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Journal of Administration and Finance

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Presentation of Content

In the first article we present, *Investment for research at the Universidad Autónoma de Nayarit*, by ZEA, Aldo, GUZMAN, Alejandra and CAYEROS, Laura, with ascription in the Universidad Autónoma de Nayarit, as next article we present, *Rural tourism, an option for the reactivation of tourism in the post-COVID era in Nayarit*, by CARVAJAL-HERMOSILLO, Wendy Guadalupe, RAMOS-GARCÍA, Jeraar Atahualpa and HUERTA-GUZMÁN, Mícdalia Magdalena, with ascription in the Universidad Autónoma de Nayarit and Universidad Tecnológica de Mazatán, as next article we present, *Residential tourism and environmental dynamics in Acapulco, Guerrero, Mexico: Case study “Las Palmas”*, by NIÑO-CASTILLO, Jacob Elías, DIMAS-MOJARRO, Juan José, NIÑO-GUTIÉRREZ, Naú Silverio and NIÑO-CASTILLO, Isaías Naú, with ascription in the Universidad Autónoma de Guerrero, as next article we present, *Impact of COVID-19 on the labor market: case of Sonora, Mexico*, by ROSSETTI-LÓPEZ, Sergio Ramón, VERDUGO-TAPIA, María Leticia, ROJAS-RODRIGUEZ, Isaac Shamir and MARTINEZ-VERDUGO, Juan Carlos, with ascription in the Universidad de Sonora.

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Investment for research at the Universidad Autónoma de Nayarit

Inversión para la investigación en la Universidad Autónoma de Nayarit

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Abstract

Research is one of the substantive functions of Higher Education Institutions. For the promotion, development and strengthening of research, it is necessary the participation of academics, the promotion strategies on the part of the institutions and the investment of the state and federal governments. At the Autonomous University of Nayarit there is a great advance in indicators according to international rankings. From this arises, the need to inquire about the actions that are carried out to achieve it. In this work, the objective is to make known which are the strategies implemented by the institution and analyze the total investment in the last five years. For which a comparison is made of the two main sources of financing: Extraordinary Funds and Patronage Resources. It concludes in a reflection on the institutional strategies applied by the Autonomous University of Nayarit, the behavior of the resources provided by both sources of financing mentioned, and the institutional and federal policies.

Research, Investment, Policies

Resumen

La investigación es una de las funciones sustantivas de las Instituciones de Educación Superior. Para el fomento, desarrollo y fortalecimiento de la investigación es necesaria la participación de los académicos, las estrategias de impulso por parte de las instituciones y la inversión de los gobiernos estatales y federales. En la Universidad Autónoma de Nayarit se tiene un gran avance en indicadores de acuerdo a rankings internacionales. De ello surge, la necesidad de indagar sobre las acciones que se realizan para lograrlo. El presente trabajo, tiene el objetivo de dar a conocer cuáles son las estrategias implementadas por la institución y analizar la inversión total, en los últimos cinco años. Para lo cual se realiza una comparación de las dos principales fuentes de financiamiento: Fondos Extraordinarios y Recursos de Patronato. Se concluye en una reflexión en torno a las estrategias institucionales aplicadas por la Universidad Autónoma de Nayarit, al comportamiento de los recursos aportados por ambas fuentes de financiamiento mencionadas, y a las políticas institucionales y federales.

Investigación, Inversión, Políticas

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Introduction

The higher education system in Mexico permeates the inherited model of the university from the 19th century, where the development of teaching predominates (Arechavala, R. 2011). Over time, teaching was joined by the extension of culture and research; These three make up the substantive functions, which are inherent to higher education.

From their social function, universities manage to directly favor students and their families, but also the community where they live, through the knowledge and capacities of academic groups applied in solving various social problems. Which agrees with Castañuela, B. (2016), who mentions that the space par excellence to create and disseminate knowledge is the university, since, through the research carried out here, it is possible to improve the quality of life of people.

Research, in addition to contributing to social development through knowledge, has an economic impact. Becker (1983) and Schultz (1983) in Marroquín, J. and Rios, H. (2012), point out that for the growth of national income it is important to involve education, training and research; this set of factors raises and maintains productivity, innovation and the same economic growth.

Research as a substantive and social function

In general, higher education institutions, whether they are federal public universities, state public universities, state public universities with solidarity support, technological universities, polytechnic universities, intercultural universities, research centers or normal schools, have the elements to develop professional training, training and research.

In different possibilities and depending on the mission of each IES, they all have trained, qualified and competent academic plants in various areas of knowledge, there is specific infrastructure for the development of disciplines, they have the capacity to intervene in the social environment and they have the possibility of seeking to obtain resources from various sources. Hence, investing in it is of utmost importance to strengthen the institutions themselves; but, above all, to face social problems and to promote the economic development of the regions.

At the Universidad Autónoma de Nayarit (UAN), from the Institutional Development Plan (PDI) 2016-2022 axis 2: research with social impact (UAN, 2016), they derive policies that establish the promotion and strengthening of the research work carried out by teachers and researchers, investment in infrastructure, equipment, patent registration, monitoring of projects financed by external resources and publications, and support for projects for technological innovation and the development of services.

In addition, these axes are anchored in three articulating axes: university social responsibility, diversification of financing sources, and transparency and evaluation of results. This makes it possible to guarantee the support of the institution for the development, in this case, of the research and related actions.

This is reflected in the results obtained in the national ranking, published by América Economía, which shows the categories and criteria in which the UAN is compared with other public and private universities in Mexico. The purpose is to identify compliance with the quality standards managed by CONACYT.

Year	Rankin	Teaching quality	Investigation	Prestige	Postgraduate offer	Internationalization	Accreditation	Inclusion and diversity	Quality index
2020	41	58.4	42.5	6.9	39.7	50.5	65.8	66.2	45.17
2019	41	61.0	24.1	4.3	39.0	47.7	75.7	65.5	41.88
2018	42	59.5	10.3	5.8	38.1	52.3	19.8	66.6	36.73

Table 1 UAN results in the AMERICA ECONOMIA ranking from 2018 to 2020

Source: Ranking, AMERICA ECONOMY, <https://mba.americaeconomia.com/>

The table shows that the quality index of the UAN has increased 8.44 points in the 3 years evaluated, and in general it is a notable advance. However, of the categories analyzed by the ranking, the one with the greatest progress is research, which increased 32.2 points in the 3 years evaluated; that is, it went from 10.3 in 2018 to 42.5 in 2020. Although an interpretation of the variables that make up the analysis is required, the evidence of growth is reflected exponentially. In this sense, the strategies used and the financed investment are identified to achieve the results in the advancement in research at the UAN, which allows us to conclude in a diagnosis that generates issues to be addressed and are of interest to deepen beyond the figures.

Promotion strategy for research (Methodological strategy)

Universities have gone from being only entities of teaching, learning and culture, to also being generators of knowledge through research. Achieving this requires considering several factors: the organization, dedication and commitment of the academics; the institutions' promotion strategies; and investment and financing of institutions and governments.

It is in the strategies to promote the institutions, and the investment and financing of the institutions and governments that this study focuses on; To do this, the progress of the Universidad Autónoma de Nayarit (UAN) in the last five years is analyzed, derived from the institutional impulse to research and the sources of funding for research.

From the perspective of institutional management, for Perdomo (2002) financing is obtaining resources from external or internal sources, ranging from the short to the long term, necessary for the operation of a public, private or mixed company. For this work, financing will be understood as any type of resource (public or private) in any form of assignment (ministry to the institution or contribution in kind) destined for research activities.

They are considered as research activities, from the generation and conservation of knowledge, production and transfer of technology, generation of scientific vocations, strengthening capacities for research, up to, care or improvement of the physical infrastructure to carry out research (UAN, 2016).

These activities are carried out at the UAN as a strategy to promote and consolidate the investigative work, and to carry them out, the two sources of financing with the greatest participation in the annual budget are the Extraordinary Funds and the Patronage Resources. However, the Extraordinary Funds have been depleted during the last decade, so that the Patronage Resources are necessary and indispensable to balance the depletion of the other source.

The Extraordinary Funds are those that are integrated into the Federation's Expenditure Budget annually and that are distributed through budget programs coordinated by federal agencies and operated by states and municipalities, or by higher education institutions, when the operating rules apply. thus. For higher education, the one in charge of promoting these funds is the Secretary of Public Education (SEP, 2013), as it is a mechanism through which immediate research and teaching needs are answered, as well as emerging needs, beyond the plans. studies and academic programs.

The Patronage Resources come from the 12% special tax destined for the UAN, which is generated from the contributions of the population of the municipalities and the state. This resource is collected by the Board of Trustees, which is responsible for ensuring that the institution complies with investing it in the promotion and increase of the UAN's assets through the financing of its academic, extension, linkage and research activities (Legislative Branch of the State of Nayarit-Secretary General, 2015).

Therefore, for the analysis, these sources of financing are taken as classifiers, on which data of the amounts invested in the last five years are exposed, during which time the UAN promoted and monitored the research activities in a systematic way. as an institutional strategy.

Progress in funding for research (Results)

In the last three years, the UAN shows progress in the research indicator. From this, the institutional strategies that were used and the resource invested through the sources of financing of Extraordinary Funds and of the Patronage Resources are analyzed.

Among the strategies to promote the institution are the steps taken by the Secretary for Research and Postgraduate Studies and by researchers, either individually or by the Academic Bodies to obtain extraordinary resources.

