

RiAT

Revista Interamericana de Ambiente y Turismo
Interamerican Journal of Environment and Tourism

ISSN 0717-6651 versión impresa
ISSN 0718-235X versión online



Compliance with environmental standards in the manufacturing subsector of transport equipment in central western and northern regions of Mexico

Running events in the city of Bahía Blanca (Argentina): An approximation to its tourism and economic impacts

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

Government tourism promotion programs: An analysis of its effects in thirty inland, beach and border destinations in Mexico

Analysis of the Tourist System of Casacay Parish, Passage, Ecuador

Diagnosis of the internal elements of the tourist system in the urban parish of Zaruma, Ecuador

Degree of satisfaction in the restoration services in the ports of El Oro Province

Profile of the ecological tourist, sociodemographic aspects, expectations and activities of the ecotourist in Spain

RIAT

Revista Interamericana de Ambiente y Turismo
Interamerican journal of Environment and Tourism

La Revista Interamericana de Ambiente y Turismo (RIAT) es una publicación editada por la Facultad de Economía y Negocios de la Universidad de Talca, interesada en divulgar artículos —en español e inglés— de calidad que reporten resultados de investigación, enseñanza de todas las áreas y subcampos de la gestión ambiental y el turismo, como también de otras disciplinas relacionadas. Los artículos pueden presentarse a la RIAT en los siguientes tópicos: Resultados de investigaciones, artículos sobre enseñanza, revisión de la literatura y análisis teóricos, notas científicas, comentarios de libros o artículos y misceláneo.

RIAT es un producto que nació de la Red interamericana de Formación en Gestión Ambiental y Ecoturismo, RIF-GAE, un consorcio de universidades formado por: la Universidad de Costa Rica (Costa Rica), la Universidad de Colorado (USA), la Universidad de Talca (Chile), la Universidad de Oriente (Venezuela) y la Universidad de Quisqueya (Haití).

ISSN versión impresa: 0717-6651 / ISSN versión online: 0718-235X

EQUIPO EDITORIAL

EDITOR

Dr. Arcadio A. Cerda, Economista Ambiental, Universidad de Talca, Chile

CO-EDITOR

Dr. Leidy Y. García Pérez, Universidad de Talca, Chile

EDITOR ADJUNTO

Dr. Germán Lobos Andrade, Universidad de Talca, Chile

COMITÉ EDITORIAL / EDITORIAL COMMITTEE

Dr. Ernesto Arias, University of Colorado, Estados Unidos

Dr. Diego Azqueta Oyarzun, Universidad de Alcalá de Henares, España

M.Arch. Gene Bressler, NC State University, Estados Unidos

Dr. Kelly S. Bricker, University of Utah, USA

Dr. Carlos Chavez Rebolledo, Universidad de Talca, Chile

Dr. Sir Partha Dasgupta, University of Cambridge, Inglaterra, Reino Unido

Dr. Jose Gustavo Feres, FGV in Rio de Janeiro, Brasil

Dr. Cristián Henríquez Ruíz, Pontificia Universidad Católica de Chile, Chile

Dr. Patrick Long, University of Colorado, Estados Unidos

Dr. Brent Lovelock, University of Otago, New Zealand

Dr. Rosendo Pujol, Universidad de Costa Rica, Costa Rica

Dr. Pablo Szmulewicz Espinosa, Universidad Austral de Chile, Chile

Dr. Arturo Vásquez-Parraga, The University of Texas Pan America, Estados Unidos

Dr. Felipe Vásquez Lavín, Universidad del Desarrollo, Chile

COMITÉ CIENTÍFICO (CC) /SCIENTIFIC COMMITTEE

Dr. Mauricio I. Aguayo, Universidad de Concepción, Chile

Dr. Patricio Aroca González, Universidad Adolfo Ibañez, Chile

Dr. Daniel Barrera Fernández, Universidad de Guanajuato, México

Dr. Tomas Gabriel Bas, Universidad de Talca, Chile

Dr. Rodrigo S. Herrera, Universidad de Talca, Chile

Dr.(c) Victor Cancino Cancino, Universidad Santo Tomás, Chile

Dr. Marcos Carrascos Benavides, Universidad Católica del Maule, Chile

Dr. Javier De Esteban Curiel, King Juan Carlos University, España

Dr. Guillermo Donoso, Pontificia Universidad Católica de Chile, Chile

Dr. Lázaro Florido-Benítez, Universidad de Málaga, España, España

Dr. Carlos A. Lara Aspeé, Universidad de Valparaiso, Chile

Dr. Valmir Martins de Oliveira, Académico y Consultor de RSU y Turismo, Chile

Dr. Sergio A. Orrego Suaza, Universidad Nacional de Colombia, Colombia

Dr. Gabriel Pino Saldías, Universidad de Talca, Chile

Dr. Máximo Rossi, Universidad de la República, Uruguay

Dr. Miguel Angel Quiroga, Universidad de Concepción, Chile

Dr. Lisandro Roco Fuentes, Universidad Católica del Maule, Chile

Dr. Alejandra Stehr G., Universidad de Concepción, Chile

Dr. Mariela B. Valenzuela Hube, Consultora en OASIS Outsourcing Ambiental Servicios Ltda., Chile

Dr. Leiner Vargas Alfaro, Universidad Nacional, Costa Rica

Dr. Fernando Vera Rebollo, Universidad de Alcalá, España

Dr. Adam Weaver, Niagara College, Canadá

Dr. Jorge Zamora González, Consultor de Marketing y Turismo, Instituto de Geografía, Chile, Chile

REPRESENTANTE LEGAL

Álvaro Rojas M., Dr. en Ciencias Agrarias, Rector de la Universidad de Talca.

Dirección: 2 Norte 685, Talca, Chile

103-112

Compliance with environmental standards in the manufacturing subsector of transport equipment in central western and northern regions of Mexico*Cumplimiento de normas ambientales en el subsector fabricación de equipo de transporte en las regiones centro occidente y norte de México**Roberto González Acolt, Antonina Ivanova Boncheva, Rubén Macías Acosta & Jesús Castillo Martínez*

113-129

Running events in the city of Bahía Blanca (Argentina): An approximation to its tourism and economic impacts*Los eventos running en la localidad de Bahía Blanca (Argentina). Una aproximación a los eventos running en la localidad de Bahía Blanca (Argentina). Una aproximación a su impacto turístico y económico**Viviana S. Leonardi & Darío A. Miraglia.*

130-147

The ravine of the Santiago River as tourist and ecotourism attraction for the Guadalajara, Guadalajara city brand, focused on national tourism*La Barranca del Rio Santiago como atractivo turístico y ecoturístico para la marca ciudad Guadalajara Guadalajara, enfocado a un turismo nacional**José G. Vargas-Hernández, Jovanna Nathalie Cervantes-Guzmán, Elba Lizbeth García Guerra.*

148-161

Government tourism promotion programs: An analysis of its effects in thirty inland, beach and border destinations in Mexico*Programas de fomento turístico gubernamental: Un análisis de sus efectos en treinta destinos de interior, playa y frontera en México**Hugo Nathanael Lara Figueroa, Edith Miriam García-Salazar.*

162-169

Analysis of the Tourist System of Casacay Parish, Passage, Ecuador*Análisis del Sistema Turístico de la Parroquia Casacay, Pasaje, Ecuador**Ariana Paulett Pineda Reasco, Génesis Lisbeth Sojos López, Melissa Paulina Calle Iñiguez.*

170-179

Diagnosis of the internal elements of the tourist system in the urban parish of Zaruma, Ecuador*Diagnóstico de los elementos internos del sistema turístico en la parroquia urbana de Zaruma, Ecuador**Jefferson Eduardo Lapo Castillo, Manuel Anthony Quituisaca Narvaez, Melissa Paulina Calle Iñiguez.*

180-191

Degree of satisfaction in the restoration services in the ports of El Oro Province*Grado de satisfacción en la prestación de servicio de restauración en los puertos de la provincia de El Oro**Enrique Germán Pérez Maldonado, Rosa Ángela Cedillo Ordoñez & Melissa Paulina Calle Iñiguez.*

192-201

Profile of the ecological tourist, sociodemographic aspects, expectations and activities of the ecotourist in Spain*Perfil del turista ecológico, aspectos sociodemográficos, expectativas y actividades del ecoturista en España**José Alberto Crespo Jareño.*

Compliance with environmental standards in the manufacturing subsector of transport equipment in central western and northern regions of Mexico

Cumplimiento de normas ambientales en el subsector fabricación de equipo de transporte en las regiones centro occidente y norte de México

Roberto González Acolt¹, Antonina Ivanova Boncheva², Rubén Macías Acosta³ & Jesús Castillo Martínez⁴

Resumen: En este trabajo se analizó el cumplimiento de las normas de carácter ambiental por las unidades económicas del subsector fabricación equipo de transporte, principalmente de las ramas automotriz y aeroespacial, en las regiones centro occidente y norte de México. Los resultados, derivados de un modelo multinomial logit, demuestran que los establecimientos del grupo automotriz y aeroespacial ubicados en la región centro occidente tienen una ligera probabilidad más alta de ejecutar normas en materia de protección ambiental en comparación con los establecimientos del mismo giro industrial localizados en el norte de México. No obstante, apenas un poco más de la mitad de las unidades económicas de estas dos ramas cumplió con alguna norma de tipo ambiental. Este estudio contribuye a comprender el comportamiento ambiental, mediante el estudio del cumplimiento de normas de carácter ambiental, de dos actividades manufactureras dinámicas -automotriz y aeroespacial- en el entorno espacial donde tienen una presencia significativa como son las regiones centro occidente y norte del país.

PALABRAS CLAVE: Normas ambientales, región centro occidente, región norte, industria aeroespacial, industria automotriz.

Abstract: In this study the compliance with environmental regulations of subsector economic units of manufacture of transport equipment was carried out, mainly of the automotive and aerospace branches, inside the central and northern regions of Mexico. The results are derived from a multinomial logistic model, demonstrating that the companies of the automotive and aerospace group in the western center has a slightly higher probability of executing environmental protection regulations in comparison with the companies of the same industrial sector located in northern Mexico. However, barely more than half of the economic units of these two branches complied with any environmental standard. This study helps to understand the environmental behavior, through the study of compliance with environmental standards, of two dynamic manufacturing activities -automotive and aerospace- in the space environment where they have a significant presence such as the central and northern regions of the country.

KEY WORDS: Environmental standards, western central region, northern region, aerospace industry, automotive industry.

(Presented: June 5, 2019. Accepted: September 23, 2019).

¹ Doctor in Sciences with orientation in Economy. Researcher-professor of the Autonomous University of Aguascalientes at the Center of Economic and Administrative Sciences, rgonza@correo.uaa.mx

² Doctor, Full-time researcher-professor, Department of Economics, Autonomous University of California Sur, aivanova@uabcs.mx

³ Doctor in Government and Public Administration, Research-professor, Department of Economics, Autonomous University of Aguascalientes, ruben.macias@edu.uaa.mx

⁴ PhD student in Administrative Sciences, Autonomous University of Aguascalientes, cast86@prodiqy.net.mx

INTRODUCTION

The command and control instruments (CCIs) are commonly used by governments, with the aim that the productive agents assume productive costs of the pollution they generate. These measures to improve environmental quality are mostly mandatory and embodied in standards, laws and regulations, and their compliance is monitored by authorities through courts, fines and environmental inspectors, among others (Field & Field, 2016). The application of CCIs in certain countries, mainly developed became common in the 1970s, though in nations such as Mexico, its employment was carried out more strongly in mid-1980s and early 1990s.

CCIs generally tend to be compared with economic instruments (EIs) -taxes and environmental subsidies, negotiable emission permits, and reimbursement deposit systems- with the aim to analyze their efficiency as environmental policy, Harrington & Morgenstern (2004) point out five hypotheses in the evaluation of the two instruments:

H1: EIs are more efficient by implying a lower cost of depletion per unit of polluting emission, which is achieved when the marginal production cost equals to the social cost of the environmental damage. This advantage, theoretically implies assuming that the market structure is free competition and there is no specific location of pollutants.

H2: EIs favor the continuous incentive to reduce the emission of pollutants, which allows technological innovation for environmental care and a greater flexibility in pollution reduction goals.

H3: Regulated companies tend to oppose EIs more than CCIs due to the fear of facing the higher costs involved in their use as mechanism to reduce pollution.

H4: An advantage of CCIs over EIs is that in the first ones, the achievement of objectives is reached faster and with greater certainty.

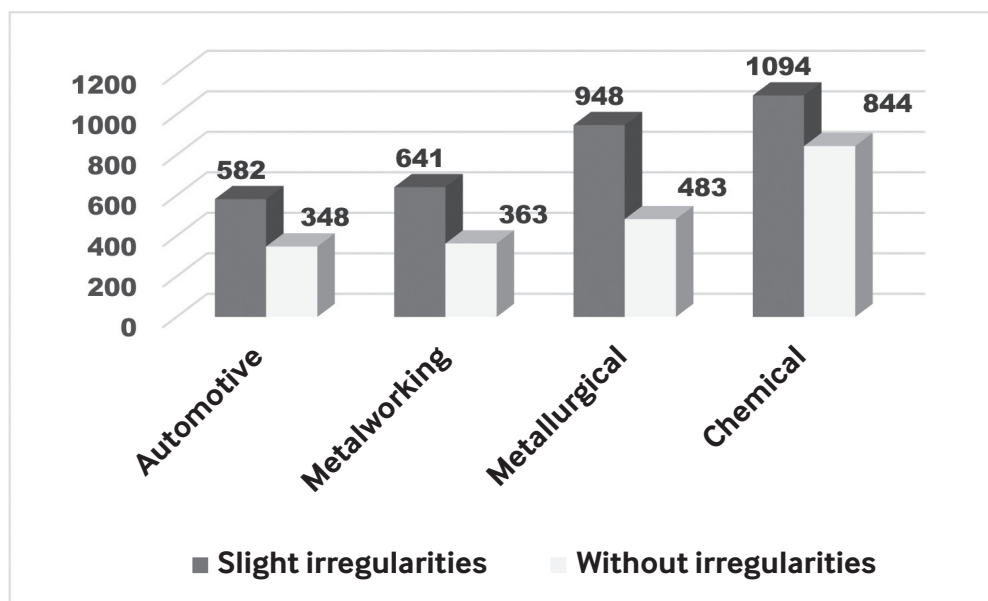
H5: In contrast, CCIs have very high administrative costs.

There are other varieties of standards that emerge from the voluntary environmental schemes, unlike CCIs that have a collective nature. This type of instruments is adopted by companies without legal ties and voluntarily. An example of this type of standard corresponds to the series of standards 14001, which are focused on environmental management activities (ISO 14001:2004 and ISO 14001:2015), and other specific aspects of environmental improving such as audits, labeling and life cycle.

In Mexico, the environmental standards designed by the Government is ruled by a set of laws, regulations and standards. Specifically, an expression of the CCIs corresponds to the Official Mexican Regulations (OMR) of the environmental sector, which are designed and created by the Secretariat of Environment and Natural Resources (SEMARNAT) and by the National Water Commission. Such standards set characteristics and specifications, criteria and procedures to protect and improve the environment and ecosystems, and preserve natural resources (Gobierno de México, 2019a). Some of these regulations directly affect a specific sector or industry, for instance the OMR.121.ECOL.1997 that establishes the maximum permissible limits for contaminants of volatile compounds that are generated in certain operations of the automotive branches (Gobierno de México, 2019b).

Another feature of the CCIs is associated with the costs of control that environmental regulations imply. In Mexico, FROFEPA performs inspections in industrial issues when a company does not comply with laws, regulations, standards and other environmental provisions. Figure 1 shows the results of the PROFEPA inspections in 2019, in four manufacturing branches: slight irregularities outweigh the non-irregularities.

Figure 1: Environmental inspections to manufacturing branches in 2019.



Source: Prepared based on SEMARNAT (2019).

In the case of voluntary environmental regulations, in Mexico the standards of environmental management ISO 14001 and the National Environmental Audit Program stand out. This program establishes a set of activities aimed at companies to perform a voluntary environmental audit. In this sense, those companies that satisfactorily cover the audit process receive some of the three certificates for two years: a) clean company certificate -manufacturing and processing activities-, b) environmental quality certificate -commercial and services (excepting tourism)-, and c) tourism environmental quality certificate -tourism activity and some related services- (Gobierno de México, 2019).

Aigner & Lloret (2013) study the environmental practices of 103 Mexican companies, placed mainly dedicated to manufacturing, transport, communication and services. An important feature of these companies is that 78.9% have more than 500 employees. In one their findings they find that around 64% of the companies interviewed considered that the compliance of environmental regulations is one of the reasons they adopt environmental practices.

A fundamental reference on the environmental performance of the companies in Mexico is the work carried out by

Dasgupta et al. (2000), who conducted surveys to 236 Mexican factories. These authors state that 52% of them mentioned not to comply with any environmental regulation. However, an outstanding result of their work shows that the businesses that experienced environmental regulations such as inspections- y complied with the environmental regulations had greater degree of effort in improving their environmental performance.

Ruiz et al. (2006) link the participation of the manufacturing companies in Mexico in a voluntary program (National Environmental Audit Program) with environmental regulations. If the results of their probit model are considered where the dependent variable is equal to 1 if the company participated in the voluntary program, it has been found that the average of legal processes (one of the independent variables) faced by the companies have a positive and statistically significant effect on the adaptation of the voluntary program.

Barajas et al. (2007) surveyed 298 executives of electronic and auto parts companies and some of their suppliers in the border cities of Tijuana, Mexicali and Ciudad Juarez. These authors group these companies according to four different levels of techno-productive complexity and use two com-

plexities -basic and intermediate advance complexity- to study environmental performance. Based on this distinction, they found that 15.6% of the companies grouped at the basic level and 12.9% of the intermediate advanced group implemented environmental protection measures, forced by the pressure of PROFEPA.

Domínguez (2006) studies environmental care strategies in four companies in Mexico, some of them with several plants. From his work it is concluded that regulation and compliance of environmental regulations are one of the main factors by which these companies employ environmental improvement actions in their businesses.

A characteristic of the studies consulted is the emphasis of the effect the compliance with environmental regulations has on the part of companies on their environmental performance. In this work, we provide a different approach when analyzing and comparing the relation of two manufacturing branches -automotive and aerospace- and their regional context with the degree of compliance of environmental regulations. These two branches have been considered due to their relevance in the creation of jobs, their integration with other economic activities and their technological development. However, given that the regional location plays a determinant role in development and consolidation of these industries (Unger, 2000), two other geographical areas were considered. In these, the economic units have a significant presence: The border region (Baja California, Sonora, Chihuahua, Coahuila, Nuevo León and Tamaulipas) and the central western region (Aguascalientes, Jalisco, Guanajuato, Querétaro, San Luis Potosí y Zacatecas).

METHODOLOGY

The statistical information was obtained from the economic from the 2014 NEGI Censuses, in particular that related to economic units of the transport equipment manufacturing subsector and their environmental module. This process implied that the sample should be made up of 1,047 productive units classified as SEG (Large business and business monitoring) by INEGI. This situation was due to the fact that the companies that were surveyed through the environmental module were from SEG. This type of business has the following characteristics (INEGI, 2014):

- a) Income equal or greater than 50 million pesos, or employed personnel equal or greater than 50 people.
- b) Income between 20 and 4999 million 999 thousand pesos and employed personnel of 26 to 49 people.
- c) Business that are part of a national multi-business company, that is, that share a same business name and are located in more than a federative entity.
- d) Local multi-business companies (all their business located in a single federative entity), with at least one economic unit that meets one of the first two parameters.
- e) Economic units that are part of the National Economic Surveys.

On the other hand, the economic units of the transport equipment manufacturing were divided into three categories: 1) automotive, gathering the manufacturing branches of cars, vans and buses, bodies and trailers, parts for vehicles and automobiles; 2) aerospace; and 3) other transport equipment integrated by the branches of railway equipment, boats and others.

Regarding the regions, the entities with significant presence of companies of the transport equipment manufacturing center were taken into account. For this reason, the group was determined in the northern region: Baja California, Sonora, Chihuahua, Coahuila, Nuevo León and Tamaulipas; and central western region: Aguascalientes, Jalisco, Guanajuato, Querétaro, San Luis Potosí and Zacatecas.

The analysis instrument to study the compliance of environmental regulations by transport equipment manufacturing companies in the northern and central western regions of Mexico was through a logit multinomial model. Both development and application of this model was based on Gujarati (2013), when

$Y_{ij} = 1$, if the economic unit i of some of the branches of the transport equipment manufacturing subsector chose the option j when asked if the company met some envi-

ronmental regulation. In this case, $j = 1$ when the answer was yes, $j = 2$ when the answer was no, and $j = 3$ when there is no answer. On the other hand, $Y_{ij} = 0$ otherwise.

$X_1 = 1$ if the economic unit is grouped in the automotive Branch and 0, otherwise.

$X_2 = 1$ if the productive unit belongs to the aerospace Branch and =, otherwise.

$X_3 = 1$ if the business belongs to the transport equipment manufacturing subsector is located in the central western region.

$X_4 = 1$ if the company of the transport equipment manufacturing subsector is located in the northern region.

Based on these variables, the logit multinomial probabilistic model is described as follows:

$$\theta_{ij} = \Pr(Y_{ij} = 1) = \frac{e^{\alpha_j + \beta_j X_i}}{\sum_{j=1}^3 e^{\alpha_j + \beta_j X_i}} \quad (1)$$

Where Pr is referred to the probability, subindex j (some of three choices) accompanies the intercept (β) and the slope coefficient (α). X_i represents the set of four variables mentioned above, so that there are four slope coefficients that differ according to the alternative chosen. Thus, the three probabilities imply different coefficients for the independent variables, resulting in the estimation of three regressions. However, it should be noted that the three

probabilities entail $\theta_{i1} + \theta_{i2} + \theta_{i3} = 1$. Therefore, the probabilities can be estimated independently. The procedure consisted in choosing a base or comparison alternative. In this work, the answer that was taken as comparison reference was when the economic unit replied that no environmental regulation was followed ($j = 2$). Consequently, the estimation of the probabilities of the three elections was derived by the following equations:

$$\theta_{i1} = \frac{e^{(\alpha_1 + \beta_{11}X_1 + \beta_{12}X_2 + \beta_{13}X_3 + \beta_{14}X_4)}}{1 + e^{(\alpha_1 + \beta_{11}X_1 + \beta_{12}X_2 + \beta_{13}X_3 + \beta_{14}X_4)} + e^{(\alpha_3 + \beta_{31}X_1 + \beta_{23}X_2 + \beta_{33}X_3 + \beta_{34}X_4)}} \quad (2)$$

$$\theta_{i2} = \frac{1}{1 + e^{(\alpha_1 + \beta_{11}X_1 + \beta_{12}X_2 + \beta_{13}X_3 + \beta_{14}X_4)} + e^{(\alpha_3 + \beta_{31}X_1 + \beta_{23}X_2 + \beta_{33}X_3 + \beta_{34}X_4)}} \quad (3)$$

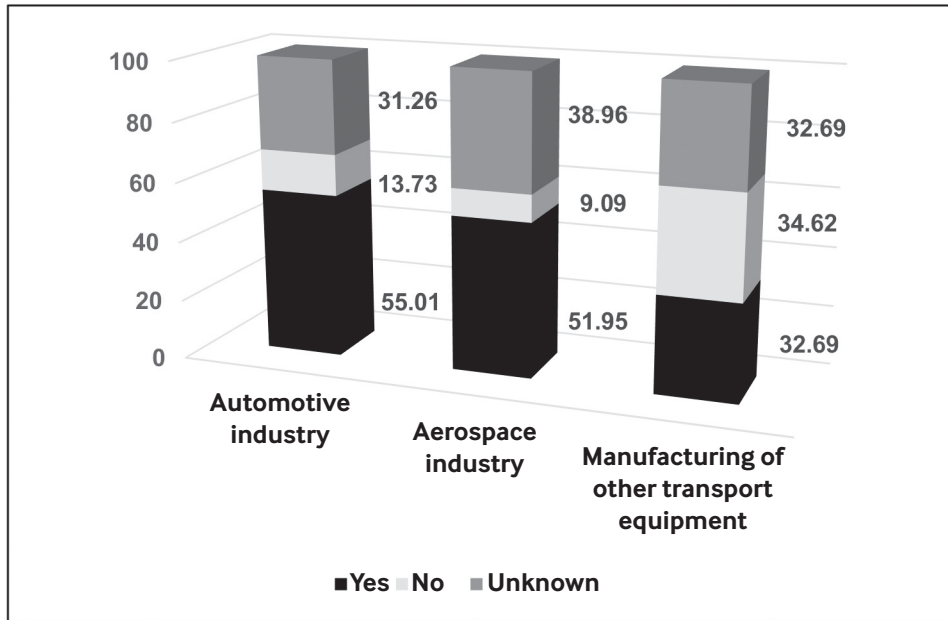
$$\theta_{i3} = \frac{e^{(\alpha_3 + \beta_{31}X_1 + \beta_{32}X_2 + \beta_{33}X_3 + \beta_{34}X_4)}}{1 + e^{(\alpha_1 + \beta_{11}X_1 + \beta_{12}X_2 + \beta_{13}X_3 + \beta_{14}X_4)} + e^{(\alpha_3 + \beta_{31}X_1 + \beta_{23}X_2 + \beta_{33}X_3 + \beta_{34}X_4)}} \quad (4)$$

RESULTS

In the econometric estimation of equations (2), (3) and (4), the maximum likelihood method was used. A simple way to interpret the coefficients, pot example, is to calculate what is the probability that the economic units comply with some regulation in terms of environmental protection, given that hey belong to a certain group of activity (automotive, aerospace or other transport equipment) and are located in certain region (northern or central western).

Figure 2 shows the participation of economic units within the group in which they were cataloged, and responded to the questioning if they met any environmental regulation. It should be noted that a little more than half of the productive units of the automotive and aerospace branches expressed a positive response. It is noteworthy that the remaining businesses -very close to half- declared not knowing or not executing any environmental regulation.

Figure 2: Compliance with some environmental regulation of the manufacturing subsector of transport equipment.



Source: own based on INEGI (2019).

Table 1 shows the results of equations (2), (3) and (4) through the logit multinomial method. As stated by Wooldrige (2003), the magnitude of the coefficients is difficult to interpret. However, tehere are alternate ways to analyze the products of these econometric estimations. An option consisted in calculating the probabilities under different scenarios, for example, the probability that an economic unit of the aerospace branch located

in the central western region will respond that if it complied with any environmental regulation, this value was 0.56. On the other hand, a unit of the same productive branch located in the northern region has a probability of 0,52 (Table 2), that is, an economic unit of the aerospace activity in the central western region has a 0-04 higher possibility. Compared with another one in the northern area of complying with some environmental regulation.

Table 1: Results of the multinomial logit regression of equations (2), (3) and (4).

Explanatory variables	Dependent variable: complied with some environmental regulation	
	Yes	Unknown
Automotive branch	1.34*	0.80*
	0.360	0.360
Aerospace branch	1.53*	1.24*
	0.540	0.550
Central western region	0.300	0.002
	0.250	0.270
Northern region	0.57*	0.55*
	0.220	0.240
Constant	-0.280	-0.230
	0.350	0.350

*significativa al 5 %

Table 2: Calculation of probabilities with some environmental regulation of the economic units of the aerospace branch.

Explanatory variables	Dependent variable: Yes, it complied with some environmental regulation (aerospace branch)				
	Yes (1)	Aerospace, central western (2)	Aerospace, north (3)	(1) x (2)	(1) x (3)
Automotive branch	1.34	0.00	0.00	0.00	0.00
Aerospace branch	1.53	1.00	1.00	1.53	1.53
Central western region	0.30	1.00	0.00	0.30	0.00
Northern region	0.57	0.00	1.00	0.00	0.57
Constant	-0.28	1.00	1.00	-0.28	-0.28
Summation	—	—	—	1.55	1.82
Probability	—	—	—	0.56	0.52

Following a similar process, if we compare a business of aerospace nature of the central western region with one in the northern region, the first one has a 0.073 lower probability of indicating that it does not know if some environmental regulations was applied (Table 3). From pre-

vious data it should be noted that the difference in the probability of not complying with environmental regulations is 0.03 higher for an economic unit of aerospace branch of the central western region.

Table 3: Calculation of probabilities of ignorance of some environmental regulation of the economic units of the aerospace branch.

Explanatory variables	Dependent variable: It is unknown if some environmental regulation was met (aerospace branch)				
	Unknown (1)	Aerospace, central western (2)	Aerospace, north (3)	(1) x (2)	(1) x (3)
Automotive branch	0.800	0.00	0.00	0.000	0.000
Aerospace branch	1.240	1.00	1.00	1.240	1.240
Central western region	0.002	1.00	0.00	0.002	0.000
Northern region	0.550	0.00	1.00	0.000	0.550
Constant	-0.230	1.00	1.00	-0.230	-0.230
Summation	—	—	—	1.012	1.560
Probability	—	—	—	0.325	0.398

In the case of the branches of the automotive group, a company in the central western region linked to this productive activity presents a 0.02 higher probability of adopting environmental regulations than a company of the same branch located in the northern region (Table 4). On the other hand, the probability of ignoring complian-

ce of some environmental regulation is 0.069 lower than the economic units located in the central western region of Mexico (Table 5). Likewise, it is deduced that a company of the automotive branch of the central western region has a 0.04 higher probability of not performing any environmental regulation.

Table 4: Calculation of probabilities of compliance of some environmental regulation of the economic units of the automotive branch.

Dependent variable: If complied with some environmental regulation (automotive group branch).

Explanatory variables	Unknown (1)	Automotive, central western (2)	Automotive, north (3)	(1) x (2)	(1) x (3)
Automotive branch	1.34	1.00	1.00	1.34	1.34
Aerospace branch	1.53	0.00	0.00	0.00	0.00
Central western region	0.30	1.00	0.00	0.30	0.00
Northern region	0.57	0.00	1.00	0.00	0.57
Constant	-0.28	1.00	1.00	-0.28	-0.28
Summation	—	—	—	1.36	1.63
Probability	—	—	—	0.58	0.56

Table 5: Calculation of probabilities of ignorance of some environmental regulation of the economic units of the automotive branch.

Dependent variable: It is unknown if some environmental regulation was met (automotive group branch).

Explanatory variables	Unknown (1)	Automotive, central western (2)	Automotive, north (3)	(1) x (2)	(1) x (3)
Automotive branch	0.800	1.00	1.00	0.800	0.800
Aerospace branch	1.240	0.00	0.00	0.000	0.000
Central western region	0.002	1.00	0.00	0.002	0.000
Northern region	0.550	0.00	1.00	0.000	0.550
Constant	-0.230	1.00	1.00	-0.230	-0.230
Summation	—	—	—	0.572	1.120
Probability	—	—	—	0.265	0.334

From the results it can be observed that the practice of mandatory or voluntary environmental regulations is not generalized by the economic units of the transport equipment manufacturing subsector. This aspect is reinforced, as observed in Figure 2, by the fact that a little more than half of the companies of the automotive and aerospace groups recognized that adopted some environmental regulation. On the other hand, it is shown that there is a slightly higher probability that the productive units of the central western region apply environmental regulations compared to those located in the northern region. Perhaps this aspect is explained by the lower regional dispersion in which the companies of this subsector are placed in the federative en-

ties of the central western region. For example, in the automotive activity, the region of bajío -Querétaro, Guanajuato, Aguascalientes and San Luis Potosí there is an important group of automotive companies that have consolidated a dynamic and innovative cluster.

However, the fact that almost half of the companies of the transport equipment manufacturing subsector fail in complying with certain environmental regulations is not assumed that these instruments are ineffective or do not encourage innovation in this type of organizations. In fact, a possible line of future research involves studying whether environmental regulations help companies in Mexico being

motivated to seek technical and administrative innovations that decrease the costs of reducing air, water and soil pollutants generated in the production of goods and services.

CONCLUSIONS

In this work, the probability of response of the economic units of the economic units in the transport equipment manufacturing subsector that comply with some environmental regulations in the context of two geographical areas where these companies have a significant weight and influence on technological development and economic growth are the central western and northern region. Data from the study came from the 2014 economic censuses, related to the transport equipment manufacturing subsector and the environmental module. This resulted in sample of 1,047 companies of the SEG group (Large companies and business monitoring). The companies were classified in automotive -considered branches related to this activity- aerospace and others transport equipment. To estimate the probability the logit multilinear regression model was used. This model is related as a dependent variable of the three types of response referred with the adoption of environmental standards: 1 = complied, 2= not complied, and 3= unknown. The dichotomic dependent variables are linked to the aerospace and automotive groups and central western and northern regions.

The findings show that the companies of the automotive and aerospace group of entities in the central western and northern region are slightly more likely to comply with environmental regulations, opposed to the economic activities of the same productive activities in the northern region. However, in absolute terms, a little more than half of the economic units in the sample belonging to these two productive branches expressed that they apply some environmental regulations. It is significant that around 32% and 39% of the companies classified as automotive and aerospace, respectively mentioned ignoring that they obey certain environmental regulations. Our work only exhibits the decisions made by the companies of the transport equipment manufacturing subsector in relation to the adoption of environmental regulations since they offer no evidence about their effectiveness in reducing pollutant emissions or incentives for companies in this sector make innovations that imply the use of productive and administrative techniques towards a cleaner environment.

A line of future research consists in testing the hypothe-

sis that environmental regulations specifically, coercive or voluntary in terms of environmental protection imply a boost for companies in this subsector or other economic activities to trigger technological and administrative innovations that entail a reduction in cost of depletion of pollutant they generate.

Finally, this work contributes to offer evidence about the degree of compliance with environmental regulations

Of two dynamic and manufacturing branches relevant for national and local economy, as is the case of the automotive and aerospace activity. In addition, the wide scope it has in terms of the number of economic units of the sample (1.047) and the geographical amplitude covering two regions where the branches have a significant presence and weight in the local economic activity.

REFERENCES

- Aigner, D. & Lloret, A. (2013).** Sustainability and competitiveness in Mexico. *Management Research Review*, 36(12), 1252-1271.
- Barajas, M., Rodríguez, C. & García, H. (2007).** Environmental Performance of the Assembly Plants Industry in the North of Mexico. *The Policy Studies Journal*. 35(2).
- Dasgupta, S., Hettige, H. & Wheeler, D. (2000).** What Improves Environmental Performance? Evidence from Mexican Industry. *Journal of Environmental Economics and Management*, 39(1), 39-66.
- Domínguez, L. (2006).** México: Empresa e Innovación Ambiental. México, DF. Miguel Angel Porrúa.
- Field, B., Field, M., (2016).** Environmental Economics. An Introduction. NY., USA: McGraw-Hill.
- Gujarati, D. (2013).** Econometrics by Example. UK: Palgrave Macmillan
- Harrington W. & Morgenstern R.D. (2007).** Economic Incentives Versus Command and Control: What's the Best Approach for Solving Environmental Problems? Visgilio G., Whitelaw D. (EDS) Acid in the Environment. Springer, Boston, MA.

INEGI (2019). Microdatos: Censos Económicos 2014 [Laboratorio de Microdatos].

INEGI (2014). Grupo de seguimiento de establecimientos grandes y de empresas. Manual del asesor SEG y del jefe de asesores, Censos económicos 2014, INEGI, México.

