

Sustainable tourism.

Puebla and other entities

Proceedings T-I

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Universidad Tecnológica Metropolitana
Universidad Tecnológica de Puebla
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Introduction

This document is forged as collaborative research carried out by researchers of our country Mexico, in the constant search for an update and proximity in rural localities of different entities. The importance of taking advantage of the environment, nature and its infrastructure represents a value for each territory, sustainability allows that in the future the new generations make use of these and are generationally enjoyable through awareness, awareness, orientation, training of the inhabitants of these. One of the ways in which the wealth of the territories has been valued is through tourism, being that tourism is to make a trip, but with the next return of the place from where it leaves in an original way (Ardilla, 2015). Sustainable tourism is realized when the tourist, who is the one who goes to another place for reasons other than the usual one, considers conscious actions whose positive effects have an impact on the present and the future, considering economic, social, and environmental aspects (Saeteros *et al.*, 2019).

Through the opening of businesses in the new labor normality, following the mobility limitations required in the countries of the world, generated by the COVID-19, it was clearly perceived the economic impulse that influenced the tourist influx to the archaeological zones, the Magical Towns of Mexico, the desert areas and the municipalities with beaches, among other characteristics that allow highlighting the attractive and that mobilizes people to make these places enjoyable.

It is then, when great challenges are rescued, from environmental care, gastronomy as cultural legacies, infrastructures that are currently enjoyed and the revaluation of mobility for tourism purposes and its impact on the receiving localities, from a social, territorial and mobility scope.

The places studied were:

1. Ajalpan, Atlix and Santiago Miahuatlán, Puebla.
2. Chilapa de Álvarez, Guerrero.
3. Cholula, Puebla.
4. Tecamachalco, Puebla.
5. Tehuacán, Puebla.
6. Texmelucan, Puebla.
7. Puebla, Puebla.
8. Yucatan, Yucatan.

Methodology and calculation of samples by municipality is shown below:

Table 1 Established samples

State	Site	Tourist sample	Businessmen sample
Yucatán	Mérida	351	
Guerrero	Chilapa de Álvarez	133	
Puebla	Ajalpan	128	268
	Atlix		
	Miahuatlán		
	Cholula	339	
	Puebla	359	
	Tecamachalco	205	
	Tehuacán	345	
	San Martín Texmelucan	140	
Total		1999	268

Source: Prepared by Morán-Bravo, Luz del Carmen and Alcalá Nora Edith (2023).

Tourist sample

The annual average was calculated based on data obtained from INEGI, México en Cifras, Tabulados de Integración, Turismo, 2021, consolidated with other sources such as INAH and DATATUR; subsequently a monthly average was calculated and finally a daily average, for which the average base of 15 days of main affluence was established.

Businessmen sample

Data were obtained based on the National Statistical Directory of Economic Units (*DENUE*) of INEGI, selecting businesses by activity related to tourism (hotels, spas, hot springs, tourist services, craft stores, restaurants, etc.).

The participating institutions for the elaboration of this project are listed below:

- Chapter 1. Universidad Tecnológica de Tehuacán.
- Chapter 2. Universidad Tecnológica de Tehuacán.
- Chapter 3. Universidad Tecnológica de Tecamachalco.
- Chapter 4. Universidad Tecnológica de la Región Norte de Guerrero and Universidad Autónoma de Aguascalientes.

- Chapter 5. Universidad Tecnológica Metropolitana.
- Chapter 6. Universidad Tecnológica de Puebla.
- Chapter 7. Universidad Tecnológica de Puebla.
- Chapter 8. Universidad Tecnológica de Puebla and Tecnológico Nacional de México-Instituto Tecnológico de Puebla.
- Chapter 9. Universidad Tecnológica de Puebla.

The chapters are made up as follows: Chapter 1. Dynamism of Sustainable Rural Tourism. Ajalpan, Altepexi and Santiago Miahuatlán, Puebla. Miguel Antonio Mascarúa Alcazar Angélica Belén Ruíz Contreras, and Cinthya del Carmen Aguilar Soriano. Chapter 2. Dynamics of Sustainable Tourism. Case of Tehuacán, Puebla. Cristina Rodríguez Suárez, Simón Orea Barragán and Juan Carlos Hernández Ortega. Chapter 3. Type of Tourism in Tecamachalco and zone of Influence. María de los Ángeles Flores Aguilar, Tania Ivette Hernández Barrera and Ana Laura Hernández Patricio. Chapter 4. Sustainable Tourism: Opportunity for MSMEs in Chilapa de Álvarez Guerrero. Migdalia Annel García Villanueva, Octavio Hernández Castorena and Juan Miguel Sánchez Nava. Chapter 5. The economic, cultural and gastronomic activity that drives Yucatan as a sustainable tourist destination. José Apolinar Zapata Aguilar. Chapter 6. Gastronomy as a factor influencing tourism in the Magical Towns. Case of Las Cholulas, Puebla. Julieta Michaca Rodríguez, Edgar Hernández Covarrubias and Zulima Eréndira de Dios Feria. Chapter 7. Cultural-natural heritage of Texmelucan towards sustainable tourism. Evelyn Sosa Larrainzar, Sergio Niño Ramos and María Isabel Perdomo Abud. Chapter 8. Tourism services with quality in the municipality of Puebla. Luz del Carmen Morán Bravo, Ricardo Osorio Gómez, Gustavo Herrera Sánchez and Elizabeth Ortega Pérez. Chapter 9. Analysis of the gastronomic offer with respect to the Sustainability of the Magical Town of Cholula. Ernesto Amozoc Calyeca, Judith Amalia Paz Mendoza and Ángel de Jesús Osorio Ochoa.

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Chapter 1 Dynamism of sustainable rural tourism. The case of Ajalpan, Altepexi and Santiago Miahuatlán, Puebla

Capítulo 1 Dinamismo del turismo rural sostenible. Caso Ajalpan, Altepexi y Santiago Miahuatlán, Puebla

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Abstract

Tourism is an activity that represents an important income, both to service providers and to the governments that administer the different geographical regions of the country, as well as to the inhabitants of rural communities. This study is a quantitative analysis that included the participation of 128 tourists who were asked about the perceptions of doing rural tourism in three municipalities adjacent to a medium-sized city such as Tehuacán, where, although there is some industrial production, the predominant activity is farm work. Through the use of normality analysis and descriptive statistics, it is possible to observe that lodging and gastronomy are relatively careful aspects, however, cultural activities, as well as attractions in artistic infrastructure are pending subjects for municipal and state governments, to promote rural tourism in these places and achieve tourism promotion in rural areas that has the characteristics of promoting culture and historical values, as well as long-term sustainability.

Tourism dynamics, Municipalities, Rural Tourism

Resumen

El turismo es una actividad que representa un ingreso importante, tanto a los proveedores de servicios como a los gobiernos que administran las diferentes regiones geográficas del país, así como a los habitantes de comunidades rurales. El presente estudio es un análisis cuantitativo que contó con la participación de 128 turistas a quienes se les preguntó acerca de las percepciones de hacer turismo rural en tres municipios adyacentes a una ciudad de tamaño mediano como lo es Tehuacán, mismas en donde si bien existe cierta producción industrial, la actividad predominante son las labores del campo. Mediante el uso de análisis de normalidad y de las estadísticas descriptivas se logra observar que el hospedaje y la gastronomía son aspectos relativamente cuidados, sin embargo, las actividades culturales, así como los atractivos en infraestructura artística son asignaturas pendientes para los gobiernos municipales y estatal, para fomentar el turismo rural en estos lugares y lograr la promoción turística en las zonas rurales que posea las características de promoción de la cultura y valores históricos, así como la sostenibilidad a largo plazo.

Dinámica del turismo, Municipios, Turismo rural

1.1 Introduction

It is difficult to talk about tourism in the area adjacent to Tehuacán, because the conurbation of Santiago Miahuatlán in the north and Ajalpan and Altepexi in the south have their economic environments based on subsistence agriculture and livestock farming. There is some industry, but it does not have an impact on the demonstrable economic and social development of the places. Infrastructure for entertainment and recreation is basic and efforts to attract visitors are limited to food services predominantly.

Efforts to develop tourism have been important, given that the area has no tourist infrastructure; each place itself does not have any element that attracts tourism on a recurrent basis. The historical value of the region is understood only in the perspective of a larger whole. For example, Ajalpan has an important cultural richness, but this can be appreciated by visiting the area and the surrounding sites, which implies a trip to different places and knowing exactly what to visit in each place. This explains why it is the largest municipality (with total fixed assets of: \$54,135.00 million according to INEGI data in 2008), in terms of economic activities, but with less infrastructure for culture, unlike the other two municipalities that are smaller in size (INEGI, 2015).

With regard to the Pandemic, the fate of many micro and small businesses was that while the events of the voluntary confinement took place, businesses closed their doors, but did not cease to have activities and in the case of those that closed, they managed to survive because the entrepreneurs dedicated themselves to the primary activities that are part of the place. Once activities resumed, the businesses resumed offering their products and services. Currently, according to the National Statistical Directory of Economic Units (DENUE), the three municipalities have 7,614 micro and small businesses, of which 755 are dedicated to tourism activities (INEGI, 2021a).

The entrepreneurial dynamism of the municipalities analysed is important in terms of resilience, given that the low economic activity and high costs have led them to do business with the understanding that the beneficiaries are the people they serve, and this shows that more than for-profit businesses, businesses are also part of the culture of service. According to figures from the State Development Plan of the Government of the State of Puebla, the economic revenue from tourism in the area of Tehuacán generated a total of \$758,619,720 pesos (Government of the State of Puebla, 2019), income from accommodation and food and beverage preparation generated \$506.9 million pesos and the tourist influx was 911,504 visitors. Altepexi has a house of culture; Altepexi and Santiago Miahuatlán have a public library; Altepexi reports eight chroniclers, while Santiago Miahuatlán has three. The municipality with 98 recognised artisan groups is Santiago Miahuatlán.

Therefore, the objective of this paper is to expose these differences in infrastructure and standardisation of services, information and spaces for tourist attraction, but from the point of view of the visitors to the sites, by means of surveys with the intention of disseminating the results and that the efforts of the authorities focus on achieving a permanent and innovative tourist attraction, with the participation of the inhabitants of the sites.

1.2 Theoretical review

Tourism has received attention from governments, as public policies have been created for its development, given that it contributes to economic growth, in 2016, the sector achieved 8.7% to the Gross National Domestic Product and produced more than two million jobs and has an important impact on the states, therefore the Ministry of Tourism has mentioned that the tourist must be characterised and supply and demand linked with promotional strategies (Rosales, Salas, and Palacios, 2019).

At the regional level, two elements have been identified, on the one hand, the development of the "cosmovision" of the inhabitants of the original peoples, to this Miguel, Torres and Hernández (2015) mention that a development strategy of the peoples could be stimulated with urban development and achieve a territorial policy with greater scope. In some cases, rural tourism has managed to increase the quality of life in rural areas (Scutariu and Scutariu, 2023).

On the other hand, social imaginaries are focused on local cultures, but not on tourists, so that there are no themes that allow analysis from the perspective of the discipline of tourism (Osorio, 2022). In this respect, Rodríguez and Sánchez (2022) believe that agriculture has a good potential to attract tourism in regions that lack their own themes.

In terms of macroeconomics, Brida, London and Rojas (2014) created an economic model in which they predicted continuous growth, depending on the availability of natural resources and their preservation; a reduction in poverty; a high level of investment, used to strengthen tourism, could translate into widespread economic development.

According to Navarro and Schlüter (2010) warned a decade ago about the risks that rural villages have for not having tourist attractions in addition to a manifest cultural identity that is only observed in gastronomy, is the lack of attraction. Also, another risk occurs when tourism investment actions obey political interests rather than the recommendations of specialists and researchers (Ardigó and Limberger, 2018).

As can be seen from the two views above, the success of tourism programmes associated with rural activities has to focus on the inhabitants and visitors. An alternative point of view argues that partnerships between farmers, authorities, municipal leaders and tourism operators would allow a better understanding of the way of life of the communities, which would be opportune to detonate tourism (Macías, Fernández, & Munguía, 2021). Obviously, cordial personal relations are necessary to avoid disputes between the inhabitants of the places, otherwise it is difficult to achieve the benefits of the activities to achieve attraction (Méndez Méndez, García Romero, Serrano de la Cruz Santos-Olmo, & Ibarra García, 2016).

Del Barrio, García and Jamilena (2012) mention, in a study done in Spain, that the promotion of rural tourism, such as excursions and care for the environment, are more attractive than non-congruent non-monetary incentives (gifts and raffles) to improve visits to rural environments.

1.3 Methodology

Due to the conditions of the sites and their tourist affluence, and the fact that there are no systematic records, a sample calculation was made, where one tourist corresponds to the annual average, according to the National Institute of Statistics and Geography: Mexico in Figures: Tabulados de integración: Turismo 2021 (INEGI, 2021b); the National Institute of Anthropology and History (INAH, 2022); information obtained from the Ministry of Tourism (SECTUR, 2022) and data available for 2019 from the website of the Government of the State of Puebla (Gobierno de Puebla, 2022). In which a monthly average and a daily average were calculated, for which the average base of 15 days of affluence was established.

In the case of the municipalities of Ajalpan, Altepexi and Santiago Miahuatlán, the opinions of 128 tourists were collected, forming a sample with 92% reliability and 8% error, with a 50% probability of successful collection. The sample was taken between the months of April and May 2022 and was attended by 40 students from the Business Development educational programme at the Technological University of Tehuacán. In this case, it focused on the demand for tourism services, as mentioned by Osorio and Rodríguez and Sánchez.

The data were analyzed with SPSS software and descriptive analyses were made of the responses of the respondents by gender and type of tourist; then some relationships were measured on the perception of the quality of tourism services and finally variables were measured on the perception of the quality of services consumed.

1.4 Results

The first measurement obtained about the relationship of the scale variables was a Cronbach's Alpha statistic for 30 items which gave a value of 0.957, showing that the data has consistency. Next, the place of residence and the degree of studies were related to the gender of the interviewees as shown in Table 1.1, observing that 54 women are tourists coming from the same state of Puebla and 11 from the Mexican Republic; while 42 male tourists come from the same state, 4 come from the United States and 28 come from some part of the national territory.

Table 1.1 Composition of tourists by place of origin

		Place of residence			Total
		State	International	National	
Gender	Male	54	0	11	65
	Female	42	4	17	63
Total		96	4	28	128

Note: Data correspond to survey responses (2022).

Regarding schooling, Table 1.2 shows that 4 of the female tourists have primary school, 11 have secondary school, 34 have high school and 16 have a bachelor's degree. Men: 4 have primary school, 15 have secondary school, 22 have high school, 20 have a bachelor's degree and 2 have other studies.

Table 1.2 Composition of tourists by level of education

General		Visitors' level of education					Total
		Primary	Secondary	High School	Bachelor's degree	Other	
Gender	Male	4	11	34	16	0	65
	Female	4	15	22	20	2	63
Total		8	26	56	36	2	128

Note: Data were obtained from the survey (2022).

To measure the dynamics of tourism in the study areas, a descriptive analysis of the variables was made, taking into account the perceptions of the visitors presented in Table 1.3 regarding the valuation of the site and the prices they paid for the service received as shown in Table 1.4, whether it was accommodation, food or recreation services.

Table 1.3 Tourists' general perception of the sites visited

Site assessment							
		Good	Excellent	Bad	Lousy	Regular	Total
Gender	Male	33	4	1	0	27	65
	Female	28	4	2	1	28	63
Total		61	8	3	1	55	128

Note: The data were obtained from the survey (2022).

For the part where the experiences about checking and monitoring the prices of the sites are located, it can be observed that, in the case of women, they are the ones who pay attention to the prices of the services consumed 17 almost always do it; unlike men who almost never (11) pay attention to the prices and compare the prices of view in comparison with previous visits, neither in the comparison of the visit sites between businesses. But in both cases the response "sometimes" is the one that brings together the perceptions of the tourists where 34 of the respondents are women and 38 are men.

Table 1.4 Tourists' perceptions of prices at visited sites

Price monitoring							
General		Sometimes	Almost never	Most of the time	Never	Always	Total
Gender	Male	34	8	17	2	4	65
	Female	38	11	8	3	3	63
Total		72	19	25	5	7	128

Note: The data show the degree of price monitoring prior to visiting the sites (2022).

Two questions that seek to know the dynamics of tourism in the area, were asked based on the identity of the locality and what is important for visitors, one of these is gastronomy and the other with the existence of businesses and companies as shown in table 1.5, it was found that gastronomy is the activity that allows identification with the places on the implementation of a business; In the case of women, 60 affirmative opinions on the 45 that denote the visit due to a business; in the case of men, 59 affirmative opinions on gastronomy, more than the 40 on the identity based on a company or business.

Table 1.5 Tourists' perceptions about identity

Identity as an important part of the locality							
		Gastronomy			Companies and Businesses		
		No	Yes	Total	No	Yes	Total
Gender	Male	5	60	65	20	45	65
	Female	4	59	63	23	40	63
Total		9	119	128	43	85	128

Note: Data are shown for both gastronomy and the presence of a business or company that affects the identity of visitors to the sites (2022).

To observe the dynamics of tourism, normality tests were carried out on the questions about the corporate reputation of the businesses, taking into account the treatment in the accommodation, as shown in table 1.6. Due to the number of responses, a Kolmogorov-Smirnov test was used, where responses 1, 3, 4 and 5 show normality and response 2, which mentions "bad treatment", presents a p-value of 0.116, which is greater than the alpha value of 0.05, which does not show normality. It stands out that "friendly treatment" has the highest number of incidences (47), which indicates that there is satisfaction with the rented accommodation services.

Table 1.6 Measurement of the responses on the treatment in the accommodation

Normality tests							
	Friendly treatment in accommodation	Kolmogorov-Smirnov (Lilliefors significance correction)			Shapiro-Wilk		
		Statistician	gl	Sig.	Statistician	gl	Sig.
Hosting complied	1	0.354	9	0.002	0.685	9	0.001
	2	0.248	9	0.116	0.913	9	0.338
	3	0.227	38	0.000	0.898	38	0.002
	4	0.318	47	0.000	0.825	47	0.000
	5	0.260	25	0.000	0.785	25	0.000

Note: Data were obtained from the sample (2022).

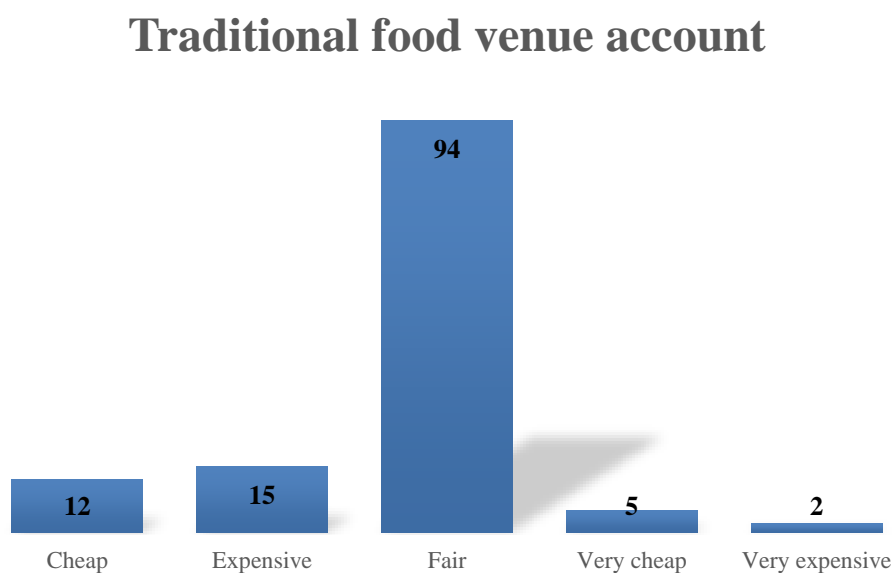
On the other hand, normality tests were performed on the questions about the corporate reputation of the businesses, taking into account the price-quality relationship in the accommodation where we observe that in Table 1.7, due to the number of responses, a Kolmogorov-Smirnov test was used where all the responses exhibit normality. It stands out that "good relationship" has the highest number of incidences (46), which indicates that there is satisfaction with the prices of the rented accommodation services.

Table 1.7 Measurement in the responses on the quality and price ratio of accommodation

Normality tests							
	Friendly treatment in accommodation	Kolmogórov-Smirnov (Lilliefors significance correction)			Shapiro-Wilk		
		Statistician	Gl	Sig.	Statistician	gl	Sig.
Hosting complied	1	0.289	10	0.018	0.778	10	0.008
	2	0.304	7	0.050	0.781	7	0.026
	3	0.266	37	0.000	0.884	37	0.001
	4	0.342	46	0.000	0.776	46	0.000
	5	0.280	28	0.000	0.849	28	0.001

Note: Data were obtained from the sample (2022).

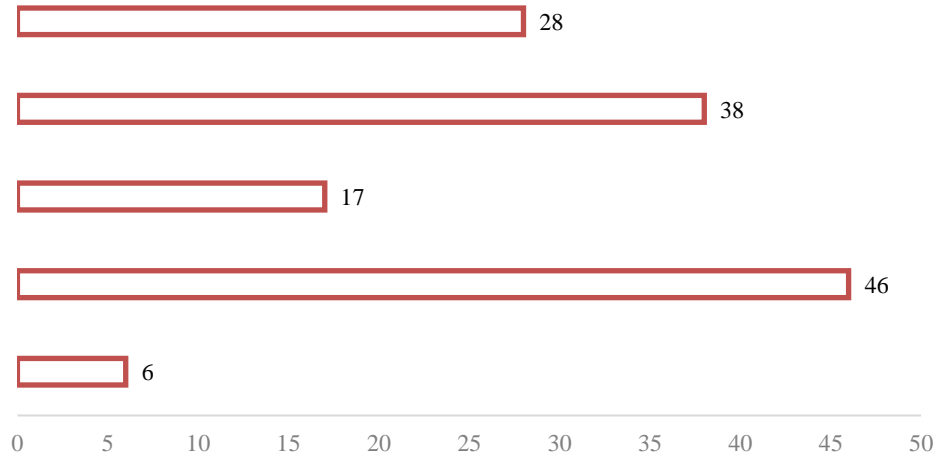
About the dynamics of tourism for its gastronomy, we included the perception of tourists about food prices as we can see in Figure 1.1 where this was questioned, taking into account that a 5-point Likert scale was used where 1 = lousy; 2 = bad; 3 = fair; 4 = good and 5 = excellent. On the question of perception of bill payment, 94 respondents stated that the price was fair. The other aspect that complements on-site accommodation is places to eat, in this case, respondents were asked about the place they most choose to visit.

Figure 1.1 Perceptions of value for money according to tourists

Note: Data were obtained from the sample (2022).

As can be seen in Figure 1.2 the preferred place to eat is restaurants, over market stalls and fondas. Specialty restaurants and street stalls were also considered in this question. From this graph, it is striking that the other options are considered; and in lesser preference: speciality restaurants.

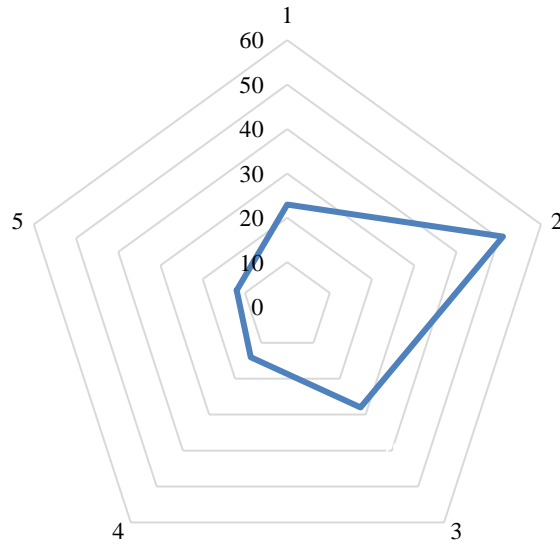
Figure 1.2 Usual place to eat according to tourists



Note: Data were obtained from the sample (2022)

On the other hand, questions were asked about the site conditions. Among these, the public places, which are the zócalo, the market and others, are the most important of the three sites as can be seen in Figure 1.3, where the general perception is that they get an overall rating of poor to fair.

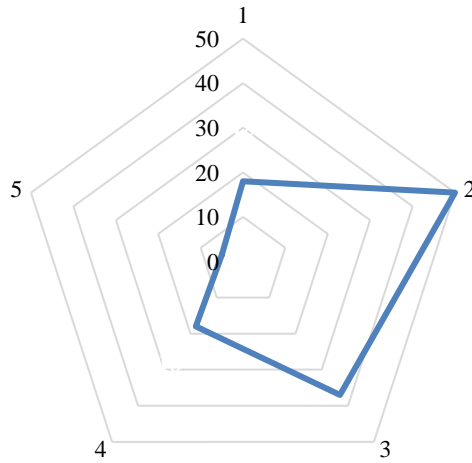
Figure 1.3 Valuation of spaces for consumption



Note: Data were obtained from the sample (2022)

Figure 1.4 Assessment of visiting spaces

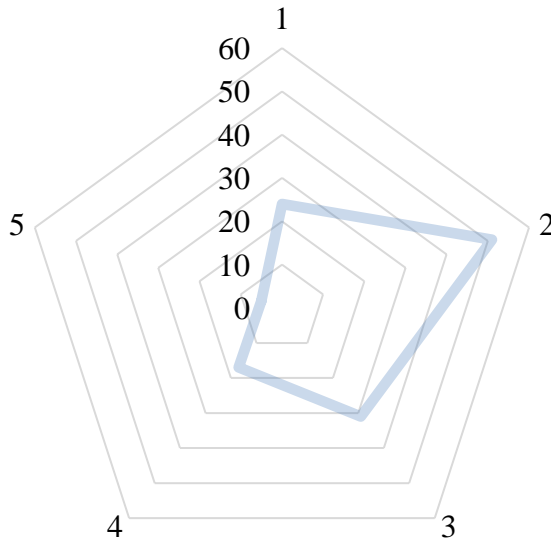
Public Places (zócalo, market) in good condition



Note: Data were obtained from the sample (2022)

As far as historical sites and archaeological zones are concerned, Figure 4 shows low scores, but this is due to the fact that the three municipalities do not have historical sites or monuments to reinforce the visit of people who were not born in the areas. The weighting of the activities towards tourism is 2 which represents 25% of the respondents as shown in Figure 1.5.

Figure 1.5 Rating of activities towards tourism



Note: Data were obtained from the sample (2022).

As far as cultural activities are concerned, low approval by tourists is also observed. Despite the fact that the municipality of Ajalpan has more dance-related activities and a calendar of cultural activities throughout the year, it must be acknowledged that the activities are spread over several months. The perception of the tourists is that the cultural activities are rated as "bad", which means that the municipalities of Ajalpan, Altepexi and Santiago Miahuatlán have few activities that entertain visitors in the area.

1.5 Discussion

According to the results it can be said that tourism is a series of activities that produce work and services as mentioned by Rosales et al (2019), but in the case of the municipalities analysed, the activity does not have a boom that allows a promotion Del Barrio García et al. (2012) because they have not benefited from investments that generate identities and therefore an interest in being visited by tourists and despite the existence of public policies, these municipalities have not proposed long-term models that stimulate a strategy to attract tourism through resource preservation activities as mentioned by Brida et al. (2014), despite the fact that the sites have a cultural worldview that defines them Velasco (2015). The responses of the tourists surveyed show that the reason for going to the municipalities is due to other reasons such as visits to relatives, but they are not part of the search for experiences with identity themes as stated by Rodríguez and Sánchez (2022). What is important to highlight is the quality of the gastronomy, which is the only element that attracts people, as mentioned by Navarro and Schlüter (2010).

1.6 Conclusions

The dynamics of tourism in the municipalities analysed show an effort on the part of the authorities, which has not been sufficient. There is an imbalance between the existence of public libraries, chroniclers and support for the creation of artisan organisations that have the means to set up commercial establishments.

Also, long-term models have not been created to stimulate the identity of the municipalities so that the inhabitants can offer cultural and sporting activities, as well as the preservation of natural resources and their sustainable use. In the three municipalities there is a lack of a commercial element that allows the identification of the place and that stimulates the visit of tourists in search of different experiences.

The dynamics of the visitors is that they come to the municipalities to enjoy the gastronomy, but there is no activity that effectively makes people stay overnight in the municipalities, due to the proximity to the city of Tehuacán, but there are also no other activities that stimulate the view. Thus, tourism impacts the restaurants with its consumption, and the services of accommodation, sports and cultural activities are enjoyed elsewhere. In the end, the economic sectors grow disproportionately.

The results of the measurement of the respondents' answers show that gastronomy is an element that expresses the comparative advantage of the three municipalities and deserves to be the cohesive element to link other activities that allow the attraction of tourism on a regular basis throughout the year. A promotional campaign could stimulate curiosity and trigger visits to the municipalities.

By a slight margin, people visit the municipalities surrounding Tehuacán the most. Although they find the municipalities with the services to stay and spend a few days, the places are boring and do not create spaces for recreation, culture and fun throughout the year. Rural tourism could become a series of activities to make up for the shortage of recreational activities.

However, it is also recommended to make use of creativity in activities such as seasonal celebrations, parades on important dates, publicity on some characteristic of the places, in order to attract tourism throughout the year, given that gastronomy is already a theme dominated by the three municipalities.

It is important that the municipal authorities recognise the importance that towns and communities should have spaces for the transmission of culture, so the modernisation of squares, parks and recreation sites are a central element to achieve first, cultural identification with the members of the community, but also as a way of transmitting history and values to tourists. All three sites received low ratings because the sites have squares, markets and sites of interest that look devoid or already outdated.

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Chapter 2 Dynamics of sustainable tourism. Case of Tehuacán, Puebla

Capítulo 2 Dinámica del Turismo Sostenible. Caso Tehuacán, Puebla

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Abstract

The present work tries to analyze the development of post-COVID-19 tourism at Tehuacán city and the possibility to become in a sustainable activity considering that the conditions exist to become in the city and historically the region of Tehuacán has been a spot of tourism in the city. state of Puebla and that tourism as one of the first activities that has recovered its dynamics after the pandemic and that in many sectors of the country it has been the one that has allowed economic recovery. A descriptive analysis was carried out based on a data collection carried out in the months of April and May 2022 to a sample of tourists in the city of Tehuacán. The descriptive analysis allows us to understand the current situation of tourism, its strengths and areas of opportunity so that it can be consolidated as an economic activity.

Tourism, Tehuacán, Sustainable tourism

Resumen

El presente trabajo trata de analizar el desarrollo del turismo post COVID-19 en la ciudad de Tehuacán y su capacidad de éste para convertirse en una actividad sostenible considerando que en la ciudad existen la condiciones para ello y que históricamente la región de Tehuacán ha sido un foco de turismo en el estado de Puebla y que el turismo como una de las primeras actividades que ha recobrado su dinámica después de la pandemia y que en muchos sectores del país ha sido quien ha permitido la recuperación económica. Se realizó un análisis descriptivo a partir de una recolección de datos realizada en los meses de abril y mayo del 2022 a una muestra de turistas en la ciudad de Tehuacán. El análisis descriptivo nos permite entender la situación actual del turismo, sus fortalezas y áreas de oportunidad para que se pueda consolidar como actividad económica.