Year	Extraordinary sources of financing			Total annual investment
	Agreement managed by SIP	N projects	Amount funded for research groups	
2016	\$ 14,239,408.00	14	\$ 38,022,510.48	\$ 52,261,918.48
2017	\$ 9,868,460.72	2	\$ 23,638,776.26	\$ 29,527,236.98
2018	\$ 7,034,300.00	11	\$ 7,095,402.00	\$ 14,129,702.00
2019	\$ 5,131,706.77	8	\$ 3,794,521.00	\$ 8,926,227.77
2020	0	0	\$ 3,079,839.28	\$ 3,079,839.28
	\$ 32,273,875.49	35	\$ 75,651,049.02	\$ 107,924,924.51

Table 2 Total investment in research with extraordinary funding sources

Source: Prepared by the authors from data programmed and executed by the UAN (2016-2020)

The total investment with sources of extraordinary resources from 2016 to 2020 is \$ 107,924,924.51. When analyzing the investment per year, it is shown that it decreases. This is in line with federal policies on the adequacy of government investment in higher education and research.

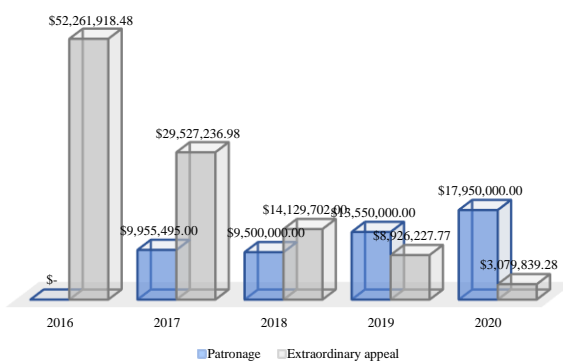
On the part of the Patronage Resources, from 2017 to 2020 they show an evident increase in investment, achieving a total figure of \$ 53,955,495.00; increased from \$ 9,944,495 in 2017, to \$ 19,450,000.00 in 2020.

Year	Patronage
2017	\$ 9,955,495.00
2018	\$ 11,000,000.00
2019	\$ 13,550,000.00
2020	\$ 19,450,000.00
Total	\$ 53,955,495.00

Table 3 Total investment in research with a source of funding from the patronage

Source: Own elaboration based on data from the Secretary of Planning and Programming, UAN

When comparing the financing between the sources of extraordinary resources and that of Patronage Resources, there is a great difference between the financing of the federation, going from \$ 52,261,918.48 in 2016 to \$ 3,079,839.28 in 2020; in comparison, from 2016 to 2020 there is a decrease of \$ 49,182,079.20.



Graphic 1 Comparison by financing sources

Source: Own elaboration based on data from the Secretary of Planning and Programming, UAN

Faced with this downward trend in resources from extraordinary funds, it was sought to guarantee progress in research, balancing the financing and operation of projects through the resources of the Board. Now the question is, what is the Board of Trustees invested in?

Projects	2017	2018	2019	2020	Total per projects
Promotion of educational research	\$ 2,500,000.00	\$ 1,200,000.00	\$ 1,200,000.00	\$ 1,200,000.00	\$ 6,100,000.00
Research program on social problems of Nayarit	\$ -	\$ -	\$ -	\$ 1,000,000.00	\$ 1,000,000.00
Strengthening research by promoting the conclusion of research projects with external funding	\$ 3,500,000.00	\$ 3,000,000.00	\$ 4,000,000.00	\$ 2,000,000.00	\$ 12,500,000.00
University Productivity through Research	\$ 1,455,495.00	\$ 1,500,000.00	\$ 3,000,000.00	\$ 2,500,000.00	\$ 8,455,495.00
Program for the generation of scientific vocations	\$ -	\$ -	\$ -	\$ 3,000,000.00	\$ 3,000,000.00
Strengthening the graduate	\$ -	\$ 500,000.00	\$ 1,000,000.00	\$ 1,500,000.00	\$ 3,000,000.00
Congress on Science Technology and research promotion	\$ -	\$ 300,000.00	\$ 300,000.00	\$ -	\$ 900,000.00
Dolphin Program	\$ 2,500,000.00	\$ 2,500,000.00	\$ 3,000,000.00	\$ 3,600,000.00	\$ 11,600,000.00
Improvement of the conditions of the Research and Technology Transfer Center	\$ -	\$ 1,500,000.00	\$ -	\$ 1,500,000.00	\$ 3,000,000.00
Explora Program	\$ -	\$ 500,000.00	\$ 850,000.00	\$ 850,000.00	\$ 2,200,000.00
Total annual	\$ 9,955,495.00	\$ 11,000,000.00	\$ 13,550,000.00	\$ 19,450,000.00	\$ 53,955,495.00

Table 4 Distribution of the annual resource of the Board of Trustees in research projects

Source: Own elaboration based on data from the Secretary of Planning and Programming, UAN

For this, since 2017 a matrix of indicators was built tied with an annual operating program, organized into projects, among which those that allow the strengthening and development of the research work, and whose main actors are the academic staff, students and infrastructure development.

In 2017, only 4 research projects were operated: Promotion of educational research, Strengthening of research through the promotion of the conclusion of research and financing projects, University productivity through research and the Dolphin Program.

In 2020 a total of 10 research projects will be numbered: Promotion of educational research, Research program on social problems of Nayarit, Strengthening of research through the promotion of the conclusion of research projects with external financing, University Productivity to Through Research, Program for the generation of scientific vocations, Strengthening postgraduate studies, Congress of Science, Technology and Innovation, Dolphin Program, Improvement of the conditions of the Center for Research and Technology Transfer and the Explora Program.

Conclusions

The analysis allows us to know the figures for investment in research through two main sources: Extraordinary Funds and Patronage Resources. Of these, the one with the highest total investment has been Extraordinary Funds, however, year after year there has been a considerable decrease.

On the other hand, the Resources of the Board of Trustees contribute a considerable sum that has increased year after year.

Even when the federal resource is maintained from different instances and is institutionally managed to try to balance the sources of investment in research, the truth is that the federal resource in the years analyzed shows a clear downward trend.

In 2016, the Extraordinary Funds stood out as the main source of financing for UAN, in that year, a single project with external financing achieved an amount of 18 million pesos. By number of projects, there is also a greater number in 2016 than in 2020; the decrease in investment affects the number of projects financed, and thus limits research activities for a greater number of teachers and students.

Regarding the Patronage Resources, in 2016 the data are limited, it is only known that the operation of the resources was in compliance with those established in the Patronage Law for the Administration of the Special Tax of 12% destined to the UAN, but not an Annual Operative Program was followed, and therefore, no projects were integrated.

In this sense, in 2017 -the first year in which projects are integrated- it is observed that there are fewer projects with greater financing; in 2020, there is a greater number of projects with less financing. This contributes to strengthening, on the one hand, research capacities as well as vocation development.

The downward trend in external financing is probably due to the absence of an investment policy in science and technology on the part of federal policies. On the other hand, the amount of resources managed by academic bodies is greater than the administration's management capacity in federal or local stays, which shows a competitiveness of the researchers, but also a disarticulation between both.

From the institution, an investment agenda has been maintained with the Patronage Resources, but an analysis of the type of projects financed is not presented, this may show the absence of an institutional research agenda. Likewise, when comparing the sources of financing - Extraordinary Funds and Patronage Resources - by year, several situations are observed, which the UAN faced.

First, to prevent critical scenarios of the substantive function of research in the face of scarce public resources, based on the promotion of an investment agenda of the Resources Board for research.

Second, the need to strengthen institutional investment in research in order to maintain installed capacities and academic productivity.

And third, the incipient autonomy generated by the institution in terms of funding for research, shows the capacity it has to be able to propose an inclusive, responsible research agenda linked to the development of the state.

It is necessary to reflect on the fact that public universities depend to a large extent on resources from external financing sources, such as Extraordinary Funds, and that, in the case of UAN, the Resources of the Board of Trustees have been crucial to meet objectives, contribute socially and maintain academic and quality indicators.

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Rural tourism, an option for the reactivation of tourism in the post-COVID era in Nayarit

Turismo rural, una opción para la reactivación del turismo en la era posCOVID en Nayarit

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Abstract

The Covid-19 pandemic has impacted society in general, one of the activities that has been strongly affected is tourism; which in recent years had presented a constant growth in both the number of visitors and income. However, restrictions on mobility stopped this growth. In addition to the above, the social implications that these restrictive actions have brought about are also palpable in different areas. Therefore, after the arrival of the “new normal”, tourism actors have begun to generate strategies to reactivate this phenomenon. In Nayarit, the interest in promoting the implementation of new routes to rural areas, which are based on the identification of both natural and cultural elements. Therefore, this communication presents an option for the design of a rural tourism route in the municipality of San Blas, Nayarit; for which it begins with the identification of the cultural and natural wealth of the territory in question.

Resumen

La pandemia por Covid-19 ha impactado a la sociedad en general, una de las actividades que ha sido fuertemente afectada es el turismo; el cual en los últimos años había presentado un crecimiento constante tanto en número de visitantes como en ingresos. Sin embargo, las restricciones a la movilidad detuvieron dicho crecimiento. Aunado a lo anterior, las implicaciones sociales que consigo ha traído estas acciones restrictivas son también palpables en distintos ámbitos. Por lo anterior, tras la llegada de la “nueva normalidad” los actores del turismo han comenzado a generar estrategias para la reactivación de dicho fenómeno. En Nayarit, el interés por promover la implementación de nuevas rutas hacia espacios rurales, las cuales tienen su sustento en la identificación de los elementos tanto naturales como culturales. Por lo anterior en esta comunicación se presenta una opción para el diseño de una ruta de turismo rural en el municipio de San Blas, Nayarit; para lo cual se inicia con la identificación de la riqueza cultural y natural del territorio en cuestión.

