

RESEARCH / INVESTIGACIÓN

The ravine of the Santiago River as tourist and ecotourism attraction for the Guadalajara, Guadalajara city brand, focused on national tourism

La Barranca del Río Santiago como atractivo turístico y ecoturístico para la marca ciudad Guadalajara, Guadalajara, enfocado a un turismo nacional

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Resumen: El propósito principal de esta investigación es exponer si la Barranca del Río Santiago es un atractivo turístico y ecoturismo para que se incluya en la marca Guadalajara, enfocado al turismo nacional. La investigación es de carácter exploratorio y descriptivo, pues se busca saber si la barranca del Río de Santiago es un atractivo turístico y ecoturístico para que se pueda incluir en la marca Guadalajara. Se realizó el análisis bajo una base de datos emitida por el estado de Jalisco, el cual es el Anuario del 2016 del Estado de Jalisco. En la investigación solo se tomaron los indicadores nacionales de la Zona Metropolitana de Guadalajara en referencia a motivación, lo que más les gusta, medio por el que llegan al destino, etc. Se concluye que SECTUR establece en la última agenda de competitividad de los destinos turístico de México que Guadalajara cuenta con una gran cantidad de destinos naturales, entre ellos la Barranca del Río Santiago, este destino cuenta con un alto valor ecológico, recreativo y de paisajismo, el cual es muy poco conocido por la población local, por consiguiente puede llegar a ser un nuevo producto para el sector ecoturístico.

Palabras clave: City marketing, Marca ciudad, Ecoturismo, Guadalajara, Guadalajara.

Abstract: The main purpose of this research is to show if the Barranca del Río Santiago is a tourist attraction and ecotourism to be included in the Guadalajara brand, focused on national tourism. The research is exploratory and descriptive in nature, as it seeks to know if the Río de Santiago canyon is an ecotourism and tourist attraction so that it can be included in the Guadalajara brand. The analysis was conducted under a database issued by the state of Jalisco, which is the 2016 Yearbook of the State of Jalisco. In the research, only the national indicators of the Metropolitan Area of Guadalajara were taken in reference to motivation, what they like most, means by which they arrive at the destination, etc. As conclusion, SECTUR establishes in the latest competitiveness agenda of tourist destinations in Mexico that Guadalajara has a large number of natural destinations, including the Barranca del Río Santiago, this destination has a high ecological, recreational and landscaping value, which is very little known by the local population, and consequently it can become a new product for the ecotourism sector.

KeyWords: City marketing, City brand, Ecotourism, Guadalajara, Guadalajara.

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INTRODUCTION

The following study analyzes whether the Santiago River ravine can be a tourist and ecotourism attraction for Guadalajara city, focused on national tourism. Thus, the following terms are presented: tourism, alternate tourism, national tourism, ecotourism, what is a tourist attraction, city brand or city marketing, Guadalajara, Guadalajara brand and Santiago River ravine. All these terms are based on several expert authors on the subject and official documents, which are provided by the Tourism Secretariat of the State of Jalisco.

Undoubtedly, city brands are something that has been raised for a long time and there are very famous cases of success, such as I love NY or the CDMX brand (Aldaz, 2016). Another important aspect of the study is that the Guadalajara, Guadalajara brand was launched by the Government of Guadalajara, with the characteristic song by the composer Pepe Guizar (Comunicación social, eventos, gobierno noticias 2016).

Regarding tourism issues, it is commented that "tourism is an economic force that has the power to implement projects that maintain the natural attraction that visitors wish to observe and experience. The economic benefits of tourism depend on the way in which they are kept safe, clean and pleasing to the senses" (Rebollo, 2012). Alternate tourism refers to the fact that "there are other ways to do things. For instance, travelling and knowing more natural places" (Rogers et al., 2011).

However, it is necessary to perfectly define which fraction of tourists are going to take the national tourism, which is that practiced by national and foreign tourists who reside in the country, within its borders. Therefore, tourists who move inside the country do it for vocational reasons, recreation, congresses and conventions, work and business (Portugal, 2008), in order to be later able to segment it more and be able to reach the ecotourism sector. This is considered as the "direct result of global acceptance in favor of more productive and sustainable practices and with less impact on the environment".

RESEARCH PROBLEM

Problem raising

The city marketing is an event that has generated debates, because on the one hand it is mentioned that commercialization of territories has existed for centuries and on the other hand, it is argued that it corresponds to a trend that emerges from the 1970s and 1980s (Armas, 2007). However, there are other authors who state that "city marketing can be defined as a market policy oriented, on the one hand, to identify and determine the needs of its different publics, real and potential; and another part to develop a series of products and services in the city to meet such needs, creating and encouraging its demand (Rojano & Castilla, 2007).

"There are some success stories of city brands, for example I Love NY" (Marín, 2010). In Mexico there is currently the Vistit Mexico brand (CPTM, 2017), although Guadalajara wanted to perform its own city brand, which bears the slogan "Guadalajara, Guadalajara" created in 2016 as an identity element, promotion tool and positioning of the Guadalajara city" (Comunicación social, eventos, Gobierno, noticias, 2016). The creators of the brand "were based on the song by Pepe Guizar, because it represents a national symbol of the city, and reinforces emotions and already positioned ideas, with the characteristic Guadalajara, Guadalajara chorus. Likewise, In the same way, the adaptation of the song of the composer mentioned above was carried out as advertising, in which different styles of music such as mariachi, rock, electronic, jazz and regional music were mixed. In addition, a variety of singers were also mixed with the intention to integrate all of Mexico (Cardona, 2016 (Cardona, 2016).

An important factor is the intervention of the tourism sector. Troisi defines tourism as "The set of temporary transfers of people originated by needs of rest, cure, spiritual or intellectual" (Betancourt, 2008). An important factor is to take into account national tourism which is defined as "tourists who travel within the country for holidays, recreation, congresses and conventions, work and/or business, etc." (Portugal, 2008).