Turismo, Tehuacán, Turismo sostenible

2.1 Introduction

Tehuacán stands out in the State of Puebla for its diverse tourist attractions that are known at national and international level and that represents a very important factor for the economy of the State of Puebla, some of its diverse attractions that it possesses are representative architectonic places like its colorful Palace, the Temple of the Calvary, the church of San Francisco, the distinctive cathedral of the city, the evolution museum, the Cultural Complex and the Church of "El Carmen", among others, the church of San Francisco, the distinctive cathedral of the city, the museum of the evolution, the Cultural Complex and the Church of "El Carmen", among others, its popular and renowned spas, its natural springs that at the time were attributed healing properties, as well as the well-known biosphere reserve Tehuacán-Cuicatlán.

Some important aspects and part of the cultural identity is the gastronomy as an activity of great importance for tourism and as an economic factor that benefits mainly hotels and restaurants, the traditional food as an identity of the city that stands out for its history and cultural heritage with the elaboration of a representative dish and of great relevance is the festival of mole de caderas with a great value in the municipality, the chile en nogada fair with a variation in its elaboration with miahuateco chile instead of poblano chile, the elaboration of the typical sweet known as muégano, the Tehuacán donkey bread, the diverse sweets and drinks that result in a great tourist attraction for the region of Tehuacán.

Tourism was affected during the pandemic by the confinement that did not give any possibility for the tourist activity to develop continuously, since the promotional activities and fairs were paused, which by not promoting themselves considerably reduced mobility, which caused great economic losses, this led to several businesses having to close their activities, a clear example of this situation was the emblematic hotel "Mexico" that since 1950 was one of the most representative of the city, and that in September 2020 will cease its activities definitively.

With the lifting of the restrictions and the return to the activities in the whole state of Puebla, the tourism has begun to flow gradually, and it is there where the dynamism in the region must overcome and have a clear way to be able to structure in an effective way the planning on the part of the municipality to promote the tourist attractions of the city, with events that show and promote the cultural wealth, with work plans for the development that benefits the different local businesses, businessmen, municipality and the population in general.

2.2 Theoretical review

Tourism is considered as one of the main generators of economy at international level especially in developing countries and helps them to have a boost (Orgaz & Moral, 2016), and it is a key factor for the development of rural communities where it is a key factor for rural communities where it is very well defined an impact on their area as a support for their growth. It also helps the conservation of rural areas as "general and rural tourism is the way to preserve the natural and cultural environment; it revives old traditions; it actively contributes to intercultural communication and the expectations of world peace", (Jafari, 2005).

Therefore, an overall analysis should be emphasised, where basic contextual aspects of the city's situation should also be addressed, considering and proposing a scheme that addresses all kinds of social, cultural, environmental, economic and political variables, within a national and international context; as well as the terms of their overall interdependencies and interrelationships in the very important relationship: Visitors - Suppliers - Tourism Destination (González & Mendoza, 2014).

For Buhalis (2003), Malaver (2011), cited in (Castillo-Palacio M, 2015), tourism as an industry undergoes constant transformation on a continuous basis. Tourism evolves presenting different changes constantly which should be considered because nowadays it is not only seen as a business model, but also as a means of care and preservation of the environment, since it is indispensable and also a reference point.

Currently there are regions and cities that have managed to orientate the use and image of their environments and as part of their cultural and natural attractions as part of a cultural heritage which attracts the attention of a large number of tourists and visitors. It should be taken into account that tourism in the region comes from the representative and unique gastronomic attraction that determines specific characteristics, features and differences as indicated by the World Tourism Organisation (2020).

According to Mascarenhas-Tramontin & JM (2010) cited in Mascarenhas (2005) tourism is that which can produce positive effects on the dynamics of a place for example: (a) complement of tourist offer and (b) increase of a flow in accommodation, able to attract to localities and cities investments in order to generate jobs, as mentioned by Schlüter, (2003) and Mascarenhas-Tramontin & JM, (2010) that integrating all the individual elements can be crucial to favour marketing, promotion and economic-social benefit, greater income in tax collection, expose and make known the local culture, generate in a positive way an image that can rescue the values and local traditions helping to preserve the culture which in turn will be fundamental to generate recognition and social empathy, all this is possible thanks to a tourist flow.

It is also important to consider that according to Solari and Pérez (2005) tourism through local bases can sustain a sustainable change in economic development, however, when it is left aside, sectoral plans that allow tourism development and therefore local economic development are not carried out. Peral and Gil (2012) mention that tourism from a sustainable approach can be a trigger for economic development, only that they should be given more dissemination and support for tourism research from a more scientific approach, which can help to have more accurate information on sectoral plans that allow a relevant diagnosis to implement improvements that contribute to effective growth.

Ribeiro-Cruz (2019) considers that tourism goes very much hand in hand with the culture of what each locality, region or city represents, it is a matter of consolidating implementing and generating actions that promote unique and sustainable tourism by transforming the environment without losing the region's own values. Therefore, the cultural environment will always be dynamic, therefore, it undergoes transformations and effective and constant exchanges, and is reconfigured in the coexistence with other cultures. Cultural tourism is part of a sustainable community development and according to Dzul, Damián and Macias (2020), tourism depends on many external factors, where there are multiple stakeholders in the growth and dissemination, activities that must be planned to have a good performance.

For Muñoz (2003), to do tourism is to arrive at a dream place where one experiences a facet of the cultural dimension, where people are integrated as part of a strengthened society.

With all of this, we must consider, both for Tehuacán from a tourism approach and for any other locality, that sustainable tourism motivations go hand in hand with dynamism and identity, and that, according to Muradas, Taño and Arma (2001), this implies a variation and increase in demand, influencing the behaviour of tourists, having an impact on the economic sectors, where cultural heritage is the decisive factor for the motivation of the interested tourist, i.e. all those places that promote identity, encouraging but above all taking care of the natural environment, promoting the sustainability of the region.

In ecological terms, it is essential to preserve and protect the natural resources and the environment in which tourism takes place. This implies the conservation of ecosystems, the promotion of sustainable practices, proper waste management and the protection of natural areas and endangered species. Furthermore, environmentally friendly tourism activities, such as rural community-based tourism, nature tourism and ecotourism, should be promoted.

2.3 Methodology

For this research, a quantitative study was carried out, comprising an instrument with 36 items distributed in four dimensions: Tourism Promotion, Sustainable Tourism Dynamism, Service and Product Quality and Identity. In this first approach to the dynamism of tourism in the region of Tehuacán post COVID, the variables analysed were: The rating of aspects related to accommodation according to the level of satisfaction received, with respect to Good location and Value for money, as well as the rating of aspects related to the services of restaurants and food areas according to the level of satisfaction received, The survey was carried out using a five-point Likert scale to measure these variables, where 1= Poor, 2=Fair, 3=Regular, 4=Good, 5=Excellent, and finally the condition of public spaces such as the zócalo or market.

This study was carried out with a sample of 345 tourists with a confidence level of 93% and a margin of error of 5% and a variability of 50%. Data collection was carried out during the months of April and May 2022 with the support of 100 students from the Business Development educational programme at the Technological University of Tehuacán.

The data were analysed with SPSS software, firstly making a descriptive analysis of the sample such as: gender, age, where they come from and degree of studies, then an analysis of the variables of the perception that the tourist has with respect to the location and the price-quality relationship of the accommodation service and the restaurant services, the responses were analysed in relation to why they decide to visit the city of Tehuacán, the perception of the state of public spaces and the costs of the services consumed were also analysed.

2.4 Results

The first measure obtained about the relationship of the scale variables was a Cronbach's alpha statistic for 30 items that gave a value of 0.963, which shows that the data has consistency.

The respondents who visit Tehuacán are national and international, to describe the characteristics of the sample the place of residence and gender of the interviewees were related, as can be seen in Table 2.1, 118 women are tourists who come from the same state of Puebla, 11 come from the United States and 46 from the Mexican Republic; while 111 male tourists come from the state of Puebla, 13 come from the United States and 46 from different states of the national territory.

Table 2.1 Composition of tourists by place of residence

		Place of residence			Total
		State	International	National	
Gender	Female	118	11	46	175
	Male	111	13	46	170
Total		229	24	92	345
Note: Data correspond to survey responses (2022).					

The highest percentage of respondents have high school studies, as can be seen in the schooling variable, as can be seen in table 2.2, of all female tourists: 8 have primary school, 34 secondary school, 67 high school, 60 undergraduate, 3 postgraduate and 3 other studies. Men: 7 have primary school, 24 secondary school, 78 high school, 52 undergraduate, 9 postgraduate and 6 other studies.

Table 2.3 Composition of tourists by level of education

		Level of education completed by the visitor/tourist						
		Primary	Secondary	High School	Bachelor's degree	Postgraduate	Otro	
Sex	Female	8	34	67	60	3	3	175
	Male	7	24	78	52	6	3	170
Total		15	58	145	112	9	6	345
Note: Data was obtained from the survey (2022).								

Respondents are young visitors between 20 and 24 years old, as shown in table 2.3, 27.2% (94 tourists) are in the age range of 20 to 24 years old, 17.7% (61 tourists) are between 25 and 29 years old, 15.9% (55 tourists) are between 18 and 19 years old and 11.3% (39 tourists) are in the range of 30 to 34 years old, so it can be inferred that tourism in the city of Tehuacan is of a very young age.

Table 2.3 Age range of the majority of tourists

		Age			
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	18-19	55	15.9	15.9	15.9
	20-24	94	27.2	27.2	43.2
	25-29	61	17.7	17.7	60.9
	30-34	39	11.3	11.3	72.2
	35-39	29	8.4	8.4	80.6
	40-44	27	7.8	7.8	88.4
	45-49	10	2.9	2.9	91.3
	50-54	18	5.2	5.2	96.5
	55-59	7	2.0	2.0	98.6
	60-64	3	.9	.9	99.4
	65-69	1	.3	.3	99.7
	70-74	1	.3	.3	100.0
Total		345	100.0	100.0	
Note: The data were obtained from the survey (2022).					

What most influences the decision to visit Tehuacán are the tourist accommodation services. To measure the dynamics of tourism in Tehuacán, a descriptive analysis was made of which factor most influences the decision to visit, as can be seen in Table 2.4, where 32.46% (57 women and 55 men) consider tourist accommodation services to be a priority; 19.71% (32 women and 36 men) consider food services in second place, and 18.84% (31 women and 34 men) find tourist infrastructure interesting.

Table 2.4 Factors influencing the decision to visit this tourist area

Factor influencing the decision to visit this tourist site							
	Tourist activity	Tourist attractions	Tourism infrastructure	Food services	Tourist accommodation services	Total	
Sex	Female	33	22	31	32	57	175
	Male	24	21	34	36	55	170
Total		57	43	65	68	112	345
Percentage		16.5	12.5	18.8	19.7	32.5	100

Note: Data were obtained from the survey (2022).

Tourists visiting Tehuacán say that the accommodation is good, to measure the level of tourist satisfaction in tourist accommodation services in relation to their location, it is observed in Table 2.5 that a Likert scale of five was used, where 1=lousy, 2=bad, 3=Regular, 4=Good, 5=Excellent; 30.7% (106 tourists) consider the location to be good, 25.5% (88 tourists) perceive it as excellent, 22.6% (78 tourists) rate it as fair and 11.9% (41 tourists) and 9.3% (32 tourists) perceive it as bad and terrible respectively.

Table 2.5 Tourists' perceptions of the location of accommodation services

Good location					
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	1	32	9.3	9.3	9.3
	2	41	11.9	11.9	21.2
	3	78	22.6	22.6	43.8
	4	106	30.7	30.7	74.5
	5	88	25.5	25.5	100.0
Total		345	100.0	100.0	

Note: The data were obtained from the survey (2022).

Tourists consider that the accommodation with respect to the price-quality ratio is good, we can see in table 2.6 that for this ratio a Likert scale of five was also used, where 1=poor, 2=bad, 3=Regular, 4=Good, 5=Excellent; 36.5% (126 tourists) consider that the price-quality ratio is good, 31.3% (108 tourists) perceive it as excellent, 20.9% (72 tourists) rate it as fair and only 5.5% (19 tourists) and 5.8% (20 tourists) perceive it as bad and lousy respectively.

Table 2.6 Tourists' perception of the Price - Quality ratio of the accommodation service

Value for money					
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	1	20	5.8	5.8	5.8
	2	19	5.5	5.5	11.3
	3	72	20.9	20.9	32.2
	4	126	36.5	36.5	68.7
	5	108	31.3	31.3	100.0
Total		345	100.0	100.0	

Note: Data are from the survey (2022).

Visitors perceive the location and access to restaurants and food courts to be good. A Likert scale of five was used to measure this variable, where 1=poor, 2=bad, 3=Regular, 4=Good, 5=Excellent; we can see in Table 2.7 that 35.9% (124 tourists) consider the location and access to be good, 23.8% (82 tourists) perceive it as excellent, 20.6% (72 tourists) rate it as regular and 14.5% (50 tourists) and 5.2% (18 tourists) perceive it as bad and lousy respectively.

Table 2.7 Tourists' perceptions of the location and easy accessibility of restaurants and food service areas

Good location and easy access					
		Frequency	Percentage	Percentage valid	Cumulative percentage
Válid	1	18	5.2	5.2	5.2
	2	50	14.5	14.5	19.7
	3	71	20.6	20.6	40.3
	4	124	35.9	35.9	76.2
	5	82	23.8	23.8	100.0
	Total	345	100.0	100.0	

Note: Data were obtained from the survey (2022).

The results in table 8 show that visitors perceive the price-quality ratio of restaurant and food court services as good and a Likert scale of five was also used to measure it, where 1=poor, 2=bad, 3=Regular, 4=Good, 5=Excellent; 35.1% (121 tourists) consider the price-quality ratio as good, 32.5% (112 tourists) perceive it as excellent, 19.1% (66 tourists) rate it as fair and only 7.8% (27 tourists) and 5.8% (19 tourists) perceive it as bad and lousy respectively.

Table 2.8 Tourists' perceptions of the Price-Quality ratio of restaurant and food court services

Value for money					
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	1	19	5.5	5.5	5.5
	2	27	7.8	7.8	13.3
	3	66	19.1	19.1	32.5
	4	121	35.1	35.1	67.5
	5	112	32.5	32.5	100.0
	Total	345	100.0	100.0	

Note: Data was obtained from the survey (2022).

Tourists consider public spaces such as the zócalo and main market to be in good condition. To measure this variable, Table 2.9 shows that a Likert scale of five was also used, where 1=poor, 2=bad, 3=Regular, 4=Good, 5=Excellent; 41.1% (143 tourists) consider that these are in good condition, 22.3% (77 tourists) rate it as regular, 21.2% (73 tourists) perceive it as excellent, and only 10.7% (37 tourists) and 4.3% (15 tourists) perceive it as in bad and very bad condition respectively.

Table 2.9 Tourists' perception of the conditions of public spaces (zócalo, market, etc.) in the city center

Public spaces (zócalo, market place) in good condition					
		Frequency	Percentage	Percentage valid	Cumulative percentage
Válid	1	15	4.3	4.3	4.3
	2	37	10.7	10.7	15.1
	3	77	22.3	22.3	37.4
	4	143	41.4	41.4	78.8
	5	73	21.2	21.2	100.0
	Total	345	100.0	100.0	

Note: Data was obtained from the survey (2022).

Tourists visit Tehuacán for holidays, recreation and leisure, to identify what the dynamics are regarding tourism post COVID, as shown in Table 2.10, 72.5% visit this place for holidays, recreation and leisure, 16.3% visit this place for studies, 7.8% for sports and 1.7% for document management.

Table 2.10 Reasons for visiting

Reason for the visit							
		sports	Education and training	Document management	Business and personal reasons	Holidays, recreation and leisure	Total
Sex	Female	1	13	2	22	137	175
	Male	5	14	4	34	113	170
Total		6	27	6	56	250	345
Percentage		1.7	7.8	1.7	16.3	72.5	100

Note: Data were obtained from the survey (2022).

Normality tests were made to the questions that had to do with the level of satisfaction received with respect to the location and the price-quality ratio of both the accommodation and restaurant services, as well as to the question that had to do with the perception of the conditions of public places (see table 2.11), according to the sample that is greater than 50, a Kolmogorov-Smirnov test was used, showing that there is no statistical significance in the answers, since the p-value is $< \text{Alpha} (0.05)$.

Table 2.11 Kolmogorov-Smirnov normality test

	Normality tests					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistician	gl	Sig.	Statistician	gl	Sig.
Level of satisfaction received with respect to the good location of the accommodation service	.214	345	.000	.882	345	.000
Level of satisfaction received from the accommodation service in relation to value for money.	.242	345	.000	.845	345	.000
Level of satisfaction received from restaurants and food services with respect to their good location and easy access.	.238	345	.000	.884	345	.000
Level of satisfaction received from restaurants and food courts with regard to price-quality ratio	.241	345	.000	.849	345	.000
Condition of public spaces (zócalo, market)	.257	345	.000	.876	345	.000

a. Lilliefors significance correction

Visitors to Tehuacán consider it important to consume traditional dishes as shown in Table 2.12, where the results indicate that 48.7% consider it important to consume traditional dishes, 25.8% think it is very important.

Table 2.12 Importance of traditional dishes

Traditional dishes					
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Important	168	48.7	48.7	48.7
	Indifferent	48	13.9	13.9	62.6
	Very important	89	25.8	25.8	88.4
	Not important	7	2.0	2.0	90.4
	Unimportant	33	9.6	9.6	100.0
	Total	345	100.0	100.0	

Note: The data was obtained from the survey (2022).

Tourists also consider the price they pay for a traditional dish to be fair. See table 13, where 76.8% rate it as fair, 13.6% consider it to be expensive, 5.8% consider it to be cheap, and 2.0% rate it as very cheap.

Table 2.13 Price paid by tourists for a traditional dish

Price perception of a traditional dish					
		Frequency	Percentage	Percentage valid	Cumulative percentage
Valid	Cheap	20	5.8	5.8	5.8
	Expensive	47	13.6	13.6	19.4
	Fair	265	76.8	76.8	96.2
	Very cheap	7	2.0	2.0	98.3
	Very expensive	6	1.7	1.7	100.0
	Total	345	100.0	100.0	

Note: The data were obtained from the survey. (2022).

2.5 Discussion

According to the authors Del Barrio, López and Frías (2011), Tehuacán has the conditions to attract tourism according to what is observed in the responses of the respondents, who in this case are young tourists and consider that both the accommodation services, restaurants and public spaces, among others, are in good condition, as well as the perception that visitors have according to these services with respect to the price-quality and care of public spaces are good.

The results obtained also indicate that Tehuacán can generate local development since, as mentioned by Solari (2003), the synergy of all the aforementioned activities when complementing each other allows for the creation of new synergies in society, creating new conditions and eventually allowing for the generation of public policies in favour of these changes. In this sense, supporting tourism in Tehuacán helps to counteract the labour problems that have increased in recent years.

2.6 Conclusions

It is concluded that the dynamics of tourism in the city of Tehuacán, Post COVID has managed to remain active and that much of this is due to the fact that it continues to be a city with a diversity of attractions in its infrastructure, cultural, accommodation services, nationally recognised gastronomy such as mole de caderas, as well as being recognised as the cradle of corn, as well as being the obligatory step to visit nearby regions that also have cultural, gastronomic and historical attractions such as: San Diego Chalma, Zapotitlán Salinas, San Juan Raya, San Antonio Texcala, where you can visit the pyramids, the salt mines, the paleontological treasure, onyx and marble quarries just to mention a few. According to the results, those who visit Tehuacán and its region the most are international tourists, which turns out to be a key factor for the development and growth of this area, as mentioned by Orgaz and Moral (2016).

According to the data obtained, it can be inferred that the dynamics of tourism in the city of Tehuacán post Covid has begun to strengthen again and that this activity has enough solid activities with respect to: accommodation services, food services, gastronomy, infrastructure, emblematic landscapes, among others, to be able to generate the promotion of the place (Del Barrio, López, & Frías, 2011).

According to the information gathered in this research, it can be observed that 60.9% of the tourism dynamism is carried out by a young market in the age range of 18 to 29 years and 19.7% is in the young adult range of 30 to 39 years (see table 3), who like to visit the city of Tehuacán primarily for its tourist accommodation services, secondly for its food services and thirdly for its tourist infrastructure.

It is worth mentioning that Tehuacán continues to be a very attractive place not only for state and national tourists, but also for international tourists, and for this reason it must keep up with the demands of the market in order to provide a better experience and continue with this dynamic, which is undoubtedly a reference in the economy and development of this city.

Tehuacán has always had a great variety of tourist attractions and they have generated a very active economy, since, according to the results observed in terms of the motivation for visiting this city, 72.5% do so for reasons of holidays, recreation and leisure and 16. This leads us to reinforce that the dynamics of tourism in Tehuacán continues to be active and has its greatest influence on a young potential market, as shown in the results of table 3, where it is observed that 72.2% corresponds to a young adult population.

It is important to generate synergies between the different tourism actors: government, entrepreneurs and chambers of Tehuacán, because although it is true that the results obtained show encouraging data, most of these actors operate in isolation, leaving an excellent opportunity that the value chain could provide. These synergies should be aimed at offering valuable experiences to tourists.

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Chapter 3 Type of tourism in Tecamachalco and zone of influence

Capítulo 3 Tipo de turismo en Tecamachalco y zona de influencia

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Abstract

The main results and/or conclusions, with this research, it is confirmed that Tecamachalco and its surroundings have several attractions that promote the demand for tourism, unfortunately no information was found on programs that encourage the systematic promotion of tourism in the region. When recognizing the opinion related to the visit to the municipality of Tecamachalco and its area of influence, and the reasons that promote tourism, it was observed that the main reason for tourism is vacation, recreation and leisure; but the second is business. It was also obtained that gastronomy is an attribute that young visitors and tourists identify with an age of 18 to 24 years of the millennial and centennial generation.

Tourism, sustainable tourism, Tourist dynamism, Types of tourism and cultural, Historical and natural heritage

Resumen

El objetivo de esta investigación es reconocer la opinión de los visitantes al municipio de Tecamachalco y su zona de influencia, sobre las diversas actividades realizadas durante su estancia, para determinar el tipo de turismo que prevalece en la zona. Para ello, fue necesario indagar en la literatura conceptos relacionados con turismo, turismo sostenible, dinamismo turístico, tipos de turismo y patrimonio cultural, histórico y natural. El diseño de investigación fue no experimental, transversal y correlacional con un enfoque cuantitativo. La muestra se trabajó con un error muestral del 5% y 95% de confianza, delimitando inicialmente a través del promedio anual de visitantes emitidos por INEGI (2021). Finalmente, se calculó el promedio de 15 días de concurrencia, dando como resultado una muestra de 205 visitantes. La unidad de estudio está definida por 43 municipios que definen la zona de influencia. Los principales resultados y/o conclusiones, de esta investigación confirman que Tecamachalco y sus alrededores tienen varios atractivos que propicien la demanda de turismo, lamentablemente no se encontró información de programas que fomenten la promoción sistemática del turismo en la región. Al reconocer la opinión relacionada con la visita al municipio de Tecamachalco y su zona de influencia, y los motivos que propician el turismo, se observó que el principal motivo de turismo es vacacional, recreo y ocio; pero el segundo es de negocios. También se obtuvo que la gastronomía es un atributo que identifican los visitantes y turistas jóvenes con una edad de 18 a 24 años de la generación *millennial* y *centennial*.

Turismo, turismo sostenible, Dinamismo turístico, Tipos de turismo y patrimonio cultural, Histórico y natural

3.1 Introduction

In Mexico, the tourism industry constitutes approximately 9% of the Gross Domestic Product (GDP), which means that it employs a little more than 4.5 million people and adding direct jobs, it results in a total of 10 million beneficiaries. The Consejo Empresarial Nacional Turístico (CNET, 2021 as cited by the Universidad Anáhuac, 2021) estimates that in 2019 tourism brought in around 25 million USD with the movement of 45 million tourists in the national territory.

This explains Mexico's position in the ranking of international tourism in 2018, according to UNWTO (World Tourism Organization) measurements, it is the 7th country in terms of international tourism inflow and 16th in terms of foreign currency inflow (Ministry of Tourism, 2019).

However, in terms of losses, the CNET considers that the tourism sector has been affected by the loss of around 1 million jobs, the closure of 80% of hotels and 50,000 restaurants. The consequences result in general in a little more than half of its income and, in addition, it loses a significant 45% of its pre-eminence in Mexico's economy, so that its share in GDP is reduced to only 4.9% (Duran, 2021).

The current national investment is 173,818 million pesos and 405 tourism projects that directly and indirectly employ 139,843 people (Ministry of Tourism, 2021). The Federal Government, in its 2021 budget year, has allocated a significant budget of 600% to the tourism sector, compared to 2020. These resources, effectively channelled, could be the means for the recovery of this economic sector (Duran, 2021).

The demarcation and object of study of this document is Tecamachalco and surrounding municipalities: Tepeaca, Acatzingo, Quecholac, Palmar de Bravo, Quecholac, Huixcolotla, Tecali de Herrera and San Salvador el Seco, covering a population of 472,425 inhabitants (Cuéntame, Instituto Nacional de Estadística, Geografía e Informática [INEGI], 2020) and a territory of 1,465 km². The predominant economic activity is primary, with the production and sale of fresh and refrigerated vegetables at national and international level; the municipality of Huixcolotla stands out in this sense due to its food supply centre. In terms of secondary activities, the manufacturing industry stands out in the aforementioned territory: Tecali de Herrera with the manufacture of products made of natural stone (marble) and, of course, its national and international trade; Tepeaca, for the production of machinery and tools to work mineral materials (stone, concrete) and cold glass; Tepeaca, for the production of machinery and tools to work mineral materials (stone, concrete) and cold glass. In terms of tertiary economic activity, the region stands out for its retail trade, in fact, the traditional and historical tianguis of Acatzingo and Tepeaca are very important. Among the tertiary activities of interest for this study, there are 1,896 economic units dedicated to temporary accommodation and food preparation services; it is important to mention that they represent for each population 10% or less in the concentration of such economic units; however, they are not below 5% (Data Mexico, 2020).

The tourism management that has been promoted in this area, evidences the traditional predisposition of a recreational and cultural tourism, and following the latest trends of magical villages. This is relevant in that the subject is taken up again in a disciplinary manner and with a methodology that provides certainty, to the benefit of the study area itself for the objective promotion of tourism. During the 2018-2021 municipal administration, for example, the authorities proposed the city of Tecamachalco, among others, to obtain this designation, although with the unfortunate background of insecurity (Olivera, 2020). The following administration 2021-2024 has the same tendencies regarding the promotion of spaces such as the Foundry and the Techachales hill with the zip-line game (Sánchez, 2022). The region's historical attractions are not to be underestimated, and have had an impact on tourist attractions, as it has what are now known as the ex-Franciscan convents of the 16th century: Santiago Apóstol in Tecali de Herrera, San Francisco de Asís in Tepeaca, San Francisco in Tecamachalco, Santa María Magdalena in Quecholac and San Juan Bautista in Acatzingo (México desconocido, 2022a). Also noteworthy in the religious aspect is the invocation of the infancy of the Child Jesus with the feast of the Child Doctor every 30 April, who has been venerated in a chapel in the former convent of Tepeaca since 1961 (Mexico unknown, 2022b). There is also the Señor del Desmayo, housed in the Ex-convent of Tecamachalco, whose feast day is the second Sunday of Lent (Difusión INHA, n.d.). In both cases there is a significant number of visitors. In terms of numbers (Sistema Estatal de Información, s. f.)

With these economic and patrimonial data that give reasons to visit the territory, it is worth asking what type of visitor predominates. For although an effort is made to promote holiday or recreational tourism with the inherent resources available, the region also has other matters worthy of a visit, the hypothesis, therefore, is that the reason for receiving visitors in Tecamachalco and the area of influence is for business reasons.

3.2 Theoretical Review

3.2.1 Tourism

Its etymology derives from the Latin tour or turn, from the verb tornare and the noun tornus, which means to return, to turn or to return, hence, it is understood that tourism implies going and returning. But from a point of view that brings together several organisations, it includes the relationships and services triggered by momentary and voluntary movement, but not for business or professional reasons (International Union of Official Travel Organizations, now UNWTO 1980 cited by Di-Bella, 2019).

Contrary to this, the Royal Academy of the Spanish Language (2022, definition 1) not only alludes to recreational travel, but complements its definition and adds those temporary trips that are carried out for business negotiations or professional services that lead to stays in unusual places.

3.2.2 Sustainable tourism

Likewise, the International Association of Scientific Experts in Tourism (AIEST, 1991, as cited in Sánchez and Anzola 2021) would have specified that sustainable tourism is that which allows harmony between the well-being of social groups and their economy, as well as respect for the ecology, including recreational activities, but respecting the permanence of natural and cultural resources. The UNWTO (2005) reaffirms this approach, declaring environmental, economic and socio-cultural aspects as principles of sustainability, establishing that the balance of these aspects will allow the sustainable development of tourism. (2021) conclude that such sustainability is supported by eco-labels and environmental certifications, which allow differentiating those tourism products and services that are sustainable from those that are not, generating a differentiated market. Tourism has therefore generated a great deal of interest, because it is seen by many as an opportunity to foster development in the places where it is promoted (Williams, 1998, as cited in Dann, 2002).

3.2.3 Tourism dynamism

It is enriching to consider the concept of dynamism, which according to the definitions of Oxford Languages (2022), implies the quality of things, enterprises or activities that have movement and innovation and that are in constant transformation or make it possible. Qualifiers that transfer directly to the effects of tourism. Recently, it is possible to realise that governments use tourism as a factor capable of activating development within countries, Pulido-Fernández et al. (2016) state that there is a dependence between the economic dynamism of tourism and the socio-economic development of a geographical area. They also recognise tourism as an element that motivates development from a local approach.

3.2.4 Types of tourism

Given the above, it is therefore important to talk about the type of tourism, broadening the range of significance that makes it possible to classify the reasons why there are visitors in geographical spaces other than the one they originate from or inhabit. Table 3.1 below shows the types of tourism which, according to three points of view, we are trying to match up.

Table 3.1 Types of tourism

Maldonado Alcuia (2021)	Guerrero González and Ramos Mendoza (2015)	Blanco Romero y Blázquez Salom (2021)
Health Tourism	Health and Beauty Tourism	Health Tourism
Business Tourism		Business Tourism or MICE
Commercial Tourism		Shopping Tourism
Ecotourism	Ecological or Ecotourism	Nature, ecotourism o Ecological tourism, Green tourism
Adventure Tourism		Active, Adventure Tourism
Research Tourism	Scientific Tourism	
Cultural Tourism	Cultural/ Language/ Literary/ Historical Tourism	Cultural Tourism
	Gay Friendly Tourism	LGBTIQ+ Tourism
	Black Tourism	War Tourism, Black Tourism
Ecotourism		Spiritual Tourism
	Dorado Tourism	

Source: Own elaboration

3.2.5 Cultural, historical and natural heritage

The expression "patrimony" comes from the Latin *patrimonium*, derived from *pater*, *patris* "father" (Oxford Dictionary, 2022). In general, according to the Royal Spanish Academy (2021) it is the set of goods inherited from an ancestor or the rights acquired by some title over an asset. In the legal context, it includes any inherited resource, movable and immovable property or capital; that is, they have a pecuniary value, with which individuals help themselves to live; such assets can increase or decrease or, if necessary, be lost or transformed (Herrera Villanueva, 2016).