Gobierno de México (2019a). Leyes y Normas del Sector Medio Ambiente. Recuperado de: <https://www.gob.mx/semarnat/acciones-y-programas/leyes-y-normas-del-sector-medio-ambiente>

Gobierno de México (2019b). Detalle de la norma NOM-121-SEMARNAT-1997. Recuperado de: <https://www.sinec.gob.mx/SINEC/Vista/Normalizacion/DetalleNorma.xhtml?pidn=VjFwTi84N-HByT1BJMTVkrGILQUxqZz09>

Gobierno de México (2019c). Programa Nacional de Auditoría Ambiental. Recuperado de: https://www.gob.mx/cms/uploads/attachment/file/459960/BRO-CHURE_2019.pdf

Ruiz, J., Rivera, M. & Muñoz, P. (2006). Incentivos Económicos de las Empresas a participar en acuerdos ambientales voluntarios. Instituto Nacional de Ecología

SEMARNAT(2019). Datos abiertos. Recuperado de: https://www.profepa.gob.mx/innovaportal/v/7635/1/mx/datos_abiertos.html

Unger, K. (2010). Globalización y Clusters Regionales en México: Un enfoque evolutivo. México, DF. Fondo de Cultura Económica.

Wooldridge, J. (2003). Econometric Analysis of Cross Section and Panel Data. London, England: The MIT press

Running events in the city of Bahía Blanca (Argentina): An approximation to its tourism and economic impacts

Los eventos running en la localidad de Bahía Blanca (Argentina). Una aproximación a los eventos running en la localidad de Bahía Blanca (Argentina). Una aproximación a su impacto turístico y económico

Viviana S. Leonardi¹ & Darío A. Miraglia².

Resumen: El impacto de eventos deportivos ha sido motivo de numerosas investigaciones. Actualmente el impulso de dichos eventos puede considerarse como una estrategia de desarrollo local. En la Argentina el turismo de eventos deportivos es una modalidad que moviliza miles de personas en torno a la gran cantidad y diversidad de eventos que se realizan tanto a nivel internacional, nacional como regional. Una práctica deportiva que está creciendo a gran velocidad en los últimos años es el running. En relación al turismo, la ciudad de Bahía Blanca, que es un centro de orden intermedio y se ubica en el sudoeste de la Provincia de Buenos Aires, está posicionada como un lugar "de paso" y de distribución hacia destinos turísticos cercanos. El objetivo del presente trabajo es analizar el impacto turístico y económico de los eventos running en la localidad de Bahía Blanca. Dicho estudio se realiza utilizando un enfoque mixto de investigación, a partir de metodologías cualitativas y cuantitativas. Los principales resultados muestran que, si bien Bahía Blanca posee una gran variedad de atributos para el desarrollo del running como actividad turística, el amplio calendario de competencias existentes en la localidad no resulta ser muy convocante, ya que el mayor porcentaje de participantes proviene de localidades cercanas o son de Bahía Blanca. Por ello, el trabajo presenta propuestas para mejorar y diversificar la oferta de eventos running en la ciudad, como elemento dinamizador de la actividad turística.

Palabras clave: Turismo deportivo, eventos running, impacto turístico y económico.

Abstract: *The impact of sporting events has been a deeply researched subject in the literature. At present, the promotion of these events can be considered as a local development strategy. In Argentina, sporting events tourism is an activity that attracts many people in relation to the great number and diversity of events that take place at international, national and regional levels. In recent years, running is a sport practice that has been growing quickly. In terms of tourism, Bahía Blanca, which is a city located in the southwest of the Province of Buenos Aires, is positioned as a "gateway" to tourist destinations nearby. The aim of this study is to analyze the tourism and economic impacts of running events in Bahía Blanca. The study uses a mixed research approach, based on qualitative and quantitative methodologies. The main results show that, although Bahía Blanca has a great variety of attributes for the development of running as a tourist activity, the broad calendar of existing competitions in the city does not seem to be very attractive, since the greater percentage of participants comes from nearby locations or lives in Bahía Blanca. Therefore, this work presents proposals to improve and diversify the running events offer in the city, as an important element to boost the tourist activity.*

Keywords: *Sports tourism, running events, tourism and economic impact.*

(Presented, August 30, 2019. Accepted, November 5, 2019).

¹ Bachelor and Master of Economy, professor and researcher, Universidad Nacional del Sur- IIESS, UNS- CONICET. E-mail: viviana.leonardi@uns.edu.ar, Bahía Blanca, Argentina.

² Bachelor of Tourism, Universidad Nacional del Sur, graduated from the Department of Geography and Tourism, E-mail: dam2806@gmail.com, Bahía Blanca, Argentina.

INTRODUCTION

The relation between sport and tourism has been close since its inception and its main antecedent corresponds to the Olympic Games held in Athens in 1896. However, it was not until the end of the twentieth century that this relation began to be addressed with the importance that it possessed and from there, a large number of authors and the main institutions worldwide of each activity dealt with the sports and tourism binomial. The events that marked a before and after were first, the cooperation agreement between the International Olympic Committee (IOC) and the World Tourism Organization made in 1999; and, secondly, the First World Conference on Sport and Tourism, held in 2001 in Barcelona (Latesa & Paniza, 2006).

Social and economic changes, and the revaluation by people to improve their quality of life in recent decades, have been the main drivers of both activities, free time and leisure time are integrated today into daily life, not as an isolated activity, but as a further part of daily life. The most significant feature of this leisure time is freedom of choice and its main objective is personal and social enjoyment. On the other hand, the presence of sport, understood as an enhancing element of quality of life, is associated with the concept of recreation. Therefore, sport understood as recreational physical activity, is determined and defined by a number of characteristics, such as fun and pleasure as the main purpose, and others such as health, social relation and relaxation (Nogueras, 2010).

The result of the sport-tourism relation and its development is the so-called sport tourism, which has been defined by Paties & Paniza (2006:136) as "all activity related to sport that takes place outside the usual place of residence, either in artificial facilities or in the natural environment to perform a physical activity or observe sport shows, whether there are competitive purposes or not", González Molina, A. (2008) states that the same responds to the search of new personal challenges and they have a clear social projection and healthy objectives. In addition, its main motivation is to perform very specific physical-sporting practices, which require technique, good physical state, organizational infrastructures and clearly specified rules.

Brasileiro et al. (2008:78) state that "the tourism and sport binomial constitute a market of great social and economic profitability", thus highlighting that sports tourism gene-

rates significant positive impacts in the locality in which they are carried out. The analysis of the impact of sporting events on the economy was analyzed by different authors, who consider that holding such events can be an element of socio-economic development and a strategic option to improve competitiveness of cities (Burgan and Mules, 1992; Tyrrell & Johnston, 2001; Daniels, 2003).

In Argentina, sport tourism is an activity that mobilizes thousands of people around the great amount and diversity of events carried out at international, national and regional level. Among the most outstanding events, it is possible to mention the Moto GP as a great event of global interest, motoring in all its categories, soccer, basketball, running, cycling, swimming and triathlon, among others.

In the city of Bahía Blanca (Argentina), where business tourism is the main modality due to its geographical location, its infrastructure, the proximity to the Petrochemical Pole and the Port of Bahía Blanca. Thus, sporting events have begun being of great importance for the city, due to the number of visitors it mobilizes, with Olimpo participating in the championship of the 1st Division of Argentine soccer, Weber Bahía participating in the National Basketball League and the League of the Americas and the Summer Midget Tournament.

With regard to running, there is now a wide range of pedal skills that take place in the locality and represent an alternative to sports tourism. The objective of this work is to analyze the tourist potential of runner events in Bahía Blanca (Argentina) and its economic impact from the study of demand and the supply of pedestrian competitions in order to make proposals to improve the attractiveness of this sporting practice. The importance of this research lies in serving as a trigger to know the characteristics of the supply and demand of such events in order to outline proposals that enable local sports policy makers, improve the potential tourism of them.

METHODOLOGICAL ASPECTS

The empirical analysis uses a quantitative research perspective based on the analysis and interpretation of both secondary and primary information. First, for the study of the demand and supply of running events in Bahía Blanca,

secondary information provided by websites specialized in the subject is used, such as www.BahíaCorre.com (local website) and Frieni.com (national website). Secondly, to analyze the profile of people who practice running, to know what their preferences are when participating in an out-of-town event and the expense they perform, primary data from a survey conducted in the July and August 2017 was used. These surveys were conducted on people who practice running in Bahía Blanca. The survey was designed from a Google form. It is important to note that the use of this tool has limitations as a means of implementing surveys, such as leaving a side of a significant segment of the population since it only allows to reach those people who have the Internet and the control of informant selection is difficult. However, it has several advantages such as conducting surveys quickly and easily, and the absence of intermediaries between the questionnaire and the interviewee allows for greater objectivity and lower costs in the survey.

The total number of people surveyed was 103. The sample size was determined on a population of 1,000 people who actively practice the sport in the locality. Those who participate in at least two events in the year were considered active. This number was determined on the information provided by the coach of one of the most important groups in the city. Considering that for finite populations ($N < 100.000$) the formula generally used is $n = Z^2 p q / (e^2 + Z^2 p q / N)$. Here, the number of surveys conducted allows working with a confidence level of 90%. The sample size is representative of the population. Based on the information obtained, an exploratory-descriptive analysis is carried out, in order to study the tourist and economic impact of the running events in the locality of Bahía Blanca to then make proposals in order to improve their tourist potential.

REFERENCE FRAMEWORK

Tourism of Sporting events

It is possible to affirm that sporting events represent a great volume of the total events organized over a year in the world. Taking into account the social, economic and media interest of sport, there are many the sporting events of greater or lesser importance that are carried out.

Añó Sanz (2000: 271) defines sporting events as "that sporting activity that has a high level of social impact translated into a strong media presence and generates economic income by itself". The author refers to large events, and which attracts a huge volume of visitors. According to this author, a sporting activity to be transformed into a sporting event, must have the following characteristics: (i) social impact, (ii) broad level of public assistance, (iii) presence of the media, (iv) audience (v) sponsors and (vi) own income.

From an organizational perspective, sporting events can be organized by a diverse type of organizations, such as national sports bodies, clubs, associations, federations, companies, educational institutions, etc. (Graham, 2001 in Cerezuola 2003). There is no specific typology when it comes to hosting a sporting event, there are a lot of examples that prove this, from a World Cup to the most important marathons in the world, such as the one in New York, or Berlin and the half marathons carried out throughout the world. The trend in Argentina, presents a typology of organization in which public bodies, as well as private, participate, with an important presence of the latter through advertising, providing economic resources for its realization.

Regarding sports event tourism, Delpy (2003) defines it as "those sports activities or competitions capable of attracting a considerable number of visitors in order to participate or attend as spectators" (quoted in Revuelta, 2006:2). This type of sports tourism has acquired a great relevance, being today, a great opportunity for destinations that seek to increase their attractions, both for the number tourists that attract and for its economic impact (Getz, 2003, in Alles, 2014).

Numerous authors emphasize that this tourist modality generates significant and positive impacts in the town in which they are made (Burgan and Mules, 1992; Tyrrell and Johnston, 2001; Daniels 2003; Daniels 2004; among others). Sánchez-Fernández et al. (2013) emphasize that among the beneficial aspects for the territories are the increase in income, the construction of facilities and the improvement of the image of the town. For their part Jago & Dwyer (2006), propose that the realization of an event generates an initial injection of money that has a direct im-

impact on the local economy and another secondary. The direct impact comes from the expenditure made by visitors in the different sectors of the economy. The side impact is related to the mult effect of the initial money injected into the economy (Sánchez-Fernández et al., 2013). Crompton (2006) also defines the economic impact as the spending flow attributed to visitors and converted into income for the host community.

In the literature, works that have analyzed the impact of mega events can be found (Brunet, 1992; Baade y Matheson, 2004; Baade, Baumann & Matheson, 2010); as well as those medium-size and smaller-scale events (Wilson, 2006; Késenne et al., 2011; Barajas & Sánchez, 2011). Works that analyze the difficulties of tourism in sporting events (Getz, 1997 and 1998) and study issues related to planning, development and marketing of this type of tourism (Getz, 2003) are also highlighted.

Sports events, as well as other events such as cultural, artistic or sporting events, can be a great opportunity for the tourism development of cities, regions or countries as they encourage local socio-economic development. These contribute to the generation of jobs, as well as the creation and improvement of infrastructure (Alles, 2014:62).

All of the above shows that the development of sporting events can become a tool for local development. According to Henderson et al. (2010:60), certain events have the capacity to attract a large number of tourists, as well as the expense they make, hence the interest of public servants in attracting them for their current and potential contribution in the development of tourism (Alles, 2014: 60).

New trends: running

It is important to note that running as physical activity is a specific discipline of athletics and it presents different versions. These range from the most famous tests of speed of 100 and 200 meters to the emblematic 42 kilometers of the marathon as the most representative expression of the cross-country race or endurance. For many years and until 1960, athletes who ran, did so with the intention of training in the discipline in which they were specialists or sport practiced as a complement to their physical preparation.

Bill Bowerman was the person who drove the change in running as mass activity. Bowerman was a renowned athle-

tics coach in the 1950s, in Oregon, USA and trained a large number of athletes. However, in the early 1960s his vision of athletics as an activity changed sharply, noting that in New Zealand, there were groups of people who formed groups of "jogging" in order to improve their physical condition, improve their health or simply by taste and enjoyment. He then moved the idea to Eugene, his hometown, along with physician Harris in order to assess the health of participants as they attended jogging trips. On the other hand, he noted that the call gradually became massive in his locality and began to spread to other cities in the United States. In 1967 Bowerman and Harris published a book titled "Jogging: A Physical Fitness Program for All Ages" that sold more than a million copies and helped spread what they called trot. It highlighted that you trot, "is a type of simple exercise that does not require highly developed skills. Its great appeal is its simplicity itself, almost anyone can practice it and anywhere" (Athletes, 2014).

Another major driver of physical activity to improve quality of life of the common people was Kenneth Cooper, a physician in the United States Military, who published the 1968 book "Aerobics" (Crummy, 2016). After both Bowerman and Harris, as well as Cooper, she first appeared in the US and, later, in other countries of the world jogging/running fashion, which is the most popular way to practice an aerobic endurance training. In the early 1970s the practice of jogging continued to grow and in parallel there was a sporting event that brought acceleration to its growth. In 1972 they competed at the Munich Olympics and in the main marathon event, American athlete Frank Shorter won and arrived in fourth place another American athlete, Kenneth Moore, since the last time he had won that event an American, had been in 1908. This event gave an extraordinary boost to the fledgling movement of running, transforming athletics into a popular practice in the United States (Atletas, 2014).

Subsequently, in 1977 James Fixx published "the complete book of the runner" that immediately became a success, where he described the benefits the goodness of the running practice: increased oxygen in blood, pumping blood through the heart with less pressure, increased air to the lungs, muscle development and strength, development of more and better resistance, etc. However, Fixx not only mentioned the improvements in health and functions of the human body, but also considered running as a "fun" in their lives, running for fun and not for health, or to get a good body, or to win. This was the secret of his editorial

success and through which, they contributed massively to the phenomenon and contributed to people distant from the sport, approaching in search of improving health and vitality problems (El Nuevo Diario, Nicaragua, 2009).

Running was already a hallmark of American society and was beginning to spread throughout the rest of the world. Sports brands took advantage of this move and accompanied the process. Suddenly companies and new technologies began to appear that supported and encouraged the massive group of runners that joined day by day. A new discipline had been born, running as a popular expression and open to the masses was a fact.

On the other hand, in recent decade the growth of running as a factor of attraction has been considerably high. There are innumerable examples that prove it, such as the Buenos Aires Marathon, created in 1984 and that has become the most convener in Latin America in 2016, with more than 10,000 participants from different parts of the world. In addition, in Buenos Aires, the Middle Marathon, more than 20,000 people in the last editions is held. This has become the most important competition in Argentina.

Running can be considered as a tourist attraction. According to Kotler et al. (2007:185), a tourist attraction can refer both to the physical characteristics of the destination and to the events that take place there, being its fundamental objective of the latter to convene citizens, new residents, visitors, entrepreneurs and investors.

Finally, the most important aspect of running as a tourist attraction, is the number of days that the runners remain in the destination where the competition takes place. This is because they stay at destination 2 or 3 days and consume various services during their stay. Therefore, the type of trip performed causes great benefits not only to the organization of the event, but also the service area in general and consequently the locality (Miraglia, 2017).

Por último, el aspecto más importante del running como atractivo turístico, es el número de días que permanecen los corredores en el destino donde se desarrolla la competencia, ya que pernoctan en destino 2 ó 3 días y consumen diversos servicios durante su estadía. Es por el tipo de viaje realizado que beneficia en gran medida no solo a la organización del evento, sino también al área de servicios en general y por consiguiente a la localidad (Miraglia, 2017).

The case of Bahía Blanca

Study area

At 38°44' South Latitude and 62°16' West Longitude west. The city of Bahía Blanca is located on the southwestern coastal front of the province of Buenos Aires (Argentina) and is the capital of the homonymous party (Figure 1). It is made up of the cities of Bahía Blanca, Ingeniero White, General Daniel Cerri and Cabildo; and borders the parties of Tornquist, Coronel Rosales, Villarino and Coronel Pringles (Municipality of Bahía Blanca, Tourism Area).

The city has a population of 301,572 inhabitants (Census 2010), making it the seventeenth urban conglomerate in the country. At the regional level, it is the most important urban center due to port and industrial activity and its great cultural, commercial, financial, academic, sports and health value. In turn, due to its important road, rail and airport infrastructure, it functions as a transport and communications node of national relevance, making it a center of scale.

The locality is a center of passage for tourists heading to other parts of the country, and also the distribution center within the Southwest of the province of Buenos Aires, not only because of the characteristics of Bahía Blanca, but because it is located in a strategic place in terms of the proximity of important tourist towns such as Sierra de la Ventana, Monte Hermoso and Pehuen C6, among others. These localities are approximately 100 km from Bahía Blanca. Due to the plurality of cultural, scientific and recreational activities, among others, tourism activity has increased markedly (Gambarota and Leonardi, 2016), which is reflected in the observed growth in hotel occupation in the 2009-2017 period, which is 14%³. It should be noted that the city has a varied tourist offer, regarding the hotel equipment. According to the Association of Hotels, Restaurants, Bars, Confectioners and Related of Bahía Blanca and Southwest region, it has more than 40 accommodation establishments, with a total of approximately 2,200 places. The offer includes 1, 2, 3, and 4-star hotels, as well as motels, hostels, apart hotels and residential accommodation. It is noteworthy that the vast majority of these establishments are located in the micro and macro-center area.

³ National Institute of Statistics and Censuses (INDEC) and Ministry of Tourism. Hotel occupancy survey, <https://www.indec.gov.ar>, September, 2009-2017

Figura N° 1. Localización del área de estudio.



Source: own, based on ArcGis.

Supply and demand analysis of running events

Supply analysis

The supply of running competitions in the city of Bahía Blanca is diverse, though concentrated in the offer of short distance races, that is, races to travel distances of 10 kilometers or less. Only one competition of the 17 that make up the 2016 calendar, is considered a medium-distance competition. This must cover 21 kilometers and it has been organized since 2011. This is the only certified half marathon in the city and the region (Windward Half Marathon). The calendar of competitions in 2016 is presented in Table 1.

Table 1: Competition calendar in 2016

Month	Day	Competition	Distance
January	5	Circuit of Kings	8.5k
February	-	-	-
March	20	IV Integrar edition I run for the inclusion	8.5k and 3k hike
April	3	Sanidad Corre	8k and 3k hike
	17	10k Bay	10k
	24	Native	5k
May	8	Cross UNS	6k
	25	Barlovento	21k, 14k and 7k
June	-	-	-
July	-	-	-
August	7	100 years Club Independiente	10k
	14	Argentinian Television Union	7k
September	11	Carrera Aniversario Asociación Bahiense de Atletismo	10k and 3k hike
October	16	Pharmacist's run	10k
	23	Correcaminata Club Pacifico	10k and 4k
	30	Trade clerks	8k
November	20	UNS Run	8k and 3.5 K hike
	26	Believe Yes	5k
December	4	Color Light Run	10k and 5k
	8	10K STMBB	10k and 3k hike

Source: own with data obtained from the BahiaCorre.com website

The most important competences are the "Circuit of Kings", "I run for inclusion" and "Bahía 10 K", not only because of the convening power they have, but also because they are the events in which a greater number of actors participate, both from the public sector and three events are declared year after year of municipal interest by the Honorable Deliberative Council of the Municipality of Bahía Blanca,

The first race mentioned is the most important circuit in the city and currently 60 editions have already been carried out. It is organized by the Alumni Athletic Association and the Municipality of Bahía Blanca and is characterized by being one of the oldest athletic events in Argentina. Figure 2 shows the historical and characteristic circuit of the competition, where 8.5 km are covered. The registration fee in 2017 was \$150. The second competition in order of importance, called I run for inclusion, is that one organized by the NGO Integrar, which fights for the rights of people with down syndrome. It has been held since 2013 in a unique circuit created by the Municipality of Bahía Blanca, shown in Figure 3. This circuit is adapted so that its distance is 8.5 km and also a hike of 3 km is made. For both the 8.5km competition and the bed had a cost of \$200 per person in 2017.

Figure 2 shows the historical and characteristic circuit of the competition, where 8.5 km are covered. The registration fee in 2017 was \$150. The second competition in order of importance, called I run for inclusion, is that one organized by the NGO Integrar, which fights for the rights of people with down syndrome. It has been held since 2013 in a unique circuit created by the Municipality of Bahía Blanca, shown in Figure 3. This circuit is adapted so that its distance is 8.5 km and also a hike of 3 km is made. For both the 8.5km competition and the bed had a cost of \$200 per person in 2017.



Figure 2: Circuit of Kings.

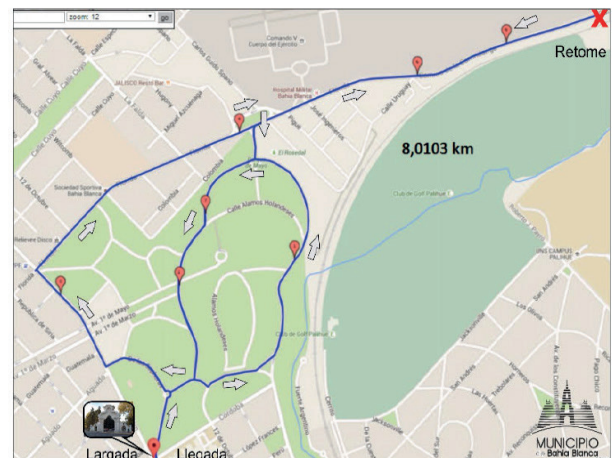
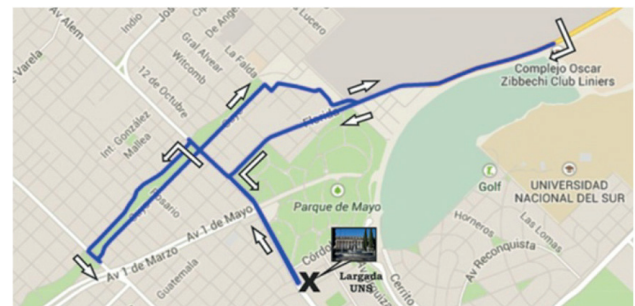


Figure 3: Unique circuit, Bahía Blanca

Source: Municipality of Bahía Blanca, 2016.

The 10 k Bahía Blanca competition is organized by the Undersecretary of Sports of the Municipality of Bahía Blanca in commemoration of the date of the foundation of the city, it has been held since 2009. The circuit is shown in Figure 4 and is the most convoking 10k competition in the city with more than 600 participants in the 2017 edition and in 2016 more than 700 participated. Its cost in 2017 amounted to \$ 150 per person.

Figure 4: 10 k Bahía Blanca.



Source: Municipality of Bahía Blanca, 2016.

With regard to the cost of the three competitions identified, if this value is compared with other competitions in localities of the Province of Buenos Aires, it is noted that it is considerably lower. For example, to participate in a competition of similar distance (10K) in Sierra de la Ventana⁴ (Buenos Aires), the registration fee was \$550, in Necochea and Mar del Plata, of \$300 and to participate in the Mar del Plata Half Marathon, was \$350, This is 75% more expensive than the Windward Half Marathon in Bahía Blanca (\$200). In Bahía Blanca, the races with the highest registration costs (\$250), were "The Pharmacist's Run" and "Trade clerks' Union Marathon". A relevant aspect of them is that they were two of the competitions that the least number of runners had.

Finally, it should be noted that the Secretariat of Sports of the Municipality of Bahía Blanca, has created the so-called Unique Circuit, in order to carry out the pedestrian competitions without greatly hindering the

vehicle transit of the city, which it also allows to reduce the costs for the organization of the event and for the municipality. For this reason, 11 of the 17 competitions that took place in 2016, were held in the Unique Circuit fulfilling the objective set out above. However, its implementation led to competitions being similar and not very attractive to people in the city and the region, causing a decrease in the interest of runners to participate in such events.

Historical and real demand for running events

The analysis of the historical demand for running events was carried out for the period 2010-2017, on data obtained from the three main competitions organized in the city of Bahía Blanca, the "Circuit of Kings", "10 K Bahía" and "I run for inclusion". Table 2 presents the evolution in the number of participants of the three races mentioned above.

Table 2: Number of participants in three of the main races held in the city of Bahía Blanca.

Year	Circuit of Kings	10 K Bahía	I run for inclusion	Total
2010	1,093	1,327	-	2,420
2011	1,402	2,154	-	3,556
2012	1,996	695	-	2,691
2013	2,012	1,123	891	4,026
2014	2,676	577	940	4,193
2015	2,960	638	948	4,546
2016	3,079	732	1,030	4,841
2017	3,200	638	1,104	4,942
Total	18,418	7,884	4,913	31,215

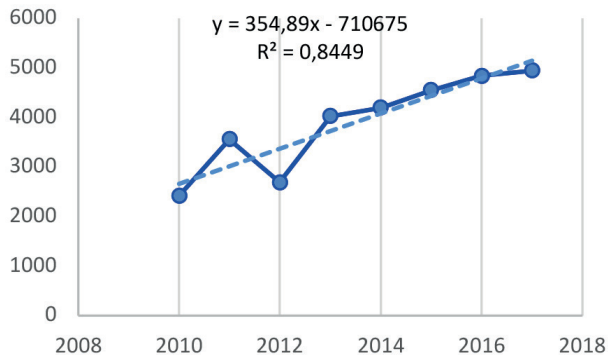
Fuente: www.bahiacorre.com.ar

Table 2 indicates that in the period analyzed there was a significant increase in the total number of enrollees in the careers studied. The cumulative annual rate (T.A.A.) yielded a value of 0.44 indicating that year-over-year the number of enrollees in the three major races grew by 44⁵%.

Figure 5 reveals that the number of participants grows over time, whereas Figure 6 presents the evolution in the number of participants for the three main races. It is clearly visualized that the most important and the one that has grown the most in time is the "Circuit of Kings".

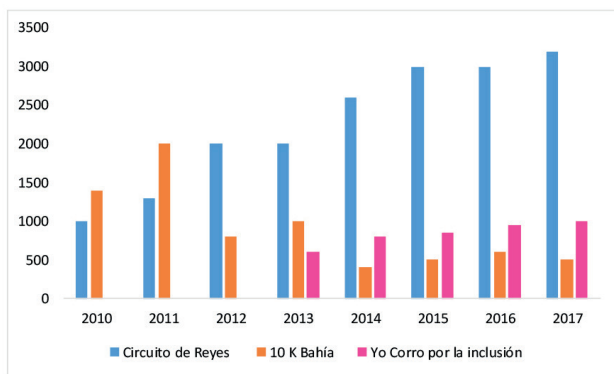
⁴ Sierra de la Ventana is a tourist locality, located 125 km al northwest of the city of Bahía Blanca.
⁵ TAA was calculated as $(VF/VI) 1/n-1 - 1$, where VF is the final value of the variable, and VI is the initial value.

Figure 5: Time series analysis. Evolution in the number of participants in the three main races.



Source: own based on data from Bahía Corre (www.bahiacorre.com.ar)

Figure 6: Evolution in the number of participants per race.



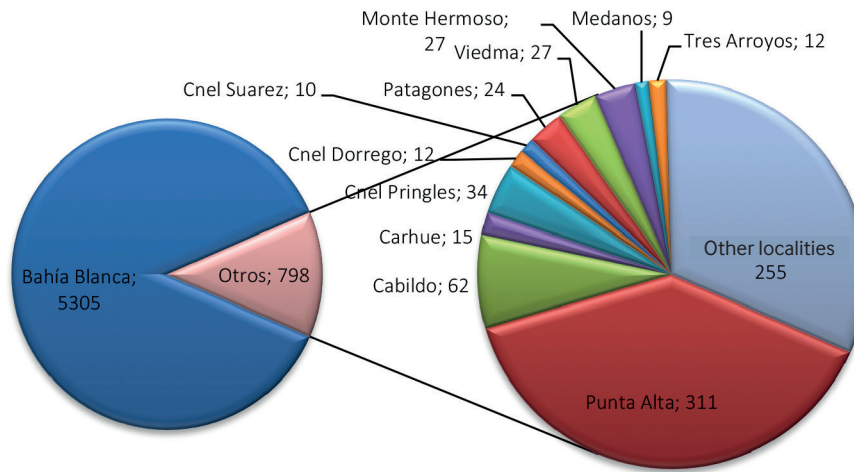
Source: own based on data from Bahía Corre (www.bahiacorre.com.ar)

Then, the study of real demand of the running events held in the city of Bahía Blanca was carried out. This analysis was formalized through secondary information and the collected data, come from the sports event monitoring organization "Bahía corre" (Bahía Runs). The information corresponds to eight races in the calendar of running events held in 2016.

The most outstanding characteristics of the demand are presented as follows:

- The resulting number of the total participants was 6,103 runners distributed in the 8 competitions, being the "Circuit of Kings", the most attractive event.
- 87% of the participants came from the locality of Bahía Blanca, that is 5.305 runners. The remaining 13% were visitor, adding 798 participants. Figure 7 details the precedence of the visitors, who mostly come from localities in the Province of Buenos Aires, specifically, from the southwest of the Province and Viedma. 67% of the visitors received by the city of Bahía Blanca in the events analyzed come from nearby towns located at most, 250 km away. The remaining 33% is covered by representatives from more than 30 localities in the Province of Buenos Aires and also from the rest of the country.
- The "Circuit of Kings" was the most summoning race of the running calendar of the city. Here, 3,079 athletes officially participated, with a high percentage of people from Bahía Blanca (88% of the total), equivalent to 2,699 people.
- In some of the races, the number of participants was less than 200 runners, with a negative result not only for the organization, but also for the running calendar of this city.
- The results indicate that men, participate more in long-distance competitions. For example, in the only long-distance competition that took place in the city, "Half Marathon of Windward" (21k), was the competition where the percentage of men (82%), far surpassed that of women (18%).
- In the shorter distance competitions (5K and 7K), women equaled and even, exceeded the number of male participants.
- Most organizations that competed throughout 2016 set an average price of \$150. The races with the highest registration cost were, the "Pharmaceutical's Run" and the one organized by the Trade Clerks Union, the same was \$250 pesos. A relevant aspect of them is that they were two of the competitions that the least audience reached.

Figure 7: Origin of the participants in the competitions in 2016



Source: own based on data from Bahía Corre (2016)

Potential demand of running events

This section is aimed to know the profile of the people who practice running in Bahía Blanca, their preferences when participating in a running event, determine the spending they spend on average at each of the events they participate in and know their evaluation of the proposals that are presented to improve the tourist potential of this type of sports tourism in the city. For development, as already mentioned, 103 surveys were conducted on people actively running, considering active runner to those who participate at least two events in the year.

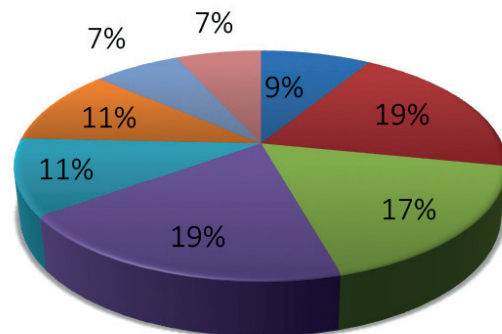
The information obtained from the survey is presented as follows: (i) Profile of the people who practice running, (ii) Number of days remaining in the destination and daily expenditure, and (iii) Aspects valued at the time of selecting an event in a destination, and willingness to pay for a sporting event.

Profile of the people who practice running

From the analysis of the results of the surveys, it is observed that 52% of athletes participating in events are male, thus surpassing the female gender. With regard to age, running is visualized as an activity that covers all ages, including those over 60 years old. Age ranges ranging from

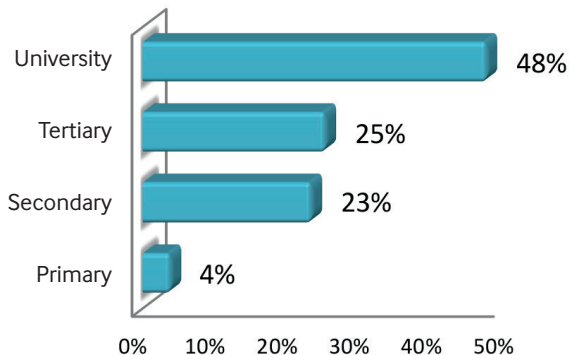
29 to 34, 35 to 39 and 40 to 44, make up more than half of the people surveyed (Figure 8). One of the most popular aspects of people who practice running is their academic training, as presented in Figure 9, approximately 75% have university or tertiary studies

Figure 8: Age



Source: own, based on survey

Figure 9: Highest level of education achieved.



Source: own, based on survey

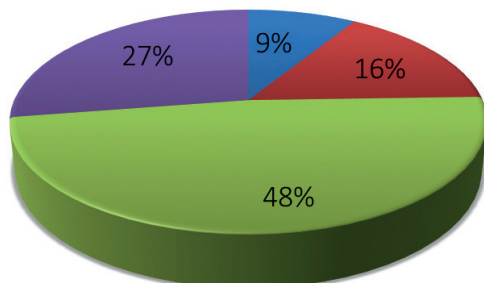
- (i) Number of days remaining in the destination and daily expenditure

Part of the preparation for the events, includes the rest days that the runners have in the destination where the competition will be held, for this reason, consider the arrival 2 or 3 days before the competition essential. Figure 10 shows the answer to the question: if you participate in events in other cities, how many days does the person usually stay?

Figure 11 presents the answers to the question, during the stay: How much did you spend per day, including accommodation, transfer and meals?