It is also important to note that, according to Ipsos, the advertising tracking of the preliminary tourism promotion council, taking into account 3 indicators which mention that “in 2017, 46% of people who visit a place are by advertising attribution; 90% are people who intend to travel and the third indicator for brand awareness has no percentage nationally. Similarly, “a national survey on Pride of the Mexican in 2016 by the consultant Mitofsky mentions that 9.9% of the 1000 respondents over 18 years of age replied that Guadalajara was the first city where Mexicans felt most proud” (Mitofsky Consultant, 2016).

According to experts who prepared the competitive agenda of tourist destinations of Mexico point out that “Mexico has failed to take advantage of the benefits provided by tourist activity. A clear example of this is the city of Guadalajara, which is one of the emblematic states of Mexico. This city is noted for its great cultural contribution, tradition and historical buildings. Nevertheless, it has not been capable to take advantage of the natural heritage that it has to give it a recreational use, since it has a great potential in this sector, such as the Santiago River ravine” (SECTUR, 2014).

After all these data have been provided, a vacuum is generated, which becomes in the purpose of the research, which consists in knowing how attractive ecotourism can be, so it can be added to the Guadalajara, Guadalajara brand and what the potential areas can be. On the intention of contributing this study to the authorities of the tourist sector for the expansion of the labor market of the tourist sector in order that they are trained to carry out ecotourism activities. Taking into account that the definition of tourist attraction, the dictionary of tourist terminology of the National Directorate of Tourism Argentina mentions “that a tourist attraction is the natural, cultural, sport or any other element that can generate enough interest to attract tourists” (Navarro, 2015).

Justification

In this study, it is proposed to know if the Santiago Ri-

ver ravine is a tourist and ecotourism attraction for the Guadalajara, Guadalajara city brand, in order to promote a recreational and tourist use of city of Guadalajara that are not well known, considering that may have a greater attractive for national tourism, since the proximity of these areas can be a great attraction for people who inhabit the city of Guadalajara and have the pleasure to enjoy natural environments close to them. It is also intended that it can be used as support for the development of new programs either for the Secretariat of Tourism (SECTUR).

OBJECTIVES

General objectives

To determine the feasibility that the Santiago River ravine being a tourist and ecotourism for the Guadalajara, Guadalajara brand, for the national tourism.

Specific objectives

- Expose places of tourist attraction of Guadalajara for recreational uses.
- Expose the profile of the ecotourist
- Expose the training of qualified personnel to assist national tourists.

HYPOTHESIS

General hypothesis

Is it feasible for the Santiago River ravine to be a tourist and ecotourism attraction for the Guadalajara brand, with a focus on national tourism?

Specific hypothesis

- Exposing the Santiago River ravine is a tourist and ecotourism attraction in Guadalajara.
- The ecotourist sector is profitable for national tourism.
- There are enough trained personnel for the ecotourism sector.

Operational matrix of the variables

Table 1: Operational matrix of the variables.

Issue	Objectives	Hypothesis	Variables
The Santiago River ravine as tourist and ecotourism attraction for the Guadalajara, Guadalajara city brand, focused on national tourism.	Exhibit places of tourist attraction of Guadalajara for recreational uses. Exponer lugares de atractivo	Exhibit the Santiago River ravine is a tourist and ecotourism attraction in Guadalajara.	Tourist attraction
	Exhibit the ecotourist profile	The ecotourism sector is profitable for national tourism	Ecotourism
	Exhibit the training of qualified personnel to assist national ecotourists.	There is enough trained personnel for the ecotourism sector.	National tourism

Source: own.

LITERATURE REVIEW

Table 2: Literature review.

Autor	Year	Sample	Country	Empirical factors
Yesid Betancourt	2008	The sample consisted of 700 international travelers	Colombia	City Marketing.
Sectur	2014	-	México	Santiago River ravine.
Rafael Guerrero	2010	-	México	Ecotourism.
Diego Navarro	2015	-	Spain	Tourist attractions.

Source: own.

CONTEXTUAL FRAMEWORK

Tourism

Tourism is “the sum of phenomena and relations that arise from the trip and permanence of non-residents, until a permanent residence is established, as long as they do not establish a permanent and do not related in any paid activity”. This definition was in charge of the professors Hanziker & Krapf in 1942. Likewise, Troisi defines it as “the set of temporary transfers of people, caused by rest, healing, spiritual or intellectual needs” (Betancourt, 2008). Subsequently, authors such as Burkart & Medlik (1981) define that these “are brief and temporary transfers of people to destinations outside the residence and work places, and the activities undertaken during their stay in those destinations” (Sancho, 2008).

In 1982 Mathieson & Wall mentioned that “tourism is the temporary transfer of people for periods of less than a year to destinations outside the place of residence and work, the activities undertaken during the stay and the facilities created to meet the needs of tourists” (Sancho, 2008). Professor Arriaga mention that “tourism is every temporary movement determined by non-profit causes: The set of goods and services and organization that in Each Nation determine and make possible these movements and the relations and facts that make place between these and travelers (Betancourt, 2008). However, after so many definitions, the World Tourism Organization (UNWTO) in 1994 defines it as follows: “Tourism

includes the activities that people carry out during their trips and stays in places other than their usual environment, for a period of consecutive time less than one year for leisure, business and other purposes" (Sancho, 2008).

In this research, the UNWTO definition is used, because it is the main international organization in the tourism field with 158 countries, 6 associated members and more than 500 private members (OMT, 2018). Authors such as Oscar de la Torre Padilla (1991) defines it as follows: "tourism is a social phenomenon that consists in the voluntary and temporary displacement of individuals or groups of people who, fundamentally for recreation, culture or health rest, move from their habitual place of residence to another, in which they do not exercise any lucrative or remunerated activity, generating multiple interrelations of social, economic and cultural importance" (Betancourt, 2008).

