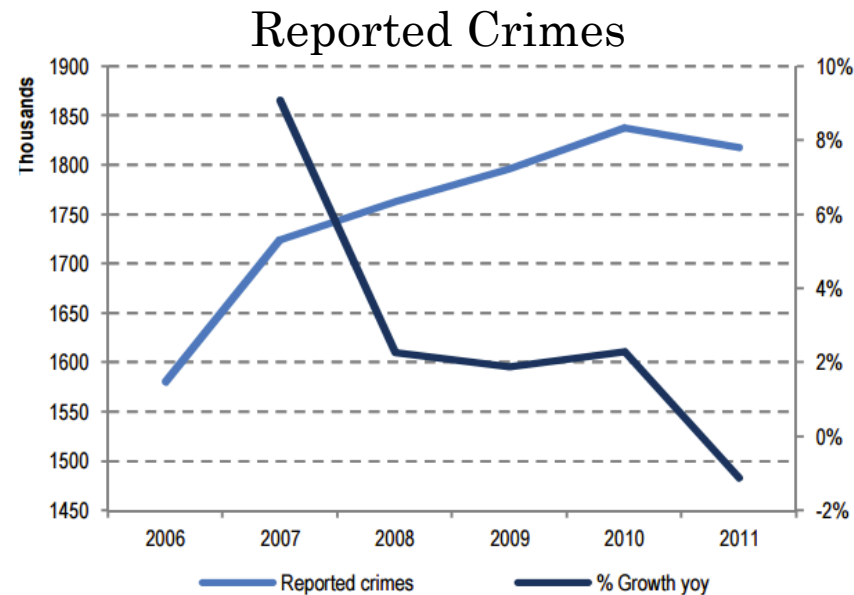
# Motivation



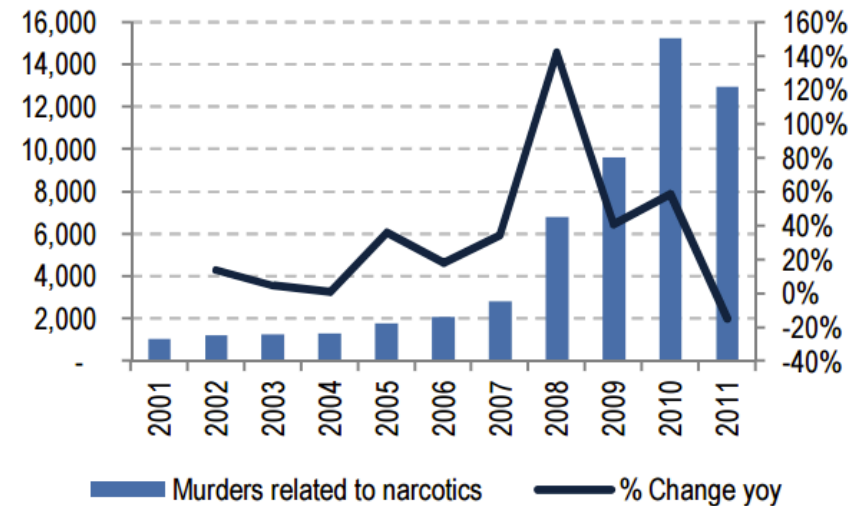
Source: INEGI.



Source: DataTur, Sector. Data as of 2010.