Rural tourism, San Blas, COVID-19

Turismo rural, San Blas, COVID-19

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Introduction

The purpose of this article is to present the advances of the research carried out with the aim of generating a proposal that encourages sustainable development based on rural tourism activities in the localities selected for study. Above all, at this time in which the dynamics of tourism has changed due to the effects of the Covid-19 pandemic; for which the different levels of government, as well as the private sector in Mexico begin to generate a series of actions in order to mitigate negative impacts, not only in the economy but also in the social, cultural and environmental spheres. One of the strategies is to look for alternatives to traditional tourism, generating routes to rural areas, with low population density, in towns whose natural and cultural richness allow activities with a tourist focus that generate unique experiences in tourists. For this, it is essential to locate those localities within the state territory, to later carry out an inventory of its elements; This document presents the progress of the surveys carried out in the municipality of San Blas, Nayarit, as well as alternatives for its tourist use, from the rural tourism modality. Which is an option for the economic reactivation after the crisis generated by the Covid-19 pandemic.

Rural tourism

With regard to rural tourism, it promotes integral development for the communities and mitigates poverty and inequalities, prevents the migration of settlers, promotes the fair distribution of income and contributes to the conservation of the environment. This tourism modality is developed dynamically with the principles that the Constitution determines in the rights for peoples and nationalities, that is, socially supportive, environmentally responsible, economically viable and culturally enriching, therefore, it constitutes an efficient alternative to generate sources of work. (Constitution of the Republic of Ecuador, 2008)

In the same sense, Ivars specifies about the activities of rural tourism,

“It includes the activities that people carry out during their trips and stays in rural areas, with a minimum stay of one night, in order to enjoy the attractions of "rural areas" and the possibilities that these spaces offer to satisfy their needs. more specific”. (Ivars, 2000)

While from the institutional perspective in Mexico this segment is considered as

“the human side of alternative tourism, since it is attributed the opportunity it offers to the tourist to live with rural communities, to know and learn other ways of life, in their daily, productive and cultural aspects, raising awareness about the respect and value of the cultural identity of communities and peoples”. (SECTUR, 2002).

Which represents an opportunity for integration into the tourism phenomenon based on the daily practices of rural communities, without neglecting their traditional way of life.

This type of tourism, as expressed by Luna

“It is oriented towards the perspective of culture and the use of natural resources by local communities, since it offers tourists the great opportunity to experience the encounter with the different ways of living of the communities that coexist in a rural environment, and also makes them aware of the respect and value of their cultural identity”. (Luna, 2014)

The Federal Tourism Secretariat (2002) defines rural tourism as

“trips whose purpose is to carry out activities of coexistence and interaction with a rural community, in all those daily social, cultural and productive expressions of the same; It also considers within this type of tourism the following activities:

- Ethno-tourism.
- Eco-Archeology.
- Agrotourism.
- Preservation and use of Traditional Medicine.
- Gastronomic workshops.
- Rural photography.
- Learning dialects.
- Mystical experiences.
- Craft workshops.

Rural tourism is considered an “economic activity deeply related to agriculture, in Mexico there are producers who by practicing this activity would allow them to diversify their activities towards the field of tourism based on their daily chores and respecting their identity” (Valdez & Ochoa, 2015).

According to the World Tourism Organization (UNWTO, 2020) rural tourism is a

“type of tourism activity in which the visitor's experience is related to a wide spectrum of products generally linked to nature activities, agriculture, rural ways of life and cultures, angling and site visits of interest.

Rural tourism activities are developed in non-urban (rural) environments with the following characteristics:

- Low population density.
- Landscapes and spatial planning where agriculture and forestry prevail.
- Social structures and traditional ways of life " (OMT, 2020).

Sustainable development

At present, the idea of sustainable development is increasingly present in the various areas of social reality; even so, the word itself is ambiguous. This term refers to “the ability to meet the needs of the present without compromising the needs of future generations” (Brundtland Report, 1987). This word, but above all the essence that exists in it, has been quite controversial since its emergence, to the extent that even today there is no consensus regarding its use and meaning, there are those who use sustainable and sustainable indiscriminately and there are others who make a differentiation between the two terms.

The use of the term sustainable spread in the eighties with the expression sustainable or sustainable development. This, depending on the language in which it is contextualized, has variations. For example, in English, sustainable will refer to a positive dynamic connotation: to keep going continuously, endure without living way, that is, to advance continuously, to keep walking or walking, to resist it without giving in, to persevere in effort. (Bifani, 1997: 114).

The foregoing then refers to a dynamic process whose rhythm must be maintained, thus introducing a long-term temporal vision. While in Spanish to sustain or sustain means to hold an object firm, to provide support, to keep something in a medium or place without dropping it or doing it very slowly, to suffer, tolerate, keep something in its being or state (Bifani, 1997); This definition gives the idea of an effort made so that something does not fall, that is, it is a static conception.

Peña (2008), after extensive reflection regarding the origin, meaning and construction of the word, reaches the conclusion that both words can be taken as synonyms, depending on the country, since sustainable and sustainable are two different expressions that share the content; that is, two signifiers with the same meaning.

The term sustainable development was first formalized in the Brundtland report in 1987; This document shows the deterioration that has been caused to the planet from the globalization that has been generated on the planet. The document is titled Our Common Future and was presented by the UN World Commission for Environment and Development. It raises the idea of visualizing the environment and development in an integrated way, which both go hand in hand, therefore, actions that allow meeting current needs without compromising those of future generations should be considered. This document served as the axis for the Earth Summit, held in Rio de Janeiro in 1992.

The Earth Summit, also called the Rio Summit (1992), served as a space for discussion and reflection on the issue of sustainable development. Providing elements to clarify the concept itself,

“human beings are at the center of concerns related to sustainable development. They have the right to a healthy and productive life in harmony with nature. In order to achieve sustainable development, the protection of the environment should be an integral part of the development process and cannot be considered in isolation”. (ONU, 1992).

At this summit the document called Agenda 21 was generated, this is a broad action plan based on principles of sustainable development, it considers technological innovation and cooperation between social and economic agents as axes for change. All the above, the principles of sustainability have been implemented in the various activities carried out by man.

According to Gutiérrez (1994), for development to be considered sustainable, it must meet four basic conditions:

- Be economically feasible.
- Be ecologically sound.
- Socially fair.
- Culturally equitable, respectful and without gender discrimination.

A graphic way of presenting the scope of sustainability is found in the so-called Scheme of the three pillars of sustainable development which marks the results of the relationship between the elements that are involved in sustainability, the ecological, social and economic aspect, the Which must coexist in harmony to achieve the same sustainability that must be: economically viable, socially equitable and ecologically bearable.

However, despite the fact that sustainable development seeks to balance these three dimensions, there is a marked orientation towards environmental issues, leaving aside the other two. A large part of the strategies that are implemented are focused on correcting human-generated environmental impacts, but without achieving a profound transformation in economic or social systems.

In this sense, Foladori and Tommasino (2000) identify three positions regarding the evolution of sustainable development:

- "Ecological sustainability: it focuses on environmental problems such as: predation and pollution.

- Limited social sustainability: adds to ecological sustainability the issue of poverty, widely considered as hunger, shortage of housing, among others. This is the cause of ecological unsustainability. Here limited social sustainability has a bridging role for the analysis of ecological sustainability.
- Social and ecological sustainability, also called social and ecological coevolution; considers as part of the environment the abiotic environment, live species and congeners. The social problem must be analyzed from the technical perspective as well as from the perspective of social relations".
- These three positions reflect current trends in sustainable development, however, it is considered that it goes beyond just environmentalism, for which various authors have generated an epistemic philosophical framework that supports the paradigm of sustainable development; from which I know such as good living, endogenous development and the dialogue of knowledge.

"The Western scientific community, which inevitably has to accept the wisdoms of the original indigenous nations. The wisdom of indigenous nations can contribute to the understanding of the world, with more balanced visions regarding the relationship between man and nature and in general an integral perception of life ". (Delgado, 2012).

The COVID-19 pandemic

The year 2020 was beginning and the world was barely hearing a piece of news that would undoubtedly impact globalized life, marking a before and after it.

"On December 31, 2019, China notified the World Health Organization (WHO) of a mysterious pneumonia in Wuhan, home to about 11 million people. Experts from around the world began trying to identify the causative agent. It is supposed to have originated in a seafood market in town, which was soon closed. Initially it was reported that there were around 40 people infected ". (Deutsche Welle, 2020).

From this moment on, this new disease remained in the daily life of the media since, in the days following the announcement by China, countries such as Thailand and Japan reported cases of infected people, who went to the same market in Wuhan. City that was quarantined as of January 23, as a measure to try to stop the spread of the virus. One of the actions that were launched was the suspension of public transport; later.

The restrictive measures to both internal and foreign mobility implemented in countries where the virus begins to proliferate, make tourism begin to suffer havoc.

