

Research paper

Analysis of the tourist route don Vasco Michoacán, México

Análisis de la ruta turística don Vasco Michoacán, México

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ABSTRACT

The tourist routes add to the actions of the tourist activity in urban or rural regions. In Mexico the tourist routes are articulated by private or public or mixed actors, in the case of the Michoacán route it is called Don Vasco tourist route and the central objective is to analyze the resources, supply and demand to have a particular vision. The qualitative and interpretative method used, of the documentary type, which determined the selection, access and registration procedure of the documentary sample. Among the results obtained, the institutional model of the route and the central bases of the regions that make up the route are shown, of which a constant integration is shown in Morelia and Pátzcuaro, reflected in the development plans of the municipalities. Which shows a solid development of the route in the municipalities with the highest tourist activity in the State of Michoacán.

Keywords: actors, rural tourism, tourism intelligence, development plans.

RESUMEN

Las rutas turísticas suman a las acciones de la actividad turística en regiones urbanas o rurales. En México las rutas turísticas son articuladas por actores privados o públicas o mixtas, en el caso de la ruta de Michoacán denomina ruta turística Don Vasco y el objetivo central es analizar los recurso, oferta y demanda para contar con una visión particular. El método utilizado cualitativo e interpretativo, de tipo documental, el cual determinó el procedimiento de selección, acceso y registro de la muestra documental. Entre los resultados obtenidos se muestra el modelo institucional de la ruta y las bases centrales de las regiones que integran la ruta de las cuales, se muestra una integran constante en Morelia y Pátzcuaro, plasmado en los planes de desarrollo de los municipios. Lo cual, muestra un desarrollo de la ruta solido en los municipios con mayor actividad turística del Estado de Michoacán.

Palabras clave: actores, turismo rural, inteligencia turística, planes de desarrollo.

INTRODUCTION

The tourist route is a measure to offer singular or plural tourist products in a specific area. The route can be offered by travel agencies, but there are also tourist routes that are prepared by institutions, regions, or companies for marketing or competitive purposes with multiple integration for a high-quality tourist service.

The Don Vasco route in Michoacán is a cultural tourist route that is financed by the companies that articulate it, the governments at the municipal, state, and federal levels, a reason that allows consolidation with respect to other routes in the State. The route is considered cultural, although in the experiences that are offered the services are varied from architectural, adventure, rural, religious, ecotourism, archaeological, gastronomic and health for couples, families or groups at a national and international level. The route has an official page for its commercialization with multiple packages or the customization of generating one of its own.

For this reason, the route analyzed below has multiple activities that can be carried out with the advantage of having innovation and the use of technology to position the route. Mexico can take an example to position tourism services, but it also positions regions with tourism potential that benefits their immediate environment economically and socially, valuing their tangible and intangible architectural, natural and cultural environment. The document is divided into the following sections: 1) history of tourist routes, 2) local development and tourist routes, 3) tourist routes in Michoacán, 4) method, 5) background of the Don Vasco Route, 6) socioeconomic and environmental resources of the Don Vasco route, 7) development model of the Don Vasco Route, 8) demand profile of the Don Vasco Route, 9) offer of the Don Vasco tourist route, 10) tourism development plan of the Don Vasco route, and 11) conclusions.

Background of tourist routes

The tourist routes are a service that offers the tourist resources of a locality, municipality, region, state or country, implements an itinerary in a geographical area taking into account the characteristics of the place for tourist purpo-

ses together with direct and indirect tourism goods and services. (Tovar and Castillo, 2014), (Olivera, 2007).

The tourist route¹ is defined as: "road axis that connects two or more emitting or receiving centers and that contains different attractions. It is made up of a set of local elements, organized in the form of a network within a determined region marked out. The route must offer activities related to its distinctive elements, as well as presenting a comprehensive image based on the complementarity between sites, services, attractions and language for communications" (Casa, 2013: 46), (FAVA-SENA, 2014), (Fernández and Guzmán, 2005). The design of the route is derived from the inventory of natural, gastronomic, architectural or cultural resources, that is, of the services that have tourist potential to generate a good service for customers.

