

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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DOI: 10.35429/P.2023.3.81.91

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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.

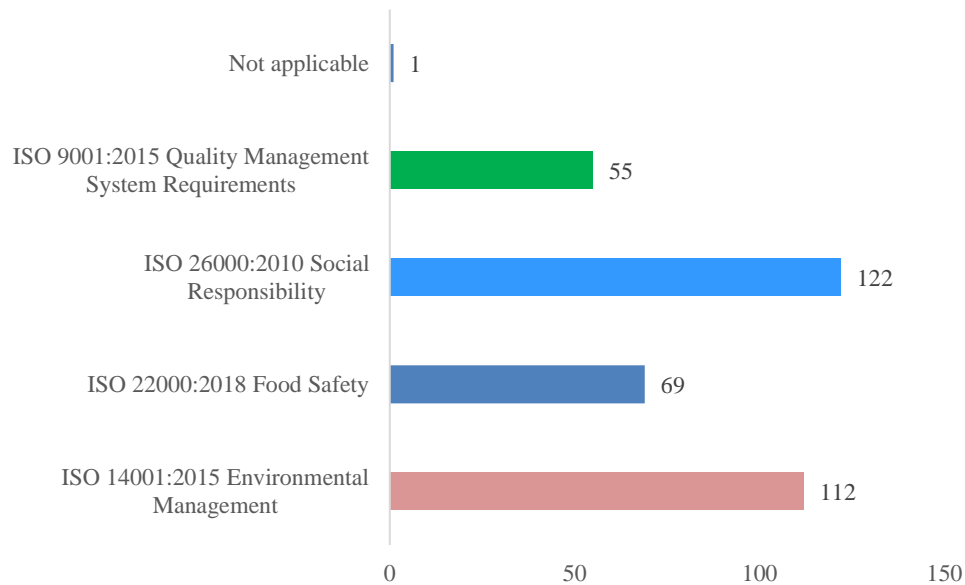
A sample was determined which was elaborated by the RedAyN, with a margin of error of 5% and a confidence level of 95%.

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

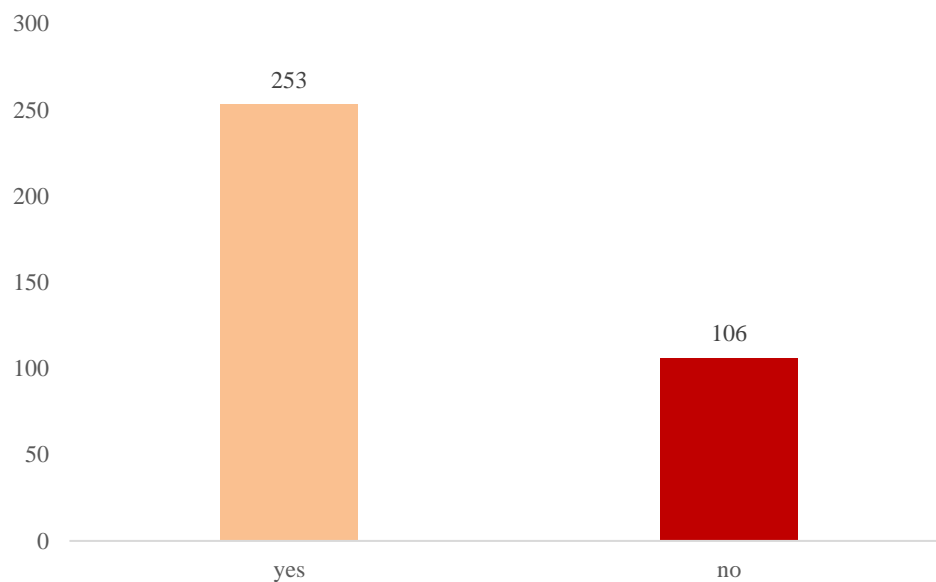
The results obtained according to the information provided by the respondents are presented below.

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

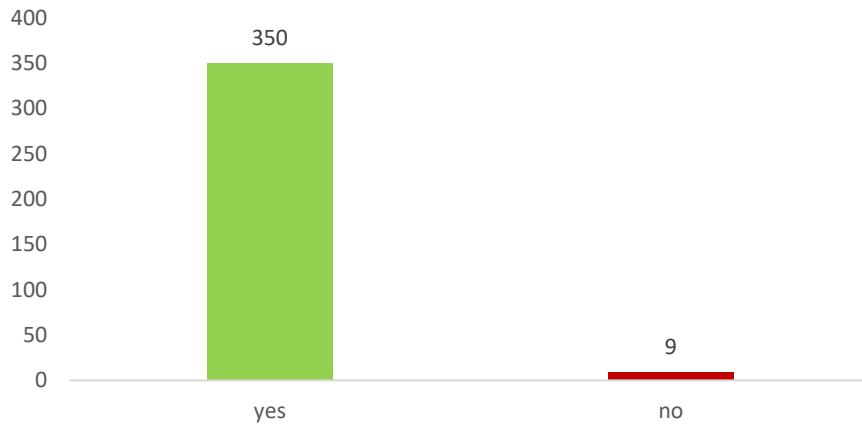
Similarly, the attention received by tourists from the providers of tourist goods and services, with regard to information on the location, care of natural sites (caves, waterfalls, dams, etc.) and architectural, historical and religious monuments, either in person or by means of brochures, posters, 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.