Mexico was no exception, in the same way, “the coronavirus arrived in the country through an international traveler who returned after his trip to Italy. Which was confirmed on February 28”. (Forbes, 2020). From this moment on, the possible panorama and the gradual implementation of various measures in order to minimize mass infections begins to be seen. Some of the actions implemented during phase 1 are the advance of two weeks of the Easter holidays, the suspension of massive events, the implementation of the Healthy Distance Day, this includes the temporary suspension of non-essential activities in the public, social and private sectors, including tourism, and the rescheduling of massive events. In phase 2, which began on March 24, work activities involving the movement of people from their homes to work and back were suspended. Phase 1 measures that implied suspension of massive events were also extended, and the Federal Government suspends its non-essential activities. On March 30, Covid-19 is classified as a health emergency, so the actions described above last until April 30, and 15 days later they are extended until May 30; As part of the actions implemented to mitigate the ravages of the pandemic, as of July 1, certain activities considered as priorities were reopened, however, restrictions on mobility continued and the tourist centers remained closed; visualizing its opening under low traffic conditions and with demanding hygiene measures. For which the adaptations that would be made in the tourist industry are beginning to spread.

The tourism sector has probably been the hardest hit by the health (and economic) crisis we are experiencing. Beyond the massive cancellations of reservations for and the risk situation in the destinations, the Coronavirus crisis will have a profound impact on the way we travel and how we interact.

Tourism will probably be the sector that will find it most difficult to recover, for reasons inherent to tourism, such as limitations to travel, the distrust that the crisis has generated and the economic recession that will cause many people to have less money to travel.

In order to mitigate the ravages caused by the pandemic, various strategies have been manifested both at the national and state levels. In the specific case of Nayarit, which is one of the 32 states of Mexico; the State Secretariat of Tourism has generated a series of strategies in order to reactivate tourism activity; one of them is the creation of regional tourist routes.

Therefore, it is considered that rural tourism is a pertinent option for the state of Nayarit since it has an important diversity of resources, both natural and cultural; which represent an alternative for sustainable local development through the implementation of rural tourism products. Which can promote rural development, in a sustained and orderly way that integrates visitors into the daily dynamics of the inhabitants that allow generating benefits for both parties, which also promotes the conservation of both natural and cultural resources.

The integration of tourists to the daily activities of rurality can occur both from the approach to natural spaces and cultural areas both in the material and the immaterial. The study of these elements and manifestations from a tourist perspective contributes to strengthening local knowledge, as well as laying the foundations for future research and investment projects. Mainly considering that rural tourism is presented as one of the preferred tourist niches in the short term, and, therefore, a faster recovery is expected. (Santos, 2020).

Tourism in Nayarit

Nayarit is one of the 32 states of Mexico; its capital is Tepic, Nayarit represents 1.4% of the national territory. (INEGI, 2020). Tourism has been considered as a priority activity within the Government plans and programs; The current State Development Plan (PES) 2017-2021 includes the State Program for the Promotion and Promotion of Tourism with which it is sought

“Promote and strengthen the positioning of Nayarit from alternative, ecological and traditional tourism in the national and international context with emphasis on its status as a tourist status in order to increase the economic spill, the average stay and the offer of tourist, cultural and recreational attractions” (PES, 2017-2021).

To achieve the above, it establishes a series of lines of action, among which those related to the diversification of alternative tourism products and the relaunch of tourist routes and circuits are taken up.

In addition to the above, the PES 2017-2021 includes the Program for the Protection of Cultural and Natural Heritage. This is the program

“Policies, strategies, regulations, instruments and action plan, in zones, areas, polygons, sites and natural environments, where specific norms will be applied in order to safeguard cultural and environmental heritage. It also includes within its lines of action integrating the state system of information on the cultural and environmental heritage of the State of Nayarit, which allows its classification and cataloging, in accordance with the constitutional provisions, legal regulations and heritage standards in accordance with the competences for its conservation in the national, state and municipal order”. (Ibid)

In addition, the General Directorate of Destination Management of the Federal Tourism Secretariat disseminates on its website as main characteristics of Nayarit its archaeological sites, colonial and 19th century buildings and monuments, its natural wealth such as rivers, mountains, landscapes, flora and fauna as well as its warm humid climate whose average annual temperature is 22.5° C.

The Marietas Islands, Guayabitos, Nuevo Vallarta and Punta de Mita also stand out as attractions; This shows that tourist activity is seen on the south coast, in the municipalities of Compostela and Nuevo Vallarta, this shows the importance of the implementation of the State Program for the Promotion and Promotion of Tourism.

- Arrival of total tourists to the Entity 2,992,272 (Datatur, 2018).
- Average annual hotel occupancy 74.48% (Ibidem).
- Magical Towns 3 (Sectur, 2020).
- Second state economic axis, after agriculture (SecturNay, 2019).
- Second national place in hotel occupancy, only after Quintana Roo (Ibidem).

However, due to the Covid-19 pandemic, tourist activity in the state has caused a slowdown in investments, in addition to the loss of jobs; According to the data published by Datatur (2020) during the second quarter of the year, tourism had the following effects:

- The GDP of temporary accommodation and food and beverage preparation services fell by 70%.
- National tourist arrivals to hotel rooms decreased by 92.2%.
- Hotel occupancy and international tourist arrivals by air fell 94.1% respectively.

Both at the national and state level, they seek to implement various strategies during the "new normal" in order to reactivate tourism. At the state level, one of these strategies is the design and implementation of regional tourist routes. Which also gives the guideline for compliance with the provisions of the PES 2017-2021.

Methodology

In order to identify and document those spaces within the state territory that have a natural and cultural wealth susceptible to tourist use, it is considered pertinent to develop an investigation with a mixed approach. Through which it is feasible to collect both quantitative and qualitative data. Privileging social participation through workshops and diverse practices that allow identifying the needs, perceptions and interests of the community. The foregoing from the perspective of the ethnographic method, considering the subject as a possessor of cultural and natural knowledge regarding the territory they inhabit. The ethnographic method descriptively studies cultures, according to the meaning given by Malinowski (1972). In this same sense, Guba mentions regarding the ethnographic method:

“It is a process directed towards the discovery of many idiosyncratic but important stories and tales, told by real people, about real events, in a real and natural way. This approach tries to present episodes that are portions of life documented with a natural language and that represent as faithfully as possible how people feel, what they know, how they know it and what their beliefs, perceptions and ways of seeing and understanding are.” (Guba, 1978, cited in Martínez, 2005).

The research is developed in 2 phases in a chronological linear manner; starting with the preliminary prospecting of the territory that allows identifying the localities to work. After this, the next phase is carried out, which consists of the elaboration of a diagnosis of the situation of the territory from the perspective of tourism, in which the inventory of heritage elements is carried out, as well as their characterization; The preparation of an inventory requires orderly and systematized work; for this reason it is important to consider some stages

- Historical and documentary research prior to fieldwork.
- Delimitation of the study area.
- Field tours:
- List and preliminary assessment.
- Analysis of the information.

For the preparation of the inventory, the Unesco Conventions (of the cultural and natural heritage and the Safeguarding of the intangible cultural heritage) are taken as a basis; These are filled out based on documentary and field investigations, applying ethnographic techniques such as non-participant observation, participant observation, and in-depth and life interviews. Participant observation is the information gathering technique regardless of participation in the investigated group; while participant observation is the "process that empowers researchers to learn about the activities of the people under study in the natural setting through observation by participating in their activities." (Kawulich, 2005). The data is recorded through the field diary and audiovisual media. The interview is a process of evocation of memory; It is a means through which information, data and life experiences of the interviewee are obtained.

Identification for tourism purposes carries with it the valuation and ranking that allows establishing an order of importance to be considered as a tourist attraction. Therefore, in addition to the registration elements included in the files, others such as tourist services and equipment are considered.

Results

This research project has been carried out in different municipalities of the state of Nayarit, so far research work has been carried out in 12 municipalities: Tepic, Xalisco, Santa María del Oro, San Blas, Compostela, Bahía de Banderas, Ahuacatlán, Jala , Ixtlán del Río, Amatlán de Cañas, San Pedro Lagunillas, Santiago Ixcuintla, La Yesca, El Nayar. In each of them elements such as festivities, myths, legends, artisanal knowledge and gastronomic knowledge have been identified, the latter mainly based on local agricultural, livestock and fishing production; from which different cultural manifestations have been generated that currently represent the identity traits of the municipalities and their localities.

The information identified and documented is the basis for the integration of an inventory that concentrates the main elements that can be used by tourism.

One of the municipalities in which an important number of natural and cultural elements susceptible of tourist use with an orientation towards the rural modality has been identified is San Blas; which is a coastal municipality that has stood out for its strategic location, since in its territory the physiographic provinces of the Neovolcanic Axis converge, the Pacific Coastal Plain, highlighting the estaruina area that is part of the Marismas Nacionales Biosphere Reserve. In addition to the above, San Blas has an outstanding past with evidence of outstanding events from pre-Hispanic times and throughout time to the present, which have left both material and immaterial evidence in the different heritage elements that can currently be identified.

Therefore, San Blas is a territory with potential for the development of rural tourism, given that at this time in which due to the Covid-19 pandemic it is necessary to maintain social distancing measures, in order to mitigate infections ; and at the same time, strategies are being sought to reactivate the state economy, especially by maintaining the security protocols implemented to contain the disease; It seeks to reactivate tourism on a small scale, without reaching the mobilization of large masses, much less the concentration of these in closed places. Therefore, rural tourism, which is based on the movement of small groups, whose interaction with the visited sites takes place in open places, in the countryside; and whose economic benefit allows to strengthen the income of the communities, without neglecting their daily activities.

In the specific case of the municipality of San Blas, 8 localities have been identified whose natural and cultural characteristics with potential for the implementation of activities typical of rural tourism, such as agrotourism, gastronomic workshops, rural photography, eco-archeology and artisan workshops.

The communities studied so far are Mecatán, Jalcocotán, El Llano, Navarrete, Huaristema, San Blas, Aticama, Miramar and Matanchén. (Figure 1).