It is important to consider that the success of a tourist route implies the involvement of local actors such as the population in the tourism project so that social participation is active together with the experts in the development of the tourism service (López and Sánchez, 2009). Over time, tourism systems can be developed that encompass multiple activities around tourism. The tourist route serves to revalue the culture of a region through tourist activity, promoting activities aimed at productivity, investment, infrastructure, new types of cooperation, etc., oriented towards tourism development with companies, society and institutions (Fernández and Guzmán, 2005), (FAVA-SENA, 2014).

In the design of a tourist route, the following aspects must be taken into account (Yañez, 2013), (FAVA-SENA, 2014), (Chan, 2005): 1) geographic location, 2) inventory of goods and services, as well as activities or places with tourist potential, 3) define the lake and places, 4) carry out the design of the route, 5) carry out the itinerary, 6) maintenance, 7) evaluation of the route and 8) consider costs and operating expenses of the route.

The characteristics of a tourist route imply the following: 1) a central objective of the tourist route, 2) rules or norms for the operation, 3) control of the actions of the actors within the route, 4) internal and external information, 5) publicity and 6) active participation of the members (Chan, 2005), (Fernández and Guzmán, 2005).

¹ These tourist routes, which take different names such as corridors, routes, circuits, paths or itineraries, try to differentiate themselves from their competitors by highlighting certain resources that are present in the territory (Hernández, 2011).

The design and execution of the tourist route from the territorial competence implies a link and interrelationships of the actors of the territory. In addition to public and private investment, as well as the governmental institutional participation of the territory, the routes are founded by applying registration procedures for heritage and landscape resources, which allow the selection and objectification of those cultural, anthropological and ecological assets that are likely to be transformed into products. tourism, organizing and prioritizing the offer according to its tourist interest, trying to maintain them without modifications (Hernández, 2011), (López and Sánchez, 2009), (CODESPA, 2013), (Vicente, 2008), (Hernández, 2011).

Local development and tourist routes

Local development and tourist routes form rationalized formal structures that can arise in two contexts, 1) oriented in networks of local relationships that entail the need for a structure that coordinates and controls daily activities, seeking in efficiency a competitive advantage that ensures success, 2) or it can come from the organization and interrelationships that the tourist activity implies (Riquel, 2010).

From the two contexts of the link, local development is defined as a "process of economic growth and structural change that leads to an improvement in the standard of living of the local population and in which several dimensions can be distinguished such as: economic, educational of human resources, sociocultural, political-administrative and environmental" (Vázquez Barquero, 2009). Now, with its link to tourism, it involves the host community in the geographical area of the route to transcend actions that lead to local development, through the construction of social capital, innovation, interrelationships, organization and feedback with the actors involved

In this way, the territory works as a transformation factor (Vázquez Barquero, 2009), from the bottom up with an active and constant social participation towards the planning of the actions that guide the tourist route considering the following regional distribution of wealth, create new products or destinations, promote interrelationships and investment in the sector (Gambarota and Lorda, 2017).

Tourist routes in Michoacán

In recent years, the tastes of travelers towards new typologies have allowed certain places to emerge as new tourist

destinations, generating new opportunities through strategies for the participation of the local population (López and Sánchez, 2009), (Arnaiz and Virgen, 2011). Destinations require innovation and human and social capital for the management, administration, maintenance and protection of existing resources on the route (CECIC, 2012).

The State of Michoacán has historical cultural architectural heritage, natural reserves among other tangible and intangible attractions. The State has a privileged geographical location, due to its highway network that allows it to connect with the main urban centers of the country. Thus, Michoacán is located (map 1) in the western region of the country, bordering to the north with Colima, Jalisco and Guanajuato, to the northeast with Querétaro, to the east with the State of Mexico, to the south with the Balsas River that separates it from Guerrero, and to the west with the Pacific Ocean. It has a population of 4,584,471 habitants (INEGI, 2016). It is divided into 113 municipalities including its capital is the city of Morelia.