"Tourism is an economic force that has the power to implement projects that keep the natural attraction that visitors wish to see and experience. The economic benefits of tourism depend on how tourist attractions are kept safe, clean and pleasing to the senses" (Rebollo, 2012). Just as tourism is important, it has brought strong impacts on the environment such as river pollution, acoustics and aesthetics. Although the most important impacts include the loss of biological diversity and the limitation of natural resources on which tourism is based. This over-exploitation of resources has increased in recent years to unsustainable levels. "Tourism will not function without the basic natural resources on which it is based as its own environmental degradation directly affects its supply and can jeopardize the same tourist activity itself. For this reason, various bodies and conventions in recent years have become aware of the importance of the conservation of the natural environment to apply not only to the tourism sector but to all social areas to achieve sustainable development" (Betancourt, 2008). As tourism develops, it should make environmental preservation a priority. The tourism industry will need to protect and preserve natural tourist attractions, the environment, fragile ecosystems and living cultures in remote regions. In this way tourists will continue to travel" (Rebollo, 2012).

Alternate tourism

Alternate tourism is defined by SEMARNAT (2004) as the "trips oriented to perform recreational activities in direct contact with nature, as well as the cultural expressions that involve it with an attitude and commitment to know, respect, enjoy and participate in conservation of natural and cultural resources. Alternative tourism is the product of international policies to conserve the environment and is a response in Mexico to environmental policies that aim to conserve natural resources" (Rogel et al., 2011). Like Neyra in 2004 he mentions that alternative tourism is referred "to the existence of other ways of doing things. For example, travel and knowledge of places (alternative tourism), is not without new alternatives, in this concept the most important thing is contact with nature and indigenous cultures, that is to say soak up the very thing of the region to visit" (Rogel et al., 2011).

National tourism

The World Tourism Organization provides the following definition of national tourism "National tourism covers domestic tourism and issuing tourism, namely activities carried out by visitors residing within and outside the country of reference, as part of their internal or issuing tourist trips" (UNWTO, 2008). It can also be taken as a definition that national tourism "is that practiced by nationals and foreigners residing in the country within the borders of the country, that is, tourists who move in the interior of the country do so for holidays, recreation, congresses and conventions, work and/or business, etc. (Portugal, 2008).

Ecotourism

Ecotourism is according to Diamantis & Ladkin in 1999, "the direct result of global acceptance in favor of more sustainable productive practices with less impact to the environment", however Jost Krippendorf, author who considers himself a pioneer in this concept, makes a strong critique of mass tourism under the argument of its destructive potential in the environment and economy within the receiving communities, recognizing the need to seek a new option (Rebollo, 2012).

Ecotourism has the function of protecting and taking care of the environment, with the intention of not manipulating nature, but contemplating and admiring its beauty. Know those who have lived forever in these ecosystems, from ancestral cultures, to their flora the healing qualities and their fauna to respect the place; ecotourism centers are usually located in ecologically protected areas. (Rebollo, 2012). Likewise, it seeks to break with the idea that "the legitimate tourist is found only in large hotel chains, amusement centers, restaurants and finally that natural space must be transformed at the convenience of being human (Melo, 2013).

Tourist attraction

One of the first definitions can be found in Zimmermann (1957), who comments that "tourist attractions are tourist resources that have the necessary conditions to be visited and enjoyed by the tourist, that is, they have plant means of transport, complementary services and basic infrastructure. Tourist attractions should be considered as resources because they have generated economic activity and represent currencies in the economy of the countries" (Castellanos, 2015).

On the other hand, Acerenza (1984) identifies "tourist attractions as the most important component of the tourist product, because they are the ones that determine the selection, by the tourist, of the point of the destination of their trip, and they are therefore the ones that generate a tourist current towards its location and also notes that they are the main reason for the tourist to visit the destination and are able to satisfy the primary travel motivations of tourists" (Navarro, 2015). Finally, the dictionary of tourism, hospitality and transport offers a definition of tourist attraction, which says that "it considers that it is an object or event capable of motivating a tourist to leave his usual address to move to know it" (Wallingre & Toyos, 2010).

City marketing

"The term City Marketing has been misunderstood on many occasions, reducing itself to a purely promotional activity through which to show a city, mainly in the face of tourism, relying on more or less recurrent speeches:

brochures with photos of the main monuments, regional costumes, local cuisine and party program. But what we are talking about is a much broader and more powerful conception. It is a question of moving the approach and marketing tools that we apply to a company or product, to the city, as an essential instrument in the development of its strategies and its competitiveness." (Romero, 2009).

City marketing is conceived as a city in the "marketing as a product, which faces a competitive market formed by thousands of municipalities and where millions of agents converge. In addition, it orientates its activity towards the citizens of the municipality, visitors, tourists and investors", this according to Betancourt, 2008. However, it is known that the term City marketing was introduced in the European literature in the 1980s. City marketing, for Kotler, Haider and Rein in 1993 is constituted as a "city development strategy aimed to meet, better than other competitive cities, the needs of current and future users of the city services" (Heredero, 2015).

Other authors mention that "globalization and the extension of competition: the value of the local: the rapid evolution of communication tools and finally the evolution of marketing are factors that undoubtedly determine urban marketing or city marketing" (Benko, 2000). Another definition about city marketing can be found and is referred as "City marketing can be defined as an active policy of actions aimed, on the one hand, to identify and determine the needs of their different real and potential audiences; and another part to develop a series of products and services in the city to meet those needs, creating and boosting their demand" (Rojano & Castilla, 2007).

THEORETICAL FRAMEWORK

Tourism

It is said that "tourism comes to diversify the economy by providing currency necessary to promote economic development, though also advocates of the development of tourism argue that tourism not only generates foreign exchange, but also alleviates the problem of

unemployment a little and in the long term can provide a substitute for traditional exports whose fruit is more insecure than tourism" (Portugal, 2008). However, it is always worth taking into account the tourist demand which "make up tourists, travelers and visitors, after this term is a heterogeneous group of people, an aggregate of personalities with different characteristics and interests such as: social, economic and recreational" (Portugal, 2008), in these lawsuits is a group called minority tourism which are characterized by "individual, family and group travel, their chosen cores are little frequented touristically and what they do at any time of the year because their economic possibilities allow it"(Portugal, 2008).