Figure 10: Number of days that runners remain at the destination

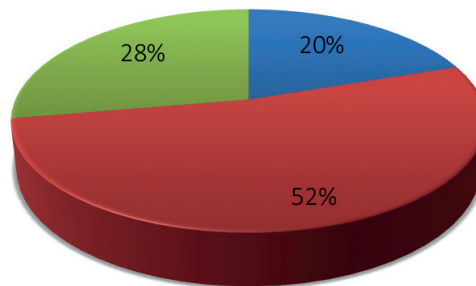
■ Only the day of the competition ■ 1 ■ 2 ■ 3 o +



Source: own, based on survey

Figure 11: Daily expenditure, including accommodation, transfer and meals

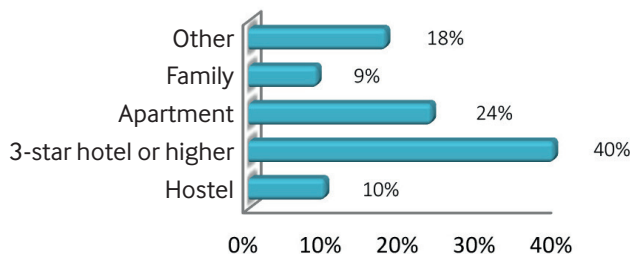
■ Less than \$750 ■ Between \$750 and \$1,500 ■ More than



Source: own, based on survey

In relation to the expenditure made at the destination, Figure 11 shows that 52% spent between \$750 and \$1500 per day, i.e. 52% spent on average \$1,125 per day, 28% over \$1500 and the lowest percentage (20%) spent less than \$750. A demonstration of the daily expense made by a person who is running when participating in an event is the type of accommodation that he or she uses on the days that he or she stays at the destination. A total of 40% of the 98 people who answered the question: What type of accommodation does the person usually stay? They do it in 3-star or higher hotels (Figure 12). On the other hand, the apartments are one of the most chosen accommodation and it should be noted that in the "others" option, a significant number of people prefer cabins as accommodation.

Figure 12: Type of accommodation usually chosen to stay



Source: own, based on survey

- (ii) Aspects valued at the time of selecting an event in a destination and willingness to pay:

The survey sought to know what the likes and preferences are when choosing a destination to compete in a running event. To this end, the question about what he values of the fate in which the race is made was asked. 51% responded that the natural resources existing at the destination are the most valued aspect, mainly because of the type of circuit they will travel in the competition since the running adventure or cross running competitions tend to differ greatly from the Rest.

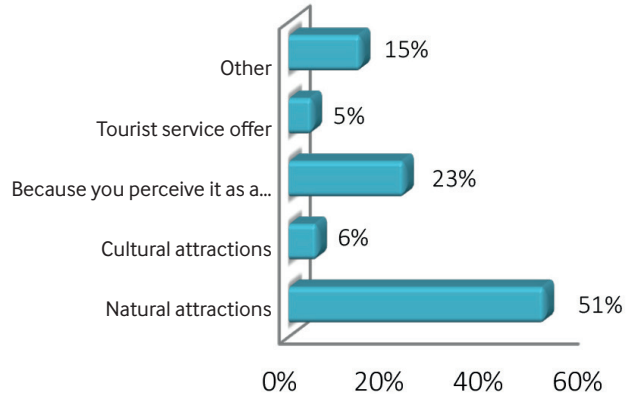
On the other hand, those cities that are perceived by people as important tourist destinations received about 30% of the answers. However, framed in the answer "other(s)", it is necessary to emphasize that there are many variables that influence the choice of the destination, However, there are related to the event itself, such as its organization, the number of participants, the distance and circuit to be traveled and the importance of the event, among others. It should also be emphasized that people who practice group running, are interested in attending events involving a large number of participants of the same training group. For this reason, it is of paramount importance when organizing an event, convening not only those who participate individually, but the running groups, since they are the ones that contribute the most participants.

Figure 13 shows the percentage of answers obtained to the question: What do you appreciate of the destination in which the race is made? It should be noted that people who practice running, give great importance to the adventure running circuits, since they consider it one of the main factors of attraction because it represents a personal challenge varying according to the conditions of each one of the participants.

Then, a question was asked about how much they had paid to participate in an event. Figure 14 reveals that about 50% have paid more than \$1000, 29% between \$500 and \$1000, and only 24% paid a maximum of less than \$500. In addition, in a large number of cases, they have come to pay US\$700 to participate in "The Columbia Crossing", one of the most famous and important events in South America. However, to participate in an event in Bahía Blanca, respondents mentioned that the average price they would be willing to pay would be \$150, with the minimum

value to be paid in Bahía Blanca to participate in an event.

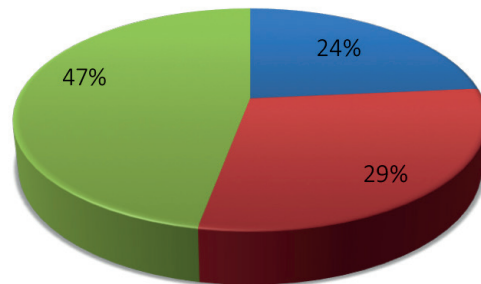
Figure 13: Aspects valued at the time of selecting an event in a destination.



Source: own, based on survey

Figure 14: Maximum amount paid to participate in an event.

■ Less than \$500 ■ Between \$500 and \$1,000 ■ More than \$1,000



Source: own, based on survey

The incidence of running events in the local economy

The analysis of the incidence of running events in the local economy is carried out in accordance with Crompton (2006). As already mentioned, such author defines the economic flow of expenditure attributed to visitors and converted into incomes for the host community.

Considering the number of tourists and visitors who participated in the running events held in Bahía Blanca in 2016 (Figure 7) and taking into account the average expense that the runners show when registering for an event (Figure 11), the estimated income generated for the locality is calculated. The estimate becomes formal by considering the following aspects:

- Of the total participants in running events in Bahía Blanca, only 13% turned out to be visitors, resulting in a total of 798 runners (Figure 7).
- Of the 798 runners who participated in the events, 53%, that is 423 participants come from nearby localities, located less than 100 km of Bahía Blanca.

Therefore, the assumption that they only spend one in town is established.

- The remaining 375 runners are considered to remain in Bahía Blanca for two days as they come from towns located more than 100 km from the city.
- The distribution of daily expenses in transfer, accommodation and food, carried out by event participants is as follows: 52% spend on average \$1,125, 28% make an average expense of \$1,500 and 20% only spend \$750.

From the data presented, the following calculations are made. These are presented in Table 3:

Table 3: Expenditure made by participants in running events that come from other localities.

Number of runners that remain one day in the destination, multiplied by participation in the expense.	Average expenditure per participant year 2016 (\$)	Number of days remaining in the destination	Expenditure expressed in Argentine pesos (\$ year 2016)
423 * 0,52 =220	\$1.125	1	\$247.500
423 * 0,28 =119	\$1.500	1	\$178.500
423 * 0,20 =85	\$375	1	\$31.875
Subtotal			\$457.875
Number of runners that remain two days in the destination, multiplied by participation in the expense.			
375 * 0,52 =195	\$1.125	2	\$438.750
375 * 0,28 =105	\$1.500	2	\$315.000
375 * 0,20 =75	\$375	2	\$56.250
Subtotal			\$810.000
Total			\$1.267.875

Source: own, based on field work.

Observing Table 3, it is first highlighted that the events held in the city are not relevant as a factor of attraction for tourists or visitors, and secondly, that the expense made by such visitors represents an income of \$1,267.875 for the local economy. To this expense it is necessary to add the payment that the runners must make to participate in the different races in respect of registrations. As already mentioned, the average value of races in Bahía Blanca in

2016 was \$150 and the total number of participants in the eight analyzed competitions of 6,103 runners, therefore the income generated from registrations was \$915,450.

In summary, it can be said that the events analyzed in the town in 2016 contributed an income of \$915,450 in registration and \$1,267,875 in expenses in accommodation, transfer and food. As for the number of participants

registered in the different events, it can be said that they did not turn out to be highly convoking, so there are two proposals below that could increase the tourist potential of the same.

Proposals to improve and diversify the supply of running events in Bahía Blanca.

In the survey, two proposals for sporting events linked to running were presented and both obtained a significant percentage of acceptance. The two proposals were carried out based on the need of the city of Bahía Blanca to diversify the offer of pedestrian competences that it currently has. As noted in the analysis of the offer, those events that took place between the months of November and March, had a greater call. For this reason, it is suggested that the following proposals be made in these months.

Proposal 1: Create an event that includes a sports show. Name of the event: "21K Bahía runner fair"

The first proposal is to make a sports show in the days before the competition and a certified 21k (half marathon) race together with a participatory 8k and a 3k hike. The circuit of the main competition, will be the traveling through the most attractive spaces of the city, such as Alem Avenue, Colón Avenue, Alsina Street, Sarmiento, Urquiza, Paseo de las Esculturas, Camino de la Carrindanga and Paseo de la Mujer, among others. In the "expo" there will be stands of brands and local and national sports venues, as well as the exhibition of the new collections of clothing not only for the practice of running, but also stands of specialized health professionals, as for example, in the improvement of the techniques of runners and in pathologies suffered by sports practice. In addition, there will be speeches by running leaders, including physical education graduates, nutritionists, sports physicians and Olympic marathoners. The distance to be traveled has been set at 21k (half marathon) as it has been observed that people tend to travel a greater number of kilometers, pay an expensive registration and stay more than one day in those competitions in which 21k (half marathon), or longer distances, e.g. marathons, ultra-marathons, etc.

This first proposal obtained 95.2% approval from the respondents.

Proposal 2: Create a circuit that includes the city, moun-

tains and sea. Name of the event: "City, mountain and sea circuit".

The results obtained from the survey have shown that a large percentage of the runners prioritizes the natural attractions offered by the destinations, and how in Bahía Blanca, which is an urban destination, it becomes necessary to combine an event with destinations of sun and beach and mountain.

The next proposal consists of a three-day pedestrian competition that will take place in three different places, an urban circuit in Bahía Blanca, a another rugged in Sierra de la Ventana and finally a beach circuit in Monte Hermoso. Bahía Blanca will be used as the main city of the event and distribution to Monte Hermoso and Sierra de la Ventana. The distances to be traveled in each locality will be 10km. There will be one winner per competition, but the times made in the three competitions will be counted to determine the winner of the same.

This second proposal obtained 99% approval from the respondents. The organization of the competitions will require a joint work with the Municipalities of Bahía Blanca, Monte Hermoso, Tornquist and Coronel Suarez.

CONCLUSIONS

Sports tourism represents an ever-developing phenomenon. The change that has taken place in recent years in the social sphere, regarding the interest on the part of people in improving their quality of life and their direct connection with sports practice has driven the activity of running. Year after year, the number of people who engage in daily physical activity has increased and running is a clear example of this. The demand for running is characterized by being completely heterogeneous, it is an activity that is practiced by people of all ages and both genders, as well as from different economic sectors, but who have a factor in common, to carry out an activity linked to enjoyment and improving their quality of life.

Regarding Bahía Blanca, the city has a wide variety of attributes for the development of running as a tourist activity, the infrastructure and equipment necessary to host important events, such as the possibility of developing attractions urban circuits. In addition, it presents a strategic

location in the southwest of the province of Buenos Aires and an important historical, cultural and commercial offer. However, the city has no natural attractions, an important factor for runners when selecting a destination, for this reason, destinations such as Monte Hermoso and Sierra de la Ventana are important competitors in what regarding running.

Likewise, Bahía Blanca has a broad calendar of competitions, with three being the most attractive for both, local and regional population. These are the "Circuit of Kings", "10K Bay" and "I run for inclusion". The analysis of the historical demand of these three events indicates that a significant growth in the number of participants has produced in the 2010-2017 period. However, the highest percentage of participants are local or from nearby localities. This indicates that the conditions of attractiveness of such events could be improved and therefore, the incomes generated for the locality. Two aspects to be improved are those related to the distance that is traveled in each circuit and to the definition of the circuit itself. It was observed that they travel distances not exceeding 10 km, it is a negative aspect when analyzing events as tourist attractions, since through fieldwork it was shown that people move a greater number of kilometers and allocate more money to medium- or long-distance competitions, such as half marathons or marathons. Another negative aspect is the definition of a single circuit for the development of events. Always touring the same circuit in the different events, has led to a loss of interest in athletes for participating in the events.

This research is relevant as it can contribute to enabling local sports policy makers to improve the tourist potential of runners' events. In the fieldwork two proposals were presented, create an event "Feria runner Bahía 21k" and create a circuit that includes the city, the mountains and the sea, "City, sea and saw circuit", thus taking advantage of the advantages of location of the city. These proposals were widely accepted by the athletes surveyed and could be a starting point to improve the tourist potential of the runner events held in the city.

REFERENCIAS

- Alles, M. T. F. (2014).** El impacto turístico de los eventos deportivos: un estudio de caso. Cuadernos de turismo, (33), 59-76. Disponible en: <https://revistas.um.es/turismo/article/view/195651>.
- Añó Sanz, V. (2000).** La organización de grandes eventos deportivos internacionales. Arbor, N° 165 (650), pp. 265-287.
- Baade, R, Baumann, R y Matheson, V. (2008).** Selling the game: Estimating the economic impact of professional sport through taxable sales. Southern Economic Journal. N° 74 (3), pp, 794-810
- Bowerman, W y Harris, W. (1967).** "Jogging: A Physical Fitness Program for All Ages". AceBooks.
- Brasileiro, M. D. S., Rebollo, S., & Medina, J. C. C. (2008).** Turismo deportivo de litoral: un análisis desde la oferta. Revista Brasileira de Ciências do Esporte, 29(3). Disponible en: <http://revista.cbce.org.br/index.php/RBCE/article/view/210>.
- Brunet, F. (1992).** Economía de los Juegos Olímpicos Barcelona '92, Barcelona.
- Burgan y Mules. (1992).** Economic impact of sporting events. Annals of Tourism Research, N° 19 (4), pp, 700 - 710
- Cerezuela, B. (2003).** La información y documentación deportiva y los grandes eventos deportivos.
- Crompton J. (2006).** "Economic Impact Studies: Instruments for Political Shenanigans?" Journal of Travel Research, vol. 45, pp. 67-82
- Crummy, C. (2016).** "Conoce al hombre que inventó el aeróbico". VICE SPORTS. Disponible en: <https://sports.vice.com/es/article/kenneth-cooper-inventor-aerobic-ejercicio-medicina-fitness/>
- Daniels, M.J. (2003):** Estimating the economic impact of seven regular sport tourism events. Journal of Sport & Tourism, vol. 8.4, Enero, pp. 214-222.
- Daniels, M.J.; Norman, W.C. y Henry, M.S. (2004):** Estimating effects of a sport tourism event. Annals of Tourism Research, vol. 31.1, Enero, pp. 180-199.

- Delpy, L. (2003):** An Introduction to Sport and Adventure Tourism. In Sport and Adventure Tourism (S. Hudson, ed.), pp. 1-25, New York: Haworth Hospitality Press.
- Gambarota y Leonardi. (2016).** Propuesta para transformar un recurso en un atractivo turístico: Centro termal "Termas de La Bahía", Argentina. *Revista Interamericana de Ambiente y Turismo*. Vol. 12, Núm., 2
- González Molina, A. (2008).** Rasgos caracterizadores del turismo activo y turismo deportivo e importancia económico-social y estructural de nuevas formas emergentes. *Revista Acción Motriz*. N°1 Julio/Diciembre/2008.
- Fixx, J. (1977).** The complete book of running. Random House Inc.
- Fomento De San Sebastián (2005).** Impacto económico del XVI campeonato del mundo de atletismo máster stadia. www.fomentosansebastian.org
- Getz, D. (1997).** Trends and issues in sport event tourism. *Tourism Recreation Research*. Vol. 22.2, pp. 61-74.
- Getz, D. (1998).** Trends, strategies and issues in sport event tourism. *Sport Marketing Quarterly*. Vol. 7 (2), pp. 8-13.
- Getz, D. (2003).** Sport event tourism: planning, development and marketing. *Sport and Adventure Tourism*, pp. 49-88
- Henderson, J.C.; Foo, K.; Lim, H. Y Yip, S. (2010):** Sports events and tourism: the Singapore Formula One Grand Prix. *International Journal of Event and Festival Management*, vol. 1.3, pp. 60-73
- Jiménez Rubio, D. (s/f). Turismo deportivo:** las carreras por montaña como herramienta de desarrollo local, Tesis de Magister, Universidad de Alicante. Departamento de Geografía Humana. Disponible en: <http://hdl.handle.net/10045/48113>.
- Kotler, P. (2007):** Marketing internacional de lugares y destinos. Pearson. Prentice Hall. México.
- Jago, J. y Dwyer, L. (2006).** Economic Evaluation of Special Events: a practitioner's guide. Cooperative Research Centre for Sustainable Tourism. Common Ground Publishing Pty Ltd. Australia. En: https://www.researchgate.net/publication/40506787_Economic_Evaluation_of_Special_Events
- Latiesa, M. y Paniza, J. (2006).** Turistas deportivos: una perspectiva de análisis. *Revista Internacional de Sociología (RIS)*, N° 44 (64), pp. 133-149. En: <http://revintsociologia.revistas.csic.es/index.php/revintsociologia/article/viewArticle/31>.
- Matheson, V., & Baade, R. (2004).** Mega-sporting events in developing nations: playing the way to prosperity?.

- Miraglia, D. (2017).** El running como práctica turística-recreativa en Bahía Blanca. Potencialidad turística y perfil de la demanda. Tesis de grado inédita. Universidad Nacional de Sur. Departamento de Geografía y Turismo.
- Nogueras Carrasco, M. (2010).** El deporte y el turismo. Una relación de ahora y para el futuro. En: www.mundedeporte.com/imagenes/documentacion/ficheros/20100611135518miguel_angel_nogueras.pdf
- Ottevanger, H. (2007).** Sport Tourism: Factors of influence on sport event visit motivation.
- Revuelta, R. (2006).** Turismo y eventos deportivos: los Juegos Olímpicos de Invierno. *Oppidum*. N° 2, pp. 399-428.
- Sánchez-Fernández, P., Barajas, Á., & Alén González, M. E. (2013).** Los eventos deportivos como herramienta de promoción turística: propuestas para el Rally de Ourense y su entorno (Sport Events as a Tool for Tourism Promotion: Proposals for Rally Ourense and Its Environment). *Revista de análisis turístico*, (16), 59-69.
- Santiago, C. (2016).** Trail running: modelo e potencial territorial en quanto produto turístico. *Dissertação de*
- Soler Vayá, F., & San Martín González, E. (2017).** La promoción del turismo rural a través del trail running: el caso de Carrícola en la comarca de La Vall d'Albaida (España). *PASOS. Revista de Turismo y Patrimonio Cultural*, 15 (1), 49-69.
- Solberg, H y Preuss, H. (2007).** Major Sport Events and Long-Term Tourism Impacts. *Journal of Sport Management*. N° 21 (2)
- Tyrrell, T.J. y Johnston, R.J. (2001):** A framework for assessing direct economic impacts of tourist event: distinguishing origins, destinations and causes of expenditures. *Journal of Travel Research*, vol. 40.1, pp. 94-100.
- Tyrrell y Johnson. (2006).** The Economic Impacts of Tourism: A Special Issue. *Journal of travel Research*. Vol45 (1), pp. 3-7
- Wilson, R. (2006):** "The economic impact of local sport events: significant, limited or otherwise? A case study of 4 swimming events". *Managing Leisure*, 11(1): 57-70
- Páginas Web:**
- Actletas (2014). Próceres del running:** Bill Bowerman. Disponible en: <http://www.actletas.info/fitness/proceres-del-running-bill-bowerman/>
- EL NUEVO DIARIO. (2009)** El libro que cambio el atletismo a nivel mundial. <http://www.elnuevodiario.com.ni/opinion/57104-libro-que-cambio-atletismo-nivel-mundial/>

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

José G. Vargas-Hernández¹, Jovanna Nathalie Cervantes-Guzmán², Elba Lizbeth García Guerra³.

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 claves: 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.

(Presented: September 19, 2018. Accepted: September 10, 2019).

¹ Research profesor, University Center for Economic and Administrative Sciences, University of Guadalajara, Mexico, jvargas2006@gmail.com

² Research Assistant University Center for Economic and Administrative Sciences, University of Guadalajara, Mexico. nathalie.cervantes34@outlook.com

³ Research Assistant University Center for Economic and Administrative Sciences, University of Guadalajara, Mexico. nathalie.cervantes34@outlook.com

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 Visit 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.

REFERENCES

- Anónimo, (s. f.)**, 10 problemas que enfrenta el turismo en diferentes ciudades de México. Entorno Turístico. Recovered from: <http://www.entornoturistico.com/10-problemas-que-enfrenta-el-turismo-en-diferentes-ciudades-de-mexico/>
- Aldaz, P. (2016)**, La CDMX ya es una marca registrada. El universal. Recovered from: <http://www.eluniversal.com.mx/articulo/metropoli/df/2016/01/27/la-cdmx-ya-es-una-marca-registrada>
- Aragón, M. (2014)**, Análisis del ecoturismo como alternativa de desarrollo sustentable en Latinoamérica (México, Costa Rica y Ecuador). El Colegio de la Frontera Sur. Université de Sherbrooke.
- Armas, A. (2007)**, EN TORNO A LA MERCADOTECNIA URBANA: REORGANIZACIÓN Y REIMAGINACIÓN DE LA CIUDAD. REVISTA BIBLIOGRÁFICA DE GEOGRAFÍA Y CIENCIAS SOCIALES. Recovered from: <http://www.ub.edu/geocrit/b3w-712.htm>
- Aventura en Zapopan.** Viajes Huaxtla. Recovered from: <http://www.huaxtla.org/index.php>
- Báez, L., Acuña, A. (1998)**, Guía para las mejores prácticas de ecoturismo en las Áreas Protegidas de Centro América. Turismo & Conservación Consultores, S.A. Recovered from: <http://www.bio-nica.info/biblioteca/Baez&Acuna%201998.pdf>
- Benko, G. (2000)**, Estrategias de comunicación y marketing urbano. SciELO. Recovered from: https://scielo.conicyt.cl/scielo.php?script=sci_arttext&pid=S0250-71612000007900004
- Betancourt, Y. E. (2008)**, EL CITY MARKETING COMO UNA OPCION ESTRATEGICA DE MERCADOS. UNIVERSIDAD NACIONAL DE COLOMBIA. Recovered from: <http://www.bdigital.unal.edu.co/1949/1/yeside-duardobetancourt.2008.pdf>
- Bielsa, M. (2016)**, City Branding, el marketing de la ciudad. Mique. Recovered from: <http://www.mique.es/city-branding-el-marketing-de-la-ciudad/>

- Catellanos, C. (2015)**, EVALUACIÓN DE LOS RECURSOS TURÍSTICOS CON VOCACIÓN ECOTURÍSTICA Y CARACTERIZACIÓN DE LA DEMANDA TURÍSTICA EN LAS ZONAS DE USO PÚBLICO DE LA RESERVA FORESTAL PROTECTORA DEL CERRO QUININÍ (TIBACUYCUNDINAMARCA). Colciencias. Recovered from: <http://repository.udistrital.edu.co/bitstream/11349/2383/1/CatellanosMenjuraClaudiaPatricia2015.pdf>
- Consultoria Mitosky, (2016)**, LOS ORGULLOS DE LOS MEXICANOS. Mexico opina. Recovered from: <http://consulta.mx/index.php/estudios-e-investigaciones/mexico-opina/item/821-los-orgullos-de-los-mexicanos>.
- Comunicación social, eventos, gobierno noticias (2016)**, Presentan "Guadalajara, Guadalajara", la nueva marca ciudad. Gobierno de zapopan. Recovered from: <https://www.zapopan.gob.mx/presentan-guadalajara-guadalajara-la-nueva-marca-ciudad/>
- CPTM. (2014)**, Programa Institucional 2014-2017. Consejo de Promoción Turística de México. Obtenido de http://www.cptm.com.mx/work/models/CPTM/Resource/8183/8/images/Anexo_13_Programa_Institucional_2014_2018_CPTM.pdf
- CPTM. (2017)**, Internet. Consejo de Promoción Turística de México. Obtenido de <http://www.cptm.com.mx/services/internet>
- García, M. (2016)**, La ciudad mexicana de Guadalajara presenta su nueva marca, basada en la famosa canción. Brandemia. Recovered from: <http://www.brandemia.org/la-ciudad-mexicana-de-guadalajara-presenta-su-nueva-marca-basada-en-la-famosa-cancion>
- Guadalajara, Guadalajara.** Recovered from: <https://guadalajaguadalajara.mx/>
- Guerrero, R. (2010)**, Ecoturismo Mexicano: la promesa, la realidad y el futuro. Un análisis situacional mediante estudios de caso. Redalyc. Recovered from: <http://www.redalyc.org/articulo.oa?id=193414423002>
- Herederó, O., Chaves, M. (2015)**, LAS ASOCIACIONES "MARCA PRODUCTO" Y "MARCA CIUDAD" COMO ESTRATEGIA DE "CITY BRANDING" Una aproximación a los casos de Nueva York, París y Londres. UNIVERSIDAD COMPLUTENSE DE MADRID. Recovered from: <http://revistas.ucm.es/index.php/ARAB/article/view/47857>
- Hernández, E. (2014)**, Tesis. EL CITY MARKETING COMO ESTRATEGIA DE MERCADOS PARA EL DESARROLLO TURÍSTICO, CASO DE ESTUDIO IXTAPA DE LA SAL. UNIVERSIDAD AUTONOMA DE MEXICO. Recovered from: <http://ri.uaemex.mx/bitstream/handle/20.500.11799/30993/UAEM-FAPUR-TE-SIS-HERNANDEZ,%20ESTEBAN.pdf?sequence=>
- Lascuráin, H. (1998)**, ELABORACIÓN DE INVENTARIOS DE ATRACTIVOS ECOTURÍSTICOS. Diana. Recovered from: <http://www.ucipfg.com/Repositorio/MGTS/MGTS14/MGTSV-07/tema2/Ceballos-Lascurain.pdf>
- Lloyd, C., Quercus, M., Medina, L. (s. f.)**, Cañon 7 cascadas. Jalisco Vertical. Recovered from: <http://jalisco-vertical.weebly.com/7-cascadas.html>
- Mancilla, E., Morales, A., Lugo, D. (2012)**, El papel imaginario urbano para la construcción de la marca de una ciudad. Imaginario Visual. Recovered from: http://eprints.uanl.mx/2551/1/EI_papel_del_imaginario.pdf
- Marín, N. C. (2010)**, PROMOCIÓN TURÍSTICA A TRAVÉS DE LOS MEDIOS AUDIOVISUALES, CASO MEDE-

LLÍN, COLOMBIA. Universidad Internacional de Andalucía. Recovered from: http://dspace.unia.es/bitstream/handle/10334/757/0139_Gomez.pdf?sequence=3

Martínez, A. (2006), Creación de una marca de ciudad. Instituto Nacional de Administración Pública Centro de Estudios Locales. Recovered from: [http://bases.cortesaragon.es/bases/ndocumen.nsf/9ed3a8f9c37405f6c12570a6002b471d/24c0c410f75ea060c12575d8002abad1/\\$FILE/creacin%20marca%20de%20una%20ciudad.pdf](http://bases.cortesaragon.es/bases/ndocumen.nsf/9ed3a8f9c37405f6c12570a6002b471d/24c0c410f75ea060c12575d8002abad1/$FILE/creacin%20marca%20de%20una%20ciudad.pdf)

Melo, J. (2013), El ecoturismo como desarrollo sustentable. UNAM. Recovered from: <http://132.248.9.195/ptd2014/enero/0707347/0707347.pdf>

Navarro, D. (2015), Recursos turísticos y atractivos turísticos: CONCEPTUALIZACIÓN, CLASIFICACIÓN Y VALORACIÓN. Cuadernos del turismo. Recovered from: <http://www.redalyc.org/pdf/398/39838701014.pdf>

OMT, (2008), Entender el turismo: Glosario Básico. UNWTO. Recovered from: <http://media.unwto.org/es/content/entender-el-turismo-glosario-basico#Turismo%20interno>

Portugal, M. (2008), Introducción al turismo. Transversal. Recovered from: <http://enah.edu.ni/files/uploads/biblioteca/902.pdf>

Rebollo, N. (2012), Ecoturismo. Red Tercer Milenio. Recovered from: http://www.aliat.org.mx/BibliotecasDigitales/economico_administrativo/Ecoturismo.pdf

Rogel, I., Rojas, A., Ortega, S. (2011), EL TURISMO ALTERNATIVO COMO ESTRATEGIA DE CONSERVACIÓN DE LA RESERVA DE LA BIOSFERA DE LA MARIPOSA MONARCA (2008-2010). Quivera. Recovered from: <http://www.redalyc.org/pdf/401/40119956006.pdf>

Rojano, F. J. y Castilla, E. B. (2007), Presente y futuro de la comunicación estratégica en la ciudad. Fisec-estrategias Revista Académica del Foro Iberoamericano sobre Estrategias de Comunicación, No. 30. Recovered from: http://www.cienciared.com.ar/ra/usr/9/318/fisec8m4_pp27_49.pdf

Romero, E. (2009), City-marketing, Marca-ciudad. Comunicaciones Estratégicas. Recovered from: <http://romeroads.blogspot.mx/2009/04/city-marketing-marca-ciudad.html?view=classic>

Sancho, A. (2008), Introducción al turismo. E- unwto.org. Recovered from: http://moodle2.unid.edu.mx/dts_cursos_md/lic/AET/PT/AM/01/Introduccion_turismo.pdf

SECTUR, (2014), AGENDAS DE COMPETITIVIDAD DE LOS DESTINOS TURÍSTICOS DE MÉXICO. Secturjal. Recovered from: https://secturjal.jalisco.gob.mx/sites/secturjal.jalisco.gob.mx/files/u16/agenda_guadalajara.pdf

Valenzuela, R. (2016), Guadalajara, Guadalajara. Una marca sonora. Campaigns & Elections en español. Recovered from: <https://www.campaignsandelectionsla.com/single-post/2016/10/01/Guadalajara-Guadalajara-Una-marca-sonora>

Wallingre, N. (2011), EL DESARROLLO DE UN NUEVO DESTINO TURÍSTICO EL CASO DE LA CIUDAD DE VILLA ELISA, ARGENTINA. Dialnet. Recovered from: <file:///C:/Users/DELL/Downloads/Dialnet-EIDesarrolloDeUnNuevoDestinoTuristico-3915120.pdf>

Wallingre, N., Toyos, M. (2010), Diccionario de turismo, hotelería y transportes, 2ª ed., Buenos Aires, Universidad del Salvador

RESEARCH / INVESTIGACIÓN

Government tourism promotion programs: An analysis of its effects in thirty inland, beach and border destinations in Mexico

Programas de fomento turístico gubernamental: Un análisis de sus efectos en treinta destinos de interior, playa y frontera en México

Hugo Nathanael Lara Figueroa¹, Edith Miriam García-Salazar².

Resumen: El presente trabajo mide el impacto de los programas de fomento turístico gubernamental en la demanda turística de destinos de interior, playa y frontera en México. Se realizó un estudio transversal con información de los Anuarios Estadísticos y Geográficos publicados por el Instituto Nacional de Estadística y Geografía (INEGI) de 30 lugares y se elaboró un modelo de regresión logística condicional; se simularon escenarios para mostrar cambios en la probabilidad de la elección del tipo de destino, ante cambios en las variables de mayor impacto en el modelo. Se encontró que el número de establecimientos de alojamiento, alimentación, ocio y espacios culturales, así como variables climáticas tienen efectos en la demanda turística. Los resultados obtenidos sugieren implementar una política de fomento turístico diferenciada: promover la inversión en establecimientos para la alimentación en los destinos de interior y frontera; hospedaje, ocio y cultura en los destinos de playa, mientras que en los tres tipos de destino es necesario fortalecer programas ambientales que inhiban el cambio climático.

Palabras clave: Fomento turístico, políticas públicas, demanda turística, cambio climático.

Abstract: This study measures the impact of the government tourism promotion programs on the tourist demand of interior, beach and border destinations in Mexico. A cross-sectional study was realized with information from the Statistical Yearbooks published by the National Institute of Statistics and Geography (INEGI) of 30 places and a conditional logistic regression model was developed; scenarios were simulated to show changes in the probability of choosing the type of destination, before changes in the variables with the greatest impact in the model. It was found that the number of accommodation establishments, food, leisure and cultural spaces, as well as climatic variables have an effect on tourism demand. The results obtained suggest implementing a policy of differentiated tourism promotion: promoting investment in establishments for food in the interior and border destinations; lodging, leisure and culture in beach destinations, whereas in the three types of destination it is necessary to implement environmental programs that inhibit climate change.

Keywords: Tourism promotion, public policies, tourism demand, climate change.

(Presented: May 27, 2019. Accepted: August 27, 2019)

¹ Doctor in Social Sciences, specializing in Political Science, Technological of Higher Studies of Ecatepec, Mexico. hugolarat@tese.edu.mx

² Doctor in Economic Sciences of the Autonomous Metropolitan University, Hidalgo State College. miriamedith72@yahoo.com.mx

INTRODUCTION

The interest among governments of different countries, the private sector and many social tourism organizations, is explained by the increasing amount of material and intangible resources related to the development of this activity and its constant growth. Globally, tourism has been the only economic activity that has continued to grow since the early 1950s. This has led to the implementation in our country of a set of strategies and lines of action that allow to detonate development poles in destinations considered strategic for the growth of this sector and thus generate an increase in the arrival and permanence of domestic and international tourists.

Among the main mechanisms implemented, the following can be mentioned: a gradual increase in the budget for the Ministry of Tourism (SECTUR), as well as the creation of various programs aimed at promoting tourism in national destinations with differentiated appeals in terms of climate, social, cultural, gastronomic and infrastructure in each destination. Since these aspects have yielded positive results, as will be seen below, the growth of the sector may be considered modest compared to other countries that have implemented similar strategies, and many of these may even be acting inhibitors in the arrival of tourists by making some destinations less attractive. From this perspective, this study helps to identify the impact that the Government Tourism Development Government Tourism Promotion (GTP) has as a strategy that promotes tourism demand in thirty national tourist destinations.

The results obtained contribute on the one hand, to improve public policies in terms of an increase in the influx of tourists and, on the other hand, to making the use of public resources more efficient in those infrastructure projects which, according to estimates, influence the tourist demand of each type of destination both in terms of the material characteristics of the destinations, and of environmental aspects that can affect tourism.

Tourism promotion and development in the world

In general, it can be affirmed that governments have two central instruments for tourism development: The Support and The Government Tourism Promotion (GTS and GTP, respectively). About the first, Ward & Gold (1994), define the promotion as the conscious use of advertising and marketing that allows to communicate selective images about specific locations or geographical areas in order to develop an advertising campaign that to attract as many visitors as possible. On other hand, Middleton & Clarke (2001) refer to it as the activity carried out by the Government to support those companies or organizations that attract foreign exchange to the country, whereas De Chernatory & McDonald (1992) conceive it as the set of actions that lead a buyer or user to perceive added values unique within what they seek to be promoted, and that they are more closely aligned to the needs sought or created. On the other hand, GTP refers to planning and development of tourist projects, this is: the location of areas that have the potential to become tourist sites, the investment for the construction of infrastructure, the development of management plans for tourist destinations and their natural resources, and collaboration with the private sector for the orderly and sustainable development of tourism investments.

About the latter, the GTP is the protection, relief or boost activity that the Government provides for the development of tourism activity in a specific locality, region or country, in order to generate an increase, improvement or diversification of the facilities that facilitate or allow tourists to complete the cycle of a tourist trip³. In addition, the following aspects are also considered: transport or roads so that a person or a family can reach their destination, meet their needs for lodging and food, use or enjoyment of the landscapes or services that motivated the trip, resolve eventualities (medical, legal, among others) and return to their place of departure. In this sense, both the GTS and the GTP are activities that allow the growth of tourist activity in a particular social space from the dissemination of tourist destinations and the generation of material and structural conditions in a country or specific region.