Figure 1. Location of the State of Michoacán



Source: INEGI, 2016.

The 76% of the population lives in urban areas and 24% in rural areas. Michoacán is made up mostly of mestizo population; however, three ethnic groups have their roots in the entity: the Nahuatl (coast), the Otomi (east) and the Purépechas (center) (Mercado y Mercado, 2013), (INEGI, 2016). The latter, being the majority, have given identity to the State, standing out for their cultural values. The Purépecha region encompasses 17 municipalities and more than 100 communities, where 92% of the state's indigenous population lives (Mercado and Palmerin, 2009). A rural tourism or ethnotourism can be developed thanks to

the pre-Hispanic history and customs that last until today.

Thus, tourism in Michoacán represents one of the strengths of the State in its economic effects and has positioned itself as a tourist center at the national level. The semi-virgin beaches, festivities such as the Day of the Dead or areas such as "The Monarch Butterflies" or "El Paricutin" represent tourist attractions that are positioned. Thus, the Ministry of Tourism of Michoacán has promoted tourist routes within the ten regions in which Michoacán is divided².

The main tourist routes in Michoacán are: 1) the Don Vasco route, 2) the health route, 3) the turtle route and 4) the mezcal, tequila and Cotija cheese route and 5) the route of the magical mining towns³. In addition to having eight magical towns, semi-virgin beaches and a nationally recognized capital of cultural tourism such as Morelia. The multiple routes have different ranges of services, although the most important and the one that receives economic resources from the three levels of government is the Don Vasco Route, which is also made up of the main municipalities and state capital that generate the most dynamic economic activity. Next, the routes of the State of Michoacán are explained in a general way and the Don Vasco Route in a specific way.

Method

The development of the analysis of the Don Vasco route is carried out through a qualitative and interpretative methodological design, of a documentary type, thus the selection, access and registration of the documentary sample was obtained. The steps performed are described below:

- Investigate: involves searching for official and scientific information related to tourist routes and especially the Don Vasco route.
- Identify and select: from the information obtained, the information outside the object of study is discriminated, in order to analyze in detail the information derived from the routes.

- Classify and systematize: the information is classified and systematized to guide the bases of the tourist routes, and the specification of the Don Vasco route.
- Analyze: corresponds to identify in a clear, objective and rigorous way in a general way and specifies the information of the routes.
- Approach to the state of the art: the current situation of the study phenomenon is described.

Background of the Don Vasco Route

The Don Vasco route is a tourist route that includes the route of Bishop Don Vasco de Quiroga in the period of the conquest of New Spain. Don Vasco arrived in Mexico in 1531 influenced by Thomas More, Erasmus of Rotterdam and Francisco de Vitoria arrived in Michoacán to undertake his work as the first bishop.

His merits were notorious, he founded the Santa Fe hospital in the outskirts of Mexico City for the care of the indigenous people. In addition, he promoted economic measures that benefited the Purépecha, which is why he was known as Tata Vasco among the indigenous Purépecha. With the passage of time, he went from Tzintzuntzan to Pátzcuaro, over the years he moved to the city of Guayan-gareo (Valladolid and after independence called Morelia) supported by Viceroy Antonio de Mendoza, he founded the Colegio de San Nicolás Obispo, the first institution of studies superiors in America, where interculturality was practiced between indigenous people and Spaniards, predecessor of the Universidad Michoacana de San Nicolás de Hidalgo.

Don Vasco founded about 200 hospital towns, in addition to introducing production techniques from Europe interconnected with the knowledge of local artisans, so each town specialized in a job or trade to generate a productive and commercial specialization, giving rise to its main message of "social justice" was the bearer of connecting two worlds.