Although it is true that there are many types of demand, this segment "prefers that the consumer of this type of service, could give a better idea of the activities and products that we should offer. Not without first clarifying that, for each particular activity or specialty, there is a market segment with its own characteristics." (Rogel, Rojas & Ortega, 2011), i.e. each segment has its profile well specified. Demand is certainly important, but in the

same way it is also important to say that travel is "for the purpose of carrying out recreational activities of appreciation and knowledge of nature through contact with it, these activities can be observation wildlife observation, hiking, environmental education, biological research, observation of attractions and special phenomena of nature, and observation of natural attractions among others." (Rogel, Rojas & Ortega, 2011).

As natural resources, SECTUR in 2005 mentions that "natural or cultural resources are the environment, archaeological wealth and historical expressions of tradition, these are considered the basis of the tourist product, so that this resource is become tourist attraction man must incorporate facilities equipment and services. Thus, adding value in economic terms" (Portugal, 2008). However, as if a place has tourist attraction or not, in this sense, the "CICATUR-OAS (Inter-American Tourism Training Center of the Organization of American States) proposed in 1974 a scale of valuation of tourist resources, which was quickly Latin America and almost exclusive use to the present day, as shown in Table 3" (Navarro, 2015).

Table 3: Hierarchy of tourist attractions.

Hierarchy 5	"Exceptional attraction of great significance to the international tourism market, capable of itself motivating a significant flow of visitors (current or potential), quantified as a percentage of the country's total demand, or of some market specifically". Equivalent to a unique resource in the world.
Hierarchy 4	"Attractive with exceptional traits in a country, capable of motivating a current (current or potential) of visitors to the internal or external market, but in a smaller percentage than those of hierarchy 5, either alone or together with other contiguous attractions." Equivalent to single resource in the country.
Hierarchy 3	"Attractive with some striking trait, capable of interesting long-distance visitors, whether from the internal or external market, who would have arrived in their area for other tourist reasons; or to motivate local (current and potential) tourist flows." Equivalent to single resource in a subnational jurisdiction.
Hierarchy 2	"Attractive with sufficient merit to be considered important for the domestic market, but without conditions for receptive tourism and which are part of the tourist heritage". Equivalent to single resource in a locality.
Hierarchy 1	«Attraction without sufficient merit to be considered in the above hierarchies, but which are also part of the tourism heritage as elements that can complement higher-ranking elements in the development and operation of any of the units that make up the tourist space." Equivalent to supplementary resource.
Hierarchy 0	"attractions whose qualities do not allow them to be incorporated into hierarchy 1, which is the minimum threshold for hierarchy". Equivalent to resource without relevant features (not a tourist resource).

Fuente: Navarro, 20015. Tourist resources and attractions: CONCEPTUALIZATION, CLASSIFICATION AND VALUATION. Cuadernos del turismo. Recovered from <http://www.redalyc.org/pdf/398/39838701014.pdf>

Similarly, there are other ways to classify a tourist attraction, as other authors say that "tangible and intangible resources should be analyzed, which are susceptible to tourism exploitation and consider the potential for attraction, which can motivate a non-profit displacement; likewise the accessibility to reach, the signage with tourist guides, brochures, urban signs, the level of influx, the level of use, the elements of valuation and the current or possible activities related to the resource of the place" (Navarro, 2015).

However, this can also be carried out with the following hierarchical criteria, "first those with no sufficient merit but that can complement others of higher hierarchy: then those who have some striking trait and motivate those who arrive at the place because of other attractions, then those with exceptional traits capable of motivating national demand, either on their own or in conjunction with other attractions; and finally those who have exceptional features

and great significance to the international market capable of motivating the tourist displacement of this demand" (Wallingre, 2011).

Ecotourism

Maybe, ecotourism is the word that has commercially being most successful in the development and marketing of a novel tourist activity, associated with the use of natural and cultural resources of a region. Due to its commercial success, it has been also used for indiscriminate employment. This has forced to create new terminologies that allow differentiating the product, and guaranteeing its quality in some way (Báez & Acuña, 1998).

For Latin America, some events that refer to the general background of the adoption of ecotourism in Latin American countries are presented as follows (table 4).

Table 4: General history of ecotourism in Latin America.

Date and venue	Event	Agreements and achievements
December, 1974 San José, Costa Rica	First Latin American Meeting on Management of natural and cultural resources	A system of parks and reserves in areas of great environmental and cultural diversity and, with high tourist potential was proposed. It was also proposed to launch a regional committee for the conservation of resources and to adapt legislation for its efficient management (CATIE, 1989)
1974 Coyococ, Mexico	Seminar on natural resource utilization, environment and development strategies	This seminar sought alternative models of socio-economic development that look at the environmental and cultural characteristics of each region in order to reduce the inequity generated by current modes of consumption and production (González, 2001).
October, 1975, El Salvador	Fourth Meeting of agricultural ministers in Central America	Based on this meeting, the conservation, restoration and treatment of natural resources was established as priority, because it is the basis for the well-being and local development (CATIE, 1978).
1986 Caracas, Venezuela	Workshop on planning of national system of national protected areas in Latin America	It was agreed that in Latin America there must have a legally recognized protected areas system for these areas to operate efficiently (Cracco, 2006).
1987 Guatemala	Second Central American meeting on Natural and cultural natural resources	Its purpose was to establish strategies for the enhancement of the of natural protected areas and promote conservation for local development (CATIE, 1989)
1988, Chile	International Workshop on interpretation of protected wild areas	Se abordaron aspectos generales sobre el manejo de las áreas protegidas en Latinoamérica (FAO, 1988).
1991, México	International Workshop on management of biosphere reserves	From this workshop it was recommended that evaluation and monitoring components be included in the management of conservation areas (Cracco, 2006).
1992, Guadalajara, México	Iberoamerican Congress of environmental education	Programs were implemented to train environmental specialists and the organization and communication between environmental educators was promoted (Ruvalcaba, 2010).