³ FTG is aimed to construction, conservation and maintenance of the tourist infrastructure: it ranges from highways, construction of hotels to complementary services (banks, malls, telephone service).

GTS and GTP in Mexico

In the Mexican case, the Ministry of Tourism (SECTUR) is the body responsible for the promotion and promotion of tourist destinations. The secretariat has two agencies: The Tourism Promotion Council of Mexico (CPTM) and the National Tourism Promotion Fund (FONATUR). Whereas the first is responsible for coordinating, designing and operating the tourism promotion strategies of the destinations and activities that Mexico offers at national and international level (advertising and country brand, among others), the second is composed of a committee study, it approves and finances, through a trust, those projects related to investment in infrastructure, maintenance and conservation of the spaces, Among the programs, the following can be mentioned: "Infrastructure Development Program for the Support and Promotion of Investment in the Tourism Sector", "Program for the Promotion and Development of Tourism Programs and Projects of The Federal Entities", "Tourism Infrastructure Projects", "Infrastructure Maintenance" and the "Conservation and Maintenance of Basic Infrastructure with other Public, Private and Social Authorities"⁴.

Regarding the way they operate, the financing of those projects linked to promoting tourism development and protecting and maintaining the landscape and environmental image of the destinations is common to them through the generation of infrastructure in five areas: a) services, b) tourist equipment, c) creation or strengthening of routes, circuits or tourist corridors and promotion to regional development, d) creation of sites of tourist interest, e) technical assistance and services related to Projects. Although what is intended with these programs is to detonate economic growth in tourist areas, in large part the design, process and consistency assessments and results that have been carried out on these programs can be observed. These include recommendations in feasibility terms; the possible duplication and overlap of program functions, as well as attention to the same potential and target populations (ITAM and Centro de Estudios de Competitividad, 2017; Secretaría de Gobernación, 2017 and Servicios Profesionales para el Desarrollo Económico, 2017).

Both positive and negative aspects are noted with regard to the achievements and results achieved in tou-

rism. On the first, it should be noted that, at present, Mexico has managed to climb eight positions ranking 22nd in the world tourism ranking in 2017. Among the negative aspects is that our country has lost important positions in the global competitiveness index in infrastructure quality by descending five positions, from the 57th place achieved in the 2016-2017 edition to 62nd position in the 2017-2018, as well as a decrease in posts in transport infrastructure, prices, and port infrastructure, items in which seats 82, 83 and 124 respectively are held (World Economic Forum, 2017).

Finally, and in accordance with the Sectoral Tourism Program 2013-2018, the performance of this country in the main international indicators has been moderate in nature compared to that of other countries. Examples include that, while in destinations such as Turkey, Hong Kong, Malaysia, Japan and Russia, growth rates of 8.6, 7.8, 4.8, 2.5 and 11.6%, respectively, were recorded during the period 2000-2012, Mexico grew 1.1% in the same period. With regard to international tourism revenues, although our country reached a record figure in 2012 with a growth rate of 7.3% with a market share of 1.25 and an average annual growth rate (TCMA) of 3.6% in the period 2000-2012, this positive trend was also recorded by other countries during the same period but with higher levels (Hong Kong, 15.5, Turkey 10.7, Japan 12.9, Malaysia 12.3 and Russia with 10.1%). In short, Mexico has grown in less proportion compared to other nations both in terms of tourist arrival and international tourism revenue.

Determinants of tourism

THEORETICAL-METHODOLOGICAL FRAMEWORK

The analysis and study of the demand and the tourism sector has been addressed from various approaches with economic theory (traditional consumer theory) being the most widely used. Crucially, this approach considers as a basis the assumptions of economic rationality, usefulness and preferences of individuals and households in the choice of available destinations. The explanatory power of this approach has been vital to understand the impact that economic aspects (income le-

⁴ According to the Expenditure Budget Program of the Federation for the Fiscal Exercise 2013, there are in the 21 branch, 13 public programs managed by the Secretariat of Tourism. Of these, five are directly related to promotion activities.

vel and expenditure) have on the decision of individuals or household so that, according to their characteristics, as well as their tastes and preferences choose, first, to go on a trip and, second, to which destination to go.

Although the contributions of these studies have been significant in identifying why there are changes in tourism demand, their contribution may be limited when it is intended to respond to why the choice of destinations is different between individuals or families with similar sociodemographic or economic profiles. Therefore, it can be assumed that their preferences are also influenced by random elements attributable to the characteristics of each place.

In order to complement these findings, modeling that consider non-observable components of the usefulness of individuals has been developed. These models are linked to the characteristics of available alternatives. These include conditional, nested logistical models and mixed-effect models, which can be considered a generalization of logit and probit regression models with the difference that, whereas the latter have assumed independence among the various possible alternatives, i.e. that the probabilities of conditional utility functions are not correlated through the alternatives. The former allow to identify those determinants that affect the choice of an individual among the options offered, but which may be considered dependent on each other (Alvarez et al., 2017; Alvarez-Díaz et al., 2016; Becker & Murphy, 1988; Ben-Akiva & Lerman, 1985; Lancaster, 1966; McFadden, 1973; Morley, 1992; Rugg, 1973).

The popularity of such models is due to the work carried out by McFadden (1973), where the main explanatory variables of the behavior of tourism demand are considered as the socio-economic characteristics of individuals and the attributes of the available alternatives. With the addition of certain attributes of the alternatives available to demand models, it has been possible to determine that, in addition to sociodemographic and economic variables (income-expenditure, sex, household size, and so on), the characteristics of places (climate, cultural areas, availability and type of

accommodation, type of food, etc.) have a similar weight and even, in some cases, greater than those related to economic aspects.

Tourist demand

Empirical evidence

The models used in much of the research in the tourism sector are based on the Lancaster Characteristics Theory (1966), later refined by Rugg (1973) and Morley (1992) where econometrics estimates of modal choice have been performed. These allow predicting variables that affect the decision to exit or not exit, as well as the probability of choosing some specific target type. In addition to previous works, there are other studies that have used the so-called life cycle of tourist destinations (CVDT) (Butler, 1980, 1996, 2001) and case methods. In both types of research, the main goal has been to identify and predict not only the variables that impact an individual's or household's decisions when they choose to leave for travel, but also on the factors that determine the choice of a destination, as well as the tourist potential that a place has.

Examples of the first can be highlighted: the disaggregated model made by Rodríguez-Feijoó et al. (2000), where a multinomial logistical model identifies the attributes that tourists consider during their stay in the Canary Islands of Spain; in the model developed by Guzmán-Soria et al. (2011), the direct relationship that tourism demand has with the behavior of the Canadian and U.S. economy to from the promotion that a tourist gives to future visitors, Likewise, Sánchez & Cruz (2016), associate the impact that macroeconomic variables (exchange rate) have on the development of tourist receiving destinations. On the other hand, the work by Cabrer-Borras et al. (2016), evaluate, through the method of difference in differences, the impact of public spending on the promotion of destinations in the Spanish domestic tourism demand. With regard to the second type of studies, a casework can be highlighted in various countries and destinations where the degree of development of the destinations is quantified based on the importance of population, business and

government participation (Gómez et al, 2017), competitiveness and sustainability (Shaadi-Rodríguez et al. 2017), the attractions and activities of recreational and cultural tourism (Milio, 2004; Rivera, 2015), the transport and housing systems (Kozak & Rimmington, 1999) and cultural features (Shaadi-Rodríguez et al., 2017 and 2018) that a place has in tourists.

Although all of these types of research have made important contributions to understanding the factors associated with changes in tourism demand, the use of case studies and not including the characteristics of destinations makes the results can only be representative of the destinations analyzed, and that the effect that tourism policy has on the arrival of tourists is unknown. However, there are works such as those carried out by Bujosa-Bestard & Roselló-Nadal (2011) and Olcina-Cantos & Vera-Rebollo (2016), where characteristics of the destinations are incorporated in climate terms to know the impact of these on tourist flows.

Due to the above and in order to contribute to the findings of the aforementioned studies, in this work 30 tourist destinations are analyzed considering the characteristics of the places in terms of infrastructure and climatic conditions, which identify the impact of these on tourism demand.

MATERIALS AND METHODS

In order to know the factors associated with tourism demand, a conditional logistical model was developed using modelling with discrete variables. In the conditional logit model that is presented, the utility that an individual n receives from the choice to go to the destination i, given an alternative set $i = 1, \dots, l$, is represented by an indirect function of linear utility represented as:

$$U_{ni} = \beta'X_{ni} + \varepsilon_{ni}$$

Where:

$\beta'X_{ni}$ is the non-stochastic part of the indirect utility obtained when the individual chooses the type of destination; X_{ni} are the observed attributes that characterize the places available to the user, and β' is the vector of estimated coefficients for each of the observed characteristics of

X_{ni} . Finally, ε_{ni} represents the error term indicating the variation in the preferences of different tourists.

Assuming that an individual will choose the type of destination where it maximizes its usefulness, the probability π_{ni} of the choice of this i will be greater than the rest. This can be presented as:

$$\pi_{ni} = \Pr [\beta'X_{ni} + \varepsilon_{ni} > \beta'X_{nj} + \varepsilon_{nj}] \quad \forall i \neq j$$

On the other hand and assuming an cumulative distribution of the extreme value of type I, the probability of choosing the type of destination I is expressed as follows:

$$\pi_{ni} = \frac{e^{\beta'X_{ni}}}{\sum_{j=1}^l e^{\beta'X_{nj}}}$$

With regard to the logarithm of the likelihood function of the β' parameter vector, there is:

$$LL(\beta) = \sum_{n=1}^N \sum_{i=1}^N y_{ni} \log X_{ni} (\beta)$$

Where:

N is the number of tourists of the sample, $X_{ni} (\beta')$ represents the probabilities of choice of the types of destination, y_{ni} is a variable that assumes value 1 when user n chooses the site I and zero, otherwise.

Once the modeling was carried out, the β parameter vector was used as an estimator to forecast changes in the chances of visiting some type of destination, in the face of changes in the characteristics of the different alternatives that affect the usefulness of the users.

Model specification

For the dependent variable, 30 tourist destinations were considered as priority in accordance with the document issued by the Institute of Tourism Competitiveness (IC-Tur) of the SECTUR published in the call of the Sectoral

Fund for the Research, Development and Technological Innovation in Tourism 2014. This document, established as destinations of interest for the following cities: Puebla, León, Mérida, Querétaro, Oaxaca, San Juan de los Lagos, Morelia, Tuxtla Gutiérrez, San Luis Potosí, Cuernavaca, Villahermosa, Hermosillo, Xalapa, Guanajuato, Aguascalientes y Zacatecas. In the case of beach destinations, the following destinations were taken into account: Acapulco, Cancún, Riviera Maya, Veracruz-Boca del Río, Mazatlán, Puerto Vallarta, Los Cabos, Nuevo Vallarta, Ensenada, Ixtapa-Zihuatanejo, Manzanillo and Cozumel. On the other hand, in the case of border destinations, the cities of Tijuana and Ciudad Juárez were included.

To know the differentiated effect of the attributes of

the destinations on tourist demand, the dependent variable was modeled with three possible values: 1) the tourist chooses to visit an internal destination, 2) chooses a beach place or 3) chooses to visit a border area.

With regard to explanatory variables and which for this study are considered as part of the GTP, it was chosen to include only those that had complete information of all the destinations analyzed. After a process of analysis and debugging of these, it was decided to incorporate climate and infrastructure variables into the model in terms of promotion with 2016 data obtained from INEGI. The structure of the variables incorporated into the model is described below:

VARIABLE	CODING
Hosting establishments	Continuous variable that indicates the number of hotels, motels, guest houses, cabins and suites available in each destination.
Food establishment	Continuous variable that indicates the number of restaurants and cafeterias available in each destination.
Leisure and recreation establishments	Continuous variable that indicates the number of bars and discotheques available in each destination.
Cultural establishments	Continuous variable that indicates the number of theaters and museums available in each destination
Rainfall	Continuous variable that indicates the average temperature in the destination site, measured in degrees Celsius.
Temperature	Continuous variable that indicates the average rainfall in the destination site, measured in liters of water per square meter of land (l/m ²).

Descriptive statistics of the study destinations

Climatic variables

It is important to note that the tourist activity is closely related to climate and environment, because most of the activities are carried out outdoors and in the best weather conditions (Sectur, 2014). According to the processed information, the beach destinations are the hottest and those that maintain a relatively constant temperature throughout the year (annual average of 26.00 degrees

Celsius). Similarly, these destinations present the highest annual rainfall level (1,086.98 mm annual average). Inland destinations, meanwhile, have an average temperature of 21.14 degrees Celsius and an average annual rainfall of 940.42 millimeters. On the other hand, border cities maintain an average temperature similar to that of destinations Inside. However, these types of destinations have, unlike inland destinations, drastic variations between summer and winter. In addition, they are the ones with the lowest average rainfall since the northern region of the country is characterized by a dry climate.

Tabla N° 1. Climatic variables by type of destination.

Type of destination	Average temperature	Average rainfall
Beach	26.00°C	1,086.98 mm
Inland	21.14°C	940.42 mm
Border	21.48°C	224.38 mm

Source: own with data from Conagua and geographic yearbooks by Inegi federative entity (2017).

Regarding the infrastructure variables, it can be observed that the difference in the availability of accommodation in beach and inland destinations is minimal. On the other hand, in food establishments there are differential issues greater than 40%. One of the charac-

teristics of inland destinations is the concentration of cultural spaces (museums, theatres, cultural centers, galleries and auditoriums), a case similar to that in terms of the availability of spaces for leisure and recreation activities (Table 2).

Table 2: Availability of establishments by type of destination.

Type of destination	Lodging	Food	Leisure and recreation	Cultural
Beach	2,382	5,171	1,371	186
Inland	2,363	9,118	2,043	970
Border	417	2,070	593	75

Source: own with data from Conagua and geographic yearbooks by Inegi federative entity (2017) and Cultural Information System (SIC).

Empirical results

As shown in Table 3, the results obtained show, except for the variable rainfall and lodging in the beach category, statistically significant values with coefficients of considerable magnitude. Thus, it is concluded that these they have an important weight in the arrival of tourists to each type of destination. On the other hand, since the results corroborate the findings in previous studies for the case of temperature and rainfall variables (Bujosa-Bestard & Ros-

selló-Nadal, 2011; Olcina-Cantos & Vera-Rebollo, 2016), the availability of infrastructure in lodging, food, leisure and recreation and cultural sites (museums and cultural centers) show that they are also factors that influence the choice in a differentiated way in the categories of destinations. Thus, the findings of other studies that have used case methods is complemented and corroborated (Gómez et al., 2017; Kozak and Rimmington, 1999; Milio, 2004; Shaadi-Rodríguez et al., 2017).

Table 3: Probability of visiting a tourist destination by type of climate and available infrastructure (inland destinations as reference category).

Variable	Beach destinations					Border destinations					
	Coefficient	Std. Err.	Z	P> z	[95% Conf. Interval]	Coefficient	Std. Err.	Z	P> z	[95% Conf. Interval]	
Climate variables											
Temperature	2.201096	0.8451809	2.6	0.009	0.544572 3.85762	-4.351539	0.1517061	28.68	0	-4.648878 -4.054201	
Rainfall	0.0031084	0.0019429	1.84*	0.11	0.0006996 0.0069165	-0.1220963	0.0040352	30.26	0	0.1300052 0.1141874	
Tourist promotion (establishments)											
Lodging	0.0229849	0.0392413	1.95*	0.558	0.0539266 0.0998965	0.3604443	0.0202222	17.82	0	0.3208095 0.4000791	
Food consumption	-0.0054566	0.0069046	-1.98	0.0429	0.0189894 0.0080762	0.001814	0.0033084	1.97	0.05	0.0046704 0.0082984	
Leisure and recreation	0.1888782	0.1119609	1.99	0.042	0.0305612 0.4083175	0.0374928	0.0352699	1.96	0.03	0.0316349 0.1066205	
Cultural establishments	0.108453	0.0824264	1.96	0.0188	0.0530998 0.2700058	-2.707925	0.1457898	18.57	0	-2.993668 -2.422182	
_cons	-70.76564	32.2406	-2.19	0.028	-133.9561 -7.575229	101.1494	5.27978	19.16	0	90.80118 111.4975	

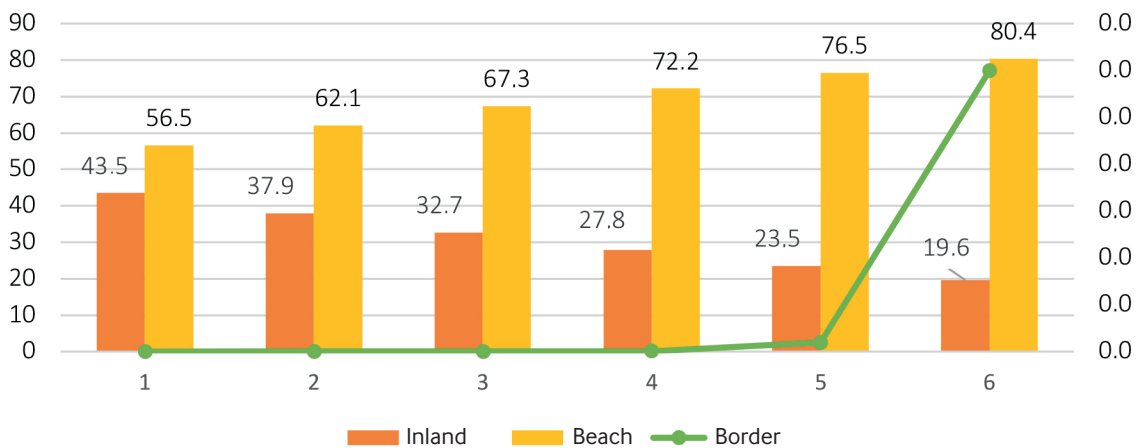
* Not significant.

Probability estimate

In order to facilitate the interpretation of the results, the coefficients were transformed into probabilities of the variables with the greatest impact on the model by varying the number of lodging establishments, the number of establi-

shments for the consumption of food; availability of places for leisure and recreation activities, number of cultural establishments and increase in temperature, keeping the other variables constant.

Figure 1: Probability of visiting inland, beach and border destinations against changes in the availability of lodging establishments (percentage).

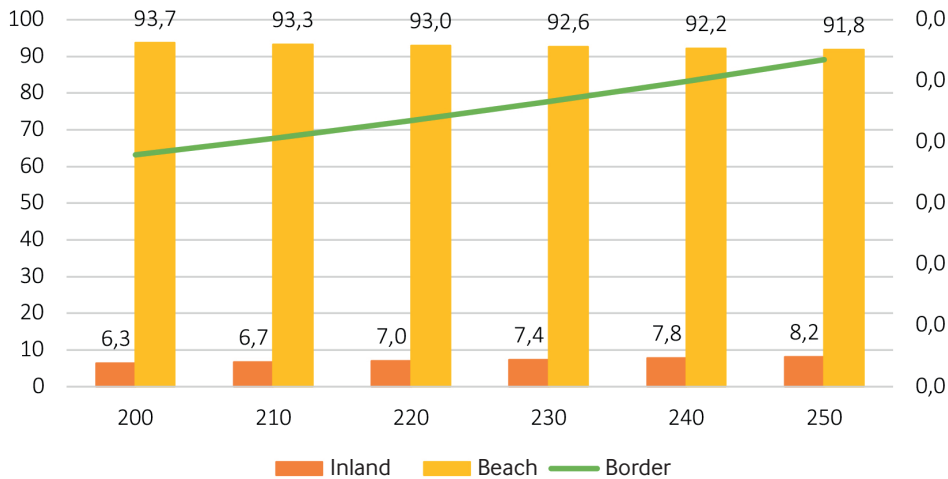


Source: Own

As shown in Figure 1, the effect of increasing lodging establishments has a positive relationship in beach destinations and, to a lesser extent, border, whereas the impact is negative for inland destinations. The results obtained suggest in the case of inland destinations that, in the face of a greater number of places of lodging, the chances of going tend to decrease due to two reasons. First, a large number of tourists who come to these destinations do so for rest and tranquility. Therefore, an increase in the number of accommodations could be perceived as a greater arrival of tourists, which

could affect rest than those who come for such purposes. Secondly, considering that inland destinations are mainly aimed at promoting cultural, historical and gastronomic tourism, an increase in the lodging infrastructure could jeopardize the architectural landscape of the place, which would reduce the incentive to visit such destinations. On the other hand, beach destinations have been characterized in our country by a strong influx of tourists aimed at leisure, leisure and recreation activities, in which the availability of accommodation plays a strong incentive.

Figure 2: Probabilities of visiting inland, beach and border destinations due to changes in the availability of food establishments (percentage).



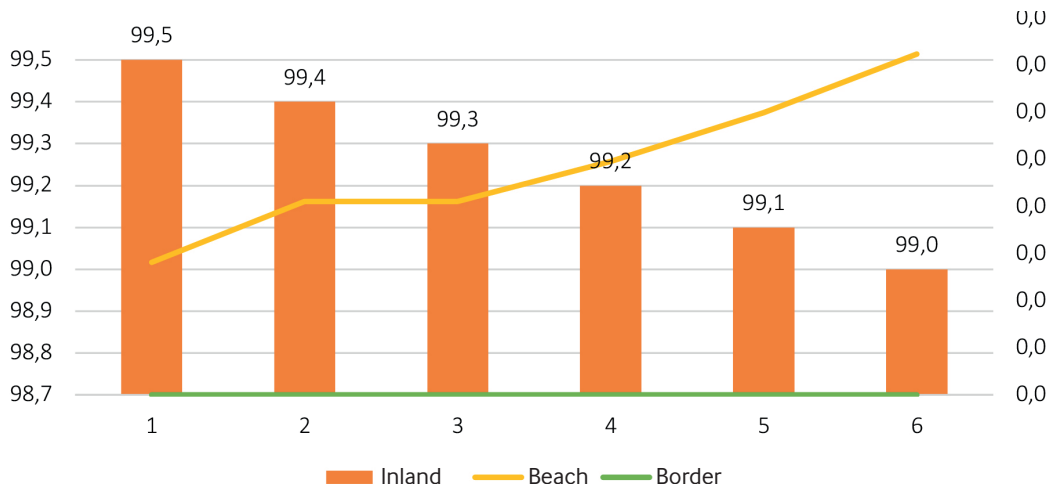
Source: own

With regard to the availability of food establishments, Figure 2 shows an increase in the likelihood of going to inland and border destinations, whereas, in the case of beach destinations, they have a negative relationship. This corroborates the findings obtained in previous studies around the role and weight of the architectural, cultural and gastronomic aspects in the inland destinations where these are attractive of great value to tourists who come (Hernandez-Mogollón & Di-Clemente, 2015; Prada et al., 2016).

In the case of beach destinations the effect is negative,

indicating that these attributes are a disincentive, either as a result of a large part of tourists coming to beach destinations, contracting all-inclusive services, or, because in this type of the foods that are predominantly offered are sea, Then, a greater variety of dishes of another type is not an important element. Finally, and in the case of border sites, the availability of places to eat is vitally important because it is in these destinations that attractions are not associated with leisure or recreation activities, or the realization of cultural activities, but to spend a pleasant stay (Figure 3).

Figure 3: Probabilities of visiting inland, beach and border destinations due to changes in the availability of leisure and recreation establishments (percentage).

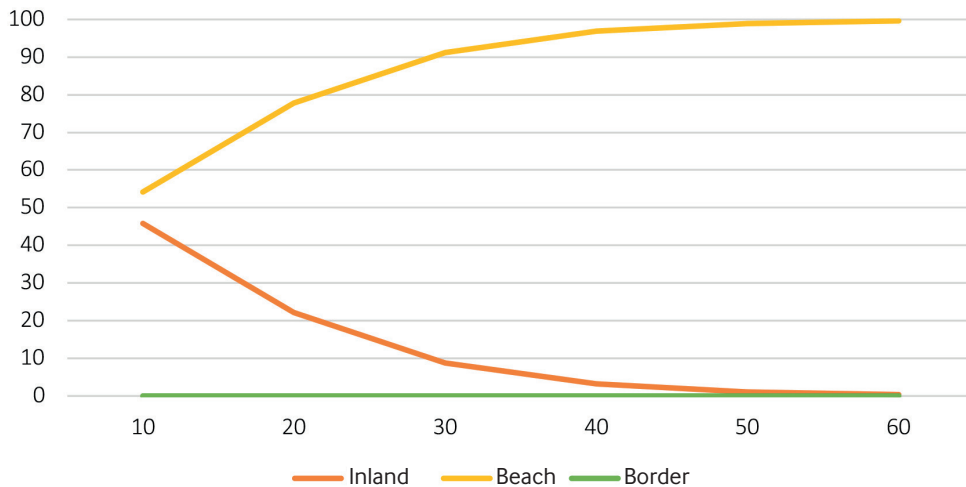


Source: own

In the case of the availability of rest, leisure and recreation establishments, it is noted that, since beach destinations play a leading role in the border places, no changes are observed; and in inland destinations, the impact is nega-

tive. These results suggest that, since beach tourists seek leisure and recreation activities, those of internal tourism seek more peaceful and quiet spaces; for border destinations, such establishments have virtually no weight.

Figure 4: Probabilities of visiting inland, beach and border destinations due to changes in the availability of cultural spaces (percentage).

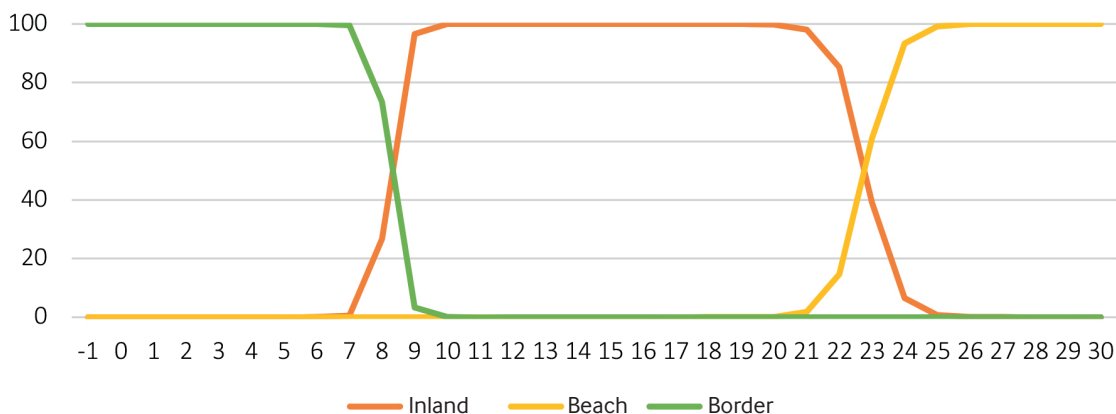


Source: own

In issues of availability of cultural spaces, the results show the importance they have in beach destinations. On the other hand, the effect is reversed in inland destinations. The reasons that could explain the negative relationship in inland destinations may be associated with the fact that in these types of destinations, the incorporation of more cultural spaces is not necessarily accom-

panied by an added value of the place. Moreover. This could lead to an over-saturation of spaces that could be a disincentive to offering unattractive products without great cultural content (museums with few works of art to name an example). For its part, the existence of cultural spaces shows no significant impact on border destinations.

Figura N° 5. Probabilities of visiting inland, beach and border destinations due to changes in the destination temperature (percentage).



Source: own

Finally, with respect to the temperature variable, it can be observed that changes in the temperature significantly affect the different types of destination. As seen in Figure 5, low temperatures stimulate the visit of tourists to border destinations, inhibiting as counterparts the inland and beach places. Temperatures considered moderate increase the likelihood of going to inland destinations and reduce the interest of going to beach and border destinations. Finally, high temperatures stimulate the arrival of tourists to beach destinations and reduce the intention to visit inland and border destinations. The results obtained in this variable, corroborate the findings in other studies that observe the weight of climatic conditions in tourist demand (Olcina-Cantos & Vera-Rebollo, 2016; Bujosa-Bestard & Rosselló-Nadal, 2011).

DISCUSSION

The objective of the present document was to know the effect that GTP programs have on the choice of inland tourist sites, beach and border of thirty Mexican destinations. In this regard, it was found that the variables used for model estimation show significant values in all variables incorporated into the model, with coefficients of considerable magnitude and both positive and negative signs. This indicates that some variables have a direct relationship to the variable of interest, whereas others have a reverse (negative) impact on their behavior.

The results obtained in the model show that tourism demand is determined by the type of infrastructure available in each type of destination. though in a differentiated way, so that, while promoting infrastructure in establishments lodging, culture and leisure and recreation spaces increase the likelihood of going to beach destinations, investing in these same areas inhibit stake in inland destinations. Border destinations, on the other hand, are likely to increase their tourism demand when lodging and food establishments are available.

A special case is related to the climatic aspects in all types of destination where it was found that temperature and, to a lesser extent, rainfall affects the arrival of tourists to each of the destinations of interest.

From the above, it can be concluded that the construction of infrastructure works seeks to be an "anchor" for the attraction of tourism, current programs are required to support projects according to the characteristics and

needs of each tourist site. Therefore, a review of the operating rules of each current program is required, in order to specify the types of support and financeable projects that allow, not only to make spending more efficient but to detonate the tourism development of the country.

Regarding climate aspects, it is important to note that the strengthening of sustainable tourism programs that ensure the protection of the environment and natural resources is required to avoid effects as harmful as climate change. It should be noted that this phenomenon can have different impacts on the tourism sector of Mexico, as set out in the different national communications before the United Nations Convention on Climate Change (six so far). Here, a description of the threats, vulnerability, adaptation actions and costs involved is provided. In addition, it is important to mention that this sector is one of the most contributing to greenhouse gases, between 5% and 12% (Sector, 2014).

In this regard, there are successful cases such as Taiwan and Argentina, where programs like "Responsible, Ecological and Social Tours (TRES) in the first, and Federal Strategic Plan of Sustainable Tourism (PFETS) have led to sustainable tourist activities in environmental and social aspects. This was achieved through a territorial delimitation of the strategies and an improvement in the use of resources. Although our country is one of the first in the world to have a General Act of Climate Change in which the strategies to face the effects of climate change were outlined, as well as moving towards to a sustainable, competitive and low carbon economy, the truth is that in terms of programs, there are still significant gaps in legal and operational terms about the way in which these strategies have been carried out. In addition to the above, there are no studies at the moment to allow measuring results that in environmental matters with a sustainable approach have achieved to protect flora, wildlife and environment.

REFERENCES

Álvarez-Díaz, M., D'Hombres, B., & Ghisetti, C. (2017). Modelling inter- and intra-regional tourism flows in Spain – a spatial econometric approach. *Regional Statistics*, 7(2), 3–34. doi: 10.15196/RS070205.

Álvarez-Díaz, M., González-Gómez, M., & Otero-Giráldez, M. S. (2016). La modelización de la demanda de turismo de economías emergentes: el caso de

la llegada de turistas rusos a España. Cuadernos de Economía, 39(110), 112–125. doi: 10.1016/J.CES-JEF.2015.10.001

Becker, G. S., & Murphy, K. M. (1988). A Theory of Rational Addiction. *Journal of Political Economy*, 96(4), 675–700. doi: 10.1086/261558

Ben-Akiva, M. E., & Lerman, S. R. (1985). Discrete choice analysis: theory and application to travel demand. London, England: The MIT Press.

Bujosa-Bestard, A., & Rosselló-Nadal, J. (2011). Cambio climático y estacionalidad turística en España: Un análisis del turismo doméstico de costa. *Estudios de Economía Aplicada*, 29(3), 11–18.

Butler, R. (1980). The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resource. *The Canadian Geographer*, XXIV(1), 5–12. doi: 10.1111/j.1541-0064.1980.tb00970.x

Butler, R. (1996). The Concept of Carrying Capacity for Tourism Destinations: Dead or Merely buried? *Progress in Tourism and Hospitality Research*, 2, 283–293. doi: 10.1002/pth.6070020309

Butler, R. (2001). The resort cycle two decades on. In B. Faulkner, E. Laws & G. Moscardo, (Eds.), *Tourism in the 21st Century: Reflections on Experience* (pp. 284–289). London: Continuum.

Cabrer-Borras, B., Paz-Rico, B., & Sáncho-Pérez, A. (2016). Los gastos públicos de promoción de los destinos y la demanda turística interior en España. *Estudios de Economía Aplicada*, 34–3, 583–606.

De Chernatory, L., & McDonald, M. H. (1992). Creating powerful brands: the strategic route to success in consumer, industrial and service markets. London: Butterworth-Heinemann.

Gold, J. R., & Ward, S. V. (1994). Place promotion: the use of publicity and marketing to sell towns and regions. Wiley. England: John Wiley & Sons.

Gómez, D., Torres, V., & Miguel, V. (2017). El Clúster Turístico de un destino cultural en México: su ciclo de vida y la

red de actores. *Cuadernos de Turismo*, 39, 265–285.

Guzmán-Soria, E., De la Garza Carranza, M. T., Reboilar-Rebollar, S., Hernández-Martínez, J., & García-Salazar, J. A. (2011). Factores determinantes de la demanda internacional del turismo en México. *Revista Globalización, Competitividad y Gobernabilidad*, 5(3), 30–49. doi: 10.3232/GCG.2011.V5.N3.02 0

Hernández-Mogollón, M. J., & Di-Clemente, E. (2015). El turismo gastronómico como experiencia cultural. El caso práctico de la ciudad de Cáceres (España). *Boletín de La Asociación de Geógrafos Españoles*, 68, 407–427. Recuperado de <https://www.age-geografia.es/ojs/index.php/bage/article/viewFile/1868/1784>

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Aguascalientes 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Baja California 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Baja California Sur 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Chiapas 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Chihuahua 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Colima 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Guanajuato 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Guerrero 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Jalisco 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Michoacán de Ocampo 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Morelos 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Nayarit 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Oaxaca 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Puebla 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Querétaro 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Quintana Roo 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de San Luis Potosí 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Sinaloa 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Sonora 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía

[Inegi] (2017). Anuario estadístico y geográfico de Tabasco 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Yucatán 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de Zacatecas 2017. México: Inegi.

Instituto Nacional de Estadística y Geografía [Inegi] (2017). Anuario estadístico y geográfico de por entidad federativa 2017. México: Inegi.

ITAM y Centro de Estudios de Competitividad. (2017). Evaluación de Consistencia y Resultados del Programa Presupuestario K027 Mantenimiento de Infraestructura. México, CDMX: Secretaría de Turismo. Recuperado de http://www.sectur.gob.mx/gobmx/wp-content/uploads/2018/08/Informe_Final_CyR_K027.pdf

Kozak, M., & Rimmington, M. (1999). Measuring tourist destination competitiveness: conceptual considerations and empirical findings. *International Journal of Hospitality Management*, 18(3), 273–283. doi 10.1016/S0278-4319(99)00034-1

Lancaster, K. J. (1966). A new approach to consumer theory. *Journal of Political Economy*, 74, 132–157.