² The ten regions into which Michoacán is divided: 1. Lerma–Chapala, 2. Bajío, 3. Cuitzeo, 4. Oriente, 5. Tepalcatepec, 6. Purépecha, 7. Pátzcuaro–Zirahuén, 8. Tierra Caliente, 9. Sierra Costa y 10. Infiernillo

³ The magical towns are: Pátzcuaro, Tlalpujahua, Cuitzeo, Santa Clara del Cobre, Angangueo, Tacámbaro, Jiquilpan y Tzintzuntzan.

The Don Vasco route was born from the initiative of the Ministry of Tourism of Michoacán with the aim of promoting the endogenous development of the territory, through the launch and implementation of the cultural tourist route in the market.

The route comprises two sections (figure 2):

1) "The Soul of Don Vasco or Lacustrine Zone" is made up of Cuitzeo, Morelia, Capula, Tiripetio, Tupátaro, Cuanajo, Ihuatzio, Tzintzuntzan, Quiroga, Santa Fe de la Laguna, San Jerónimo, Erangaricuaro, Arincutin, Santa Clara del Cobre, Patzcuaro, Zirahuen, and Tzurumutaro.

2) "Purepecha Essence or Plateau Zone" is made up of Tingambato, Uruapan, San Lázaro, Paracho, Ahuiran, Nurió, Cocucho, Ocumicho, Charapan, Zacán, Angahuan,

Nuevo San Juan Parangaricutiro and Capácuaro.

The structure of the first section is divided into receiving destinations and distributor is the municipality of Morelia, the axis destination is Patzcuaro, the main destinations are Tzintzuntzan, Santa Fe de la Laguna, Santa Clara del Cobre, Tzurumátaro, Tzurumútaro and Tingambato. The secondary destinations are Cuitzeo, Tupataro, Zirahuén and Erangaricuaro. The complementary destinations are Tiripetio, Cuanajo, Ihuatzio, San Jerónimo, Janitzio and Yunuén.

The structure of the second section as receiving and distributing destination is Morelia, the axis destination is Uruapan, the main destinations are: Paracho, Angahuan, Ocumicho and Zacán. The secondary destinations are Nurío, Charapan and Cocucho. The complementary destinations are: Nuevo San Juan Parangaricutiro and San Lorenzo.

Figure 2. Territorial delimitation of the Purépecha Lake and Plateau Area on the Don Vasco Route



Source: Guide The Route of Don Vasco of the Government of Michoacán - SECTUR, (PE, 2010).

The first route includes a vision of miscegenation and legacy that persists to the present day, while the second part of the route includes interculturality and sacred art produced by indigenous people, as well as the different religious orders that arrived (Franciscans, Augustinians, Jesuits and their relationship with the Purépechas). Both have a sense of spirituality and a space for coexistence between yesterday and today in arts, crafts and food in a natural area.

The thematic argument of the lake section is the 500 years of history, spirituality and traditional cuisine. The specific arguments of the section are the hospital communities (colonial hospitals for the care of the Purépechas), temples, chapels, convents, art, knowledge, arts

and crafts. The specific thematic argument of the second section that involves the Purépecha plateau has the natural environment in addition.

Socioeconomic and environmental resources of the Don Vasco route

The geographical area of the tourist route includes the main cities of Michoacán, which are its capital Morelia, the main magical town Pátzcuaro, the agricultural zone Uruapan (main exporter of avocado) and the Purépecha plateau where the localities that comprise the pre-Hispanic culture are located. In addition, the route includes the cities with the largest population as shown in table 1 with many locations.

Table 1. Data of the Don Vasco route

Municipal	Population	Localities	Occupied private dwellings	Schooling
Cuitzeo	28, 227	24	7035	6.5
Erongarícuaro	14555	18	3866	7
Morelia	729 279	207	215405	10.3
Nahuatzen	27174	11	6102	6.8
Nuevo Parangaricutiro	18834	51	4623	7.4
Paracho	34721	20	9026	7.8
Pátzcuaro	87794	65	22767	8.3
Quiroga	25592	14	6866	7.1
Tzintzuntzan	13556	33	3555	7.8
Uruapan	315350	188	86647	8.7

Soucer: Inegi, 2019.