Rodríguez Becerra (1999) mentions that the concept of heritage is broader, it currently has a social and public dimension, they are immeasurable fortunes: a cultural heritage, which implies the historical, is characterised as a construct where goods, social facts, objects or behaviours acquire another perspective over time; they are researched, preserved and disseminated; they reach a new symbolic, economic, identity, sentimental and even sacred value (pp. 108-112).

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) in 1972 in the Convention for the Protection of the World Cultural and Natural Heritage determined that there are places on earth of outstanding universal value which constitute and are the heritage of humanity; furthermore, cultural heritage is not limited to living expressions transmitted and inherited in oral traditions, arts, performances, know-how, etc. (UNESCO, 2021).

3.3 Methodology

The first step represented the non-experimental research design, in a specific moment of time and space, which implied that the cross-sectional collection of information will be carried out from 10 to 23 July 2022. The purpose was to ascertain the opinion related to the visit to the municipality of Tecamachalco and its area of influence.

In addition, this research establishes the correlation between variables from a quantitative approach. The sample was calculated with an error of 5% and a confidence level of 95%. This data is based on Hernández et. al. (2006) who proposes to define the standard error (probability) and the significance level or margin of error, as well as the confidence level as part of the quantitative process of data analysis; the next step was to know the average number of monthly visitors and thus calculate the average number of visitors per day. Finally, to estimate the sample size, 15 days of visitation were established (Alcalá, 2022), resulting in 205 visitors.

The study unit is defined within a population of 43 municipalities that define the zone of influence declared in the Institutional Development Plan (PIDE) 2018 - 2022, adding to this zone the municipalities belonging to Region III Serdán and Valles Centrales. In such a way that the municipalities of origin of the current student population were included, since they were the surveyors. A questionnaire was applied to collect information on different tourism topics, specifically consisting of 40 questions divided into six blocks: 1) Tourism promotion, 2) Gastronomy, 3) Factors that influence the consumption of traditional foods, 4) Quality of service and product, 5) Guide information and 6) Type of tourism. The application was carried out through *google forms*.

3.4 Results

The results on the profile of visitors are presented below:

Of the total of respondents, 51.22% are women and 48.78 %, men; two predominant educational levels are observed: more than a third of the people have undergraduate and postgraduate level, 42 people out of 100 have preparatory level, and only 20% have basic level.

Another characteristic feature of the sample is that 74.1% are people who live in the State of Puebla, 23.9% come from other States, being Mexico City, State of Mexico, Oaxaca and Veracruz the ones that contribute with the highest number of visitors, and to a lesser extent Chiapas, Guanajuato, Nayarit and Baja California Sur. Only 2% are international visitors.

In addition to the place of residence, age is a peculiar characteristic of the sample, since eight out of every ten people who responded to the questionnaire belong to the so-called *millennial* and *centennial generation*, which ranges from 18 to 40 years of age, as can be seen in Table 3.2.

Table 3.2 Percentage distribution by age of visitors

Age	Participation (%)	number of visitors
18-19	21.95%	45
20-24	23.41%	48
25-29	15.61%	32
30-34	10.73%	22
35-39	9.27%	19
40-44	9.76%	20
45-49	3.90%	8
50-54	3.41%	7
55-59	0.49%	1
60-64	1.46%	3
General total	100.00%	205

Source: Own elaboration

Because the predominant age groups are young, it represents a challenge for the supply of all tourism-related services, because according to ManpowerGroup (2020) of the total global workforce *millennials* represent 35 percent and generation Z (*centellials*) 24 percent, furthermore, 46 percent of male *millennials* and 33 percent of female *millennials* say they need to take breaks for relaxation, travel and holidays.

3.4.1 Reason for visiting

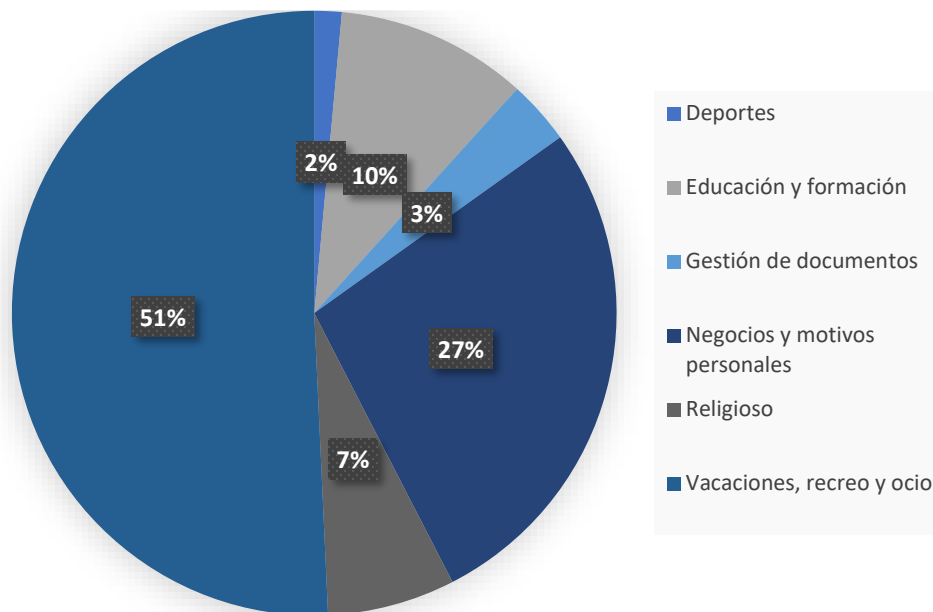
The predominant response to the main reason for visiting is a reflection of the situation expressed in the previous paragraph, because 5 out of 10 people state that their motive is related to holidays, recreation and leisure, and about 4 out of 10 people state that they have visited the Tecamachalco area for business, personal and educational reasons (See Table 3.3 and Figure 3.1), the visit motives with the lowest participation are sport, document management and religious..

Table 3.3 Reason for visit

Reason for visit	Number of visitors	Percentage share
Sports	3	1%
Education and training	21	10%
Document management	7	3%
Business and personal reasons	56	27%
Religious	14	7%
Holidays, recreation and leisure	104	51%
General total	205	100%

Source: Own elaboration

A third of the people consider that the reason for visiting is business and personal reasons including document management, which is consistent with the strategic location of the municipality of Tecamachalco, with easy access to the toll, federal and free road network, growth of financial institutions (banks, finance and savings banks), growth of large commercial enterprises and the proximity to the municipality of Huixcolotla, noted for its handicraft activities, wholesale and retail trade and municipalities noted for their production and export of vegetables.

Figure 3.1 Percentage distribution by reason for visit

Source: Own elaboration

3.4.2 Identity

The following shows the relationship between the reason for visit and the identity of the Tecamachalco area as perceived by the visitors. As can be seen in Table 3.4, the main reasons for visit that are consistent with the characteristics of the visitors are: holidays, education, however, in these responses the following stand out:

Table 3.4 Relationship between reason for visit and perceived identity

MOTIVE	Identity						
	Gastronomy	Education and training	Companies and businesses	Document management	Sports Account	Health centres	Religious centres
Sports	1%	1%	1%	1%	1%	1%	1%
Education and training	9%	9%	7%	7%	9%	8%	8%
Document management	3%	2%	2%	2%	2%	3%	2%
Business and personal reasons	24%	20%	25%	16%	16%	18%	22%
Religious	6%	4%	5%	2%	4%	4%	7%
Holidays, recreation and leisure	49%	40%	34%	26%	35%	35%	42%
Total general	93%	77%	75%	56%	69%	68%	82%

Source: Own elaboration

Tecamachalco is clearly identified by its gastronomy, it is worth mentioning that different municipal administrations have promoted this identity, through fairs and typical food contests and the municipality of Tecamachalco has 462 economic units registered in DENUE dedicated to food and beverage preparation services. However, the visitors who give more weight to this identity are those who visit the area for holidays 49 %. Religious identity also has a relevant weight, as 82 people out of a hundred identify Tecamachalco by its religious centres.

Around three quarters of visitors consider that there is an Educational and Business identity, driven by the 104 economic units registered in the DENUE, in addition to the medium and large companies and their dynamic commercial activity.

On the other hand, business and personal visitors show a more balanced opinion between Gastronomic, Education and Business identity, expressed by 24.4%, 20.5% and 24.9% respectively. Although it is traditionally an area dominated by local football and baseball tournaments, in recent years municipal governments and civil society organisations have promoted events in other sports such as basketball, athletics, cycling, mixed martial arts and Taekwondo, and have increased the number of gyms, it is still a differentiator that is being built, which is why only 69 visitors identify Tecamachalco as a sports area.

3.4.3 Activities influencing the decision to visit

Now, in order to identify which activities influence people to visit the Tecamachalco area and the relationship that exists with the reason for visiting, a contingency table was elaborated, Table 5 allows measuring the interaction between two variables.

Table 3.5 Relation between activities influencing the decision to visit the site and the reason for the visit

TYPE OF ACTIVITY	REASON FOR VISIT													
	Holidays, recreation and leisure		Education and training		Business and personal reasons		Document management		Sports		Religious		TOTALES	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Fairs and Festivals (music, theatre, dance, etc.)	91	44.39	3	1.46	9	4.39	1	0.49	1	0.49	1	0.49	106	51.71
Religious festivals	5	2.44	1	0.49	0	0.00	2	0.98	1	0.49	11	5.37	20	9.76
Business and trade activities	3	1.46	4	1.95	46	22.44	3	1.46	0	0.00	0	0.00	56	27.32
Sightseeing tours	11	5.37	0	0.00	1	0.49	1	0.49	0	0.00	0	0.00	13	6.34
Academic activities	2	0.98	4	1.95	0	0.00	0	0.00	1	0.49	1	0.49	8	3.90
Sports activities	2	0.98	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	2	0.98
TOTALES	114	55.61	12	5.85	56	27.32	7	3.41	3	1.46	13	6.34	205	100.00

Note. Own elaboration

Undoubtedly, the activities, services and products offered are determinant in attracting certain market segments and thus satisfying needs, as Table 3.5 shows:

1. As expected, more than 50% of people visiting the Tecamachalco area for holidays, recreation and leisure, consider that Cultural activities related to Fairs and festivals, Religious festivities and sightseeing tours have an influence on the decision to visit the area. Additionally, 6% of visitors with religious motives are also influenced by cultural activities.
2. Visitors who travel to the Tecamachalco area for business and personal reasons are influenced by the business and commercial activities they can carry out.
3. Sporting motives do not represent an activity that influences the decision of visitors.

3.5 Discussion

As can be seen, 51% of people's first motive for visiting is Vacation, recreation and leisure, given that Tecamachalco and its surroundings have a variety of tourist attractions.

In terms of identification, it was found that visitors recognise the area for its gastronomy. In this regard, it is worth mentioning that within the same community, along with "barbacoa de borrego" and "pulque", "cheeses and mole" from Santa Rosa and Lomas de Romero are recognised (Gutiérrez, 2021, p. 32). But there are also the typical antojitos: "tacos de batea" and "la torta de chalupa". In the study area is San Hipólito Xochiltlenango, which is characterised by its speciality in seafood and fish. Acle, Santos and Herrera (2021) consider that gastronomy can be a tourist reference, because of the identity characteristics that each community has, and although it is not the star attraction, it is fundamental for it to contribute to the tourist offer that a place offers, in this research they mention that promotion and quality have a high correlation with gastronomy (p. 244). If local gastronomy is already recognised as part of the identity, it is worth asking: With adequate promotion, can gastronomy be considered as part of the tourist attraction in Tecamachalco and its area of influence?

On the other hand, the second most important reason for visiting the area is for business and personal reasons; this can be inferred from the number of banks, as there are eight in Tecamachalco alone. There are also Integral Service Centres (CIS), which, like the banks, generate a great mobility of people in the area. There is also business activity in the region, with Bachoco, Grupo Avitec, Pabsa, Nutrel, Cruz Azul, Cemex, Cimexlana, as well as shops such as Mi Bodega Aurrera, La Gran Bodega, Almacenes Rodríguez, Coppel, Milano, Elektra and various pharmacy chains.

It is important to highlight the Tourism Sector Programme of the current administration 2020-2024, which has lines of action aimed at optimising the current tourist movement and promoting the development of areas with potential; within these areas, fifty Municipalities with Tourist Vocation have been identified: Tecamachalco in region 12, along with Tlacotepec de Benito Juárez, Tepeaca in region 32 where Tecali de Herrera and Cuautinchán are included, as well as Tepexi de Rodríguez in region 18, and Molcaxac and Chigmecatitlán (Secretaría de Planeación y Finanzas, 2020, p. 9).

Rosales, Salas and Palacios mention (2019) that economic development and the analysis of productive processes help local development and tourism development favours local development. Therefore, it is necessary to promote a tourism programme that contemplates the complexity of what has been detected in the region: holiday, recreational and leisure tourism; business and gastronomy, with the intention of interrelating businesses with gastronomic routes and other activities that detonate tourism. (p .237)

3.6 Conclusion

The initial approach of this paper is that the reason for receiving visitors to the study area is business. The purpose was to recognise the cause of the visit and the opinion about the identity of the municipality of Tecamachalco and its area of influence. However, the result shows that the main reason for tourism is Vacation, recreation and leisure and as a second, Business. It was also found that Gastronomy is an attribute identified by young visitors and tourists aged between 18 and 24 of the millennial and centennial generation.

This leaves the possibility of further research on Gastronomy, Business and, therefore, the tourism infrastructure for the attention of visitors and the development of these potentialities. It is important to highlight that the study area is identified by the State Government through the Tourism Sector Programme as one of the 50 municipalities with a "Tourist Vocation", which is why it is necessary to generate projects that promote this attribute, such as those that have been identified through this research.

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Chapter 4 Sustainable tourism: opportunity for the MSMEs of Chilapa de Álvarez, Guerrero

Capítulo 4 Turismo sostenible: oportunidad para las MiPymes de Chilapa de Álvarez Guerrero

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Abstract

The objective of this investigation was to measure the dynamism of sustainable tourism in the Municipality of Chilapa de Álvarez Guerrero, for which a research model was established, considering the variables of sustainable tourism and marketing, correlated with the issue of customer service. A theoretical investigation was carried out to identify the main themes and have a better understanding of the subject. On the other hand, for this study an evaluation instrument was used aimed at managers or owners of companies that are directly related to tourism and was applied in the month of July 2022, out of a total of 133 respondents. The research method that was carried out is quantitative and the results obtained indicated that the variables established in the model are significantly correlated, so that the sustainability opportunities have an expectation of significant growth in the perception of the businessmen surveyed. And a point in favor is that most of the respondents are young leaders of Micro, Small and Medium Enterprises (MSMEs) with a high school and bachelor's degree education. Finally, it is concluded that, for the MSMEs of the Municipality of Chilapa de Álvarez Guerrero, who are a specific sector that lives on tourism, they must apply this vision of sustainable tourism, improve customer service and apply tourism marketing strategies in the region and thus Likewise, identify other business tourism opportunity niches such as: ecological tourism - rural or magical town, for this the support of the Municipal, State and Federal authorities is required to promote growth and development in infrastructure and security, appropriate for this business sector of this Municipality.

Sustainable tourism, MSMEs, Tourist marketing, Competitiveness.

Resumen

La presente investigación tuvo como objetivo medir el dinamismo del turismo sostenible en el Municipio de Chilapa de Álvarez Guerrero, por lo que se estableció un modelo de investigación, considerando las variables de turismo sostenible y mercadotecnia, correlacionada con el tema de atención al cliente. Se realizó una investigación teórica para identificar los temas principales y tener una mejor comprensión del tema. Por otra parte, para este estudio se utilizó un instrumento de evaluación dirigido a los gerentes o dueños de empresas que tienen relación directa con el turismo y fue aplicado en el mes de julio de 2022, de un total de 133 encuestados. El método de investigación que se realizó es de tipo cuantitativo y los resultados obtenidos indicaron que las variables establecidas en el modelo están correlacionadas de manera significativa, por lo que las oportunidades de sostenibilidad tienen una expectativa de crecimiento significativo a la percepción de los empresarios encuestados, y punto a favor es que la mayor parte de los encuestados son jóvenes líderes de empresas Micro Pequeña y Mediana Empresa (MiPyme) con una educación de nivel bachillerato y licenciatura. Finalmente se concluye que, para las MiPyme del Municipio de Chilapa de Álvarez Guerrero, quienes son un sector específico que vive del turismo, deben aplicar esta visión de turismo sostenible, mejorar la atención al cliente y aplicar estrategias de mercadotecnia turística en la región y así mismo identificar otros nichos de oportunidad turísticas empresariales tales como: el turismo ecológico – rural o pueblo mágico, para ello se requiere del apoyo de las autoridades Municipales, Estatales y Federales para fomentar el crecimiento y desarrollo en infraestructura y seguridad, apropiado para este sector empresarial de este Municipio.

Turismo Sostenible, Mipyme, Mercadotecnia turística, Competitividad

4 Introduction

In Mexico, according to the Organization for Economic Co-operation and Development (OECD, 2017), tourism is one of the most important economic activities in the country. It generates more than 4 million jobs and contributes almost 4% of the Gross Domestic Product, according to the National Institute of Statistics and Geography (INEGI, 2020), the country has been visited by more than 24 million tourists as of August 2020, which places Mexico in the number 3 position worldwide (Ministry of Tourism, 2022). However, the travel and tourism sector has faced, in recent years, economic complications, public health warnings and insecurity in various regions of the country (OECD, 2017). In this regard, Mexico faces a number of structural challenges, as it has based its tourism strategy on the development of large-scale resorts in just eight cities, which concentrates the benefit and development of certain geographic areas (OECD, 2017).

When it comes to tourism, Guerrero is one of the main tourist destinations in Mexico, due to two main characteristics: variety of attractions and the cultural heritage of its people (Portal político, 2019). The State has seven regions divided into 81 municipalities (INEGI, 2020), where each one has important historical and cultural attributes, the tourist activity is mainly concentrated in three destinations called "Triangulo del Sol" which includes the municipalities of Taxco, Ixtapa Zihuatanejo and Acapulco (Mexico, n. d.), the municipality of Ixtapa Zihuatanejo and Acapulco (Mexico, n. d.), the municipality of Ixtapa Zihuatanejo and the municipality of Acapulco (Mexico, n. d.). f.), the Municipality of Chilapa de Álvarez, belonging to the central region of the State, rich in culture, gastronomy and handicraft *tianguis*, is also a place considered by tourists to visit.

In this sense, there is a growing interest in sustainable tourism whose fundamental objective is to obtain maximum profitability, protecting the natural resources that sustain it and respecting and involving the population (UNWTO, 2019). According to the Sustainable Development Report (UN, 2019), tourism faces significant challenges such as deficiencies in water supply, sanitation and treatment, connectivity, urban mobility and social differences. In accordance with this, the general objective of this article is to measure the dynamism of sustainable tourism in the Municipality of Chilapa de Álvarez Guerrero, and its purpose is to identify the niches of opportunity for MSMEs, to develop marketing and sustainability strategies.

Therefore, based on the definition of the objective, three phases were outlined for the development of the research: a) a literature review was carried out, which allowed to define the themes of sustainable tourism, marketing and customer service, b) determination of the methodology to carry out the research, taking as reference the instrument developed by the steering committee RedaYN (2022) and c) elaboration of results, which helped to understand the situation in the Municipality of Chilapa de Álvarez Gro, and thus seeking to understand the particular characteristics faced by MSMEs in the research area.

4.2 Theoretical review

4.2.1 Tourism marketing

The information presented is intended to give support and orientation to the research, the broad field of marketing can be approached from different perspectives that involve variables such as market, customer, customer satisfaction and competitiveness, which affect the development of marketing strategies. Reviewing the literature there are several authors who refer to how to apply their strategies, however, given the circumstances, they have also proposed a new vision for the application of these tools.

Marketing, more than any other function of the company, is concerned with customers, it seeks primarily to create value and customer satisfaction; Peter Drucker, for his part, explains that the goal of marketing is to know and understand customers so well that the product fits them and sells itself (quoted in Kotler, 2011). Historically, marketing has been the instrument through which business organisations have communicated their strategies and products to potential consumers (Giraldo-Patiño et al., 2020). However, given the current circumstances, marketing has developed another type of application such as destination marketing, which is considered as a discipline that allows linking the destination with the market (Bigné, Font et al., 2000).

Therefore, it is necessary to know the characteristics of the market and the environment surrounding tourism companies and organisations, such as design, creation, distribution and how to reach the customer in order to offer their product or services in such a way that they can satisfy the customer's needs and be better than their competition (Saavedra and Cortés, 2022). Marketing is a fundamental piece of the tourism industry to generate business and opportunities, for awareness, motivation and convincing, generating knowledge of potential potential customers, visitors or travellers each of the values of accommodation or a destination on the map (DIMEO, 2018, cited in Olguín et al., 2020).

4.2.2 Sustainability and tourism competitiveness in MSMEs

To address this tourism marketing vision, it is important to consider other issues such as is tourism sustainability, several studies have highlighted that tourism destination competitiveness can be increased through management based on environmental quality and sustainable tourism development (Crouch and Ritchie, 1999; Dwyer and Kim, 2003; Hassan, 2000; Hu and Wall, 2005; Huybers and Bennett, 2003; Mihalič, 2000; Ritchie and Crouch, 2000, 2003; among others cited by Dieguez et al, 2011), this requires community, business and government involvement.

Competitiveness is defined as "the ability of a firm to produce and market products at better conditions of price, quality and timeliness than its rivals" (Porter, 1985, cited by Labarca, 2008, p. 160). According to Ferraz, Kupfer and Haguenaer (1996), cited by Madeiros et al. (2019) competitiveness can be defined as the ability of a firm to create and implement competitive strategies and maintain or increase its product share in the market in a sustainable way. These capabilities are related to a variety of factors, controlled or not by firms, ranging from the technical training of personnel and administrative management processes to public policies, infrastructure supply and demand and supply peculiarities.

Micro, small and medium-sized enterprises (MSMEs) are a fundamental part of the country's economy, but many of them do not achieve the desired competitiveness, mainly due to weaknesses in internal and external factors, which almost always lead to their closure. They must try to improve their administrative processes supported by techniques and processes in decision making and organisational functioning (Ortiz, 2009) and at the same time contemplate the formality of the organisations in fiscal and financial matters for their growth and development.

4.2.3 Customer service

Finally, understanding the needs of the market will allow us to be competitive and provide better customer service. In the first instance, in order to understand the concept of customer service, it is important to identify what service is, taking up Stanton (2016) who defines it as "identifiable and intangible activities that are the main object of a transaction designed to provide customers with satisfaction of wants or needs" (pp. 333-334), in contrast Kotler (2004), defines it as "a performance or act that is essentially intangible and does not necessarily result in the ownership of something", finally the central theme is the customer (p. 29).

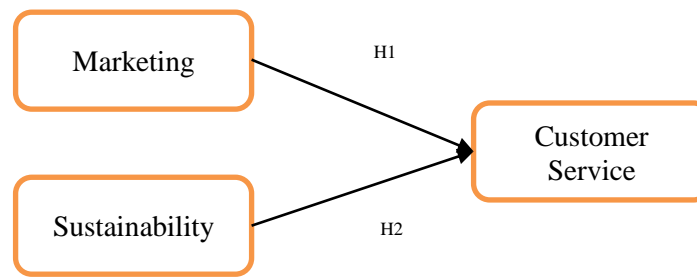
On the other hand, the customer is the potential or actual buyer of the products or services (American Marketing Association [AMA], 2009), once having these two concepts, to talk about customer satisfaction is to know the desires and expectations of consumers. According to Ninco and Duque (2017), they point out that customer satisfaction when acquiring goods or services, will turn them into potential customers of MSMEs, which leads them to return to consume the products or services, in addition to promoting them to their friends, friends and acquaintances, which will mean an increase in sales of MSMEs. According to Blanco (2001, quoted in Pérez, 2007), customer service "represents a strategic tool that allows to offer added value to customers with respect to the offer made by competitors and to achieve the perception of differences in the overall offer of the company".

4.3 Methodology

The research was approached as a quantitative study with a descriptive scope and correlational scope (Hernández and Mendoza, 2018). For the selection of the study variables, the sustainable development questionnaire was used, developed by the RedAyN steering committee (2022), which considers 3 dimensions: marketing, sustainability and customer service (Figure 4.1). To obtain the information, a sample calculation was developed with a 5% error and a confidence level of 95% (Alcalá, 2022), the information was compiled during the month of July 2022 and a total of 133 questionnaires were applied to selected MSMEs in the tourism sector in the Municipality of Chilapa de Álvarez Guerrero. On the other hand, the study of the data was carried out by statistical method after the questionnaires were applied, using the reliability analysis - Cronbach's Alpha, descriptive analysis, correlation and regression analysis, from which the results were obtained and interpreted to respond to the purpose of this research.

4.4 Results

Figure 4.1 Theoretical model of the research work



Source: Own elaboration

Reliability analysis - Cronbach's alpha

In this section, the results of the reliability of the instrument are shown. As a theoretical reference, it is important to consider that the value of Cronbach's alpha requires compliance with some conditions of acceptance, so that according to what is proposed by Frías (2014), if the result is from the value of 0.7 then the construct or instrument is considered acceptable and therefore reliable for validation. However, for research in the experimental phase or first phases of analysis for the purposes of designing new instruments as well as research projects, it is permitted to continue with the study regardless of the references made by George and Mallery (2003) and Nunnally (1967) regarding having values of 0.6 (questionable analysis) and 0.5 (poor values), which means that the research process can continue with values of 0.5, considering that for a following phase, the intentions and effects of each variable that integrates a factor or block must be reviewed. The reliability results for the constructs integrated in the theoretical model of the present research work are shown below:

- Marketing Block: 7 items - 0.751.
- Sustainability Block: 11 items - 0.700.
- Customer Service Block: 5 items - 0.781.

The results obtained from the constructs of the theoretical model of the present study indicate that the instrument is reliable and that the respondents perceive the intention of each indicator or question without problem as well as its correct elaboration.

Descriptive analyses

With respect to the indicators that were integrated into the measurement instrument in this study and obtained from the empirical work, the following results are shown with respect to what the representatives of these types of organizations express: With respect to age, approximately 33% of the managers or owners of these companies are between 25 and 34 years old, and 13% are between 20 and 24 years old, thus showing that for this sample, the great majority of those responsible for the operations of these types of companies are young people. Likewise, 52% of the managers surveyed were men and 48% were women, a result that reflects a trend towards gender equality. With regard to the level of education, 32% reported having a high school education and the same percentage had a bachelor's degree. Approximately 65% of the companies surveyed are micro enterprises and 27% are nano enterprises, which are organizations with a small number of employees.

Regarding the level of sales with this new post-COVID normality, 36% of the managers of these companies agree that their sales have not been maintained despite the pandemic phenomenon, but have grown significantly, while 27% prefer to disagree with this indicator, as their sales have decreased. Regarding the level of monthly income, 31% of the entrepreneurs consider that their income is less than \$5,000, while 20% say that their income is between \$5,000 and \$10,000. On the other hand, 64% of these companies say that their income is complementary to their main activity and 55% say that this complementary income comes from an informal activity.

Correlation analysis

In this section we analyse the results of the Pearson correlation coefficient, where it is important to highlight that this statistical technique measures the degree of relationship or association that generally exists between two random variables. It should be remembered that the coefficient fluctuates for its measurement between $-1 \leq \rho \leq 1$ (Joe, 1997; Pita, 1996). A correlation aims to measure the strength or degree of association between two quantitative random variables. In this sense, when the ρ value is positive (+) the relationship is direct between the variables. If the value of ρ is negative (-), the relationship is inverse and if the value of ρ is equal to zero (0) the value of the variables will be independent and unrelated to each other (Restrepo and González, 2007). Regarding the theoretical model proposed in this study, the correlation results between the constructs show that the dimensions of Sustainability and Marketing in terms of customer service are significantly and positively correlated, considering then that, for tourism marketing, sustainability opportunities have an expectation of significant growth in the perception of the entrepreneurs of these surveyed companies and this is reflected in the customer service that is normally provided.

Table 4.1 Pearson correlation of the theoretical model

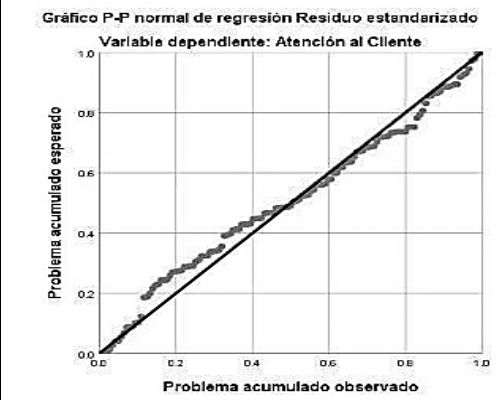
Educational Conditions Block Factors		Customer service
Marketing	Pearson correlation	.448**
	Sig. (bilateral)	.000
Sustainability	Pearson correlation	.488**
	Sig. (bilateral)	.000
Note** Correlation is significant at the 0.01 level (bilateral).		

Regression analysis

It is important to consider for this regression analysis to have as a reference the existence of a model with which it will make sense to describe the effect that an independent variable will have on a dependent variable (Rodríguez, 2012). In this sense, by applying this statistical technique, it is intended to test the hypotheses raised in this study through the explanation of the influence that an independent variable has on a dependent variable as can be seen graphically in image 1, which proposes a theoretical model for this research study, considering of course the causes that are generated by nature in this type of analysis, taking into account the basic regression model shown below: $Y_i = \beta_0 + \beta_1 X_{1i} + \dots + \beta_k X_{ki} + \epsilon$

According to Mood and Graybill (1978), this statistical method allows the independent variable to explain the prediction and behaviour of the dependent variable. Table 4.2 below shows the results of the linear regression performed on the theoretical model of the present study considering the contributions of the managers or owners of the surveyed companies:

Table 4.2 Summary of the block model of the factors customer service, marketing and sustainability

R² adjusted	0.233	Durbin-Watson	1.600	
Value F	40.993	Value (t)	6.403	
Sig.	0.000	FIV	1.100	

Source: Own elaboration

According to the results obtained, the equation generated is as follows:

$$\text{Customer Service} = 0.562 + 0.624 \text{ Sustainability} + 0.408 \text{ Marketing} + 0.098 \text{ error.}$$

Regarding the data observed in table 2 with respect to the perception of the respondents, the theoretical model by its result of R²_j, explains 23.3% which allows us to deduce that there really are other important factors that indicate good customer service and not exactly those included in the theoretical model of this study, however, the model is viable to the research work by the results obtained in acceptable values of F, T and reliability. On the other hand, according to the perception of this type of entrepreneurs in their diverse business backgrounds, they refer that it is sustainability that they consider a strength and has a positive impact on customer service and on the other hand marketing activity is perceived as an important area with positive impact and that since a significant number of managers in these companies are young staff, they take good advantage of marketing strategies to provide adequate and meaningful customer service. This means that although the managers of these surveyed companies perceive various factors that impact on customer service, at least the aspect of Sustainability and Marketing are seen by them as important and key elements to have a good and competitive customer relationship that is key to the performance and growth of the businesses they represent.

4.5 Discussion

Our results show that the dimensions of Sustainability and Marketing in terms of customer service are significantly correlated, sustainability opportunities are expected to grow in the perception of the surveyed entrepreneurs. So, it is agreed with Valenzuela (2019), when he mentions that nowadays talking about customer satisfaction is talking about the desires and expectations of consumers.