Fecha y sede	Acontecimiento	Acuerdos y logros alcanzados
1992, Caracas, Venezuela	Tourism in protected areas and IV World Congress of National Parks	It was recognized that tourism contributes to the conservation and development of local communities (United Nations, 2001), as well as the importance of monitoring and monitoring programs in environmental conservation (Cracco, 2006).
October 1995, Quito, Ecuador	Meeting for Latin America on the management of national education and training programs for the environment and development	Based on this meeting, the Environmental Education network of the International Union for Nature Conservation was implemented (UICN)-Sur (Ruvalcaba, 2010).
2009 Caracas, Venezuela	First Central American Congress of ecotourism	The conference proposed the following recommendations: creation of national ecotourism councils, ecotourism education programs, reinvestment for conservation, cooperation between tourism organizations and policies for the development of ecotourism, mainly (United Nations, 2001).

Source: Aragón, M. (2014). Ecotourism analysis as a sustainable developmental alternative in Latin America (Mexico, Costa Rica and Ecuador). El Colegio de la Frontera Sur. Université de Sherbrooke.

Ecotourism should be developed under the following values that must be followed by both the tourist and the local agent:

- Responsible for the use and management of tourist attractions
- Respectful of the communities in which the activities take place
- Honest with the product, so its authentic conditions are retained while presenting to the tourist
- Educational for the visitor to acquire new knowledge of the visited place
- Interactive by allowing direct contact with natural and cultural natural resources
- Democratic so the benefits obtained are shared equally (Romero, 2008).

Ecotourist profile (Báez, A. 1996):

- Interested in having direct contact with nature
- Interested in knowing different ways of understanding and living life (which seeks a cultural exchange).
- Willing to learn, always active and dynamic.
- Generally educated and with some degree of previous knowledge on the destination and resource to visit, and the possible activities to perform.
- Careful of his/her physical and mood condition
- Prefers direct contact with people and seeks to establish friendship ties.
- Prefers a specialized service and with a quality seal.
- Is willing to collaborate with initiatives for better waste management, reduction of energy consumption and any other effort to decrease negative impact.

To any ecotourism activity, whether at the national, regional or local level, it is essential to raise inventories of ecotourism attractions, both existing and potential, since the national inventory of ecotourism attractions is nothing more than the sum of a different regional ecotourism inventories of the country (Lascuráin, 1998).

As part of the inventory of natural resources are lakes, rivers, beaches, mountains, valleys and meadows, them not only allow us to extract food and raw materials, but they are also admirable for their great beauty, therefore, these natural resources are also considered as tourist inventory (Rebollo, 2012).

It is possible to identify natural areas and attractions as the most important elements of the tourist system that motivate the visit and that offer the tourist unique experiences and memories. This is because first, there are the natural resources and the components of their environment. Lakes, lagoons, mountains, valleys, deserts, jungles, plains, beaches, estuaries, hills, mountains, glens, snowy mountains. Second, any destination is characterized mainly by its type of ecosystem, that is, the nature and appearance of its landscape and its climate, such as the type of cold conditions of heat, humidity, winds, height and specific characteristics given by its altitude and location in the hemisphere (Rebollo, 2012). The ecotourism attractions of an area can be classified into three basic categories:

- Focal attractions: They are from a given area or region will always refer to the distinctive elements of natural and/or cultural heritage found in that area. They are those intrinsic features of uniqueness that best characterize this site or region and the fundamental reason why the ecotourists will want to visit it. Some protected areas exist because of a very special or determined resource that they possess and therefore also constitutes their main focal appeal.
- Complementary attractions: They also refer to elements of natural and/or cultural heritage that are in a certain area, but which do not possess the degree of importance or uniqueness in when it comes to tourist attractions of the focal attractions. That is, on their own they may not be attractive enough to motivate an ecotourist or move to that site. However, they constitute motivated by additional interest and added value for the ecotourist, contributing to a tourist experience of greater wealth and diversity, by indicating the visitor to stay longer in the area in question and by offering the possibility of additional activities. Complementary ecotourism attractions can also help to avoid excessive concentrations of tourists in one place and, at the same time, to encourage visitors to move around various sites in the relevant area
- Support attractions: These are made up of artificial elements either in facilities or services, which provide the visitor with different levels of satisfaction. This includes

accommodations, restaurants, interpretation centers, trails and viewpoints, horseback riding or boat services, etc. The support attractions are always added at posteriori, to support the focal and complementary attractions that already exist, by their own nature, in a given ecotourism destination (Lascuráin, 1998).

For the average tourist, mere contemplation in a protected area of huge concentrations of waterfowl, is in itself an attraction of the highest level. Even if you do not know the specific name of all birds, the enormous concentration of these birds and the shape or color other than some of them will suffice to make a deep impression on any visitor with a minimum of sensitivity. However, true ecotourists, both domestic and foreign, will want to know more about the regions they visit: the structure of their ecosystems, their origin and geological evolution, the main ecological interrelationships that occur there, the regional cultural elements, their geographical environment and the names of the most characteristic or striking plants and animals found there, that is, of the focal species (Lascuráin, 1998).

One of the first formal studies that were carried out on the situation of ecotourism in Mexico was the text of Ceballos-Lascuráin in 1994 called National Ecotourism Strategy. This performs a complete diagnosis of the state that this activity was in the Mexican context, described the competitive advantages and pointed out the need to carry out more research on the economic impacts of this activity. There is also an action plan which mentions different parts such as the creation of mechanisms for inter-institutional cooperation, the creation of an inventory of ecotourism products, the creation of an inclusive strategic plan, the design of environmental and cultural impact management manuals, load capacity, training, promotion and the establishment of self-financing mechanisms aimed primarily at environmental conservation.

Lascuráin concludes that ecotourism in Mexico was in its first steps and that following an action plan would ensure an oriented and well-organized development (Guerrero, 2010). However, Rodríguez in 2010 in his article points out that ecotourism in Mexico is only a promise. Undoubtedly ecotourism can become a powerful development tool at any latitude, however, for the case of Mexico the evidence

suggests that this is not yet the case and that the outlook is not very favorable for this situation to reverse. Mexico's political agenda should include creating conditions necessary to counteract this, so that activities such as ecotourism can grow and develop in a positive way.