The population varies, but the route includes the main cities of the State of Michoacán, in addition the level of schooling varies depending on the municipality from 10.3 to 7. The State's unemployment rate is 3.65, the Human Development Index is the lowest in the country with 0.7 at the level of Chiapas, Guerrero and Oaxaca.

The land use of the Don Vasco route has urban areas, although the area shows a forest area of 53% and an agricultural area of 35%. Urban areas vary, the largest is in Morelia with 10%. Identifying land use has many natural resources (Inegi, 2019). The area has a temperate climate. The water region is Lerma-Santiago and Balsas, the basins in the region are: Lake Pátzcuaro-Cuitzeo, Lake Yuriria, River Cutzamala, River Lerma-Chapala, River Tacámbaro, River Purungueo, River Tepalcatepec-Infiernillo, Lerma-Chapala

River, Lake Cuitzeo and Lake Yuriria.

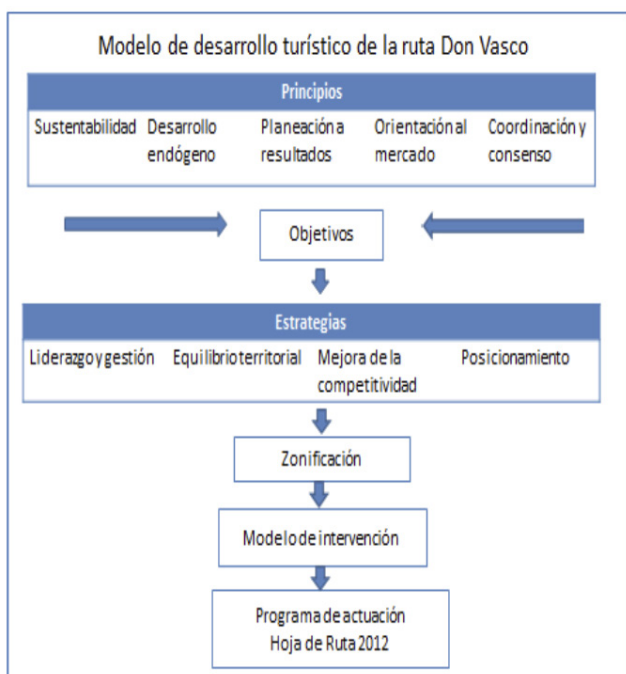
Therefore, the population, land use and the number of resources is conducive to multiple tourist activities from ecotourism, adventure, rural, cultural, architectural, archaeological, gastronomic, religious, etc. the area has multiple potentialities for innovation and implementation of projects for the benefit of the area

Development model of the Don Vasco Route

The tourist route development model includes aspects such as: competitiveness: value generation, supply development, public-private cooperation, positioning strategy and coordination framework. Thus, the tourism model implies a network of skills, responsibilities and interrelationships between tourism agents and institutions.

In the case of the route, the heterogeneity of the territory contemplates a zoning and a differentiated intervention model for each destination of the route.

Figure 3. Tourism development model of the Don Vasco Route.



Source: Plan Strategic of the Don Vasco Route. SECTUR Government of Michoacan, (PE, 2010).

The principles include the environmental, economic and cultural sustainability of the area, considering its development by implementing its endogenous resources in a planned manner with market principles, contemplating an articulation with the agents of the territory in a way that promotes cooperation and consensus in around the tourist route.

The general objective of the tourist route is: "the generation of a competitive cultural tourism product along the lines of the tourism market preference, which promotes an endogenous development process that improves the quality of life of the inhabitants with respect to the cultural values and the preservation of natural resources" (PE, 2010:48).