On the other hand, Chilapa de Álvarez Guerrero is a municipality at the gateway to the mountains with its own culture and customs that has not been considered for sustainable tourism activities, according to a study prepared by the magazine Mexico (s.f.), mentions that the concentration of this activity is focused on the tourist corridor of the triangle of the sun or in the magical town of Taxco. In order for the municipality to be competitive in the field of sustainable tourism, it is necessary to guarantee the labour stability of the workers, since most of them lack economic benefits and social security, as mentioned by Morán et al. (2021) in their article "Results of the Magic Towns Programme Tlatlauquitepec, Puebla: a vision of the social actors". Considering that the results of this research indicate that 65% of the MSMEs surveyed are trained, which indicates that training in this sector needs to be improved.

In addition to this situation, having a young sector leader of the companies in the research area and with a high school and undergraduate education is something positive because they can improve customer service and apply tourism marketing strategies in the region, we must also take into account that companies must enter into tax and financial formality for greater growth and security for our visitors, according to the current tax laws.

4.6 Conclusions

From the results obtained we can determine that tourism is not considered as a main activity but as a second option by the people interviewed, however it is considered as an opportunity for the MSMEs of the Municipality of Chilapa de Álvarez Guerrero who are a specific sector that live from tourism, To this end, the support of municipal, state and federal authorities is required to promote the growth and development of this sector, through the provision of security, infrastructure, training and appropriate environments for the business sector to provide and welcome tourism in the region in the right way; This denotes new lines of research such as delimiting a specific sector, to identify support needs and to identify other niches of tourism business opportunities such as ecological tourism - rural or magic town.

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Chapter 5 The economic, cultural and gastronomic activity that drives Yucatán as a sustainable tourism destination

Capítulo 5 La actividad económica, cultural y gastronómica que impulsa Yucatán como destino turístico sostenible

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Abstract

Tourism is a key economic activity for any destination since it allows it to promote its tourist attractions and generate income for the population through the exchange of goods and services. The present study seeks to know to what extent the economic, cultural and gastronomic activities that are carried out in the State of Yucatan contribute to Sustainable Tourism, which must be ecologically friendly, economically possible and equitable for the communities. This study is part of a national study led by RedAyN, the entity responsible for the information collection instrument, which in this case was a questionnaire addressed to a sample of 351 visitors to the State of Yucatan and it was found that the respondents confirmed that Both culture and gastronomy contribute to Sustainable Tourism in the entity. As well as the fact that tourism sustainability will only be possible when taking full advantage of the economic, social, cultural and natural resources of a locality, the visitor is left satisfied, and the inhabitants of the place are affected as little as possible. Yucatán is achieving this due to the partnership between society and government, where the former have become guardians of the State's natural resources and the legislation and conservation of public and natural spaces.

Tourism, Sustainable, Culture, Gastronomy, Economy

Resumen

El turismo es una actividad económica clave para cualquier destino, ya que le permite promover sus atractivos turísticos y generar ingresos a la población a través del intercambio de bienes y servicios. El presente estudio busca conocer en qué medida las actividades económicas, culturales y gastronómicas que se llevan a cabo en el Estado de Yucatán coadyuvan al Turismo Sostenible, que debe ser amigable ecológicamente, posible económicamente y equitativo para las comunidades. El presente estudio forma parte de un estudio nacional liderado por la RedAyN, ente responsable del diseño y validación del instrumento de recolección de información que en este caso fue un cuestionario que se dirigió a una muestra de 351 visitantes al Estado de Yucatán y se encontró que los encuestados confirman que tanto la cultura como la gastronomía contribuyen al Turismo Sostenible en la entidad. Así como el hecho que la sostenibilidad turística sólo será posible cuando aprovechando al máximo los recursos económicos, sociales, culturales y naturales de una localidad, se deje satisfecho al visitante, y los habitantes del lugar resulten lo menos afectados posibles. Yucatán lo está logrando debido a la mancuerna entre sociedad y gobierno, donde los primeros se han convertido en guardianes de los recursos naturales del Estado y los segundos trabajan por la legislación y conservación de los espacios públicos y naturales.

Turismo, Sostenible, Cultura, Gastronomía, Economía

5.1 Introduction

Yucatan, Mexico, is a State of the Mexican Republic carved with traditions, color and unique aromas, where the exuberant nature of its land converges with the modernity of its services and the warmth of its people. Yucatan has a diversity of tourist attractions among which cenotes, beaches, trails, among others, that provide invaluable experiences to visitors. Yucatan has internationally recognized archaeological sites, which attract thousands of tourists every year, who are amazed by the originality of its ancestral constructions surrounded by the unique nature of the region.

Merida, its capital city, does not go unnoticed, its transformation in recent years has made it a point of reference in the Yucatan Peninsula, for its economic, social and sustainable development. Merida is a city of novelties, in which today one can see everything from electric transport, bicycle lanes to horse-drawn carriages, as a mechanism to protect animals. Merida offers visitors a number of entertainment options for all budgets, walking in its historic center, touring its neighborhoods, enjoying the rhythm of a jacana, the color of the culture, knowing its historic buildings, tasting a variety of typical dishes and desserts, make tourists, touring the city from end to end, with the tranquility and security of its streets and public spaces. The city offers a diversity of food, transport and entertainment services, so that tourists can travel to natural spaces in the interior of the state to experience alternative tourism, such as bathing in the cenotes, cycling or practicing extreme sports like rappelling. The white city of Merida, Yucatan has a diverse hotel infrastructure to suit any budget. The best thing is undoubtedly the hospitality and friendliness of its people, always ready and cordial to help tourists, regardless of their origin.

Tourism is a key economic activity for any country, as it generates an important income for its inhabitants, when they offer products and services to visitors and obtain income for it. Therefore, the aim of this research study is to find out to what extent the economic, cultural and gastronomic activities carried out in the State of Yucatan contribute to sustainable tourism. Therefore, the present research aims to identify to what extent the economic, cultural and gastronomic activities implemented in the State of Yucatan in the field of tourism contribute to Sustainable Tourism.

The research design contemplated the application of a survey addressed to a sample of 351 visitors to the city of Merida, who, as national and international tourists, expressed their perception of the economic, cultural and gastronomic activities that they identify as contributing to sustainable tourism in the State of Yucatan.

The topic is relevant because it assesses the relevance of tourism efforts implemented in the state of Yucatan through a diversity of cultural and gastronomic activities that promote sustainable tourism that not only seeks the preservation of current natural resources, but goes beyond that, to achieve the economic development of the region and raise the quality of life of its inhabitants.

5.2 Theoretical review

5.2.1 Tourism

Tourism is the temporary movement of people on their travels to places other than where they regularly live. According to Macias, Corral and Izurieta (2020) "tourism is one of the few productive activities in which it is possible to obtain income, benefit communities and at the same time conserve the environment". (p. 300)

Tourism is a complex phenomenon that encompasses multiple sectors and agents, and should be studied as a system whose interactions cannot be separated from the tourist destination where the activity takes place (Moreno, Korstanje and Picaso, 2020, p. 1).

According to Murcia, Ramírez, Valderrama and Morales (2017, p. 22) tourism has stood out in the last ten years as part of the tertiary sector, strengthened to a large extent by the connectivity brought about by technological development, allowing the world to show the different cultural windows and exotic places that dazzle their visitors, and with sites of interest for the development of business, research, sport, leisure, allowing the mobility of a significant number of people, to make this dynamic a profitable business, which with innovation in the dimensions: economic, environmental protection and social equity, allow the development of social and individual competitive ventures, projecting the sector in any region.

Tourism activity, depending on how it is planned, can help to lift people out of poverty and improve their lives, because tourism has the potential to promote economic growth and investment in localities through employment opportunities, income distribution and the promotion of other activities such as agriculture, fishing and handicrafts (Morillo, 2011, p. 136).

For Loo, Plaza and Medina (2021, p. 266), due to the dynamic nature of tourism, it becomes a significant source of income and employment, in which given its nature, it establishes links with other productive activities, giving rise to the creation of productive chains, due to the fact that it requires a large amount of goods and services.

According to Espeso (2019, p. 1105) the new publics, with the use of technology, are transforming tourism, due to the processes of disintermediation and co-production of spaces and experiences created in a collaborative manner, in which different agents are involved.

Tourism trends are being impacted by new technologies, particularly the internet, and the services offered through it, generating important changes in the application of these services (Navarro, Almaguer, Moreno and Hernández, p. 87).

5.2.2 Sustainability

The deterioration of the surrounding ecosystem in general puts the natural heritage at serious risk of loss. The concern and resistance of local actors who see their traditional way of life affected by entering into an unprecedented task that, although it brings pecuniary benefits, is provoking the outbreak of disputes and resistance within the community (Espinal, Betancourt, Scarpetta and Cruz, 2020, p. 25).

Economic development around the world has brought with it the indiscriminate use of resources, which has given rise to a greater awareness of the need for development to be sustainable, where not only the economic, but also the social and environmental impacts are taken into account. (Manzano-Durán, Peñaranda-Peñaranda y Luna-Quintero, 2021, p. 16).

According to López, López and Ancona (2005) sustainable development incorporates the word sustain from three approaches: social, economic and ecological, considering that for it to be sustainable, it means that from all points of view it must continue indefinitely and therefore proposes mechanisms to raise the quality of life of the population, in addition to conserving and restoring natural resources, maintaining ecological processes, biological diversity, gender equity, race, creed, responsible distribution of resources, etc. (p. 5), which implies a change of attitudes, ethical and educational aspects, awareness, responsibility and a commitment of all social groups that inhabit the planet. (p. 5).

The concept of sustainable development explains the integral and inevitable link between the natural system and development. It refers to a process of transformation in which the exploitation of natural resources, investment and scientific and technological progress seek to satisfy present and future needs (Cardoso, 2006, p. 7). Taking care not to put present resources at risk for future generations.

The growth of tourism in natural environments gives rise to the need to promote socially sustainable actions, mainly those that reduce the negative impacts on the natural and social environment that can be created (Moral-Moral, Fernández-Alles, Sánchez-Franco, 2018, p. 3).

What is ultimately unsustainable is an economic system focused on the pursuit of short-term private profit, which is committed to indefinite economic growth on a planet with limited resources, without taking into account the environmental and social consequences (Vilches, Gil-Pérez, 2016, p. 2).

5.2.3 Sustainable tourism

Tourism development should be based on the criteria of sustainability, i.e. it should be ecologically bearable, economically convenient and equitable from an ethical and social perspective for local communities (Amador, 2021, p. 33).

According to Cánoves, Villarino and Herrera (2006), sustainable tourism should be based on the following principles:

- 1) Making optimal use of environmental resources, a key element for tourism development, helping to conserve natural resources and biological diversity.
- 2) Respecting the socio-cultural authenticity of the host communities, preserving their potentialities as well as their values, in favour of achieving understanding and tolerance between cultures.
- 3) Ensuring long-term economic viability, benefiting all stakeholders, creating stable employment opportunities, earning income for the local communities. (p. 209)

According to Bertoni (2008, p. 158) the economic sustainability of tourism is associated in the medium term with the possibility of maintaining the quality of the resources, simply because the purpose is to increase the well-being of the visitor and to ensure that the tourist business is repeated.

According to the Chamber of Commerce, Industry and Navigation of Malaga (2010, p.19) sustainable tourism can be defined as "the balance between the maximum use that can be made of the economic, social, cultural and natural resources of the destination area versus the satisfaction of visitors and the negative impacts on the host society or the environment that can be caused".

Sustainable tourism must stop being just a strategy with multiple interpretations and become a reality that can be achieved and adjusted to the specific situation of each place (Torres, 2013, p. 165).

From which arises the term ecotourism, which promotes ethical tourism, which seeks on the one hand the welfare of communities and on the other hand the operation of an entrepreneurial, group or cooperative business (Martínez, 2017, p. 3).

Tourism sustainability should be seen as a key tool for economic growth (Serrano-Amado, Montoya-Restrepo, Cazares, 2018, p. 107).

5.3 Methodology

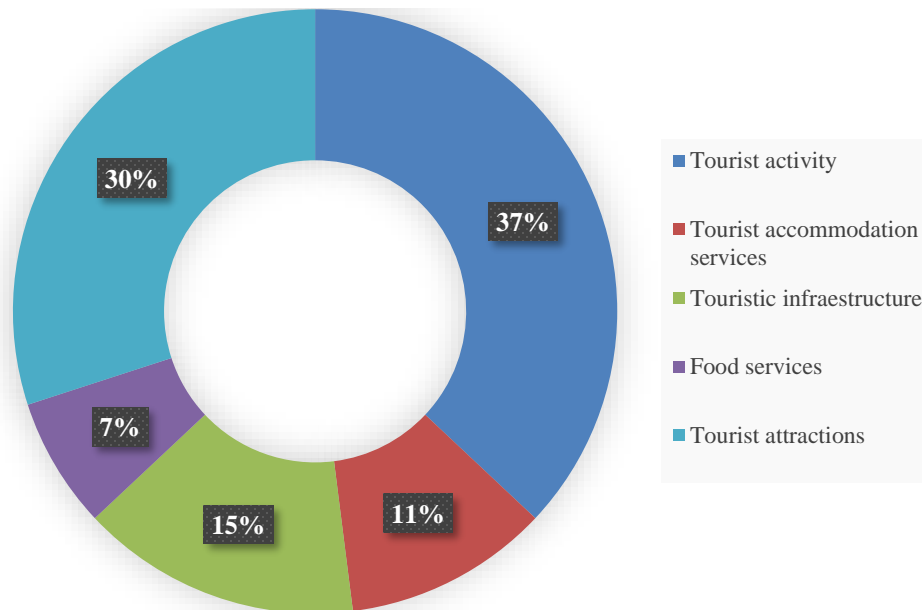
The research study was conducted in four stages, in the first stage the problem that would be addressed in the research study was defined, in this case identifying to what extent the economic, cultural and gastronomic activities carried out in the state contribute to sustainable tourism in the entity.

In the second stage, a review of the literature was carried out to clarify what sustainable tourism is and its impact on the life of a community, for which the survey was chosen as the data collection technique, and using the tourist questionnaire designed by the RedAyN, a sample size of 351 visitors of both national and international origin was calculated. With regard to the calculation of the sample size, it was found that because the number of visitors that made up the universe to be approached was infinite, the sample size was calculated with a confidence level of 95%, a probability of success of 65%, a probability of failure of 35% and an estimation error of 5%, giving a total sample size of 351 people to be surveyed.

In the third stage, data was collected by surveying visitors to the city of Mérida by means of a personal interview; the information collected was then entered into a database designed by the RedAyN. The last stage was the analysis of the results, in which a review of the answers obtained in the survey was carried out, and a discussion of the findings was drafted, presenting the main ideas in the conclusions section.

5.4 Results

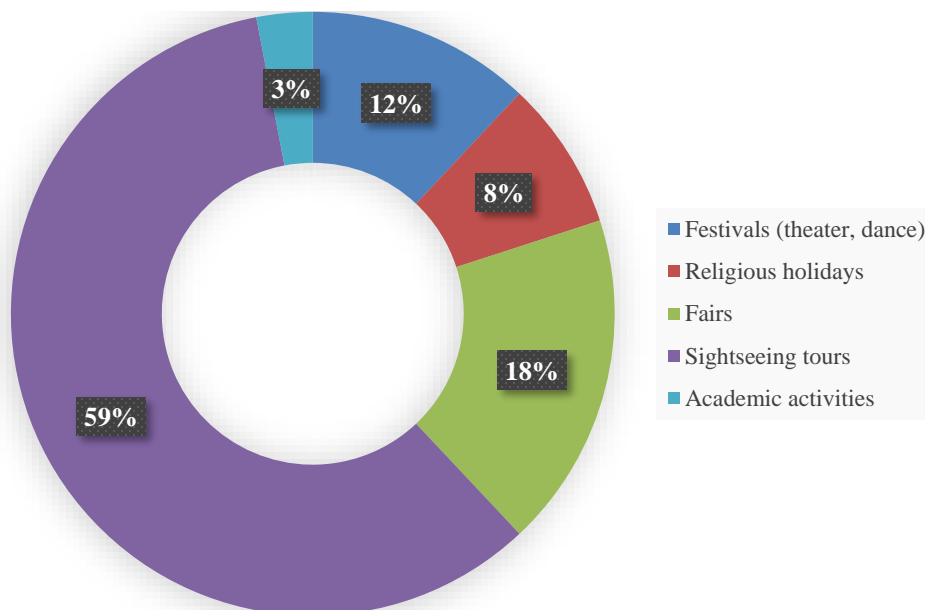
48% of the sample was made up of women and 52% of men, where just over 40% of the total sample reported an age between 20 and 34 years old, finding that the two main reasons that have the greatest influence among the visitors of the sample surveyed in their decision to visit a tourist area are the tourist activity and attractions, as shown in Figure 5.1.

Figure 5.1 Influence on the decision to visit a tourist site

Source: Own elaboration, (2022)

Yucatan has a permanent tourist activity, since it offers lodging services, transport and access to a great variety of tourist attractions, which is precisely the second reason why visitors decide to visit a tourist area. This first finding confirms that tourism is a lively economic activity that generates employment in the state and therefore income for thousands of Yucatecans who offer tourist services to visitors.

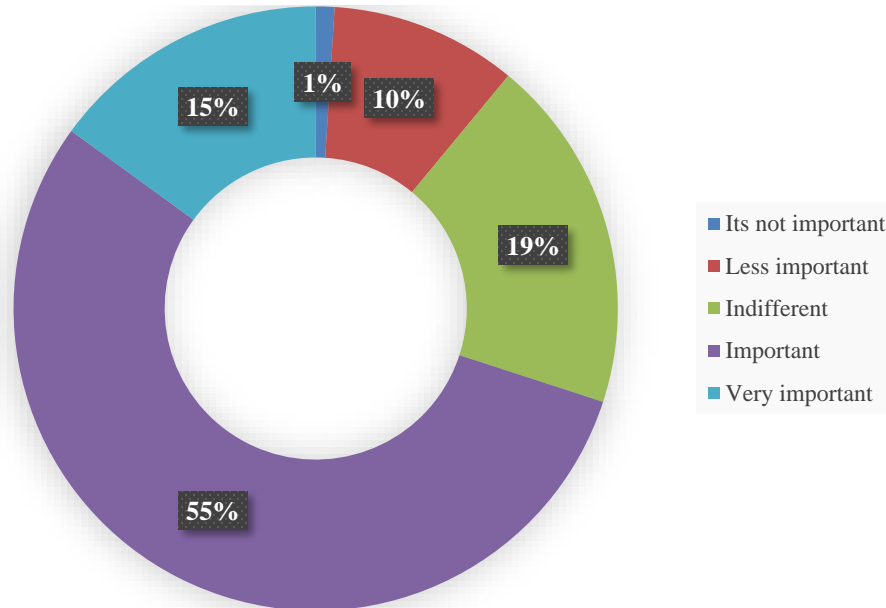
According to the sample of visitors surveyed, the main activity that influences the decision to visit a place is sightseeing tours, in which visitors can get to know emblematic places of the tourist destination visited. However, it was found that the third activity that respondents consider influences their decision to visit a place are festivals (theatre, dance, among others), which shows that culture contributes to tourism in Yucatan, since dance stands out for its colour, dance and original music, and regional theatre is recognised for its creativity and humour. The above can be seen in Figure 5.2.

Figure 5.2 Activities influencing the decision to visit a place

Source: Own elaboration, (2022)

Regarding gastronomy, Yucatan has unique traditional dishes in the region, among which cochinita pibil, relleno negro, papadzules, poc chuc and Tzic de venado stand out. When questioning the selected sample of visitors to the State of Yucatan, as to whether food is a decisive factor in the choice of a tourist destination to visit, it was found that more than half of the respondents answered that it is important, to which adding the percentage of respondents who considered it very important, we would be having that out of every 10 visitors to the State of Yucatan, 7 tourists consider that food is a decisive factor in the choice of a tourist destination to visit. This confirms the significant role that gastronomy plays in tourism in Yucatan. The above can be seen in Figure 5.3.

Figure 5.3 Food as a decisive factor in the choice of a tourist destination to visit

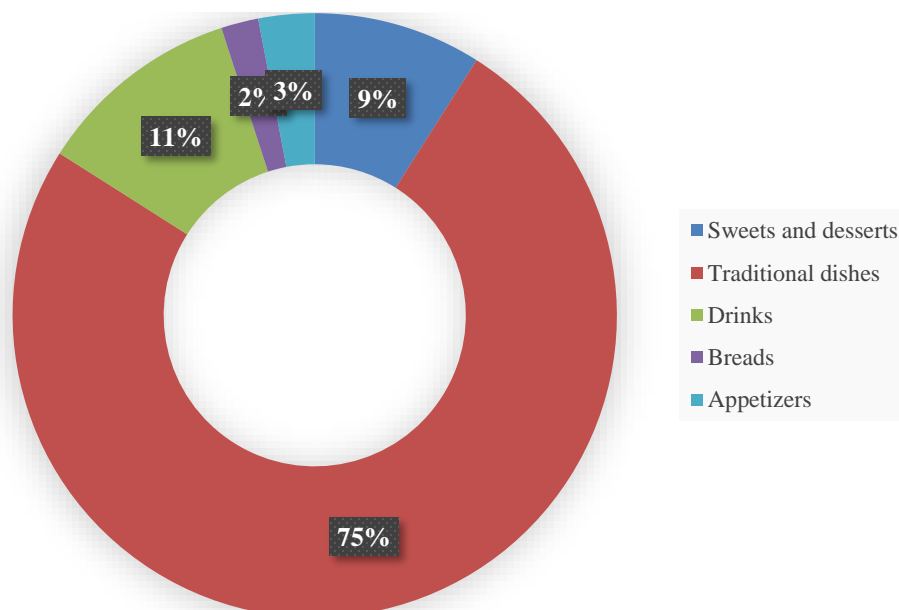


Source: Own elaboration (2022)

Among the traditional gastronomic products that visitors indicated as decisive when choosing a tourist destination to visit are the traditional dishes of the place they visit, as can be seen in Figure 5.4. According to the responses of the visitors surveyed, the food should be accompanied by the traditional drinks of the place, such as lime water or horchata, in the case of Yucatan.

According to the responses obtained, the visitors addressed in the survey, if they consider the gastronomy of the tourist destination visited, mainly its traditional dishes and beverages.

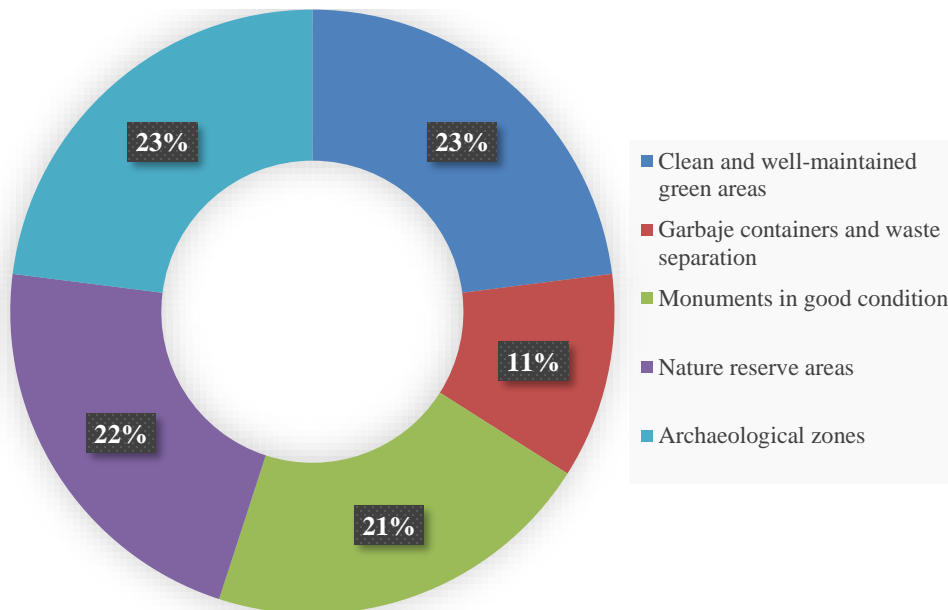
Figure 5.4 Gastronomic products as a factor in deciding on a tourist destination



Source: Own elaboration (2022)

With respect to the conservation of the environment and cultural attractions, the sample surveyed stated that the best-kept spaces in the State of Yucatan are green areas and archaeological zones, followed by nature reserves, as can be seen in Figure 5.5. Yucatan has nature reserves in the interior of the State, which surround communities where inhabitants have organised themselves into cooperatives to offer tourist services to visitors. Among the most common services are access to cenotes, where tourists can bathe and practice aquatic activities. There are also tours along the trails, where tourists learn about the attractions of the visited community.

Figure 5.5 Conservation of the environment and cultural attractions



Source: Own elaboration (2022).

5.5 Discussion

Based on the literature consulted in this research study, in which sustainable tourism is defined as the balance between the maximum use of the resources of an entity, the satisfaction of visitors and the negative effects it can have on the host society, it was found that this balance is achieved in Yucatan, because society and government have integrated to offer tourism products to visitors, The negative effects on rural communities are minimised because the inhabitants of the localities themselves, organised through cooperatives, offer tourist attractions to visitors and become the guardians and protectors of the natural resources under their protection. The tourist strength of the State is supported by its attractions, culture and gastronomy, which according to the survey carried out, is appreciated by tourists, who not only value them, but also become a decisive factor for visiting the State.

5.6 Conclusions

Based on the results obtained from the survey applied to visitors to the State of Yucatan, the relevant role that tourism plays for the State and its municipalities is confirmed, due to the fact that it has countless tourist attractions, which have become sources of employment for the inhabitants of the communities in which they are located, highlighting the archaeological sites and nature reserves, where tourists pay to have access to these unique spaces, among which cenotes stand out.

It was found that culture also contributes positively to tourism, since visitors are interested in learning more about the State, its customs, traditions, dance, music and theatre, in which there is a special type of regional theatre.

Gastronomy has a stellar role in tourism in Yucatan, because, according to the survey, visitors stated that traditional dishes can be a deciding factor for visiting a tourist destination, since Yucatan has, in addition to its traditional dishes, unique drinks and desserts such as dulce de yucca, nace and ciricote.

This research study confirms what is stated in the literature that culture and gastronomy contribute to the tourism development of a destination. Furthermore, sustainable tourism is only possible to the extent that there is a commitment by society to make a rational and responsible use of natural resources, ensuring that visitors are also jointly responsible for this care.

To the extent that there is collaboration between society and government, opportunities will be created that allow not only the responsible use of environmental resources, but also their preservation, to be enjoyed and used by future generations.

Therefore, to the extent that society and government make a rational use of economic, social, cultural and natural resources, keep visitors satisfied, and ensure the quality of life of the citizens of the host place, it will be possible to achieve an integral development in the communities.

It is a reality that environmental protection institutions have also played a key role, since they are in charge of enforcing the law when there is damage to the environment. Without losing sight of the fact that sustainability not only entails the optimal use of natural resources, but also of economic, social and cultural resources.

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Chapter 6 Gastronomy as a factor influencing tourism in the Magical Towns. The case of Las Cholulas, Puebla

Capítulo 6 La gastronomía como factor de influencia en el turismo de los pueblos mágicos. Caso las Cholulas, Puebla

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Abstract

Gastronomy is a part of the culture and the identity of the Magical Town. Nowadays has ten denominations, two of them are the Cholulas that got this distinction in 2012, that represent benefits to project these places as a tourist destination. Cholula is characterised by cultural grow up that date back to prehispanic epochs and influence in its gastronomy; nevertheless, the impact that has in the election of its visitors has not been measured; this produce a pour of money for the different performers of the population, hence the importance to execute a research that allows to get direct and precise information of the influence of the gastronomy in the tourism; on this basis the objective of this research is identify which aspects, associated with the gastronomy, are important to attract visitors to the Magical Towns of the Cholulas, Puebla. Through a qualitative research, by using a questionnaire with examination closed questions of multiple choice that was applied to a random sample of 339 subjects by use of a confidence level of 95% and a margin of error of 5% by following the methodological support of the Dr. Nora Edith Alcalá Flores. This investigation gave up as a result that the gastronomy is not displayed as a determined factor of decision, however, it does influence in the permanence of the visitors, that appraise the gastronomic products as a portion of the culture and identity of these destinations: the tourists that visit the Cholulas are characterised by set above the quality and hygiene of the nourishment along with the variety of products as a priority that must have a relation with a fair price.

Magic towns, Cholula, Culture, Tourism, Gastronomy

La gastronomía es parte de la cultura y la identidad de los pueblos Mágicos. Puebla cuenta actualmente con diez denominaciones, dos de ellas son las Cholulas, que obtuvieron esta distinción en 2012, lo que les representó beneficios para proyectar estos lugares como un destino turístico. Cholula se caracteriza por los arraigos culturales que datan desde épocas prehispánicas y que influyen en su gastronomía; sin embargo, no se ha medido el impacto que tiene en la elección de sus visitantes y la prolongación de su estancia; siendo que esto genera una importante derrama económica para los distintos actores de la población, de ahí la importancia de realizar un estudio que permita obtener información directa y precisa de la influencia de la gastronomía en el turismo; por ello el objetivo de este estudio, es identificar qué aspectos, asociados a la gastronomía, son importantes para atraer visitantes a los Pueblos Mágicos de las Cholulas, Puebla, mediante un estudio cualitativo, empleando un cuestionario con preguntas cerradas de opción múltiple que se aplicó a una muestra aleatoria de 339 sujetos utilizando un nivel de confianza del 95% y un margen de error del 5% siguiendo el apoyo metodológico de la Dra. Nora Edith Alcalá Flores. Este estudio arrojó como resultado que la gastronomía no se visualiza como un factor determinante de decisión, sin embargo, sí influye en la permanencia de los visitantes, que valoran los productos gastronómicos como parte de la cultura e identidad de estos destinos; los turistas que visitan las Cholulas se caracterizan por anteponer la calidad e higiene de los alimentos junto con la variedad de productos como una prioridad que debe tener relación con un precio justo.

Pueblos mágicos, Cholula, Cultura, Turismo, Gastronomía

6.1 Introduction

Gastronomy is considered a pillar of cultural heritage and a fundamental part of the Mexican economy, contributing 2% of the country's Gross Domestic Product, generating 1.7 million direct jobs and an economic spillover of 183 billion pesos. It is estimated that tourists spend 30% of their expenditure on food consumption (SECTUR, 2022).

Salvador Sánchez Estrada, Undersecretary of Quality and Regulation of the Ministry of Tourism (2017), mentions that "gastronomy is a differentiating component that allows attracting more tourists and greater economic development for the regions of the country"; stating that it is an opportunity to nourish Mexico's tourism activity, becoming an engine for development and generating wealth.

Tourism is strengthened by the Pueblos Mágicos programme, created in 2001, which aims to revalue the cultural and historical richness of the towns. San Pedro and San Andrés Cholula, obtained this designation in 2012 and with it a series of benefits for their tourism promotion.

Cholulteca gastronomy is characterised by the cultural roots it has had since pre-Hispanic times and has become a gastronomic hallmark from the bartering of its ingredients to the preparation of its dishes; However, until now it has not been determined what influence gastronomy has on the choice of this destination or the prolongation of the stay, since this generates a relevant economic benefit for the different actors of the population, who intervene in the tourist activity; for this reason it is fundamental to carry out an analysis that shows the importance of traditional gastronomy as a tourist attraction in the communities called Pueblos Mágicos (Magic Towns).