Figure 1 Localities studied, San Blas, Nayarit
Source: Own elaboration with Google Earth

Each of these localities has various elements that allow them to be integrated as part of a tourist route in which the aforementioned activities take place. Considering also that there are access roads that connect the localities with the state capital from which it is possible to design the route. Likewise, San Blas, the municipal seat, concentrates a variety of accommodation and restaurant services.

The municipality of San Blas has a long history dating back to pre-Hispanic times, and is a point of reference throughout the history of the state of Nayarit. In addition to this, its privileged location in which two physiographic regions converge, such as the Neovolcanic Axis and the Pacific Coastal Plain, make this territory a rich and ideal site for the development of rural tourism.

In these localities there is an important production of mango, banana, jackfruit, plum, coupled with agricultural production, fishing also stands out, of species such as mullet, dorado, shrimp, as well as oyster extraction. The above allows to have natural landscapes that together with the traditional activities carried out by its inhabitants in this territory allow the design of photographic routes and agro-tourism.

In addition to the above, activities related to the typical tasks of the communities are integrated, as well as their traditional knowledge, holding workshops, among which gastronomic ones with wide potential are considered, since traditionally many of these communities are visited by hikers who come to eat the traditional dishes prepared with products of the region, such as the tatemada lisa, the zarandeado fish, scallops in the shell, ceviches, banana bread, coconut atole, to name a few. In addition to the above, the historical and cultural aspect is essential in this territory, supported by its prolific past, of which there is evidence such as its architecture and customs that it is also feasible to integrate the route.

Conclusions

This research arose in response to the need for diversification of tourist destinations in the State of Nayarit, mainly motivated by the consequences that the COVID-19 pandemic has caused in tourism in Nayarit. Therefore, it was possible to develop an investigation focused in the first instance on the identification and documentation of elements susceptible to tourist use, for which a methodology based on the ethnographic method was designed, which it is concluded was decisive for the achievement of the given objectives. This allowed the subjects to be integrated into the research, making them a main axis of the same.

Based on the elements that have been identified and documented, it is considered that there is a potential for the development of rural tourism in different contexts of the Nayarit territory, which also allows monitoring the lines of action stipulated in the PES 2017-2021, It also represents one more option for economic reactivation in rural communities after the effects caused by Covid-19, whose impacts on the economy have been felt in all sectors.

Recommendations

Although research work has been carried out in more than half of the municipalities of Nayarit, it has not been exhaustive, that is, there are still many communities and heritage elements that need to be included in the inventory.

Above all, giving opportunity to the integration of the inhabitants of the studied territories, so that, in addition to this, in an institutional way, the Ministry of Tourism visualizes among the actions to implement the design and implementation of regional tourist routes for the reactivation of tourism. As evidenced by the results of this research, the identification and documentation of these natural and cultural elements are the starting point for the rest of the process of designing a tourist route.

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Residential tourism and environmental dynamics in Acapulco, Guerrero, Mexico: Case study “Las Palmas”

Turismo residencial y dinámica ambiental en Acapulco, Guerrero, México: Estudio de caso “Las Palmas”

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Abstract

The central purpose of this study was to expose in a synthesized way the characteristics of residential tourism and environmental dynamics in the housing subdivision “Las Palmas” of Acapulco, Guerrero, Mexico. The applied methodology consisted of cabinet and field work, that included participant observation and application of 600 questionnaires to residents and residential tourists, this questionnaire was formed by 14 items. Results: *a*) an updated plan map of “Las Palmas”, *b*) characterization of the local residential tourism, *c*) environmental dynamic of the studied area and *d*) diagnosis of environmental character and residential tourism at an infra-local level. Conclusions: 1) second homes involves: *a*) the tourist as consumer of the house; *b*) the real estate market that offers in an attractive way this beach as destination and *c*) the entailment between the emitting and receiving space through “el Sol” highway (Cuernavaca-Acapulco); 2) use of the soil change from agriculturist to residential, has brought the modification of habitats; migration of birds and minor coverage of low deciduous forest and 3) “Las Palmas” represented favorable economic balances for real estate with the detonation of residential tourism through the West of the center of Acapulco.

Environment, Territorial analysis, Residential tourism

Resumen

El objetivo central del estudio fue exponer de manera sintetizada las características del turismo residencial y la dinámica ambiental en la unidad habitacional “Las Palmas” de Acapulco, Guerrero, México. La metodología aplicada consistió en trabajo de gabinete y campo que comprendió a la observación participante y aplicación de 600 cuestionarios a residentes y turistas residenciales, dicho cuestionario se integró por 14 ítems. Resultados: *a*) mapa actualizado de la traza del “Las Palmas”, *b*) caracterización del turismo residencial local, *c*) dinámica ambiental en el área en estudio y *d*) diagnóstico de carácter ambiental y del turismo residencial a nivel infra-local. Conclusiones: 1) La segunda residencia articula: *a*) el turista como consumidor de la vivienda; *b*) el mercado inmobiliario que oferta de manera atractiva este destino de playa y *c*) la vinculación entre el espacio emisor y receptor a través de la Autopista del Sol (Cuernavaca-Acapulco); 2) con el cambio en el uso del suelo de agrícola a residencial trajo consigo la modificación de hábitats; migración de avifauna y menor cobertura de selva baja caducifolia y 3) “Las Palmas” representó saldos económicos favorables para la inmobiliaria al detonar el turismo residencial al occidente del centro de Acapulco.

Ambiente, Análisis territorial, Turismo residencial

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Introduction

Worldwide panorama experiences social and economic modifications that affect tourism directly, which leads to territorial, environmental, and cultural recategorization as a sustenance of policies oriented towards the development at a local level. In recent years, massive tourism has been promoted, as well as the distribution of the supply and demand for this activity. An excellent factor is the increase in the construction of residences intended to be second homes in tourist destinations that have tropical climate, beach, routes of communication, public infrastructure (SPT, 2015), services, quality of life, among other aspects.

Mexico, like other Latin American countries, suffers signs of alteration of the natural landscape associated with poverty, loss of renewable resources, pollution, and the change of soil use, which is shown in the massive construction of housing subdivisions. The importance of sustainability involves the observation of diverse elements, now in dispute between the different regions from the country since the financial factors repel in the natural ones. Residential tourism requires of diverse sciences for its study, since in the tourist surroundings different environmental, social, cultural, governmental, and economic paradigms come together (Cardinal, 2020).

Guerrero's state has high physical-biological wealth, due to its wild biodiversity and spaces; within the territory it counts on infrastructure, tourist services, as well as routes of communication, that establishes contact between the main cities: Acapulco de Juárez, Iguala, Ixtapa-Zihuatanejo and Taxco. Acapulco is an essential economic enclave; its activities turn around the national and international tourism, which has generated excessive growth of the urban footprint, loss of habitats, channel clogging, among others. This municipality has a surface of 1 882,60 km²; which represents 2,9% of the state's surface. It lies to the north with the municipalities of Chilpancingo and Juan R. Escudero, to the south with the Pacific Ocean, to the east with San Marcos and to the west with Coyuca de Benítez (INEGI, 2017).

The analysis of the area oriented to second homes can be approached from a geographic perspective to understand the conjuncture of the system, which is integrated by three subjects: *a)* the tourist as the one who arrives to the location (purchaser); *b)* agents who operate the real estate offer, and *c)* the tourist destination and infrastructure (emitting-receiving relation) (Vera *et al*, 1997 & Boullón, 1997).

From this perspective, the arrival of individuals to second homes tourist sites has a space and social connotation, that helps in the understanding of how the destination is selected to carry out leisure activities (perception), the acquisition of a second residence (symbolism), in addition to the diverse relations with the local population (social networks). The increase of real estate's market has transformed the rural provinces into urban, when accentuating the number of residents, mobility, and modernization (Xue *et al*; 2017).

In this process four elements take part: *I)* the consumers, tourist promoters, *II)* real estate groups, *III)* communication routes, and *IV)* the surroundings as attraction element, where sun and beach tourism are the most frequent way of growth (Pearce, 1988; figure 1). From this dynamic, urban expansion of the coastal regions became uncontrollable, due to the touristic impulse and arrival of a greater number of visitors (Benseny, 2006). This resulted on a greater demand of land trading for different aims; nevertheless, the acquisition of agricultural grounds, in addition to some administrative problematics, forged a real estate speculation (McCabe & Qiao, 2020).

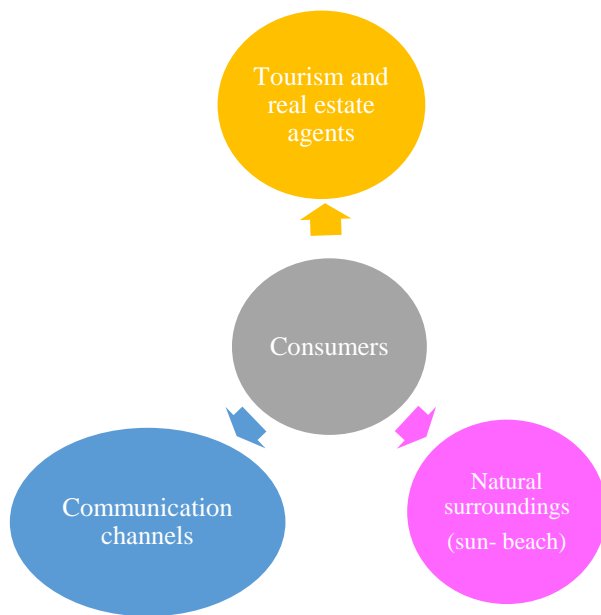


Figure 1 Elements that integrate residential tourism
 Source: Pearce, 2014; modified by authors

Methodology

The main purpose was to generate a holistic study that would integrate the effects of urbanization and the current dynamics of second homes in "Las Palmas" housing unit into the natural environment. For this reason, four phases were completed in the systematic research process related to the environmental, social, tourist and geographical subsystems, composed by the characterization of the materials, population-type-sampling delimitation, used techniques, and creation of situational analysis. In another aspect, the approach used was mixed, due to the management of qualitative and quantitative variables from a sustainable perspective.