Among the specific objectives are 1) to put in tourist value

the tangible and intangible cultural heritage of the region, 2) to create a cultural tourist route (clear differentiation), 3) creation of tourist MSMEs, 4) to improve the citizen and tourist space and finally 5) establish a coordination system. (PE, 2010:48-9).

The strategies that were followed were: leadership-management, territorial balance, competitiveness and positioning.

Profile of the demand for the Don Vasco Route

The Strategic Plan of the Don Vasco Route identifies the profile of the demand for the route, which consists of a national profile that has its main national visitors by families (44%) and couples (20%) who come from Michoacán (18 %), Mexico City (13%) and Jalisco (12%) with an average age of 35 and 49 years (36%). The socioeconomic level is medium-high since it has an average income per family of \$6,500 and \$13,000 pesos per month, with an average expense of \$2,700 pesos, 63% of visitors have university studies and 28% are professionals.

The main type of accommodation is hotels (53%) followed by stays with family and friends (12%). The average duration of trips is 4.6 nights, when they indicate culture as the central axis of the trip, they last 6.5 to 10 days. The main tourist destinations are Morelia, Pátzcuaro and Uruapan. The main activities they carry out are visits to architectural monuments, museums, archaeology, gastronomic tasting, an approach to craft traditions and cultural events.

The international profile of the main visitors are couples (34%) and groups of 3.8 people, who travel accompanied by family members (29%) and friends (30%). With an average age of 25 and 34 years. The place of origin is mostly from the United States (Texas, California and Illinois), followed by countries such as Spain, Canada and France. His socioeconomic status is high with a median annual income of \$60,000. 78% have university studies and 41% are professionals. The average expense is \$6,500 pesos. The main type of accommodation is all-inclusive hotels (50%) with a duration of 9 nights. The main tourist destinations are Morelia, Pátzcuaro, Uruapan, Country of the Monarch, Zamora and the Coast. The main activities they carry out are the visit to architectural monuments, museums, archaeology, gastronomic tasting, approach to traditional festivals, crafts and cultural events.

National and international tourists obtain information initially from family and friends, followed by the Internet or travel agencies. Planning is present in both cases 15 days (national) and from one to three months of planning in the international case.

Offer of the Don Vasco tourist route

The number of services that are present in the tourist route are varied with great fluctuation of prices. The profile identified that tourists mainly visit the cities of Morelia, Pátzcuaro and Uruapan, which represents 93% of the hotel capacity of the route.

Table 2. Distribution of the accommodation offer on the Don Vasco route

Number of rooms	Total	5	4	3	2	1/sc
Morelia	3754	487	1390	567	473	837
Pátzcuaro	994	0	222	369	185	218
Zona lacustre	220	0	0	43	117	60
Uruapan	1707	0	429	369	375	534
Meseta purépecha	233	0	0	74	65	94
Total	6908	487	2041	1422	1215	1743

Source: Strategic Plan for the Don Vasco Route. SECTUR Government of Michoacán, 2016.

It has a total of 157 economic units dedicated to food. The municipalities that have archaeological zones are: Cuit-

zeo, Morelia, Tzintzuntzan, Tupatario, Ihuatzio, Pátzcuaro and Tingandapio with tourist attractions.

Table 3. Service offers on the Don Vasco Route

Municipal	Agencies travel and s ervices of reservation	Parks aquatic and spas	Rental of cars without driver	Fields golf	Convention centers	Centers of teaching tour	Guides tourists
Cuitzeo	1	0	0	0	0	0	1
Erongarícuaro	0	0	0	0	0	0	0
Morelia	183	2	4	3	6	18	84
Nuevo Parangaricutiro	0	0	0	0	0	0	0
Paracho	0	0	0	0	0	0	0
Pátzcuaro	3	0	0	0	1	2	2
Quiroga	2	1	0	0	0	0	0
Tzintzuntzan	0	0	0	0	0	0	0
Uruapan	49	3	0	0	1	4	1
Total	237	6	.4	3	8	22	88

Source: Statistical Yearbook of Michoacán 2019.