This study is part of the Research Project "Dynamism of Sustainable Tourism" developed by the Business and Administration Network (RedAyN) and focuses on the Magical Towns of Cholula (San Andrés and San Pedro). It was developed as a research with a qualitative approach, through fieldwork, taking a random probability sample of tourists visiting these places, through the application of a questionnaire with closed multiple-choice questions. The process of determining the sample size is the work of Dr. Nora Edith Alcalá Flores, RedAyN's methodological advisor.

The objective of this study was to identify which aspects associated with traditional Cholulteca gastronomy are determinant in attracting and prolonging the stay of visitors to these Pueblos Mágicos. The results indicate that gastronomy is not a determining factor in attracting tourists to the destination; however, it does influence the permanence of visitors who seek high standards of hygiene and service, as well as a variety of products with a fair price-quality ratio.

6.2 Theoretical review

Tourism is defined from two points of view: The first has to do with the set of relationships and phenomena generated by the displacement and permanence of people outside their place of residence, as long as they are not related to a lucrative activity. The second refers to the supply and marketing of services that provide pleasure to travellers (Acerenza 2011).

The functions of tourism are multiple and are aimed at the sustainable use of the resources of tourist destinations, for the benefit of the actors involved in this activity. (Secretaría de Turismo CDMX, 2022).

According to Orgaz & Moral (2016), tourism is an activity that has gained great importance in the international economy, mainly impacting developing countries; through tourism, natural, cultural and intangible heritage is used to transform it into tourism products of great value and wealth, which can be marketed by the stakeholders involved in this sector.

6.2.1 Sustainability

According to Tyler (2007), it is the capacity of diverse systems to adapt to change and survive, as is the case of economies and cultural systems. This concept has transcended to other areas, and today we speak of sustainable tourism, which according to the UNWTO (2022), is that which takes into account current and future economic, social and environmental repercussions, while meeting the needs of all those involved in tourism activity, and must establish an appropriate balance in these three dimensions. Cardoso (2006) explains that sustainable tourism serves as an integral and unavoidable connection between the natural system and development, with three approaches, environmental, socio-cultural and economic, the last two being closely related to the generation of better socio-economic conditions.

The World Tourism Organisation (WTO) cited by Cardoso (2006) states that sustainable tourism must meet the needs of tourists and host sites, as well as protect and promote future opportunities.

6.2.2 Tourism indicators

UNWTO (2005) defines tourism indicators as the selection of formal data that emerge on a regular basis and are used to measure aspects that indicate changes in tourism management, such as tourism structures, internal factors, exogenous factors affecting tourism and impacts on tourism.

The UNWTO Tourism Data Dashboard is a tool that provides key indicators that monitor the development of tourism activity, covering the following aspects: tourist arrivals, share of tourism in exports, contribution to GDP, source markets, seasonality, accommodation (data on the number of rooms, guests and nights) and culture.

The Royal Spanish Academy (2021) defines culture as: "Set of ways of life and customs, knowledge and degree of artistic, scientific, industrial development in an era, social group, etc.", which associated with the popular conceptualises it as the set of manifestations that are expressed in the traditional life of a people.

According to Giménez (2005) culture is characterised by representing patterns of behaviour, with symbolic facts and implying patterns of meaning that must be shared and enduring, forming a close relationship with social identity. Culture can have areas of stability and persistence, as well as mobility and change.

Medina (2017) states that cultural heritage implies cultural traits of a society that represent its identity, such as gastronomy, customs, ideologies, etc. and that can be bequeathed to future generations. He also shows that cultural heritage, especially gastronomic heritage, is a valuable resource to encourage tourism and attract visitors.

6.2.3 Gastronomy

Brilliant Savarin (1775-1826), quoted by Mejía et al. (2013), author of the first treatise on gastronomy, defines it as the knowledge of human nutrition, whose purpose is to use the best ingredients in order to preserve them.

Gastronomy represents the study of the relationship between food and the culture of a place, which represents a small part of what this discipline entails. In a broad sense, gastronomy addresses the cultural aspects that have food as a focal point (Mendoza, 2013).

The cuisine of Puebla is considered cultural heritage of the people of Puebla, it gives a sign of identity, characteristic of their living conditions, their history, successes and mixtures of various worlds that provides a style of eating. (Hernández, 2017).

Acle-Mena, Santos-Díaz & Herrera-López (2019) state that traditional gastronomy is a detonating factor as a tourist attraction in the city of Puebla. In a study conducted with visiting tourists in typical food consumption centres, it was found that the variables of quality and promotion were highly correlated, while the variables of restaurant infrastructure and significance showed a moderate correlation, concluding that traditional gastronomy is a determining factor for tourism activity.

6.2.4 Magical town designation

The "Magical Towns" designation began in 2001 as a strategy of the Federal Government to encourage tourism, structuring a complementary and diversified offer, aimed at highlighting those towns in the interior of the country that have always been in the minds of the population; mainly based on the historical, symbolic, natural, cultural and social aspects of sites recognised as special to offer new alternatives for visitors, both national and international.(SECTUR, 2018).

According to SECTUR (2020), the main requirement to be recognised as a Pueblo Mágico is that it is: "a locality that over time has preserved its value and cultural historical heritage". Currently there are 132 localities with the designation of "Pueblo Mágico". In Puebla, ten towns are registered in this programme.

Pérez and Antolín (2015) believe that although it is true that the Pueblos Mágicos programme represents important benefits for the communities, on the other hand it also has repercussions on the social and environmental aspects, generating damage that is transferred to those involved in this sector and to the destination itself; however, the Secretary of Tourism Miguel Torruco Márquez, quoted by Méndez (2020) in an interview, points out that this programme seeks to be a pillar of the regional and national economy by acting as the engine for the recovery of domestic tourism in the current context.

It is important to identify the role played by gastronomy in the promotion of localities that have obtained this designation, in this sense, Castillo, Santoyo, Muñoz & Rodríguez (2018) through a documentary study analyse this concept as a tourism driver in the Magical Towns of Tepoztlán and Tlayacapan belonging to the State of Morelos, based on direct observations and interviews with key figures, they concluded that despite having quality inputs that strengthen gastronomy, it is not an attractive factor for tourism, given that it is considered a service linked to this activity.

Cholula is located in the State of Puebla, divided into two municipalities: San Pedro and San Andrés. Its name derives from the Nahuatl "chololoa" which translates into "to fall into the water"; it has existed since the Preclassic period, with an antiquity of more than 3000 years. "Cholollan", as it was known, was recognised as a ceremonial centre of great relevance that was maintained until October 1519 when Hernán Cortés carried out what is known as the great Cholultec slaughter. (Gobierno de San Pedro Cholula, n.d.).

The archaeological remains, as well as its great architectural and cultural richness, allowed Cholulas to achieve the Magical Towns designation in 2012 and since then, a great transformation was generated that has put it in the sights of the most attractive tourist destinations, even at an international level.

6.3 Methodology

The present work was developed through an applied research with a qualitative approach, regarding this Sampieri (2014), mentions that the qualitative approach is based on the collection and analysis of data and based on the results, the research questions are refined.

The research technique was based on a survey, where the collection of information was carried out through fieldwork in the tourist area of the pyramid that corresponds to San Andrés Cholula and the Plaza de la Concordia located in San Pedro Cholula.

The information was collected through a questionnaire of closed multiple-choice questions, divided into four blocks: tourism promotion, factors influencing the consumption of traditional foods, quality of service and product and identity.

6.3.1 Sample and sample size

Sampieri (2014) describes the sample as those elements of a subset that belong to the population. The selection of the sample size should be made in terms of representing the universe, with a certain possibility of error, level of confidence and probability.

In this study, the sample was considered to be national and international tourists aged 18 years or older and making use of tourism services at the study site. The sample design was random probability, where all tourists would have the same probability of being selected.

The sample size was 339, calculated based on the considerations of Dr. Nora Edith Alcalá Flores, with an error of 5% and a Confidence Level of 95%. The annual average number of tourists was calculated based on data obtained from INEGI, México en Cifras, Tabulados de Integración, Turismo, 2021, consolidated with other sources such as INAH and DATATUR; subsequently a monthly average was calculated and finally a daily average, for which the average base of 15 days of main affluence was established.

6.4 Results

The main findings obtained in the fieldwork were as follows:

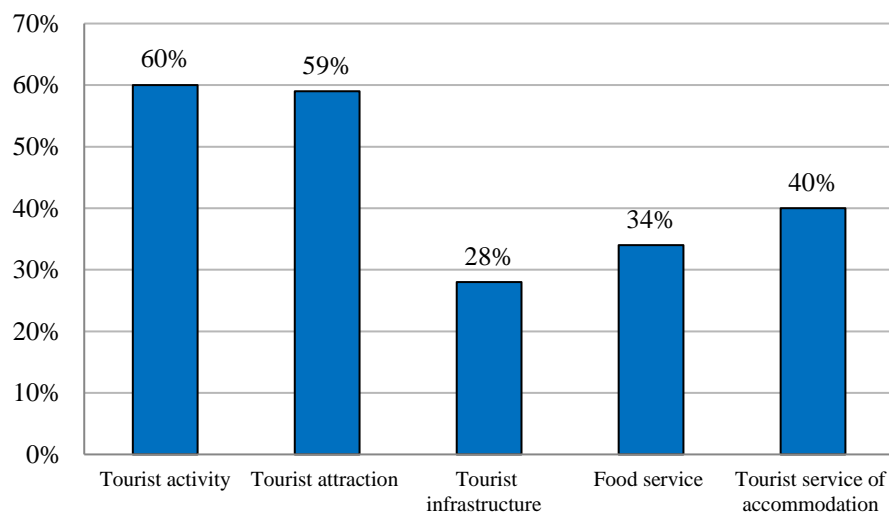
The first questions of the instrument are aimed at determining the profile of the visitor who frequents Cholulas (San Pedro or San Andrés). In order to identify the age of the visitors, ranges by five-year age brackets were used, starting from 18 years old and ending with the category of +75 years old. The results showed that 65% of the visitors to these Pueblos Mágicos are in the 18-34 age range, and of those aged 55 and over, only 8% visit this destination. 54% are male and 54% are female.

Fifty-four percent are male and 46% female. 48% of the visitors had a professional degree and 36% had a high school education. Regarding the place of origin of the visitors who come to Cholulas, it was determined that 59% come from the different municipalities of the state, 39% from other states of the country and only 2% are foreigners. The states of the Republic from which most visit these destinations are: Tlaxcala, CDMX, Veracruz, Hidalgo, Morelos and Tabasco; while from abroad the countries identified in this sample were: Colombia, Ecuador, Argentina, United States and Canada.

In the section "Tourism promotion", the results of the first question referring to the factors that influence the decision to visit a tourist destination were analyzed; the aspects that were evaluated were: activity, tourist attractions and infrastructure, food services and accommodation services.

Each of these aspects was evaluated through a rating scale from 1 to 5, where 1 corresponds to the highest value. Figure 1 shows the results corresponding to the highest ratings of 1 and 2 for each element. As can be seen, the tourist activities and attractions of Cholulas are the aspects that visitors take most into account when choosing these destinations, followed by accommodation services and food services; tourist infrastructure is the last aspect to be considered.

Figure 6.1 Aspects influencing the decision to visit Cholula



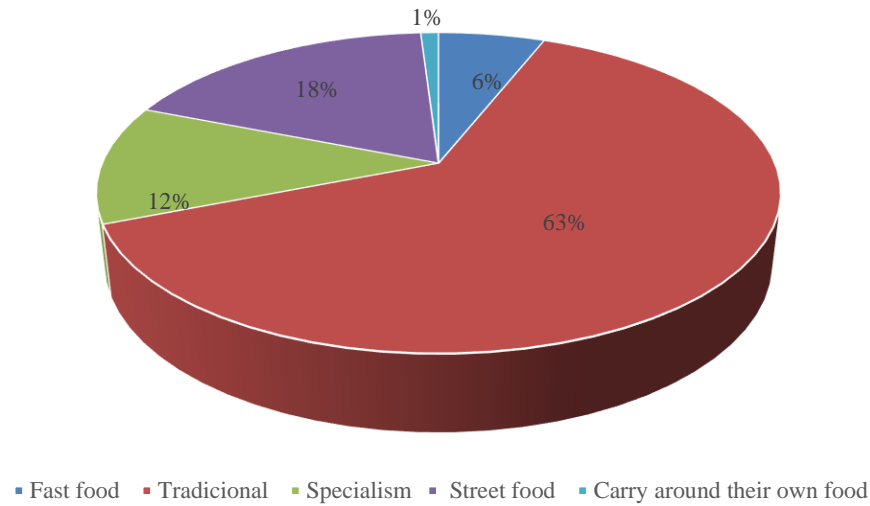
Source: Own elaboration based on the data obtained in the questionnaire

In the second section, entitled "factors influencing the consumption of traditional foods", ten questions were asked. In question 1, the aim was to find out how important food is in the selection of these tourist destinations. Food was identified as a decisive factor in the choice of the place to visit, since 79% of respondents rated it as important and very important, while only 7% answered that it was not important or not very important.

The second question sought to identify what type of gastronomic products influence the choice of a tourist destination. The options were sweets and desserts, traditional dishes, beverages, breads, antojitos and all of the above. The results indicated that half of the respondents consider all the gastronomic variety, 21% are only attracted by traditional dishes and 17% by representative sweets and desserts.

Figure 6.2 shows the results of question 3, which aimed to identify what type of food tourists consume during their visit, with traditional food being the most popular, followed by street food, which is usually typical antojitos.

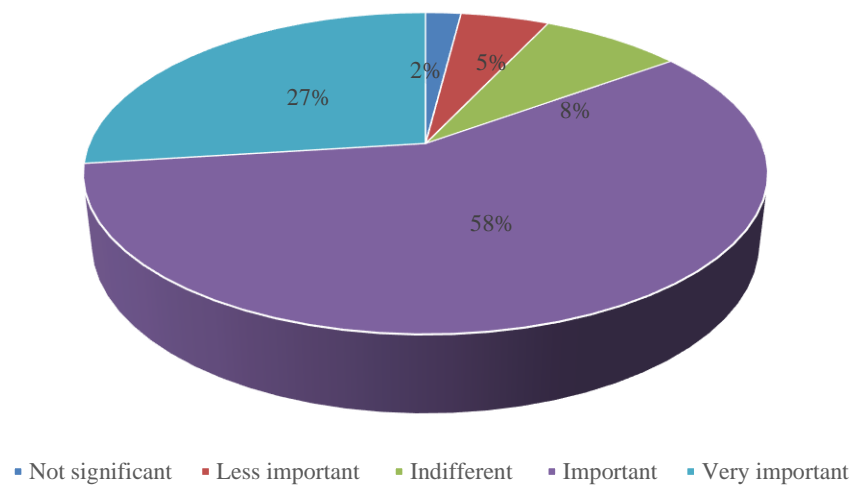
Figure 6.2 Type of food consumed by visitors to Las Cholulas



Note: This figure shows the preferences of tourists in Cholula.

The purpose of question 4 was to determine how important traditional gastronomic experiences are for tourists. It was found that for 85% it is important and very important, while for the remaining 25% it is indifferent or not important, as can be seen in Figure 3.

Figure 6.3 Importance of gastronomic experiences in a tourist destination

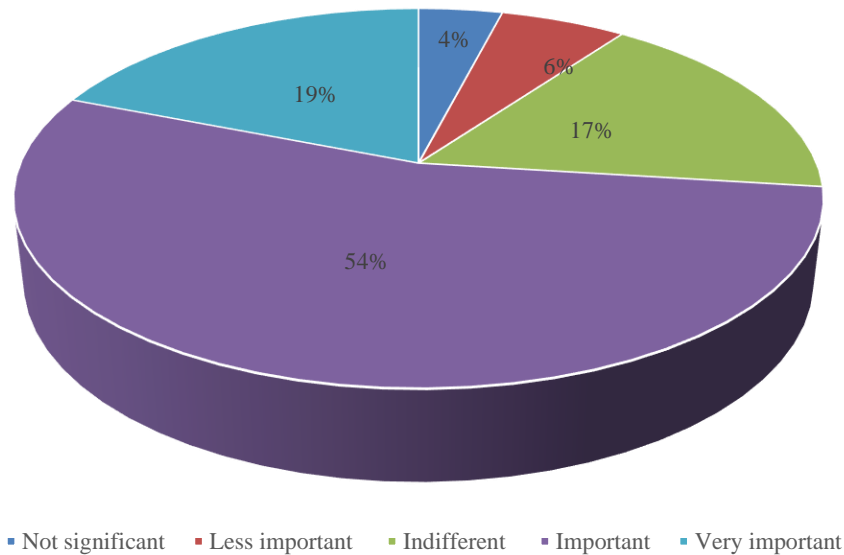


Note: The perception of tourists visiting Cholulas is shown

Question 5 was asked with the intention of finding out if the traditional seasonal dishes influence the influx of tourists to these Magical Towns, the result was that for 80% of those surveyed, they considered it important and very important and only for 2% it is definitely not relevant.

Question 6 identified the importance of the price factor in the consumption of traditional dishes, and Figure 6.4 shows that for 73% of respondents it is important or very important. Question 8 identified how high tourists consider the prices of traditional dishes to be; 69% consider what they pay for them to be fair, while 23% consider them to be excessive.

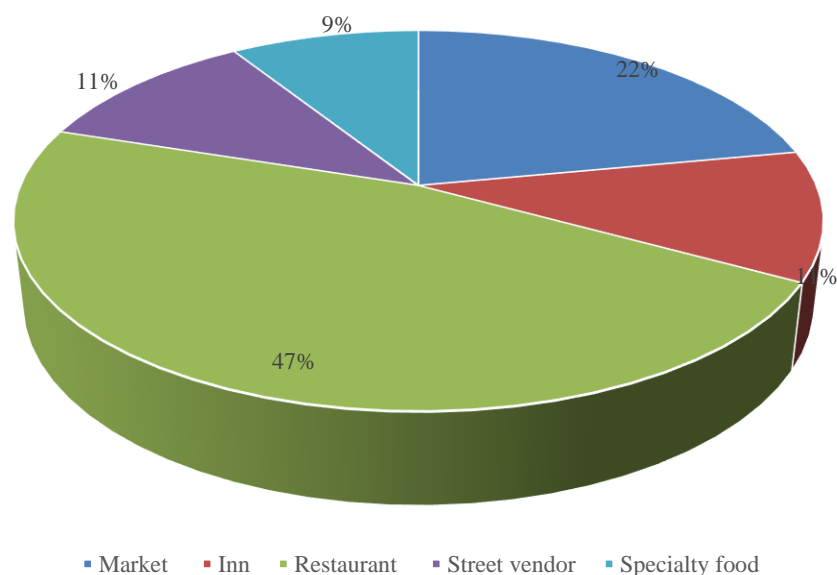
Figure 6.4 Importance of the price of traditional dishes



Note: This is the opinion of the sampled tourists, who were asked randomly. were asked randomly.

Question 7 identified the preference of the place of consumption of traditional dishes, the response was that most tourists prefer casual restaurants and a significant percentage consume them in markets, as can be seen in Figure 6.5.

Figure 6.5 Places of consumption of traditional dishes

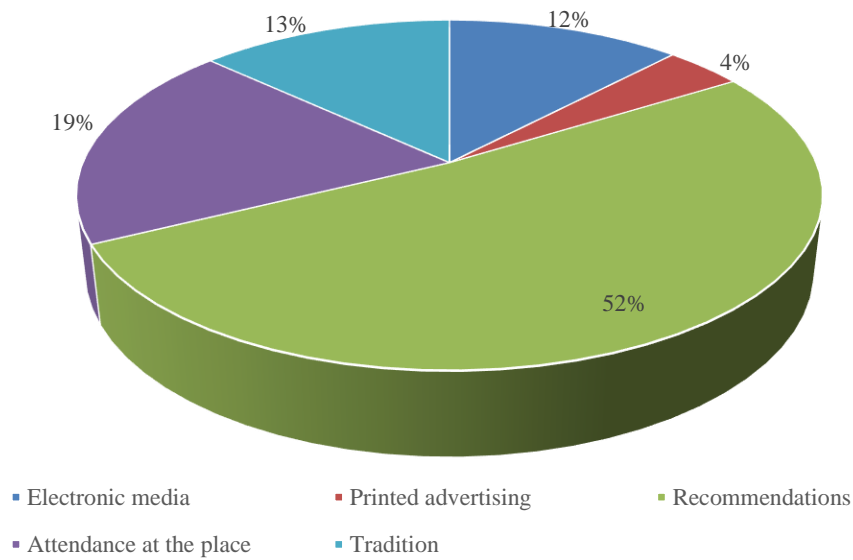


Note. Visitor preferences are shown without considering social status

The purpose of question 9 was to determine which factors are relevant for tourists to return to eat traditional dishes in the same place, revealing that taste and hygiene are the most important aspects for returning to the same food and beverage establishment, with a result of 67% overall, followed by price and service with 14% and 13% respectively.

Finally, question 10 identified which means influence the choice of an establishment for the consumption of traditional dishes. Figure 6 shows that slightly more than 50% of respondents choose an establishment based on recommendations and almost 20% on the number of people in the place.

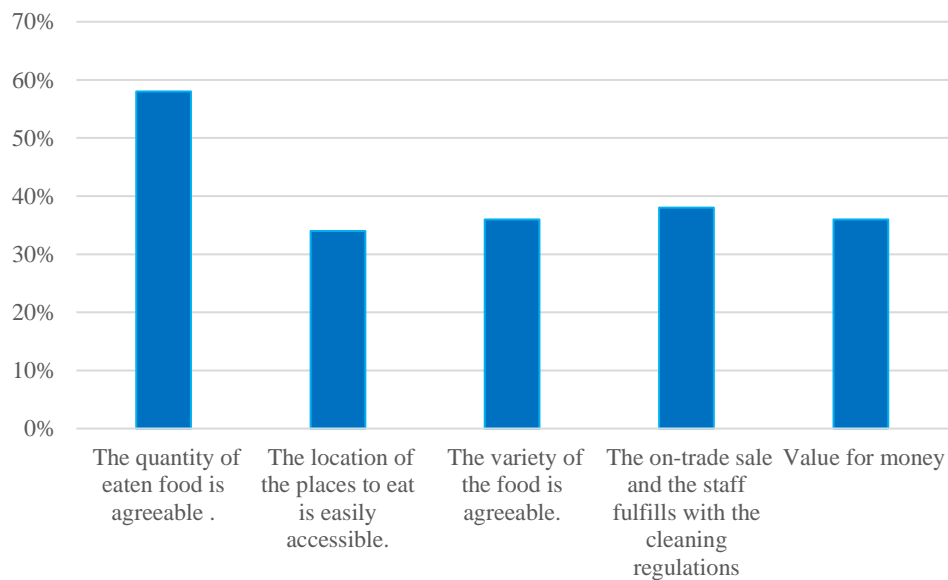
Figure 6.6 Means influencing the choice of a traditional food establishment



Note: The mechanisms were selected in an attempt to eliminate response bias.

From section three called "quality of service and product", only question 2 was considered, which refers to the evaluation of the quality aspects of the food consumption establishment. Figure 6.7 shows the level of satisfaction perceived by diners with regard to the quality of the food consumed, the location of the establishments, the variety of the food, compliance with cleanliness standards and the price-quality ratio. In this item, 5 corresponded to the highest value and only the averages of the highest ratings (4 and 5) were taken. The best evaluated aspects were food quality and compliance with cleanliness standards, while the location of the establishments was the worst evaluated concept.

Figure 6.7 Evaluation of quality aspects of A and B establishments



Note: This shows the importance of different quality aspects of food consumption centres for tourists. of food consumption centres to tourists are important.

With respect to the last section of the questionnaire, called "identity", the results of question 1 were taken, which refers to whether the visitor considers the local gastronomy to be an important part of the identity of the locality. The answer was that more than 90% recognise it as a factor of identity.

6.5 Discussion

The results presented show that the tourists who visit Cholulas are mainly young men and women between 18 and 34 years of age, with a high school education and a professional degree; the sex of the visitors is not a determining factor. Most of the visitors come from the different municipalities of the state of Puebla or from the surrounding states. The low number of foreign tourists is striking, which suggests that this is due to the season in which the research was carried out.

Food is very important in most of the magical towns, however, in Cholulas, gastronomy was not a determining factor in the visitor's decision making, but it does represent an element of identity of the locality. Once tourists are in Cholulas, they consume the variety of typical and seasonal foods, looking for gastronomic experiences typical of the locality, although price is a determining factor. For this reason, visitors look for generic restaurants rather than speciality restaurants, as well as local markets for the consumption of traditional dishes.

There are some diners who pay for the overall experience and not just the ambience, which is why prices vary from place to place. Customers are fully satisfied if what they pay seems fair for what they are getting.

The opinion of friends or gastronomic experts is a key factor in choosing a traditional food establishment; as well as the visitor's own observed attendance at a place. It is observed that tourists visiting Cholulas are demanding customers, as the quality and hygiene factors of the food, together with the variety of products, are a priority that must be related to a fair price.

6.6 Conclusions

In this study we were able to identify aspects that are important for tourists who visit the Magical Towns of Cholulas, contrary to what Acle Mena et al., in their study of Puebla's gastronomy, in Cholulas, traditional gastronomy does not represent a determining element in the choice of the destination, but it does contribute to lengthening the stay of tourists in the place, by having the opportunity to live unique gastronomic experiences that enrich the visitor's stay.

This destination is mainly visited by tourists from the interior of the State, which implies that they are not willing to spend a large amount of money on their stay, which is why the price factor plays an important role in the choice of gastronomic products or food establishments.

As mentioned by Castillo et al., gastronomy is not an attractive tourist factor in the Pueblos Mágicos, despite having quality inputs, given that visitors consider it an inherent part of the activity; however, it does contribute to prolonging the stay of tourists, a situation that was confirmed in our study. Consequently, we conclude that gastronomy will influence tourism as long as the place is recognised as a gastronomic icon.

According to the results analysed, the objective of this study was fulfilled, since it was possible to identify the aspects associated with gastronomy that are important for attracting visitors to the Magical Towns of Cholulas Puebla, some of which are: quality, hygiene, taste, price, variety, seasonality and, as a whole, the pleasure of living a gastronomic experience. In this sense, we agree with Castillo et al. in recommending the establishment of strategic alliances between the public and private sectors to identify the gastronomic wealth and disseminate it through tourism products.

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Chapter 7 Cultural-natural heritage of Texmelucan towards sustainable tourism

Capítulo 7 Patrimonio cultural-natural de Texmelucan hacia el turismo sostenible

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Abstract

One of the challenges of national tourism development is the sustainable use of Mexico's natural and cultural heritage, undoubtedly through the efforts of businessmen and workers in this sector, combined with public policies at various levels, as well as places of destiny. Regarding the present document, in the theoretical framework the epistemology of tourism is addressed, which includes, in addition to the General Theory of Systems, the concept of system and authors with various theories regarding the subject in question. Regarding the conceptual framework, an outline of the concept of tourism from the World Tourism Organization and the same at the national level is made. Studies and figures infer that some of the benefits of tourism are economic investment, job creation, developing people's skills and competencies, mainly the inhabitants of the locality in question; economic income for the actors; gradual decline in poverty. The general objective of this work is to identify the cultural and natural heritage of San Martín Texmelucan and the surrounding area, as a means of promoting sustainable tourism. Research project proposed by REDAyN (2022) "Dynamism of Sustainable Tourism". The methodology was carried out through a qualitative approach using the descriptive method, the research technique was observation. In the results section, it is described that the Mexican Republic has susceptible populations, such as San Martín Texmelucan, which have cultural-natural wealth, to establish sustainable tourism, visualizing the benefits for the inhabitants, valuing environmental resources, care of the natural environment, equity and distribution of economic resources, presenting an alternative to programs such as: North Mexico, Mayan World, Route of the Gods, Colonial Treasures, Heart of Mexico, Beach Centers, Magical Towns.

General systems theory, Sustainable, Sightseeing development

Resumen

Uno de los retos del desarrollo nacional turístico, es el uso sostenible del patrimonio natural y cultural de México, ello a través indudablemente del esfuerzo de empresarios y trabajadores de dicho sector aunado tanto a políticas públicas en sus diversos niveles, así como de los lugares de destino. En lo referente al presente documento, en el marco teórico se aborda la epistemología del turismo la cual contempla además de la Teoría General de Sistemas, el concepto de sistema y autores con diversas teorías respecto al tema en comento. Relativo al marco conceptual, se hace un esbozo del concepto de turismo desde la Organización Mundial del Turismo y del mismo a nivel nacional. Estudios y cifras infieren que algunos de los beneficios del turismo son: inversión económica, generación de empleos, desarrollando habilidades y competencias de las personas, principalmente de los habitantes de la localidad en comento; ingresos económicos para con los actores; disminución paulatina de la pobreza. El objetivo general de este trabajo es identificar el patrimonio cultural y natural de San Martín Texmelucan y zona conurbada, como fomento al turismo sostenible. Proyecto de investigación propuesto por la RedAyN (2022) "Dinamismo del Turismo Sostenible". La metodología se llevó a cabo mediante un enfoque cualitativo utilizando el método descriptivo, la técnica de investigación fue la observación. En el apartado de resultados, se describe que la República Mexicana dispone de poblaciones susceptibles, como San Martín Texmelucan, que cuentan con riqueza cultural-natural, para instaurar el turismo sostenible visualizando los beneficios para los habitantes, valorizando los recursos medioambientales, el cuidado del entorno natural, equidad y distribución del recurso económico, presentando una alternativa a programas como: México Norte, Mundo Maya, Ruta de los Dioses, Tesoros Coloniales, Corazón de México, Centros de Playa, Pueblos Mágicos.

Teoría general de sistemas, Desarrollo sostenible, Turismo sostenible

7.1 Introduction

7.1.1 Tourism and pandemic

In 2019, Mexico ranked among the top ten tourist destinations, with the arrival of 45 million international visitors, generating an economic contribution of 24,562 MDD, as well as a significant contribution to the gross domestic product (GDP), with a share of 54.7% as a source of direct employment.

The arrival of COVID-19 caused a worldwide interruption of tourism activities, with the following figures: 1.6 MDP, a decrease of 3.7 points of GDP and 12.9% of jobs, a situation that affected the most representative seasons for tourism in Mexico: Easter, summer and end-of-year holidays. This has affected service providers. Therefore, Mexico, faced with the opportunity for positive changes, considers an inclusive, fair and responsible tourism that gives value to our culture and biodiversity.

In that year, even though Mexico is positioned as the fifth megadiverse country, it was ranked 108th in tourism sustainability. Therefore, in terms of sustainability, the challenges are in territories, particularly in indigenous peoples and local communities.

Derived from the United Nations Environment Programme (UNEP), together with the Ministry of Tourism (SECTUR), a strategy for conservation and social inclusion was determined: nature tourism.

It is mentioned that conservation areas are the instrument to carry out strategies for sustainable development, as they also consider the environmental and geographical aspects (Baral, Stern & Bhattarai, 2008; Bello, Carr & Lovelock, 2016; Platania & Rizzo, 2018), by enabling the economic growth of the receiving localities (Murphy, Campbell & Drew, 2018; Leung, Spenceley, Hvenegaard & Buckley, 2019; Platania & Rizzo, 2018). Thus, tourism is presented as both a social phenomenon, as well as, a promoter of economic development (Tanana & Mürello, 2020; Pulido et al., 2008).