The scope was analytical with a nonexperimental typology, which is conceptualized as research, study or case that is carried out without intentionally modifying the elements, factors, or variables. The above points out that the phenomenon is seen as such for its study, the researcher cannot exert any direction or action on them; the individual variants have already been raised and cannot be altered, nor their results (Hernandez *et al.*, 2003).

As a result, it was necessary to use an information-gathering tool to obtain a deeper picture of the local reality. This required documentary compendiums related to residential tourism precedents. There is a clear convergence of views highlighting the development of a systematic conceptual and methodological approach in the research of urban systems, determined by the tourist-natural subsystems, which establishes geographical limits, defining their characteristics and dimensions according to the selected categories.

To this end, written, formal and informal articles were consulted (documentary materials, web pages, statistical data query, geographic charts, orthophotos, among others), also resorted to direct observation and questionnaires, which complement the local characterization. By following a deductive and inductive methodology, a cross-sectional analysis was required. The design used was the transactional-correlational, which addresses and details the relationships between variables in each period or by cause-effect, based on the guiding question, when considering the scope of the study (Hernandez *et al.*, 2003). However, this document relates variables without considering direction and causality analysis.

The methodologic process consisted in the following global actions: *Cabinet work*, including the analysis and consultation of literature specialized in tourism, residential tourism, second homes, socio-territorial segregation (Niño, 2017), lodging types, local environment, among others, complemented by dissemination literature. To do this, they were used search engines, academic databases, virtual libraries, as well as the map library of the Honorable Ayuntamiento Municipal de Acapulco. In addition, it was revised the digital and printed cartography of the city where it was produced: *a)* the base map of the housing complex *b)* the processing of statistical databases; and *c)* the final drafting of the document and *field work*, based on location theory, fed back with direct observation (Babbie, 2000).

It covered 30 exploratory visits and equipment verification from December 2018 to February 2020, within which were included *I*) an update of the cartographic location of the "Y"- "Z" condominiums, formerly territorial/commercial reserve, *II*) photographs of facilities, infrastructure, and aspects of the complex, as well as *III*) the application of questionnaires to owners and second home tourists. The written tool used to measure residential tourism and environmental dynamics was in line with the guidelines established by the Sustainable Development Goals (SDG), which were divided into: tourism, natural, social, and economic. They were chosen as closed sampling units 14 items that integrated the questionnaire designed and applied locally.

The American Psychological Association (APA) defines sample as a subset of the population, number of elements or subjects which compose it (APA, 2016). It is representative because it has a level of reliability and margin of error, which allows inferring possible results. Its advantage is in reducing costs in different aspects (economic, labor and material). It allows data collection in less time; furthermore, it makes it possible to study large populations. Its typology is divided into two parts: the finite, formed by a limited number of elements; and the infinite, composed of an extremely large number of components.

Therefore, for this research, a sample is defined as the population of residents and tourists, who were selected for the purpose of obtaining representative information (Niño, 2018). The sampling process required mathematical formulas to offer greater theoretical-scientific rigor, since the present study is based on a mixed approach; the use of a structured questionnaire to determine the several problems of residential tourism inside and outside the "Las Palmas" housing unit was important; it should also be noted that the obtained results are representative.

The used sampling typology was stratified probabilistic, since it proportionally adjusts the existing elements with the population, the presence of one of them in some stratum discards it from another. This method improves accuracy and includes the use of different sizes, to reduce the variations of each sample unit (Hernandez *et al.*, 2003).

In this research the answers were divided into two categories: yes or no. The sample consisted of 436 participants, of whom 98 belong to local habitants and 338 to tourists who have a second home in the housing subdivision, the participants were chosen according to the following criteria: Gender: indistinct; age: 18 years and older; Geographic location: Housing subdivision "Las Palmas", Tunzingo, Acapulco, Guerrero, and socioeconomic conditions: Middle-class.

Results

The results of the questionnaires are presented below; for this purpose, it was decided to show them in three blocks of five questions with their respective answers, with percentage and in blue for the positive answers (yes), and in orange negative answers (no). It is worth mentioning that the questions will appear in descending order. Regarding question two, the residents and tourists answered that by the moment they bought the property they did not know in what year the construction of the complex began, which matches with the answer to question four, that shows that 90% of the owners have suffered floods in their property because of tropical storms named Henriette, 2007 and Ingrid-Manuel, 2013 very similar to what is stated by (Student *et al.*, 2020).

An important term is tourism gentrification, related to the applied questionnaire that alludes the process in which visitors tend to "displace" residents, since agricultural land was divided by lots for residential purposes, as it happened in the area under study since 1999 to the present, and it is even seen that "tourism growth of (second homes) affects the market of local housing" (Cocola, 2018:287). Since agricultural land is now priced at 200 dollars per square meter.

The second part of the questionnaire (questions 6 to 10) relates to the minimum services that a housing unit of social interest (McCabe & Qiao, 2020) must have, where 34% replied that they do. However, when asked if they were aware of the territorial problems of the housing unit with the City Council, 90% said they were unaware of the problem; on the other hand, 45% does not agree with the current administration of "Las Palmas" (figure 2).

It should be noted that the members of the current Administration only modify their corporate name every year from 2006 to the present, although they are now aware of the floods that during the rainy season affect the population's patrimony.



Figure 2 House typology

Source: Courtesy, Jacob Niño

The third part (questions 11 to 14) refers to the current infrastructure of the access road, where 75 per cent of respondents expressed that they do not approve the conditions in which they currently live; In addition, 60% do not know the location of the two sewage suction chambers of the housing subdivision. 90% of those interviewed disagrees with the proposal of adding the waste of Tunzingo's residents and the nearby convenience store (Oxxo) to the sewage of the housing subdivision. 70% of the residents who were asked if they were satisfied with the television, internet and telephone services provided by Teléfonos de México (Telmex), since it is the only provider accepted by the members of the current Executive Committee of Administration, responded to be dissatisfied, while only 30% were satisfied.

Regarding the geographical approach and this infra-local space, the proposals of Wijkman and Timberlake (1986:27), who established several reasons why there are more disasters in developing countries rather than in developed ones, due to human vulnerability because of poverty and social inequality, environmental degradation (Rodríguez, 2018) caused by change of soil use and intensification caused by population growth, especially of the most vulnerable (Niño, 2018).

As a result of this dynamic, urban growth in Tunzingo is overwhelming because residents in general are increasing as a result of the polarization of initiatives and jobs. In such a way that there is population pressure on the neighboring land to the housing subdivision, due to demographic growth that develops towards the west by the resident population in Cayaco, and to the east by the municipality of San Marcos. The population dedicated to service activities is increasing (tertiary), and secondary in some cases. Therefore, the employment decrease in agricultural activities contributes to the disarticulation and abandonment of primary activities (Aguilar, 2009:36-52).

Agricultural and livestock activities have become less important because of the low cost of unprocessed products from the countryside, hence the inhabitants of Tunzingo leave or sell their family orchards over time. Something that draws attention, is the role and functions of local transport that has passed from an unproductive and parasitic tertiary activity, to a microprocess generating profits, and even, it is used by the government as a political enabler to keep in power the character or the political party, as it best suits to the government at a given time (Camarena, 1989 and Chías, 1993).

According to the mentioned problematic, the socio-territorial analysis applied to the housing subdivision "Las Palmas", the tourists who chose to acquire one of the 803 houses for their leisure moments and vacations, in some cases prefer to rent their buildings per day or month, in order to obtain an economic benefit, as it happens at the moment in the study area. It should be borne in mind that, on numerous occasions, such rental is not registered to avoid taxes payment in the municipality, which represents serious problems for the correct accounting of this type of tourism.

Residential tourism in the housing subdivision is in the process of gentrification, which is expressed in the existence of swimming pools as well-established public's spaces, which results in a process of social escalation. Since there are more services such as paved streets, sidewalks, green areas in each horizontal condominium, maintenance of sidewalks, the well of water, sewage suction chambers in addition to the numerous luminaires, private telephone-television cabling (Tomej & Xiang, 2020).

All this increases the economic value of the second home, and it is precisely for this reason that individuals and families (Torkington & Perdigao, 2020) with sufficient economic resources consider the housing subdivision as a good place to buy one or more houses. The type of construction was bought by a middle-high socioeconomic sector with social interest value. The type of settlement is summarized in the information of the dwelling and its services: drainage, electricity, and piped water. The housing density is of 40 houses on average per horizontal condominium, the minimum lot size is 120 m² and the age of the unit is 20 years to this date.

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Conclusions

Second homes are a complex issue that required geographical optics to contemplate the interrelation and articulation of the parties involved: a) the tourist as home consumer; b) the real estate market that attractively offers this beach destination and c) the link between the sending and receiving space through the del Sol highway with which time and effort in the journey is reduced.

Concerning the proposed methodology, it was possible to satisfactorily achieve the presented objective by identifying, characterizing, and analyzing the components of the habitational subdivision under study. Among other results it was obtained that with the soil use chain from agricultural to residential brought the destruction of habitats, transformation of the natural landscape; loss of biodiversity; migration of birdlife and less coverage of low deciduous forest.