Ecotourism promotes the integration of the tourist with the local community through guided tours in areas of fragile ecosystems such as tropical jungles or protected natural areas. Thus, the possible environmental damage is supervised and it is possible to avoid it or minimize it. Through ecotourism is also possible to correct environmental damage caused previously (Rebollo, 2012).

City marketing

The image of a city is the synthesis of its identity, which is defined by the sum of attributes of a permanent nature, This makes up its essence and serve to differentiate it from other cities. Therefore, the identity of the city has a double dimension: functional and cultural. The functional dimension is realized in its strategic purpose, understood as its *raison d'etre*, and is expressed through its city model, which is nothing more than its strategy to fulfil its main objective in the medium and long term, starting with the policy set functional and formal. Corporate culture, another dimension of the image of identity, is composed of the values shared by all citizens and their assumptions about their city, the environment and everything that may influence it (Bentancourt, 2008).

The projection of the image of a city, is given from an imaginary, which considers architectural landmarks as "tangible" references obliged for its inhabitants as for visitors, in addition to multiple cultural factors that contribute to forming a " " which significantly affects the perception and choice of products, services and tourist destinations. According to Mea Della's vision this is built through a complex process of influences, involving multiple factors of different order:

- Natural ones: climate, geographical attractions and soil.
- Economic ones; Level of development, activities, local products and brands, services, corporations and technology.

- Political ones: Government system and political development.
- Geopolitical factors: historical link with cities and departments.
- Sociocultural ones: Population, educational level, cultural expressions and quality of life vida (Mancilla et al., 2012).

City marketing is focused on three basic aspects:

- For investors: This aspect is aimed to seek to attract foreign investors and companies, for the creation and / or expansion of new businesses, with the intention of bringing with its development at the economic level. This is reflected in an increase of capital and sources of employment.
- For residents: It is the one that seeks to somehow attract new residents to the cities. They seek to increase their productive population through attractive programs in order to obtain permanent resident visas.
- For visitors: This aspect seeks to attract temporary visitors, to incentivize tourism and at the same time, attract important capitals that incentivize different tourism sectors.

Specifically, City marketing performs four basic functions:

- Achieve an optimal combination of the features and services of the city, from the point of view of residents, visitors and investors.
- Articulate an incentive offer that increases the attractiveness of the city for current and future users of its services.
- Transmit the image and comparative advantages of the city to the target audience.

Brand management has undoubtedly become one of the must-have issues for governments and private and public organizations in cities and countries. These aspects are mentioned as follows: "natural: climate, geographical attractions, soil; level of development, activities, local products and brands, services, corporations, technology. Political aspects: system of government, institutional development. Geopolitical ones: historical link with cities, departments, population, educational level, cultural expressions, quality of life. Once again, the management front is very important,

because its planning can show important achievements in strengthening the competitiveness and image of cities and countries" (Martínez, 2007).

Daniel Ivoskus points out that "the brand is not a product and we must maintain this affirmation when creating a city brand, which will be recognized in a certain territory. Many authors have tried to classify the city, whether by population, from geography, by its maturity, through qualitative criteria such as the specialization of it, by security, financial flow, etc. (Marín, 2010), and Pablo Lezama provides some examples of a city brand such as "the work on the Barcelona brand, the famous "I love NY", Milan or the city Armani, Patagonia Argentina, Los Angeles and Hollywood, In addition, the following places and neighborhoods can be mentioned: Tribeca and Harlem in New York; Palermo Soho, Barracas dulce and San Telmo Gay in Buenos Aires. These are some of the examples of the positioning that was chosen to be built to differentiate itself from other parts of the world" (Marín, 2010).

The Guadalajara Brand

The zapopan government performed a presentation of the Guadalajara brand, Guadalajara where the former Guadalajara Governor Enrique Alfaro mentions that "the city brand is a benchmark to prevent the loss of its identity", He also commented that "the city brand is an element of identity, is a tool of promotion and positioning of Guadalajara that for many years the city needed, that the private sector had asked for and that now exists thanks to the desire to build a policy of agreements" (Government of Zapopan, 2016). The brand presentation also included the Governor of the state of Jalisco, Aristotle Sandoval, who mentioned that "the names of the cities are brands, are reference on an identity".

They have become strategic assets. Having a strong city brand serves to identify, cohere re-illusion the citizens. It serves to project us internationally, attract projects and investors" (Government of Zapopan, 2016). It should be noted that Paul Lemus also made some comments which say "we are one voice, today it was proven that our identity is to be covered. We are proud to belong to this city, a brand that will have great benefits for all. This is a historical fact that gives voice to #Guadalajara, Guadalajara, congratulations to all that today is presented its brand, our brand" (Zapopan Government, 2016).

Guadalajara is the second most populous city in Mexico, after Mexico City. This identity exercise is aimed to promote and position the metropolis internationally, increase the tourist influx and continue to attract investments from the (García, 2016). The creators of the Guadalajara, Guadalajara brand, mention that they took advantage of the great opportunity to build the first sound brand in the world, since the brand is based on the song composed by Pepe Guízar, which represents a natural symbol of the city that reinforces and provokes sensations, emotions and ideas already positioned. "The song has the characteristic rhythms of the mariachi and its lyrics take up essential elements of the identity of the city and the region, condensing them into a single sentence: Guadalajara, Guadalajara, which is read singing, since it is already positioned at the level (Valenzuela, 2016).

A very expressive logo has been created, with a typography that varies in size and reminds us of the codes used in the comics, where we try to capture in the logo the musicality of this famous chorus, as mentioned above, the typography is the Regular Chinese rocks, which is used to give it a rustic touch that aims to value the heritage of a pre-industrial past, where shops or even posters showed a manual and much more standardized design. The brand also presents three main and alternating colors: magenta, orange and cyan, which emphasize the colorist character of Mexican folklore (García, 2016).