7.1.2 Problem statement

Mexico has a wealth of cultural and natural resources that few other countries can surpass. Even so, there are localities whose heritage has not been valued, which threatens not only the preservation of the communities themselves but also the degradation of the environment. Thus, sustainability becomes a challenge whose objective to be achieved includes the identification and care of cultural and environmental heritage, as well as the planning of the diversification of the product and the quality of the offer.

7.1.3 Objective of the study

General:

To identify the cultural and natural heritage of the municipality of San Martín Texmelucan and the surrounding area.

Specific:

- Recognize the economic contribution of San Martín Texmelucan.
- Determine the main cultural and natural tourist attractions of San Martín Texmelucan Puebla.

7.1.4 Research questions

What makes it possible to enhance the cultural and natural heritage in San Martín Texmelucan?

7.1.5 Justification

This research results from the study proposed by the National Network of Administration and Business (RedAyN) whose objective is to characterise the level of contribution in the diverse economic activities related to tourism in the regions of our country, analysing the current situation of how sustainable tourism is experienced and represented by both businessmen and tourists in the municipality of San Martín Texmelucan and the surrounding area.

Therefore, the present research is justified in the valorisation of the cultural and natural heritage of the municipality of San Martín Texmelucan and the surrounding area, which leads to sustainable tourism.

7.1.6 Delimitation

It is reiterated that this research is the result of the study proposed by RedAyN-2022. The analysis was carried out in the municipality of San Martín Texmelucan, Puebla, so one of the limitations of the research is that it only considers the opinion of two populations: that of the entrepreneurs and that of the tourists.

In accordance with the selected approach, it is necessary to mention that the data obtained, presented in this research, correspond to a locality of the State of Puebla, second delimitation.

7.2 Theoretical review

7.2.1 Theoretical framework

In the 1990's, is that the epistemology of tourism is remarkable, because the interest was focused on practical aspects: public policies, planning and management (Panosso & Lohmann, 2012).

It is in the decade of the 60's that tourism is analysed from the General Systems Theory (hereinafter GST) (Bertalanffy 1968), the latter being based on three characteristics that systems share: each one is part of another, so these are open, present a process of unlimited variations in the environment and the functions are subject to its structure (Bertalanffy, 2009), summarizing: the systems are contemplated in any nature and the GST is contemplated interdisciplinary.. (Panosso & Lohmann, 2012, p. 13).

The elements that characterise a system: environment (where the system is located), components, link (between the components), qualities (considering those of the members as well as the system), input-output-feedback and finally a model (Panosso & Lohmann, 2012, p. 14).

The study of tourism has been going on since the 60's, so taking up Cuervo proposes: tourism is the activity that is generated from a temporary social movement, which involves links with establishments and services that generate effects in the destination place (p. 29), likewise, it contemplates subsets and subgroups: means of transport, types of accommodation, travel agencies, guides, food and beverage services and commerce focused on tourism. He mentions that tourism is a system whose task is communication (Cuervo, 1967, p. 33).

Leiper's tourism archetype consists of five components: tourist, region of origin, transit spatiality, destination and tourism sector. This system has effects on various environments: socio-cultural, economic, technological, political, environmental, etc. (Leiper, 1990; Lohmann, 2004; Costa and Souto, 2006).

Krippendorff (2009), exposes environmental and socio-cultural havoc resulting from the global increase in tourism in the 1980s. Providing strategies or recommendations, called "theses for the humanisation of travel", he is considered one of the precursors of sustainable tourism.

According to Jafari and Ritchie (1981), the study and meaning of the manifestation of tourism, suggest a multidisciplinary model, which involves 18 disciplines that address tourism: Sociology (1), Economics (2), Psychology (3), Anthropology (4), Political Science (5), Geography (6), Ecology (7), Agriculture (8), Parks and Recreation (9), Urban and Regional Planning (10), Marketing (11), Law (12), Management (13), Transportation (14), Hotel and Restaurant Management (15), Education (16), Religion (17) and History (18).

It has stated that from 1994 to 2005, tourism has gone through several platforms: the first one called defence, which dealt with foreign exchange, job creation, i.e. it focuses on positive aspects; the next one corresponds to warning, referring to counterproductive points of view of tourism, devastating cultures and natural resources, forgetting the locality; the third one, adaptation, as soon as the good and bad contributions of tourism were counted, it is chosen among tourism alternatives, appearing: agrotourism, adventure tourism, ecotourism, ecotourism, ecotourism, and the most important ones: agri-tourism, adventure tourism, ecotourism, ecotourism and the most important ones are the tourism alternatives.

The fourth is that of knowledge, which evokes studies on tourism, giving rise to the multidisciplinary approach; the fifth, recently incorporated, the public, is of interest not only to researchers, but also to the general public: from health issues (current example COVID 19) to political issues (terrorist attacks, September 11, 2001) (Jafari, 1994).

The theory proposed by Beni, Sistur (system of tourism), proposes a holistic view due to the difficulty of tourism development, which involves links between tourism and various human activities and disciplines (Beni, 2001; Panosso and Lohmann, 2012, p. 29).

Finally, and having addressed various concepts from GST, system and theories, it is undeniable of the relationship of tourism from the system perspective in GST.

Conceptual framework In addition to economic and social development, the environmental issue has been the subject of consideration, particularly in terms of theory and analysis of categories, variables and methods for quantifying the effects, in addition to: environmental awareness and contribution to the preservation of the environment by developing countries, both nationally and globally.

The origin of the concept of sustainable development comes from the Brundtland Commission, constituted in 1983 by the General Assembly, whose report "Our Common Future" (1987), states: that development which, while meeting present needs, does not compromise the needs of future generations with attention to the care of the environment (IUCN, UNEP, WWF, 1991, p. 4; ECLAC, n.d.). Thus requiring environmental policies, as well as development strategies (economic and social), making reference to the economic, social and environmental dimensions (Ibid.). Although the environmental issue was not contemplated by economists and other disciplines for the elaboration of economic policies.

Thus, sustainable development aims at permanence without generating negative externalities or dissipating them.

The 1992 Earth Summit in Janeiro motivated the analysis not only of the study of the effects but also strategies for the conservation of the environment, which considers prioritising the organisation of national accounts, observing environmental deterioration and the disbursement that its amendment entails, which is why it is taken up by economists: Porter and Linde, who agree that it is an opportunity for technological innovation and is in turn an opportunity for business competitiveness and the competitiveness of nations.

According to the UNWTO, it postulates: sustainable tourism is aware of the present and long-term environmental, economic and socio-cultural reactions (principles) that lead to the satisfaction of tourists, industry and destination, as well as the norms and practices of sustainable development have a place in all forms of tourism, presenting harmony in its principles and whose effect is lasting sustainability (unwto.org, 2022a). Sustainable t. should therefore:

Ideally employ environmental elements, through the conservation and maintenance of ecological processes and natural wealth.

Respect the socio-cultural identity of the host localities, which includes: material and immaterial elements (history, traditions - customs and traditions -, architecture, with intercultural understanding and permissiveness.

To strengthen long-term viable economic activities, whose distribution of the results will provide the actors with socio-economic benefits, job stability, monetary income and social services for the host localities, thereby reducing poverty.

Therefore, it is mentioned that sustainable tourism considers: social integration, economic equity, conservation of biocultural heritage.

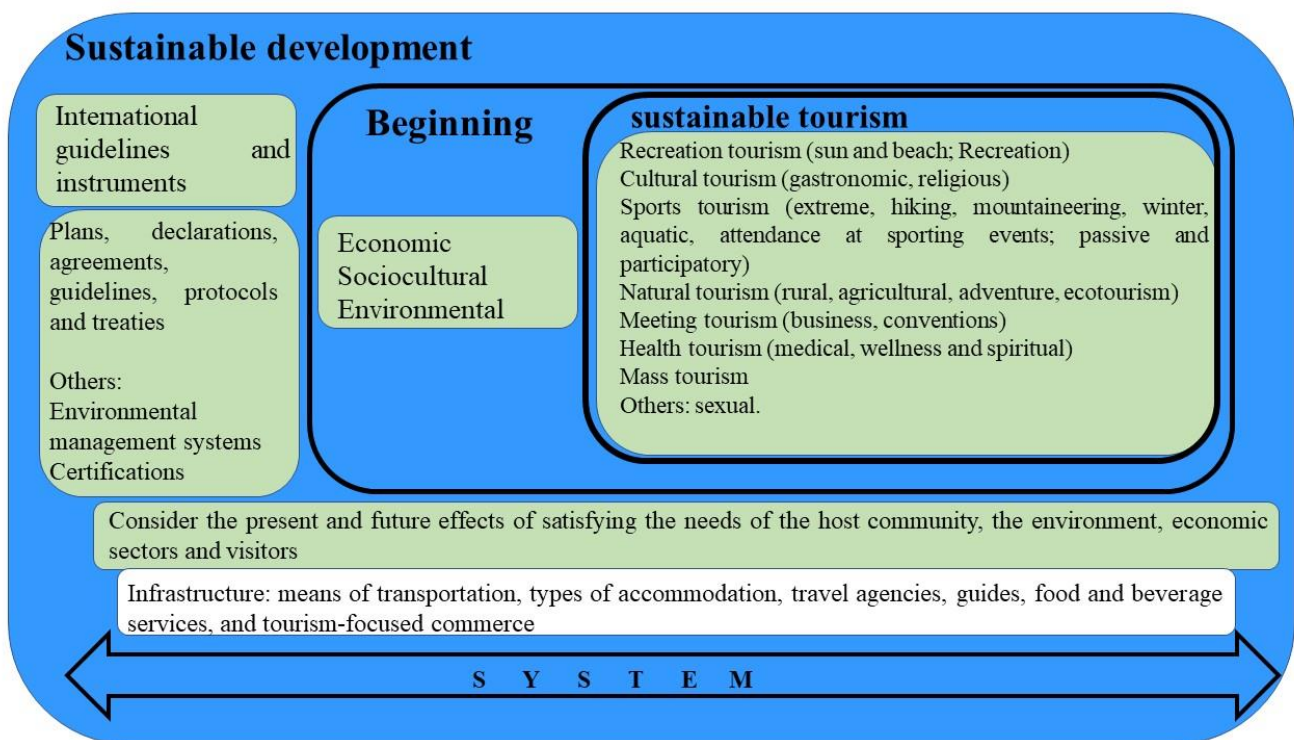
A phenomenon of a transversal nature represents tourism: from the dynamism, which has been a constant evolution, given its complexity, defining it and categorising it determinately would be out of functionality. (Escobedo, 2022), as well as, the diverse incorporation of products and services related to other economic sectors with benefits to the national economy, job creation and welfare of the population (SECTUR, 2018); so the heterogeneity that is presented to niche markets is given the use of the wealth of each locality (Meraz, Alvarez & Gonzalez, 2019).

It is mentioned that tourism has presented a continuous growth and with it diversification (Meraz, Alvarez & González, 2019), immersed in sustainable tourism as shown in Figure 7.1.

Sustainable tourism is inferred as a development model whose relevance in the economy, and at the same time, justified in the cultural-natural heritage, with the participation of inhabitants, entrepreneurs, public administration and visitors, who jointly benefit the work of the tourism activity (Cardoso, 2007), likewise, there is growing interest on the part of academia in the subject of sustainability in the tourism sector (Castillo & Cruz, 2022).

The sustainability of tourism is not only for the environmental aspect, but also for the historical heritage, culture and traditions (Castillo & Cruz, 2022). The following is a proposal for a sustainable model, which is a summary of the paragraphs presented in Figure 7.1.

Figure 7.1 Proposal for a sustainable tourism model



Note: Sosa with information from UICN, PNUMA, WWF, 1991, p. 4; CEPAL, s/f unwto.org, 2022b.

Globally, tourism figures prominently as an economic activity: it contributed 9.17 trillion dollars, expenditure, (WB, 2022); with respect to world GDP the contribution of tourism to GDP was 10.4 %. (Eleconomist, 2021), data from 2019; even with this result, doubts about Brexit, socio-political and commercial pressures, contraction of world economic activity and COVID-19 weighed on growth. In the same vein, this activity represents the third largest export category (travel and transport) in the world, ahead of fuels and chemicals, and ahead of automotive products and food. It contributes to foreign exchange earnings; direct (one in ten) and indirect job creation, 54 % of whose workforce is female; promotion of entrepreneurship, as nearly 80 % of tourism enterprises are micro, small and medium-sized enterprises (MSMEs); and development of local economies. It contributes significantly to the gross domestic product in various countries (UNWTO-UNWTO, 2019).

On national territory, tourism as an economic activity contributes significantly to GDP, attracting investment, job creation, generating foreign exchange, balance in the balance of payments and development of the country, development and investment in infrastructure, indirect export of local products, raising the quality of life of residents (promotion of jobs, infrastructure and services), enhancing the natural and cultural wealth of the destination, creation of protected natural areas and areas of interest that add value to the area. (Ruiz & Rivero, 2019; cesae.es, 2020).

In 2019, the share of tourism represented 8.5 %, while in 2020 it was 6.5 % (1.8 less percentage) (es.statista, 2022), the main cause detected was COVID-19.

Figures and importance of tourism at national level (Mexico)

According to economic censuses carried out by the National Institute of Statistics and Geography [INEGI], an autonomous constitutional body of Mexico with its own management, legal personality and assets, responsible for regulating and coordinating the National System of Statistical Information and Geography (inegi.org, 2022), in 2019, 786,540 economic units were registered, representing 16.4 % of the national total; out of 100 pesos 8.7 are contributed to the national economy by tourism and likewise for every 100 pesos of consumption, 82.1 come from national tourism and the rest (17.9) from international. (inegi.org, 2021).

The diversity of tourist aspects: abundant nature and cultural heritage, together with climates, ecosystems and traditions, reaffirm Puebla as a tourist destination in the Mexican Republic.

According to the Secretary of Tourism of the State of Puebla, it is considered that, in the year 2019, there was an affluence of 180,382 visitors to the region, with an economic revenue of 128,122 MDP figure that represents the 0.8 % of the state total. According to the DENU, the region had a little more than 795 lodging options and in SMT there were 54.5 % of the total number of units, as well as 190 establishments related to food and beverage services. (Ibid.)

San Martin Texmelucan

The town is made up of two parts: San Martín, in honour of the Patron Saint Bishop of Tours, whose commemorative date is November 11th; and "Texmelucan", a word of Nahuatl origin, which is originally "Tetzmollocan" and means "place of oaks" or "the oak grove". The official name of the municipal seat is San Martín Texmelucan de Labastida; it borders the municipality of San Matías Tlalancaleca and the State of Tlaxcala (north), Huejotzingo (south), State of Tlaxcala (east), San Salvador el Verde (west), as well as the foothills of the Sierra Nevada, Iztaccíhuatl and the well-known Valley of Texmelucan; and an altitude of 2,265 metres above sea level (ASE, n/d).

7.3 Methodology

Given the nature of this research, the study was descriptive, with the aim of not altering the information but rather a descriptive explanation (Mejía, 2020), following a qualitative methodology with respect to a general vision of people's behaviour. The study variables were the cultural and environmental heritage of San Martín Texmelucan and the surrounding area.

It is worth mentioning that this work was derived from the research carried out by the Business and Administration Network RedAyN (2022) "Dynamism of Sustainable Tourism", through a survey with 5 constructs of 36 items, 140 surveys were applied, to give way to the capture and debugging of these instruments in the database of the network; For the analysis and review of the information obtained in the field, the data were processed using the Statistical Package for the Social Sciences (SPSS) programme, applying the descriptive correlational method for the analysis of the variables, and the database was validated and the data that did not meet the requirements that showed deviations were eliminated.

7.4 Discussion

Based on the research questions:

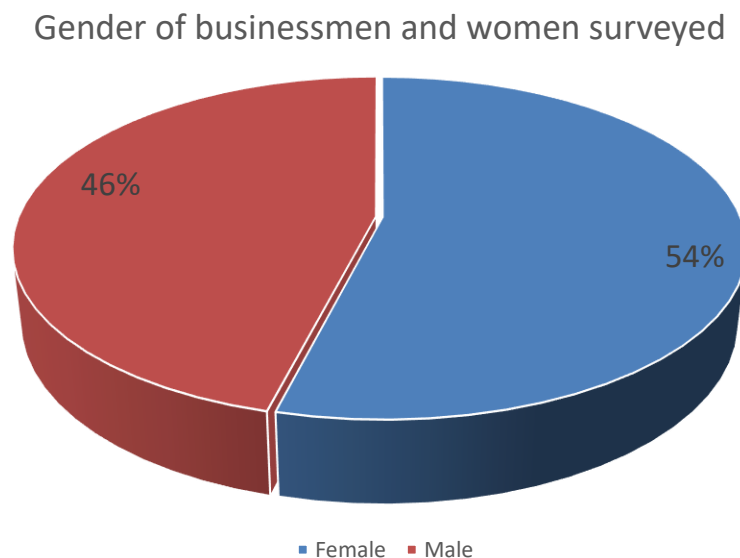
What makes it possible to valorise the cultural and natural heritage in San Martín Texmelucan?

Below, representative figures are presented, as well as some representative elements of the cultural and natural heritage of San Martín Texmelucan and the surrounding area.

According to the Regional Program, the figures reported in 2019 were: regarding the population was 394,506 inhabitants (51% women and 48.25% men); gross census value added (millions of pesos, MDP) \$ 8,574.39 of which \$ 4,460.47 correspond to the tertiary sector, \$ 4,113.39 to the industrial and 0.53 to the primary, these figures endorse that the SMT the main sector is commercial: Texmelucan tianguis. Therefore it is the municipality with the highest number of economic units 251,318 distributed in 97.9 % in microenterprises, 2.3 % small, .6 % medium and .3 % large. Municipality with the highest Gross Censal Added Value 5,483.8 MDP. Employed population: 139,423 (31.4 % women and 68.6 % men) distributed in 22.4 % primary, 30.4 % secondary and 47.1 % tertiary. Total Gross Production (MDP) 24,379.6. (GOB.PUE, 2019-2024)

At the tourism level: 180,382 visitors and an economic revenue from tourism activities of 128,122.142 (MDP). A population of 278,850 affiliated to the health sector. It has 636 schools: preschool 239, primary 173, secondary 98, upper secondary 84, 10 at higher level, others with 32 institutions; while the terminal efficiency is in the primary with 99 %, the school dropout rate is in the higher level with 15.4 %. Educational backwardness 17.3 %. Regarding cultural aspects: cultural houses 4, chroniclers 11, libraries 34, artisans 48, artisan branches 4: textile, vegetable fibres, volcanic stone and pottery; a reading room. Environment, protected natural areas: 90,597,934.4 m² (GOB.PUE, 2019-2024). As shown in Figure 4, San Martín Texmelucan is divided into eleven auxiliary boards: San Baltazar Temascalac, San Buenaventura Tecaltzingo, Santa Catarina Hueyatzacoalco, San Cristóbal Tepatlaxco, San Francisco Tepeyac, San Jerónimo Tianguismanalco, San Juan Tuxco, San Lucas Atoyatenco, Santa María Moyotzingo, San Rafael Tlanalapan, El Moral.

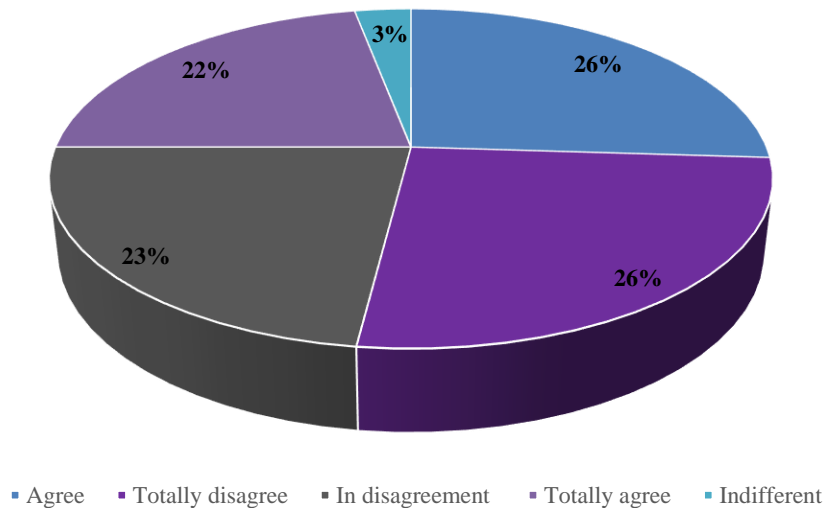
Figure 7.2 Gender of surveyed male and female entrepreneurs



Note: Own research REDAYN-2022, 2022.

The gender of the 140 entrepreneurs interviewed: 46% were female and 54% were male as shown in Figure 7.2, which shows the importance of the role of women in business.

Figure 7.3 Implementation of actions to care for and conserve the environment and natural resources



Note: Own research REDAYN-2022, 2022.

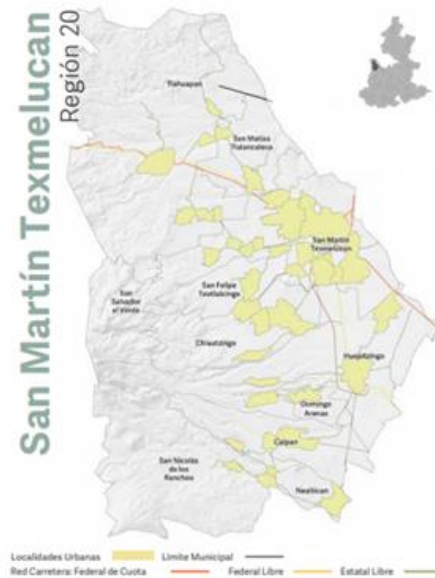
According to the data from the surveys, 49% of the businessmen and businesswomen have established actions for the care and conservation of the environment and natural resources in the municipality of San Martin Texmelucan: 49% expressed that they totally disagree and disagree, while 48% said that they totally agree and agree.

According to the above, it is shown that a significant percentage of businessmen and businesswomen in the municipality of San Martin Texmelucan, regarding the care and conservation of the environment and natural resources, are implementing actions, which are linked to the Municipal Development Plan (PMD) (2021-2024) in MLA 4: Safe, sustainable and resilient territory: which entails a vision of a city with quality services and equipped with public infrastructure, which meets the needs of the population by improving their environment with respect and care for the environment. (SEGOB.PUE, 2022, p. 4). The bases of the PMD are based on the alignment with the following planning instruments: National Development Plan, State Development Plan, Agenda 2030 (Ibid., p. 5).

The objective of the stated axis is: to contribute to the development of territorial planning in the municipality that is sustainable and respectful of the environment and in turn triggers progress and better conditions for the population (Ibid., p. 18).

Among the lines of action, the one at the top of the list is: "...environmental conservation; involving the different levels of government, the citizenry, academia, the productive sector and other organisations with expertise in the subject". (Idem, p. 20), which is directly related to Goal 13 of the Sustainable Development Goals (SDGs): Climate action (un.org, n.d.).

Therefore, efforts must be redoubled by the productive (business) sector in actions to benefit the natural heritage, mainly in the municipality and the surrounding area.

Figure 7.4 Map of Region 20 San Martin Texmelucan

Note: figure obtained from the Programme-Regional 2019-2024, planeador.puebla.gob, 2022.

The representative presence at the national level is the SMT flea market, where fruit, vegetables, food, vehicles and mainly textile products, among others, are sold. In its beginnings, it was located in the central square of the municipality and due to its growth, it was relocated to the locality of San Lucas Atoyatenco in the 90s. It has an extension of just over 35 hectares.

It can be included, the elaboration and commercialization of pottery; pots, casseroles, jugs, sahumeros, flowerpots, traditional pots (clay), etc., which is in danger due to the lack of profitability, price increases in inputs, economic crisis, competition with Chinese products, lack of support from authorities to allocate spaces for the sale of earthenware, decrease of artisans who are dedicated to this activity, which report until 2019, at least 7 families, among others. (Benítez, 2019)

Sites of interest:

- Vivero Municipal Profr. Miguel Ángel Martínez Loyola. Generations of students of basic, secondary level, compulsorily led through the leadership of Prof. Martínez Loyola, carried out the reforestation of the Cerro Totolquemec, as well as, the cleaning of the Atoyac and Acotzala rivers. An example of tenacity in the rescue and conservation of federal zones is the "Ilihiyucan" nursery, founded by Martínez Loyola. In 1984 he received the National Forestry Award from the hands of the President of Mexico, Miguel de la Madrid, recognising him as the representative of the only national educational institution with reforestation work (Labastida, 2015).
- Ex- Hacienda de Chautla. This property is housed within 60 hectares, which in addition to the architecture has large English-style gardens, wooded trails, history among which stands out: the first power plant in the Americas, legends, which invite you to visit it with family or friends.

This place has been the scene of Mexican soap operas as well as social and sporting activities. Place with wide English style gardens, wooded paths, it also has a chapel, typical Puebla cuisine: made of talavera, a museum, a fountain called Tres Coronas (Three Crowns), which allude to travel to other times.

Los Cerritos de San Cristobal Tepatlaxco. Located two kilometres from San Martin Texmelucan, at the foot of the Totolqueme hill. The name has two exceptions: one, from the nearby town, which derives from the Náhuatl words tecpan- palace, tlachtli- ball game and co-place, Tecpantlaxco: "in the ball game of the palace", likewise, the other interpretation of the word Tepatlaxco which means "plain where there is an abundance of rocky areas" or "stone enclosures". Even though we do not know the origin of the inhabitants who had a commercial relationship in the Puebla-Tlaxcala valley, they were influenced by the Olmec culture. (INAH, n.d.)

- Hacienda de San Cristóbal Polaxtla Museum. The Hacienda de San Cristóbal Polaxtla Museum belongs to a group of three house-museums belonging to the cultural heritage of the Hagenbeck Foundation: Museo Casa de la Bola (CDMX); Hacienda Santa Monica (Edo Mex) and Hacienda San Cristobal Polaxtla (Puebla), which house one of the most important collections of decorative art in Latin America, the pieces that stand out for quantity and quality: various 18th century cabinets, friar armchairs, colonial paintings, engravings, clocks, among others.

There are 34,870 m² of green area, in which an ash tree forest, a beautiful pond and an area of cultivated land stand out. It is listed as a historical monument by the INAH (National Institute of Anthropology and History). Social events or filming can be carried out here. Located in Col. El Chamizal (museoshagenbeck.mx, 2018).

- Last but not least, the song "Yo soy de San Martín" Author: Don Luis Manuel Dueñas Nava.

Gastronomy of the región

It is mentioned that Puebla contributes a significant variety to Mexican gastronomy: mole poblano, mushrooms, mole de caderas, Arab tacos, chalupas, molotes, bread stuffed with cheese, besides Tehuacán (Pue.) is the cradle of corn. Additionally, there are typical sweets, which during the XVI and XVII centuries were created in the convents of that state: tortitas de santa clara, borrachitos, camotes, cocadas, jamoncillo, etc., and without a doubt the representative dish (besides the mole itself): the chiles en nogada (chiles in walnut sauce). It is considered that San Martín Texmelucan is one of the main producing areas of chile poblano in the state, due to its smell, flavour and colour, characteristics that stand out even though production has been affected by the entry of products not only from other states, but also from imports, such as China (Juárez, 20): (Juárez, 2021).

The main dishes of San Martín Texmelucan and the surrounding area are: mole poblano, caldo de oso (menudo), tlapique de carpa or charal (asado), barbacoa de borrego; pork carnitas, chileatole and esquites, different stews with chilli from the region, highlighting the chiles rellenos and chiles en nogada. The latter are the most representative, as the basic raw material for their preparation, chile poblano, is sown in Texmelucan and neighbouring localities, but their origin is external to the municipality. Also mentioned is the tasting of typical sweets of the region, among others: muéganos, made of wheat, milk and egg, forming four squares in the middle of two wafers of different colours; preserved sweets: peaches, tejocotes, pears.

SMT customs and traditions:

- Patron saint festival: 11 November, which is celebrated in honour of San Martín Obispo de Tours, patron saint of traders, with a fair, fireworks, masses, etc.

In addition, there is the fair, which even though it has changed location: in its beginnings in the city's zocalo, it moved to the Centro Deportivo Ángeles Blancos and recently to the San Damián sports field. This is an event in which Texmeluquenses and visitors not only have fun in the mechanical games, but also enjoy food and drinks, buy clothes, textiles, handicrafts, entertainment and musical events. Although it has fallen into disuse, mole is traditionally prepared and shared with family and visitors, accompanied by itacate, which is the gift of food to enjoy at home. This is not the case in the juntas auxiliares, whose tradition in the festivities of the patron saints is still in force today: in which this dish is the invitation to receive family, friends and work colleagues.

Day of the Dead: the ofrendas have two moments of consideration: the first, which consists of placing typical sweets for the occasion; sugar skulls and coloured dough figures of pepita (cockerels), cempaxúctil and velvet flowers, pan de muerto (seasonal), food, fruit, water, salt, and a photograph of the deceased; and second, on 2 November the ofrenda is "raised", so that visitors, relatives and acquaintances are shared with the ofrenda: bread and fruit mainly, besides that in the course of 28 October to 2 November bread is shared to those who visit the ofrenda.

Holy Week: Holy Thursday. Traditionally, the seven houses are visited, and in the atriums of the churches, stalls are set up which, in exchange for a voluntary economic contribution, offer: salt bread (small), palm crosses, chamomile, and blessed threads.

- Good Friday. In San Martin Texmelucan and some nearby localities, traditionally sawdust carpets are placed, on which the representation of the Stations of the Cross will pass.
- Saturday of Glory. It used to be a tradition to get wet on this day, due to the awareness of taking care of water, a vital liquid, authorities have prohibited the use of buckets, so it was decided to move to nearby places where there are streams, water springs, public pools, etc., turning the periphery of these places into a popular festival.

Mexican Independence Day: 15 September. The municipal president gives the traditional shout of independence and in the zócalo food and drink stalls are set up, as well as stalls selling various articles and musical events.

- 16 September. A civic parade is held, in which the following participate: municipal authorities; schools from San Martin Texmelucan and its auxiliary boards: from basic, middle and high school levels; Red Cross; Firemen; Charros Association, among others.

Mexican Revolution: 20th November. To commemorate this date, a sports parade is held, in which, unlike 16 September, the number of schools and participants decreases.

- Sports activities, mainly basketball with the team: White Angels, as well as baseball, a sport that brings together families in the communities.

7.5 Discussions

Although the 2023 agenda addresses sustainable tourism as contemplated in objectives 6, 7, 13, 14 and 15, the lack of dissemination of agreements, plans, declarations, protocols and global treaties does not permeate the local actors, such as the case of "Sustainable Mexico, Tourism Strategy 2030", to mention just one, which involves an exercise in innovation and collaboration that emanates from the agreement of International Organisations between the Government, Civil Organisations, Companies, Investors, Academia and Local Communities: Government, Civil Organisations, Companies, Investors, Academia and Local Communities.

The proposal for a Sustainable Tourism Model observed in the previous Figure 1 of the project "Relevance of the cultural-natural heritage of Texmelucan as a promotion of sustainable tourism", derives from the appropriation of the locality, since it does not appear in the programmes that various governments of the republic have developed Beach Centres, In the Heart of Mexico, Sea of Cortés-Barrancas del Cobre, Route of the Gods, Colonial Treasures, Mayan World and Frontiers; This proposal states that sustainable tourism contemplates any form of tourism, with the premise of considering present and future effects, its principles: social, economic and environmental, in the satisfaction of the needs of the host community, the environment, the economic sectors and the visitors.