The construction of the housing subdivision "Las Palmas" represented favorable economic balances for the members of the Real State, but the residents were bequeathed with periodic flood problems, which means negative aspects, since they represent expenses for the restoration and maintenance of the houses and real estate, but the diagnosis of the studied area revealed that of 24 condominiums that integrate the housing subdivision, only nine maintain their original facade the rest (15) have been modified over time, interest and economy of their owners many of them due to residential tourism.

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Impact of COVID-19 on the labor market: case of Sonora, Mexico

Impacto de COVID-19 en el mercado laboral: el caso de Sonora, México

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Abstract

This article identifies the impact that the COVID-19 contingency has had on the labor market in the state of Sonora in Mexico. Through a descriptive, cross-sectional and quantitative study, based on microdata from the Telephone Survey on COVID-19 and the INEGI Labor Market for the state of Sonora. The main effects that workers have had during the pandemic and how they have coped with this period of crisis are described. The results show the great impact that has been had in the state and what is the outlook for the future.

Labor market, COVID-19, Sonora

Resumen

En este artículo se identifica el impacto que ha tenido la contingencia COVID-19 en el mercado laboral del estado de Sonora en México. Mediante un estudio descriptivo, transversal y cuantitativo, con base en microdatos de la Encuesta Telefónica sobre COVID-19 y el Mercado Laboral del INEGI para el estado de Sonora. Se describen los principales efectos que han tenido los trabajadores durante la pandemia y cómo han afrontado este período de crisis. Los resultados muestran el gran impacto que se ha tenido en el estado y cuál es el panorama para el futuro.

Mercado laboral, COVID-19, Sonora

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Introduction

During the first months of 2020, the challenge of facing the pandemic caused by COVID-19 began in the Latin American countries, in an economic and labor situation characterized in the region by stagnation and slowing of improvements in the markets of job. To curb the spread of COVID-19, governments have put in place regulations requiring social distancing, non-essential business closings, travel restrictions, and in many cases even a curfew for people to stay home (Fetzer et al., 2020). Although these measures are necessary for public health and pandemic control, recent evidence from developed countries suggests that they have negative economic impacts in the short term (Adams-Prassl, Boneva, Golin, & Rauh, 2020).

The COVID-19 pandemic has caused a major and unprecedented economic recession in the region. According to figures from the World Bank (2020) there is a record of an average collapse for the region of the order of -7.2% of GDP for the year 2020, the highest figure in the last 70 years. Recent projections estimated by the International Monetary Fund (IMF, 2020) further exacerbate the contraction of GDP in the area, raising the figure to -9.4%, with drops of -11% in Mexico, -9.1% in Brazil, 9.9% in Argentina, -7.5% in Chile, -7.8% in Colombia and -13.9% in Peru. One of the main repercussions caused by this health crisis has been an immediate collapse of the work and family income of a large number of people (ILO, 2020).

According to Botta, Hoffmann, and Vera-Cossio (2020) in a study conducted in 17 developing countries, 45 percent of respondents reported that a household member lost their job and, among households with small family businesses, 58 percent of respondents reported that a household member closed their business. In this scenario of uncertainty in the course of the pandemic, it is difficult to predict when the economic recovery process will take place in the countries and to what degree the social distancing measures affected the labor market.

In this context, the closure of a considerable number of companies would not only lead to a deepening of concentration processes, a large number of formal jobs for people with intermediate levels of formal education would also be permanently eliminated, thereby intensifying said trend to concentrate the employment of this segment of the labor force in sectors of low productivity and the increase of the informal sector. Although telecommunications allow some jobs and businesses to migrate to teleworking, the digital divide and access to broadband Internet in Mexico make it difficult for many occupations to continue in the digital world (Sanchez et al., 2020). According to CONEVAL (2020), the crisis generated by the pandemic increased the levels of working poverty from 36% to 55% by May 2020.

According to the ILO, the sectors with the greatest impact are: manufacturing industries, wholesale and retail trade, real estate, lodging, as well as the food and beverage trade. The containment and social distancing measures that governments have had to implement worldwide have brought significant effects on the labor market and Mexico is no exception. Some companies have been affected to a greater and lesser extent. For example, formal micro and small companies are at a structural disadvantage due to the technological gap that has been registered between companies of different sizes in the context of digitization (Veugelers, Rückert and Weiss, 2019), which is why it has been suggested that the promotion of the use of digital technologies in companies should place emphasis on smaller companies (ECLAC-ILO, 2020).

In this sense, labor markets have been impacted at different levels of intensity according to economic activity. However, within each sector a heterogeneity of situations has been verified depending on the activity in which the workers are found (ILO, 2020). For example, the accommodation, commerce and food sectors have been among the most affected and, therefore, workers are in a vulnerable situation to possible cuts in wages, personnel or working hours. On the other hand, in areas such as public administration, education and health, there has been little impact or even in some cases, activity has been maintained or increased.

Social distancing measures may permanently change the nature of work through job reallocation and changes in occupational structures (Baldwin, 2020).

Derived from the impact that COVID-19 has had in Mexico, the temporary suspension of censuses and surveys to be carried out in the national territory was published in the Official Gazette of the Federation where the mobilization of people and physical interaction are involved. With this, the National Institute of Statistics and Geography (INEGI) designed alternative methods for gathering information. From there arises the Telephone Survey on COVID-19 and Labor Market (ECOVID-ML), which has the purpose of offering basic and relevant information on the effect of the health contingency in the labor market and in this way, offering timely information to public decision makers in Mexico.

As of April 2020, the INEGI portal publishes the national results report on ECOVID-ML, however, there is no official statistical summary that presents the panorama of the impact of COVID-19 for the state of Sonora. Hence the need to process and analyze the open data available on the INEGI portal, to know the impact that the COVID-19 contingency has had on the Labor Market at the state level and in this particular case, in Sonora.

According to figures for the third quarter of 2020 (INEGI, 2020), in the state of Sonora, Mexico there is an occupancy rate of 54.3% with respect to the economically active population, that is, about 1,222,712 people in employment. Likewise, there is an unemployment rate of 6.7%, a figure above the national level of 5.1%, a wage-earning rate of 74%, similarly higher than the national level of 65.6%. There is also an informal occupation rate of 19.7%, lower than the national one of 26.8%. Regarding the critical occupancy conditions rate, in Sonora there is 19.8% and at the national level 23.9%.

The results of this study may be useful to know the repercussions on the labor market of the state of Sonora, derived from the public mitigation policies implemented by the government.

Methodology to be developed

As a methodological technique for this research, a quantitative cross-sectional methodology was selected. The scope of the study is descriptive, because the information collected is intended to explain the facts without altering them, for which the research variables are measured to be able to describe them in the desired terms (Hernández-Sampieri and Torres, 2018).

General purpose

Identify the impact that the COVID-19 contingency has had on the Labor Market in the state of Sonora.

Temporal delimitation

The data collected for this research comes from the microdata of the Telephone Survey on COVID-19 and the Labor Market (ECOVID-ML) for the months of May, June and July 2020 published on the INEGI portal.

Study population and sample

The study population is limited by the telephone number sampling frame of the National Numbering Plan of the Federal Telecommunications Institute (IFT) used in ECOVID-ML. From this framework, only the sample collected for the Sonora state was selected. The informants were people 18 years of age or older, in addition, telephone users. In this regard, the following data is available in accordance with INEGI (2020).

Total population: 126,852,639.

Population aged 18 and over: 89,718,293.

Telephone user population aged 18 and over: 68,184,430.

Type of sampling: random.

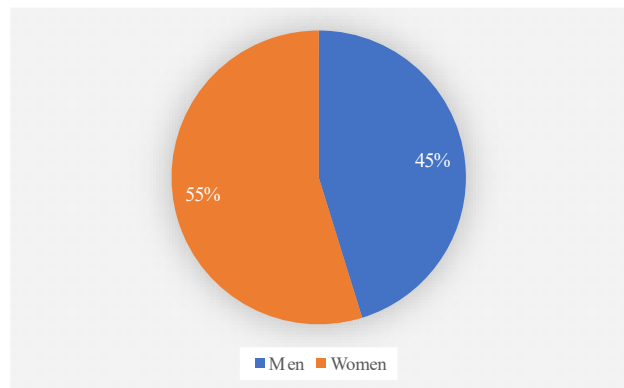
Type of survey: telephone.

National ECOVID-ML sample size: May 11,586, June 13,908 and June 14,458.

Sample size ECOVID-ML Sonora: May 278, June 330 and June 325.

Results

This section presents the results of the investigation. First, a description of the sample is made and later, the tables and graphs of the responses obtained through the ECOVID-ML telephone survey on the impact that COVID-19 has had on the labor market in Sonora are presented. As can be seen in graph 1, 55% of the respondents were men and 45% women.



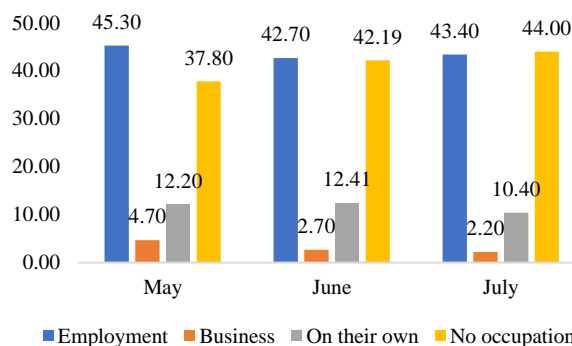
Graphic 1 Distribution by gender of the sample
Source: Own elaboration based on ECOVID-ML

Table 1 presents the descriptive statistics for the age variable of the subjects responding to the survey for the state of Sonora. As can be seen, the average age of the subjects was 44.41 years and the age range was from 18 to 90 years.