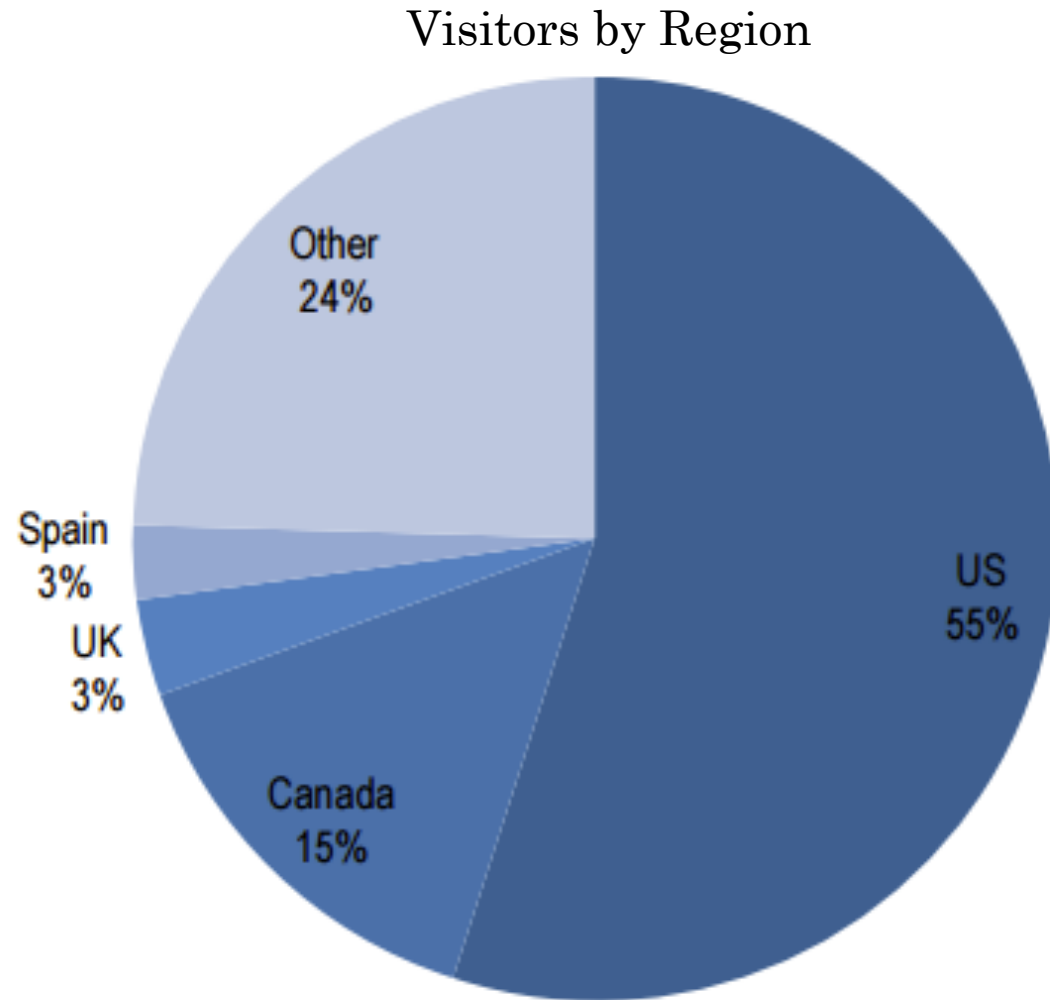
Source: ICESI.



Source: ICESI, PGR, J.P. Morgan.

Source: all graphs from Mexico 101, JP Morgan.

# Motivation



Source: DataTur, Secretaría de Turismo. Data as of Jan2013.

# Research Question

- What are the effects of perception of crime on the tourism towards Mexico?
- Two steps:
  - 1) Perception by characteristics of the individuals (gender, ethnicity, age, others) *vs* data.
  - 2) How perception affects tourism *vs* data. Perception and decisions by characteristics of the individuals.