7.6 Conclusions

After analysing the information from this research, the following conclusions can be drawn:

Statistics and figures demonstrate the importance of San Martin Texmelucan in the economic field both regionally and nationally, given the retail trade through 5 166 units is that 51.1 % of retail trade is generated (datamexico.org, s/f). Because of the above and the cultural and natural heritage, but also tourists and visitors, through the dissemination of programmes that promote the locality and the surrounding area, it is not only the inhabitants who should value the aforementioned resources, but also visitors and tourists through the dissemination of programmes designed for the area in question. Thus, an orderly growth, derived from federal, state and municipal public policies, must consider not only the civilian population but also the business sector from which investments come. The latter are directly related to the creation of jobs, which is, among other things, one of the benefits of sustainable tourism.

The design of a sustainable tourism model is required, which prudently determines operational plans, goals, objectives and strategies that give direction to sustainable tourism in the region; with new proposals in tastes and preferences of tourism, because although there are regional programmes such as: México Norte, Mundo Maya, Tesoros Coloniales, Corazón de México, Centros de Playa and Pueblos Mágicos, they do not fit in with the municipality in which the research was carried out (sectur.gob.mx, 2014).

It is necessary to adequately integrate the population and entrepreneurs, so that they are the ones who offer tourism products and benefit from the proposal that the municipality of San Martín Texmelucan and the surrounding area be considered as Sustainable Tourism.

Given the 2030 agenda from which the SDGs emanate, at a national level the aim is to develop and implement policies focused on promoting sustainable tourism that will create jobs, promoting the preservation of cultural and natural heritage, as well as local products.

San Martín Texmelucan has a privileged location: a little less than 40 km from the city of Puebla and 97 km from the CDMX, suggesting to take the federal highway to enjoy some of the following attractions to be considered as sustainable tourism: Santa Rita Tlahuapan, place that counts with church architecture whose construction dates from the XVI century, exhacienda Guadalupe las Dalías and trout farms; Río Frío de Juárez, place that counts with valleys that among diverse flora and fauna counts with coniferous forests, waterfall El Salto, ecotourism park: Villa de Victoria, place where you can camp, do sport fishing, trekking, among others. There are also different zones considered sanctuaries of fireflies. For this and other reasons, it is proposed the Valorisation of the cultural-natural heritage of Texmelucan: opening the way to sustainable tourism.

Emphasising that the cultural and natural heritage is not only the responsibility of the tourists but also of the local inhabitants, an invitation is made to reflect on the history, use and economic flow generated by tourism and the economic activity of the commercialisation of the municipality of San Martín, and to contemplate through the vision, a model of sustainable tourism. For this, the collegial work of entrepreneurs, government, society and higher education institutions is essential (Sosa, Biviano, García, & Avelino, 2022), i.e. the triple helix. This, in addition to developing integrated tourism products through interest and involvement in receiving localities, as well as the dissemination of research, is a key element of the triple helix.

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Chapter 8 Quality tourism services in the municipality of Puebla

Capítulo 8 Los servicios turísticos con calidad en el municipio de Puebla

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Abstract

This research was conducted in the municipality of Puebla, with the objective of knowing the tourists' opinion regarding the quality of tourism products and services offered in the municipality of Puebla. As well as the participation of public and private sector among the different management actions that promote sustainability of tourism in the capital of Puebla. Nowadays, it is essential to offer high quality goods and services that satisfy the customer and exceeds their expectations, in a scheme of social responsibility and commitment to the environment, conservation of historic buildings and quality in gastronomy. To this end, the implementation of standards that regulate the quality of products and services in accordance with ISO 9001, 14001, 22000, 26000, related to tourism activities is considered. The qualitative-quantitative mixed method was applied. To obtain the information, 359 surveys were applied to tourists who visited the capital city of Puebla. Among the main results, it's highlighted how visitors feel respect to safety, quality of goods and services offered by the different suppliers, more than 70% of the tourists were satisfied. Concerning the implementation of ISO standards, the 26000:2010 standard was the most used by companies, Social Responsibility followed by the 14001:2015 Environmental Management, among the conclusions, the implementation of ISO standards should be applied in all companies that offer tourism products and services, in order to meet the requirements of tourists and keep a relationship of respect and social responsibility with sustainability and the environment.

Tourism, Sustainability, Perception, Quality services

Resumen

Esta investigación se realizó en el municipio de Puebla, con el objetivo de conocer la calidad de los productos y servicios turísticos que se ofrecen en el municipio de Puebla y la participación en la gestión de la calidad y sustentabilidad de las partes involucradas, sean públicas o privadas. De acuerdo con la relevancia que en la actualidad implica el ofrecer un bien o servicio con calidad, pero también con responsabilidad social y compromiso con el medio ambiente, así como la inocuidad de los alimentos. Para tal efecto se consideran conceptos sobre calidad e indicadores de productos y servicios de acuerdo con la ISO 9001, 14001, 22000, 26,000, se mencionan términos sobre turismo. Se utilizó el método analítico y descriptivo, y se aplicaron 359 encuestas a turistas, entre los principales resultados, sobre la atención, seguridad y calidad de bienes y servicios que ofrecieron los diferentes proveedores, más del 70 % de los turistas, estuvo satisfecho, con respecto a la implementación de las normas ISO la que más han puesto en práctica las empresas fue la 26000:2010, Responsabilidad social seguida por la 14001:2015 Gestión ambiental, las conclusiones la implementación de las normas ISO se debe aplicar en todas las empresas que ofrecen los productos y servicios turísticos, con la finalidad de satisfacer los requerimientos de los turistas y mantener una relación de respetos y responsabilidad social con la sustentabilidad y el medio ambiente.

Turismo, Sustentabilidad, Percepción, Servicios de calidad

8.1 Introduction

Tourism as a source of employment is fundamental and as a recreational activity is something we all have the right to, whether to travel, get to know and enjoy other places, through their culture, gastronomy, monuments, history, landscapes and natural places, where the authority, institutions and producers of goods and services must be coordinated to offer a quality product and service.

The objective is to know the quality of tourism products and services offered in the municipality of Puebla and the participation in the management of quality and sustainability on the part of the parties involved, whether public or private.

In this context, the present research is integrated by a referential and theoretical framework, where the total population and the economically active population are described, as well as the importance of the tourism sector at national, regional and municipal level of Puebla. In relation to the theoretical framework, concepts about quality in the provision of tourism services and quality management are presented. The methodology to carry out this research in which the analytical and descriptive method was used, a survey was applied to 359 tourists physically and by Google forms.

Subsequently, based on the analysis of the information, the results are presented, as well as the discussion of these, where the standard that had the greatest recognition in its implementation was ISO 26000:2010, followed by ISO 14001:2015 Environmental management, the conclusions and recommendations are mentioned, and finally the references consulted and the acknowledgements to the people who helped to collect the field information are described.

8.2 Theoretical references

8.2.1 Frame of reference

The Municipality of Puebla is located in the central part of the state, it has 1,692,191 inhabitants of which 882,696 are women and 809,485 are men (Inegi: 2020). Its coordinates are latitude north 19 02 38 and longitude 98 11 50 its municipal seat Heroica Puebla de Zaragoza, with an altitude above sea level of 2 137 metres (Inegi: 2017).

It also has a great cultural and gastronomic variety, as well as its historic centre considered a world heritage site by UNESCO.

It is bordered to the north by the state of Tlaxcala, to the east by the municipalities of Tepatlaxco de Hidalgo, Amozoc, Cuautinchán and Tzicatlacoyan, to the south by the municipalities of Huehuetlán el grande and Teopantlán, and to the west by the municipalities of Santa Clara Ocoyucan, San Andrés, San Pedro Cholula and Cuautlancingo. It has a territorial extension of 563.4 square kilometres which represents 1.55 % of the state territory and occupies the 8th place of the 217 municipalities, integrated by 17 auxiliary boards, which to carry out the activities of public administration are formed by a municipal president and 4 councillors elected in a direct way under a plebiscite for 3 years. It also has 30 inspectorates as the closest and most direct authority in each of the rural communities (Municipal government: 2021-24).

The economically active population is 994 543 people, which represents 58.7% of the total population of the municipality, an increase of 5.5% in relation to the 2015 national survey of occupation and employment. (Municipal government: 2021-24).

According to Inegi's national directory of economic units cited by the (Municipal Government 2021-24), the total number of such units was 90 thousand, of which 30 % closed, i.e. (27 thousand economic units), due to the Covid 19 pandemic. During the period from March 2020 to 2021. This makes it necessary to look for strategies to reactivate the economy in a faster and more efficient way. Taking into account that tourism represents one of the activities with the greatest dynamism and growth in the municipality of Puebla.

The quality in relation to the administration and maintenance of public services in places of leisure and recreation, such as squares, parks and gardens, is not very encouraging, as there is no equity in the access of the population to these places, due to the distance, dispersion of powers by the City Council, lack of specialised personnel and limited participation of the citizens in the design of these places of leisure, which means that most of them do not meet their needs. In addition to this, the perception that citizens have in relation to the safety of these places, 14.6% commented that they are unsafe, 12.7% are dirty, 11.6% are far from their homes and 10.3% do not have lighting. (Municipal Government 2021-24).

8.2.2 Importance of tourism

Globally, tourism is becoming more and more important for the economic and social development of a country, as in many economies it is equal to and even exceeds the export of oil, food and automobiles in terms of income. This makes it a major player in world trade and a revenue generator in many developing countries, in addition to the importance it has in developed countries. In this context, worldwide in the months of January to May 2022 there was a rebound of 250 million international arrivals registered in contrast to the 77 million arrivals in 2021 (UNWTO:2022).

In Mexico, tourism represents 7.1% of the total GDP and generates more than 4 million jobs (Impulso: 2022), and in the same year, 105.5 million of the national GDP and 108.5 million were generated by national tourism consumption (Inegi: 2022).

In the year 2020, the economic revenue from tourism was 1,475,107 million pesos, which represented 6.7% of the national GDP (Inegi: 2021).

On the other hand, the federal, state and municipal governments, in their respective development plans, agree that tourism activity is a multifactorial phenomenon, for which a challenge has been posed from a social and sustainable point of view, aligned with the sustainable development objectives of the 2030 agenda, where competitive conditions are generated that involve better planning, training and the promotion of regions with tourism potential in the state (Government of Puebla: 2020-24), (Municipal government 2021-24).

It is worth mentioning that the government of the state of Puebla June 2022, launched a new tourism brand "Tienes ganas de Puebla", to revive the economy, which seeks socio-cultural progress, through unity, tradition and history, to promote local, regional, national and foreign tourism, (Meneses: 2022).

With respect to the municipality of Puebla as it can be observed in table 1, the participation that is expected in the summer 2022, on the hotel occupancy the city of Puebla and metropolitan area occupies the fifth place with 61.6% 12% less than the first place that has as destination Cancun. This implies the great relevance that tourism represents in the municipality of Puebla.

Table 8.1 Hotel occupancy by location summer 2022

Destination	Occupancy %
Cancún	73.6
Puerto Vallarta	71.2
Los Cabos	67.2
Ciudad de México	63.4
Puebla	61.6

Source: Own elaboration with data obtained from Publimetro.. <https://www.publimetro.com.mx/puebla/2022/07/05/turismo-puebla-cuantos-visitantes-se-esperan-para-vacaciones-de-verano-2022/>

On the other hand, the tourist participation in the municipality of Puebla has increased notably, during the months of January to June of 2023, the entity received 7.300 million national, state and international tourists and represented 7,900 million pesos of which the municipality of Puebla received 4.6 million visitors that represented more than 5,600 million pesos. That is 29.1 % more than last year (Cruz: 2023).

8.2.3 Quality in tourism goods and services

The provision of quality services is fundamental to achieve and maintain a position in the eyes of tourists or visitors, be they local, regional, national or foreign. In this sense, the quality of a tourist destination, according to the World Tourism Organisation, is understood as the result of a process aimed at meeting the needs of tourism products and services, the requirements and needs of tourists at an acceptable price in accordance with accepted contractual conditions and with implicit factors such as safety, hygiene, accessibility, communication, infrastructure, public services and amenities. In addition to ethical conditions, transparency and respect for the human, natural and cultural environment (Zamora: 2019).

Likewise, total quality in the tourism sector is considered as a business culture that is based on external and internal excellence, in the first case, the aim is to satisfy customers as far as possible based on prior knowledge of their needs, desires and motives. In the second, the company seeks maximum efficiency by offering products that meet quality standards and competitive prices (Alvarez:2003; González, et al, 2021; González-Herrera and Martín-Sánchez, 2023).

However, offering quality in goods and services is not a task of the private or business sector, but also of the public sector, in this case the government of the municipality of Puebla, in such a way that public policies of quality, in relation to the promotion of tourism in Puebla, must be designed in terms of satisfying the requirements of customers, through the monitoring of a quality management system and the search for and promotion of certifications in each of the suppliers of goods and services, whether public or private.

Because of this, it is necessary to implement strategies to reduce economic informality in the municipality of Puebla, a fundamental key in the elaboration of local economic development policies (Municipal Government 2021-24). And local development strategies through digital marketing (Torres et al:2022).

According to the standard (ISO 9000: 2015) the quality of products and services is a function of the capacity they will have to satisfy customers, in addition to the value and benefits they can obtain. For its part, the standard (ISO 9001:2015). The principles of quality management are set out, among which are customer focus and improvement, in the case of the former, each organisation must ensure that customer requirements are understood and met, as well as those related to laws and regulations, in addition to considering the risks and opportunities that may affect the conformity of goods and services.

8.3 Methodology

The method used was the analytical and descriptive method According to Munch and Angeles, (2015) the parts of a whole are separated to be analysed each of them and subsequently described. According to Hernández. (2016), the description specifies relevant properties and characteristics of the phenomena in question. As well as the behaviour and trends of the population studied.

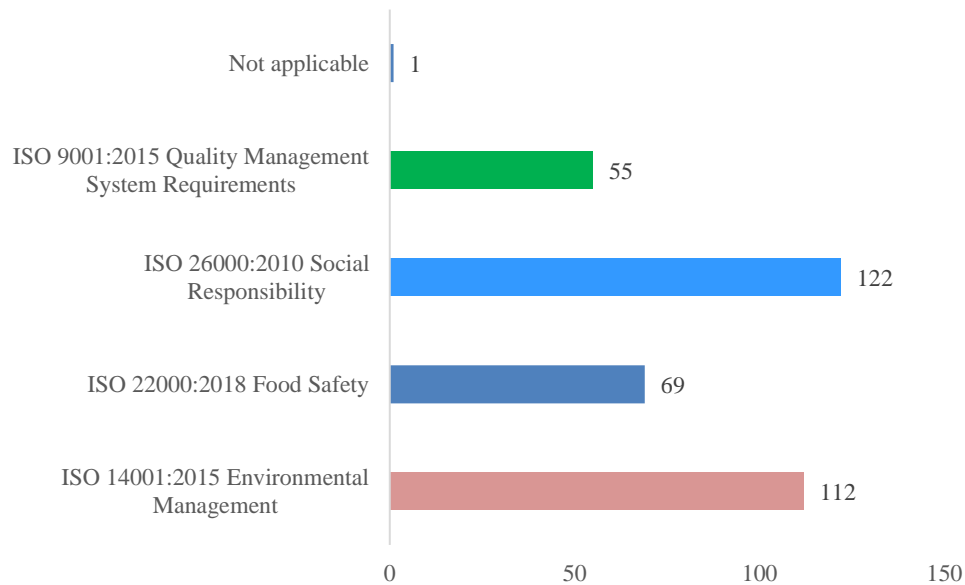
A sample was determined which was elaborated by the RedAyN, with a margin of error of 5% and a confidence level of 95%.

359 surveys were applied to tourists who visited the municipality of Puebla physically and online using a questionnaire designed in Google forms. The annual average was calculated based on data obtained from Inegi, Mexico in figures, integration tabulations, tourism 2021, supported by other sources such as INAH and DATATUR.

8.4 Results

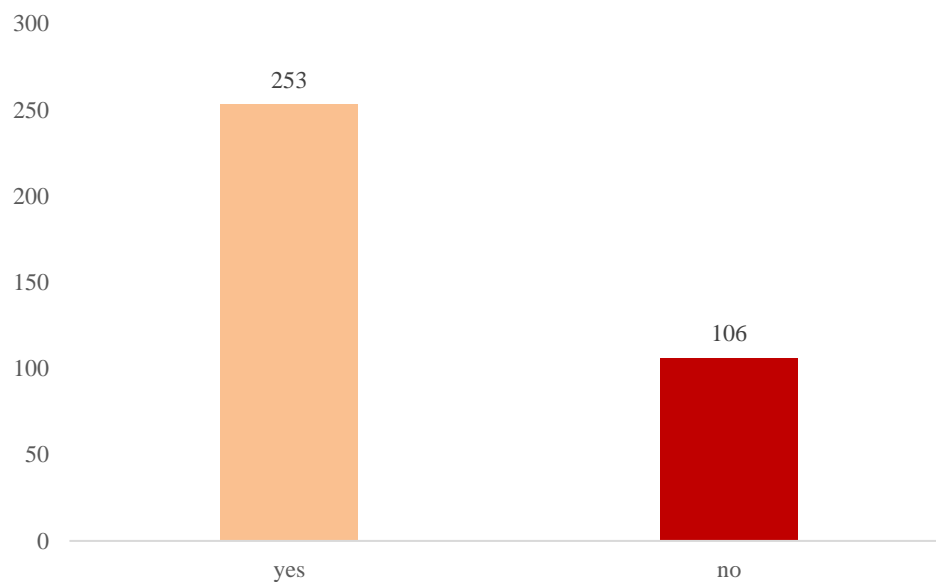
The results obtained according to the information provided by the respondents are presented below.

The knowledge and appreciation based on the implementation of ISO family standards, which the companies dedicated to offering accommodation services, transport, food, amusement centres, as well as the products they purchased. The standard that companies have implemented the most is ISO:26000 social responsibility with 34%, followed by ISO ISO ISO:14001 environmental management with 31%, ISO:22000 food safety with 19% and finally ISO 9001:2015 QMS requirements with 16%. As can be seen in figure 8.1.

Figure 8.1 Implementation of standards in goods and services

Source: Own elaboration with data taken from the field research May-June 2022

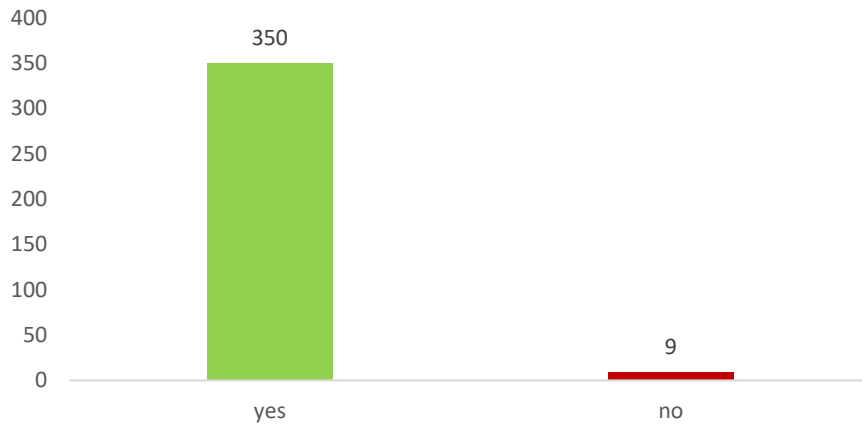
Similarly, the attention received by tourists from the providers of tourist goods and services, with regard to information on the location, care of natural sites (caves, waterfalls, dams, etc.) and architectural, historical and religious monuments, either in person or by means of brochures, posters, etc. and architectural, historical and religious monuments, either in person or by means of brochures, posters and other means. Of the total number of interviewees, 70% stated that they had some form of information about the place or monument they visited, the rest answered that they had not, as shown in Figure 8.2.

Figure 8.2 Attention given to tourists by tourism goods and services providers

Note: own elaboration with data taken from the field research May-June 2022.

In relation to the recommendation of the places visited in the municipality of Puebla, 97% of the tourists answered that they would recommend visiting some tourist place in the municipality and only 3% said they would not, as can be seen in Figure 8.3.

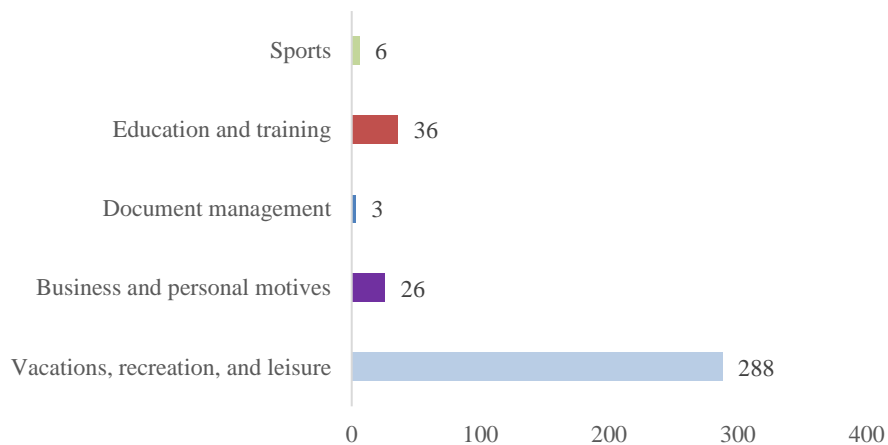
Figure 8.3 Recommendation of the places visited in the municipality of Puebla, by the tourists



Source: own elaboration with data taken from the field research May-June 2022.

In Figure 8.4 we can observe that the reason for which the tourists visited the municipality of Puebla were holidays, recreation and leisure with 80%, followed by 10% education and training, 7% business and personal reasons, 2% sports and 1% to manage some document.

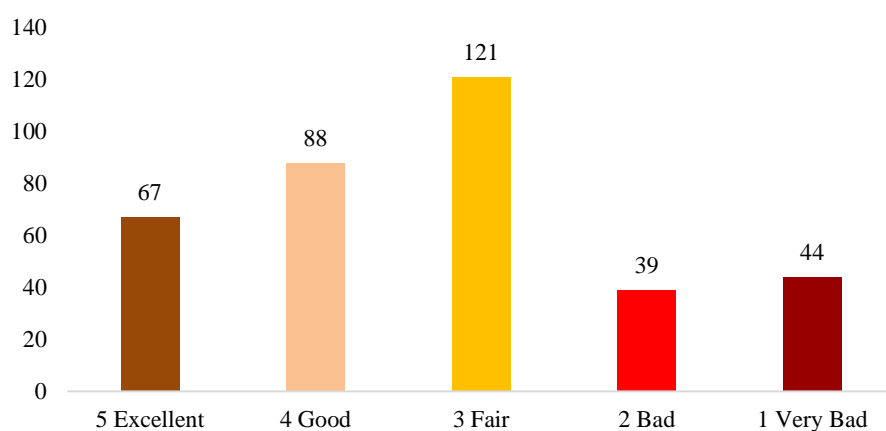
Figure 8.4 Reasons for visiting the municipality of Puebla



Source: own elaboration with data taken from the field research May-June 2022.

The way in which tourists rated the satisfaction and quality of the security services offered in the place(s) visited, by them. 19% said it was excellent, 24% good, 34% fair, 11% bad and 12% very bad, which can be seen in Figure 8.5.

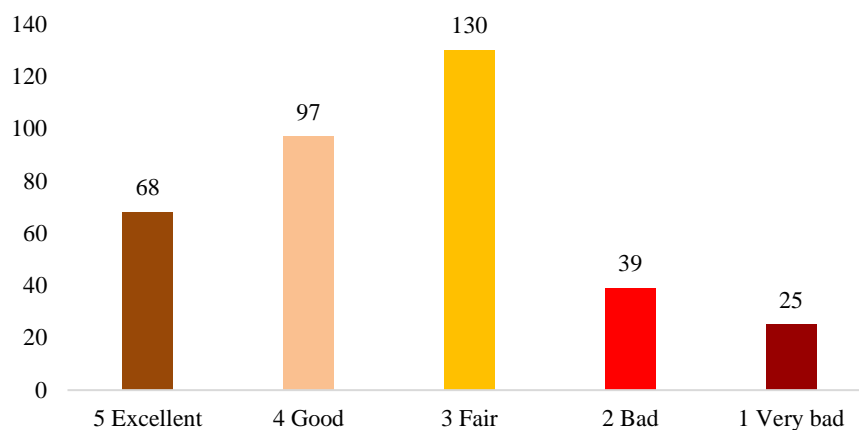
Figure 8.5 Tourists' perception of the security service



Source: Own elaboration with data taken from the field research May-June 2022.

Finally, the perception of tourists in relation to the tourist information provided by the different modules was as follows: 19% excellent, 27% good, 36% fair, 11% bad and the rest very bad, as shown in Figure 8.6.

Figure 8.6 Tourist information modules



Source: Own elaboration with data taken during the field research May - June 2022.

8.5 Discussion

Based on the results found and according to (Sanchez and Sanchez: 2016), on the perception of quality and satisfaction of service provision on the part of customers, it can be seen that there are still some issues where attention and performance have to be improved, mainly in compliance with the requirements and quality standards, based on the ISO family standards, such as (26,000:2010, 22:000:2018, 14001:2015 and 9001:2015). However, it must be recognised that both public and private actors have started to do their homework, even from the governmental side where the three levels of government have committed to carry out the tourism sector with quality and sustainability aligned with the sustainable development objectives of the 20/30 agenda considered fundamental in the promotion of social and economic development at state, national and global level.

The information provided by this research revealed interesting data, including the knowledge of the tourists surveyed about the international standards of the ISO family and their implementation in tourism services and products in the sector, about social responsibility, environmental management, food safety and the requirements of an environmental management system. However, programmes should be implemented to promote and motivate the actors involved in the offer and provision of tourism goods and services to establish quality management systems in accordance with each of their business lines.

The attention offered by the business units of the tourism sector, to the people who visited the municipality of Puebla, only 70 % said to have received, which implies to implement training courses to the employees to cover this aspect. On the other hand, one of the strengths expressed by the visitors was the recommendation to visit the municipality of Puebla, among the main reasons are vacation, recreation and leisure, partly due to the campaign launched by the state government "Tienes ganas de Puebla". This is followed by education and training, as well as business and personal reasons.

In relation to the security offered by the municipality and the places visited, in general terms it was evaluated by tourists as excellent to fair. However, 23% rated it as bad and very bad. Likewise, the information provided by the different tourist models was rated by 18% of the respondents as bad and very bad, which should motivate the municipal authority and the tourist units to redouble their efforts to meet this need. Finally, according to Álvarez (2003), in order to comply with quality standards in the provision of tourism services, it is necessary to start from a business culture that seeks excellence based on the satisfaction of tourists externally and to offer quality goods and services internally. Therefore, to maintain continuous improvement and obtain the optimum quality of product and service provision, according to Igna and Arosquipa (2019), companies must invest in training and development of their staff, which translates into better distribution, meeting goals, and strengthening competencies and capabilities.

8.6 Conclusions

Tourism in the municipality of Puebla is fundamental to generate economic, social and cultural development; therefore, both the public and private sectors must invest in training and infrastructure so that the offer of tourism goods and services fully satisfies the requirements of these.

The implementation of quality standards in the goods and services offered by tourism organisations should be applied in all institutions, regardless of their size or line of business, and should be constantly evaluated in order to maintain continuous improvement.

The types of products and tourist services that the municipality of Puebla offers are of gastronomy, historical monuments, zones of amusement, entertainment, culture, which must fulfil the minimum standards of quality such as the attention, warmth and social responsibility, care of the environment.

8.7 Recommendations

It is necessary to provide appropriate access to tourist sites for people with disabilities, as in some of them it is difficult to reach the destination.

Continue to support the promotion and training of people involved in the provision of tourism services in order to fully satisfy the requirements of tourists.

8.8 Acknowledgements

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Chapter 9 Analysis of the gastronomic offer with respect to the sustainability of the magical town of Cholula

Capítulo 9 Análisis de la oferta gastronómica con respecto a la sustentabilidad del pueblo mágico de Cholula

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Abstract

La dinámica social y económica en los destinos turísticos tuvo un cambio radical a partir de la recuperación económica derivada de la pandemia provocada por el SRAS-CoV-2, la caída de hasta el 90% en el sector turístico implicó cambios sustanciales en las prácticas para la prestación de los servicios. El compromiso que deben tener las empresas para con el progreso social, económico y ambiental de manera integral empresa-población es crucial para un desarrollo sostenible adecuado. El programa de Pueblos Mágicos fue creado en el año 2001 con la intención de estructurar una oferta complementaria y diversificada al interior del país, cuyos objetivos se centran en impulsar un enfoque social con respecto a los derechos humanos, fomentar el desarrollo justo y equilibrado entre los individuos y comunidades, fortalecer la innovación y diversificación de la oferta turística, así como contribuir al desarrollo sostenible priorizando la conservación del patrimonio. En la actualidad se desconoce el nivel de desarrollo sostenible que existen en los destinos conocidos como Pueblos Mágicos de Puebla, por lo que la presente investigación busca valorar el desarrollo sostenible alcanzado, con un instrumento que explora los componentes sociales, económicos y ambientales observados en las prácticas realizadas por las empresas vinculadas al turismo con especial énfasis en las empresas gastronómicas. Para poder identificar los diferentes ejes de la sustentabilidad se seleccionaron 3 ítems de cada componente que lo integra. Se observó que el Pueblo Mágico de Cholula ha alcanzado un desarrollo sostenible significativo en lo que se refiere a las unidades económicas que ofertan alimentos y bebidas. Otro dato que resalta es que el 60% de las empresas demostró que los niveles de desarrollo social y económico son relevantes, viéndose reflejados en la percepción que tienen las unidades económicas con respecto a la mejora de la calidad de vida de los empresarios y la población.

Unidades económicas, Sustentabilidad, Cholula, Pueblo mágico

Abstract

The social and economic dynamics in tourist destinations had a radical change from the economic recovery derived from the pandemic caused by SRAS-CoV-2, the drop of up to 90% in the tourism sector implied substantial changes in practices for the provision of services. The commitment that companies must have towards social, economic and environmental progress in a comprehensive company-population manner is crucial for adequate sustainable development. The Pueblos Magics program was created in 2001 with the intention of structuring a complementary and diversified offer within the country, whose objectives are focused on promoting a social approach with respect to human rights, promoting fair and balanced development among individuals and communities, strengthen innovation and diversification of the tourist offer, as well as contribute to sustainable development by prioritizing heritage conservation. At present, the level of sustainable development that exists in the destinations known as Pueblos Magics de Puebla is unknown, so this research seeks to assess the sustainable development achieved, with an instrument that explores the social, economic, and environmental components observed in practices. carried out by companies linked to tourism with special emphasis on gastronomic companies. To identify the different axes of sustainability, were selected 3 items from each component that integrates it. It was observed that the Pueblo Magic of Cholula has achieved significant sustainable development in terms of the economic units that offer food and beverages. Another data that stands out is that 60% of the companies showed that the levels of social and economic development are relevant, being reflected in the perception that the economic units have with respect to the improvement of the quality of life of the entrepreneurs and the local population.

Economic units, Sustainability, Cholula, Pueblo mágico

9.1 Introduction

The fall in the tourism sector had a considerable impact on economic activity within both private and public service providers, with visitor figures, spending per person, as well as performance indicators in organizations dropping considerably as a result of the pandemic caused by SRAS-CoV-2.