Based on cultural tourism, the lake area and the Purépecha plateau are linked to give rise to the tour that Don Vasco de Quiroga made through the Michoacán territory linked to crafts and history. The institutional business actors that currently exist in the area are:

- The Association of Hotels and Motels of the State of Michoacán (AHMEMAC)

- The Association of Tourist Guides of the State of Michoacán
- The Michoacán Association of Spas and Water Parks, A.C.
- The Association of Artisans.

The articulation of business and government institutions is based on principles of economic and cultural sustainability, such as: 1) it implies the generation of wealth in the

destination and its consolidation in the tourist value of the destination; 2) implies in the development of the route to preserve the cultural heritage and the transmission of customs and traditions. In this sense, the resources that the route has are:

- History, popular architecture and art
- Living traditions
- Craft traditions
- Gastronomy

- Handicrafts
- Natural resources

Tourism development plan for the Don Vasco route
The development plan is a tool that promotes social development in a territory. Therefore, it has the bases to identify the needs or dissatisfactions of society in the search for the improvement of its quality of life. The following table 4 breaks down the development plans that make up the Don Vasco tourist route and its elements in relation to tourism.

Table 4. Development plan of the municipalities that make up the Don Vasco Route, Michoacán

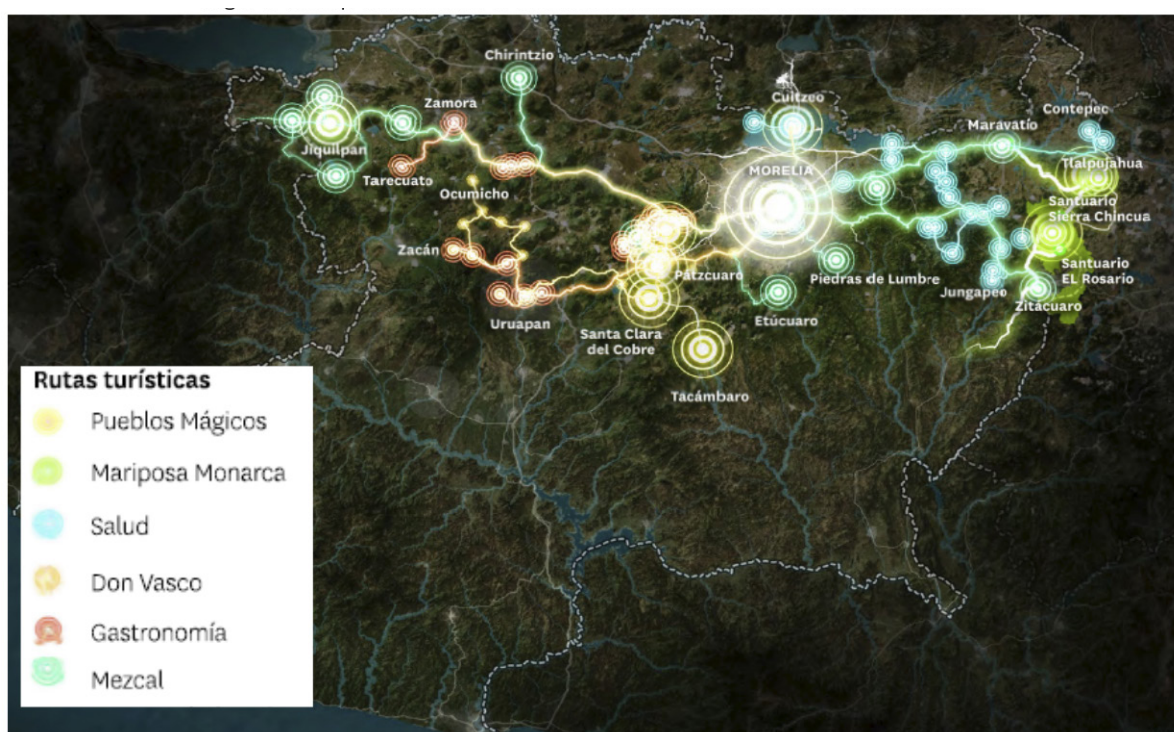
Geographic areas/ Exercise	Morelia	Pátzcuaro	Zona lacustre	Uruapan	Meseta purépecha
Don Vasco route	✓	✓			
Tourist routes	✓		✓		
Lodging	✓	✓			
Quality and diffusion	✓	✓	✓	✓	
Diversification/ competitiveness	✓	✓	✓	✓	✓
Restaurants	✓	✓	✓		
Security	✓	✓	✓		
Improve tourist image and preserve historical heritage	✓	✓	✓	✓	✓
Consolidate the administrative unit	✓		✓		✓
Design institutional programs	✓	✓	✓	✓	✓
Sustainable tourism	✓	✓	✓	✓	✓
Technology and tourism				✓	
Digital government	✓			✓	
Society – tourism				✓	✓
Smart territory	✓				
Smart tourism process towards 2041	✓				