A reinterpretation of the song was worked on, where mariachi was mixed with traditional music- On the other hand, elements of rock, electronic and jazz, also collaborated with artists such as Venado Azul, a wixarika group of regional music; Telefunka, an electro-acoustic music group; Cuca representing heavy, disruptive rock; Paco Padilla or Mariachi Viva Xalisco representing the traditional Mexican music, with; Sara Valenzuela and Abigail Vázquez, prominent exponents of jazz; Mike Laure Jr. with popular music; In addition, Cecilia Toussaint, Celso Piña, Alfonso André, "El Vampiro", Duck Machete, Dr. Shenka with the purpose of integrating all of Mexico (Valenzuela, 2016),

In the competitiveness agendas of the tourist destinations of Mexico, it is mentioned that it has not been able to take advantage of the total benefits that the tourist activity provides. A clear example of this is the city of Guadalajara

which is one of the emblematic states of Mexico. This city has been noted for its great cultural contribution, tradition and historical buildings, although it has not been capable to take advantage of the natural heritage that it has to give it a recreational or tourist use, since it has great potential in this sector. There we enter one of the attractions which is the Santiago river ravine (SECTUR, 2014)

The Santiago River ravine

The Santiago River ravine is a natural element of great value, given its level of landscaping, since it has a variety of resources with tourist potential that have not been conveniently used for recreational and tourist use. In addition to the landscape, in the ravine there is a significant amount and variety of resources with tourist potential that until now have not been conveniently used for its recreational and tourist use (SECTUR, 2014). This ravine is a resource of such importance that legal instruments have been created for its protection and conservation. The municipality of Guadalajara decreed the area as a Zone Subject to Ecological Conservation, while the municipality of Zapopan granted it the status of Municipal Hydrological Protection Area.

At federal level, there is a proposal to decree the Santiago River ravine, next to the Verde River riviPNA, as a Protected Natural Area (ANP), without its legal implementation being formalized until now (SECTUR, 2014). However, it is necessary to highlight the environmental problems present in the ravine, since it is one of the most polluted rivers in Mexico due to domestic and industrial discharges which are mostly untreated. This situation detracts from the potential of the Santiago River which, in its natural context, could well be used for recreational purposes. Despite the condition of the river, the ravine still has a high potential for tourism and recreational exploitation, but public policies aimed at the comprehensive sanitation of the Santiago River basin need to be implemented, as well as the implementation of productive and tourist projects that trigger the local development of the area (SECTUR, 2014).

A large geographical fact is that made by the Santiago River on what is now the Barranca that bears its name, giving rise to a depression that in its most eroded part can reach about 500 meters deep, this according to the INEGI in the 2 010 (SECTUR, 2014). This geological outcrop is home to a gallery forest that contains various species of fauna, but

above all flora, some of them are even listed as endemic, a situation that makes the Santiago River Canyon even more attractive to be studied and Preserved. The problem of this geographical element is the pollution of the Santiago River, which carries all the domestic and industrial waste of the Lerma–Chapala–Santiago Basin. However, its main problem is the lack of recognition and valuation by the local population (SECTUR, 2014). The Santiago River ravine is a natural setting with great potential for tourist exploitation.

The project has an approximate cost of 30 million dollars and for 2013 it has an advance of 80% in its structure. Currently, it is planned to make a cable car, which is possible even with Mexican technology, such as the Personalized Urban High Transport (TUEP), proposed in Mexico City, with the support of the Dina Consortium. In the 1970s a tourist complex was designed for the Santiago River ravine, corresponding to the municipality of Zapopan, in which it contemplated the installation of one or more funiculars, cable car, botanical garden, restaurant, bungalows, etc., in the Dr. Atl. Viewpoint Park. However, only the proposal remained. In 2005 Guadalajara won the headquarters to house the Guggenheim Museum, which would be located in the lands adjacent to The Mirador Independencia Park in the Santiago River ravine. In 2009 the project was cancelled due to a lack of budget. In December 2009, the project "Barranca Museum of Modern Art" was announced, which came to replace the Guggenheim. It has also been proposed to rescue the existing infrastructure to install a funicular that goes from Huentitán towards the bottom of the Barranca, in the town called Las Juntas, in the municipality of Guadalajara and contemplates a cost of 320 million pesos, same that would be invested over a period of approximately three years (SECTUR, 2014). According to Martínez in 1984, the Barranca is an impressive broken wall from stretch to stretch, by the boquetes that in its north slope have opened the rivers that contribute its waters to Santiago. The panorama that is noticeable in front of Huentitán, La Experiencia and San Cristobal, is that of a curtain of rock whose almost horizontal folds composed, millions of years ago fire and water. The Santiago, "tireless sapper of the Barranca", ostentatious mirrors for the amazement of walkers and tourists, analysis and study of geologists and head banker of bridge builders, railways, winches and roads (SECTUR, 2014). Potential resources where they can do better and create recreational activities are presented in Table 5.

Tabla N° 5. Recursos con potencial turístico en la Barranca del Río Santiago (ZMG).

Resource	Sites	Locations	Observations
Waterfalls	Las 7 cascadas	Tonalá	Only in rainy season
	Cola de caballo	Zapopan	Within the Dr. Atl outlook
	Soledad	Zapopan	La Soledad stream channel
	San Lorenzo	Zapopan	Milpillas stream channel
Miraflores	Huentitán	Guadalajara	Huentitán ravine
		Guadalajara	The Museum of Modern and Contemporary Art of Guadalajara (Barranca Museum) is being building in this place
		Zapopan	It is quite damaged, without government attention
Water bodies	La Soledad stream	Zapopan	Cleanest tributary of the Santiago River
	Melipillas stream	Zapopan	
	La Soledad geysers	Zapopan	Located over the bed of La Soledad creek
Ravine	Azul Turquesa ravine	Zapopan	Ravine formed by La Soledad creek
	Santiago River ravine	Tonalá, Guadalajara and Zapopan	Geographical feature with high landscape and environmental value for ZMG.
Elevations	Los Camachos crag	Zapopan	From here it is possible to observe a panoramic view of the ravine.
Caves	Los Camachos grotto	Zapopan	Comments
Spas	Los Camachos	Zapopan	First Guadalajara's spa
	San José	Zapopan	
	Huaxtla	Zapopan	Community business
Routes (walks, trekking)	Huentitán	Guadalajara	Huentitán ravine
	Oblatos	Zapopan	Oblatos ravine
	Ixcatán -La Soledad-Huaxtla	Zapopan	Also, as cycling route
Cultural events	Arcediano bridge	Guadalajara	First suspension bridge in Mexico in Ixcatán
	Los Tastoanes Festival	Zapopan	
	Ixcatán Temple	Zapopan	Franciscan construction dating from 1580.
	San Esteban Temple	Zapopan	Franciscan construction initiated in 1691 and finished in 1726