McFadden, D. (1973). Conditional Logit Analysis of Qualitative Choice Behaviour. In P. Zarembka (Ed.), *Frontiers in Econometrics*. New York: Academic Press New York.

Middleton V. & Clarke J. (2001). *Marketing in Travel and Tourism*. Oxford: Butterworth- Heineman.

Milio, I. (2004). *Diseño y Comercialización de productos turísticos locales y regionales*. Madrid: Paraninfo.

Morley, C. L. (1992). A Microeconomic theory of international tourism demand. *Annals of Tourism Research*, 19, 250–267.

- Olcina-Cantos, J., & Vera-Rebollo J. F. (2016).** Cambio climático y política turística en España: diagnóstico del litoral mediterráneo español. Cuadernos de Turismo, 38, 323-359. doi: 10.6018/turismo.38.271471
- Prada, T. J., Armijos C. D., Crespo C.A., & Torres, L. L. (2016).** Ciudades patrimoniales, turismo cultural y perfil de los visitantes. Algunas consideraciones a partir del caso de estudio de Cuenca (Ecuador). *Lurralde: Investigación y Espacio*, 39, 199–216.
- Rivera, M. (2015).** El tratamiento de las actividades de turismo activo en los instrumentos de planificación ambiental de los parques naturales andaluces. *Revista de Estudios Regionales*, 102, 17–63.
- Rodríguez-Feijó, S., Dávila-Quintana, D., & Rodríguez-Caro, A. (2000).** Características Determinantes del Turismo en las Islas Canarias. En A. de E. A. U. de Oviedo (Ed.) (pp. 2–18). Oviedo: Universidad de Oviedo.
- Rugg, D. (1973).** The choice of journey destination: a theoretical and empirical analysis. *The Review of Economics and Statistics*, 55, 64–72.
- Sánchez, L. F., & Cruz, M. J. N. (2016).** Determinantes económicos de los flujos de viajeros a México. *Revista de Análisis Económico*, 31(2), 3–36. doi: 10.4067/S0718-88702016000200001
- Secretaría de Gobernación. (2017, diciembre 27).** Acuerdo por el que se emiten las Reglas de Operación del Programa de Desarrollo Regional Turístico Sustentable y Pueblos Mágicos (PRODERMAGICO), para el ejercicio fiscal 2018. CDMX: Diario Oficial de la Federación. Recuperado de https://www.dof.gob.mx/nota_detalle.php?codigo=5509139&fecha=27/12/2017
- Secretaría de Turismo [Sectur] (2014).** Guía Local de Acciones de Alto Impacto en Materia de Mitigación y Adaptación al Cambio Climático en Destinos Turísticos Mexicanos. México: Secretaría de Turismo.
- Secretaría de Turismo [Sectur] (2017).** Quinto informe de labores 2016-2017. México: Secretaría de Turismo. Recuperado de <http://www.sectur.gob.mx/wp-content/uploads/2018/09/QuintoInformeDeLaboresSectur2017.pdf>
- Servicios Profesionales para el Desarrollo Económico. (2017).** Evaluación de consistencia y resultados del programa presupuestario K021. Proyectos de Infraestructura de Turismo. México, CDMX: Secretaría de Turismo.
- Shaadi-Rodríguez, R., Pulido-Fernández, J. & Rodríguez-Herrera, I. (2017).** El producto turístico en los Pueblos Mágicos de México. Un análisis crítico de sus componentes. *Revista de Estudios Regionales*, 108, 125–163.
- Shaadi-Rodríguez, R., Pulido-Fernández, J. & Rodríguez-Herrera, I. (2018).** La consolidación turística en los territorios que conforman el Programa Pueblos Mágicos (México). Un análisis de sus estrategias competitivas. *Investigaciones Turísticas*, 15, 1–33. doi: 10.14198/INTURI2018.15.01
- World Economic Forum (2017).** The Global Competitiveness Report 2017–2018. Geneve: World Economic Forum.
- Bases de datos**
- Comisión Nacional del Agua [Conagua].** Temperatura media a nivel nacional y por entidad federativa. Recuperado de <https://smn.cna.gob.mx/es/climatologia/temperaturas-y-lluvias/resumenes-mensuales-de-temperaturas-y-lluvias>
- Instituto Nacional de Estadística y Geografía [Inegi].** Censos Económicos. Sistema Automatizado de Información Censal (SAIC). Recuperado de <https://www.inegi.org.mx/app/saic/default.aspx>
- Secretaría de Cultura.** Sistema de Información Cultural (SIC México). Recuperado de <https://sic.cultura.gob.mx/>

RESEARCH / INVESTIGACIÓN

Analysis of the Tourist System of Casacay Parish, Passage, Ecuador

Análisis del Sistema Turístico de la Parroquia Casacay, Pasaje, Ecuador

Ariana Paulett Pineda Reasco¹, Génesis Lisbeth Sojos López², Melissa Paulina Calle Iñiguez³.

Resumen: La gestión turística del cantón Pasaje busca potenciar a nivel nacional los atractivos turísticos que dispone. Entre los que destacan balnearios de agua dulce, práctica de turismo de aventura y zonas con biodiversidad óptimos para promover el turismo. La actividad turística en las zonas rurales permite incrementar la economía y el desarrollo de proyectos enfocados al turismo en busca del aprovechamiento sostenible de los recursos naturales y culturales, a través del análisis del sistema turístico, el cual comprende el resultado de una serie de factores interrelacionados (internos y externos). El objetivo principal de la investigación es identificar el estado actual de la parroquia Casacay, y los indicadores que pueden potenciar la actividad turística en el territorio. La metodología empleada fue el método exploratorio descriptivo mediante la ficha de levantamiento y jerarquización de atractivos turísticos del MINTUR con un enfoque de observación directa. Los resultados plasmaron que existe recursos naturales potenciales para realizar actividades de recreación, además de datos estadísticos de los indicadores en beneficio de la comunidad para la gestión y desarrollo de estrategias.

Palabras claves: Sistema turístico, potencialidad, recursos turísticos, factores internos y externos, turismo.

Abstract: *The tourist management of the canton Passage is aimed to strengthen the available tourist attractions it has at national level. Among these, freshwater spas, adventure tourism practice and areas with optimal biodiversity to promote tourism can be highlighted. The tourist activity in the rural areas allows increasing the economy and the development of projects focused on tourism in search of the sustainable use of natural and cultural resources, through the analysis of the tourism system that includes the result of a series of interrelated factors (internal and external). The main objective of the research is to identify the current status of the Casacay parish, and the indicators that can enhance tourism activity in the territory. The methodology used was the descriptive exploratory method through the survey and ranking of tourist attractions of MINTUR with a direct observation approach. Results reflected that there are potential natural resources to carry out recreation activities, in addition to statistical data of the indicators for the benefit of the community for the management and development of strategies.*

Keywords: *Tourism system, potential, tourism resources, internal and external factors, tourism.*

(Presented: August 22, 2019. Accepted: October 30, 2019).

¹ Graduated from the career of Hotel and Tourism Administration in the area of local tourism development, Technical University of Machala. apineda2@utmachala.edu.ec

² Graduated from the career of Hotel and Tourism Administration, with expertise in the area of local tourism development, Technical University of Machala Ecuador. gsojos1@utmachala.edu.ec

³ Doctor in Administrative Sciences, Researcher and Professor, Technical University of Machala, Ecuador. mpcalle@utmachala.edu.ec

INTRODUCTION

According to the World Tourism Organization (UNTWO), tourism includes the activities carried out by people during their travels and stays in places different from their usual environment and for a period less than a year, with purposes of leisure, business and other reasons. Thus, as an activity performed by visitors, tourism does not correspond to a productive economic activity, but a consumption activity (UNWTO, 1994).

Tourism has been an activity of an increasing movement in recent years in Ecuador. However, the El Oro Province and especially the canton Passage are benefitted from the development and promotion of their tourist destinations. Las Nieves Passage, named after our ancestors is formed by its nature, which offers a great variety of tropical forests, exquisite biodiversity, mountains, rivers, etc., as well as its people and culture (Barriga & Soledispa, 2014). The tourist offer of rural communities is based on the development and sale of handicrafts, trekking, freshwater spas, agritourism, Creole gastronomy and local festivals.

In order to discern the importance of the tourist system as systematic model for the application in tourist attractions as to analyze the territorial tourist development, the present study encompasses three stages: stage 1 includes the subsystems that compose it, stage 2 the study of the dimensions, and stage 3 is composed by criteria in relation to development and politics.

The present work is directed to investigate in the Casacay Parish the tourist potential. Among its objectives the following can be mentioned: To analyze the components of the tourist system of the Casacay Parish, Passage. Thus, both weaknesses and strengths of the elements of the tourism systems are detected.

At present, it is possible to observe areas that seem excluded from the globalization process, being subcontinents, countries or other regions, even within the developed nations themselves. Hence, the need to analyze what happens in those local spaces, apparently without importance, and how these could achieve a socioeconomic development according to their resources and cultural values.

The reality of the canton Passage is located in the Coastal region of Ecuador and is one of the cantons of the El Oro Province, which limits with Azuay Province. It has a variety of tourist attractions, highlighting natural resources such as waterfalls, rock formations, river, flora and fauna, and cultural manifestations.

The tourist activity is the result of a complex process of interrelations between sets of elements that analyze tourism from an overview as a system. In order to achieve this, the characteristics of the tourist system of tourist attractions and external dimensions were identified. The parish includes the tourist potential by being surrounded by mountain systems, Western Foothill Forest and rivers such as Jubones, Huizho and Tobar. The same that have freshwater spas, besides having lagoons, petroglyphs and bowls in the Tobar river. Therefore, it is necessary to carry out an analysis of the conditions in which this tourist system is developed.

In this context, the tourist system is conceived as a process that implies the construction of an integrated system that studies elements such as superstructure, offer, receiving community, infrastructure and demand.

METHODOLOGY

The methodology to be used in the present work is the exploratory descriptive method, with a direct observation approach. Exploratory is referred to an in situ visit to the attractions of the Casacay Parish study population. This allows obtaining visual information of the current status of the site, and descriptive because with the instrument used, the survey sheet and ranking of tourist attractions of the Ministry of Tourism, information about the intrinsic characteristics was obtained. In addition, reports were also obtained from previous works, in order to know the current situation of the tourist system based on internal study factors and to determine the tourism potential.

The research and review of bibliographic material in primary and secondary sources such as books, scientific articles, official documents will be used for the technical sustenance of research work.

RESULTS

In this stage, the aspects proposed in the survey sheet and ranking of tourism attractions will be analyzed, based on a set of criteria designed to determine the conditions presented by the attraction and its assessment based on a hierarchy.

Table 1: Weighting criteria.

Weighting of natural and cultural attractions		
Assessment criteria		Weighting
1	Accessibility and connectivity	18
2	Tourist plant/complementary	18
3	Conservation status and site/ environment integration	14
4	Hygiene and tourist security	14
5	Policies and regulations	10
6	Activities that are practiced in the attraction	9
7	Dissemination, means of promotion and marketing of the attractiveness	7
8	Visitor registration and influx	5
9	Human resources	5
	TOTAL	100

Source: own. Methodology manual for hierarchy of attractions and generation of tourist spaces.

Once the information of the attraction has been raised, this is placed in the same numerical value that represents the score reached over 100 that is framed within a hierarchy level that ranges in a scale of I to IV (Ministerio de Turismo, 2018), as shown in Table 2.

Table 2: Hierarchy.

Ranges	Hierarchy	Description
86-100	HIERARCHY IV	It presents optimal conditions for the development of tourism products.
61-85	HIERARCHY III	It presents the appropriate conditions for the development of tourism products.
36-60	HIERARCHY II	Attractive with some striking feature that presents the basic conditions for the generation of tourism products. con para la
11-35	HIERARCHY I	Attraction that presents the minimum conditions to generate products.
0-10	RESOURCE	It is a natural or cultural element that can motivate displacement

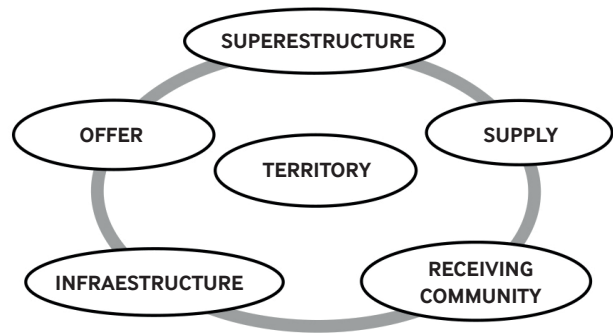
Source: own. Methodology manual for hierarchy of attractions and generation of tourist spaces.

ANALYSIS OF RESULTS

The information obtained from the application of the survey sheet and hierarchy of attractions, allowed knowing the status of the internal and external dimensions of the tourism system to delimitate the contribution to the growth of the territory. Likewise, it will allow to specify the tourist viability and peculiarly, it depends on the activities developed in the site. For this, a diagnosis is carried out.

Tourism system: Internal factors

Figure 1: Internal factors-tourism system.



Source: own

The tourism system is composed of a set of external elements that are the political, social, cultural and economic dimensions; an internal such as superstructure, offer, supply, infrastructure and receiving community. They are linked to each other as a solid structure based on the local development in the different sectors that integrate it. In the case of Casacay Parish, the factors that include the tourism system were identified, taking as reference the information of the survey and hierarchy sheets. The results obtained were used to establish the flaws of the internal dimensions of the system as structure.

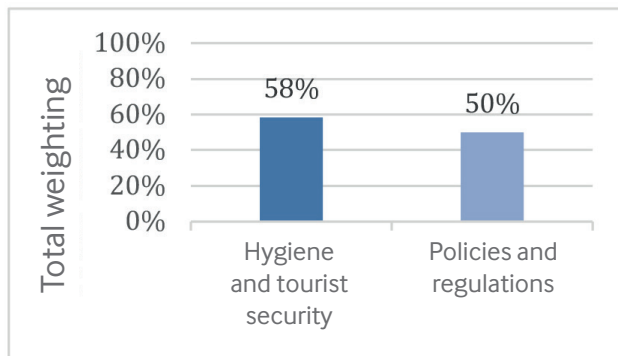
Superstructure

Composed of all those organizations of public or private nature, which represent the providers of services in tourism-related sectors. They are in charge of optimizing, according to the needs, the functioning of each of the parts that make up the system. The results of the evaluation in-

dicade the institutions that are available for the population in the different areas. Among those that stand out in the Casacay Parish, the following can be mentioned:

Passage Decentralized Autonomous Government, National Police of Ecuador, Passage Fire Department, hospital or clinic, Civil Defense. In the governance management of tourism attractions, the following results are reflected.

Figure 2: Governance management in tourist attractions

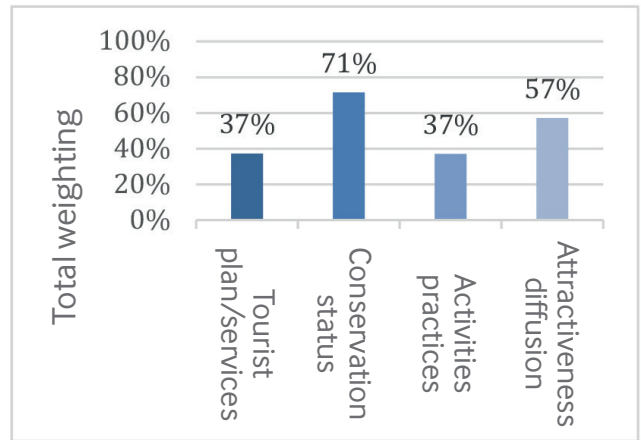


Because of hygiene and tourist safety of the attractions of Casacay Parish, the limitations of basic services were detected in the case of Amor Lagoon, and Tobar River bowls. These, being natural resources and being outside the urban sector have no benefits of the public companies of drinking water, lighting and sewerage among others. On the other hand, La Cocha attraction is located in the urban area and has basic services. When discussing tourism security and the agents involved in the fulfillment of this task, this must be accompanied with the necessary infrastructure not to violate the ontological security of the subject (Korstanje, 2016, p. 77).

The policy and regulations indicator are referred to the tourism attraction and whether it is included in the local tourism development plans. Results indicate that there are development plans (50%) aimed to the development of potential tourism resources registered by the Gad Municipal Passage and the compliance with the planning carried out regularly.

Offer

Figure 3: offer



This is formed by goods and services, tourism plant and complementary aspects that present a given tourism destination.

For a tourist service to become part of the offer, it is necessary for the consumer knows its existence. Otherwise, the product fails to comply with its requirement. In other words, the tourist-host relationship has created a current and already "consolidated offer for tourists in continuous expansion" (Fernández Fernández & Fernández Portela, 2019). Among the characteristics of the tourism offer, products or services carried out in a given territory cannot be transported. That is, tourists must move to a destination point where these services are offered.

The tourist plan existing in the Casacay Parish consists of accommodations, travel agencies, tourist guides, and food and beverage establishments. The result indicates the weighed value of 37%, reflecting a weakness for the estimation of the demand, as there are no available services and the technical capacity to meet the requirements of tourists. Like the activities that are practiced in the attractive (37%) should seek the means to "use the strengths, which is a fundamental requirement to achieve the success in development, management and administration of the activity at national, international or local scale" (Serrano & Villafuerte Pucha, 2017, p. 60). Among its strengths, biodiversity of flora and fauna can be mentioned as Casacay stands out for having water tributaries for tourist activities.

The diffusion of attractiveness (57%) indicate the means used to disseminate, promote and commercialize the attractiveness. According to the results, this activity is carried out by virtual means and in high season. For this reason, GAD Municipal Passage includes this in its canton tourist promotion plan. The conservation status (71%) is related to the environment of attractiveness and how the actions of the community influence to keep protective actions. The current state of attractions outside the urban sector remains preserved, that is, it retains its physical features in good condition. La Chocha as public spa evidenced a state of alteration and the man intervened in making changes in the natural environment with the construction of buildings such as food and beverage establishments, in the boardwalk on the banks of the river.

Tourist attractions are all natural, cultural, sport or any other elements that are capable of generating enough interest to attract the tourist. In the territory there is a variety of tourist attractions, and for a better study and evaluation there is the tourist inventory. The tourist inventory is the registration process by which the attractions are registered according to certain cultural and physical factors that can be used for the elaboration of tourist attractions of a region (Tourism & Leisure, 2007).

The parish has a variety of tourist attractions distributed as follows:

Table 3: Tourist attractions.

Attraction: Del Amor lagoon			
Province: El Oro		Hierarchy: II	Distance from the populated center: 10.72 km.
Canton: Passage	Natural	Type: Rivers	Subtype: River
Category: attractions			
Attraction: Tobar River bowl			
Province: El Oro		Hierarchy: II	Distance from the populated Center: 13.74 km.
Canton: Passage	Natural	Type: Rivers	Subtype: River
Category: attractions			
Attraction: Cocha			
Province: El Oro		Hierarchy: II	Distance from the populated center: 11.11 km.
Cantón: Pasaje	Natural	Type: Rivers	Subtype: River
Category: attractions			

Source: own. Survey sheets and hierarchy of tourist attractions.

Receiving community

Figure 4: Human resources

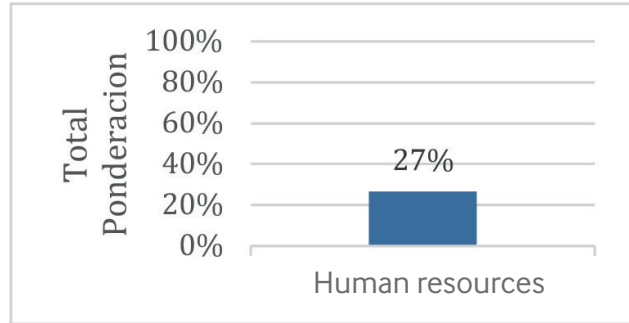


Table 4: Receiving community.

Data sheet		
Province		El Oro
Canton		Passage
Parish		Casacay (Rural)
	Latitude	1.8312
Geographic location	Longitude	78.1834
Administration		Parish GAD

Source: own.

It is recognized as a fundamental element in the tourist development, as it is composed of democratically elected representatives of the associations or ethnic organizations and/or communes that geographically inhabit in the tourist system under analysis. In the same way, they will be responsible of transmitting the information of the demand. "The local community is simple and complexly, an essential element in the existence of tourism" (Monte-rrubio, 2009, pág. 106). Although the link in planning and tourist management is minimal, the members of the community participate in the supply and demand of services, that is, they are responsible for "creating" and managing their own services.

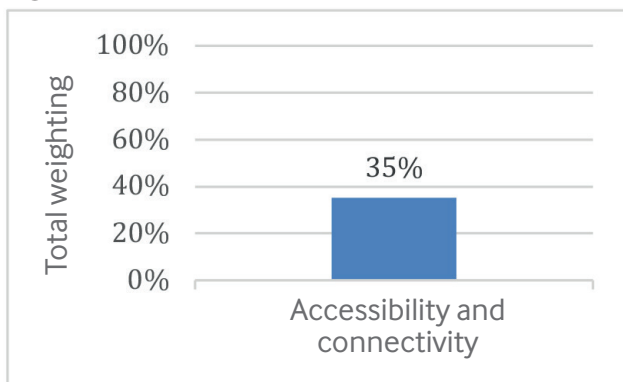
Casacay Parish, together with the authorities works in improving the qualities that condition the community in terms of accessibility indices, infrastructure and connectivity.

Of the total population, 27% represents the professional or qualified human talent present in the administration of the Casacay parish in terms of tourist activity. Given this situation, the options to be considered for a strategic planning of the human resource that "it establishes the number and type of appropriate people who are available to perform the actions that will be of maximum advan-

tage for the organization” (Mendoza Fernandez, López Juvinao & Salas Solano, 2016, p. 63. In this case, the administrative management of the parish for a subsequent selective process of trained personnel.

Infrastructure

Figura N° 5. Infrastructure

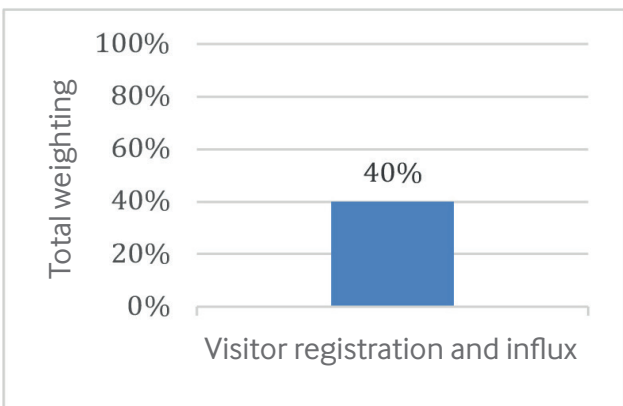


The infrastructure is visible to the inhabitants, and its main ways of access are paved and are in perfect condition. Throughout the road there are traffic signs in order to reach it easily. “The tourist facilities determined by the offer of accommodations and restaurants play a key role in promoting tourism” (Rengifo Gallego & Sánchez Martín, 2016, p. 915).

The presence of infrastructure in the communities represents an increase in the economy, the existence of an influx of tourists, in addition to an efficient accessibility and connectivity. This allows to satisfy the basic needs, accommodation, food and beverages, being fundamental for the destination to develop touristically.

Demand

Figure 6: Demand



Of the above elements, none could subsist without tourists (demand). They constitute the equivalent to the law of supply and demand, that is, they are those who consume, use and acquire tourism products.

Local

National

The demand of the attraction has a seasonal appeal and the influx of tourists is not very high, since they usually visit it during weekends. However, on holidays the demand for tourists increases. In fact, “the demand requires an availability of leisure time, an economic capacity and motivation (Fernández Fernández & Fernández Portela, 2019, p. 133). This reaffirms the importance of the offer of attractions in Casacay Parish, highlighting among them its freshwater spas, flora and fauna among its most relevant characteristics.

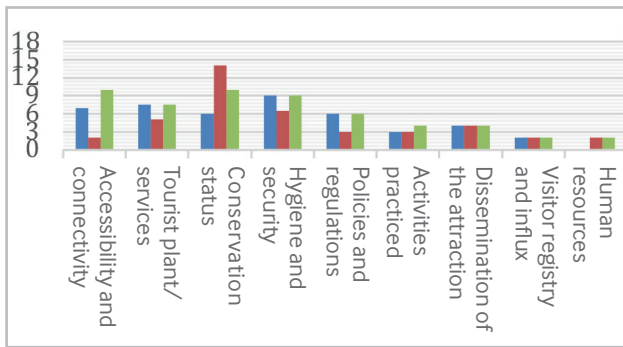
The negative aspects in the demand correspond to the registration of visitors and influx, For a better understanding of the current situation of a resource it is necessary to “consider various statistical data to access a precise understanding of tourism activity” (Catalano, 2013, p. 206), the attractions in general lack of a visit registration system which would lead to a deficit in generating information for decision-making focused on tourism development.

Tourist potential of Casacay Parish

In order to measure the scope of the potential of a territory, it is feasible to know that “the potential can be understood as an adjective that is referred to what may exist in the territory (Mikery Guriérrez & Pérez Vásquez, 2014, p. 1732). Here, the main idea is based on the adaptation or activation function to achieve the potential that a territory can obtain. Within the context of potentiality, it is stated that not only depends on the resource factor, but of a set of factors, as mentioned by Neus et al. (2005): “the main factors involved in the knowledge of the tourist potential are, in addition to the resources, the accessibility factor, equipment and infrastructure. It is the factors of accessibility and equipment and infrastructure together with resources as components of the tourist system that will determine the potentiality (p. 83).

Tourist attractions that play a significant role in measuring the potentiality of a territory are three tourist attractions of Hierarchy II that has the Casacay Parish (See Figure 7). These “are attractions with some striking feature, capable to interest visitors at long distance, either from the domestic and receptive market” (Delgado Campuzano et al., 2017, p. 43). Tourist resources, accessibility and tourist plant are the three indicators that determine obtaining a high percentage respect to the tourist value of the parish. “Evaluation and inventory of tourist services will allow the design of proposals for development of tourist products, aimed at generating the minimum impact on the community and maximizing the tourist experience” (Cartuche et al., 2018, p. 113). This is in order to highlight the characteristics of the attractions in function of the conservation status and the activities that are practiced.

Figure 7: Tourist potentiality, Casacay Parish



CONCLUSIONS

A tourism system is made up by the integral participation between actors (public, private and community) of the development of that community. The complexity of the tourism industry lies on being capable to relate the act and proceed in the performance, construction and control of the strategies focused on the tourism development. Casacay Parish presents the physical, natural and cultural characteristics that through a diagnosis, its importance on the tourism development is confirmed. Therefore, the local community is a fundamental element in tourism

planning and management. Due to its importance, it is necessary that its participation is active in decision making.

Based on the potential assessment of the “tourist experience” tourist attractions of Casacay Parish. The results are evident in contrasting that there is a potential with basic characteristics for the generation of tourism products. The strengths it maintains are based on the tourist recreation activities; the conservation status of natural attractions reflects the fact of being exempt of the intervention of external factors that bursts into the resource. Regarding the offer, the site lacks a tourist product that can be marketed. Although there are tourist providers that offer different services, the parish lacks a tourism product developed to market. Therefore, if there is an intention to develop or improve the offer, it is indispensable to strengthen the development of projects in the indicators of accessibility and connectivity, tourism plant and human resources, in order to create added value in the provision of tourism services provided by the population to increase the demand of attractions in numbers.

Therefore, it is required the existence of a re-assessment of the importance of tourism, but not only as an economic activity, but a complex activity whose dimensions have repercussions on the life of local residents.

Recognizing the elements of the various dimensions and with it, the importance of tourism will allow providing equitable attention to each of these elements, including the tourism receiving community.

REFERENCES

Antón Clavé, S., González Reverté, F., Andreu Sunyer, N., Donaire, J. A., Galacho Jiménez, F. B., García Hernández, M., . . . Puertas Blázquez, J. (2005). Planificación territorial del turismo (Primera ed.). Barcelona: Editorial UOC.

Barriga, C., & Soledispa, A. (2014). Propuesta para la re-activación turística del cantón pasaje provincia de

el oro para fomentar el desarrollo local. Guayaquil: Universidad Católica de Santiago de Guayaquil.

Cartuche P., D., Romero D., J., & Romero D., Y. (2018).

Evaluación multicriterio de los recursos turísticos en la Parroquia Uzhcurrumi, Cantón Pasaje, Provincia de El Oro. *Revista Interamericana de Ambiente y Turismo*, 14(2), 102-113. Obtenido de <https://scielo.conicyt.cl/pdf/riat/v14n2/0718-235X-riat-14-02-00102.pdf>

Catalano, B. (2013). Perspectivas sobre el turismo en la

Comunidad Andina de Naciones, análisis comparativo con el MERCOSUR. *Revista de Estudios Regionales*(9), 205-223.

Delgado Campuzano, D., Herrera Anangono, R., Zambrano Rodríguez, A., Torres Jara, G., Peñafiel León, J., & Ortíz, M. J. (2017). Diagnóstico del

potencial turístico para el diseño de senderos ecoturísticos. Caso Bosque Protector Cerro Blanco, Guayas, Ecuador. *Revista Interamericana de Ambiente y Turismo*, 13(1), 28-43. doi:10.4067/S0718-235X2017000100028

Duarte Pimentel, T. (2016). El método ODIT (Observación, Desarrollo e Ingeniería Turística) y su uso

para la planificación estratégica y el desarrollo de los destinos turísticos. *Revista Espiga*, 15(31), 15-57.

Fernández Fernández, A., & Fernández Portela, J. (2019). Paisajes y turismo. Mdrid: Universidad Nacional de Educación a Distancia.

Kornstanje, M. E. (2016). Seguridad en el turismo. El Periplo Sustentable(30), 77-80. Obtenido de <http://rperiplo.uaemex.mx/>

Mendoza Fernández, D., López Juvinao, D., & Salas Solano, E. (2016). Planificación estratégica de recur-

sos humanos: efectiva forma de identificar necesidades de personal. *Económicas CUC*, 37(1), 61-79. doi:10.17981/econcuc.15.5.2016.03

Mikery Gutiérrez, M. J., & Pérez Vásquez, A. (2014).

Métodos para el análisis del potencial turístico del territorio rural. *Revista Mexicana de Ciencias Agrícolas*(9), 1729-1740.

Ministerio de Turismo. (2018). Manual metodología para

jerarquización de atractivos y generación de espacios turísticos. 1-138. Obtenido de www.turismo.gob.ec

Monterrubio, J. (2009). Comunidad receptora: elemen-

to esencial en la gestión turística. *Gestión Turística*(11), 101-111. doi:10.4206/gest.tur.2009.n11-06

OMT. (1994). Implications of the un / wto tourism defini-

tions for the u.s. tourism. Madrid.

Rengifo Gallego, J. I., & Sánchez Martín, J. (2016).

Atractivos naturales y culturales vs desarrollo turístico en la raya Luso-Extremeña. Pasos: *Revista de Turismo y Patrimonio Cultural*, 14(4), 907-928. doi:10.25145/j.pasos.2016.14.059

Serrano, A. L., & Villafuerte Pucha, E. (2017). In-

dicadores turísticos: oferta y demandas de la ciudad de patrimonial de Cuenca-Ecuador. *REVISTA LATINO AMERICANA DE TURISMOLOGIA*, 3(1), 58-68. doi:10.34019/2448-198X.2017.v3.10027

TOURISM & LEISURE. (26 de Septiembre de 2007). Di-

seño del plan estratégico de desarrollo de turismo sostenible para Ecuador "PLANDETUR2020". Ecuador. Obtenido de <https://www.turismo.gob.ec/wp-content/uploads/downloads/2013/02/PLANDETUR-2020.pdf>

Diagnosis of the internal elements of the tourist system in the urban parish of Zaruma, Ecuador

Diagnóstico de los elementos internos del sistema turístico en la parroquia urbana de Zaruma, Ecuador

Jefferson Eduardo Lapo Castillo¹, Manuel Anthony Quituisaca Narvaez², Melissa Paulina Calle Iñiguez³.

Resumen: La parroquia urbana del cantón Zaruma contiene en su mayoría toda la oferta de atractivos culturales – patrimoniales de la ciudad, destacando entre uno de ellos el centro histórico, siendo el que atrae la mayor afluencia turística motivada por conocer los atractivos que se ubican de forma contigua al mismo, esta área urbana abarca las facilidades turísticas requeridas para la ejecución del turismo. Razón por la cual el objetivo principal del estudio fue realizar un análisis del Sistema Turístico considerando sus componentes internos en base a los nueve criterios de valoración, propuestos en la guía metodológica para la jerarquización de atractivos y espacios turísticos del Ecuador, con la finalidad de verificar cómo se encuentra el dinamismo de los componentes internos en función a la actividad turística de la parroquia. Para el presente estudio se empleó una metodología basada en un método descriptivo con un enfoque de observación directa. Además, se empleó la guía metodológica de jerarquización de atractivos y generación de espacios turísticos, propuesta por el Ministerio de Turismo del Ecuador; y como objeto de estudio se plantearon los componentes internos del Sistema Turístico, los cuales fueron: gobernanza, infraestructura, oferta, demanda y comunidad receptora. Como resultados, se determinó que en la parroquia existen debilidades en ciertos componentes del Sistema que deberían ser considerados por parte de la Gobernanza de la localidad, con el propósito de gestionar la dinámica entre los elementos internos, que beneficie al fortalecimiento del turismo en el lugar.

Palabras Claves: Gobernanza, infraestructura, oferta, demanda, comunidad receptora.

Abstract: The urban parish of the canton Zaruma contains mostly, the entire offer of cultural - heritage attractions of the city, highlighting among them the historical center, being the one that attracts the largest tourist influx motivated by knowing the attractions that are located contiguous to it. At the same time, this urban area encompasses the tourist facilities required for the execution of tourism. This is the reason why the main objective of the study was to perform an analysis of the Tourism System considering its internal components based on the nine evaluation criteria, proposed in the methodological guide for the hierarchy of attractions and tourist spaces of Ecuador. This is aimed to verify how is the dynamism of the internal components depending on the tourist activity of the parish. For the present study, a methodology based on a descriptive method with a direct observation approach was used. In addition, the methodological guide of hierarchy of attractions and generation of tourist spaces was proposed, proposed by the Ministry of Tourism of Ecuador; and as an object of study the internal components of the Tourist System were raised, which were: governance, infrastructure, supply, demand and receiving community. As a result, it was determined that in the parish there are weaknesses in certain components of the system that should be considered by the Governance of the locality, with the purpose of managing the dynamics between the internal elements, which benefits the strengthening of tourism in the place.

Key Words: Governance, infrastructure, supply, demand, receiving community.

(Accepted: September 26, 2019. Accepted, October 30, 2019).

¹ Graduated from the career of the Hotel and Tourism Administration, Technical University of Machala, Ecuador, jlapo3@utmachala.edu.ec

² Graduated from the career of the Hotel and Tourism Administration, Technical University of Machala, Ecuador mquituisa2@utmachala.edu.ec

³ Full professor of the career of Hotel and Tourism Administration, Technical University of Machala, Ecuador, mpccalle@utmachala.edu.ec

INTRODUCTION

Zaruma is a city that is located in south eastern Ecuador. It is located at 1,200 MASL and its surface is of 270,571 hectares. It belongs to El Oro Province, with an approximate population of 9,677 inhabitants. This city has a great cultural richness, reason why it was declared as Cultural Heritage of Ecuador in 1990; though in 1998 was considered to be eligible as Cultural Heritage of Humanity at UNESCO (Cornejo et al., 2012).