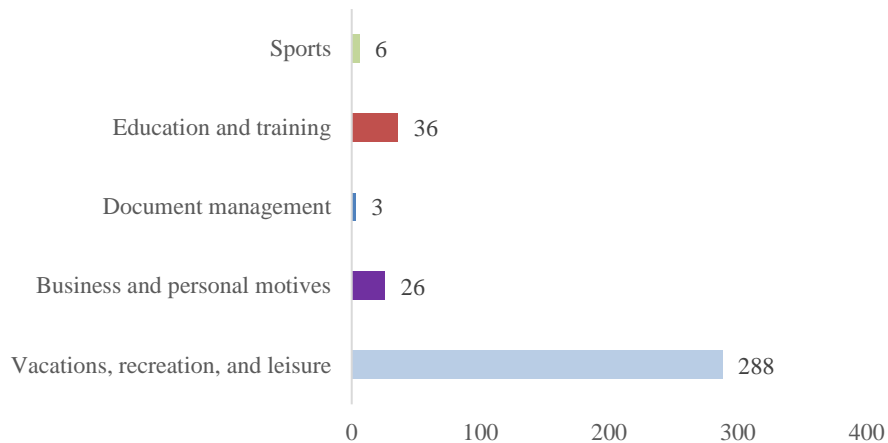
Figure 8.3 Recommendation of the places visited in the municipality of Puebla, by the tourists



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.

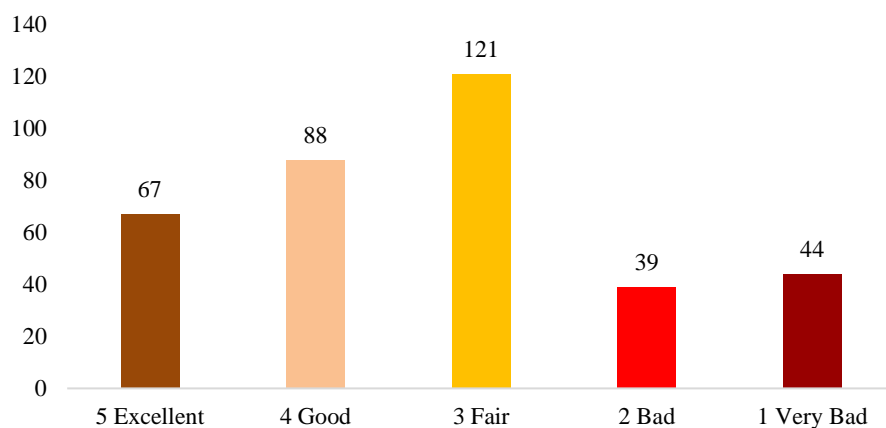
Figure 8.4 Reasons for visiting the municipality of Puebla



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.

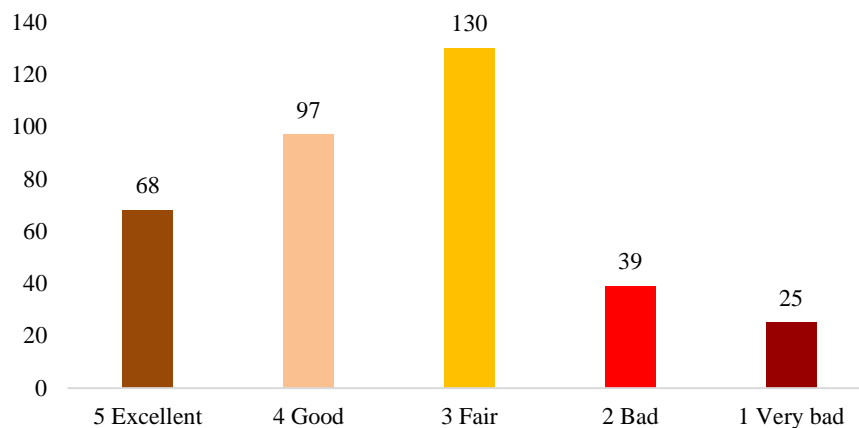
Figure 8.5 Tourists' perception of the security service



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

We are grateful for the support of students from the Technological Institute of Puebla, who helped to carry out the survey, and we thank them all.

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