



Editorial



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Volume 6, Issue 2 of the Journal of Tourism and Identity contains three articles and two reviews. In the first article, researchers from Mexico describe the profile of tourists who visited Zacatecas during the International Street Theater Festival in 2024. In the second, participatory approaches are applied to the recognition and valuation of regional heritage from a tourism perspective by local actors from the Argentine cities of San Francisco and Rafaela. The third presents artificial intelligence as a tool for personalizing tourist experiences, exploring the benefits, challenges, and ethical issues of its use, and proposes its practical application on an ancestral route in Argentina. The literary reviews have been written by authors from Spain and Argentina on the books: “Towards a sustainable and resilient tourism future” and “Not everything was vineyards, not everything is vineyards: history and heritage in the green belt of Mendoza.”

The magazine continues its commitment to quality and dissemination, conducting double-blind peer reviews of articles and forming part of prestigious indexing catalogs.

We invite you to read, share, and participate in our magazine, and we thank everyone who collaborated in its creation.