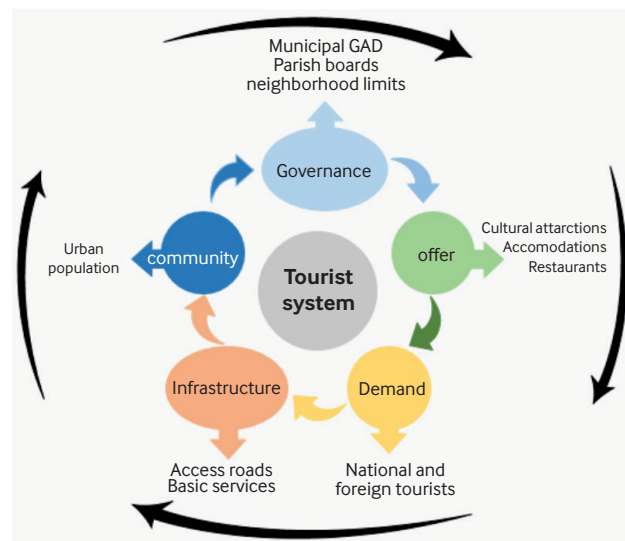
For this reason, the urban parish of Zaruma has various tourist attractions, mostly cultural and heritage, suitable to receive visitors and meet the needs of its visitors. In addition, in this place, the culture rooted of its population can be known, since it is reflected in its costumes, traditions and the vernacular-urbanistic- architecture of its heritage homes.

On the other hand, "around tourism, a network of relationships has been formed, and therefore, a system has been created (Boullon, 2006, p. 31). This is known as Tourist System, responsible of describing and analyzing the tourist activity of a territory, considering it as a broad set of interrelated activities and actors that without having such complex peculiarities, is composed of different elements both internal and externa,; and the importance of the study lies in the need to know how are they interacting to manage the tourist development of the locality.

Under this context, the problem of the present study reflects the absence of a diagnosis of the tourist system, which entails having as main objective: to analyze the internal elements of the Tourist System of the urban parish of the city of Zaruma, in order to identify the barriers that intervene or tourism conditions in the urban parish.

THEORETICAL BASE

Figure 1: Internal elements of the tourist system.



Source: prepared by the authors (Boullon, 2006).

Governance: It is responsible for the regulation of it, making reference to all entities both public and private that have as function, the development of tourism, optimization and change when necessary the operation of each of the components that integrate the tourist system, to facilitate production and sale of the services that integrate the tourist product (Díaz, 2013).

Infraestructure: It refers to the set of works and services that act as the basis for the development of all economic activities and consequently, be used for the development of a tourist destination. It is made up of basic services, road system, transport, complementary services (education, health centers, among others). Security services, recreational areas and leisure areas; as well as accommodation, food and beverage businesses, guidance services and tourist information (Quesada, 2010).

Offer: Set of goods and services available to tourists, facilitating the commercialization of the tourist product to consumers, under certain market conditions, which are characterized by the overall market price and demand (Morillo, 2011).

Demand: It is represented by tourists who individually or collectively are motivated to acquire the tourist facilities of the destination to be visited, in order to cover their needs. Demand can be of two types: internal demand, which is the movement of tourists inside their own country, and international demand, which is referred to the tourists who move to another country (Flores & De la O Barroso, 2012). **Receiving community:** Set of people who share various cultural elements with each other, in a certain geographical space. These elements can be: language, religion, clothing, costumes and traditions. In addition, they provide the necessary services for the satisfaction of the visitors, becoming a factor of great importance in the development of the tourist activity (Monterrubio, 2009).

METHODOLOGY

For carrying out the present research, a methodology based on a descriptive method was used, using secondary and primary sources. In addition, a direct observation approach was also used through an in situ visit to the locality. The study area is comprised of the urban parish of the Zaruma canton and as study object, the internal elements of the tourist system were delimited.

Likewise, the methodology of hierarchy of attractions and generation of tourist spaces of Ecuador was used, and the tourist attractions were evaluated based on nine criteria. This allows to diagnose the reality of the territory in function of the internal elements of the tourist system, included between governance, infrastructure, supply, demand and receiving community; in order to discover strengths, opportunities, weaknesses and threats of the abovementioned components, considering the use of a FODA matrix as a support tool.

The way in which the nine evaluation criteria have been identified based on the internal elements of the tourism system are detailed as follows:

Table 1: Relation of the tourist system with the evaluation criteria.

Internal elements of the tourist system	Evaluation criteria of the hierarchy methodology of tourist attractions	Weighting value of the criteria
Governance	Hygiene and tourist security	14
	Policies and regulations	10
	.state of conservation and integration of the site/environment	14
	Dissemination of tourist attraction	7
Infrastructure	Accessibility and connectivity	18
Supply	Tourist plan/services	18
	Activities practiced in the attraction	9
Demand	Visitor registry and influx	5
Receiving community	Human resources	5
Total		100

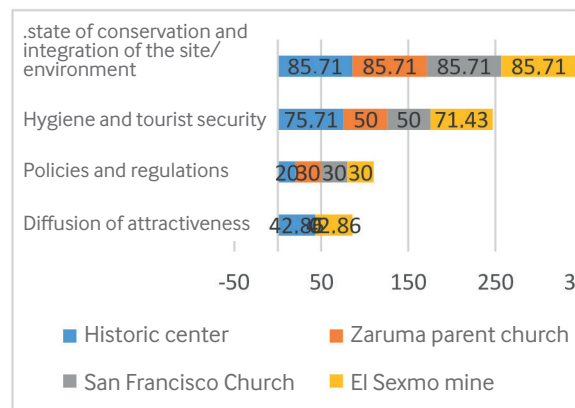
Source: own

RESULTS AND DISCUSSION

In this section, a default weighting of 70% was considered, establishing whether an internal component of the system reflects a strength. Otherwise, this value will be considered as a weakness.

GOVERNANCE

Figure 2: Governance



Governance is an indispensable element in the development of tourism due to its function of controlling the efficiency of the tourist system, through the interrelation of its elements. This component can be made up by entities of the public or private sector, which facilitate the production and sale of the services involved in the tourist product (Grandío, 2005). In the urban parish of Zamura, the governance is mainly composed of the Decentralized Autonomous Government and currently faces a problem that affects its cultural patrimony, such as the sinkholes produced by the activity of illegal mining. However, with the support of the competent authorities, this problem is being regulated, whereas long-term solutions are sought. The results of this study indicate that the institutions that seek a well-being for the parish and at the same time allow that the tourist activity have a better development correspond to the Decentralized Autonomous Government, the National Police of Ecuador, health centers, and the Fire Department.

As for the criteria whose competence is in charge of the Governance, it is determined that the state of conservation and integration of the site/environment within the urban parish is a strength. This has been determined because its attractions represented by churches, historical center and "El Sexmo" mine have a percentage value that is above the estimated value to be considered as such. This is favorable because the conservation is the administration of the human use to produce benefits with a sustainable approach for current generations and, at the same time, maintain the possibilities of meeting the needs of future generations (Troncoso & Lois, 2004). For this reason, preserving the tourist sites of a territory helps to enhance tourism and through that activity, the receiving community will benefit economically from the influx of tourists.

The criterion of hygiene and tourist security stands out with the historic Center, having 75.71% and "El Sexmo" mine with 71.43%. This represents the tourist potential for the urban parish, whereas for the remaining attractions, this constitutes a weakness. It is mentioned that tourist security has an integral scope, due to the fact that this activity expresses both respect and guarantee of security associated to freedom of movement of the visitor, who characterizes the meeting of the actors involved in the tourist space (Ministerio de Turismo, 2017). Thus, it is mentioned that tourist security in the parish is due to the protection of the phy-

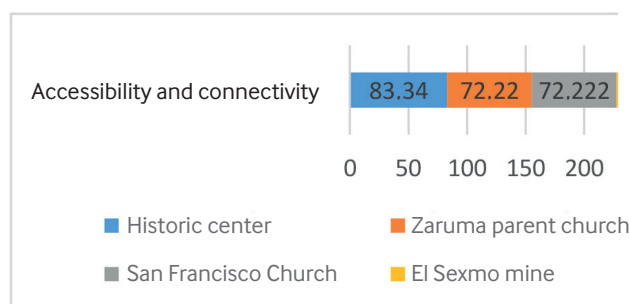
sical and psychological integrity of the visitor, service providers and the receiving community. Regarding hygiene, it is necessary that the sites of tourist interest have collection and waste deposits to take care of the state of conservation of the attractions. It was possible to verify that this service is provided in the area by its governance.

In the "Policies and Regulations" criterion, its attractions have a weighting between 20% and 30%, which should be improved because in tourism they refer to the actions that are exerted by the public sector from the set of administrations and institutions that integrate it and that have a relevant effect on the public activity (Organización Mundial del Turismo, 2008). Therefore, in the competent authorities of Zaruma canton, whose actions are not visible in the tourism sector according to the findings of this study, there is an absence of a territorial tourist management, despite the fact that the parish has a planning tool for the development and territorial planning called PDOT.

When talking about the "Diffusion of the Attraction" it is exhibited as a weakness because two of the attractions maintain a percentage of 42.86%, caused by the lack of tourism promotion by the authorities in charge. According to Mendes et al. (2013), the dissemination of a destination supports the local tourist organizations to market tourism services, mobilizing the local economy and making viable the development of the locality through the development of the locality. This is achieved together with the context. Dissemination should not be an isolated activity with tourism, but to work together to become a site in a competitive destination, according to the type of market desired.

INFRASTRUCTURE

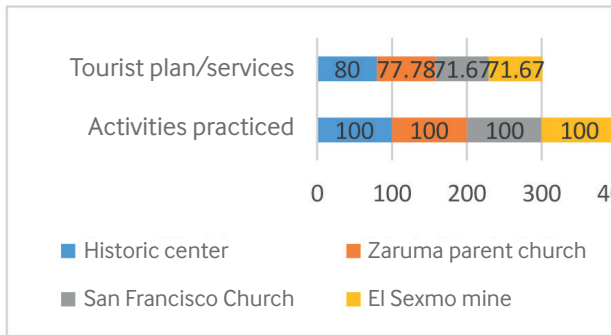
Figure 3: Infrastructure.



When referring to the criterion of accessibility and connectivity, a strength for the urban parish is reflected. Locating the historic center with 83.34% and a value of 72.22% for the churches and “El Sexmo” mine. This highlights the fact that in terms of accessibility, the road system generates benefits in both social and economic aspects, in different axes such as tourism. Thus, there is a better displacement towards destinations brings with it the advantages to do it (Muñoz & Torres, 2010). Therefore, in the urban parish, its accessibility is of first order, it has the necessary transport services, as well as the inclusive conditioning in the central square of the historic center.

OFFER

Figure 4: Offer



For the Tourist Plan/Services criterion, the historic center has 80%, the Parent Church 77.78%, San Francisco Church and “El Sexmo Mine with an equal percentage of 71.67% were considered as a strength. This is

due to the fact that they are located in the urban area and in this area, there is the greatest presence of services related to tourism, such as services of food and beverages and those complementary to the increasing tourist activity. Arrivals, trips and economic flows have increase as a result of the tourist influx (Palacios, 2002) and that the site has with the necessary services for the development of tourist activity make it competitive to receive visitors and ensure that their stay in the place is nice, certifying a next visit.

In the activities that are practiced in the attraction, all destinations have 100%, representing a strength for the urban parish, because the activities that are practiced generate items. As a product of the motivations of tourists, not only for visiting the attraction, but also for performing activities outside the everyday (Narváez & Fernández, 2010), activities in function of the tourism modality can be carried out in the urban parish. Cultural tourism: visiting the different colonial houses, visiting the museum within the historic center, knowing archeological remains and the history of the city and at “El Sexmo” mine to understand the gold extraction process, mineral that is part of its economic activity.

Tourist attractions

For the analysis of tourist attractions, assessment criteria were established, that allowed quantitative measurements of the reality of the offer, obtaining the following values:

Table 2: Results of the technical evaluation.

Assessment criteria	Pond	Historic center		Parent Church		San Francisco Church		El Sexmo Mine	
		Results	% Pond	Results	Weighed %	Results	Weighed %	Results	Weighed %
Accessibility and connectivity	18	15	83,34	13	72,22	13	72,22	13	72,22
Tourist plant/ services	18	14,4	80	14	77,78	12,9	71,67	12,9	71,67
.state of conservation	14	12	85,71	12	85,71	12	85,71	12	85,71

Hygiene and tourist security	14	10,6	75,71	7	50	7	50	10	71,43
Policies and regulations	10	2	20	3	30	3	30	3	30
Activities practiced in the attraction	9	9	100	9	100	9	100	9	100
Dissemination of the attraction	7	3	42,86	0	0	0	0	3	42,86
Type of visitor and influx	5	0	0	0	0	0	0	2	40
Human resources	5	2	40	0	0	0	0	2	40
TOTAL	100	63	58,62	56,9	45,51	56,9	45,51	56,9	45,51

Source: own

Table 3 shows the type, subtype and hierarchical level in which the tourist attractions of the urban parish of Zaruma are found, according to parameters considered in the Methodological Guide for the Hierarchy of Attractions and Generation of Tourist Spaces of Ecuador (Ministerio de Turismo, 2017).

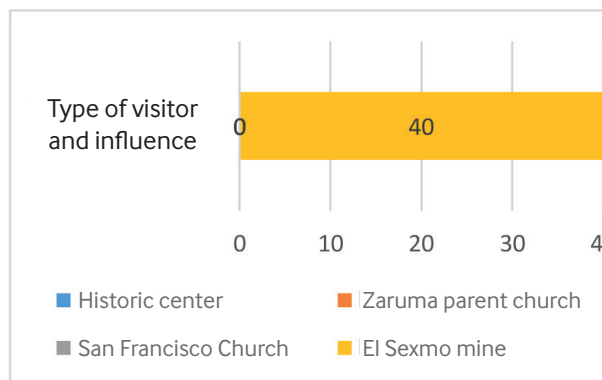
Table 3: Tourist attractions.

Name	Type	Subtype	Range	Hierarchy
Historic Center	Architecture	Cultural infrastructure	51 - 75	III
“El Sexmo” Mine	Architecture	Cultural infrastructure	26 - 50	II
Parent Church	Architecture	Cultural infrastructure	26 - 50	II
San Francisco Church	Architecture	Cultural infrastructure	26 - 50	II

Source: own, Methodological Guide for Hierarchy of Tourist Attractions.

Demand

Figure 5: Demand

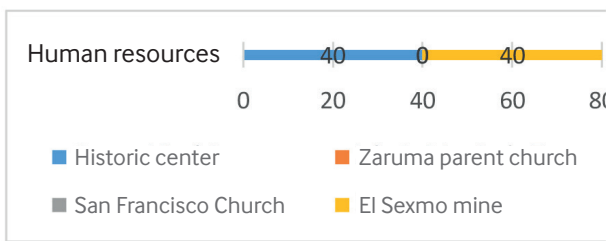


For the criterion “type of visitor and influx”, an average of 40% is obtained. This turns out to be a weakness for the urban parish, because a visitor registry is not kept or no digital tool is used in order to have statistical data. Only a conventional (physical) record is used, the same as a record but no information is analyzed. The other attractions studied do not use a management tool and according to the visitors, this tool is necessary to have a statistical record about the

influx of tourists, considering the tourist influx that visit the attraction. The tourist influx is considered as “the number of people who are currently participating in the tourist activity” (Crosby & Moreda, 1996, p. 12). It should be noted that the urban attractions of the parish have a sufficient tourist demand attracted by its patrimonial goods and its modality of cultural tourism.

Receiving community

Figure 6: Receiving committee



For the criterion “human resources”, the historic center and “El Sexmo” mine reflect 40%, unlike the other attractions that are represented by 0%. However, the values obtained show this criterion as a weakness for the urban area. Human resource is a fundamental factor in Tourism and it allows the development of tourist management through individuals who have skills and abilities that can meet the needs of tourists in terms of tourist services (Acosta et al., 2012). In the urban parish, it is possible to find people who provide information about the historic center and in the mine, there are assistants that provide the guidelines to enter the self-guided tour.

FODA ANALYSIS

Through the analysis of criteria assessment in the internal components of the tourist system in function of the tourist potential of the Zaruma urban parish, a SWOT analysis could be established.

Table 4: SWOT matrix of the Zaruma urban parish.

	STRENGTHS	WEAKNESSES
	Zaruma is considered Cultural Heritage of Ecuador.	Landslides by illegal mining
	The parish has attractions to develop, mostly in cultural – patrimonial tourism.	Absence of a territorial tourism development management plan by the authorities in charge of the parish.
	Adequate state of conservation of tourist attractions.	Low tourist signage in the tourist attractions of the urban area.
	It presents a variety of tourist services.	Little tourist security in the attractions.
	It has first-order access roads to its attractions.	Limited advertising dissemination of tourist attractions.
	It has all the basic services.	Absence of visitor registry in most attractions.
	Empowerment of culture by being part of its receiving community.	Limited staff trained for the development of tourist management in most attractions.
OPPORTUNITIES	F + O	D + O
Zaruma can be recognized as Cultural Heritage of Humanity.	Adapt the first-order access roads with the implementation of tourist signage for a better orientation of visitors towards the potential.	Implementation of a tourist management plan by the authorities of Zaruma, with the purpose of having the city recognized as Cultural Heritage of Humanity.
Increase of the development of cultural – patrimonial tourism.	Encourage the interest of the receiving committee for the entrepreneurship of	Increased tourist security to increase the influx of domestic and foreign visitors.

Promotion by travel agencies and tour operators.	craft centers, exhibiting objects about its culture.	Implement visitor records in tourist attractions to obtain data that reflect the high season in which the mode of cultural tourism – heritage takes place.
Increase of foreign tourist influx.	Restoration of attractions to be positioned in the tourist market due to its cultural - patrimonial richness.	Introduction of trained staff to the attractions to provide a better tourist experience.
Interest by the authorities in implementing tourist signage in the urban area.	Increase in the provision of the tourist services to arouse the interest of the promotion on potential by agencies and tour operators.	
Implementation of craft centers.		
Positioning of the parish in the tourist market.		

AMENAZAS

F + A

D + A

Loss of the recognition as a nominee for Cultural Heritage of Humanity.	Strengthening of tourist competences and customer service.	
Political and economic instability.	Design of mobile applications to be used as support tool for self-guided tours of the visitors through tourist attractions.	
Deterioration of attractions by tourists.		Control of illegal mining in the urban area, so the city does not lose the nomination for Cultural Heritage of Humanity.
Political and economic instability.	Work together with society to provide tourists with the necessary knowledge about the potential of the urban area.	
Decrease in national and international tourist influx.	Update and correctly manage the official website of the Municipality of Zaruma, where the potential of the urban area is highlighted in a detailed and orderly manner.	Implementation of an online registry of visitors in the potential to add a technological plus in the development of tourism.
Disinterest of promotion by travel agencies and tour operators.		Valuation of urban attractions to avoid their deterioration and the interest for conservation by visitors and community.
Not being positioned in the tourist market.		
Lack of trained staff in function based on quality in the provision of tourist services.		Increase in tourist diffusion of the potential through different media, especially through social networks.

Elaborado por: Autores.

CONCLUSIONS

In the results of the analysis of the internal components of the tourist system, strengths and weaknesses are evidenced, being the governance the organism that promotes, coordinates and regulates tourist activity. This parish is represented by the Decentralized Autonomous Government, presenting its greatest strength in the state of conservation of its attractions; product of the denomination obtained as a heritage and the empowered work of its community to preserve it. Among its weaknesses, the following can be mentioned; the lack of diffusion in digital media to promote cultural attractions and achieve greater demand.

On the other hand, there are policies and regulations because the GAD lacks a tourism development plan that indicates activities of projects to be developed in order to boost tourism activity through the formulation of objectives and strategies aimed to sustainability of the area. In terms of tourist security, the lack of tourist signage is evidenced, so that visitors are oriented towards the attractions of the urban parish.

The infrastructure is constituted by accessibility and connectivity, understanding accessibility as the infrastructure

that serves as a support for the transport system, together with other complementary works such as illumination and signaling. Therefore, in the urban parish this parameter is placed as a strength, given that it presents first-order access roads and sufficient transport services. In addition, it should be noted that an attraction has con the conditions of an inclusive tourism.

The offer is presented as a strength, that is, in the tourist plant/services is referred to the different facilities that allow the development of tourism, such as lodging, food and beverage businesses, tour operators and guidance services. So, in the urban area there are the aforementioned services, properly equipped to receive tourists. There are also the activities practiced in the attraction, which include a series of services in which the tourist is a participative agent. Here, it is evidenced that in the attractions studied. All the activities that can be carried out in the parish are self-guided, so they are tours to observe the different patrimonial goods of the area. The difference is indicated by "El Sexmo" mine in which first a guide provides information about the attraction and then it is proceeded to take the tour.

The demand is determined as a weakness for the parish, because unlike all its tourist attractions, only "El Sexmo" has a visitor registry, but he information is not used to obtain statistical data that will serve as a basis for the knowledge about the influx of visitors in a certain period and if them are mostly national or foreign tourists.

Finally, the receiving community is a weakness for the parish, because only two of the attractions have only one person as human resource, providing value to the offer of services, providing information about the sites. However, they are not specialized in tourism, because their knowledge is due to the fact that they are local residents.

It was possible to show that there are weaknesses depen-

ding on the tourist activity, so more work should be performed for a better development of tourism and consolidate it as a dynamic activity for social and economic benefit. This result can be achieved with joint work that involves the community, service providers and the Decentralized Autonomous Government of the locality.

REFERENCES

- Acosta, A., Fernández, N., & Mollón, M. (2002).** Recursos Humanos en Empresas de Turismo y Hostelería. Madrid, España: Pearson Education S.A. Obtenido de https://books.google.com.ec/books?hl=es&lr=&id=k5nzjdCcvCEC&oi=fnd&pg=PP11&dq=recurso+humano+en+el+turismo&ots=PIQ9yxBbSz&sig=KSzvA97yf9z74_wiJgXvzmzMU2c#v=onepage&q=recurso%20humano%20en%20el%20turismo&f=false
- Boullon, R. (2006).** Planificación del Espacio Turístico (Cuarta ed.). México: Trillas Turismo. Obtenido de <http://prepacihuatlan.sems.udg.mx/sites/default/files/planicaciondelespacioturistico robertoc.boullon.pdf>
- Cornejo, M., Zorrilla, D., Bermúdez, N., & Estacio, J. (Diciembre de 2012).** Identificación del Territorio del Cantón Zaruma. Obtenido de <http://repositorio.cedia.org.ec/bitstream/123456789/840/1/Perfil%20territorial%20%20ZARUMA.pdf>
- Crobsy, A., & Moreda, A. (1996).** Elementos basicos para un turismo sostenible en las áreas naturales. Madrid. Obtenido de <https://books.google.com.ec/books?id=fjLja7vG7kC&printsec=frontcover&hl=es#v=onepage&q&f=false>
- Díaz, E. (2013).** Políticas Turísticas (Primera ed.). La Plata, Buenos Aires, Argentina: Editorial de la Universidad de La Plata.

- Flores, D., & De la O Barroso, M. (2012).** La Demanda Turística Internacional. Medio Siglo de Evolución. *Revista de Economía Mundial*(32), 127-149. Obtenido de <http://www.redalyc.org/pdf/866/86625395006.pdf>
- Grandío, A. (2005).** Ordenación de los Espacios Litorales en Galicia. En A. Grandío, *Ordenación de los Espacios Litorales en Galicia* (Primera ed.). España. Obtenido de <https://books.google.com.ec/books?id=f2f-ccnzqYC&printsec=frontcover#v=onepage&q&f=false>
- Mendes, G., Biz, A., & Gándara, J. (2013).** Innovación en la promoción turística en medios y redes sociales. *Estudios y Perspectivas en Turismo*, XXII(1), 102-119. Obtenido de <http://www.redalyc.org/articulo.oa?id=180725735006>
- Ministerio de Turismo. (2017).** Guía Metodológica para la Jerarquización de Atractivos y Generación de Espacios Turísticos del Ecuador. Obtenido de https://servicios.turismo.gob.ec/descargas/InventarioAtractivosTuristicos/Parte1_GuiaMetodologicaInventario-GeneracionEspacioTuristico2017_2daEd.pdf
- Ministerio de Turismo. (2017).** Políticas y Regulaciones del Ecuador. Obtenido de <http://www.competencias.gob.ec/wp-content/uploads/2017/06/a.-2017.-POLITICA-DE-TURISMO-DEL-ECUADOR.pdf>
- Monterrubio, J. (2009).** Comunidad Receptora: Elemento esencial en la gestión. *Gestión Turística*(11), 101-111.
- Morillo, M. (Junio de 2011).** Turismo y producto turístico. Evolución, conceptos, componentes y clasificación. *Visión Gerencial*(1), 135-158. Obtenido de <https://www.redalyc.org/pdf/4655/465545890011.pdf>
- Muñoz, M., & Torres, R. (8 de 2010).** Conectividad, apertura territorial y formación de un destino turístico de naturaleza. El caso de Aysén. *Estudios y Perspectivas en Turismo*, 19(04). Recuperado el 22 de 6 de 2019, de <https://www.redalyc.org/pdf/1807/180716756001.pdf>
- Narváez, M., & Fernández, G. (2010).** El turismo desde la perspectiva de la demanda. lugar de estudio: península de Paraguaná–Venezuela. *Actualidad y Divulgación Científica*, 175-183. Obtenido de <http://www.scielo.org.co/pdf/rudca/v13n2/v13n2a20.pdf>
- Organización Mundial del Turismo. (2008).** Entender el turismo: Glosario Básico. Obtenido de UNWTO: <https://media.unwto.org/es/content/entender-el-turismo-glosario-basico>
- Palacios, L. (2002).** BogotaTurismo. Obtenido de *Pueblos con conciencia turística Vs. Pueblos sin conciencia turística*: http://www.bogotaturismo.gov.co/sites/default/files/archivo/08/calidad_de_los_servicios_turisticos_1.docx
- Quesada, R. (2010).** Elementos de Turismo. Teoría, Clasificación Y Actividad (Segunda ed.). San José, Costa Rica: Editorial Universidad Estatal a Distancia. Obtenido de https://books.google.com.ec/books?id=RdrDv_52LmYC&printsec=frontcover&hl=es#v=onepage&q&f=false
- Troncoso, C., & Lois, C. (2004).** Políticas Turísticas y peronismo. Los atractivos turísticos promocionados en Visión de Argentina (1950). *Pasos. Revista de Turismo y Patrimonio Cultural*, II(2), 281-294. Obtenido de <http://www.pasosonline.org/Publicados/2204/PASOS04.pdf#page=137>

RESEARCH / INVESTIGACIÓN

Degree of satisfaction in the restoration services in the ports of El Oro Province

Grado de satisfacción en la prestación de servicio de restauración en los puertos de la provincia de El Oro

Enrique Germán Pérez Maldonado¹, Rosa Ángela Cedillo Ordoñez² & Melissa Paulina Calle Iñiguez³.

Resumen: La actividad turística y la gastronomía van intrínsecamente ligados, porque cuando turistas visitan un nuevo destino requieren de servicio de restauración para satisfacer sus necesidades, es de ahí que nace la gran interrogante ¿Cuál es el lugar ideal para degustar delicias gastronómicas típicas de la provincia de El Oro? En este contexto se ha realizado una investigación con el objetivo de analizar el grado de satisfacción del consumidor/cliente en la prestación de servicios de alimentos en los puertos de la provincia de El Oro. Se estableció seis criterios de evaluación: servicio, producto, instalación/mobiliaria, imagen, seguridad y precio. La metodología fue una encuesta en escala de Likert, aplicada a las poblaciones de Machala, Santa Rosa y Huaquillas. No solo es necesario ofertar deliciosos platos, sino, también conocer al consumidor y sus deseos a través del uso de instrumentos de satisfacción que Puerto Bolívar, Puerto Jeli y Puerto Hualtaco no utilizan; sin embargo, los resultados demuestran un bajo nivel de insatisfacción, pero es necesario que haya innovación en los restaurantes.

Palabras clave: Puerto, servicio, restauración, satisfacción, cliente.

Abstract: *Tourist activity and gastronomy are intrinsically linked, because when tourists visit a new destination, they require a restaurant service to meet their needs. That is why the big question arises: What is the best place for a taste of typical gastronomy of El Oro? In this context, a research has been carried out, with the objective of analyzing the degree of satisfaction of the customer for the provision of food services in the ports of El Oro. A total of six evaluation criteria were established: service, product, facilities, image, security and prices. The methodology was a survey carried out through a Likert scale applied to populations of: Machala, Santa Rosa and Huaquillas. It is not only necessary to offer delicious dishes, but also to know the consumer and their wishes through satisfaction instruments not used in Puerto Bolívar, Puerto Jeli and Puerto Hualtaco. The results show a low level of dissatisfaction, but there is a need for innovation in the restaurants.*

Keywords: *Port, service, restoration, satisfaction, customer.*

(Presented, August 14, 2019. Accepted: November 4, 2019)

¹ Student of Hotel and Tourism Administration, Technical University of Machala, Ecuador. egperez_m_est@utmachala.edu.ec

² Student of Hotel and Tourism Administration, Technical University of Machala, Ecuador. racedillo_est@utmachala.edu.ec

³ Doctor in Administrative Sciences, Master in Tourist Planning and graduated from Hotel and Tourist Administration. Technical University of Machala, Ecuador. mpcalle@utmachala.edu.ec

INTRODUCTION

Within the geographical division of Ecuador is El Oro Province, and one of its strengths, the variety of ecological grounds that come from beaches, rivers and forests. It is made up of 14 cantons and its capital city is Machala. The main economic support of the province is due to its primary production: agricultural and gold, as well as aquaculture, having three ports such as Puerto Bolivar, located in the Machala canton. This port is one of the main ports of the country, where its major export is banana and cacao. From this productive activity, the provision of services and food was generated. Likewise, Puerto Jeli belongs to Santa Rosa canton, known for its gastronomic richness and shrimp crops, which have the largest export nationwide. Finally, there is Puerto Hualtaco, which is located in the Huaquillas canton, in the border area with the brother country of Peru. These are places conducive to seafood-based dishes, due to its great variety and feasible obtaining. In addition, these places promote the economy within the country and allow a consequent development of its cantons. The diverse gastronomic offer of the three ports of the El Oro Province generates internal tourism, and despite that there is a lack of data about wishes, tastes and preferences of the consumer, among others. These are necessary to corroborate the opinion that the internal tourist has about the quality and service of the product that is consumed. Thus, Oliviera (2010) mentions that in order to maintain and attract tourists everything depends on the satisfaction they receive and that their effect can have an impact on other people. Therefore, it is important to use tools that measure experiences of the consumer in order to set goals, but this is not applied in any of the ports.

Knowing the opinion of the consumer allows establishing strengths and weaknesses of sector, since they help to establish a continuous improvement. A quality of the ports of El Oro Province in function of the food obtained (seafood) is that they are obtained by fishermen in an artisanal way. This feature allows restaurants of the ports to obtain a fresh product. However, it has been determined that there is a lack of knowledge about the degree of satisfaction in providing restaurant services, installation and real estate, security, margin and price of the restaurants of the ports of El Oro Province.

It can be corroborated that in the restaurants of the three ports of El Oro Province, according to data obtained by the Likert scale, a low percentage of dissatisfaction is shown. Despite that, there are shortcomings of innovation with respect to the service, product, security and image. In the same way, new market niches should be covered in order to solve the non-productive days. An improvement could be established if restaurant owners will focus more in their visitors. Aguilar et al. (1999) mention that it is inconvenient to find solutions when an effort has not been involved to know what satisfies customers and how a place is cataloged against the competition.

METHODOLOGY

A quantitative and deductive method was applied in this study. This allowed measuring the degree of satisfaction of the population that consume gastronomic services in the restaurants of the three ports of El Oro Province. Study population

For the surveys, the population of the Machala parish, Santa Rosa parish and Huaquillas was taken as reference, where according to the National Institutes of Statistics and Censuses (2010) is detailed as follows:

Table 1: Study population.

Parish	Population
Machala,	241.606
Santa Rosa	52,863
Huaquillas	48,285
Total	342,754

Source: own, INEC

Sample

A population sample was determined, using an infinite formula, which resulted in 380 people, with a confidence level of 95% and an expected error of 5%.

$$n = \frac{Z^2 * p * q}{e^2}$$

Z: Confidence level

p: Percentage of the population with the desired attribute.

q: Percentage of the population without the desired attri-

bute = 1-p

e: Maximum estimated error accepted.

N: sample size

$$n = \frac{(1,95^2)(0,5)(0,5)}{(0,05^2)} \quad n = \frac{(3,8025 * 0,25)}{0,0025} \quad n = \frac{0,950625}{0,0025} \quad n = 380,25$$

Methodological instrument

The survey was used, taking the Likert scale as measuring reference, because this tool allows knowing the degree of satisfaction of people through the perceptual valuation of the respondent. According to the percentage obtained from the three ports of El Oro Province, a value for each parameter was obtained:

- 1) Outstanding
- 2) Very good
- 3) Good
- 4) Regular
- 5) Bad

- 1) Service
- 2) Product
- 3) Installation and furniture
- 4) Security
- 5) Image
- 6) Price

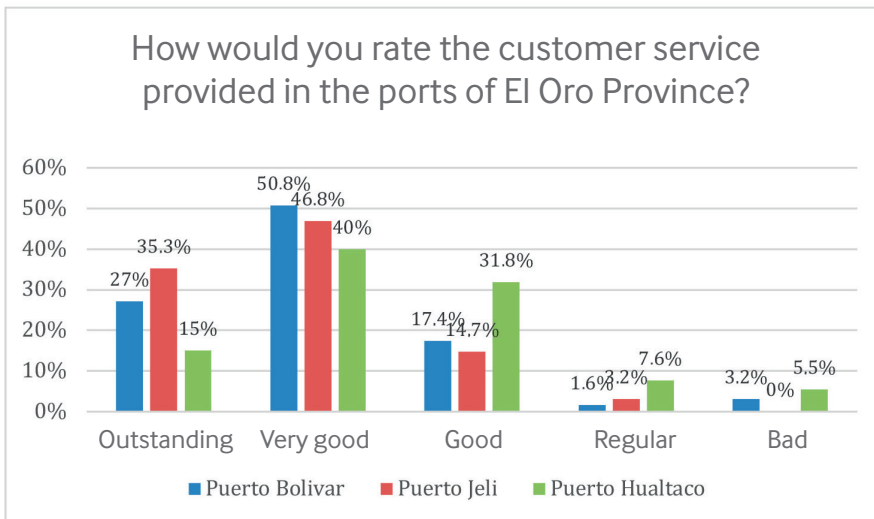
A total of six evaluation criteria were considered to determine the degree of satisfaction. These are detailed as follows:

ANALYSIS AND DISCUSSION OF RESULTS

Satisfaction is understood as the state of euphoria showed by a person when positively completing the termination of a desire, the same that can vary in intensity due to different factors. Thus, Besanilla et al. (2012) mention aspects such as cultural, personal, social and psychological; the same that can condition the behavior of the consumer.

