



Rocío Sarahí Osuna Soler, Professor of Management and Accounting Faculty at Universidad Autónoma de Sinaloa. She has a bachelor degree from Monterrey Institute of Technology and Higher Education and an MBA focus on marketing. Recently, in 2018 she has joined Universidad Nacional Autónoma de México under the academic program Doctorado en Ciencias de la Administración (PhD), and since then, she has been working senior tourism through sustainable marketing perspective as her principal line research. Moreover, Professor Osuna Soler has worked for international recognized companies in marketing area such as Anheuser-Busch and Grupo Modelo. This paper reflects the work of this research for almost two years, although it is still under construction, but this document represents