Source: Own elaboration based on the development plans of the municipalities that make up the Don Vasco Route.

The development plans analyzed in the municipalities that make up the route show the growing interest in consolidating tourist destinations and diversifying activities to attract tourists. Although only Morelia and Pátzcuaro mention the Don Vasco route in their plans, and when it comes to smart tourism, only Morelia sees this concept as central to the future of economic activity. Thus, Morelia and Uruapan mention promoting a digital government, it is Morelia that contemplates the territory and smart tourism as a long-term project. The remaining municipalities coincide with quality, diffusion, competitiveness, image, programs and a clear orientation towards sustainable tourism.

Especially the capital of Michoacán, Morelia has the NExT plan (New economy for the territory) for 2041 as the guiding axis of the city's development. The NExT 1.0 has been considered as the first of nine development plans that will be developed in the city, to provide solutions to the needs of the population and the territory in the face of constant changes, where the thematic axis is the intelligent territory with its involvement in the municipal cooperation, innovation, knowledge and technology, the foregoing in order to improve the quality of life of the population.

Figure 4. Map of the state of Michoacán with central tourist destinations



Source: IMPLAN, 2019: 66.

In addition, a Smart Morelia or intelligent Morelia is contemplated for 2041, starting from the fact that the city is in the heart of the diamond, this concept comes from territorial diamonds that respond to key territorial spaces for development. The diamond of Mexico is a space that occupies 16.8% of the country's surface, where 44.7% of the national population lives and generates 51% of the Mexican GDP. The diamond is made up of the cities of Guadalajara, Aguascalientes, San Luis Potosí, León, Querétaro,

Morelia and the megalopolis of Mexico, therefore, the State of Michoacán is located in a strategic zone of economic growth and development in the country.

Conclusions

Tourist routes at a conceptual level are essential to be able to identify the elements that are available in a territory. In addition, planning is central to launching quality and

competitive tourism products, respecting the tangible and intangible resources of the immediate environment. In the case of the Don Vasco route, it has potential given the great diversity of activities and actors involved in its development and execution. Undoubtedly, tourism activity responds to the possibility of promoting an economic development mechanism in rural areas by coordinating the actors involved.

Thus, the tourist route denotes a network of activities that are linked to generate an appropriate environment for tourist activity. In the case of the route managed by the Secretary of Tourism of the State of Michoacán, it is an opportunity to centralize its operational process, and generates an opportunity for long-term follow-up with constant financing. Therefore, the generation of routes from the central administration is an opportunity to link the actors of the territory in a directed and coordinated tourism development for the benefit of all the actors.

In addition, the routes in rural environments in the case of Latin America come to generate a greater participation of the actors involved towards governance, although it is important to point out the need for a constant, coordinated, informed and sustained linkage of the actors for the generation of a reliable environment for the implementation of joint actions towards the well-being of the quality of life of the population.

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