The results obtained regarding the valuation criterion of the service are indicated as follows:

Figure 1: Service criterion. Customer service.

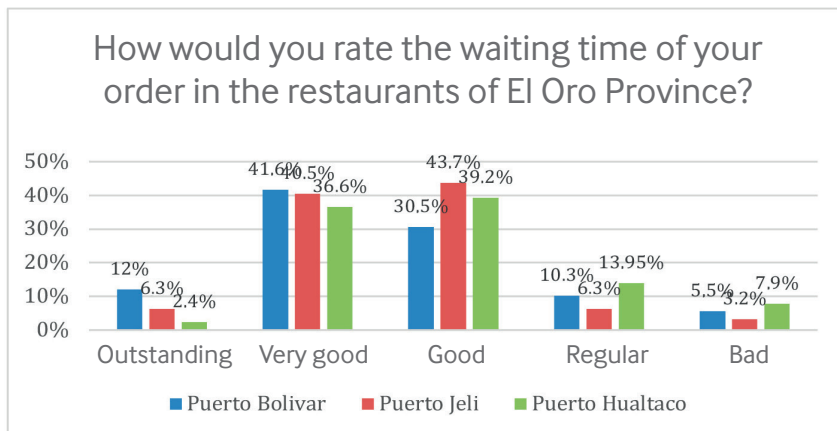


Source: own, work field 2019

“Quality service is the reflection of the commitment of those who integrate an institution oriented to the customer, user or public in general” (Estrada, 2007). This is because the consumer generates enough capital for the functioning of an entrepreneurship, which if this applies a good deal can affect the return of its customers. According to the results, 27% considers that the provision of services

in Bolivar Port is outstanding, unlike Jeli Port, which had 35.3% and Hualtaco Port, with 15%. On the other hand, the percentages in Very Good are 50.8%, 46.8% and 40%, respectively. Percentages of 17.4%, 14.7% and 31.8%, respectively were considered as good; and 1.6%, 3.2% and 7.6% were considered regular. Finally, both the first and the last port indicate 3,2% and 5.5% as bad.

Figure 2: Service criterion: waiting time.

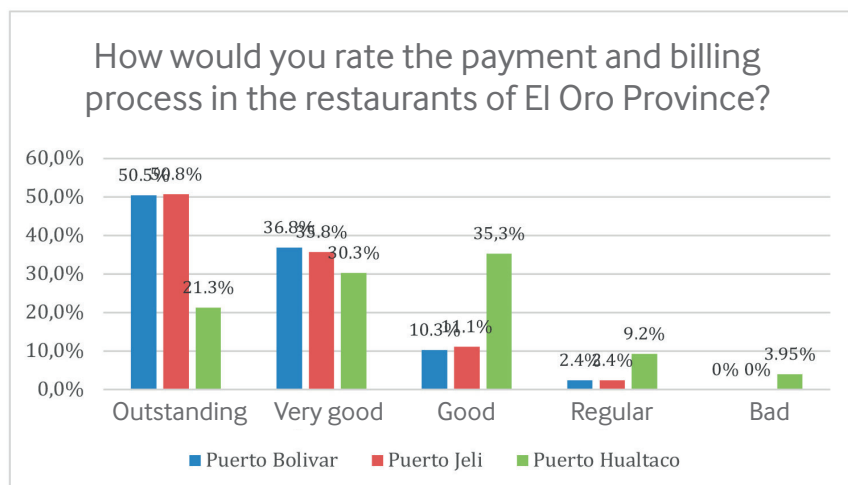


Source: own, work field 2019

“The so-called tourism is complex, since it includes goods and services that are consumed by the tourist during a period that is outside home” (Narváez & Fernández, 2010). Travelers always look for the most convenient with respect to what they wish, without intervention with the obligations and responsibilities that they must fulfill, and at the time of ordering, the less the delay the greater satisfac-

tion. In this case, Puerto Bolivar has 12% as outstanding, Puerto Jeli, 6.3% and “Puerto Hualtaco represents 2.4%. In Very Good, they have similar percentages of 41.6%, 40.5% and 36.6% respectively. The same happens in good, with 30.5%, 43.7% and 39,2%. In the regular case, they obtain 10.3%, 6.3% and 13.95%. Finally, in the bad parameter. The values are 5.5%, 3.2% and 7.9, respectively.

Figure 3: Service criterion: payment and billing process.



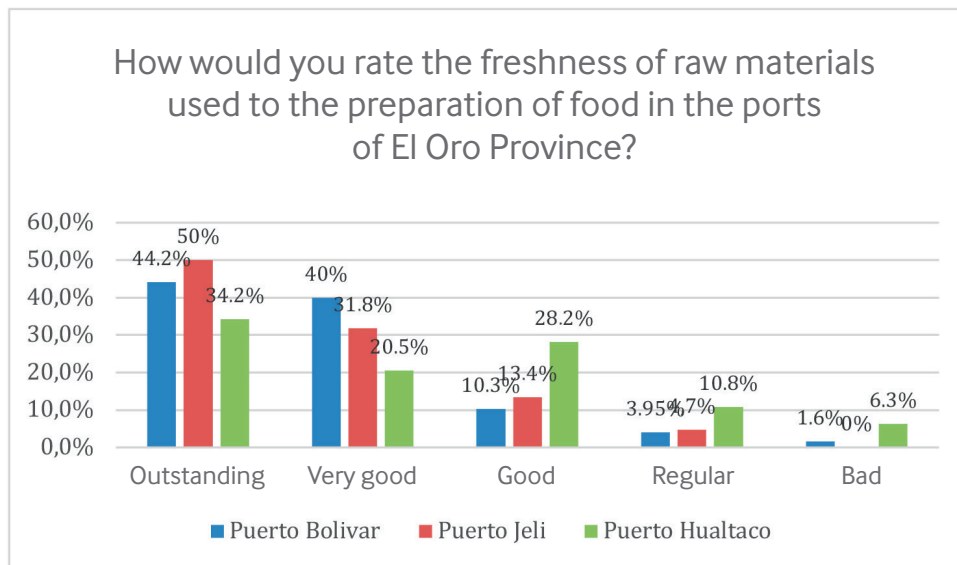
Source: own, work field 2019

Maldonado (2015), indicates that despite the various payment means existing in the Latin American Market, 91% of the transactions are made in cash, but due to the continuous disappearance of the check as payment mean, credit cards have increased their preference. That is why it is necessary for the restaurants to have at least two payment mechanisms, so the tourist has more comfort when paying his order. Puerto Bolivar obtained an outstanding result of 50.5%, Puerto Jeli 50.8% and Puerto Hualtaco, 21.3%; showing litt-

le difference with very good, with 36.8%, 35.8% and 30.3%, respectively. On the other hand, good varies from 10.3%, 11.1% and 35.3%. Likewise, as the previous parameter, the two first ports present the lowest percentages in regular with 2.4% and the third port with 9.2%. In addition, it is the only one that has 3.95& in bad.

Similarly, the valuation criterion of the product provides the following result:

Figure 4: Product criterion, freshness of raw materials.

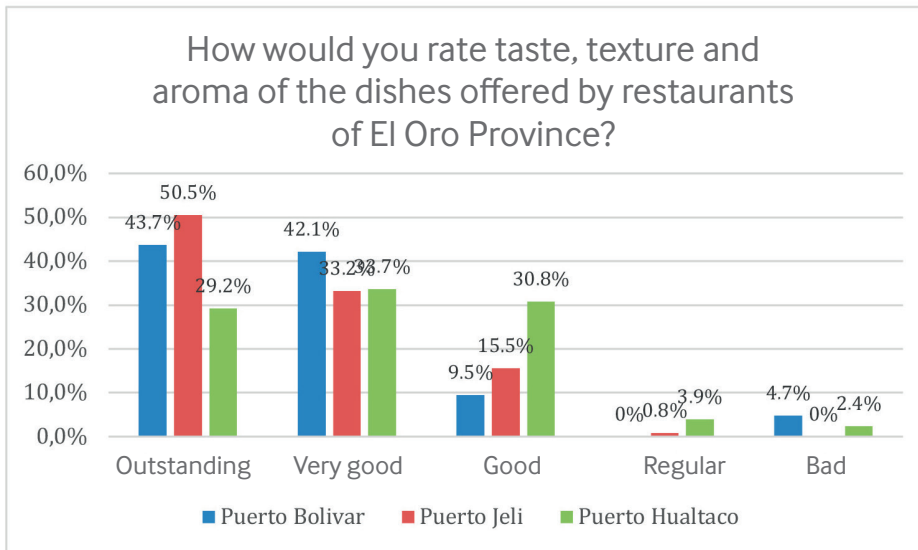


Source: own, work field 2019

Regarding shellfish, but care must be taken with what is ingested, especially if the raw material has not been well handled or is not fresh. Roberts & Stadler (2009) mention that after obtaining the specimen, this can become contaminated with viruses, bacteria and parasites that can produce high-risk diseases. Puerto Bolivar obtained 44.2% as result in outstanding. Puerto Jeli

50% and Puerto Hualtaco 34.2%. On the other hand, it varies from 40%, 38.1% and 20.5% in the very good parameter. In the good parameter continuing with the regular parameter the percentages are 10.3%, 13.4% and 28.2%; continuing with 3.95%, 4.7% and 10.8% in regular, Finally, the percentage of 1.6% and 6.3% of the first and third port consider that it is bad.

Figura N° 5. Criterio Producto: Sabor, textura y aroma.



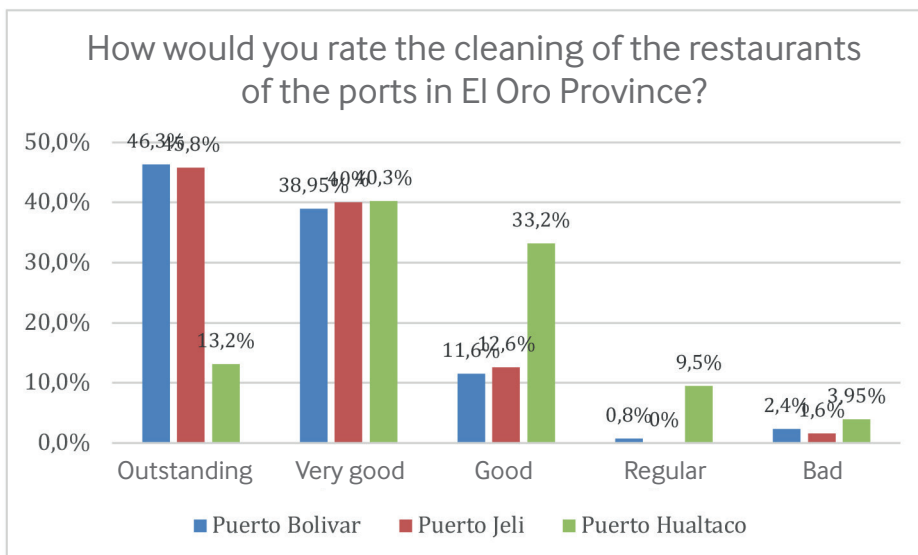
Source: own, work field 2019

Delgado (2001) mentions that by using our senses when eating, some particularities belonging to a human group can be found. This, because gastronomy is linked to our social history. Therefore, the ways of preparation and cooking of food can vary, even in food places located in the same area with respect to taste, texture and aroma of the dishes in the restaurants in the ports of El Oro Province. Bolivar obtained 43.7% in outstanding, Jeli achieved 50.5% and Hualtaco, 29.2%. On the other hand, the per-

centages in Very good were 42.1%, 33.2% and 33.7%; whereas in the good parameter, the numbers corresponded to 9.5%, 15.5% and 30.8%. However, in regular they show 0%, 0.8% and 3.9%- Finally, a rating of 4.7% and 2.4% were obtained in the bad parameter in Puerto Bolivar and Hualtaco.

Regarding installation and furniture, the following was obtained:

Figure 6: Installation and furniture criterion: cleaning.

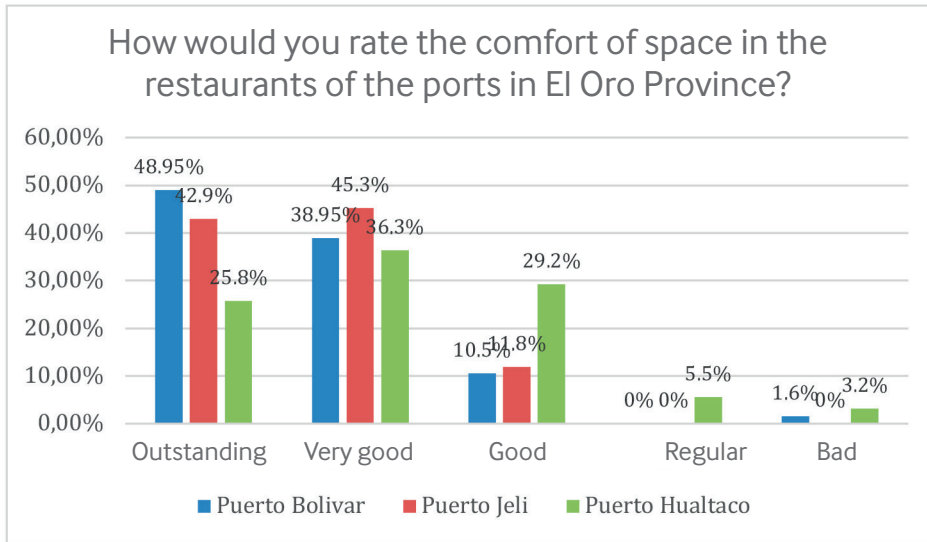


Source: own, work field 2019

Rubio (2014) states that in order to maintain facilities, equipment and utensils in optimal conditions for their consequent use, a correct cleaning and disinfection procedure must be carried out, since these two actions allow the removal of visible dirt and reduce microorganisms. The signs of cleanliness in restaurants are an indication of food conducive to its consumption. According to the results, Puerto Bolivar, Puerto Jile and Puer-

to Hualtaco obtained 46.3%, 45.8% and 13.13.2% in the outstanding parameter, respectively. However, in the very good parameter there is a similarity between these 3, with 38.95%, 40% and 40.3%; whereas in good, the percentages are 11.6%, 12.6% and 33.2%. IN the regular parameter, percentages of 0.8%, 0% and 9.5% were obtained. Finally, a minimum amount of 2.4%, 1.6% and 3.95% was presented for the bad parameter.

Figure 7: Installation and furniture criterion: comfort.



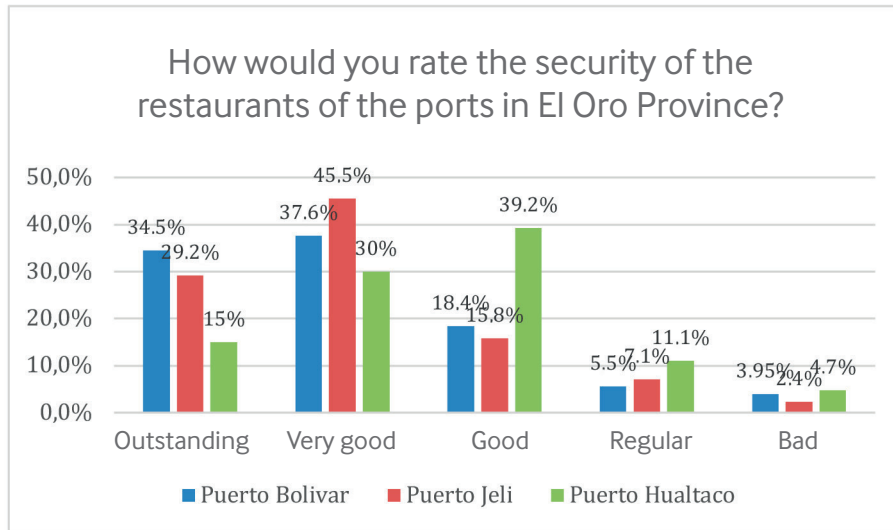
Source: own, work field 2019

A restaurant is mainly composed of the kitchen and service areas, being the latter the space of direct interaction with the diner. If not optimized, this person may incur in obstruct the activities of the waiter or in the case of proximity between the tables, causing that the client lose privacy. The three ports usually present the problem because the demand exceeds the supply in function of the facilities on holidays. However, according to the results, Puerto Bolivar obtained 48.95%

in outstanding, Puerto Jeli 42.9% and Puerto Hualtaco, 25.8%. In the very good parameter, percentages of 38.95%, 45.3% and 36.3% were obtained, whereas in the good parameter, 10.5%, 11.8% and 29.2% were obtained. However, in regular the two firsts have 0% and the last, 5.5%. Finally, in the bad parameter, Bolivar has 1.6% and Hualtaco, 3.2%.

In the security criterion, the following was achieved:

Figure 8: Security criterion; restaurants.

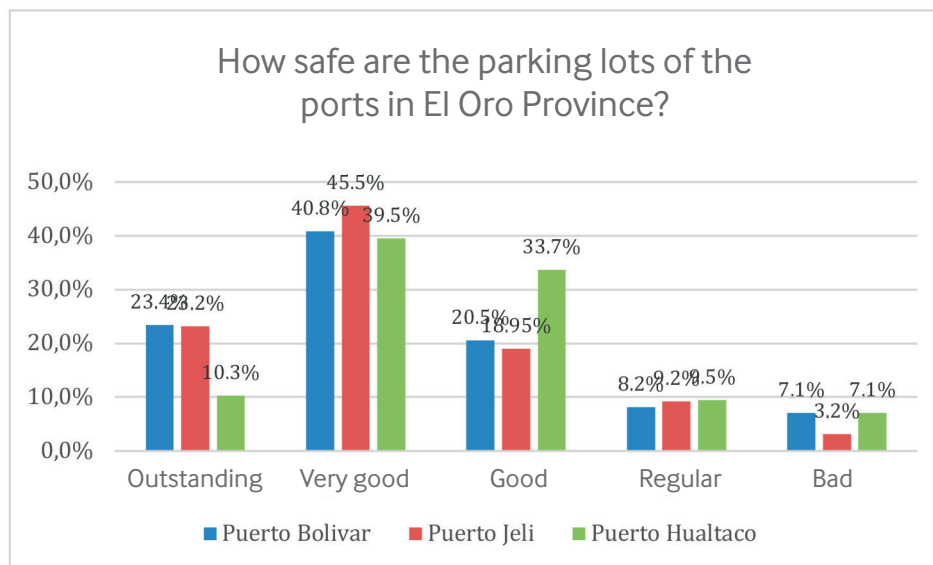


Source: own, work field 2019

According to Crespo (2019) the sites with an increase in the crime rates in El Oro Province are the border canton of Huaiquillas and Puerto Bolivar parish in Machala. Therefore, it is necessary that the restaurants implement security measures such as: surveillance cameras, alarms, guardianship or maintain a control in the entrance of the restaurant. Thus, through the results it can be corroborated

that in terms of security inside the restaurants of Puerto Bolivar. 34.5% consider it outstanding, unlike Jeli, with 29.2% and Hualtaco with 15%. As very Good, they obtain 37.6%, 45.5% and 30%; in Good, 18.4%, 15.8% and 39.2%. In the case of regular parameter, percentages of 5.5%, 7.1% and 11.2% were obtained, whereas in bad, the values were 3.9%, 2.4% and 4.7%.

Figure 9: Security criterion: parking lots.



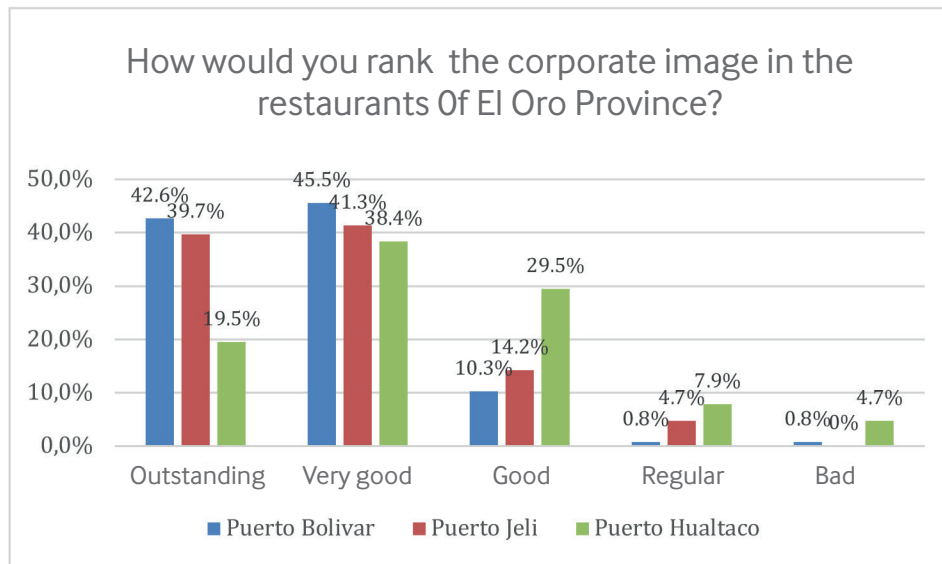
Source: own, work field 2019

“Parking is a condition evidently indispensable in every road transport system” (Bull, 2003), especially if the driver has achieved his destination and no longer needs to move. The inconvenience of these places in the ports of El Oro Province is their informality. Therefore, there is more risk of being victim of a criminal. According to the results, 23.4% consider as outstanding the security in the parking lots of Bolivar, 23.2% in Puerto Jeli and 10.3% in Puerto Hualtaco.

On the other hand, 40.8%, 45.5% and 39.5% was obtained in the very good parameter; 20.5%, 18.95% and 33.7% in good; similar percentages were obtained in regular, with 8.2%, 9.2% and 9.5% and finally, the bad parameter obtained 7.1%, 3.2% and 7.1%, respectively.

The image valuation criterion obtained the following results:

Figura N° 10. Criterio Imagen: Corporativa.

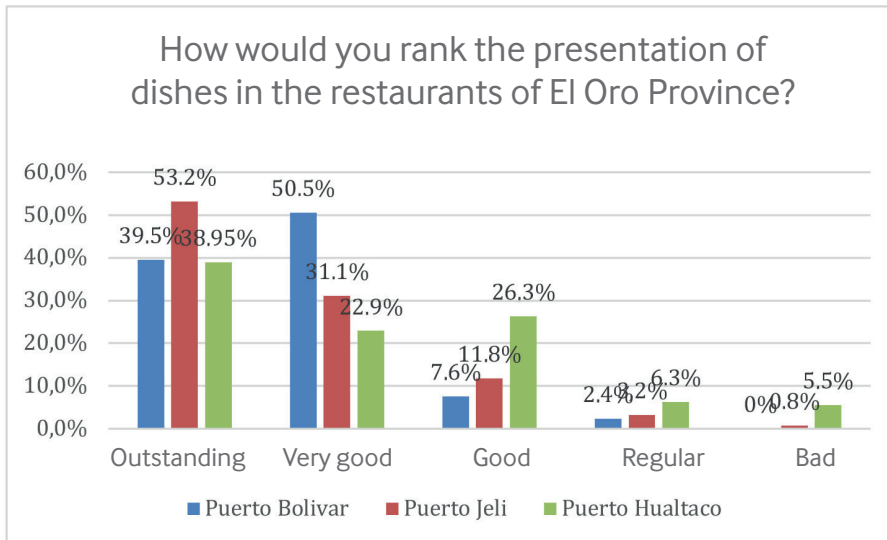


Source: own, work field 2019

The corporate image is the letter of introduction of a certain activity. This allows the consumer to have an idea of the whole area. In addition, “it has become the cornerstone of the entire communicational process of companies and institutions” (Galán, 2008). Therefore, if something positive is projected, whoever receives it replicates that impression. According to the results, Bolivar obtained

42.6% in outstanding, Puerto Jeli, 39.7% and Hualtaco, 19.5%. In the very good parameter the values were 45.5%, 41.3% and 38.4%, respectively; whereas 10.3%, 14.2% and 29.5% were obtained in the good parameter. In the regular parameter, percentages of 0.8%, 4.7% and 7.9% were obtained and finally, values of 0.8% for Bolivar and 4.7% for Hualtaco were achieved for the bad parameter.

Figure 11: Image criterion; presentation.



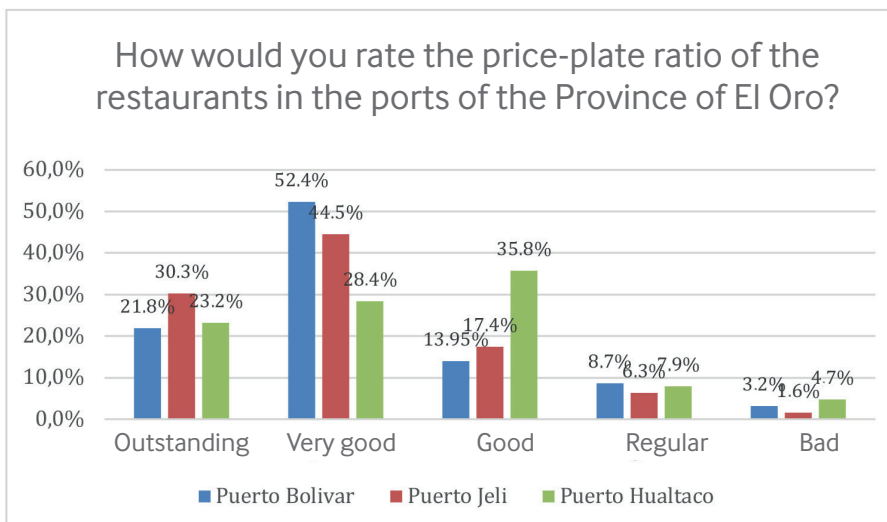
Source: own, work field 2019

At present, with the increased competition the phrase “people eat with the eyes” becomes more evident. Therefore, Large multi-million food companies such as McDonald’s and KFC among others invest in the image of their product, many times in restaurants. The way in which food is presented can be decisive at the time of attracting customers. Pérez (2012) mentions three factors that should be taken into account for the plating of shellfish: nature and type of specimen, preparation process and the type of serviced used. Based on this, presentation and decoration can be varied, ei-

ther by ideas of the chef or policies of the restaurant, model and color of the dish, or for the characteristics of the sauce or garnish. Thus, there was a qualification of outstanding for Puerto Bolivar of 39.5%, 53.2% for Puerto Jeli, and 38.95% for Puerto Hualtaco. As very good, the values are 50.5%, 32.1% and 22.9%; whereas percentages of 2.4%, 3.2% and 6.3% were obtained for the regular parameter. Finally, in the case of bad, values were 0%, 0.8% and 5.5% respectively.

In addition, the price valuation criterion shows the following:

Figure 12: Price criterion: Dish-price relation.



Source: own, work field 2019

According to Gallego (1998), the average price of the gastronomy in a food place must be related to the category of the restaurant. However, certain number of these institutions of El Oro Province are not properly registered in tourist cadastre and lack of a specific category. Despite this, the dish-price relationship according to data obtained in the present study indicate that in Puerto Bolívar, 21.8% consider it outstanding, as well as Puerto Jeli with 30.3% and Puerto Hualtaco with 23.2%. Percentages of 52.4%, 44.5% and 28.4 were obtained for the very good category, and 13.95%, 17.4% and 35.8% in good. On the other hand, the regular parameter obtained percentages of 8.7%, 6.3% and 7.9%; and finally, the bad category reached values of 3.2%, 1.6% and 4.7%.

CONCLUSIONS

Despite obtaining positive results in the service criterion, the food establishments should focus more on their employees through trainings or incentives that encourage improved customer service, which should be agile from the entry to the departure of the diner. This also includes the waiting time determined for the preparation of snacks, which must be maintained between 15 and 20 minutes. Likewise, at the time of billing or payment of the consumption it is advisable that not only the method payment with cash, but also other forms such as credit card and transfer, among others. In addition, the estimated billing time must be 5 minutes. Otherwise, the restaurant should be showing a bad distribution of assigned tasks to each employee.

It was possible to determine that the product criterion has high satisfaction rates, mainly because the production of its gastronomy is based on fresh seafood, due to the approach they have with the mangrove. However, it would be conducive for them to take new forms preparation and

cooking focused on a type of international cuisine, to thus hoard new market niches without losing its traditional approach, which is its flavor, texture and aroma which varies between the three ports, but with a notable difference of Puerto Jeli, which presents 0%.

Puerto Hualtaco in the installation and furniture criterion, regarding the results, acquired the lowest qualifier. Therefore, it should focus on showing a better neatness for its diners and take advantage of its environment that is linked to natural elements, of likewise, diners are not totally comfortable with the space that restaurants have, so it is optionally recommended to restructure the tables, furniture or decorative accessories present, as well as organize them according to the area of the site.

With regard to the security criterion, it was concluded that there should be greater police control and interest on the part of restaurants in building customer trust, through crime prevention measures, in addition, that it is necessary to establish concrete and secure parking, because this creates informal parking lots.

In the image criterion it was identified that the corporate identity of Puerto Hualtaco is weak in the face of competition. This causes the first impression that the diner has about the place is not always positive, for this reason it is advisable to establish standards conduct, clothing and work environment, for employees to receive and disseminate.

With regard to the Price criterion, it can be corroborated that the standard value of a seafood dish is \$8. This is increased according to the type of specimen desired, and the three ports have similar percentages- Therefore, the respondents state that the relationship between what they pay and what they get is the right one.

REFERENCES

- Aguilar, J., Yopez, V., Esteban, V., & Serra, J. (1999).** Calidad y gestión de recursos costeros. Jornadas Españolas de Ingeniería de Costas y Puertos, 877-890.
- Besanilla, T., Rodríguez, H., & Ponce, M. (2012).** Factores que influyen en el comportamiento del consumidor. EUMED. Obtenido de <http://www.eumed.net/ce/2012/dhi.pdf>
- Bull, A. (2003).** Congestion de transito. Santiago: CEPAL. Obtenido de https://repositorio.cepal.org/bitstream/handle/11362/27813/6/S0301049_es.pdf
- Crespo, J. (09 de 02 de 2019).** Militares refuerzan seguridad en El Oro ante incremento de asaltos y muertes. Expreso. Obtenido de <https://www.expreso.ec/actualidad/militares-seguridad-fuerzasarmadaspolicianacional-eloro-LF2623850>
- Delgado, R. (2001).** Comida y cultura: identidad y significado en el mundo Contemporáneo. Estudios de Asia y África, 82-108. Obtenido de <https://www.redalyc.org/pdf/586/58636104.pdf>
- Estrada, W. (2007).** Servicio y atención al cliente. Perú. Obtenido de <http://historico.pj.gob.pe/CorteSuprema/cij/documentos/ServicioAtencionCliente110708.pdf>
- Galán, J. (2008).** Gestión Vectorial de la Imagen Corporativa. Redalyc(65). Obtenido de <https://www.redalyc.org/articulo.oa?id=199520724022>
- Gallego, J. (1998).** Manual práctico de restaurante. Madrid: Paraninfo.
- INEC. (2010).** ecuadorencifras. Recuperado el 11 de 09 de 2018, de http://www.ecuadorencifras.gob.ec/informacion-censal-cantonal/?fbclid=IwAR2QCaRxIDHyc5qPfLm_ZuuxDykfAMUb5aM9E3-MwluQ-2g3E4ZqJFB72zsE
- Maldonado, L. (2015).** Los medios de pago, un paisaje en movimiento. Madrid: Centro del Sector Financiero de PwC e IE Business School. Obtenido de <https://www.pwc.es/es/publicaciones/financiero-seguros/assets/medios-pago-paisaje-movimiento.pdf>
- Narváez, M., & Fernández, G. (2010).** El turismo desde la perspectiva de la demanda. SCIELO, 175-183. Obtenido de <http://www.scielo.org.co/pdf/rudca/v13n2/v13n2a20.pdf>
- Oliveira, B. (2010).** Determinantes de la satisfacción del turista. Scielo, 229-242. Obtenido de <http://www.redalyc.org/pdf/1807/180717677013.pdf>
- Pérez, V. (2012).** Elaboraciones básicas y platos elementales con pescados, crustáceos y moluscos. España: Paraninfo.
- Roberts, T., & Stadler, K. (2009).** Pescados y Mariscos en Virginia. VirginiaTech, 9. Obtenido de https://www.pubs.ext.vt.edu/content/dam/pubs_ext_vt_edu/348S/348-961S/348-961S_pdf.pdf
- Rubio, R. (2014).** Aplicación de normas y condiciones higiénico-sanitarias en restauración. Vigo: Ideas propias. Obtenido de https://issuu.com/ideaspropiaseditorial/docs/978-84-9839-501-3_caa-52855b1adb7

RESEARCH / INVESTIGACIÓN

Profile of the ecological tourist, sociodemographic aspects, expectations and activities of the ecotourist in Spain

Perfil del turista ecológico, aspectos sociodemográficos, expectativas y actividades del ecoturista en España

José Alberto Crespo Jareño¹.

Resumen: Esta investigación pretende conocer el perfil del turista residente en España que tiene la intención de realizar ecoturismo o turismo ecológico, así como conocer los principales servicios que éstos demandan y las actividades de interés. España es un país que cuenta con una extensa protección de su territorio y a la vez es uno de los países donde el turismo, y en concreto el turismo de naturaleza tiene cifras muy importantes. Se empleó una metodología cuantitativa a través de una encuesta realizada en línea, se realizaron 403 entrevistas a través de una base de datos electrónica de una empresa especializada trabajando sobre aspectos demográficos, socioeconómicos y sobre los servicios ecoturísticos. Entre otros resultados se aprecia que el perfil del turista de naturaleza es hombre, mayor de 45 años, pose estudios universitarios, vive en localidades de más de diez mil habitantes y tiene un salario entorno a la media. El estudio supone una oportunidad para los operadores turísticos, porque facilita el diseño de planes y estrategias de comunicación y marketing para de cara a los futuros consumidores.

Palabras clave: perfil del turista, España, ecoturismo, residentes.

Abstract: This research is aimed to know the profile of the tourist resident in Spain who intends to carry out ecotourism or ecological tourism, as well as to know the main services that these demand and the activities of interest. Spain is a country that has extensive protection of its territory and at the same time is one of the countries where tourism, and specifically nature tourism has very important figures. We used a quantitative methodology through an online survey conducted 403 interviews through an electronic database of a specialized company working on demographic, socioeconomic and ecotourism services. Among other results it can be seen that the profile of the nature tourist is male, over 45 years old, has university studies, lives in towns of more than ten thousand inhabitants, and has a salary around the average. The study is an opportunity for tour operators because it facilitates the design of communication and marketing plans and strategies for future consumers.

Keywords: tourist profile, Spain, ecotourism, residents.

(Presented, October 30, 2019. Accepted, November 20, 2019)

¹ Doctor in Economics and Business, University of Castilla-La Mancha, Spain. Member of the School of Policies and Sociology of Castilla – La Mancha, Manager of the Youth Institute of Spain. crespoja@outlook.es

INTRODUCTION

Tourist activity is one of the main economic industries worldwide, although significant changes have been taking place because it has moved from mass tourism to an alternative tourism that respects the environment and where the tourist acquires new experiences in contact with nature, culture and the residents of a territory. In recent years, new forms of tourism have emerged, where there are elements related to rest, enjoyment and protection of the environment or knowledge of local culture, through policies that promote the development because society is increasingly aware of the negative impacts on nature, both for economic, cultural and social reasons.