Minimum	Maximum	Average
18	90	44.41

Table 1 Descriptive of the age variable
Source: Own elaboration based on ECOVID-ML

Regarding the type of occupation carried out by the subjects at the time of the survey, in Graphic 2 it is observed that regardless of the month of the interview, the majority were in employment when observing percentages of 45.30%, 42.70% and 43.40% for the months May, June and July respectively. Likewise, there is a decrease in the percentage of people who had a business, going from 4.70% to 2.20% during the months from May to July. Also in the occupation of people on their own, a decrease is observed, going from 12.20% to 10.40%. As for no occupation, an increase is observed, going from 37.80% to 44.00% from May to June.



Graphic 2 Occupation of respondents
Source: Own elaboration based on ECOVID-ML

Regarding the question about what is the main problem facing your business or activity today? As can be seen in Table 2, most of the respondents responded mainly to the option of being affected by COVID-19 with 35% in the month of May, 49% in June and 30% in July.

Month	Your work or activity has been affected for the coronavirus	Lack of customers	Excess debt	Increase in the price of inputs or merchandise	Another problem	Has no problems	Total
May	35%	32%	0%	0%	6%	25%	100%
June	49%	25%	0%	2%	2%	23%	100%
July	30%	30%	2%	2%	5%	30%	100%

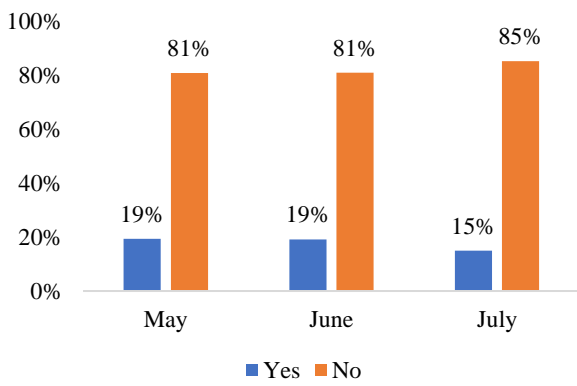
Table 2 Main problem facing your business or activity
Source: Own elaboration based on ECOVID-ML

Regarding the people who answered that they had some kind of problem in their activity or business, Table 3 shows the way in which they have dealt with the problem. An upward trend and greater concentration is observed towards the solution of the implementation of services through the internet either in an app or website, going from 17% in May, to 20% in June and 33% in July. It is noteworthy that the dismissal of workers has been the solution implemented for 3% in May, 2% in June and 3% in July.

	Offer your products or services through an application (app) or website	Change of business or activity	Processed credits or loans	Laid off his workers	Another way	Total
May	17%	0%	13%	3%	69%	100%
June	20%	0%	14%	2%	64%	100%
July	33%	3%	12%	3%	50%	100%

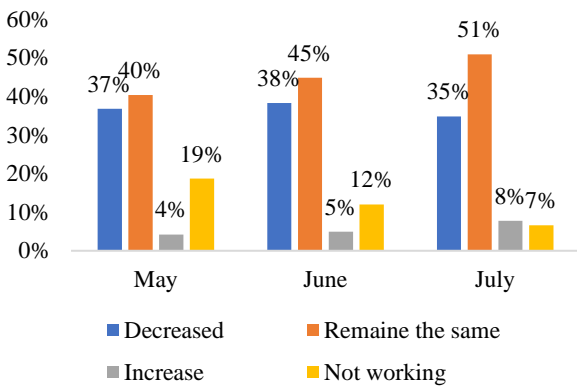
Table 3 How they have dealt with the problem
Source: Own elaboration based on ECOVID-ML

One of the questions has to do with whether the person worked from home due to the contingency the week before the survey, in Graphic 3 it is observed that most of the people answered that they did not work from home with 81% for the months May and June, and 85% in July.



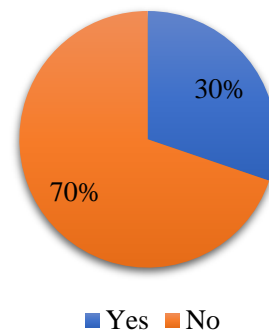
Graphic 3 Worked from home for COVID-19
Source: Own elaboration based on ECOVID-ML

Regarding whether the contingency caused by COVID-19, the people who worked have seen their hours or working hours affected, in Graphic 4 it is observed that it remained the same for 40% in May, 45% in June and 51% in July. It decreased to 37% in May, 38% in June and 35% in July. And there was an increase to 4% in May, 5% in June and 8% in July.



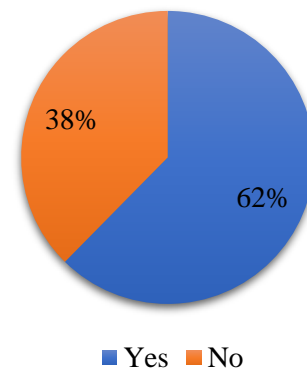
Graphic 4 Impairment of working hours by COVID-19
Source: Own elaboration based on ECOVID-ML

A relevant question has to do with any of the months from May to June, a member of their household lost their job or closed their business due to the contingency due to the coronavirus or COVID-19, in Graphic 5 it is observed that the 30% of the people stated that they had a member of the household with a job loss due to the contingency. 70% stated that they did not have a member affected in this regard.



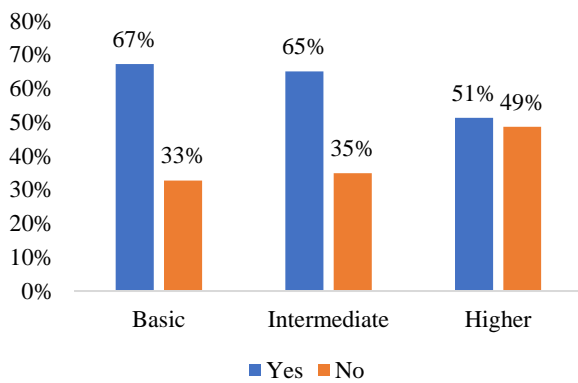
Graphic 5 Some member of the household lost their job due to COVID-19
Source: Own elaboration based on ECOVID-ML

Graphic 6 presents the results obtained for the question Has your household income decreased due to the contingency caused by the coronavirus or COVID-19? It is observed that 62% of people have not had a decrease in income and 38% if they have faced monetary reductions due to the contingency.



Graphic 6 Household income has decreased due to COVID-19
Source: Own elaboration based on ECOVID-ML

Finally, Graphic 7 shows the percentages of responses to the previous question by level of studies. Although a great impact is observed in general regardless of the level of studies of workers in the state of Sonora, there is a trend towards a lower proportion of affectation towards people with a higher level of education, going from 67% for those with higher education level basic, 65% for intermediate level and 51% for higher level.



Graphic 7 Decrease in income by educational level
Source: Own elaboration based on ECOVID-ML

Conclusions

The coronavirus pandemic represents a great challenge for the labor market in Sonora and other regions of the world. As evidenced in the statistics presented in this study, Sonora's labor market has been greatly affected in the short term by the social distancing restrictions implemented by decision makers during the pandemic. Reduction in family income, loss of jobs and business closures have occurred in Sonora. Repercussions caused by social distancing measures that are consistent with what was stated by Adams-Prassl, Boneva, Golin, and Rauh, 2020. Likewise, there is a positive trend of companies towards the implementation of sales strategies and online work for to survive. It will be the work of governments to implement policies aimed at seeking the digitization of companies, prioritizing those with more limitations such as Micro, Small and Medium Enterprises. As the world and business return to normal, employers will have to decide what kinds of business models to develop from now on and what kinds of workforce they will require. On the other hand, the results of the study have been able to verify that people with a lower level of education have been the most affected by COVID-19, with a decrease in income in a greater proportion compared to people with higher education. This is attributable to the fact that generally people with a lower level of education occupy manual positions or jobs that can hardly be transferred to the online mode. This causes a reduction in the hours of the working day and in other cases, the request for employment. It will be a challenge for governments to create policies to support this and other sectors so affected by COVID-19.

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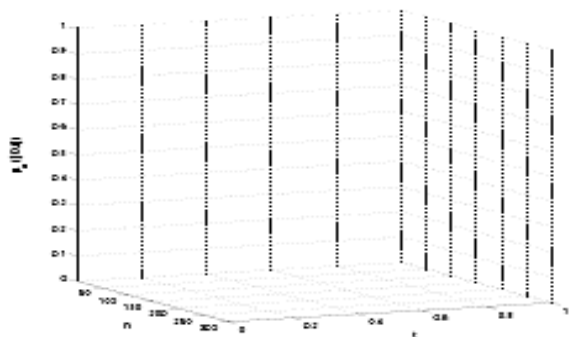
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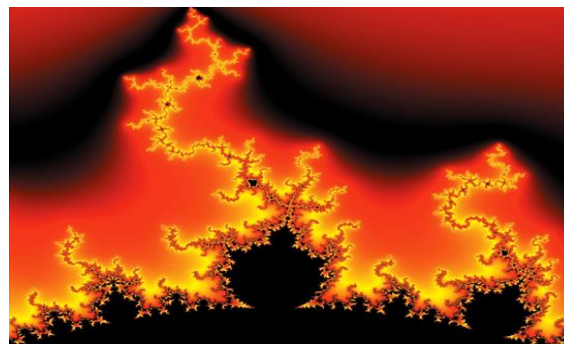


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