Fuente: SECTUR (2014). Agendas de competitividad de los destinos turísticos de México. Secturjal. Recuperado de https://secturjal.jalisco.gob.mx/sites/secturjal.jalisco.gob.mx/files/u16/agenda_guadalajara.pdf

There are places for an adventure in Zapopan as is the Huaxtla.org official Zapopan Adventure website. This is a non-profit page that provides its visitors information about the wonderful tours in contact with nature that Jalisco has and in particular the municipality of Zapopan, to know the Huaxtla Canyon, El Bosque de la Primavera, El Cerro del Diente or any other Adventure within the municipality of Zapopan. (Huaxtla, no date).

METHODOLOGY

The research methodology consists of a quantitative approach, since for the resolution of contributions, statistical data were taken into account from a database provided by the government of the state of Jalisco with the intention of giving annual results 2016, the indicators to be rescued were the following: first the motivation to the tourist destinations, means by which they found out, what satisfied most, opinion on the service, what was consider the natural appeal, means by which they arrive at the destination and spending Average. This in order to determine whether national tourism is interested in the factors of tourist attractions and ecotourism.

Type of study

The type of research is exploratory and according to Sampieri, exploratory studies are usually carried out when the objective is to examine a subject or research problem that is little studied or that has not been addressed before. That is, when the literature review has revealed that there are only uninvestigated guides and ideas vaguely related to the study problem, exploratory studies serve to increase the degree of familiarity with relatively unknown, in the case of the investigation it was found that there is little, almost non-existent information about the Santiago River ravine.

Data analysis

- The media by which tourists learn about a destination, 53.1% by recommendation, 17.2% Internet, 12.5 because they already knew the place, 5.8% travel agency, 3% by mass media and 8.5% by other means.
- What 28.8% liked the most are the tourist attrac-

tions, 25% the hospitality, 13.2% destination, 8% recreational activities, 6.3% commerce, 5% tourist services, 4.1% gastronomy, 3.1% weather, and 2.5% temples.

- The opinion about the service is: 89,9% said that personal service was excellent and 10.1% said it was regular. Regarding quality-price, 78% said it was excellent, 17% said it was regular and 3% said it was bad. About cleaning, 88,3% said excellent, 10.4% said regular and 1.2% said bad.
- Various aspects such as natural attractions: 88.1% said they were excellent, 8.9% said regular and 3% said bad. Leisure activities, 90.1% said they were excellent, 9,7% said regular and 0,2% said bad. The means of transport used to reach the destination is 46.1% car and 53.1% bus.

CONCLUSIONS

The conclusion of the research mentions that the Guadalajara, Guadalajara brand has only a cultural and historical approach, leaving behind the ecotourism aspect. According to the secretary of tourism there is great potential, because as has been mentioned in competitiveness agendas it has not been possible able to take advantage of the Santiago River ravine. Nationally the Guadalajara city brand is positioned duwe to the fact that it is based on a very famous song by the composer Pepe Guízar, most Mexicans have ever heard it. Therefore, expanding an approach of not only seeing the city in an architectural, cultural and religious way, can be extended to other sectors.

From a national tourism and ecotourism perspective, the answer to our research problem is if the brand can be expanded towards this sector with the intention of being capable to generate more tourism to such places, This is necessary together with an expansion of work for the hotel industry, to carry out recreational activities that comply with the regulations of the corresponding institutions so as not to cause the already deteriorating ecosystem, but instead to get support to be able to clean up the area and have one more resource.

However, we found certain limitations for any improvement project to be presented since the majority must be presented to the secretary of tourism, Unfortunately, because of the next elections of the country, the strategies

may change, depending on the new projects from each governor. This makes long-term plans not feasible. Likewise, all this is in conflict since the Guadalajara brand is in the public sector, there is still no support from the private sector. Therefore, this is more complicated.

Proposals

- As the first proposal, the realization of a map that points out the access and the route to reach the different destinations of the ravine is presented. Due to the ignorance of many of the potential tourist attractions, it is difficult to access these places that are not indicated. Then, the structured route is not possible.
- The second proposal is the creation of different zip lines that are attractive to different audiences and age of visitors. One possibility may be the road from Huentitan to Las Juntas.
- Third proposal: to have a pollution control, i.e. the treatment of operating wastewater, good management of solid and liquid waste, planting and care of the environment or natural resources, in order to increase the tourist attraction of the place.
- Fourth proposal: to support travel agencies for the development of advertising. These are encouraged to make short trips to the different attractions that the Santiago River ravine has. In order to take advantage of the place and boost employment in the tourism sector, the training of employees is imperative in order to provide a quality service and experience for people living near the ZMG.
- RECOMMENDATIONS AND LIMITATIONS

The existing limitations are related to the fact that there is not much information about the activities that can be carried out in the Santiago River ravine. Likewise, it is important to mention that some places of this area are not in suitable conditions, since they are contaminated or deteriorated. Therefore, it is recommended that a certain amount of money can be invested for the restoration of some areas, so they can gradually would be enabled. Thus, the potential tourist attraction for the inhabitants of the Guadalajara metropolitan area is presented, so more jobs can be generated. In this way, more research topics can be added to cover topics of restructuring natural developments and business plans for the ecotourism sector, among others.

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