The opportunity of knowing the profile of people who do ecological tourism or ecotourism in Spain lies in the scarcity of global studies that look for the profile of ecological tourists in the Iberoamerican field.

In this comprehensive review, Kim (2017) points out that there are not many studies that set the ecotourist as a study subject, because, on the one hand, the concept of what ecotourism is unclear. Therefore, it is difficult to investigate the subjects who perform it and because the industry has shown no interest, given the low number of people who do ecotourism. This indicates the need and the opportunity to continue to approach the knowledge of these profiles.

According to Europarc (20116), Spain has 13% of its territory as protected natural areas, a figure that expands if the territories included by the Natura 200 Network are considered. Thus, 27% of the national territory is included. Only the 15 parks with the national category generate more than 10 million visits per year (Cobo & Aparicio, 2014).

THEORETICAL FRAMEWORK

Ecotourism

The concern for the environment has also changed the development of tourism as an industry, and has led to the implosion of the so-called sustainable tourism and ecotourism, which seek to combine environmental values and the development of tourism (Dias, 2007; Puhakka & Siikamaki, 2012), and which currently grows three times

faster than conventional tourism, hoping to occupy a more prominent place in the global tourism market (Das & Chatterjee, 2015). Thus, the World Tourism Organization has pointed out that 10% of world tourism is carried out on the basis of ecotourism motivations (Pérez de la Heras, 1999) and that a greater increase in this type of tourism is expected compared to mass tourism.

Authors such as Weaver & Lawton (2007) point out that ecotourism began to appear in international academic texts in the 1980s, and its importance has grown exponentially in the last twenty years. Ecotourism combines, according to these authors, three essential criteria: the first is a tourism whose first attraction is nature, the second in its visitors are linked to the natural environment through education and, thirdly, the experience should be focused through practices that are ecologically, culturally and economically sustainable.

The term ecotourism, as pointed out by Jiménez (2009), takes light from the 1972 United Nations Conference on the Human Environment, where eco-development appears. The Mexican Héctor Ceballos Lascuráin (1987), initially defined ecotourism as:

"Traveling to visit relatively unaltered natural areas, including protected areas in order to enjoy, appreciate and study natural attractions (landscape, flora and wildlife), as well as any cultural manifestations of the present and the through a process that promotes conservation, has low negative environmental and cultural impact, and fosters active and socio-economically beneficial involvement of local communities" (p. 120).

The ecotourist

In the tourist field, Dolnicar (2008) points out that each tourist is different, so the destinations they prefer are also different, although these may have common characteristics with others. This author points out that market segmentation is a strategy that involves people with similar characteristics being grouped together. In the same vein, Neuts et al. (2016) point out that the tourism market is heterogeneous, so it is necessary to segment it in order to concentrate on the interest groups the actions that are intended from marketing by the organizations that carry out ecotourism.

For Beaumont (2011), segmenting requires segments to be measurable, accessible, and substantial. Thus, a segmentation will be effective if there is an ease to access different and relevant groups (Molina et al., 2007). Santes-

mases (1999), developed a classification of the segmentation criteria by dividing into a table of four entries, between objective, subjective criteria and between general and subjective criteria.

Table 1: Market segmentation criteria

	General	Specific
Objective criteria	Demographic: age, sex Socioeconomic: income, occupation, educational level, etc. Geographical: region, habitat, etc.	Consumption structure (large, medium, etc.) Product use Fidelity/loyalty to the brand/company Type of purchase: first or repetition Purchase situations. Place of purchase
Subjective criteria	Personality: leadership, authority, autonomy. Lifestyles: Centers of interest, opinions, etc.	Advantages/benefit sought Attitudes Perceptions Preferences

Source: Santesmases (1999).

The classic notion of ecotourism, as a specialized trip linked to nature, emphasizes sociodemographic considerations when segmenting the market. Following the authors Meric & Hunt (1998), in their research on the ecotourist in the United States (North Carolina) the ecotourist, once behaved as such, which means enjoying his journey with minimal environmental impact, is a consumer with income higher than the general population, middle-aged and with above-average education. However, this sociodemographic classification varies in the different studies, which has caused part of the academy to consider that this data is not the most suitable for differentiating between ecotourists and those who are not (Dolnicar & Long, 2009).

The most common profile, according to Nel.lo & LLanes (2016), it corresponds to a person with studies, active, educated, intelligent, curious, adventurous and with previous knowledge of the place to visit. The ecotourist seeks the new, wishes cultural exchange, learning and prefers a personalized and quality service. The ecotourist also seeks freedom, exclusivity and privacy. In relation to the activities he develops during his trip, bird watching, photography, botanical studies, diving observation, compared to the generalist or recreational activities carried out by

the traditional tourist. Regarding the way they behave, it should be noted that they choose to move in small groups with specialized guides. their purchases are usually mostly through tourist packages with a high expense per day.

In relation to the activities carried out by ecotourists, Nel.lo & LLanes (2016), mention a WWF study in 1998 conducted in Latin America and the Caribbean, where they point out that the main activities in the natural environment that visitors did, as a form of classification were: bird watching (58%), wildlife watching (55%), boat rides (42%), botany (31%), trekking (28%), knowledge of local cultures (25%), jungle walks (23%) and climbing (22%).

METHODOLOGY

An online research was proposed in Spain through a questionnaire in collaboration with the database of a market research company. The initial characteristics of the sample were: a) Tourists who mentioned their status as an ecotourist, b) Over 15 years and c) Spanish nationals residing in Spain.

In order to generate an adequate filter for the sample, the first premise was to obtain ecotourism individuals, after

a complete explanation of the concept. In the following terms "we understand by ecotourist, as that person who has performed one of the following activities: having visited nature parks, reserves, bird or whale watching, visits to indigenous communities; mountaineering, trekking, hiking, ethnic or indigenous tourism, safari, agrotourism, rural tourism, having been housed in an eco-friendly hotel, etc., with respect for nature, for learning and those who, at least, have developed one of these activities over the past year, assimilating these criteria to employees by online research on specific tourism," based on Han et al. (2016).

First, the collection and analysis of the bibliographic references on ecotourism and consumer behavior were taken into account, in order to identify the most important literature on these subjects, research methods and the main results of other studies, as well as the spaces to develop our work.

The questionnaire consists of the following parts:

- Demographic variables, in which we have included: age, sex (man/woman) and place of residence (more/less than 100,000 inhabitants).
- Socioeconomic variables, where questions about monthly salary and household income, as well as the educational level

Subsequently, a pretest was applied to validate the questionnaire, through industry experts and ecotourism con-

sumers. The original questionnaire was distributed to 31 Spanish visitors, from the Natural Park the Lagunas de Ruidera, on April 15, 2017. The purpose was to check the good understanding of the questionnaire and to know the time spent in its completion. Throughout that day, the questionnaires were completed by 16 women and 15 males, aged over 15 years. Its completion provided no doubts to all the persons who took the questionnaire, except what had to do with the extension of the questionnaire and the duration.

According to the students, the main difficulties of the questionnaire were:

- In question 7. The term Snorkeling was removed due to its ignorance, and opted for the generic name diving.
- Regarding the economic variables, some doubts aroused with the gross or net concept of the income.

In this research it was opted for an online survey to a consumer panel of the market research company Netquest, which is available from panelists in Spain. This brings us closer to the consumer group in which we are interested in the online format. We are also looking for greater interest and participation of respondents. On the other hand, it was considered that in the online survey the anonymity of the interviewees is broader and surely it can facilitate the authenticity of the answers, as well as improves the comfort of the users to fill it out.

Table 2: Research data sheet.

Data sheet	
Date of completion	October 17
Data collection method	Online format with company support.
Data analysis techniques	Univariate techniques; descriptive and frequency.
Universe	Spanish tourist population.
Sample	403 National tourists from Spain.
Sampling error	95%, 5% per sample.
Confidence level	p=q 0.50
Sample procedure	By quotas: age and sex of tourists.
Methodology	Quantitative.
Scales	Likert of 5 points.
Control measures	Pretest: April 15, 2017 Ruidera, Royal City (Spain).
Place of completion	Spain.

The sample is based on the results of the survey of tourist movements of Spaniards (Familitur), carried out in 2016 by the National Institute of Statistics (2016). This collects data related to the trips made by residents in Spain. The calculation was performed

the by gender and age. The questionnaire begins with the questions of age and sex, and with a broader question aimed to exercise a filter in relation to ecotourism activities in a previous period of time. See Table 3.

Table 3: Filter question for questionnaire.

Ítem	Measure
Which of these activities have you carried out in the last year?	Visit national Parks, reserves, safaris, bird or whale watching.
	Mountaineering, trekking or hiking.
	Ethnic or indigenous tourism.
	Agrotourism or rural tourism.
	Visit a large city.
	Go to a concert or music festival.
	Sun and beach tourism.
	Visit cultural or heritage places.
None of the above.	

RESULTS

This research was focused on different sections. On the one hand, to understand the demographic and socio-economic aspects. It can be observed that both genders (men and women) are represented in the sample in equal parts, as seen in Table 4.

Table 4: Sample distribution by gender

	Spain
Man	208
Woman	195
Total	403

In the sample, 208 men and 195 women completed the questionnaire. The p-value for the Pearson chi-square test reveals that the distribution between genders is equitable.

Table 5: Sample distribution by country and age

Age range	Frequency in Spain	Spain percentage
16-29	82	20.35%
30-44	134	33.3%
45-64	141	35%
>=65	46	11.4%
Total	403	100%

It was found that, among the respondents, in Spain 81% live in cities with more than 10,000 inhabitants. In relation to tourists living in municipalities of less than 10,000 inhabitants, in Spain, the percentage is 19%.

Table 6: Distribution of the sample grouped by residence.

	Frequency in Spain	Spain percentage
Locality with more than 10,000 Inhabitants	326	81%
Locality with less than 10,000 Inhabitants	77	19%
Total	703	100%

In relation to the employment situation by country (see Table 7), it was found that the percentage of employees is 58.56%. On the contrary, the number of self-employed or self-employed workers is 0.96% of the Spanish ecotourists. On the other hand, the unemployed account for 5.96%. For businessmen, the figure is 0.99%.

Regarding people who work in the household, the figures are similar, 2.33% and 2.71%. Students are more numerous in the sample, with 8.44%. Finally, in the case of retirees, these represent 14.9% of the sample.

Table 7: Distribution of the sample grouped by labor situation and country. P-value

	Frequency in Spain	Spain percentage
Employee	236	58.56%
Independent/autonomous	24	5.96%
Unemployed	34	8.44%
Businessman	4	0.99%
Household work	9	2.23%
Student	34	8.44%
Retiree	56	13.90%
Others	6	1.49%
Total	403	100.00%

In relation to the educational level, please see table 8. It can be mentioned that the largest group is that of university graduates, with 45.66% in Spain. In relation to people with postgraduate degrees or higher, in Spain the percentage is 15.38% of the sample. For people with higher technical qualifications the percentage reaches 15.88%. The percentage of people without studies or these are basic level is 2.48%. Finally, people with average qualifications are, in the case of Spain, 20.60% of the sample.

Table 8: Distribution of the sample per country and educational level.

	Frequency in Spain	Spain percentage
Without education	0	0.00%
Primary education	10	2.48%
Secondary education	83	20.60%
Higher technician	64	15.88%
University level	184	45.66%
Postgraduate	62	15.38%
Total	403	100.00%

Regarding the self-consideration by the ecotourists surveyed and their income level in Spain – with an average monthly salary of 1,500 euros- it was found that there is a significant part of the sample, 11.47%, that decides not to provide that data, as shown in Table 9. Among those who do facilitated them, the majority group are people who

self-locate close to that figure (31.025%), above it, 24.57% and well above it, 1.74%. On the opposite side it was found that people who do not have their own income, represent 8.44% and those who self-locate far from the average figure, represent 22.83%.

Table 9: Distribution of the sample of Spain by monthly salary.

	Frequency	Percentage
Without own income	34	8.44%
Well below the figure	92	22.83%
Close to the figure	125	31.02%
Above the figure	99	24.57%
Well above the figure	7	1.74%
I prefer not to answer	46	11.41%
Total	403	100%

In relation to the total gross household income in Spain, as shown in Table 10, a high percentage of non-answers was found (15.1%). Among those who do respond, the largest group are households with total gross incomes over 2,700 euros per month, which account for 9.5%, very close are those that enter between 2,001 and 2,700 euros, which represent 9.4% and those that claim to have between 1,301 and 2,000 euros, which is 8.3% of the people surveyed. In lower figures, people whose gross household income is between 901 and 1,300 euros (5.1%) are found, as well as those who point out that they have household incomes between 0 and 900 euros. This represents a collective of 2.5% of respondents.

Table 10: Distribution of gross income by household: Spain.

	Frequency	Percentage
0 to 900 euros per month	20	4.96%
901 to 1,300 per month	41	10.17%
1,301 to 2,000 per month	67	16.63%
2,001 to 2,700 per month	76	18.86%
More than 2,700 per month	77	19.11%
I prefer not to answer	122	30.27%
Total	403	100%

Regarding the question, already used by Juric et al. (2002), with whom ecotourism is made (see Table 11) respondents show that they travel independently by 69.98%, through a tour organized by 0.99% and combining both forms, 29.03%.

Table 11: Statistics on how to travel by country.

	Frequency in Spain	Spain percentage
Independently	282	69.98%
Though an organized tour	4	0.99%
Both	117	29.03%
Total	403	100%

Accommodation during the trip is one of the essential issues when doing tourism. In this case the option of being able to point out several types of more usual accommodation was possible. On the other hand, rural accommodations were the most used (see table 12).

Table 12: Statistics about accommodation during the trip by country .

	Frequency in Spain
Hotel	151
Hostel/lodging	191
Eco-friendly hotel	43
camping/tent/cabin	146
Rural accommodation	267
House of friends or acquaintances	99
Others	18

In this case, the first question asked is aimed to collect information on how to travel, alone or accompanied. This is a multiple-choice question, listed in Table 13, already used by Juric et al. (2002). These authors note that the most common form is to travel as a couple.

Table 13: Statistics on people with whom travels are made by country.

	Frequency in Spain
Alone	51
Couple	245
Family	144
Friends	193
Others	6

This question is aimed to collect data regarding the activities that can be carried out in an ecotourism experience. This is a multiple-choice question presented in Table 14, already used by several authors (Weaver & Lawton, 2002; Toselli, 2014; Ballesteros-Pelegrín, 2014; Marchena, 2015; Nel.lo & Llanes, 2016). The three ecotourism activities (see Table 14) are: hiking, landscape observation and visit to natural parks.

Table 14: Ecotourism activities by country.

	Frequency in Spain
Camping in nature	99
Marine diving, in rivers, lakes or eco-diving	41
Cycling andy mountain bike	100
Eco-archeology	21
Climbing	35
Scientific studies or scientific expeditions	9
Geological or speleological exploration	31
Mountaineering	191
Whale and turtle watching	32
Wildlife observation	173
Wild flora observation	155
Observation of natural landscapes	297
Bird watching	109
Horseback riding for natural areas	41
Sport fishing	22
Trekking and tours for delimited paths	361
Land and sea photographic trips or safaris	34
Visit to indigenous communities and knowledge of local cultures	30
Visit to national and natural parks	314
Visits to tropical forests and indigenous shrubs	41
Others	6

With regard to belonging to an environmental, animalist or animal protection association, as shown in Table 15, the majority of respondents (85.4%) declare they do not belong to any of these entities.

Table 15: Belonging to an ecologist association or similar.

	Frequency	Percentage
Yes	118	14.6%
No	691	85.4%
Total	809	100%

By country, in relation to data of belonging or not to an ecologist association or similar, it was found that this figure is 11.91%.

Expectations about the services received from ecological tourism

Regarding the expectations of the ecological tourism services, 5 questions were asked using a 5-point Likert scale, which corresponds to a multiple-choice question used by Lewis et al. (2014).

The questionnaire asked for five exceptions about the quality different services of the tour guide, quality of information, ecological importance of destination, accessibility of the destination and facilities of the destination. The average scores of these expectations vary depending on the different claims. On the one hand, the importance of the quality of the tour guide is the least valued, subsequently we find that the second least valued element are the facilities, the third the accessibility of the service and the quality of the information. On the other hand, the most valued element is the ecological importance of fate (see table 16), as do other classical studies in developed countries, such as Fennel & Eagles (1990) and Lewis et al., (2014). However, they differ from these in the values so low that the Spanish sample has of the role of the importance of the quality of tour guide, which takes it away from the approach of Lewis et al., (2014).

Table 16: Expectations about tourist services.

Ítem	Media
Item	Mean
What matters most to me in the ecological trip is the quality of the tour guide.	3,34
What matters most to me in the ecological	

trip is the quality of the information provided by the tourist destination.	3,85
What matters most to me in the ecological trip is the ecological importance of the tourist destination.	4,04
What matters most to me in the ecological trip is the accessibility of the tourist destination.	3,52
What matters most to me in the ecological trip is the facilities of the tourist destination.	3,43

CONCLUSIONS

At present, postmodern society yearns for and esteems about nature in its leisure time, which is driving different forms of alternative tourism, including ecological tourism or ecotourism. This increase in the number of visits represents an opportunity for tourism and ecotourism companies to combine economic growth and nature protection.

o knowing in a better way the profile of people who practice ecological tourism or ecotourism, and more specifically of the expectations in relation to certain services, involves providing information to the tour operators which facilitates that they can develop plans, strategies and outreach campaigns. Among other things, these improve the tourist experiences of ecotourists before, during and after their tourism activity, contributing to the improvement of environmental education experiences that this typology of ecotourism carries with it.

The quantitative limitation of this study indicates the opportunity to carry out new studies about the quantitative variables of this type of tourism and to do so over time beyond the transactional character of the questionnaire. On the other hand, it is possible to improve the quality of the sample used.

The investigation of ecotourism profiles can be equally carried out globally as in this research and be applied to more specific territories or areas of research that may be useful for the tourism industry.

REFERENCES

Beaumont, N. (2011). The third criterion of ecotourism: are ecotourists more concerned about sustainability than other tourists? *Journal of Ecotourism*, 10(2), 135-148.

Ceballos-Lascurain, H., (1987). Estudio de Perfectibilidad Socioeconómica del Turismo Ecológico y Anteproyecto arquitectónico y urbanístico del Centro de Turismo Ecológico de San Kalan, Quintana Roo. México: SEDUE.

Cobo Quesada, F. B., & APARICIO SANCHEZ, M. D. S. (2014). Los parques nacionales españoles, catalizadores del turismo sostenible.

Das, M., & Chatterjee, B. (2015). Ecotourism: A panacea or a predicament? *Tourism Management Perspectives*, 14, 3-16.

Dias, R. (2007). Marketing ambiental. São Paulo: Editora Atlas.

Dolnicar, S. (2008). Market segmentation in tourism. *Tourism management, analysis, behaviour and strategy*, 129-150.

Dolnicar, S., & Long, P. (2009). Beyond ecotourism: The environmentally responsible tourist in the general travel experience. *Tourism Analysis*, 14(4), 503-513.

EUROPARC (2016) . EUROPARC-España. Anuario 2016 del estado de las áreas protegidas en España. Recuperado el 25 de julio de 2017 de : http://www.redeuroparc.org/system/files/shared/Publicaciones/Anuario_2016/anuario_2016_europarc-espana.pdf

Fennell D, Eagles PF. 1990. Ecotourism in Costa Rica: a conceptual framework. *J Parks Recreation Res.* 8:23–34

Han, H., Hwang, J., y Lee, M. J. (2016). The value–belief–emotion–norm model: investigating customers’ eco-friendly behavior. *Journal of Travel & Tourism Marketing*, 1-18.

INE (2016). Encuesta de movimientos turísticos de los Españoles Familitur (2016). Recuperado el 6 de septiembre de http://www.ine.es/dyngs/INEbase/es/operacion.htm?c=Estadistica_C&cid=1254736176990&menu=ultiDatos&idp=1254735576863

Jiménez, B. L. H. (2009). Ecoturismo: oferta y desarrollo sistémico regional. Bogotá, CO: Ecoe Ediciones.

Juric, B., Cornwell, T. B., & Mather, D. (2002). Exploring the usefulness of an Ecotourism Interest scale. *Journal of Travel Research*, 40(3), 259-269.

Kim, S. (2017). Study on possibilities of expansion of Japanese-Type ecotourism—focusing on nature-based

daytrip tourists to ecotourism regions in Nabari City. *European Journal of Tourism, Hospitality and Recreation*, 8(1), 14-25.

Lewis T.O. Cheung & C.Y. Jim (2014) Expectations and willingness-to-pay for ecotourism services in Hong Kong's conservation areas, *International Journal of Sustainable Development & World Ecology*, 21:2, 149-159

Marchena Gómez, M. J. (2015). Turismo y desarrollo regional: el espacio del ecoturismo. *Papers de Turisme*, (11), 111-132.

Molina, A., Martin D., Esteban Talaya, A. E., & Díaz, E. (2007). Segmentación de la demanda turística: un análisis aplicado a un destino de turismo cultural. *Revista de análisis turístico*, (4).

Nel.lo M. y Llanes, C., (2016). Ecoturismo. Editorial UOC.

Neuts, B., Romão, J., Nijkamp, P., & Shikida, A. (2016). Market segmentation and their potential economic impacts in an ecotourism destination: An applied modelling study on Hokkaido, Japan. *Tourism Economics*, 22(4), 793-808.

Pérez de las Heras, M. (1999). El ecoturismo como fórmula de desarrollo sostenible. en VIÑALS BLASCO, M. J. y BERNABÉ GARCÍA, A. *Turismo en espacios naturales y rurales*. Valencia, Universidad Politécnica de Valencia, Servicio de Publicaciones, pp. 103-129.

Pérez Hernández, I. Salinas Chávez, E, & Perez Mijares, E. (2012). Consideraciones metodológicas para el desarrollo del ecoturismo a partir de las relaciones inter y transectoriales. Estudio de caso: Parque Nacional Viñales, Cuba. *Gran Tour*, (5), 8-26.

Puertas Cañaverl, I. (2006). Ecoturismo en las reservas de Biosfera: Análisis del ecoturista en Bañados del Este (Uruguay) y Cabo de Gata-Níjar (España). *Estudios turísticos*, (169-170), 183-200

Puertas Cañaverl, I. (2006). Ecoturismo en las reservas de Biosfera: Análisis del ecoturista en Bañados del Este (Uruguay) y Cabo de Gata-Níjar (España). *Estudios turísticos*, (169-170), 183-200.

Puhakka, R., & Siikamäki, P. (2012). Nature tourists' response to ecolabels in Oulanka PAN Park, Finland. *Journal of Ecotourism*, 11(1), 56-73.

Santesmases, M. (1999). *Marketing: conceptos y estrategias*. Ed. Piramide. Madrid.

Toselli, C. (2014). Turismo ecológico: aspectos generales sobre esta nueva tendencia. *Signos Universitarios*, 12(24).

Weaver, D. B., & Lawton, L. J. (2007). Twenty years on: The state of contemporary ecotourism research. *Tourism management*, 28(5), 1168-1179

DOCTORADOS



POSTGRADOS 2019

SOMOS
UNA DE LAS
**15 UNIVERSIDADES
ACREDITADAS
EN CHILE**
EN INVESTIGACIÓN Y POSTGRADO

f
t
@
v
in
www.utalca.cl

27 **Magíster** en las áreas de:

Matemáticas, Recursos Naturales, Ingeniería, Educación, Artes, Derecho, Ciencias, Humanidades, Economía y Negocios, Salud y Ciencias Sociales

INSTRUCCIONES PARA AUTORES

La **Revista Interamericana de Ambiente y Turismo (RIAT)** es una publicación editada por la Facultad de Economía y Negocios de la Universidad de Talca, interesada en divulgar artículos -en español e inglés- de calidad que reporten resultados de investigación, enseñanza de todas las áreas y subcampos de la gestión ambiental y el turismo, como también de otras disciplinas relacionadas. Los artículos pueden presentarse a la RIAT en las siguientes secciones: Resultados de investigaciones, artículos sobre enseñanza, revisión de la literatura y análisis teóricos, notas científicas, comentarios de libros o artículos y misceláneo.

Los manuscritos sometidos a la RIAT experimentan un proceso de revisión doble de pares o árbitros a ciegas. Los informes resultantes del árbitro proporcionan información a los editores de la RIAT, que tomarán las decisiones finales acerca de la publicación. Todos los manuscritos se evaluarán por su excelencia erudita, inclusive contribuciones a la teoría pertinente, la política y la práctica, la conveniencia de estrategias metodológicas, la calidad del argumento y la claridad de la presentación. RIAT no considera manuscritos que estén bajo consideración por otras revistas.

Los autores deben enviar sus manuscritos a RIAT vía electrónica, registrándose en la web www.riat.otalca.cl

Estructura general y estilo de títulos y secciones

Los manuscritos deberán tener una estructura lo más similar a: Título, abstract, palabras clave, introducción, metodología, resultados, discusión, conclusiones y referencias. Las instrucciones para definir títulos, secciones y subsecciones son:

El título debe ir en MAYÚSCULA, en negrita y centrado.

Títulos de la sección deben ir en MAYÚSCULA y alineados a la izquierda. Subsecciones deben ir en minúscula, negrita y alineados a la izquierda. Subsubsecciones: deben ir en minúscula y alineado a la izquierda

Idioma y extensión de los manuscritos

Todos los manuscritos deben ser escritos en español o inglés y deben incluir el resumen en ambos idiomas. La longitud de los manuscritos sometidos a la RIAT no deben superar las 20 páginas de texto, incluidas tablas, figuras, referencias y figuras con tipo de letra calibrí light de 10 puntos, sin espacio.

Resumen y palabras clave

Todos los manuscritos sometidos requieren de un resumen. Esto debe aparecer en una página independiente, siguiendo la primera página y precediendo la primera página de texto. El resumen debe ser de sólo un párrafo de no más de 250 caracteres, en el cual se describa brevemente el problema que esté bajo consideración, el enfoque analítico y los hallazgos mayores. En cuanto a las referencias y las citas en otro trabajo no se deben incorporar en éste. Posterior al resumen se deben incluir un conjunto de no más de 5 palabras claves que identifican las nociones y los conceptos principales introducidos en el artículo.

Las ilustraciones (figuras y cuadros)

Todas las figuras o cuadros se deben presentar con los manuscritos para la revisión, deben ser numerados en forma independiente, esto debe ir en concordancia con el material del texto y debe llevar las referencias concretas hechas a los cuadros o figuras; todas deben ser tituladas y numeradas secuencialmente. Los cuadros se deben discutir en el texto, pero deben ser capaces de autoexplicarse. La presentación final de los manuscritos aceptados debe incluir cuadros y figuras de calidad profesional.

Referencias y citaciones

Las referencias deben empezar en una página separada con el título REFERENCIAS y debe seguir el formato APA (Ver manual y tutorial <http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>).

Aspectos de auto identificación de autores

La RIAT emplea un proceso de revisión doble ciega, por lo tanto los autores deben quitar toda información de auto identificación de la versión del manuscrito que será enviado a los árbitros. Los autores pueden dejar las citaciones a su propio trabajo en el manuscrito, siempre que éstas se

refieran a trabajos publicados y no den posibilidad de identificarlo.

Identificación de autores

El autor debe proveer la siguiente información en el momento de registrarse y subir el manuscrito en línea. Al existir más de un autor, dicha información debe subirse para cada uno de los autores, dejando en claro quién es el autor de correspondencia.

- Nombre del autor
- Afilación institucional del autor
- Grado académico final del autor
- Correo electrónico
- Dirección institucional, ciudad y país.
- Resumen biográfico

Lista de chequeo de submisión

Como parte del proceso de envío, se les solicita a los autores que indiquen que su envío cumpla con todos los siguientes elementos y que acepten que envíos que no cumplan con estas indicaciones pueden ser devueltos al autor.

- a. El manuscrito no debe haber sido previamente publicado y no debe estar bajo revisión ni consideración en otra revista.
- b. El archivo del manuscrito debe estar escrito en formato Microsoft Word o RTF.
- c. El texto debe tener una línea de espaciado y letra tipo calibrí light 10. Todas las figuras, tablas, ilustraciones y fotos deben ir incorporadas en el texto en el lugar que corresponda y no al final.
- d. El texto sigue los requerimientos de estilo y bibliográficos expresados en guías para los autores (APA estilo).
- e. Si está enviando trabajo a una sección que usa evaluación de pares, las instrucciones de aseguramiento de la revisión ciega son seguidos.

Derecho de autor

Los autores que publican en esta revista están de acuerdo con los siguientes términos:

- a. Los autores conservan los derechos de autor y garantizan a la revista el derecho de ser la primera publicación del trabajo al igual que licenciado bajo una Creative Commons Attribution License que permite a otros compartir el trabajo con un reconocimiento de la autoría del trabajo y la publicación inicial en esta revista.
- b. Los autores pueden establecer por separado acuerdos adicionales para la distribución no exclusiva de la versión de la obra publicada en la revista (por ejemplo, situarlo en un repositorio institucional o publicarlo en un libro), con un reconocimiento de su publicación inicial en esta revista.
- c. Se permite y se anima a los autores a difundir sus trabajos electrónicamente (por ejemplo, en repositorios institucionales o en su propio sitio web) antes y durante el proceso de envío, ya que puede dar lugar a intercambios productivos, así como a una citación más temprana y mayor de los trabajos publicados (véase The Effect of Open Access, en inglés).

Declaración de privacidad

Los nombres y correos electrónicos ingresados en la revista serán usados exclusivamente para los propósitos establecidos en ella y para identificar a los autores de las publicaciones.

Política de no cobro

No hay cobros por presentar a evaluación o publicar un manuscrito.

Reconocimiento—Sin obra Derivada

CC BY-NC. Esta licencia permite la redistribución, comercial o no comercial, siempre y cuando la obra circule íntegra y sin cambios, dándole el crédito.

INSTRUCTIONS FOR AUTHORS

The *Interamerican Journal of Environment and Tourism* is a journal interested in publishing high-quality papers that report original findings from research, teaching or outreach from all areas and subfields of environmental management and tourism related disciplines, writing in English or Spanish. Submission types accepted by RIAT include: Research articles on environment, environmental economics, and tourism; Education, Learning and Instruction. Articles can be presented on the following sections: Research Results, Literature Reviews and Theoretical Analyses, Comments, Book Reviews, Response Commentaries. Response Commentaries - critical but constructive comments on publications or editorials published in RIAT.

Submitted manuscripts will undergo a double-blind reviewing process. The resultant referee reports provide advisory information to the RIAT Editors, who makes the final decisions about publication. All manuscripts will be evaluated for their scholarly excellence, including contributions to relevant theory, policy and practice, appropriateness of methodological strategies, quality of argument, and clarity of presentation. RIAT does not review manuscripts that are under consideration by other journals.

Authors should send manuscripts to RIAT by Electronic submissions by register in: www.riat.atalca.cl

General Structure & Titles, Sections and Subsection Styles

The articles may have the following structure: Title, Abstract, keywords, Introduction, Methodology, Results, Discussion, Conclusions and References. The instructions for defining titles and sub-titles are:

The title should be in CAPITAL BOLD LETTER; centered to the page. The Section title should be CAPITAL BOLD LETTER; it is this aligned along the left margin

Subsection title should be in lower case letter and bold; it is this aligned along the left margin

Subsubsection title should be in "lower case" and normal letter; it is this aligned along the left margin

Manuscript language & Length

All manuscripts should be written in Spanish or English but abstracts should be in both languages. Manuscripts submitted to RIAT should be no longer than 20 pages of text including figures, tables, photos, & references (single-spaced Calibri light 10-point font).

Abstract & Keywords

An Abstract is required for all submitted manuscripts. This should appear on a page of its own, following the title page and preceding the first page of text. The Abstract should be a single paragraph of 250 characters or less that briefly describes the problem under consideration, the analytical approach, and the major findings. References and citations to other work should not be included in the Abstract. Following the Abstract include a set of not more than 5 keywords identifying major notions or concepts introduced in the article.

Illustrations (Figures and tables)

All tables and figures should be submitted with manuscripts for review. These should be clearly coordinated with text material, with specific references made to the tables or figures. All must be captioned, and numbered sequentially. Tables should be discussed in the text, but capable of clear interpretation on their own. The final submission of accepted manuscripts must include tables and figures of professional quality. Equations should be numbered sequentially.

References & Citations

The RIAT follow APA Norms of Style & Citation

See: <http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>

Aspects of auto identification of authors

The RIAT employs a double-blind review process. Therefore, authors should remove all self-identification information from the version of the manuscript that will be sent out to referees. Authors may leave citations to their own work in the manuscript, as long as those citations refer to published work and do not identify themselves in any way.

Authors Identification

Authors must provide the following contact information for each author during registration on line. However, one author should be clearly designated as the contact author for the manuscript:

- Author's name(s)
- Final Academic Degree
- Author's title or Position, e.g., Associate Professor, Academic degree, etc.
- Complete mailing address, including institutional affiliation;
- E-mail address; and telephone number.
- Biographic data

Submission preparation checklist

As part of the submission process, authors are required to check off their submission's compliance with all of the following items, and submissions may be returned to authors that do not adhere to these guidelines.

- a. The submission has not been previously published, nor is it before another journal for consideration (or an explanation has been provided in Comments to the Editor).
- b. The submission file is in Microsoft Word or RTF file format.
- c. The text is single-spaced; uses a 10-point font; employs Calibri light, rather than underlining (except with URL addresses); and all illustrations, figures, and tables are placed within the text at the appropriate points, rather than at the end.
- d. The text adheres to the stylistic and bibliographic requirements outlined in the Author Guidelines, (APA STYLE) which is found in About the Journal.
- e. If submitting to a peer-reviewed section of the journal, the instructions in Ensuring a Blind Review have been followed.

Copyright notice

Authors who publish with this journal agree to the following terms:

- a. Authors retain copyright and grant the journal right of first publication with the work simultaneously licensed under a Creative Commons Attribution License that allows others to share the work with an acknowledgement of the work's authorship and initial publication in this journal.
- b. Authors are able to enter into separate, additional contractual arrangements for the non-exclusive distribution of the journal's published version of the work (e.g., post it to an institutional repository or publish it in a book), with an acknowledgement of its initial publication in this journal.
- c. Authors are permitted and encouraged to post their work online (e.g., in institutional repositories or on their website) prior to and during the submission process, as it can lead to productive exchanges, as well as earlier and greater citation of published work (See The Effect of Open Access).

Privacy statement

The names and email addresses entered in this journal site will be used exclusively for the stated purposes of this journal and will not be made available for any other purpose or to any other party.

Non Charges Policy

There are no charges for submission and publication.

Recognition-No Derivative work

CC BY-NC. This license allows redistribution, commercial or non-commercial, as long as the work circulates intact and unchanged, giving it credit.

Vol. 15, N°2, Julio - Diciembre 2019

RIAT

Revista Interamericana de Ambiente y Turismo
Interamerican journal of Environment and Tourism

ISSN 0717-6651 versión impresa
ISSN 0718-235X versión online

riat.utralca.cl
riat@utralca.cl
2 Norte 685, Talca, Chile.