

Academic Weekly Digest

School of Hospitality & Tourism Management



Tourism employment, indigenous people, and dignity restoration

Drawing on Indigenous Mexicans as a case study, this research, conducted by [Anke Winchenbach](#) in collaboration with colleagues from the University of Monterrey in Mexico, argues that changes in tourism employment practices can contribute to dignity restoration for indigenous people and propose practical actions.

Restoring the dignity of indigenous people: perspectives on tourism employment

Anke Winchenbach

Dignity is at the core of Indigenous rights, yet tourism workplaces present substantial threats to the dignity of Indigenous workers in Mexico who are often engaged in jobs that reproduce and reinforce colonial patterns of exploitation, discrimination, and subordination that keep them in a cycle of exclusion and poverty. Key objectives of Humanistic Management and Reconciliations studies are to restore, protect, and promote dignity, and tourism studies are increasingly paying attention to the importance of dignity at work, including at individual, organisational, socio-economic and policy levels. This study draws on key principles of these cross-disciplinary concepts to close an important gap in the literature by exploring how tourism employment has resulted in violations of the dignity of Indigenous peoples in urban Mexico.



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It proposes a framework including a range of concrete and actionable changes across psychological, sociocultural, and economic dignity dimensions, which combined have the aim to recognise and support collective and individual identity and promote dignity restoration for Indigenous people. By doing so, this research advances the conceptual understanding of dignity and guides its practical implementation in tourism employment and management, and policy. Finally, this study demonstrates how dignity-restoring practices may result in improved company performance and reputation and contribute to the sustainable development goals.

Further Reading:

Camargo, B. A., Winchenbach, A., & Vázquez-Maguirre, M. (2022). Restoring the dignity of indigenous people: Perspectives on tourism employment. *Tourism Management Perspectives*

Link: bit.ly/3ljEqQS