# Data for Perception

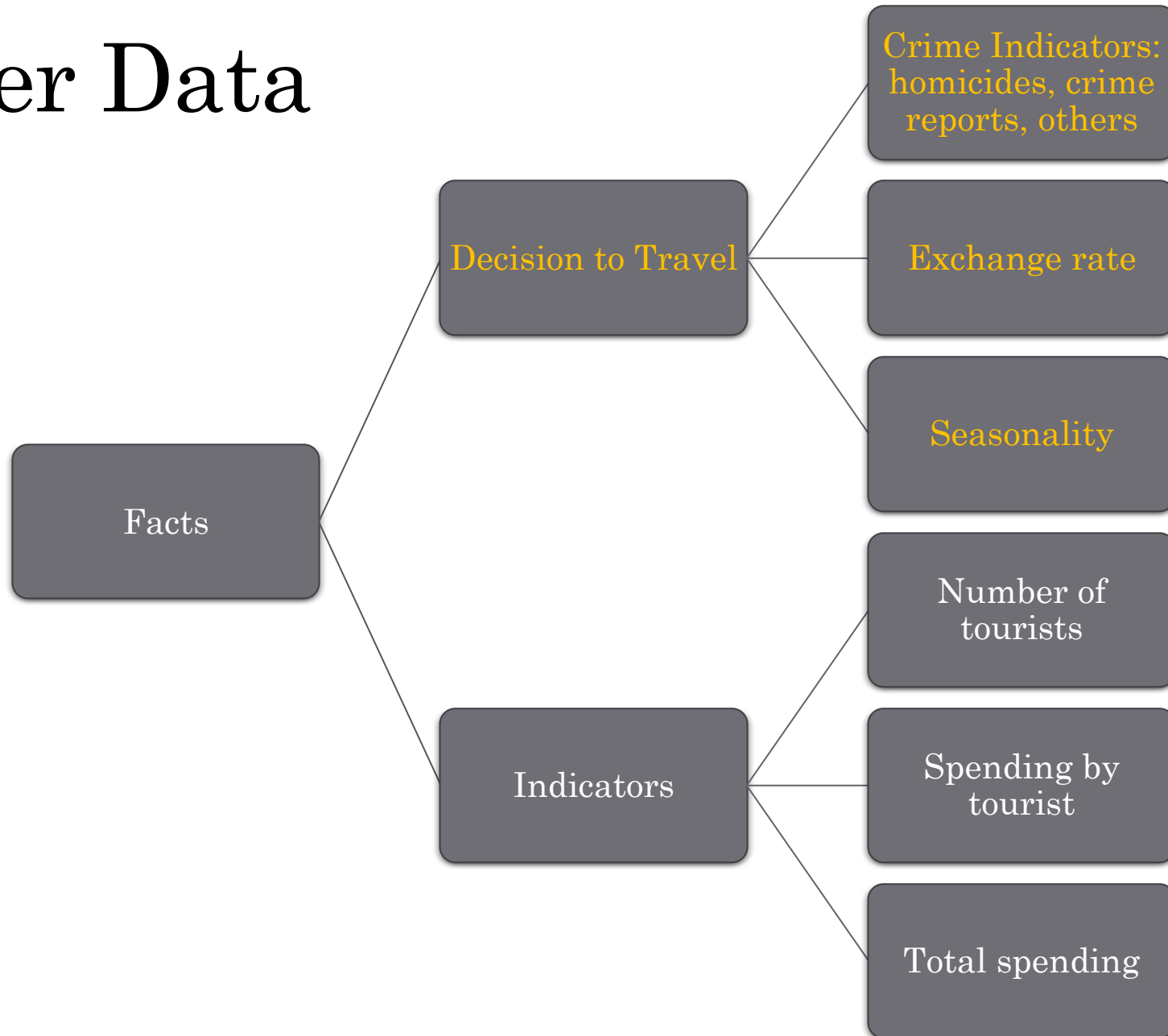


- Twitter
- Tumblr



- New York Times
- Boston Globe

# Other Data



# Theory and Computational Tools

## Content analysis

- Sentiment analysis

## Statistics and Economics

- Decisions to travel (microeconomics)
- Regressions
- Time series

## Web scrapping

## Machine learning

- Infer characteristics

# Possible Findings

- Does the perception differ by ethnicity, age, and place of origin?
- How the perception changes by social network? Which of them responds more quickly to events?
- Is perception in newspapers aligned with perception in social networks?
- What is the lag between change in "facts" and change in perception?
- What is the elasticity of perception of crime to crime?
- Is perception more important than facts to explain tourist's decisions?



# Thanks!

- Criticize welcome.