Mexico showed a 46% drop in international tourist arrivals, according to data provided by the Economist and referred to by the United Nations Conference on Trade and Development (UNCTAD). Among the main barriers were travel restrictions, slow containment of the virus, low traveller confidence and a poor economic environment (Morales, 2021).

For the present research, an instrument was designed consisting of 35 items organised into four categories (business characteristics, marketing, sustainability and customer service), validated by the National Business and Administration Network (REDAYN), under a quantitative approach with likert scale items, the main findings include that 90% of the economic units have followed the provisions of the authorities in terms of care and access to the business.

The Magical Town of Cholula has achieved an important social development in terms of the gastronomic economic units, since it is possible to perceive that 60% of the economic units consider that the quality of life of the entrepreneurs and the population has improved, so that the levels of social and economic development are relevant for the economic units studied.

9.1.1 Research problem

Cholula did not avoid the health crisis, which affected the economic stability within the municipalities of San Andrés and San Pedro, and this is a reference as a generator of work for the inhabitant population in the different sectors, both public and private.

Before the pandemic, hotel occupancy ranged between 55% and 60% during the week, reaching up to 90% during holidays or weekends, the trend dropped drastically in March 2020, reaching 8%. In addition, shops and businesses were strongly affected; tour guides, for example, stopped their activity by 100% since March. Tourist trams, for their part, closed and now, after the reopening, they barely reach 20% of activity (Ricardez, 2020).

The Magical Towns Programme was created in 2001 with the intention of structuring a complementary and diversified offer within the country, whose objectives are focused on promoting a social approach with respect to human rights, fostering fair and balanced development among individuals and communities, strengthening innovation and diversification of the tourist offer and contributing to sustainable development by prioritising heritage conservation. (Government of Puebla, 2021).

Within the social dynamics, consumer behaviour has changed due to the permeability that social networks have had on users, among people who maintain an active account, WhatsApp and Facebook are the most used, with 98.9% and 96.1% of knowledge respectively. In this sense, consumers interact with brands, establish a relationship that affects the commercial dynamics of service providers as mentioned by Vázquez et al (2021) who refer that tourists are increasingly demanding, since those who have their smartphones or mobile devices within reach have a large amount of information to compare products and services and make the best decision according to their personal conditions.

Morán-bravo et al. (2021) have concluded that with the Pueblo Mágico distinction, Tlatlauquitepec has gradually improved the generation of permanent and temporary jobs, the actors involved (service providers) agreed that tourism has benefited the town of Tlatlauquitepec, which coincides with the economic inertia to the rise prior to the contingency caused by the Sars Cov 2 that reached growth of up to 6.7% where 15% of the income of the state of Puebla was contributed by the Magical Towns. (SECTUR, 2018).

To date, it is not known whether the municipalities of San Andrés Cholula and San Pedro Cholula have achieved full sustainable and economic development within the framework of the impact of the pandemic that allows for the fulfilment of the aforementioned objectives, which are aligned with the State Strategy for Magical Towns (Estrategia Estatal de Pueblo Mágicos).

9.1.2 Aim of the study

To assess the level of sustainable development achieved in the Pueblo Mágico de Cholula based on the analysis of the opinions of tourism businesses in the food and beverage sector.

9.2 Theoretical review

9.2.1 Economic units

According to INEGI, (n.d.) the economic unit is defined as an "establishment (from a small shop to a large factory) settled in a place permanently and delimited by constructions and fixed installations, in addition to the production and/or commercialisation of goods and/or services".

What the (DENUE) refers to regarding economic units is to inform the general public about the situation of companies in terms of economic activity, ranging from a small company to large companies according to their size and number of employees, as well as the geographical area where they are located.

This allows to know in a more specific way, the number of economic units within a given group in the business sector and helps to identify the establishments, both by their brand or social regime, as individuals or legal entities and reference points within this social framework. It allows to know in detail both the infrastructure and facilities, whether fixed or movable, to carry out their production and / or marketing of goods or services (INEGI, 2020).

9.2.2 Economic censuses

The Economic Censuses are a statistical information generation project carried out by INEGI; this body is responsible for helping to update the national geostatistical framework to obtain basic statistical information on all establishments producing goods, merchandise traders and service providers, in order to generate economic indicators for Mexico at a high level of geographical, sectoral and thematic detail.

The importance of the economic censuses is that they allow in a specific way, to know the multiple public, private and social projects regarding the economic characteristics of the country, which gives access to data at national, state and municipal level, regardless of the geographical area. In the same way, it allows to know the characteristics of the micro, small and medium enterprises, which contribute to the strengthening of the productivity of new emperors and already constituted companies. These economic censuses give the guideline to know the information of the country regarding the growth of companies, since the economic statistical censuses constitute the infrastructure as indicators of the GDP. Within this framework of economic study, different types of economic censuses can be found, which by the nature of each one allow different approaches such as the geographical area depending on the sector or branch of activity, even by the size of the company in which it can be measured by the number of employees, production value, income, net fixed assets and other factors necessary within the study of each company.

All the information collected during the census is published at national or state and municipal level, depending on each sector or activity within the nature of the study according to the Industrial Classification System of North America (SCIAN), within this body if the public wants more detailed and simplified information with special requirements of each economic sector of the country, it can be done through the microdata service, within the INEGI website. (INEGI, 2019)

9.2.3 DENUE

According to (INEGI) the creation of the DENUE, within the mandate of the Technical Standard for the Incorporation and Updating of Information in the Statistical Register of Businesses in Mexico and with the purpose of regulating and updating the statistical records of the companies and these can be published and allow the economic units to be known, This has generated more than fifteen versions of the DENUE, which has been presented through the INEGI census to more than 5 million economic units, which can be consulted on the website through the consultation process.

9.2.4 Sustainability

The ability to achieve sustained economic prosperity over time, while protecting the planet's natural systems and providing a high quality of life for people (CCGS, 2013).

Sustainability is a mechanism that lies between the balance of the environment and the correct use of natural resources, which has the primary objective of generating awareness for future generations and the correct use of natural resources.

The Royal Spanish Academy (RAE), states that the term sustainable is something that can be sustained by itself and on the other hand the term sustainable is a process that is maintained by itself. An example for sustainable is an economic development that does not need outside help and does not deplete existing resources (Social Responsibility, 2022).

9.2.5 Types of Sustainability

According to the United Nations (UN), it defines the concept of sustainability as the component of three axes that are present within this concept and that are a fundamental part of the functional mechanism itself: the economic part, the social and environmental part, which work together to achieve sustainability, that is to say they have the part of production in consumption without affecting the ability to meet future needs, within the social part is to work together with equity, accessibility, participation and institutional security formed with the third phase of the environment to be able to sustain human life; i.e. it requires that resources are used at a rate no greater than that of regeneration, and that the waste it receives is emitted no faster than it can be assimilated. (UCUENCA, 2020)

9.2.6 Cholula

San Andrés Cholula

General Description

In the Encyclopaedia of the municipalities of Mexico (H. Ayuntamiento de San Andrés Cholula, 2009):

"The municipality of San Andrés Cholula, is located in the central-western part of the State of Puebla, its geographical coordinates are the parallels 18° 59' 12" and 19° 03' 24" of north latitude and the meridians 98° 15' 06" and 90° 20' 42" of western longitude, it borders to the north with the municipality of San Pedro Cholula, to the south with the municipalities of Ocoyucan and the city of Puebla, to the west with the municipality of San Gregorio Atzompa and to the east with the city of Puebla" (Sistema Nacional de Información Municipal. SNIM, 2020)

Economic Activities

Within the primary economic activities it is observed that in the municipality of San Andrés Cholula corn and beans, legumes and fodder such as oats, grass and alfalfa are cultivated, also in terms of livestock, the inhabitants of the municipality carry out this activity by raising cattle, pigs, cattle and poultry for self-consumption, at the industry level, in San Andrés Cholula milk is industrialised to produce cheese, cream and desserts, also rustic furniture is manufactured and blacksmith work is carried out. (Vasquez, 2021)

Tourist Attractions

The municipality has tourist activities such as: the archaeological zone, architecture, religious paintings and murals, the observatory, the culture centre, spas such as Cristo vivo, Puerto Escondido, Los Laureles and Camino Real, as well as discos, nightclubs and restaurants. (Destinos México Programme, 2022).

It has architectural monuments such as the Parish Church of San Andrés Cholula, the Church of San Andrés, the Church of San Gabriel whose construction dates back to the first third of the XVII century and whose main façade bears the date of 1630.

According to the INAFED, San Andres has other tourist attractions such as the Archaeological Zone of Cholula; these archaeological ruins constitute one of the most impressive relics of the pre-Hispanic era and is dedicated to the Rain God Chiconahui Quiáhuatl. It is considered as the biggest in the world, it has a surface of 4200 square metres and an approximate height of 54 metres, it has a Museum of site, this place consists of only two rooms.

Another attraction is the Church of Los Remedios, which is built on top of the pyramid and was dedicated in 1594 to the Virgin of Los Remedios. There is also the Church of Santa Maria Tonantzintla in the town of Poblacion de Santa Maria Tonantzintla which means "Place of Our Little Mother". The Church of San Francisco Acatepec was built in the 17th century and is considered a masterpiece of Mexican Baroque.

The National Institute of Astrophysics, Optics and Electronics is located in the town of Tonantzintla and was inaugurated on 17 February 1942. Numerous research projects have been carried out there and there have been important discoveries worldwide, such as the discovery of supernovae (Destination Mexico Programme, 2022).

9.2.7 Commerce and services

There are grocery and miscellaneous shops, fruit and vegetable shops, bakeries, glassware and butcher's shops, food production services, hotel services, nightclubs, as well as a concentration of discotheques and fast food establishments. There are also automobile, bicycle and electrical appliance repair shops.

San Pedro Cholula

The Encyclopaedia of Mexican Municipalities (2009) states that:

"The municipality of San Pedro Cholula is located in the central-eastern part of the state of Puebla. Its geographical coordinates are: parallels 19° 01' 30" and 19° 06' 42" north latitude and meridians 98°15'06" and 98°24'00" west longitude. The municipality borders to the north with the municipalities of Juan C. Bonilla, Coronango and Cuautlancingo, to the south with the municipalities of San Gregorio Atzompa and San Andrés Cholula, to the east with the city of Puebla, to the west with the municipalities of San Jerónimo Tecuanipan and Calpan" (Sistema Nacional de Información Municipal. SNIM, 2020)

Economic activities

In the municipality of San Pedro Cholula, as far as agriculture is concerned, grains such as corn, beans, broad beans, alfalfa and maize are produced, cactus and vegetables such as onion, coriander, radish, cauliflower, cabbage, lettuce and cucumber are also cultivated, fruits such as avocado, pear, plum, apricot, peach, apple and capulin are also grown, and there are large extensions of land dedicated to this activity. In terms of industry and transformation, the municipality produces cider and food products, as well as partition walls, bricks and clay tiles (Vasquez, 2021).

Tourist Attractions

In the Encyclopaedia of the municipalities of Mexico it is stated that:

"The municipality is known nationally and internationally for having been a historical ceremonial centre of pre-Hispanic cultures. Nowadays, the archaeological rescue has provided the opportunity to contemplate part of the pyramid and a religious temple erected on the top of the hill where the pyramid is covered. Other attractions are:

The Franciscan convent, and the 45 religious temples found in the area, the portals of the Main Square, its colonial city layout and its provincial architecture, it has a museum-house and cultural centre where paintings and murals, handicrafts are displayed. There is also the University of the Americas, with colonial architecture and abrupt spaces, spas and the regional fair "Pilot of Cholula" that takes place from September 2nd to 16th. It also has discotheques for dancing and restaurants". (National Municipal Information System. SNIM, 2020)

Services and commerce

It has a wide variety of cafes, restaurants and restaurants, bars, discos, nightclubs, nightclubs, spas; there are also repair shops for cars and trucks, bicycles, electrical and electronic equipment, and household goods, professional assistance services and financial institutions, offers a variety of establishments where you can find basic and second necessity items such as: food, drinks, clothing and footwear, furniture for the home and industry, electrical and electronic equipment, stationery and hardware, books, records, medicines, and agencies for the purchase and sale of automobiles.

Magical town

According to the Ministry of Tourism (SECTUR), a Magical Town is a locality that has symbolic attributes, legends, history, transcendent events, everyday life, in short, magic that emanates in each of its socio-cultural manifestations, and which today represent a great opportunity for tourism development.

"The Magic Towns Programme has been operating since 2001 and arose as a response to the need to support those municipalities with tourist potential, which were not being attended to in a direct and coordinated manner by the programmes until then applied by the Federal Government and State Authorities, and which needed new schemes and instruments to get out of the socio-economic lethargy, as well as to motivate their development and prosperity; or in their case they were supported in a discretionary manner and without previously visualised projects. It was observed that in those years, 5 or 6 consolidated destinations were supported and there was a need to demonstrate that Mexico was much more than that. However, there was no organised way to implement programmes, strategies and actions to support municipalities that were likely to grow and develop in tourism" Programa de Pueblos Mágicos (2012).

According to Arellano et al., (2021), the Magical Town denomination promotes the economy through the maintenance of the different places, a higher hotel occupancy and the increase in the registration of the number of tourists. On the social side, it brings more unity and a sense of belonging among the community, and determines the most in-demand tourist sites. On the physical side, it seeks to continuously improve the image and infrastructure and offer higher quality tourism services (Arellano, Rojas, & Larios, 2021).

Cholula obtained the Magical Town designation jointly with the municipalities of San Andrés and San Pedro, joining the Magical Towns programme in 2012 (Secretaria de Turismo. SECTUR, 2019). This enhances levels of well-being and increases employment, and also allows the economy of a particular region to grow by taking advantage of its resources, culture, infrastructure, services offered, as well as natural attractions and innovation, while preserving ancestral traditions. (Pérez, et al., 2021)

9.3 Methodology

This is a quantitative research with a descriptive scope, based on a methodology developed by the Business and Administration Network (REDAYN) in the Sustainable Tourism Dynamism Project. An instrument was designed with 35 items grouped into four categories: business characteristics, marketing, sustainability and customer service, with a 5-point Likert scale.

Once grouped, we resorted to the technique of content validation of the instrument, which "refers to the degree to which an instrument reflects a specific content domain of what is measured" (Hernández et al., 2014), according to Kerlinger et al., (2002) content validity is quantifiable through concordance indices between the evaluations of judges or experts of the research topic. (Hernández, Fernández, & Baptista, 2014).

The method of content validity by experts used is the one proposed by Prat et al. (2005), which consists of two phases: the first refers to the classification and location of the items in a construct or variable, and in the second phase, the evaluation of their degree of relevance is carried out.

The population was determined with data based on the National Statistical Directory of Economic Units (DENUE) of INEGI, selecting businesses by activity related to tourism (hotels, spas, hot springs, tourist services, craft shops, restaurants, among others) in the municipality of Cholula, obtaining a population of 875 businesses. The sample was calculated with an error of 5% and a confidence level of 95%, consisting of 268 businesses, the questionnaire and sample calculation was prepared by the steering committee of the Business and Administration Research Network (RedAyN).

The instrument was applied to 268 entrepreneurs and managers who had a business with tourism-related activity, of which 126 are associated with food and beverage processing in the months of March and April 2022.

Of the 35 items selected, the research team chose 13 which are directly related to sustainability in its three dimensions; economic, social and environmental.

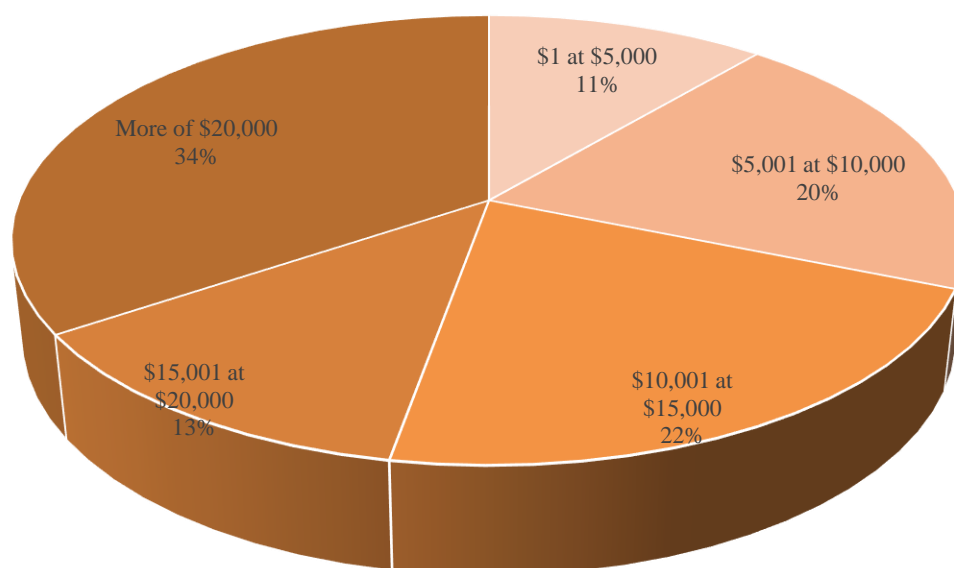
The instrument applied was designed by the Business and Administration Network (RedAyN) in the Sustainable Tourism Dynamism Project, which was applied to the above-mentioned district - Pueblo Mágico de Cholula - and can later be compared with the rest of the localities studied.

9.4 Results

Given the objectives of the present study and derived from the cross-cutting nature of the Sustainable Tourism Dynamism Project, 13 items were chosen to evaluate the economic, social and environmental sustainability achieved according to the opinion of the entrepreneurs.

In principle, with respect to the monthly economic income of the tourism businesses associated with food and beverage processing (Figure 9.1), 34% corresponds to businesses with an income of more than \$20,000 pesos per month, 22% corresponds to businesses with an income of \$10,001 to \$15,000 and the lowest ranges correspond to businesses with incomes of \$15,001 to \$20,000 and \$1 to \$5,000 respectively. It is worth noting that 83% of the surveyed companies correspond to the nano, micro, small or medium-sized company stratum.

Figure 9.1 Income range Gastronomic offer 126 UE



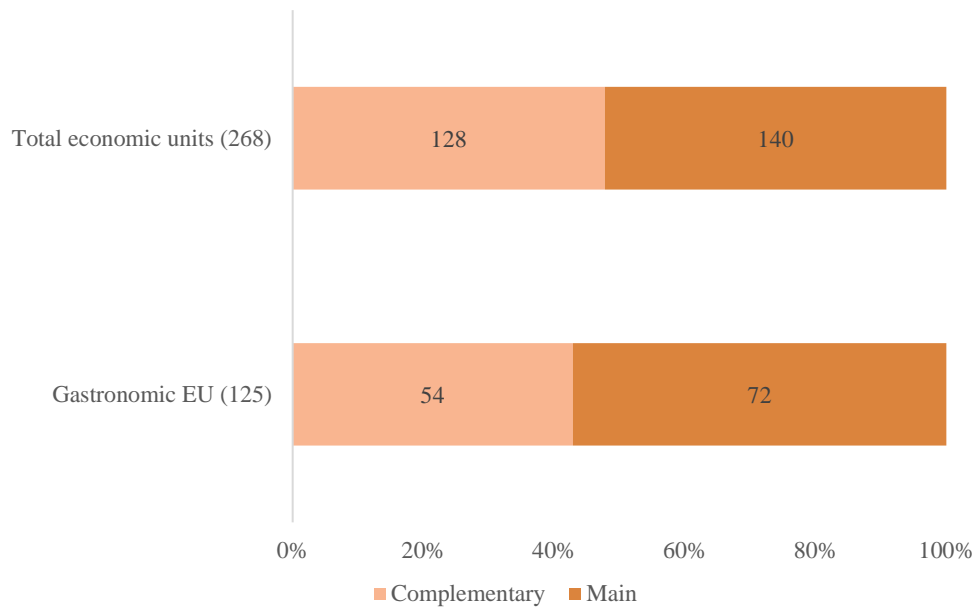
Note: Gastronomic offer corresponding to 126 Economic Units associated with the elaboration of food and beverages.

Once the economic income had been identified, the nature of the tourism activity of both the tourism economic units and the gastronomic units was analyzed. It can be seen in Figure 9.2 that 51% of the enterprises, tourism represents a complementary activity, while for the gastronomic enterprises, tourism represents a main activity with 58%.

With regard to environmental care, as can be seen in Figure 9.3, 79% of the gastronomic economic units have implemented actions for the care and conservation of the environment and natural resources, so that sustainable development has been achieved in the environmental area.

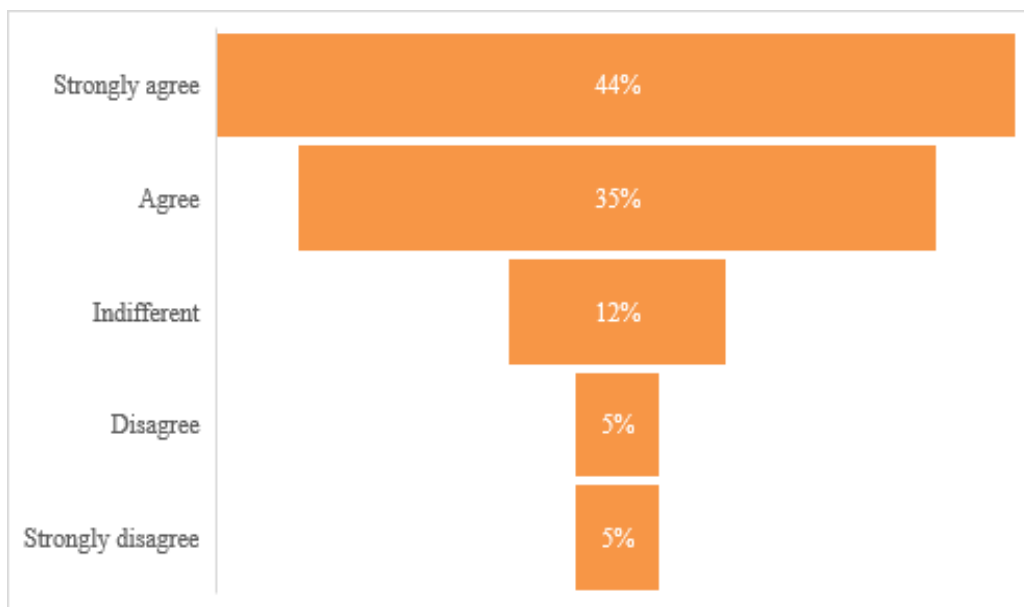
On the social issue, as can be seen in figure 4, 90% of the economic units have followed the provisions of the authorities in terms of care and access to the business, so that the Magical Town of Cholula has achieved an important social development in terms of gastronomic economic units.

Figure 9.2 Nature of tourism activity. Comparison of the Gastronomic Economic Units



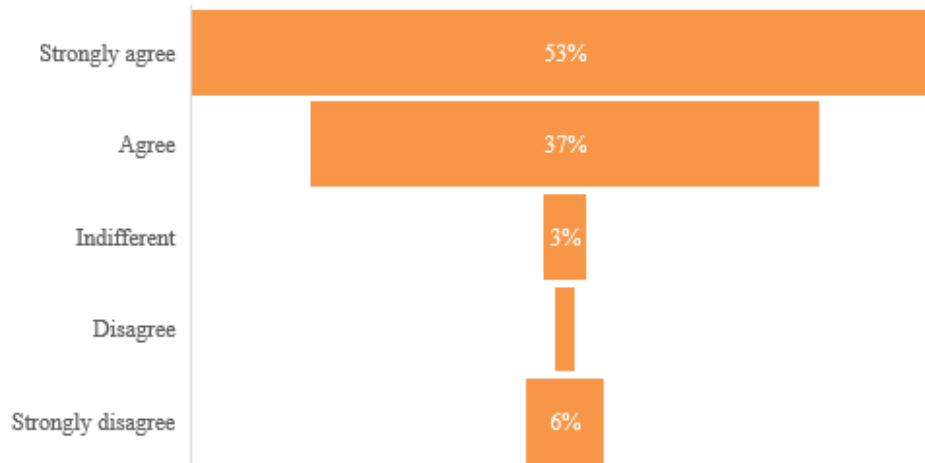
Note: Comparison of the Gastronomic Economic Units with respect to the total sample surveyed.

Figure 3 Environmental care. Actions for the care and conservation of the environment and material resources of the Gastronomic Economic Units



Note: Actions for the care and conservation of the environment and material resources of the Gastronomic Economic Units

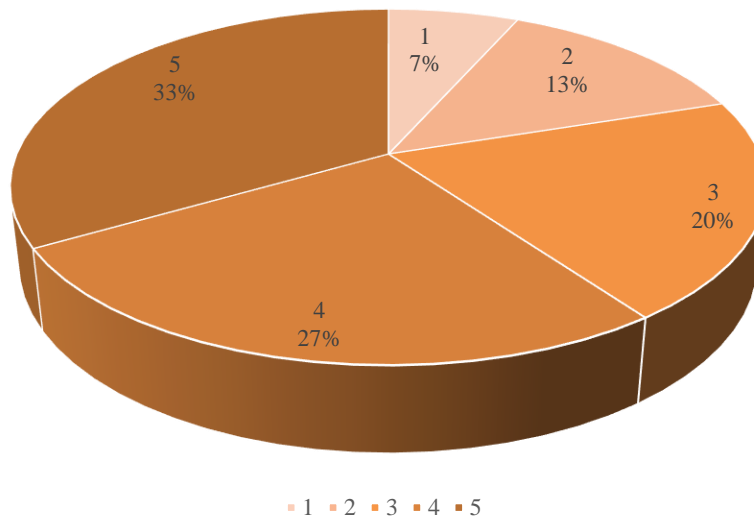
Figure 9.4 Social Development of the Gastronomic Economic Units. Figure 4. Monitoring of the authorities' provisions on care and access to the business of the Gastronomic Economic Units



Note: Monitoring of the authorities' provisions on care and access to the business of the Gastronomic Economic Units.

In Figure 9.5, it can be seen that 60% of the economic units consider that the quality of life of the entrepreneurs and the population has improved, so that the levels of social and economic development are relevant for the economic units studied.

Figure 9.5 Quality of life for entrepreneurs and the population. Perception of the Gastronomic Economic Units to the question. Do you consider that the quality of life of the entrepreneurs and the population has improved?



Note: Perception of the Gastronomic Economic Units to the question Do you consider that the quality of life of the entrepreneurs and the population has improved?

9.5 Discussion

According to the UN, sustainability is composed of three axes, which are a fundamental part of this concept. In order to carry out the analysis, three items were chosen equally for each of the axes: economic, social and environmental, and one item that would allow a general evaluation of sustainability, giving a total of 13 items that allowed the sustainability of the gastronomic economic units to be evaluated. Relevant behaviours were observed in the economic units, 90% of them followed the provisions of the authorities in terms of care and access to the business, so that the Magical Town of Cholula has achieved a significant sustainable development in what refers mainly to establishments that sell food and beverages.

In the economic axis, according to the category of Tourist Service providers, 83% of the enterprises are nano, micro, small and medium-sized; that is, they are enterprises with up to 100 workers. A third of the economic units have an income of more than \$20,000, in second place and with a very similar proportion with 20 and 22% are the incomes of \$5,001 to \$10,000 and \$10,001 to \$15,000 respectively, in addition to this, 60% of the economic units consider that the quality of life of the entrepreneurs and the population has improved, so the levels of social and economic development are relevant for the economic units studied.

Within the social part that corresponds to working together with equity, accessibility, participation and institutional security, 90% of the economic units have followed the provisions of the authorities in terms of care and access to the business, so that the Magical Town of Cholula has achieved an important social development in terms of gastronomic economic units.

It is imperative to mention that according to the State Strategy of Magical Towns that there is still work to be done, the economy with a social approach with respect to human rights needs to be developed, fostering fair development - which is the fundamental premise of sustainability - is considered as an element to be promoted as a scheme of social responsibility in business.

In terms of communication and economic development, it is necessary to review the performance that social networks and communication strategies have contributed to the various activities and economic relations, as they were incentives in the economic contraction and in its recovery, which reaffirms what was observed by the Mexican Internet Association in validating Facebook and Whatsapp as the most popular among economic units, thus reaffirming what Vázquez et al (2021) refer to, as visitors and customers are indeed of significant importance thanks to the active role that these social networks allow.

Although economic growth of up to 6.7% was observed as reported by SECTUR with a 15% contribution to the economy by the Magical Towns in the years prior to the pandemic, it is necessary to pay attention to the employment indicators mentioned by Moran-Bravo and others as this element will be part of the measurement of the real recovery of the tourist destination in question.

Finally, the third phase corresponds to the environment, where in order to sustain human life, the resources used must be at a rate no greater than that of regeneration, and the waste received must be emitted no faster than it can be assimilated. 79% of the gastronomic economic units have implemented actions for the care and conservation of the environment and natural resources, so that sustainable development has been achieved in the environmental field.

9.6 Conclusions

One of the sectors most affected by the COVID-19 pandemic was Tourism, although the government has taken measures to mitigate the economic impact on households and businesses, the sector will have to adapt to the new normality after the pandemic, but in the longer term.

To the initial objective of assessing the level of sustainable development that has been achieved in the Magical Town of Cholula based on the analysis of the opinions of tourism businesses in the food and beverage sector, it can be determined that despite the pandemic Cholula has developed favourably.

The Magical Towns programme was created in 2001 with the intention of structuring a complementary and diversified offer within the country, in addition to the sustainable development implicit in the programme's mission, it is necessary to bet on mechanisms to strengthen the innovation and diversification of the tourist offer.

Through a design of public policies based on the diagnosis and review of the literature that takes into account the areas of opportunity that need to be strengthened, such as economic development under a generalised social approach, not populist or paternalistic, which should be oriented towards the responsible management of the environment without compromising the economic interests of business, the strengths that must be preserved as seen in the environmental culture learned, especially by the management of hygiene and sanitation in internal processes and mainly the control and estimation of threats such as the pandemic.

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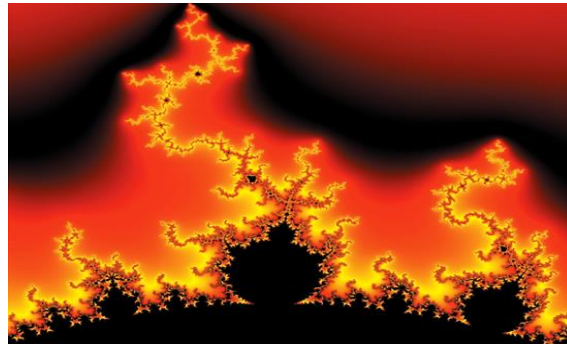
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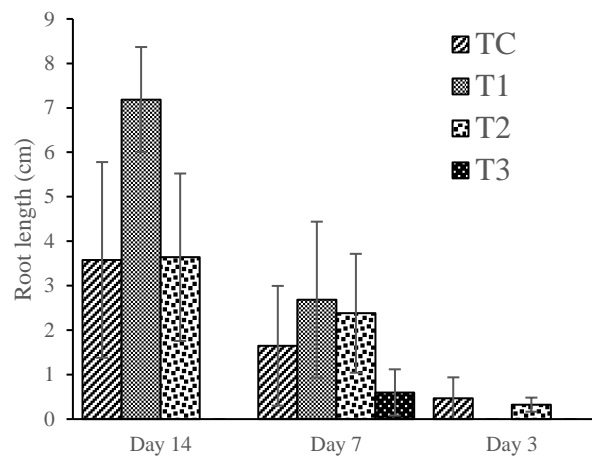
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